



County of Monterey

Item No.24

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: RES 24-203

January 07, 2025

Introduced: 12/2/2024

Current Status: Criminal Justice -
Consent

Version: 1

Matter Type: BoS Resolution

- a. Adopt a resolution to authorize the Sheriff's acceptance of \$252,756 from the California Department of Justice (DOJ), Tobacco Grant Program (4/5th vote required); and
- b. Approve and Authorize the Sheriff or her designee to execute a retroactive Memorandum of Understanding (MOU) with the California Department of Justice (Agreement DOJ-PROP56-2024-25-1-046) for a Tobacco Law Enforcement Grant in the amount of \$252,756 from November 1, 2024, to June 30, 2028.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Adopt a resolution to authorize the Sheriff's acceptance of \$252,756 from the California Department of Justice (DOJ), Tobacco Grant Program (4/5th vote required); and
- b. Approve and Authorize the Sheriff or her designee to execute a retroactive Memorandum of Understanding (MOU) with the California Department of Justice (Agreement DOJ-PROP56-2024-25-1-046) for a Tobacco Law Enforcement Grant in the amount of \$252,756 from November 1, 2024, to June 30, 2028.

SUMMARY/DISCUSSION:

The Monterey County Sheriff's Office was notified of the grant award on October 17, 2024, for a grant period of July 1, 2025, to June 30, 2028.

Monterey County, California, faces a significant public health challenge with high rates of youth tobacco use, driven by a variety of demographic and socioeconomic factors. Recent surveys indicate that a substantial percentage of adolescents in the county are engaging in tobacco use, including traditional cigarettes, e-cigarettes, and other vaping products. This trend is particularly pronounced among our population of Hispanic and low-income youth, who are disproportionately targeted by tobacco marketing and have higher rates of usage compared to their peers. Contributing factors include easy access to tobacco products, and lack of robust enforcement of age verification laws. Peer pressure, family influence, and the perception of tobacco as a coping mechanism for stress also play significant roles. Additionally, flavored tobacco products and appealing advertising campaigns exacerbate the issue by making tobacco more attractive to young people. Addressing this problem requires a comprehensive approach that includes stricter enforcement of tobacco laws, and interventions to reduce the accessibility of tobacco products to Monterey County's youth.

Retailer violation rates in the Central Coast area, which includes Monterey County report a 20% rate for underage sales, and a 75% rate (the 2nd highest in the state) for violations for signage violations, based on surveys completed by the STAKE Act and Tobacco Control Program. This

indicates more enforcement is needed within the county. Our project is designed to enforce our already strong license ordinance by repeatedly surveying all retail locations, with a special emphasis on frequent surveying of repeat offenders so that instead of one citation a year, they begin to move into the progressive penalty area of the ordinance if they continue to sell to minors. We will actively seek out those who may not be licensed or following our ordinance. This will include checking any business not registered as a tobacco retailer, but that falls into a traditional high sale location - gas stations, convenience store type of businesses. Monterey County is home to many large events - weekly flea markets, concerts, rodeos, festivals, etc. and this is a prime area to conduct enforcement efforts, as our ordinance clearly states that itinerant sales are not allowed in our county.

This is retroactive due to short notice of the grant award.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed the agreement as to legal form, and the Auditor/Controller has reviewed the fiscal provisions.

FINANCING:

The Sheriff's Office is asking support from the Board to authorize the Sheriff's acceptance of \$252,756 from the California Department of Justice (DOJ), Tobacco Grant Program. the California Department of Justice (DOJ), Tobacco Grant Program. This amount will be included in the Sheriff's future Requested Budgets. This action will not increase the need for General Fund Contributions.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This contract meets the Board's strategic initiatives by "Improving the health and quality of life of county residents" and "Creating a safe environment of people to achieve their full potential".

Mark a check to the related Board of Supervisors Strategic Initiatives

☐ Economic Development
☐ Administration
☒ Health & Human Services
☐ Infrastructure
☒ Public Safety

Prepared by: Ben Fowler, Management Analyst III, Ext #5517

Reviewed by: Eddie Anderson, Chief Deputy, Ext#3754

Reviewed by: Keith Boyd, Undersheriff, Ext#3859

Approved by: Tina M. Nieto, Sheriff/Coroner, Ext #3750

Attachments:

Board Report

MOU between CA DOJ and MCSO

Grant Award

Resolution

