



# OAKLAND CANNABIS AWARENESS AND SAFETY PROGRAM LOCAL EVALUATION PLAN

City of Oakland  
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with

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**Funding Sources:** Proposition 64 Public Health and Safety Grant Program,  
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**Submission Date:** March 3, 2023

### Introduction: Evaluation Goal

The purpose of this evaluation is to assess the impact and efficacy of the Oakland Cannabis Awareness and Safety Program facilitated by the City of Oakland. The City of Oakland's program seeks to promote the health and safety of its intended audiences by addressing the educational, economic, and security gaps of youth, consumers of cannabis, and cannabis businesses, respectively.

### Local Evaluation Plan Summary Map

The Local Evaluation Plan will begin with identifying key stakeholders (engaged partners) and their respective responsibilities for grant implementation. Following engaged partners will be the project background, including the problem statement and project purpose. Logic models of Appendix A (page 14) include Project Purpose Areas' (PPAs) program components such as objectives, outputs, activities, and proposed impact. Last, process and outcome evaluation research design and methodology begin on page 5, followed by data management and project oversight.

### Team: Roles and Responsibilities

Individual	Title	Responsibility
Greg Minor	Program Director	Program Oversight
Petural 'PJ' Shelton	Project Principal Investigator	Overall Project Manager
Lanial Madden	Project Evaluator	Evaluation
Susan Watson	Public Health Institute, Director (CA4Health; Together Toward Health)	PPA 1 Co-Team Lead
Robert Lee	Public Health Institute, Project Manager (CA4Health; Together Toward Health)	PPA 1 Co-Team Lead
Marvin Boomer	Castlemont Linked Learning Pathway Coach	PPA 1 Advisor
Devyn Taylor	Castlemont CTE Instructor	PPA 1 Instructor
LaWanda Knox	Make Green Go Program Manager	PPA 2 Team Lead
John Romero	Oakland Police Department	PPA 3 Team Lead

### Project Background:

Since its inception in 2017, The City of Oakland's Cannabis Equity Program aims to address disparities in the cannabis industry by prioritizing persons impacted by the war on drugs and

minimizing barriers of entry into the cannabis industry. In turn, the City of Oakland's Special Activity Permits Division of the City of Oakland's Cannabis Equity Program responded to a Request for Proposals (RFP) for the Proposition 64 Public Health and Safety Grant Program from the State of California Board of State and Community Corrections (BSCC). The BSCC grant program provides grant funding to local governments that assist with law enforcement, fire protection, or other local programming to address public health and safety associated with the implementation of the Control, Regulate, and Tax Adult Use of Marijuana Act. Since 2020, BSCC has funded 33 jurisdictions, including the City of Oakland, and has awarded over 30 million dollars in Prop 64 Public Health and Safety Grant Program funding. As one of the grant's awardees, the City of Oakland developed the Oakland Cannabis Awareness and Safety Program to enhance its cannabis equity-related programming, educate and discourage youth from consuming cannabis, and improve the security of licensed cannabis businesses.

The City of Oakland's Oakland Cannabis Awareness and Safety Program has three project purpose areas (PPAs):

PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION:

PPA 2: PUBLIC HEALTH

PPA 3: PUBLIC SAFETY

The need for the Oakland Cannabis Awareness and Safety Program, its project activities, along with the overall approach to the work within each of the programs' PPAs are described below.

#### PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION:

California's Proposition 64 legalized specified personal use and cultivation of marijuana for adults 21 years of age or older. Since its passage, youth are increasingly exposed to unregulated cannabis and regulated cannabis intended for adults. Cannabis legalization has reduced the youth's perception and risk of harm of using cannabis, which poses a substantial risk to young people. Additionally, with the elimination of national substance use harm reduction campaigns such as DARE (Drug Awareness Resistance Education) and GREAT (Gang Resistance and Education Training), the ability to access evidence-based information on cannabis poses an additional threat to youth.

To address these concerns, the City of Oakland's Special Activity Permits Division (Cannabis Equity Program) will partner with Oakland Unified School District (OUSD) and the Public Health Institute (PHI), to create a public awareness campaign to inform youth about the harms of cannabis and in turn, decrease youth usage rate and reduce the onset of cannabis use.

#### PPA 2: PUBLIC HEALTH

While Prop 64 granted the legal consumption of cannabis for adults in California, many adult cannabis consumers are unaware of the laws and regulations of recreational use and how best to support equity (minority)-owned cannabis businesses in a regulated marketplace. Moreover, Oakland equity-owned cannabis businesses seeking to operate legally, still face challenges due to the unrestricted, parallel of the unregulated cannabis marketplace and lack consumer

support. The unregulated cannabis marketplace does not account for taxes, fees, or the cost of goods and building infrastructure compliance, such as cannabis potency laboratory testing and pesticide exposure, or fire codes and security requirements, respectively. Last, unregulated cannabis has led to a rise in synthetic and contaminated cannabis products, which has resulted in consumers suffering seizures, confusion, hallucinations, nausea, and even death.

To address this situation, the City of Oakland's Special Activity Permits Division (Cannabis Equity Program), in partnership with Make Green Go, will create a campaign entitled, "Equity Week" for cannabis consumers 21 years of age or older to bring awareness and encourage the safe use of cannabis products from equity-owned businesses in the regulated marketplace. During Equity Week, select Oakland dispensaries will market and promote products from Oakland-equity brands. Equity Week aims to encourage retailers to carry equity brands with adequate shelf space and visibility on online menus.

**PPA 3: PUBLIC SAFETY**

The cannabis industry, particularly in Oakland, faces several security challenges. Oakland cannabis businesses and delivery operations have been subject to theft, armed robberies, and dangerous shootings. The Oakland Police Department (OPD) is critical in responding to security threats and ensuring public safety, and aids in the operational support of cannabis businesses for licensure and compliance needs. Additionally, OPD serves as a liaison between the cannabis industry and law enforcement, building trust and camaraderie between the two parties.

To address these concerns, the City of Oakland's Special Activity Permits Division (Cannabis Equity Program), in partnership with OPD, will provide a series of security workshops for cannabis businesses and visit the sites of burglarized businesses.

Table One outlines organizer and participant information for PPAs 1-3 described above.

**Table 1: PPA 1 Project Components Participant Information**

Program Organizers	Target Population	Criteria for Eligibility	Criteria for Selection Intervention and/or Service
Oakland Unified School District (OUSD) and Public Health Institute (PHI). Materials are co-developed and co-disseminated by PHI lead and Community Health Equity Academy (CHEA) Pathway instructor.	Highschool students (youth < age 21) enrolled in Castlemont High School. A hyperfocus will be garnered to students in grades 10-12.	Participants must be high school students enrolled in a public health course and/or advisory period. Students will receive the same materials as part of the Community Health Equity Academy (CHEA) Pathway.	Cannabis education activities are provided during class period(s) where students will learn about cannabis use and the dangers associated with underage use.

Make Green Go	City of Oakland residents (adults > age 21) who use or are interested in using cannabis and equity-owned cannabis businesses	Any equity-owned business may participate in the adult cannabis campaign (formally Equity Week) and any adult over 21 years of age may be informed by the cannabis campaign.	Make Green Go will select equity businesses with compliant product ready for sale.
Oakland Police Department (OPD)	cannabis operators in the city of Oakland	Any licensed cannabis business may participate in the cannabis security sessions (webinars).	City staff will promote security webinars by email to City's listserv of cannabis permit applicants and OPD will contact burglarized cannabis businesses based on OPD's crime reports of which businesses have been burglarized.

**Evaluation Overview**

The evaluation of the City of Oakland's Oakland Cannabis Awareness and Safety program is based on logic models specifically designed for each PPA. The logic models identify the project inputs, activities, outputs, outcomes, and intended impacts. The evaluation involves both process and outcome components, as well as the overall research design. The evaluation of process and outcomes will address the questions shown in Table 2 and project goals and objectives as shown in Table 3.

The monitoring and evaluation of PPA goals will be facilitated by an external evaluation consultant, Lanial Madden of LMB Creative Group, LLC with whom the City of Oakland has contracted to evaluate its Prop 64 PH&S grant.

**Table 2: Evaluation Questions**

Process-related Evaluation Questions	Outcome-related Evaluation Questions
<ul style="list-style-type: none"> <li>• Were grant activities and service delivery consistent with program design?</li> <li>• How well were grant activities implemented?</li> <li>• What barriers were encountered in implementation?</li> <li>• What successes were encountered in implementation?</li> <li>• What modifications were needed to overcome the barriers to implementation?</li> <li>• Did the program reach the appropriate target population?</li> <li>• How did external factors impact implementation?</li> </ul>	<ul style="list-style-type: none"> <li>• How well did the grant activities work in changing use, knowledge, attitudes, and perceptions in youth and adults?</li> <li>• How well did the grant activities work in increasing reach and bringing awareness and visibility to equity-owned businesses?</li> <li>• How well did the grant activities work in providing sufficient information to implement crucial safety measures to secure their business</li> <li>• Which aspects of the grant were the most successful or seen as most valuable by the target audience?</li> </ul>

	<ul style="list-style-type: none"> <li>• What external factors influenced the outcomes?</li> <li>• What changes could be made to produce more effective outcomes?</li> <li>• How could additional resources improve outcomes?</li> </ul>
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**Table 3: City of Oakland Cannabis Awareness and Safety Program Goals and Objectives**

PPA	Goal	Objectives
PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION	Educate youth (ages 12 – 21) and parent(s) about the risk of cannabis or delay the onset or reduce cannabis use	<p>A. By 2024, 30% of student researchers, student leaders, and other Castlemont students, in the pre-survey, report a delay in cannabis use by age 17</p> <p>B. By 2024, display 30% decrease in cannabis use by student researchers, student leaders, and other Castlemont students, in years 2 &amp; 3</p> <p>C. By 2024, 20% of student researchers and student leaders, and other Castlemont students report a change in attitude toward cannabis use</p> <p>D. By 2024, 100% of student researchers, student leaders, and other Castlemont students report an increase knowledge in the risks associated with cannabis use</p> <p>E. By 2024, 75% of youth and young adults viewing awareness campaign materials on the website and social media will increase the perception that adolescent cannabis use is harmful</p>
PPA 2: PUBLIC HEALTH	Inform adults 21+ who use or are interested in using cannabis about the laws to promote safe and responsible use on how to support Equity businesses.	<p>A. By 2024, 50% of adults (21+) demonstrate an increase in the knowledge, effects, and laws of safe cannabis use</p> <p>B. By 2024, Oakland dispensaries increase the number of cannabis equity-owned products they carry (“shelf space”). By 2024, Oakland dispensaries display increased sales of regulated cannabis equity-owned products</p> <p>C. By 2024, host an Oakland Cannabis Awareness and Safety Program community event</p>
PPA 3: PUBLIC SAFETY	Host a series of security workshops and meet-and-greets for cannabis businesses to improve their safety	<p>A. By 2024, reduce the number of burglaries of cannabis businesses.</p> <p>B. By 2024, 25% of participants report an increase of perceived safety.</p> <p>C. By 2024, program participants report having sufficient information to implement crucial safety measures to secure their business</p>

**Research Design:**

The evaluation of the City of Oakland’s grant relies on quantitative and qualitative data to inform both process and outcome evaluation. The following sections will describe the process and outcome evaluations, and the data collection and analysis plans. Table 4 provides an

evaluation matrix that describes the nature of each outcome-oriented objective, the source of data, and the frequency of data collection. Quantitative data will be used to document many of the outcome-related objectives. Qualitative data will inform the evaluation—namely, the process-oriented objectives—with insights about communication and coordination with other City of Oakland partners, successes, barriers, and modifications to the project over the implementation of the grant.

### Process Evaluation Research Design

The process evaluation is designed to monitor the completion of grant activities and assess both the fidelity and quality of their implementation. Each quarter, key stakeholders (facilitators, project leads, program directors, etc.) from each Project Purpose Area (PPA) will complete a Grant Monitoring Questionnaire that will provide quantitative and qualitative data to the evaluator. This process evaluation will focus on the overall implementation of grant activities for each PPA, not the specific activities within each goal (such as context, reach, and delivery of programming). This will allow the grant awardees and the independent evaluator to better monitor adherence to the essence of the Oakland Cannabis Awareness and Safety Program.

The Grant Monitoring Questionnaire will be administered by the evaluator and submitted electronically by each of the partners involved. These quarterly questionnaires used for the process evaluation of each PPA will be similar, but not identical. While each will include questions about activities performed by staff, program barriers, successes, and modifications, they will differ in the questions related to the delivery of tasks and grant activities in order to tease out the nuance related to each area of work. In PPA 1, The Public Health Institute and Castlemont High School Oakland Unified School District will document their progress toward the establishment of a youth leadership council and social media education campaign administering the Cannabis Use Survey and other activities related to student and parental case management. Participants will be tracked by classroom attendance and completion process will include the student's creation of a campaign advertisement and its dissemination via social media and/or website throughout the academic calendar year. The evaluation of PPA 2 will include qualitative and quantitative data regarding Make Green Go's engagement with the education of adult consumers through a cannabis awareness campaign and an annual community event called "Equity Week." Lastly, the monitoring of PPA 3 will evaluate the OPD's workshops and meet and greets with cannabis businesses. Once quarterly questionnaire reports are submitted, the evaluator will meet annually with the group at the conclusion of the calendar year to make adjustments. The group will review activity processes and adapt program implementation as needed. All documentation including program materials, data collection tools, and reporting will be stored in a shared Google Drive for easy access and efficient data management.

### Outcome Evaluation Research Design

The outcome evaluation of the City of Oakland's grant assesses the state of the target population and/or the conditions the program is expected to change. For PPA 1, OUSD and PHI

serve as co-advisors for PPA1 related activities. The outcome measures are based on in-classroom surveys at Castlemont High School (administered by PHI) that directly assess the objectives. Student educational content is provided and co-led by PHI Team Lead and Community Health Equity Academy (CHEA) health instructor. For weekly case management, parents will have joint care manager workshops with youth and case managers, as well as on campus workshops in classrooms. Similar to PPA1, PPA 2's objective of a cannabis awareness campaign (21+ years and older) and its outcome measures are based on participating dispensary surveys conducted at the conclusion of Equity Week. PPA 3 outcome measures will be determined by a data collection tool based on methods of communication from the OPD. Reduction in burglaries (self-reported), perceived safety, and implementation of safety measures based on the knowledge from the security webinars will be assessed through a post-survey at the conclusion of the calendar year.

### **Project Oversight and Structure**

PHI will serve as the overall Lead for the project. Decision making activities will be co-led by each PPA Team Lead as described on page 2. Each PPA Team Lead is responsible for the oversight and implementation of programmatic activities as described in Appendix A. Activities performed by staff will be monitored throughout the grant cycle according to deliverables outlined in scopes of work, contracts, and/or memorandums of understanding. Data will be tracked using questionnaires and will be assessed continuously.

### **Data Sources and Data Collection**

Data sources and data collection by PPA, goals, objectives, and the description of objectives as process or outcome-related, and frequency of data collection are provided within the Evaluation Matrix (see Table 4).

### **Quantitative Data Collection**

PPA 1 objectives will be measured by quantitative data collection from self-reported student survey data on cannabis knowledge, attitudes, and use, and by social media engagement analytics that provide detailed information about traffic, reach, and interaction. PPA 2 objectives will be measured by self-reported survey data from participating dispensaries assessing changes (if any) in sales and new store accounts. PPA 3 objectives will be measured by participant registration, OPD facilitator lesson plans, and activity records. All quantitative data sources are shown in Table 5 according to each corresponding PPA.



**Table 4: Process Evaluation Matrix**

PPA	Process to Be Evaluated	Sample Data Collected	Data Source	Data Collection Frequency
PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION	<ol style="list-style-type: none"> <li>1. Establishment of youth leadership council</li> <li>2. Establishment of social media campaign</li> <li>3. Create and administer cannabis use survey</li> <li>4. Student and parental case management</li> </ol>	<ol style="list-style-type: none"> <li>A. Number of students enrolled in the youth leadership council (YLC)? How did you recruit for YLC? When did you establish YLC? How many young people are engaged in YLC? How often does YLC meet?</li> <li>B. What materials did you use to establish social media campaign? What type of content was created to engage youth? What platforms or mediums did you create? How many posts did you create? How frequently did you post?</li> <li>C. Who did you administer the survey? To how many students? When and how often was the survey disseminated?</li> <li>D. What kind of services are offered to students and families? How are students selected for case management? How many families receive services? How long do students and families receive services?</li> </ol>	Grant Monitoring Questionnaire	Quarterly
PPA 2: PUBLIC HEALTH	<ol style="list-style-type: none"> <li>1. Establishment of cannabis awareness campaign</li> <li>2. Implementation of annual Equity Week</li> </ol>	<ol style="list-style-type: none"> <li>A. What kind of medium or platform did you use to establish marketing campaign? What types of messaging did you use to educate/inform the public of equity brands?</li> <li>B. How many dispensaries and brands were selected? How were dispensaries and brands selected? How many participants attended the event?</li> </ol>	Grant Monitoring Questionnaire	Quarterly
PPA 3: PUBLIC SAFETY	<ol style="list-style-type: none"> <li>1. Implementation of Meet and Greets and Workshops</li> </ol>	<ol style="list-style-type: none"> <li>A. How many workshops are administered? What themes are displayed for the security workshops? How many participants attend?</li> </ol>	Grant Monitoring Questionnaire	Quarterly

**Table 5: Outcome Evaluation Matrix**

PPA	Goal	Objectives	Data Source	Data Collection Frequency
PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION	Educate youth (ages 12 – 21) and parent(s) about the risk of cannabis or delay the onset or reduce cannabis use	<p>E. 30% of student researchers, student leaders, and other Castlemont students, in the pre-survey, report a delay in cannabis use by age 17. A unique indicator for each student participant will determine onset of use via a pre and post survey.</p> <p>F. 30% decrease in cannabis use by student researchers, student leaders, and other Castlemont students, in Year 2 &amp; 3.</p> <p>G.20% of student researchers and student leaders, and other Castlemont students report a change in attitude toward cannabis use</p> <p>H.100% of student researchers, student leaders, and other Castlemont students report an increase knowledge in the risks associated with cannabis use</p> <p>I. 70% of parents increase their knowledge and comfortability with discussing the effects of cannabis use with their children</p> <p>J. 75% of youth and young adults viewing awareness campaign materials on the website and social media will increase the perception (views) that adolescent cannabis use is harmful</p>	<p>Outcomes A-E Cannabis Use Survey</p> <p>F. In-App Social Media Platform Analytics</p>	Quarterly
PPA 2: PUBLIC HEALTH	Inform adults 21+ who use, or are interested in using cannabis about the laws to promote safe and responsible use	<p>A. By 2024, 50% of adults (21+) demonstrate an increase in the knowledge, effects, and laws of safe cannabis use</p> <p>B. By 2024, participants display increased knowledge/awareness of regulated, cannabis equity-owned products</p> <p>C. By 2024, participants display increased knowledge/awareness of regulated, cannabis equity-owned businesses</p> <p>D. By 2024, participants display increased support (in the form of purchased goods) of regulated cannabis equity-</p>	Equity Week Survey Monkey Reporting	Quarterly

		owned products E. By 2024, host an Oakland Cannabis Awareness and Safety Program community event		
PPA 3: PUBLIC SAFETY	Host a series of workshops and meet-and-greets for cannabis businesses to help them to survive and thrive	A. By 2024, reduce the number of burglaries of cannabis businesses. B. By 2024, 25% of participants report an increase of perceived safety. C. By 2024, program participants report having sufficient information to implement crucial safety measures to secure their business	City of Oakland Records- Participant registration, OPD facilitator lesson plans	Quarterly

**Table 6: City of Oakland Cannabis Awareness and Safety Program Goals and Objectives**

PPA	Data Source	Quantitative Data to be Accessed
PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION	Cannabis Use Survey	<ul style="list-style-type: none"> <li>Youth participating in Cannabis Use survey. The survey will be required of each student participant and students will receive the presentation once during the classroom presentation</li> <li>Youth with pre-post survey results indicating a delay in onset of cannabis use</li> <li>Youth with pre-post survey results indicating increased knowledge of cannabis use</li> <li>Youth with pre-post survey results indicating increased perception of harm</li> <li>Youth with pre-post survey results indicating a change in attitude increased knowledge of cannabis use</li> </ul>
	Social Media Platform	<ul style="list-style-type: none"> <li>Social media analytics- campaign views, user engagement, likes, saves, shares, and viewer demographics</li> </ul>
PPA 2: PUBLIC HEALTH	Equity Week Survey Monkey Reporting	<ul style="list-style-type: none"> <li>Equity brands and dispensaries participating in Equity Week</li> <li>Survey results indicating increased visibility (equity brands carried) in participating dispensaries. Employees of the dispensaries will be surveyed.</li> <li>Survey results indicating increased product orders from participating dispensaries</li> <li>Success of Make Green Go's campaign on equity brand</li> </ul>

PPA 3: PUBLIC SAFETY	City of Oakland Records- Participant registration, OPD facilitator lesson plans	<ul style="list-style-type: none"><li>• Number of attendees enrolled in security workshops</li><li>• Retrospective survey results indicating increased perception of safety and adequate resources to respond to security threats</li></ul>
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### Qualitative Data Collection

The process evaluation's Grant Monitoring Questionnaire will gather some qualitative data for each PPA on the quality and fidelity of implementation, as well as successes, barriers, and modifications for program delivery. Qualitative data collection for the outcome evaluation will be conducted for PPA 2 and 3 objectives, including interviews and focus groups of Equity Week and OPD security workshop participants. For PPA 2, surveys with open-ended questions will be assessed to gauge overall satisfaction with Equity Week and the experience working with ~~both~~ equity brands and retail partners. For PPA 3, survey questions will gauge security session materials, the facilitator's delivery of materials, mode of delivery, and overall attendee satisfaction. Additionally, program staff and partners will be interviewed to gain perspectives on project implementation and ensure program fidelity.

### Data Analysis

To formulate accurate conclusions, both quantitative and qualitative methods will be utilized. To analyze the quantitative data, descriptive statistics and pre/post-test analysis will inform the outcomes of all project goals and objectives. Qualitative data will be analyzed for themes in participants' attitudes, perceptions, and/or satisfaction regarding program services. Methods findings will inform the outcome evaluation process.

### Strategies for Determining if Outcomes are Related to the Intervention and not Confounding Variables

Strategies to ensure no other factors impact the program for PPA1-3 include monitoring other interventions on campus, specifically administrative policy-wide interventions, and the use of Pre/Post longitudinal data to assess the change of student cannabis use over time. For case management, self-reported data will determine what factors influence their decisions for cannabis use and ease in having safe, cannabis related conversations with adults. At the conclusion of Equity Week, self-reported post survey data will determine what factors influence decisions to carry equity brands/products and their awareness of equity brands. A strategy to determine if the outcome measures are related to the security intervention include a retrospective survey that will provide direct insight on whether increased security measures were due to the webinar education. Overall, it is not possible to conclude if measured outcomes are solely due to the program intervention and to what extent external factors influence the results.

### Evaluation Timeline, Reporting, and Dissemination

Program partners will share information on programmatic progress during quarterly meetings with principal investigators and within monthly meetings when relevant. The evaluator will share the program's lessons learned, outcomes to date, any perceived challenges, and general program implementation updates throughout the grant cycle to ensure that both program implementation and the evaluation are providing the desired results. At the conclusion of the grant period, LMB Creative Group, LLC will deliver an analysis of program results in a Local Evaluation Report by April 30, 2024. Findings from this report will be disseminated to the City of

Oakland, grant partners, and the State of California Board of State and Community Corrections (BSCC).

**Logic Models:**

The Oakland Cannabis Awareness and Safety Program’s logic models are shown in Appendix A.

## Appendix A:

### Goal 1: Decrease youth usage of cannabis and delay the onset of youth usage of cannabis.

Inputs	Activities	Outputs	Outcomes	Impacts
<p>Castlemont High School, specifically the Community Health Equity Academy, students, teachers, and staff</p> <p>Public Health Institute, specifically the CA4Health program, knowledgeable staff on cannabis use and community issues</p> <p>Collaboration time with East Oakland Youth Development Center (EOYDC) youth</p> <p>Program staff time for program development and monitoring</p> <p>Time for Program staff to run school student club</p> <p>Stipends for student participation in student</p>	<p>In-school research project on adolescent cannabis use in Oakland</p> <p>In-school Problem-Based Learning project for Digital Awareness Campaign Ads based on previous research project</p> <p>In-school education on cannabis for Castlemont students. Student leaders who will also serve as student researchers will receive the same cannabis education materials. Presentations will be delivered during health class on Tuesdays and Thursdays for 90 minutes.</p> <p>Pre-education survey collected from Castlemont students</p>	<p>20 Castlemont students researching adolescent cannabis use in Oakland</p> <p>20 Digital Awareness Campaign Ads for Year 1</p> <p>20 Castlemont student leaders trained in advocacy to run Youth Cannabis Awareness Campaign</p> <p>60 social media outputs per year</p> <p>2 cross-site collaboration meetings with EOYDC youth</p>	<p>30% of student researchers, student leaders, and other Castlemont students, in the pre-survey, report a delay in cannabis use by age 17</p> <p>30% decrease in cannabis use by student researchers, student leaders, and other Castlemont students, in Year 2 &amp; 3</p> <p>20% of student researchers and student leaders, and other Castlemont students report a change in attitude toward cannabis use</p> <p>100% of student researchers, student leaders, and other Castlemont students report an increase knowledge in the risks</p>	<p>Youth and young adults who view awareness campaign website and social media posts will have the information they need to make healthy choices regarding the use of cannabis. This will:</p> <ul style="list-style-type: none"> <li>a.) Decrease cannabis use and misuse in youth</li> <li>b.) Increase youth awareness in risks associated with cannabis</li> </ul> <p>Youth still in schools (student researchers, student leaders, and other Castlemont students) who make healthy choices regarding the use of cannabis will:</p> <ul style="list-style-type: none"> <li>a.) Increase the high school graduation rate</li> <li>b.) Decrease the drop-out rate</li> <li>c.) Decrease student tardiness and school absences</li> </ul> <p>Student researchers and students who engage in student club and other cannabis-related education and activities will experience the benefits of positive drug-free activities and support in making healthy choices around the use of cannabis.</p>

<p>club to run Youth Cannabis Awareness Campaign</p> <p>Youth Participatory Action Research curriculum focused on youth leadership and advocacy</p> <p>Social media technologies (funding to maintain social media campaigns online, i.e. website)</p> <p>BSCC PROP 64 funding</p>	<p>Post-education survey collected from Castlemont students and other youth associated with other organizations after campaign has launched</p> <p>School club students take YPAR-based leadership and youth advocacy training for Youth Cannabis Awareness Campaign</p> <p>School student club to run Youth Cannabis Awareness Campaign</p> <p>Cross-site youth collaboration meetings with EOYDC youth to enhance campaign materials</p>		<p>associated with cannabis use</p> <p>75% of youth and young adults viewing awareness campaign materials on website and social media will increase perception that adolescent cannabis use is harmful</p> <p>70% of parents increase their knowledge and comfortability with discussing the effects of cannabis use with their children</p>	
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**Goal 2: Inform adults 21+ who use or are interested in using, cannabis about the laws to promote safe and responsible use and how they can support Oakland equity cannabis businesses.**

Inputs	Activities	Outputs	Outcomes	Impacts
Program staff of Make Green Go that will	Prepare and implement cannabis awareness	Number count of people 21+ years or	Increase knowledge/awareness of safe use (regulated and unrelated	People consume legalized, regulated cannabis as opposed to unregulated cannabis in a safe



<p>create and design an awareness campaign</p> <p>Time for staff to create and design awareness campaign</p> <p>Materials and designs for awareness campaign</p> <p>Information about local regulated cannabis equity-owned products and businesses</p> <p>Make Green Go program staff time for monitoring and data collection</p>	<p>campaign</p> <p>Collect baseline data on knowledge of legalized recreational cannabis, its laws, and safe use</p> <p>Collect baseline data of support of regulated cannabis equity-owned products and businesses</p> <p>Host an annual Oakland Cannabis Awareness and Safety Program community event</p>	<p>older in target population reached</p> <p>Number count of social media posts- 2x/week; total of 24 posts</p> <p>Number count of boosted ads if applicable</p> <p>Number count of surveys completed by cannabis participants to include initial survey informing the promotion of equity week</p> <p>Host a Cannabis Awareness and Safety Program community event-- Equity Week 11/14-11/18</p>	<p>use of cannabis)</p> <p>Increase knowledge/awareness of equity-owned products</p> <p>Increase knowledge/awareness of regulated cannabis equity-owned businesses</p> <p>Increase support (in the form of purchased goods) of regulated cannabis equity-owned products-</p> <p>Support (in the form of customer visits) of regulated cannabis equity-owned businesses</p> <p>Coordinate a community event (Equity Week) for Oakland residents and cannabis industry operators</p>	<p>environment</p> <p>Increase the visibility of equity-owned cannabis brands for those interested in consuming cannabis and the general public</p> <p>21+ years and older cannabis consumers are aware of local cannabis equity programs and more inclined to support equity-owned businesses and products through various means</p> <p>Increased economic stability of equity owned businesses and in turn, creating more stable, resilient, and sustainable communities</p>
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**Goal 3: Host a series of security workshops for cannabis business to improve their safety**

Inputs	Activities	Outputs	Outcomes	Impacts
<p>Program staff that will create and implement cannabis security workshops, specifically Oakland Police Department</p> <p>Time for staff to create and design security workshops</p> <p>Materials and designs for security workshops</p> <p>Information about best security and safety practices for cannabis operators</p> <p>Program staff time for monitoring and data collection</p>	<p>Host an annual Oakland Cannabis Awareness and Safety Program community event</p> <p>Design and implement workshops (minimum of 5 per year) that identify the steps to protect the safety of cannabis businesses, employees, and the community</p> <p>Meet and greets with cannabis businesses</p> <p>Provide guidance to community partner liaisons and serve as the project's "resident expert."</p> <p>Create a format for ongoing exchange of communication and information for minority-owned cannabis businesses</p>	<p>Number count of workshops conducted</p> <p>Number count of people who attend workshops</p> <p>Number count of people in attendance at Cannabis Awareness and Safety Program community event</p> <p>Number count of businesses reached by communication exchange</p>	<p>Increase the number of licensed cannabis businesses that are equipped to respond to safety/security concerns</p> <p>50% of equity-owned cannabis businesses report an increase of perceived safety, ultimately feeling safer</p> <p>Program participants report having sufficient information to implement crucial safety measures to secure their businesses</p> <p>Increase the number of cannabis businesses who implement safety measures</p>	<p>Licensed cannabis operators who engage in security workshops are equipped with the tools and systems in place to have a safe and secure business with fewer security threats</p> <p>Cannabis businesses will better understand public safety needs and be more prepared to respond to security threats in real-time, in turn, bridging the gap in trust between residents and law enforcement</p>

