



C A L I F O R N I A

DEPARTMENT OF JUSTICE

FY 2024 Tobacco Grant Program Pre-Application Webinar



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 BiteSize Learning

				
Specific	Measurable	Attainable	Relevant	Timely
The goal is concrete and tangible - everyone knows what it looks like.	The goal has an objective measure of success that everyone can understand.	The goal is challenging, but should be achievable with the resources available.	The goal meaningfully contributes to larger objectives like the overall mission.	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

Table of Contents / Section Navigator

APPLICATION DEADLINE: 11:59 PM (PT) on June 28, 2024

As you prepare your grant application, please ensure you refer to and closely follow instructions provided in the [Request for Proposals \(RFP\) materials](#) as well as the forms provided.

All required sections and fields are denoted with an * **asterisk**. In order to save and finish the page, all required fields must be entered. Information provided must be specifically responsive to the prompt. Any extraneous responses or material will not be considered.

Please complete each section of the application form, and click Submit. *It is recommended that you complete each section in sequential order.*

For questions regarding this grant application process, please contact TobaccoGrantRFP@doj.ca.gov.

Status Key:

- Not Started: No one has begun answering the section yet.
- Finished: All required questions are answered.
- Complete: All required AND optional questions in the section have been answered.

Section	Status	Actions
1) Agency Profile *	Not Started	<input type="button" value="Answer"/>
2) Contacts *	Not Started	<input type="button" value="Answer"/>
3) Project Summary *	Not Started	<input type="button" value="Answer"/>
4) Partnering Agencies *	Not Started	<input type="button" value="Answer"/>
5) Problem Statement *	Not Started	<input type="button" value="Answer"/>
6) Goals and Objectives *	Not Started	<input type="button" value="Answer"/>
7) Project Personnel *	Not Started	<input type="button" value="Answer"/>
8) Project Budget *	Not Started	<input type="button" value="Answer"/>
9) Grant History & Community Support *	Not Started	<input type="button" value="Answer"/>
10) Certifications & Signature *	Not Started	<input type="button" value="Answer"/>
11) Review Responses Before Submission *	Not Started	<input type="button" value="Answer"/>



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

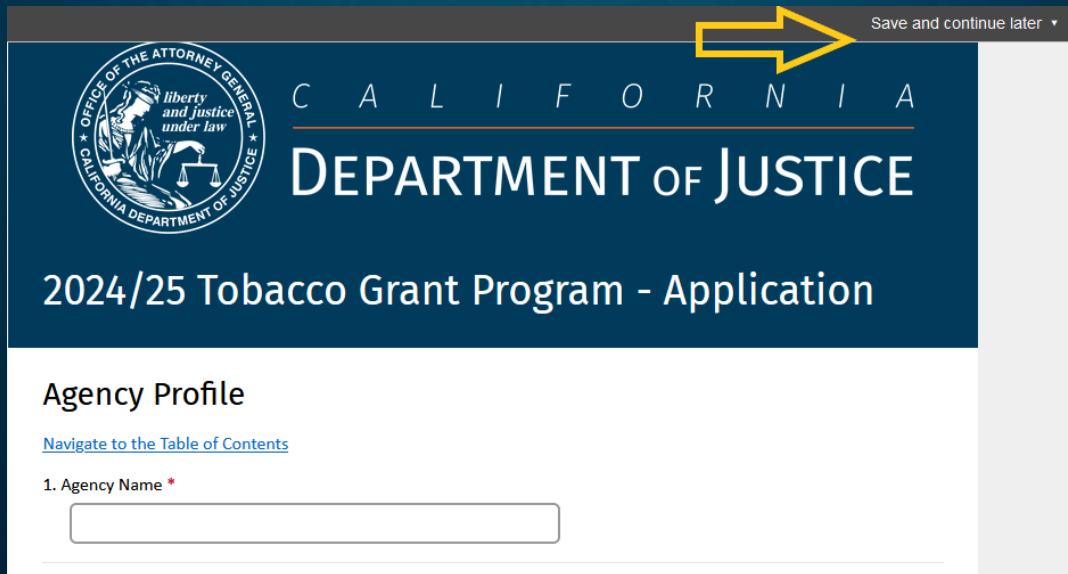
- Memorandum of Understanding (MOU)
- Governing Body Resolution (if agency has a governing body)
- Reporting Requirements
- Reimbursement Process



Frequently-Asked Questions – 1 of 5

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.



The screenshot shows the top portion of a web application. At the top right, there is a button labeled "Save and continue later" with a dropdown arrow. A yellow arrow points to this button. Below the button is a dark blue header with the California Department of Justice logo on the left, the word "CALIFORNIA" in large letters, and "DEPARTMENT OF JUSTICE" below it. Underneath the header, the text "2024/25 Tobacco Grant Program - Application" is displayed. Below this is a section titled "Agency Profile" with a link "Navigate to the Table of Contents". The first form field is labeled "1. Agency Name *" and is currently empty.



Frequently-Asked Questions – 2 of 5

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.

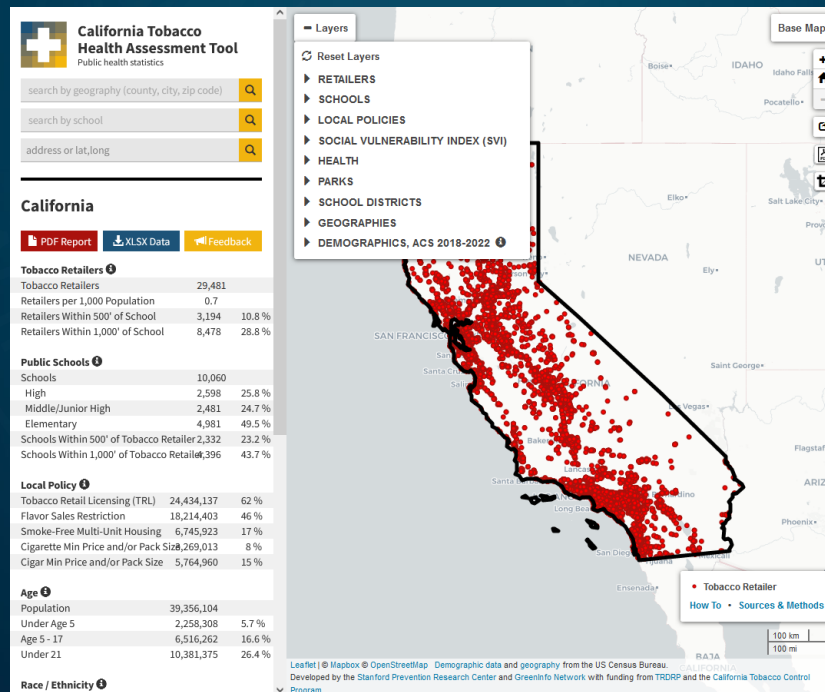
A template for this letter may be found in the RFP document in Appendix C. The letter should be signed on the partnering agency's letterhead and may be customized with additional clarifying or support language.



Frequently-Asked Questions – 3 of 5

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.



Frequently-Asked Questions – 4 of 5

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.



Frequently-Asked Questions – 5 of 5

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!



Questions and Answers

