



PROP 64 CANNABIS COMPLIANCE AND COMMUNITY EDUCATION INITIATIVE

Local Evaluation Plan

October 1, 2020 - September 30, 2023

BSCC Prop 64 Public Health & Safety Grant, *Funding Source*

El Dorado County Sheriff's Office, *Grantee*

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Project Background

El Dorado County has been heavily burdened with the onset of illegal marijuana grow operations since medical marijuana became legal as part of the Compassionate Use Act in 1996. Similarly, El Dorado County has experienced a significant increase in illegal marijuana activity since recreational use of the drug was passed by voters in 2016. El Dorado County has many rural areas where marijuana cultivation and manufacturing can be easily concealed by the terrain and abundance of vegetation. The El Dorado County Sheriff's Office has recognized the direct risk this poses to the overall public safety and more specifically to our impressionable youth. We discovered a need for a program that will exclusively focus on early education, outreach, and intervention of youth exposed to cannabis. The funds received from the Proposition 64 Public Health and Safety Grant Program will enhance our education outreach efforts to both the community and it's youth, while increasing the resources for proper oversight and administration of enforcement and compliance efforts of illegal marijuana grow sites.

The funds from the grant support the implementation of the Anti-Marijuana Youth Outreach Pilot Program (AMYOPP) and one dedicated El Dorado County Deputy Sheriff. Our dedicated Deputy will participate in our AMYOPP with the Rescue Union School District (RUSD) to teach middle school adolescents and their parents the detriments of using cannabis. Additionally, our dedicated Deputy will be responsible for collaborating with the El Dorado County Code Enforcement and the Sheriff's Narcotic's unit. Together they will perform enforcement activities and provide preventative efforts that improve the welfare and protection of the public.

AMYOPP is a safe and creative space for middle school youth that is managed by the RUSD staff and monitored by the El Dorado County Sheriff's Office. It offers engaging activities and services to at-risk youth that provide healthy life skills training and focuses on the risks of marijuana use. AMYOPP is a multi-component curriculum that addresses the social, cognitive, and health risks associated with the use of cannabis. Participants will be referred to the program by the RUSD staff based on their level of exposure risk to marijuana. Our target population is any gender and middle school aged youth with medium to high exposure risk. A series of surveys and interviews will be used to determine the risk and needs of each participant. Based on the specific needs of the participants, the immersive activities will include counseling, life and social skills coaching, mentoring, job shadowing, pro-social and recreational events.

There are three (3) goals for our Prop 64 cannabis compliance and community education initiative:

Table 1.

Goals	Objectives
(1) Serve as a resource for education related to cannabis use and health and safety impacts to the county	Educational outreach showing youth the potential health risks of cannabis use
	Create educational opportunities in our community for children, adolescents, parents, and teachers to illustrate that marijuana is dangerous to the health and development of young people
(2) Increase availability of enriching programs to engage at-risk youth	Increase the enrichment programs available for youth in the community that will keep them engaged in healthy lifestyles
(3) Increase enforcement efforts related to legalization of cannabis to enhance overall public safety	Perform enforcement activities that improve the welfare and protection of the general public.
	Provide preventative efforts and protection of the public from dangers affecting safety such as crimes, disasters, or impacts due to the legalization of cannabis



Process Evaluation

El Dorado County Sheriff's Office (EDSO) will use the pre and posttest evaluation methods for the process evaluation. Both qualitative and quantitative data collections will be used to ensure efficiency and fidelity are met throughout the life of the grant. Both the Anti-Marijuana Youth Outreach Pilot Program and the enforcement efforts will adhere to these methods. The project oversight structure and overall decision-making process for the project is depicted on the management plan in Appendix A¹.

Anti-Marijuana Youth Outreach Pilot Program (AMYOPP)

The activities performed by participants in AMYOPP will be documented and tracked with RUSD secure databases and excel spreadsheets. Pre and post data will be collected, analyzed, and recorded using restorative task data, public service data, and student body data. Qualitative methods will be used to gather information for intangible ideas and perceptions that involve one-on-one interviews, focus groups, and event observations. Quantitative methods will be used to assess patterns in data via surveys, questionnaires, polls, and self-evaluations.

Table 2.

Collection Milestones
At entrance/exit to AMYOPP, start/end of each activity or event, intermittently, completion of goal, start/end of each community event
Determinants
Attendance, demographics, understanding of material, satisfaction of participants, successful completions, reflections/opinions of community

All forms and data for AMYOPP will be collected at each activity or event and analyzed on a semi-monthly basis by the Rescue Union School District (RUSD)². Activity logs will be required for all AMYOPP events in order measure staff satisfaction and verify the oversight structure of the events.

Enforcement Efforts

The enforcement activities performed will be documented and tracked with ArcGIS databases and excel spreadsheets. Post activity data will be collected using both qualitative and quantitative methods. Qualitative methods will be used to gather information from interviews, investigation reports, and cross examinations. Quantitative methods will be used to assess patterns in data via the ArcGIS surveys.

¹ Please see Appendix A for management plan

² Please see appendix B for RUSD organization chart



Table 3.

Collection Milestones
After a completed interview, investigation, cross examination, enforcement activity
Determinants
Start/end dates, gathered intel, allocation of resources, level of compliance, referral to other services, manual summation

All forms and data for enforcement efforts will be analyzed on a quarterly basis by EDSO grant staff to ensure fidelity and proper oversight. Activity logs will be required per interaction for all enforcement efforts by using the ArcGIS survey platform.

Data Collection and Analysis

El Dorado County Sheriff's Office will analyze data from AMYOPP and the enforcement activities using Excel and ArcGIS Survey 123 on a quarterly basis. EDSO will use ArcGIS Survey 123 to track and report surveys, questionnaires, attendance, assessments, and investigation findings. EDSO and RUSD will use Excel for data cleansing and to house the raw data. Both qualitative and quantitative methods will be used to compile data from multiple agencies. The qualitative data will help us understand the quality of our project and the quantitative data will help us understand how well we are meeting our projected goals. Both Excel and ArcGIS Survey 123 will adhere to grant security protocols. All staff have a duty to protect the systems and related documents from physical and environmental damage and are responsible for the correct use, operation, care, and maintenance of data. It is prohibited for staff to allow an unauthorized user to access the systems or documents at any time or for any reason.

All forms, documents, pictures, flyers, surveys, questionnaires, databases, and spreadsheets are required to be shared on a quarterly basis with the day-to-day fiscal contact for EDSO³. All the documents and data will be gathered, organized, and stored in a secure location at EDSO for the life of the grant period.

Qualitative

AMYOPP staff will be responsible for collecting qualitative data from the program assessments, activities, events, focus groups, and counseling sessions. Participants will include students, teachers, coaches, counselors, RUSD and EDSO staff members, and community members. The dedicated EDSO Deputy is responsible for the collection of qualitative data from interviews, investigations, cross examinations, and other enforcement activities. The qualitative data from AMYOPP and the EDSO Deputy will help us understand the perspectives of all parties involved and create opportunities to improve our effectiveness. The day-to-day EDSO fiscal contact is responsible for using inferential statistics to draw conclusions from the datasets using correlation, regression, and thematic analysis.

Assessments

The RUSD staff counselors are heavily involved with the youth in AMYOPP from the start. The counselors are responsible for assessing the youth at entry and exit from the program. The assessment forms are provided by EDSO and create an in-depth knowledge of each participant, their level of

³ Please see appendix C for EDSO organization chart



exposure to marijuana, and their environments. The data from the exit assessment will be used to determine successful program completion. This data will remain in a secure network location with password protections. Individual participant sensitive information will only be stored for the duration of the grant period and will not be shared at any evaluation meetings.

Counseling Sessions

The original assessments of the AMYOPP participant will help determine which individuals are more likely to require counseling services. These sessions can be scheduled by the counselor or the individual and can be in depth or a quick exchange. The focus is to achieve individual progression/successful completion of AMYOPP activities. Individuals will be given the opportunity to complete feedback surveys on their experiences. The counselors will coordinate with RUSD to ensure safe and confidential meetings are conducted.

Activities/Events

Youth participants, staff, and the community will be encouraged to complete feedback surveys for all AMYOPP activities and events. The results will give RUSD and EDSO insight into the needs and levels of saturation the activities are providing. The data will prove the quality of our activities and events and determine if changes need to be made.

Focus Groups

The RUSD staff will have opportunities to conduct focus groups with youth participants, parents, and community members. The discussions can be either guided or open and all participants will be encouraged to complete a feedback survey. The desire is to learn about the concerns and opinions that surround youth marijuana use. The venue (either online or in person) will be an appropriate size space that is comfortable and private.

Interviews/Investigations

The EDSO dedicated Deputy will gather useful qualitative data from interviews and investigations on enforcement efforts. Only data pertaining to the allocation of resources, compliance issues, and type of referral cases will be collected. No personal information will be recorded or stored. The desire is to identify types, patterns, or relationships in code enforcement and illegal marijuana grow sites.

Quantitative

The process/outcome evaluation data from AMYOPP and the enforcement activities will be entered into Excel and the ArcGIS platform for analysis. The data will either be transferred from forms or directly inserted. Descriptive and quasi-experimental statistical methods will be used to analyze the quantitative data with an objective lens. The results will produce information relevant to the progress of our project and measure the level of completion for the goals using text, graphs, and charts. The day-to-day EDSO fiscal contact will be responsible for merging the data from all agencies in a reportable form that the grant evaluation team will



utilize during quarterly meetings. Any issues that arise from the data will be shared with the project leads and RUSD grant staff for a resolution.

Outcome Evaluation

El Dorado County Sheriff's Office (EDSO) will use the pre and posttest evaluation methods for the outcome evaluation. Both qualitative and quantitative data collections will be used to ensure the inputs directly relate to the outputs and impacts listed on the EDSO Project Logic Model⁴. The final collection of data from RUSD and the enforcement efforts will take place at the end of the last quarter of the grant period. The results will be compiled by the day-to-day EDSO fiscal contact and distributed to the evaluation team for review, discussion, and finalization.

RUSD and EDSO will use the components of Improvement Science and Plan-Do-Study-Act Cycles to determine if the outcomes are related to the project or some other source. Improvement Science brings order to a variety of methods by integrating problem analysis, research, solution development, measure of processes, and rapid refinement. Plan-Do-Study-Act Cycles evaluate the factors of an activity and determine if the changes are causing progression. This transfers the qualitative/quantitative data into research-based and evidence-driven continuous improvement plans with the goal of increasing effectiveness.

Table 4.

GOAL EVALUATION	EXPECTED OUTCOMES
Serve as a resource for education related to cannabis use and the health and safety impacts to the county	125 social media interactions with parents and community
	325 face-to-face interactions with parents and community
Create educational outreach showing youth the potential health risks of cannabis use	450 youth reached through our range of activities (recreational, behavior plans, career counseling, mentoring, leadership training, life skills training, pro-social events, substance use awareness education)
Create educational opportunities in our community to illustrate the dangers to health and development of young people that marijuana use imposes	95 Friday night events
Increase the availability of enriching programs to engage at risk youth in healthy lifestyles	15 youth assessed and successfully completed AMYOPP
	75 individual or group counseling sessions
	75 youth life skills coaching
Increase enforcement efforts related to legalization of cannabis to enhance overall public safety	275 code enforcement inspections
	150 code enforcement violations (depreciating with time)
	6 new retail permits issued
	100% legal retailer education/training on youth cannabis use
Perform enforcement activities that improve the welfare and protection of the public	100 marijuana grow investigations
	35 surveillances (aerial and ground)
	5 environmental tests performed
Provide preventative efforts and protection of the public from dangers affecting safety such as crimes, disasters, or impacts due to the legalization of cannabis	50 other law enforcement investigations stemming from illegal marijuana grow sites (child endangerment, BHO labs, illegal firearms)
	20,000 eradicated plants

⁴ Please see Appendix D for EDSO Project Logic Model



Participant success

The success of the participants enrolled in AMYOPP and the community is monitored through the entry/exit assessments and the intermittent surveys completed throughout the program. Participant narratives disclose the positives gained/appreciated from the project and any suggested ways to improve it. Success is measured by a decrease in youth risk status and an increase in attendance, confidence, behavior, health, and overall awareness of the detriments of marijuana use.

Activity success

The success of AMYOPP is determined by any reduction in risk status for youth enrolled. Each program activity is considered successful if the participants are better off socially, cognitively, and physiologically than when they entered. The enforcement efforts are determined successful by a reduction in overall illegal marijuana grow sites and fewer code enforcement violations. Additionally, any increase in community awareness of the detrimental impacts from illegal marijuana grows will be considered successful.

Evaluation Team

The evaluation team will consist of 3 EDSO stakeholders, 2 RUSD stakeholders, 1 retired law enforcement officer, and 1 retired youth program coordinator. The team will meet on a quarterly basis to discuss the data collected from AMYOPP and the enforcement efforts. The team will thoroughly analyze and reformulate any activities or processes that are not meeting the initial goals or objectives. Recommendations for improvements can come at the individual participant or system level. The intention for the evaluation team is to provide program transparency in the process and outcome evaluations of EDSO's Prop 64 Cannabis Compliance and Community Education Initiative.

Reporting Schedule

El Dorado County Sheriff's Office will meet all BSCC reporting requirements and deadlines.

Quarterly Progress Report: EDSO grant staff will submit the Prop 64 Quarterly Progress Reports to the BSCC per the dates outlined in the Data Reporting Guide. Per the instructions on the Guide, EDSO will report the general project overview, the data for public health awareness and education in schools and community, the youth enrollment/exit quarterly totals, and the cannabis compliance and enforcement activity completion quarterly totals. Furthermore, the grant evaluation team will provide information on the quarterly evaluation results of AMYOPP and enforcement efforts.

Local Evaluation Report: EDSO grant staff will submit the required 3-year Prop 64 Local Evaluation Report (LER) by the deadline outlined in the BSCC LER guide. The LER will be based on the original Local Evaluation Plan and will identify whether the project was successful in achieving its goals and objectives.

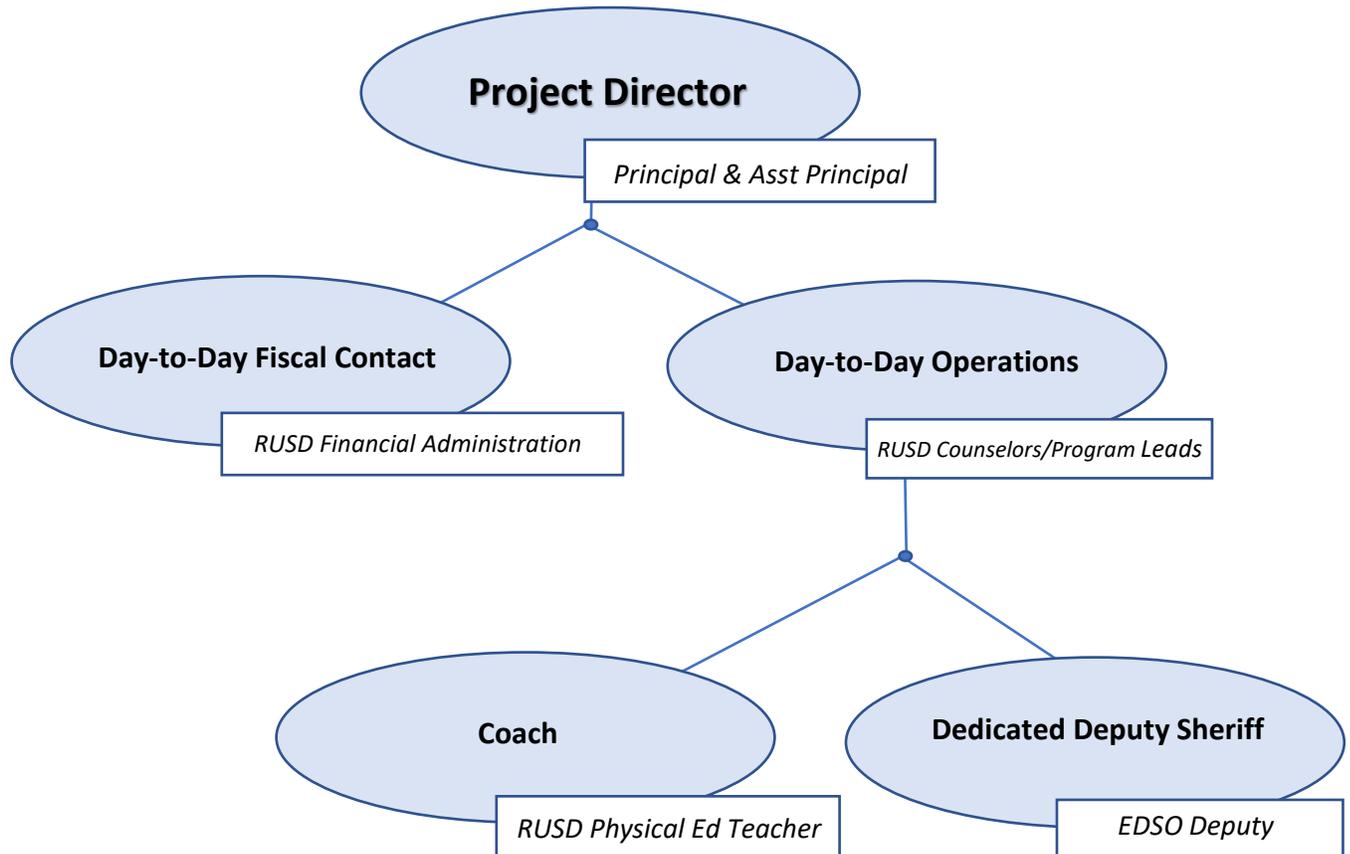


Appendix A: Management Plan

EDSO PROP 64 CANNABIS COMPLIANCE AND COMMUNITY EDUCATION INITIATIVE		
Position (# of personnel)	Reports To	Funded By
Project director (1)	BSCC	General fund
Financial officer (1)	Project Director	General fund
Day-to-day Program Contact (1)	Project Director	General fund
Dedicated deputy sheriff (1)	Day-to Day Program Contact/Project Director	Grant
Day-to-day fiscal contact (1)	Financial officer	General fund
RUSD project director (2)	Financial officer	Grant
RUSD day-to-day fiscal contact (2)	RUSD project director	Grant
RUSD day-to-day operations (2)	RUSD project director	Grant
RUSD coach (1)	RUSD day-to-day operations	Grant

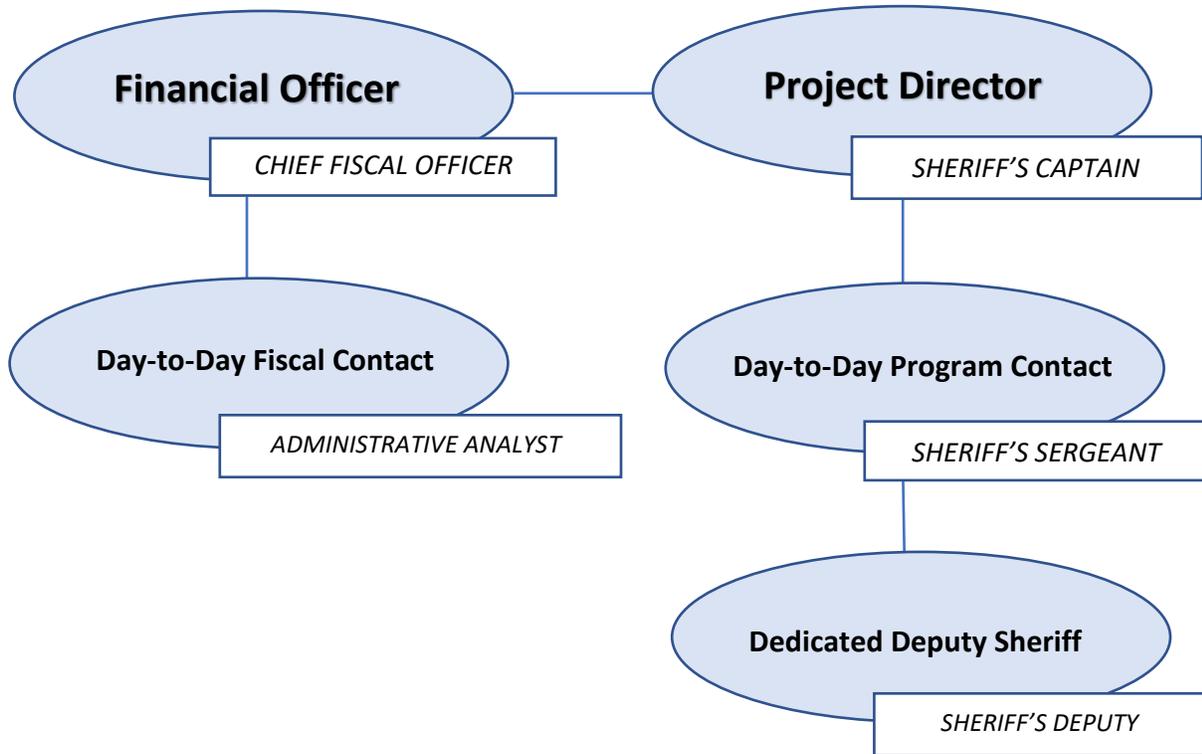


Appendix B: Rescue Union School District Organization Chart





Appendix C: El Dorado County Sheriff's Office Organization Chart





Appendix D: El Dorado County Sheriff's Office Logic Model

PROJECT GOALS

- 1) Serve as a resource for education related to cannabis use and the health and safety impacts to the county.
- 2) Increase the availability of enriching programs to engage at-risk youth.
- 3) Increase enforcement efforts related to legalization of cannabis to enhance overall public safety.

INPUTS

Collaborative Partners

- ✦ El Dorado County Sheriff's Office
- ✦ El Dorado County Code Enforcement
- ✦ EDSO Narcotics Unit
- ✦ Rescue Union School District

Project Profile

- ✦ Anti-Marijuana Youth Outreach Pilot Program provides a community-based enrichment program for El Dorado County youth. AMYOPP is a multi-component utilizing safe & creative activities/services that address the social, cognitive, and physiological risks associated with youth use of cannabis.
- ✦ Provide enforcement efforts through code enforcement compliance for legal retailers and eradication for illegal grows to improve the welfare and protection of the public.

Budget

- ✦ \$1,000,000 over 3 years
- ✦ General Fund



ACTIVITIES

AMYOPP

- ✦ Create new enrichment program
- ✦ Assess youth risks
- ✦ Anti-Marijuana youth education and counseling
- ✦ Youth life skills coaching
- ✦ Develop & strengthen anti-marijuana decision making skills
- ✦ Pro-social/recreational activities
- ✦ Social media campaigns



OUTPUTS

AMYOPP

- ✦ 15 at-risk youth enrolled in AMYOPP
- ✦ 100% of youth enrolled were assessed for risk
- ✦ 75 counseling services provided
- ✦ 75 life skills coaching sessions
- ✦ 725 youth & adults reached during events
- ✦ 95 Friday night events held
- ✦ 200 participants in basketball
- ✦ 125 social media interactions



IMPACTS

Short Term

- ✦ Reduce risk status among youth enrolled in AMYOPP
- ✦ Increase awareness of marijuana health risks for youth and the community
- ✦ Youth diversion from marijuana related incidents
- ✦ Increase awareness of youth cannabis use for legal retailers

Long Term

- ✦ Increase resiliency skills among youth and community
- ✦ Increase pro-social behaviors of youth enrolled in AMYOPP
- ✦ Increase community knowledge of detriments of youth cannabis use
- ✦ Increase community knowledge of the negative impacts from illegal marijuana grow sites
- ✦ All legal retailers maintain proactive approach to diminishing youth cannabis use
- ✦ Reduction in overall illegal marijuana cultivation sites