



MIKE FEUER
CITY ATTORNEY

MEMORANDUM

To: The Honorable Eric Garcetti Honorable Members of City Council
Mayor of Los Angeles City of Los Angeles
City Hall City Hall
Los Angeles, CA 90012 Los Angeles, CA 90012

From: Janette Flintoft, Grants Director

Date: January 12, 2021 

Re: FY 2020/21 Prop. 56 CA Healthcare, Research and Prevention Tobacco
Tax Act of 2016 Grant Award

Transmitted herewith for Mayor and City Council consideration is a continuation grant award totaling \$4,608,556 for FY 2020/21 to address illegal sales of tobacco products to minors. Awarded grant funds will maintain retailer compliance checks and enforce state and local tobacco laws.

Grant funding originates from the Prop. 56 California Healthcare, Research and Prevention Tobacco Tax Act of 2016, which is administered by the California Attorney General's Office through a competitive grant process. Council previously accepted a FY 2017-20 award (CF #12-1204-S6) to launch LA DATA (Decreasing Adolescent Tobacco Access), which is now entering its fourth year of operation.

Since its inception, DATA has undertaken 2,676 PC 308 investigations; 884 tobacco retailer inspections; 5 tobacco search warrants/investigations of illicit tobacco; 98 hookah related task force operations. DATA has referred 417 first time PC 308 violators to a tobacco-specific diversion program (developed by the City Attorney's Office); conducted 960 tobacco retailer trainings; and completed 197 youth tobacco use prevention outreach programs.



City of Los Angeles
Grant Award Notification and Acceptance

Recipient Department

This Grant Award is:	<input type="checkbox"/> New	<input checked="" type="checkbox"/> Continuation/Renewal	<input type="checkbox"/> Supplemental	<input type="checkbox"/> Suballocation
Grants Coordinator:	Celina Porras	E-Mail:	celina.porras@lacity.org	Phone: 213-202-5576
Project Manager:	Celina Porras	E-Mail:	celina.porras@lacity.org	Phone: 213-202-5576
Department/Bureau/Agency:	City Attorney	Date:	01/12/2021	

Grant Information

Name of Grantor:	CA Department of Justice	Pass Through Agency:	
Grant Program Title:	Tobacco Grant Program - FY 2021	Notification of Award Date:	12/31/2020
Funding Source (Public / Private):	State	Grant Type:	Competitive/Discretionary
		Funds Disbursement:	Reimbursement
		Agency's Grant ID:	CFDA#:
			Other ID#:
			eCivis ID#: CA3306
Match Requirement:	None	Amount:	\$0.00
Match Type:	N/A	Identify Source of Match:	%Match 0
Fiscal Information:	Awarded Funds:	Match/In-Kind Funds:	Additional/Leverage Funds:
	\$4,608,556.00	\$0.00	Total Project Budget:
			\$4,608,556.00

Approved Grant Budget Summary

Category	Awarded	Match	Additional	Explanation
Personnel				
Deputy City Attorney 1.5 FTE	\$962,368.05			
Admin Coordinator 1 FTE	\$311,888.85			
Investigator I	\$231,247.80			
Legal Clerk 1	\$156,572.85			
Fringe Benefits				
Deputy City Attorney 1.5 FTE	\$439,033.35			
Admin Coordinator 1 FTE	\$142,283.40			
Investigator I	\$105,494.55			
Legal Clerk 1	\$71,428.35			
Supplies				
Office furniture and supplies	\$26,197.50			
Computers, copiers and printers	\$27,720.00			
Software	\$13,379.10			
Printing	\$12,600.00			
Parking	\$25,987.50			
Cell service and wifi hotspot	\$6,350.40			
Translation services	\$80,903.55			
Contractual				
Los Angeles Police Department	\$1,862,028.00			Overtime
Los Angeles Police Department	\$21,772.80			Clerical
Virtual diversion online platform	\$108,150.00			Technology development
Indirects	\$0.00			5% cap of the total budget
Tobacco enforcement training registration	\$3,150.00			
Total	\$4,608,556.05			

Approved Project

Descriptive Title of Funded Project:	LA DATA IV (FY 2021 - 24)
Performance Period Start/End Dates (Month/Day/Year):	Citywide: all
Start: 01/01/2021	End: 06/30/2024
	Affected Council District(s): all
	Affected Congressional District(s): all
Purpose:	Youth tobacco cessation.
Identify Internal Partners (City Dept/Bureau/Agency):	LAPD
Identify External Partners:	LAUSD

Summary

Please provide a project summary including goals, objectives (metrics), specific outcomes, and briefly describe the activities that will be used to achieve these goals. You may attach an additional sheet of paper if necessary.

Competitive continuation funding of DATA 1 to sustain local efforts to enforce state and local tobacco laws and conduct retailer enforcement.

Recommendations

Please provide a complete list of necessary actions for implementation, including acceptance of the award by the City, Controller instructions for fund and accounts set-up, coordination of project activities (such as contract and position authorities).

Please see attached Controller's Instructions Sheet.

Fiscal Impact Statement

Please describe how the acceptance of this grant will impact the General Fund. Provide details on any additional funding that may be required to implement the project/program funded by this grant.

Please see

attached

Controller'

Acceptance Packet

The above named Department has received an award for the Grant Program identified above, accepts full responsibility for the coordination and management of all Grant funds awarded to the City, and will adhere to any policies, procedures and compliance requirements set forth by the Grantor and its related agencies or agents, as well as those of the City, and its financial and administrative departments. The following items comprise the Acceptance Packet and are attached for review by the CAO Grants Oversight Unit:

☒ X Grant Award Notification and Acceptance

☒ X Copy of Award Notice

☒ X Grant Project Cost Breakdown (Excel Document)

☐ [] Copy of Grant Agreement (if applicable)

☒ X Detail of Positions and Salary Costs (Excel Document)

☐ [] Additional Documents (if applicable)

Department Head Name:

Department Head Signature:

Date:

7/12/16

For CAO Use Only

The Office of the City Administrative Officer, Grants Oversight Unit has reviewed the information as requested, and has determined that the Acceptance Packet is:

☐ [] Complete The Acceptance Packet has been forwarded to appropriate CAO analyst

☐ [] Returned to Department (Additional information/documentation has been requested.

☐ [] Flagged (See comments below.)

Comments:

CAO Grants Oversight Unit Signature:

Date:

LA DATA IV CONTROLLER INSTRUCTIONS

As part of the acceptance process, we request that the City Council, subject to the approval of the Mayor:

1. **AUTHORIZE** the City Attorney or his designee to approve the Standard Agreement with the State of California Department of Justice for the period of January 1, 2021 to December 31, 2023, subject to the approval of the City Attorney as to form.
2. **ACCEPT** funding in the amount of \$4,608,556 from the State of California Department of Justice for the period January 1, 2021 to December 31, 2023.
3. **ADOPT** the attached Resolution requested by the California Attorney General's Office for receipt of the grant award.
4. **AUTHORIZE** the Controller to:
 - a. Establish a receivable within Fund 368 in the amount of \$4,608,556 from the State of California Department of Justice
 - b. Establish a new appropriation account within Fund 368 as follows:

Account 12T643 – LA DATA Program (2021-2024) - \$4,608,556
 - c. Transfer \$244,530 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 12, Account 001010 – Salaries General.
 - d. Transfer \$295,560 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 70, Account 001092 Overtime - Sworn.
 - e. Transfer \$3,456 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 70, Account 001090 Overtime – Civilian.
 - f. Upon approval of expenses and receipt of grant funds, transfer up to \$941,588 from Fund 368, Account 12T643 to Fund 100, Department 12, Revenue Source 5346 – Related Cost Reimbursement from Grants as reimbursement for City Attorney fringe benefits and indirect costs related to the LA DATA project for the period January 1, 2021 to December 31, 2023.
5. **AUTHORIZE** the City Council to Instruct the City Clerk to place on Council Calendar for July 1, 2021, the following action relative to the LA DATA PROGRAM:

That the City Council, subject to the approval of the Mayor, **AUTHORIZE** the Controller to:

- a. Transfer \$509,105 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 12, Account 001010 – Salaries General.
 - b. Transfer \$591,120 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 70, Account 001092 Overtime - Sworn.
 - c. Transfer \$6,912 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 70, Account 001090 Overtime – Civilian.
6. **AUTHORIZE** the City Council to Instruct the City Clerk to place on Council Calendar for July 1, 2022, the following action relative to the LA DATA PROGRAM:

That the City Council, subject to the approval of the Mayor, **AUTHORIZE** the Controller to:

- a. Transfer \$534,440 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 12, Account 001010 – Salaries General.

- b. Transfer \$591,120 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 70, Account 001092 Overtime - Sworn.
 - c. Transfer \$6,912 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 70, Account 01090 Overtime – Civilian.
7. **AUTHORIZE** the City Council to Instruct the City Clerk to place on Council Calendar for July 1, 2023, the following action relative to the LA DATA PROGRAM:
- That the City Council, subject to the approval of the Mayor, **AUTHORIZE** the Controller to:
- a. Transfer \$294,856 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 12, Account 001010 – Salaries General.
 - b. Transfer \$295,560 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 70, Account 001092 Overtime - Sworn.
 - c. Transfer \$3,456 from Fund 368, Account 12T643 - LA DATA Program to Fund 100, Department 70, Account 001090 Overtime – Civilian
8. **AUTHORIZE** the City Attorney to issue a RFP to develop an online virtual diversion platform.
9. **AUTHORIZE** the City Attorney to prepare Controller instructions for any necessary technical adjustments, subject to the approval of the City Administrative Officer and instruct the Controller to implement the instructions.

FISCAL IMPACT STATEMENT

The total grant project cost is \$5,182,941 of which \$4,608,556 will be reimbursed by the State of California, Department of Justice. The difference of \$574,385 is indirect cost not reimbursed from the grant because of the 5% administrative cost cap imposed by the grantor.

**Grant Award Notification and Acceptance
Grant Project Cost Breakdown**

Grant Name: Decreasing Adolescent Tobacco Access		Additional Costs**		Department:		
Grant Project Breakdown	Grant Funds	City Funds	Non-City Funds	Total	Comments	
Salaries						
1010 Salaries General				-		
1020 Salaries Grant Reimbursed	1,582,931			1,582,931	City Attorney Staff Salaries	
Other Volunteer Hours				-		
1090 Overtime	1,794,096			1,794,096	LAPD Overtime	
Salaries Total:	\$ 3,377,027	\$ -	\$ -	\$ 3,377,027		
Related Costs*						
	CAP Rate					
Fringe Benefits	45.62%	722,133		722,133	City Attorney Staff	1,582,931
Department Administration	29.60%					
Central Services	5.00%	219,455		219,455	5% of Total Budget is what is allowed	219,455
Related Costs Total:		\$ 941,588	\$0	\$0	\$941,588	
Expense						
2120 Printing & Binding		12,000		12,000		
2130 Travel & Training		3,000		3,000		
3040 Contractual Services		180,051		180,051	RFP and Translation Services	
3310 Transportation		24,750		24,750	Parking	
4160 Governmental Meetings				-		
6010 Office Supplies		24,950		24,950		
6020 Operating Supplies		39,142		39,142	Computers, Copiers, Printers, Software	
7300 Equipment				-		
Other Emergency Fund				-		
Other Cell Phone Service		6,048		6,048		
				-		
Expenses Total:		\$ 289,941	\$ -	\$ -	\$ 289,941	
Grand Total:		\$ 4,608,556	\$ -	\$ -	\$ 4,608,556	
<p>*Please use the full Cost Allocation Plan (CAP) rates unless disallowed by the Grantor. CAP rates should be applied to Gross Salaries (including Compensated Time Off.)</p> <p>**Other sources of funding. Please indicate whether these funds are part of a match requirement and whether they are already provided or new funding is required.</p>						

Page 4 of 4

PF2 (091222)

LOS ANGELES CITY COUNCIL RESOLUTION
Proposition 56 Grant

WHEREAS the **Los Angeles City Attorney's Office** desires to participate in the Proposition 56 grant program administered by the California Attorney General's Office to establish LA DATA ("Decreasing Adolescent Tobacco Access). In partnership with the Los Angeles Police Department, LA DATA will feature aggressive tobacco retailer enforcement and hookah lounge enforcement/abatement.

NOW, THEREFORE, BE IT RESOLVED that the **City Attorney, Michael N. Feuer**, be authorized on behalf of the **City of Los Angeles** to enter in the FY 2020/21 Grant Agreement with the California Attorney General's Office, including any amendments thereof.

BE IT FURTHER RESOLVED that grant funds received hereunder shall not be used to supplant expenditures controlled by this body.

BE IT FURTHER RESOLVED that the **Los Angeles City Attorney's Office** agrees to abide by the terms and conditions of the Grant Agreement as set forth by the California Attorney General's Office.

PASSED AND ADOPTED on _____ by
the following vote of the City Council of the City of Los Angeles, to wit:

Ayes:

Noes:

Absent:

Signature:

XAVIER BECERRA
Attorney General

State of California
DEPARTMENT OF JUSTICE



DIVISION OF OPERATIONS
TOBACCO GRANT PROGRAM
P.O. BOX 160187
SACRAMENTO, CA 95816-0187
Telephone: (916) 210-6422
E-Mail Address: TobaccoGrants@doj.ca.gov

December 31, 2020

Celina Porras,
Supervising Attorney
Los Angeles City Attorney's Office
201 N. Figueroa Street, Suite 1300
Los Angeles, CA 90012

Re: Tobacco Grant Award Notification FY 20/21

Dear Celina Porras:

Congratulations! On behalf of the California Department of Justice, I am excited to inform you that your agency's grant application for funds authorized under the California Healthcare, Research and Prevention Tobacco Tax Act of 2016 has been approved for Funding in the amount of \$4,608,556¹.

The California Department of Justice was excited to receive applications totaling over \$82 million to support local law enforcement agencies in educating minors about the harms of tobacco products, enforcing state and local tobacco laws, and conducting retailer enforcement. Consequently, some awards were approved with modifications.

In order to accept the award, your agency must, within 15 calendar days of the date of this letter, respond with a signed Letter of Intent (template attached) affirming either 1) your agency will seek a resolution to accept the award, if your agency has a governing body; or 2) no governing body exists and no resolution is required. The letter can be sent via email to TobaccoGrants@doj.ca.gov with subject line "FY 20-21_Letter of Intent_[Agency Name]" and/or hard copy to:

CA Department of Justice
Division of Operations
Tobacco Grant Program
P.O. Box 160187
Sacramento, CA 95816-0187

If the Letter of Intent is only being sent via hard copy, it must be postmarked within 15 days of the date of this letter. Upon receipt of the Letter of Intent, the Local Assistance Unit

¹Award amounts are subject to change due to appeals or declinations of awards.

December 31, 2020

Page 2

within the California Department of Justice will provide documents as part of your grant agreement (Memorandum of Understanding, Handbook, etc.).

Also provided with the electronic version of this letter is the approved Budget Detail which will reflect any necessary modifications. If you wish to realign the approved funds, please reference the attached instruction sheet and return your revised Budget Detail with your letter of intent.

If you have any questions about this process, please do not hesitate to contact me at (916) 210-7006 or at TobaccoGrants@doj.ca.gov.

Sincerely,

A handwritten signature in cursive script that reads "Stacy Heinsen".

STACY HEINSEN
Manager, Tobacco Grant Program

For XAVIER BECERRA
Attorney General

TOBACCO GRANT PROGRAM
2020-21
GRANT PROPOSAL TEMPLATE
DOJ-PROP56-2020-21-1



XAVIER BECERRA
Attorney General
OFFICE OF THE ATTORNEY GENERAL

**TOBACCO GRANT PROGRAM
DOJ-PROP56-2020-21-1
PROPOSAL COVER SHEET**

SUBMITTED BY:

Los Angeles City Attorney's Office
Tobacco Enforcement Program
Michael N. Feuer, City Attorney
200 N. Main Street, 8th Floor
Los Angeles, CA 90012
213-978-8100
mike.feuer@lacity.org

PROGRAM CONTACT:

Celina Porras, Supervising Attorney, Tobacco Enforcement Operations
201 N. Figueroa Street, Suite 1300
Los Angeles, CA 90012
323-394-1537
celina.porras@lacity.org

Authorized Signatures:

Name: Michael N. Feuer

Title: City Attorney

Date:

Name: Mitchi Reyes

Title: Budget Director

Date:

Name: Celina Porras

Title: Supervising Attorney, TEO

Date:

Name: Janette Flintoft

Title: Grant Director

Date:

SUMMARY – DESCRIPTION OF REQUEST

Description	The Los Angeles City Attorney's Office (LACA) seeks continuation funding to support its evidence based youth tobacco-use prevention efforts vitally needed in the City of Los Angeles. Launched in 2018 through Prop. 56 funding, LACA established DATA (Decreasing Adolescent Tobacco Access - a strategic partnership between LACA and the Los Angeles Police Department) to reduce tobacco access to, and use by, youth. As the prosecutorial agency responsible for all misdemeanors and infractions occurring within the City of Los Angeles, LACA coordinates aggressive tobacco retailer enforcement, direct retailer outreach, and multi-agency collaborations through its Tobacco Enforcement Operations Division. In addition to leading efforts to decrease the unlawful sale of tobacco products to minors, LACA monitors nearly 4,500 tobacco retailers to ensure compliance with local tobacco permit guidelines and all tobacco related laws. Through FY 2020 funding, LACA will enhance DATA enforcement strategies proven effective during the inaugural grant period, which an independent evaluator describes as "a national model of excellence when it comes to law enforcement initiatives that promote public health and safety."
Funding Requested	\$ 5,368,180.00
Funding Duration (select one)	<input type="radio"/> 24 Months <input checked="" type="radio"/> 36 Months
Summary of Goals and Objectives	Through FY 2020 funding, DATA seeks to: 1) continue Penal Code Section 308 enforcement through evidence-based informed strategies; and 2) enhance DATA's tobacco-specific diversion program and tobacco retailer education through new technology and online approaches.

PROBLEM STATEMENT – DESCRIBE THE ISSUES OR PROBLEMS TO BE ADDRESSED WITH GRANT FUNDS.

Geographic Area to be Served	Spanning 468 square miles, the City of Los Angeles is the largest city in California, home to nearly four million multi-cultural, multi-lingual residents, of whom 21% are under the age of 18. Like many large urban regions, Los Angeles grapples with socio-economic inequities across health, wealth, education, and housing, in which 18% of the total population lives below the poverty level. As the largest public school system in California, the Los Angeles Unified School District annually enrolls 734,000 students. Citywide, the ratio of tobacco retailers to schools is 4.4.
Tobacco Rates and Patterns	Nationwide, about 2,000 youth under 18 smoke their first cigarette each day. Youth are 2.6 times more likely to use e-cigarettes than traditional cigarettes due to the popularity of flavors offered. In Los Angeles, 65,869 youth ages 15-20 years, report using tobacco products that span e-cigarettes, vaping devices, cigarettes, little cigars/cigarillos, big cigars, and hookahs. The majority of these youth acquire tobacco products from retail locations such as vape shops, gas stations, convenience stores and supermarket employees. Consequently, law enforcement strategies must focus in on tobacco retailers to effectively reduce adolescent tobacco use.
Other Known Factors	The health risks of youth tobacco use are well known, rendering continuation funding for DATA more vital than ever. Unfortunately, for youth who smoke and vape the lethal consequences include severe pulmonary disease, acute respiratory syndrome, impaired brain development caused by repeated nicotine use, and susceptibility to lifelong nicotine addiction. These long term impacts demonstrate why it is vital to interrupt the initiation, and use, of tobacco among youth - especially during this time when smoking and vaping are being associated with higher COVID risks and complications.

(Agencies are limited to one sheet for each goal, with a maximum of five goals. Goals must be listed in priority order and should match the Goals and Objectives Summary on page 2.)

GOAL 1: Increase Retailer Compliance by 10% Through Continued PC 308 Enforcement

Goal Description	Through compliance, limit youth access to harmful tobacco products.
Measurable Outcome	Track retailer enforcement activities and compliance rates.
Timeline	1/1/2021 - 12/31/2023
Narrative Description	<p>California Penal Code Section 308 makes it unlawful to sell, give, or furnish tobacco products to anyone under 21 years. Over 4,500 tobacco retailers operate within the City of Los Angeles, who are subject to PC 308 enforcement activities led by the LAPD.</p> <p>During the first DATA grant period, LAPD exceeded all of its grant objectives to conduct investigations, retailer inspections, and task force operations. For example, LAPD set a goal for 300 undercover decoy investigations at retail locations to ensure operators had permits and did not sell to minors. LAPD exceeded this by 892%, completing 2,676 investigations.</p> <p>In addition, LAPD issued 529 citations for PC 308 violations. Of these, 394 retailers (75%) participated in LACA's tobacco retailer diversion program created under DATA. LACA prosecuted the other 79 offenders (15%) and the remaining 10% are currently awaiting a filing decisions or are in failure to appear status. Through these joint interventions, DATA increased PC 308 compliance citywide by 9.2%. This is statistically significant given such a direct impact over a short period of time and across such a vast and diverse area.</p> <p>DATA's proven approach entails an education first model, followed by enforcement and escalating sanctions if needed. Through FY 2020 funding, LAPD will continue a comprehensive and informed enforcement program by conducting a minimum of 3,000 direct retailer inspection outreach visits and 1,500 PC 308 investigations.</p>

GOAL 2: Enhance Tobacco Retailer Diversion Program through Online Engagement

Goal Description	Change behavior for first-time offenders.
Measurable Outcome	Track retailer diversion program completion and recidivism rates.
Timeline	1/1/2021 - 12/31/2023
Narrative Description	<p>A central component during the first DATA grant period entailed the creation of a new tobacco-specific diversion program for PC 308 offenders. This diversion program provides a restorative justice-based alternative in lieu of a criminal misdemeanor case filing as part of an education first model to raise awareness regarding the detrimental impacts associated with underage tobacco sales.</p> <p>Once launched, over 140 offenders cited by LAPD participated in the diversion program. They completed an in-person tobacco retailing education class covering tobacco-related laws and the societal consequences triggered when retailers unlawfully furnish tobacco products to youth. To remedy the harm to their community, each participant was also expected to undergo a restorative justice obligation recommended by a community panel comprised of local volunteers, typically in the form of community service hours.</p> <p>To increase efficiencies and program completion rates, DATA will retain a vendor (through an RFP process) to create a first of its kind online tobacco retailer education program. By going virtual, offenders can successfully complete their education obligations from any location at any time. The virtual platform will include a comprehensive tobacco retailing curriculum, as well as innovative and evidence-based cognitive behavioral therapy and mindfulness interventions to deter future illegal sales of tobacco products to minors. A case management feature will also be included to assist participants to complete their diversion obligations while also providing responsible retailer tips and reminders through texts and push notifications. Through these key enhancements, LACA's diversion program will continue to increase its impact.</p>

GOAL 3: Increase Prosecutions of Repeat Offenders

Goal Description	Deter violators from ongoing or escalating illegal sales to minors.
Measurable Outcome	Track recidivism rates of repeat offenders.
Timeline	1/1/2021 - 12/31/2023
Narrative Description	<p>During the initial DATA grant period, the LACA filed 79 criminal misdemeanor cases against offenders for selling tobacco products to minors. While criminal enforcement deters violators from repeat conduct, retailers still become susceptible to repeat violations due to employee turnover and training deficiencies of new employees. To mitigate against this, increasing prosecutions and escalating sanctions for repeat offenders can serve to reign in compliance.</p> <p>Targeting repeat offenders will further have an impact on chronic illegal tobacco sales where retailers flagrantly disregard the law or see it as a cost of doing business and illegal sales are an entrenched part of the community. Too often these locations bypass sustained enforcement as compliance activities move on to new locations in an effort to provide citywide coverage. By focusing on repeat offenders through data analysis and target operations, these flagrant violators will be held more accountable. Experienced DATA prosecutors will have the skills and expertise to secure/create an evidence chain demonstrating repeat behavior, the skill and awareness to combat anticipated defenses, and the experience to overcome potential bias regarding perceptions of tobacco sales being a "victimless crime."</p> <p>Through continuation funding, DATA prosecutors can extinguish ongoing and escalating sales to minors.</p>

GOAL 4: Enhance Tobacco Retailer Education to Improve Compliance Rates

Goal Description	Increase direct retailer outreach & improve community relationships.
Measurable Outcome	Number of in person retailer educations provided.
Timeline	1/1/2021 - 12/31/2023
Narrative Description	<p>Through FY 20 funding, LAPD will provide real-time tobacco education in the field as part of its expanded retailer "upfront" inspection protocol. These upfront, or one-on-one, training opportunities will allow retailers to immediately address any area of concern and/or remedy any non-compliance issues identified by LAPD during their inspection.</p> <p>During the on site training, LAPD will teach retail practices with all employees. This includes hands-on demonstrations regarding proper age verification and role playing scenarios to: 1) assist identifying counterfeit IDs; and 2) provide guidance on best practices for refusing a sale. As an adjunct to this strategy, LAPD will incorporate a new protocol to include an invitation for retailers and their employees to participate in the anticipated online virtual tobacco retailer curriculum. Upon completion, a certificate will be issued for display at the location.</p> <p>The goal of an upfront strategy is to avoid a citation through participation in LAPD's in person trainings and completing the virtual tobacco curriculum. This approach aligns with the statewide trend to rethink traditional criminal justice modalities to prioritize prevention over punishment.</p> <p>Once implemented, compliance rate data will be analyzed during the FY 20 grant period to determine if this one-on-one, pre-enforcement engagement with retailers is effective in decreasing PC 308 criminal violations.</p>

GOAL 5: Implement Data Informed Strategies

Goal Description	Use research, data, and analysis to inform DATA strategies
Measurable Outcome	Recommendations implemented from first DATA evaluation.
Timeline	1/1/2021 - 12/31/2023
Narrative Description	<p>As part of a process evaluation to gauge the success and impact of DATA, LACA initiated an RFP for a program evaluator. Maroon Society was retained and conducted a comprehensive evaluation of the DATA program. Maroon Society determined that DATA is a best-practices program managed by a team highly committed to decreasing adolescent access to tobacco for the benefit of improved public health. Key findings included: 1) DATA increased tobacco retailer compliance with PC308 by 9.2% citywide; 2) DATA diverted and prosecuted retailer violations equitably citywide; 3) retailer compliance with PC 308 is not explained by neighborhood poverty; and 4) youth tobacco access differs widely across the City.</p> <p>While the evaluation validated DATA's approach, even more can be done to effect systemic change through data driven educational outreach and targeted retailer enforcement . For example, LAPD initially deployed PC 308 investigations to provide equal coverage across the City's 21 police divisions and 15 City Council districts. Over time, Maroon determined that compliance rates varied and each community has different levels of enforcement needs. Specifically, areas with a higher concentration of schools and tobacco retailers put youth at a higher risk for accessing tobacco; therefore more resources should be focused in these regions.</p> <p>Through FY 20 funding, Maroon will enhance its tracking of PC 308 investigations, retailer citations, compliance rates, diversions, criminal case filings and recidivism rates to inform real time engagement, enforcement, and education strategies citywide for maximum effectiveness of Prop 56 funds.</p>

Personnel Title #1	Description of role in grant proposal (see page 8 of the RFP for instruction).
Personnel Title #2 (Agency May Add More as Necessary)	Description of role in grant proposal.
(1) Deputy City Attorney - 100%	One FTE DCA will provide direct services to all grant activities including coordinating deployment of LAPD enforcement, reviewing all PC 308 cases for filing consideration, vertical prosecution of all criminal cases, and participation in the development of the virtual tobacco-specific curriculum.
1) Supervising Deputy City Attorney - 50%	One FTE DCA supervises the LACA Tobacco Enforcement Operations Division and will allocate 50% of her time to DATA grant performance. This includes supervision of the DATA program, coordinating operations with LAPD and other stakeholders, conducting LAPD training, RFP development and management, oversight of program evaluation, staying abreast of legislation and policy updates, review of grant reports, development of retailer outreach, and acting as the liaison between the LACA and the AG's Office on all grant-related matters.
(2) Administrative Coordinator - 100%	Two FTE Administrative Coordinators' responsibilities will include case management of diversion participants, administrative support, virtual curriculum RFP, correspondence, maintain case files, input data, and all programmatic and fiscal grant reporting.
(1) Investigator - 100%	One FTE Investigator will coordinate new investigations, prepare reports and collect evidence for tobacco-related filings, as well as provide investigatory support to research business ownership and tobacco permit compliance of tobacco retailers.
(1) FTE Legal Clerk	One FTE Legal Clerk will provide full clerical support for the tobacco specific diversion program and case management follow-up.

Budget Detail Sheet	Please copy/duplicate all expenditures into the Excel Budget Detail Sheet. Instructions on how to complete the Budget Detail Sheet are available on the DOJ's website at http://oag.ca.gov/tobaccogrants . You do not need to enter any information into this box. <i>Please proceed to the Budget Narrative.</i>
Budget Narrative	<p>All expenditures associated with Operating Expenditures, Equipment, Travel/Registration, and Other Expenses must be adequately justified in this section. Unallowable costs are listed on pages 9 of the RFP. Travel restrictions and limitations are explained on page 9.</p> <p>LAPD resources will be distributed citywide for overtime to conduct PC 308 investigations, up front retailer inspections/trainings, and hookah-related investigations. Deployment will be informed with input from the program evaluator, Maroon.</p> <p>Office furniture, supplies, computers, copiers, and printers to adapt to virtual working conditions made necessary by COVID-19.</p> <p>Software for virtual diversion case management, needed due to COVID-19.</p> <p>Maroon evaluator services to inform enforcement activities.</p> <p>Interpreter and translation services - multiple language - for: 1) diversion participants; and 2) the new online virtual curriculum.</p> <p>5% indirect cost rate (federally approved)</p>
Other State and Local Funding Sources for Proposed Grant Projects	DATA is aligned with the LACA's Tobacco Enforcement Operations Division, whose staff is funded through the City's adopted FY 2020-21 budget. DATA activities are not funded through the general fund and DATA personnel sit on grant funded authorities to avoid supplanting.