Hi!
Welcome and Introductions

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Agenda

• About the Tobacco Grant Program
• Overview of Grant Opportunity
• Key Dates
• Eligibility
• Priority Activities
• Application Process and Requirements
• Frequently-Asked Questions
• Questions and Answers
About the Tobacco Grant Program
Overview of Grant Opportunity

Grant # DOJ-PROP56-2024-25-1

Funding: Estimated $28.5 million

Funding Type: Competitive

Funding Source: State tobacco tax revenue

Award Amounts: Vary based on proposal (no min/max)

Project Period: 24- or 36-month projects starting as early as November 2024 and concluding no later than June 30, 2028
Key Dates

- **Deadline to Submit Proposal** – June 28, 2024 by 11:59 PM (Pacific)
- **Award Announcements** – October 2024
- **Project Start (Earliest)** – November 2024
Eligible Applicants

Any local public agency in California that has authority to enforce tobacco-related state laws or local ordinances related to the illegal sales and marketing of tobacco products to minors and youth.
Priority Activities Considered

- Retailer Inspections
- Retailer Education & Diversion
- Enforcement Operations (Minor Decoy, Shoulder Tap, Online/Undercover Buys)
- Prosecution for Retail Violations
- Task Force Coordination
- Officer Education
- Other Enforcement of Sales/Marketing to Minors and Youth
Activities NOT Considered for Funding

• School and community-based enforcement of tobacco possession and use, including School Resource Officers and purchase/use of vape detectors

• School- and community-based education (including media campaigns)

• Any other activity insufficiently related to reducing the illegal sales and marketing of tobacco products to minors and youth
Enforcement Strategies: Ideas and Suggestions

- Consider Local Need – One size does not fit all
- Coordinate and Collaborate
- Set SMART Goals

**Setting SMART goals**

- **Specific**
  The goal is concrete and tangible – everyone knows what it looks like.

- **Measurable**
  The goal has an objective measure of success that everyone can understand.

- **Attainable**
  The goal is challenging, but should be achievable with the resources available.

- **Relevant**
  The goal meaningfully contributes to larger objectives like the overall mission.

- **Timely**
  This goal has a deadline or, better yet, a timeline of progress milestones.
Application Process and Requirements

Deadline – June 28, 2024 at 11:59 PM (Pacific)

Key Reference Documents

- Request for Proposals (RFP)
- Grantee Handbook

Proposal Components

- Online Application Form
- Budget Detail (Excel form)
- Letters of Commitment (as applicable)
- Letters of Community Support (optional)
Application Sections

- Agency Profile
- Contacts
- Project Summary
- Partnering Agencies
- Problem Statement
- Goals and Objectives
Application Sections (Continued)

- Project Personnel
- Project Budget
- Grant History and Community Support
- Certifications and Signature
- Reviewing Responses Before Submission
Proposal Review and Award Selections

• Competitive Process
• Administrative and Merits Reviews
• Additional Factors Considered
• AG Selections / Modifications
Scoring and Evaluation Criteria

Scoring Breakdown:

• 35% Problem
• 25% Proposed Project
• 10% Project Personnel
• 10% Budget
• 20% Capacity

Note: For prior awardees, historical performance under all grant agreements may be considered.
General Grant Requirements

• Memorandum of Understanding (MOU)
• Governing Body Resolution (if agency has a governing body)
• Reporting Requirements
• Reimbursement Process
Do I need an account? How do I save my work?

While you do not need an account within the Alchemer system to apply, it is strongly recommended that applicants save a draft immediately upon starting their application. To do so, select “Save and Continue” on the top-right of any application page (other than the Table of Contents). Selecting this option will allow you to enter your email address to receive a unique link to your in-progress application.
What is meant by a partner agency and why do I need to complete a Letter of Commitment?

A partnering agency is any other agency, department or contractor that will be performing some of the proposed activities.

The Letter of Commitment is required to confirm this partnering agency is aware of the application and committed to their specified role.

A template for this letter may be found in the RFP document in Appendix C. The letter should be signed on the partnering agency’s letterhead and may be customized with additional clarifying or support language.
Where do I obtain data for the Problem Statement?

Links are provided to the California Health Assessment Tool (cthat.org) beside each relevant prompt. If your project covers multiple areas, be sure to include demographic and retailer data for the full area. Other helpful resources are noted in the RFP.
Is the Budget Detail within the application form?

While the Budget Detail Sheet is a separate Excel document, it must be utilized and uploaded into your application in the Project Budget section.

Is the Budget Narrative simply a restatement of expenses included?

No, the Budget Narrative is meant to justify the necessity and reasonableness of the proposed expenses and explain their relationship to the project activities.
Can existing grantees apply?

Yes, for new objectives, supplementing (but not supplanting) objectives of a current grant, or continuing previously funded activities IF they fit the priorities outlined in this RFP.

As a current/former grantee, what additional detail is expected?

Within the Grant History and Support section, current/former grantees must describe any interaction of prior grants with the current proposal. Additionally, successes, challenges, and evidence of impact must be provided.
Application Tips and Assistance

Top Application Tips:
• Prepare early!
• Review RFP documents and FAQs in detail
• Keep the program focus and priorities in mind
• Follow application instructions
• Save application to return later
• Letters of Commitment – Solicit early!

Need Assistance? Contact us at: TobaccoGrantRFP@doj.ca.gov
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Your Feedback Welcomed!

Please complete the survey that will be sent to all participants following this event.

THANK YOU FOR ATTENDING!