

**TOBACCO GRANT PROGRAM  
FY 2022-23  
REQUEST FOR PROPOSAL  
DOJ-PROP56-2022-23-1**



**ROB BONTA**  
*Attorney General*

**OFFICE OF THE ATTORNEY GENERAL**

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## **I. GENERAL INFORMATION**

### **A. Introduction**

This Request for Proposal (RFP) relates to the Tobacco Grant Program and furnishes grant applicants with the following:

- Information about procedures for preparing and submitting grant proposals
- Information about the selection process
- The Grantee Handbook, which contains more detailed information on certain topics
- A budget template
- A proposal template

Information must be provided as directed. This includes following all instructions, using specific formats and providing all requested information. Failure to provide the required information or to provide the information in the manner directed will disqualify the proposal.

Once an RFP is issued, staff in the California Department of Justice (Department) may promote the Tobacco Grant Program in general terms and may answer technical questions about the RFP and Grantee Handbook, but may not assist applicants with the preparation or review of their proposals. Individuals who will serve on the Department's Merits Review Committee shall be insulated so that they do not comment on the grant program to any applicant or potential applicant, or respond to questions about the RFP or Grantee Handbook asked by any applicant or potential applicant.

Questions regarding this grant can be directed to:

Program Manager  
California Department of Justice  
Tobacco Grant Program  
[TobaccoGrantRFP@doj.ca.gov](mailto:TobaccoGrantRFP@doj.ca.gov)

**B. Submission of Proposals**

***APPLICATIONS MUST BE SUBMITTED VIA E-MAIL BY:***

**DATE:** 11:59 p.m. on August 17, 2022  
**E-MAIL Address:** [TobaccoGrantRFP@doj.ca.gov](mailto:TobaccoGrantRFP@doj.ca.gov).

**The subject line for email submissions must include the following information in this format:**

**“PROP56\_RFP\_PROPOSAL\_22-23\_[Agency Name]”**

Hard copy proposals sent via mail will not be accepted. All proposals are time stamped upon receipt by the Department. Proposals received after the deadline shall not be eligible for consideration. It is the responsibility of the applicant to ensure that the proposal is **received** by the specified deadline. The Department will not be responsible for late delivery of a proposal due to mistakes or delays of the applicant or server used by the applicant.

The Department will not notify applicants regarding omissions nor accept any late additions to the proposals. All proposals will be rated solely on the timely-submitted content.

All grant applicants must strictly adhere to the following:

- Each proposal must be completed by the applicant in its entirety. Templates for each section are included and must be utilized.
- Proposals must be typed or computer-generated using the application template provided. Font size shall not be modified.

**If the applicant does not adhere to the items listed above, the Department will disqualify the proposal.**

**C. Funding Priorities and Duration**

The DOJ Tobacco Grant application process is highly competitive. To best fulfill its purposes, the Department will prioritize funding of tobacco-related enforcement operations, specifically retailer education and enforcement, over funding of other expenses, such as vape detectors, expensive signage, and training. Funding for school resource officers will not be considered in this funding cycle. Where appropriate, the Department will also award partial grants.

Agencies selected for funding will be funded for either 24 or 36 months. The grant period is expected to begin on/about October 1, 2022 and will terminate on the grant expiration date specified in the Memorandum of Understanding (MOU).

**D. Resolution from Governing Body**

Applicants selected for funding must provide a resolution of the applicant’s governing body authorizing the applicant to enter into a contract with the State and authorizing the applicant to incur grant-related expenses and receive reimbursement for those expenses. The resolution should expressly authorize future amendments, if any, for the purpose of increasing funding provided in the original contract, without an additional resolution from the governing body.

**Once notified of selection, the successful applicant should promptly request the resolution to avoid funding delays (if accepting the award).**

**E. Proposal Components**

The proposal submission must contain the following **required** components in the order listed below. Templates for the proposal are provided and must be utilized.

- Proposal Template
- Budget Detail Template (Excel format)

Failure to include all information will result in the rejection of the proposal. The Department will not advise applicants that their proposal is incomplete prior to its rejection.

Applicants will receive an acknowledgement email that their submission was received; however, that is not confirmation that the package is complete. An Application Checklist is provided and should be utilized, since certain aspects of the proposal can result in additional required documents.

**F. Eligibility Criteria**

In accordance with the State Budget Act and Proposition 56 (i.e. the California Healthcare Research and Prevention Tobacco Tax Act), any local government or local government agency within the State of California that has authority to enforce tobacco-related state laws or local ordinances is eligible to receive funds. This includes agencies that support programs that enforce state and local laws related to the illegal sale and marketing of tobacco products (including e-cigarettes) to minors, investigate those activities, conduct compliance checks to reduce illegal sales of tobacco products to minors and youth, or prosecute cases arising from the illegal sales of tobacco products to minors and youth. More information about the eligibility criteria is contained in the Grantee Handbook.

Eligible agencies with an existing Tobacco Grant award may submit a proposal to supplement the objectives of their existing award; a proposal for a new award to fund new objectives; or if their grant is expiring, a new grant award.

#### **G. Evaluation Criteria**

In accordance with Proposition 56, funds will be awarded to applicants that demonstrate the capacity to support and/or hire law enforcement officers for programs which include, but are not limited to, enforcing state laws and local ordinances relating to illegal sales and/or marketing of tobacco products to minors and youth, and increasing investigative activities and compliance checks of tobacco retailers and online services that deliver tobacco products to reduce illegal sales of tobacco products to minors and youth. More information about the evaluation criteria is contained in the Grantee Handbook.

## **II. PREPARING PROPOSALS**

### **A. General**

When completed, the following documents become the proposal to be submitted to the Department for consideration: Proposal Template and Budget Detail Template. The templates provided with this RFP must be used.

### **B. Cover Sheet and Signature Page**

The Proposal Cover Sheet is the cover page for the Proposal Template and must contain contact information for those authorized to submit a grant on behalf of the requesting agency. The Cover Sheet should contain contact information for two separate individuals who are aware of the grant submission. The Proposal Signature Page must contain signatures of those authorized to submit a grant application on behalf of the requesting agency. The Proposal Cover Sheet and Signature Page must be filled out in their entirety.

### **C. Project**

The Project is the main body of information, which describes the applicant’s proposed use of funding and the plan to address a community’s problems/issues through appropriate and achievable objectives and activities.

When preparing the proposal, utilize the template provided and address each of the following five areas.

**i. Summary – Description of Request**

Information in this section must explicitly address the following components.

<b>Description</b>	<b>Describe agency mission, agency size, structure and staffing.</b>
<b>Funding Requested</b>	Dollar amount requested. The amount should exactly match the total from the Budget Detail Template.
<b>Funding Duration</b>	Agency may choose a funding duration of 24 months or 36 months.
<b>Goals and Objectives Summary</b>	Goals and objectives in order of highest priority to lowest priority. They must be measurable and include an anticipated timeline of completion.

**ii. Problem Statement – Describe the issues or problems to be addressed with grant funds.**

<b>Geographic Area to be Served</b>	Population data, relevant demographic and socio-economic characteristics of the community.
<b>Tobacco Use Rates and Patterns</b>	Rates and patterns of use of tobacco products in the community including youth; the number of tobacco retailers within the jurisdiction; data about sales of tobacco products to minors at stores; data about specific problem locations.
<b>Other Factors</b>	Any other factors contributing to the tobacco problems in your agency’s jurisdiction.

**iii. Project Description – Describe the goals and objectives of the proposed project**

<b>Goals</b>	List goals in priority order, starting with highest priority and ending in lowest priority.
<b>Measurable Outcomes</b>	Each goal must include a measurable outcome, and must include either the number of accomplishments (if a quantifiable goal) or desired outcome.
<b>Timelines</b>	Each goal must include a timeline in which the agency anticipates it will accomplish the stated goal. Goals should be measurable in three-month increments in order to adequately submit mandatory Quarterly Progress Reports to the Department.



<b>Narrative Description</b>	Summarize the key characteristics and description of each goal, and include any relevant information that the Department's Merits Review Committee should take into consideration.
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**iv. Project Personnel – Describe the staffing required to carry out the grant objectives as supported by the proposed budget.**

<b>Personnel Needed to Complete Goals &amp; Objectives</b>	<p>All positions funded under this grant program <u>must</u> be clearly dedicated to tobacco-related work as described under the California Healthcare, Research and Prevention Act of 2016 (Proposition 56). These positions must also provide <u>direct service</u> to grant activities.</p> <p>This section must include personnel titles, a description of duties, and percentage allocation of time attributed to said duties. If an agency intends to redirect existing staff to new tobacco-related duties, the application must clearly describe the current duties and proposed duties of each staff member.</p> <p>If an applicant agency plans to partner with another agency to achieve the stated goals and objectives, then a letter of intent from the partner agency is required to be submitted with the proposal.</p>
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**v. Budget – Describe and include all costs associated with this application on the Budget Detail Sheet and in the narrative in this section.**

<b>Budget Detail Template</b>	This excel worksheet must clearly describe ALL expenditures the applicant wishes to fund under this grant. All project costs must be reasonable and directly related to the objectives and activities of the project.
<b>Budget Narrative</b>	All costs that are included in your Budget Detail Sheet must be adequately justified in your narrative. All Personnel-related costs must be described in Section II(C)(iv). Any costs outside of personnel expenditures MUST be described in this section of your narrative. Any costs identified in the Budget Detail Template that do not have a sufficient justification may be subject to removal or reduced funding.
<b>Travel</b>	All travel-related expenditures are subject to State rates, rules, and regulations. These can be found at: <a href="http://www.calhr.ca.gov/employees/Pages/travel-reimbursements.aspx">http://www.calhr.ca.gov/employees/Pages/travel-reimbursements.aspx</a> . Rates are subject to change without notice.

<b>Restricted Items</b>	<p>Unallowable expenses include, but are not limited to, the following:</p> <ul style="list-style-type: none"> <li>• Ammunition</li> <li>• Awards</li> <li>• Award Certificates</li> <li>• Balloons</li> <li>• Briefcases</li> <li>• Calendars (Decorative)</li> <li>• Cleaning supplies</li> <li>• Coffee pots and supplies</li> <li>• Facilities lease/rent</li> <li>• Facilities renovations</li> <li>• Firearms and related accessories (scopes, holsters, racks, etc.)</li> <li>• Food, beverages, and any other consumables</li> <li>• Gift cards</li> <li>• Hand sanitizers</li> <li>• K9</li> <li>• Kleenex/tissue paper</li> <li>• Luggage</li> <li>• Luggage carriers</li> <li>• Pepper spray</li> <li>• Personalized products used to advertise an agency and/or programs (e.g., pens, magnets, drawstring bags, etc.) not specific to anti-smoking/anti-tobacco campaigns. Any products in this category require prior approval from the Tobacco Grant Program.</li> <li>• Picture frames</li> <li>• Plastic eating utensils</li> <li>• Portable fans</li> <li>• Portable heaters</li> <li>• Refreshments</li> <li>• Refrigerators</li> <li>• Ribbons</li> <li>• Uniforms and standard complement items (BDU, vests, boots, etc.)</li> <li>• Vehicles and/or vehicle trailer purchases (vehicle usage, leases, fees, and mileage reimbursement are allowable).</li> </ul>
Other Funding Sources	<p>If your agency currently receives funding for similar work, describe the other funding and explain how the proposed funds will not supplant the existing funding.</p>
Previous Award(s) Narrative	<p>If your agency received a previous Tobacco Grant award(s) from the Department, a narrative <b>MUST</b> be provided in this section. Describe your agency’s previous award(s) and the successes and challenges. Include the impact of your agency’s previous actions (relevant to the previous grant</p>

	award(s)) on tobacco use by minors and youth and the impact of enforcement actions. Describe any interaction between this proposal and your previous award(s).
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**III. SELECTION OF PROPOSALS FOR FUNDING**

**A. Administrative Review**

All grant applications will be reviewed by an independent reviewer upon submission to the Department to ensure that all requirements are met under Sections I and II. This administrative review will render a pass/fail score.

**B. Merits Review**

All grant applications that pass the administrative review will move forward to the merits review. The Merits Review Committee will be comprised of four individuals selected by the Attorney General or his designee, to read, evaluate, and rate all proposals that pass administrative review.

The committee will consist of a senior member of Department’s policy staff, a member (peace officer) of the Division of Law Enforcement, a member of Department’s Budget Office staff, and a member of Department’s Healthcare, Rights and Access Section, Tobacco Unit. The committee will receive instruction, as set forth below, regarding scoring, and each member will make a written declaration, prior to reviewing any proposal, regarding the confidentiality of the procedure and attesting to the absence of a conflict of interest.

The committee members will score each application that passes administrative review. The initial assessment will be whether or not the proposed project is within the scope of the Tobacco Grant Program. If the project is within the scope, it will be scored according to the following criteria: (1) the problem to be addressed; (2) the proposed project, its goals and objectives, and the extent to which the proposed project addresses the problem in a manner that that does not focus on punitive measures against minors/youth and promotes restorative practices; (3) the relevant experience of the personnel required to implement the project; (4) the completeness, accuracy, and reasonableness of the estimated budget; and (5) the capacity of the applicant to achieve its stated goals and objectives. In assessing the capacity, committee members may consider indicators of community support for the proposed project, including letters of stakeholder support and information about the applicant’s community outreach efforts, as well as prior compliance under other mandates. In assessing capacity of an applicant that is a party to an existing or prior grant agreement, committee members shall consider the applicant’s historical performance under the existing or prior grant agreement. The committee members may score based on individual review of the proposals, discussion with other members of the

committee, or a combination thereof. A committee member may ask Department staff for additional information relevant to scoring an application and staff may provide this information; such information shall be provided to all committee members.

More information about the evaluation criteria is contained in the Grantee Handbook.

**C. Selection**

The Merits Review Committee's recommendations for funding will be submitted to the Attorney General or designee for final selection.

**IV. PROCESSING AND FINALIZING GRANT AWARDS**

**A. Processing of Grant Award**

- i. The following are the steps the Department will take in processing grant proposals and awards:
  - a. Department receives proposals.
  - b. Department performs administrative review.
  - c. Merits Review Committee reads and evaluates proposals.
  - d. Merits Review Committee submits scoring and recommendations to Department staff. Staff submit the results of the administrative review, and the scoring and recommendations of the Merits Review Committee to the Attorney General for approval.
  - e. Attorney General approves or modifies final recommendations.
  - f. Department sends selection notification letters to all applicants, successful and unsuccessful.
  - g. Upon receipt of the Letter of Intent from the awarded agency, the Department sends the MOU to successful grant applicants for signature and applicants execute and return the MOU to Department, with the required award summary document, resolution of the governing body and Government TIN form.
  - h. Department reviews completed MOUs from awarded agencies and signs completed forms.
  - i. Department sends fully-executed copy of MOU to applicant with further instructions on the reimbursement process.

**B. Project Funded**

Applicants selected for funding must retain a copy of this RFP and the Grantee Handbook because these materials set forth the requirements for the entire grant award period. The grant award is based on this RFP, Grantee Handbook, the proposal and all documents referenced therein, the completed MOU, and any other documents duly incorporated.

## V. SAMPLE GOALS AND OBJECTIVES

The patterns of use of tobacco products in California are increasingly uneven. For example, smoking rates vary widely depending on age, race, national origin, education, income, sexual identification, and region. There are also variations in the use by minors and youth of different types of tobacco products, depending on the community, e.g., in some areas minors and youth tend to use chew, in others they tend to use e-cigarettes, and in others they tend to use cigarillos. The Department encourages applicants to consider strategies that reduce illegal sales and marketing of all tobacco products to minors and youth, and that take into account these variations as they exist locally.

The Department provides the following sample goals and objectives to help guide applicants and give ideas upon which to build. Applicants may incorporate those that will help solve local problems. The Department encourages applicants to develop their own strategies to address these problems. Other resources that applicants might find helpful include the CDTFA list of licensed corporate retailers <https://www.cdtfa.ca.gov/taxes-and-fees/cigarette-licensees.htm>, the FDA retailer compliance database [https://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](https://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm), and the reports of the California Department of Public Health Tobacco Control Branch <https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CTCB/Pages/Data.aspx>.

- Identify and target problematic retailers of tobacco products.
- Conduct \_\_\_\_\_ tobacco-related enforcement operations targeting licensed retailers.
- Conduct \_\_\_\_\_ post-enforcement operations targeting non-compliant retailers.
- Conduct \_\_\_\_\_ tobacco-related enforcement operations targeting locations where smoking is prohibited.
- Survey and conduct \_\_\_\_\_ enforcement operations targeting hookah bars and lounges, particularly relating to sale or service to minors or in areas near college campuses.
- Conduct \_\_\_\_\_ "shoulder tap" or other operations involving the furnishing of tobacco products to minors from non-commercial sources.
- Conduct \_\_\_\_\_ local tobacco retail license inspection operations.
- Conduct \_\_\_\_\_ operations involving the sale of single cigarettes ("loosies").
- Conduct \_\_\_\_\_ operations involving the sale of tobacco products in violation of local ordinances, e.g., flavored products, minimum pack size, coupons, samples, etc.
- Conduct \_\_\_\_\_ retailer education meetings focusing on furnishing of tobacco products to minors.
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- Install \_\_\_\_\_ vape detectors in school locations and track alerts and outcomes
- Create a tobacco cessation or diversion program for students
- Establish procedures for safe storage and/or disposal of e-cigarettes
- Increase communication and involvement with youth regarding underage tobacco use.
- Install \_\_\_\_\_ signs to inform public of state and local no smoking laws

- Provide roll call training on tobacco-related issues for all sworn personnel on a regular basis.
- Conduct \_\_\_\_\_ tobacco enforcement operations targeted at Internet retailers.
- Develop and implement a retailer diversion program for tobacco-related violations.
- Develop and implement a multi-agency task force, a multi-jurisdiction task force, a community task force, or a multi-issue task force, to identify and address local tobacco-related issues.

## **VI. FAQs ABOUT DEPARTMENT’S TOBACCO GRANT PROGRAM**

*Is it worthwhile for a small agency in a small city to apply for these funds?*

Yes. Previous grantees are from all over the state and include many small cities and rural counties. You can find lists of previous grantees here:

<https://oag.ca.gov/sites/all/files/agweb/pdfs/tobacco/tobacco-grants-17-18.pdf>

<https://oag.ca.gov/sites/all/files/agweb/pdfs/tobacco/18-19-example-grantees.pdf>

<https://oag.ca.gov/sites/all/files/agweb/pdfs/tobacco/tobacco-grant-2019-2020-grantees.pdf>

<https://oag.ca.gov/sites/all/files/agweb/pdfs/tobacco/tobacco-grant-2020-2021-grantees.pdf>

<https://oag.ca.gov/system/files/media/tobacco-grant-2021-2022-grantees.pdf>

*This program looks like it is only for police or sheriffs. Can a local government agency apply?*

Police and sheriff’s departments are not the only eligible local law enforcement agencies. If an agency enforces a local ordinance or state law relating to tobacco, e.g., inspects tobacco retail licenses or enforces rules against smoking in public areas, it is eligible to apply. If a city, county or public educational institution has a law enforcement branch or function, it is eligible to apply. However, funding for law enforcement personnel on school campuses is not a priority and such requests will not be considered in this funding cycle.

*Can this grant funding be used for cannabis, alcohol, opioids, or any number of other issues that are big problems? Hardly any kids smoke cigarettes any more.*

No. Tobacco remains one of our most serious public health issues. Further, tobacco use often tracks other issues that are of great concern. Addressing tobacco problems has additional benefits that go beyond cigarette smoking. California law defines “tobacco products” more broadly than just cigarettes – it includes e-cigs, flavored cigarillos, blunts, etc. In many communities, the number of kids using vape products has increased faster than the number of kids using cigarettes has decreased.

*It is difficult for a small jurisdiction to conduct effective minor decoy operations. Does this program fund other types of enforcement?*

Yes. Funds are available for many different types of tobacco-related enforcement activities, not only for undercover buy operations. The Department encourages joint partnerships amongst neighboring jurisdictions through sub-contracts, e.g., several adjoining rural counties could collaborate on joint operations using shared enforcement personnel and a local community group. A law enforcement agency could subcontract with another organization to perform work in support of enforcement efforts. There are many options.

*Kids get tobacco from friends, or older siblings, or the internet. How does doing more undercover buys at retailers address that reality?*

Minors get tobacco products from many sources and the Department seeks to fund a wide range of enforcement activities – not only undercover buys at brick and mortar retailers. Other funded activities might include undercover internet buys, retailer education, and community outreach by law enforcement.

*If a community already has a robust tobacco retailer inspection and education program, will the Department fund other activities?*

Yes. Prop. 56 provides funding to support local law enforcement officers in programs that include, but are not limited to, enforcing state and local laws relating to tobacco. Thus, if other activities will support tobacco enforcement in the community, those activities may be eligible – ranging from paying for anti-tobacco posters on bus benches on routes taken by young people, erecting no smoking signs at parks and playgrounds, developing a retailer diversion program, and enforcement in hookah lounges. The Department's grant program gives fiscal support to local agencies to pursue activities that will produce results in their communities and to encourage approaches that do not increase punitive consequences to minors/youth and instead focus on restorative and supportive practices.

*Officers and inspectors cite retailers, but the district or city attorney never prosecutes for tobacco-related violations. Can the tobacco grant program help?*

Yes. Funds are available for prosecution of tobacco-related violations, in a judicial or administrative venue. These funds should not be used, however, to increase punitive consequences for minors/youth.

*My agency currently has a Tobacco Grant award through the Department of Justice. Can we apply again?*

Yes. However, the Merits Review Committee will take into consideration the current award activities from the existing grant. If you are applying for another grant that will overlap with your current grant, the proposal must include a different project with

different goals for the overlap period. An overlap of funds to perform the same functions will not be approved.

*Can our proposal include a media campaign?*

Yes, media campaigns coordinated with the local school district or community youth programs will be considered. Consideration will be granted dependent on scope of campaign and depth of audience.