

SUMMARY – GRANT PROPOSAL – MONTEREY COUNTY SHERIFF’S OFFICE

This grant is being submitted by the Monterey County Sheriff’s Office (MCSO), located in Salinas, California. MCSO has an operating budget of \$100,000,000 and employs 323 law enforcement officers and 135 professional staff persons. MCSO divides its Enforcement Bureau into Community Services (Patrol) and Corrections. Supervision of this grant, if awarded, would fall under the Community Services Division.

MCSO’s total request for funding for the 25 months of the grant is **\$667,349.00**. Funding by Year is: Year One request: **\$341,534.00** Year Two request: **\$325,815.00**.

GOALS AND OBJECTIVES

The enforcement objective of this grant is to target and enforce regulations on retailers using frequent surveys. This will allow us to use the progressive fines present in our ordinance to force those selling to minors to pay higher fines and risk having their license to sell suspended altogether. Investigations will be made for ownership changes, stores suspected of having no licensure, and surveillance at itinerant events such as flea markets, concerts, etc., to insure they are complying our ordinance.

We will focus our educational efforts protecting teens and young adults and educating their parents and teachers on the dangers of tobacco products, with an emphasis on E-Cigarettes, JUUL*, and vaping products. This is the fastest growing area of tobacco usage for youth. Since these products are relatively new on the market, our community is not well informed on dangers of usage. There is now scientific research on the detrimental effects of these products. They are not harmless, they are not safe, and we will present that message to a wide audience.

Detailed goals and work product pertaining to each area of this grant are listed under each project description area, due to space limitations.

MEASURING OUTCOMES

Our goals are education and enforcement. To get our message across, detailed statistics for this grant and to support our presentations must be maintained. Our team will develop a retailer spreadsheet and carefully track surveys, inspections, changes of ownership, citations, progressive citations, and education efforts with retailers.

A Master spreadsheet will be maintained to record all outreach efforts, to include date executed, number of persons present, demographics or affiliations of the group, and what outreach was provided. Status towards achieving each goal will be presented, and future action plans created to ensure outcomes.

All payroll costs to grant activities will be tracked via usage of a special program code, as will all expenditures related to the grant. Reporting will be presented, in format requested, to grantee, and monthly reports will be provided to our Executive Management Team.

**JUUL is a trademark name of a particular E-Cigarette popular with students.*

PROBLEM STATEMENT:

Monterey County is the middle of the State of California, along its scenic coastline. It is approximately sixty minutes south of San Jose, and is bordered by Santa Cruz County to the north, San Benito, Fresno, and Kings counties to the east, and shares its southern border with San Luis Obispo County. The county's boundaries encompass 3,280 square miles. The major industries within our county are agriculture and tourism, with retail sales being the third largest employer.

Monterey County has a total population of 415,057 residents, and is a study in contrasts. The cities of Monterey and Pacific Grove (on the coast) are 80% or more Caucasian, and have incomes that exceed national averages, and unemployment rates far lower than national averages. The cities of Marina and Seaside are 48% Caucasian, and the balance of their populations are Hispanic, African American, Asian and Pacific Islander ethnicities. Both city's residents are slightly above poverty levels. The valley cities of Gonzales, Soledad, King City, San Ardo, San Lucas and Greenfield are over 80% Hispanic and have incomes below state averages and poverty levels exceeding state averages.

The largest city in the county is Salinas, and it contains 38% of the county's residents. The population ethnicity of Salinas is 75% Hispanic, 29.2% Caucasian, 6.3% Asian, and 2% African American population, with the balance of the population identifying as 2 or more races. The unemployment level is 3.4% higher than the national average and the poverty rate is 14.6%.

The Center for Disease Control lists the following factors as contributing to teen and young adult smoking patterns and we have indicated our challenges in these areas:

Youth Smoking:	90% of all smokers started below the age of 18
Parental Smoking:	10.8% of the adults in Monterey County smoke
Low Education Level:	29.1% at Grade 12 or less education level
Lower Income Levels:	Majority of County at 12-14.6% poverty.
Availability:	213 retailers within the county, E-Cigarettes are available for purchase on the Internet.
Peer Pressure:	Strong gang presence creates additional peer pressure

**PROJECT DESCRIPTION: ENFORCEMENT – EDUCATION – EMPOWERMENT
ENFORCEMENT**

Sales of tobacco to teen survey agents have been in the 30% to 50% range in retail establishments, 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. The addition of a dedicated deputy to perform enforcement duties will allow us to focus time and effort on enforcement and reduce sales to minors.

Our Partners:

Currently, **Monterey County Environmental Health** Food Inspectors check retail tobacco locations for five criteria:

1. Possession of a current, annual County Tobacco License,
2. Possession of a State Tobacco Retailer's License
3. Cigarettes are being sold only in sealed packs of 20 cigarettes or more
4. No Self Service displays except in Tobacco-only stores
5. STAKE Act Age of Sale warning signs present at point of purchase.

This unit performs no enforcement/citation work, and provides applications to those who do not have current licenses. Their work is funded from tobacco retail license fees.

The **Monterey County Tobacco Control Program** provides outreach and education, consumer resources, seminars, and political advocacy and was the driving force in establishing our strong retail ordinance. The cities of Salinas, Monterey and Carmel have adopted the County's policies for use in their own cities, and the Tobacco Control Program continues to work with other cities to establish tobacco retail ordinances.

MCSO has a **teen Explorer Unit** with 50+ members. This provides us with a large, ethnically diverse and enthusiastic group of surveyors. The group is very active, and undertakes many projects with MCSO during the year. This group, when teamed with our law enforcement personnel, will provide us with labor needed to complete the survey efforts listed under Goals.

GOALS FOR THIS AREA:

- Identify and target retailers who do not have licensure or have lapsed licensure
- Track 213 licensed retailers, log citations, appeals outcomes, use data to plan tobacco survey locations, seeking progressive citations on repeat offenders. Incorporate State and federal data inspection data into database.
- Coordinate with Environmental Health; uncover problem retailers. Survey and cite those operating without a license.
- Identify problem retail situations (changes in ownership, changes in location) and promptly complete surveys for these locations.
- Conduct law enforcement canvassing of 8 itinerant locations per year
- Conduct at least 250 tobacco retail license surveys per year using Explorer Unit.

EDUCATION AND EMPOWERMENT

Our educational focus will be on E-Cigarettes/JUUL/Vaping products, as this is the fastest growing area of teen/underaged tobacco/nicotine use. E-Cigarette/JUUL/Vaping

products are marketed almost exclusively to underaged users, with necklace holders, colorful wrappers, stands and purses being sold on line and in stores to encase the product. Flavorings have been added to appeal to younger users (bubble gum, cherry, blueberry etc.) and these provide a false sense of security to users that these products are harmless. Vaping lounges have become popular, providing a “hangout place” for young adults to meet. Product is easily purchased on the Internet, and few sites have sufficient security to ensure underaged buyers are not purchasing product.

We will strive to educate young adults, their parents and teachers on the health dangers of the product and provide tips on how to cope with and address teen pressure to use tobacco products/E-Cigarettes.

GOALS FOR EDUCATING COMMUNITY ON E CIGARETTE/VAPING DANGERS

- Utilize School Resource Officer to deliver at least 15 age appropriate presentations a year regarding dangers of tobacco/E-Cigarette use, including tools to deal with peer pressure to K-12 students at North Monterey County Unified School District.
- Utilize Deputy to provide 8 anti-vaping presentations, including peer pressure training to all High School students, via health education classes.
- Create parental education module to present to at least 15 parent/PTA groups on E-Cigarettes/Vaping, to include displays of E-Cigarette dispensing units. Stress dangers of the nicotine oil and its toxicity. Alert parents to ease of purchasing on the Internet.
- Create Teacher education module and host seminar at Sheriff’s Office.
- Work with Tobacco Consortium and other state wide agencies to address the ease of obtaining E-Cigarettes and products via Internet purchasing.

GOALS FOR OVERALL COMMUNITY EDUCATION ON TOBACCO USE

- Utilize Community Service Aide to identify at least 20 presentations a year (Neighborhood Watch, First Night Out, Community events)
- Deputy and Crime Prevention Specialist to design posts for Facebook /media, stressing dangers of vaping, and other tobacco content.
- Provide at least 2 Retailer Training Events during the year, hosted at Sheriff’s Office.
- Provide 40 or more signs regarding Monterey County tobacco regulations to school sites in the county, provide 35 or more signs to playgrounds and parks.

GOALS FOR TRAINING OUR OWN TEAM

- Deputy, Commander and Sergeant to attend annual Grant meeting(s) and network with other agencies to obtain best practices for tobacco enforcement.
- Have Tobacco Prevention materials present at all recruitment fairs to attract tobacco-free prospective employees.
- Create Deputy Training unit on Vaping/E-Cigarettes and present during training meetings throughout year.
- Provide tobacco survey training to Explorer Unit, stressing importance of their work product. Provide training on dangers of E-Cigarettes/Vaping/JUUL.

PROJECT PERSONNEL – COMMUNITY SERVICE DIVISION

Deputy, Step 7, Grant Funding 1.0 FTE + 50 hours of OT

- Plans retail surveys and supervises teams, issues citations.
- Investigates licensure, conducts inspections of sites that appear unlicensed
- Trains employees, Explorers, public groups as outlined above
- Lead Coordinator with other agencies: Health Dept., law enforcement agencies
- Maintains all records for the grant.

This would be a new assignment position, and MCSO may seek to offer the position to current employees to enable a more rapid start for the grant.

School Resource Officer, Grant funding 0.053 of 1.0 FTE + 40 hours of OT

Existing 1.0 FTE position that is on site in the North Monterey County Unified School District. Provides security support and community outreach. 0.053 FTE of this position would be redirected to provide education on E-Cigarettes/Vaping/Tobacco.

- Provide age appropriate presentations and counseling to a K-12 population

Crime Prevention Specialist -1.0 FTE funded by MCSO, Grant funding 35 hours of OT

- Plans and delivers community presentations, staffs recruitment booths, sets up all educational displays for community events, organizes summer camp for Castroville students.

Sergeant – Grant funding 0.05 of an FTE, and Grant Funding 50 hours of OT

- Supervision of the Deputy and Explorers for surveying, citations, enforcement
- Duties of existing Sergeant will be moved to a newly vacant position, freeing current Explorer Supervisor to work with Deputy and Explorers on surveying.

Commander- Supervision – Grant Funding 0.05 of an FTE

Current labor contracts require commander supervision of both Deputies and Sergeants. Work duties will be reallocated to a vacant position to allow Community Service Commander to provide supervision to this project.

- Supervision and evaluation of Deputy, Sergeant and community outreach

Accountant III – Grant funding 0.05 of a new FTE

- Provide fiscal, accounting and grant support to this grant.

Explorer Unit - Grant funding a sub grant to this unit for surveying

BUDGET

A copy of the proposed budget is attached. MCSO will support the grant by funding the cost of vehicles, vehicle communication units, and vehicle maintenance for this project. Assigning one vehicle to this program is impractical, as law enforcement may need a marked vehicle for enforcement, an unmarked vehicle for investigations, meetings and presentations, and a van to use for surveys. Fuel costs have been included in the grant. Nothing within this grant will supplant current efforts or funding.