



C A L I F O R N I A

DEPARTMENT OF JUSTICE

**FY 2025/26 Tobacco Grant Program
Pre-Application Webinar**

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Welcome and Introductions



Brett Coder

Tobacco Grant Program
Specialist



Alice Su

Tobacco Unit, Deputy
Attorney General



Omar Ben Amor

Tobacco Grant Program
Analyst

Agenda

- 1 About the Tobacco Grant Program
 - 2 Eligibility and Priority Activities
 - 3 2025/26 Tobacco Grant Funding
 - 4 Key Dates and Deadlines
 - 5 Evaluation Criteria
 - 6 Case Studies and Project Strategies
 - 7 Proposal Preparation
 - 8 Stay Connected
 - 9 Questions and Answers
-

About the Tobacco Grant Program

- Established in 2017 through Proposition 56
- Aims to reduce childhood addiction to tobacco products
- DOJ funding for local retail enforcement of tobacco laws and ordinances to reduce sales and marketing of tobacco products to minors.



PROPOSITION 56

Agency Eligibility

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.

New agencies as well as current/former Tobacco Grant recipients are encouraged and eligible to apply for the 2025/26 Tobacco Grant.

FY 2025/26 Tobacco Grant Pre-Application Webinar

Priority Activities

Priority Activities	Not Considered for Funding
<ul style="list-style-type: none">• Retailer Inspections• Retailer Education & Diversion• Enforcement Operations (Minor Decoy, Shoulder Tap, Undercover Buys)• Prosecution for Retail Violations• Task Force Coordination• Officer Education• Other Enforcement of Sales/Marketing to Minors and Youth	<ul style="list-style-type: none">• School and community-based enforcement of tobacco possession and use• School Resource Officers• Purchase or use of vape detectors• School- and community-based education (including media campaigns)• Any other activity not related to reducing the illegal sales and marketing of tobacco products to minors and youth

Key Funding Details

- **Funding Available:** Estimated \$28.5 million
 - **Funding Source:** State tobacco tax revenue
 - **Funding Type:** Competitive
 - **Award Amounts:** Vary based on proposal
 - **Payment Type:** Reimbursement (quarterly)
 - **Grant Duration:** Nov 1, 2025 – Jun 30, 2029
 - **Project Period:** 24- or 36-month projects
-

Allowable Costs

- **Personnel Costs**
 - Salaries, overtime, and benefits for project staff
 - **Operating Costs (not an exhaustive list):**
 - Undercover surveillance (equipment and services)
 - Decoy stipends (not in gift cards or food)
 - Retail education materials
 - Contracted services
 - Mileage/fuel; vehicle rental
 - **Administrative Costs**
 - Max 5% of Personnel and Operating Costs
-

Unallowable Costs (Restricted Items)

Examples:

- Vehicles, trailers, and drones
- Facilities/rent
- Food/beverages and other consumables
- Gift cards
- Uniforms and standard complement items

Note: For this solicitation, expenses related to community/school education or enforcement of tobacco possession/use will not be considered.

Reporting Requirements

1. Quarterly Progress Report

- Data (quantitative and narrative) on activities performed
- Accomplishments and barriers encountered

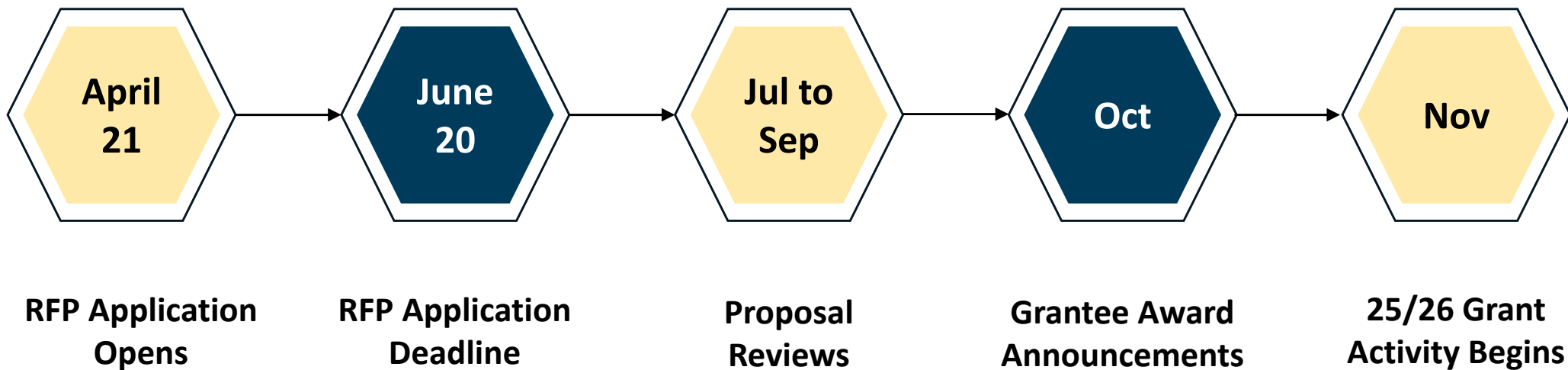
2. Enforcement Data Sheet

- Quantitative data on retail enforcement operations
- Helps report trends in compliance and violations

Note: DOJ provides detailed training on this reporting. Further information is available in the Grantee Handbook.

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Key Dates and Deadlines

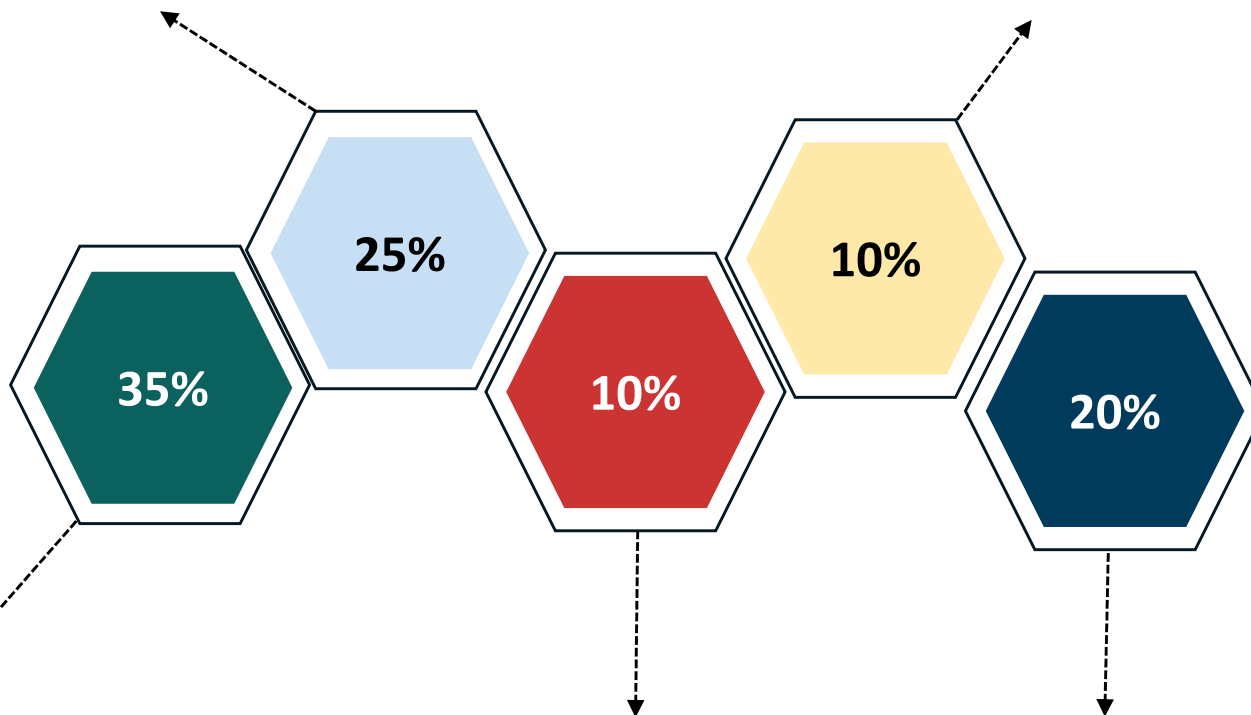


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Evaluation Criteria

The **Proposed Project** details planned activities and how these will address the problems identified.

The **Budget** includes only those costs that are reasonable and necessary to execute the proposed project.



The **Problem** demonstrates a compelling need for local assistance funding.

The planned **Personnel** includes the right resources and expertise enlisted to implement the project.

The **Capacity** of the grantee and any contractors is strong enough to execute the project and manage the grant funding effectively.

Case Study: Law/Code Enforcement Agencies

- Collaboration and Coordination
 - Tobacco Retail License (TRL) or ordinance vs state law
 - Consider types of enforcement: Code vs LEO
 - Prosecuting agency contact (initial contact)
 - Decoy Operations/Inspections
 - Over-21 vs under-21 undercover buys
 - Types: loosies, minor buys, flavor, mail/online, delivery, etc.
 - Retail inspections
-

Case Study: Prosecuting Agencies

- Know the state and local tobacco laws
 - Identify policies and procedures for each enforcement action
 - Assign vertical prosecution attorney or have single point of intake
 - Templates for civil and criminal actions
 - Educate courts regarding tobacco cases
 - Diversion for violating retailers
-

Case Study: Public Health Agencies

- Enforcement Authority
 - What is your enforcement authority?
 - Do you have a pre-existing procedures?
 - Things to address before applying
 - Contact with prosecuting agencies
 - Relationships with law enforcement
 - Safety concerns and proper training
 - Points of contact and ability to elevate
-

Project Strategies

- Consider local need – No uniform fit
 - Coordinate and collaborate with organizations and agencies – share the burden
 - Identify local ordinances, codes and laws to be enforced
 - Prosecution plans and consequences to retailers
 - Contingency plans
-

TOBACCO GRANT PROGRAM
FISCAL YEAR 2025-26

REQUEST FOR PROPOSALS
DOJ-PROP56-2025-26-1



ROB BONTA
Attorney General
OFFICE OF THE ATTORNEY GENERAL

TOBACCO GRANT PROGRAM
GRANTEE HANDBOOK

APRIL 2025



ROB BONTA
Attorney General
OFFICE OF THE ATTORNEY GENERAL

Proposal Components

- 1 Online Application
- 2 Budget Detail
- 3 Letters of Commitment (if applicable)
- 4 Letters of Community Support (optional)

Reference Documents

- 1 Request For Proposals (RFP)
- 2 Grantee Handbook

Online Application

Table of Contents / Section Navigator

APPLICATION DEADLINE: June 20, 2025 by 11:59 PM (Pacific)

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. For answers to many common questions, you may also consult the [online frequently-asked questions \(FAQs\)](#). These will be periodically updated throughout the application period.

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

Status Key:

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- Complete: All required AND optional questions in the section have been answered.

Section	Status	Actions
Agency Profile *	Not Started	Answer
Contacts *	Not Started	Answer
Project Summary *	Not Started	Answer
Partnering Agencies *	Not Started	Answer
Problem Statement *	Not Started	Answer
Goals and Objectives *	Not Started	Answer
Project Personnel *	Not Started	Answer
Project Budget *	Not Started	Answer
Agency Capacity *	Not Started	Answer
Certifications and Signature *	Not Started	Answer
Review Responses Before Submission *	Not Started	Answer

[Back](#)[Submit](#)

Agency Profile

Agency Profile

[Navigate to the Table of Contents](#)

1. Agency Name *



2. Division/Section/Department



3. County *

4. Entity Type *

5. Agency Type *

6. Federal Taxpayer Identification Number *

Format: ##-##### (ex. 01-1234567)

Characters used: 0 out of 10.



7. Does agency have authority to enforce state tobacco laws OR local tobacco ordinances covering retail establishments? *

☐ Yes

☐ No

Project Summary

Project Summary

[Navigate to the Table of Contents](#)

1. Funding Requested *

Please enter whole numbers (with commas).

If necessary, return to update this figure to match your Budget Detail file (to be uploaded in the Budget section)

\$

2. Funding Duration *

Note: Budget Detail provided (in Budget section) should reflect this duration.

☐ 24 months

☐ 36 months

3. Planned Start Date (MM/DD/YYYY) *

Please select a start date between 11/01/2025 and 7/1/2026.



4. Summary of Proposed Project. *

Please provide a concise summary of your proposed project. Additional space will be presented later for details regarding the local problem and planned activities.

Characters used: 0 out of 1500.



Partnering Agencies

Partner Agency 1

[Navigate to the Table of Contents](#)

2. Partner Agency 1 *

3. What agreement type is expected with this agency for their involvement? *

☐ Contract

☐ MOU

☐ Interagency Agreement

☐ Other - Write In (Required)

4. Partner Agency Roles in Project *

Describe the specific project roles and responsibilities that the Partner Agency will assume.

Characters used: 0 out of 1200.

5. Partner Experience and Qualifications *

Describe the experience and qualifications of the Partner Agency to successfully assume the roles and responsibilities detailed above.

Characters used: 0 out of 1200.

6. Please upload this partner agency's signed Letter of Commitment (PDF). *

Browse...

7. Do you have additional partnering agencies to add? *

☐ Yes

☐ No

Problem Statement

2. Total Population within Project Area *

(Resource for data: <https://cthat.org/>)

3. Population % Under Age 21 within Project Area *

(Resource for data: <https://cthat.org/>)

 %

4. Retailers within Project Area *

(Resource for data: <https://cthat.org/>)

5. Retailers within 1,000 Feet of Schools (within Project Area) *

(Resource for data: <https://cthat.org/>)

6. Does a local Tobacco Retail License program exist in the project area? *

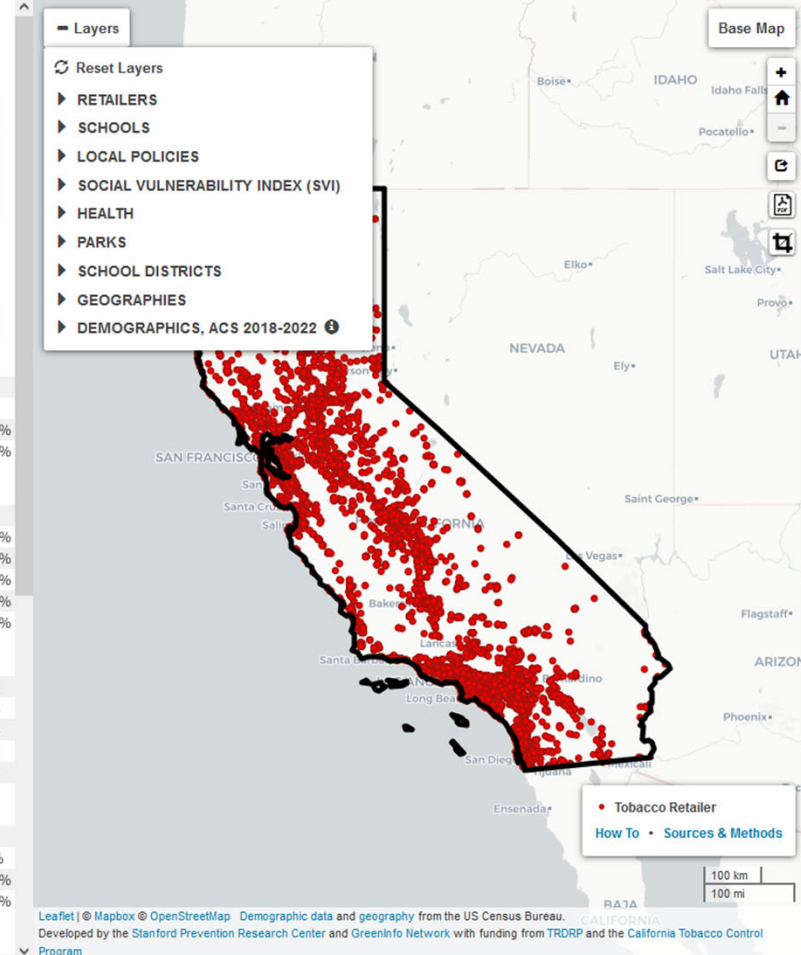
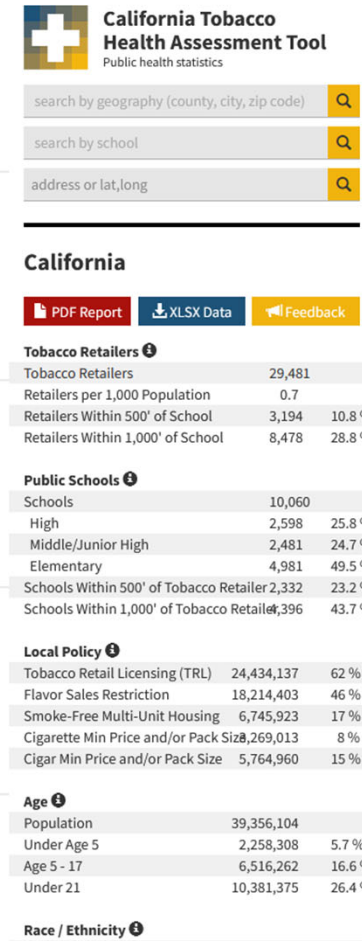
☐ Yes

☐ No

7. Does your local prosecuting agency support enforcement of tobacco laws in your project area? *

☐ Yes

☐ No



Problem Statement Narrative

Data Hub

Data Visualizations

Tobacco-Related Disparity Indicators Dashboard

The Tobacco-Related Disparity Indicators Dashboard tracks 17 indicators to highlight California's progress made in reducing tobacco-related disparities since the implementation of Proposition 56.

Healthy Stores for a Healthy Community

The Healthy Stores for a Healthy Community campaign website provides data on the tobacco retail store environment and its potential impact on youth. The campaign is a collaboration between the California Tobacco Control Branch, the Nutrition Education and Obesity Prevention Branch, the Sexually Transmitted Diseases Control Branch, the Substance Use Disorders Program at the California Department of Health Care Services, and local health departments.

Story of Inequity

The Story of Inequity website paints a picture of the tobacco use problem among several of California's vulnerable populations and serves as a tool to hold CTCP accountable for preventing and reducing tobacco use among these groups.

Interactive Maps

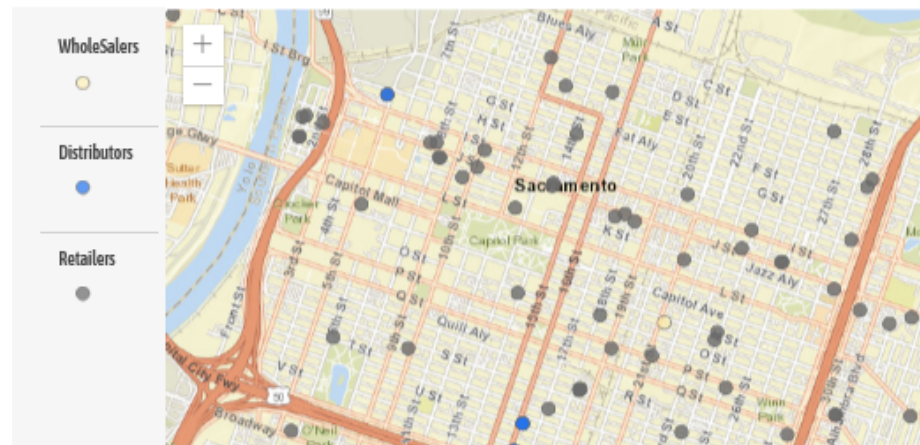
California Cigarette and Tobacco Licensees

This map shows the location of all California licensed cigarette and tobacco product wholesalers, distributors, and retailers registered with the California Department of Tax and Fee Administration (CDTFA). Due to taxpayer confidentiality laws, no other licensee information may be released to the public. The map is maintained by CDTFA.

California Tobacco Health Assessment Tool

This mapping tool shows the location of tobacco retailers and their proximity to schools and parks in a community, and to visualize neighborhood demography. This tool was developed by the Stanford Prevention Research Center and Green Info Network with funding from Tobacco-Related Disease Research Program and the California Tobacco Control Branch.

This map uses clustering for retailers. Zoom in to the map to see individual licensees. Click on a location to get more information on cigarette and tobacco products licensees.



Tobacco Compliance Check Outcomes

(includes decisions through 02/28/2025)

This database includes inspections of brick-and-mortar retailers and online investigations.

Brick-and-Mortar Inspections		Online Investigations
Search Decisions		
Retailer Name	Outcome	Underage Purchaser (UP) Involved
<input type="text"/>	<input type="text" value="All"/>	<input type="text"/>
Decision Date		
City	From	Sale to UP
<input type="text"/>	<input type="text" value="mm / dd / yyyy"/>	<input type="text"/>
State	Zip	To
<input type="text" value="All"/>	<input type="text"/>	<input type="text" value="mm / dd / yyyy"/>
Product Type Purchased by UP		
<input type="text"/>		

Goals & Objectives

Goals and Objectives

[Navigate to the Table of Contents](#)

1. Activity Area(s) *

Below, please select the activity area(s) that your proposed project will perform. Subsequent pages will ask for more detail based upon these selections.

- ☒ Retailer Inspections
- ☐ Minor Decoy Operations
- ☐ Shoulder Tap Operations
- ☐ Undercover Buys
- ☐ Retailer Education
- ☐ Prosecution
- ☐ Task Force
- ☐ Tobacco Enforcement Education
- ☐ Other Activities

➔ Retailer Inspections

[Navigate to the Table of Contents](#)

2. Per year, how many tobacco retailers will be inspected? *

3. Inspection Plans *

Detail how these inspections will be conducted including selection of retailers, focus issue(s) to inspect, staffing, and procedures for post-inspection follow-up.

Characters used: 0 out of 750.

4. Inspection Experience *

Describe the level of experience your agency has conducting these inspections. If your agency already conducts such inspections, what follow-up actions were taken to address violations and what were the outcomes?

Characters used: 0 out of 750.

Project Budget

Project Budget

[Navigate to the Table of Contents](#)

Request Amount: \$150,000

Grant Start Date: 11/01/2025

Grant Duration: 36 months



*If the above is inaccurate or there have been changes to your budget plans and timelines, please update as necessary in the **Project Summary** page to match the Budget Detail. Note: Projects must start between 11/1/2025 and 7/1/2026 and be a duration of 24 or 36 months.*

1. Budget Detail upload (Excel file) *



Upload your completed Budget Detail. You **must** use the form included in the [RFP materials](#). Instructions for completing the Budget Detail are located on the Instructions sheet of the workbook.

Browse...

Tips:

- Reasonable & necessary
- Detailed justifications
- Restricted items
- Amount & duration alignment

2. Does your Budget Detail include expenses listed in Section B (Other Operating Expenses and Equipment)? *

These expenses may be for subcontracted services, small equipment, travel, or other operational expenses considered necessary to carry out the project activities.

☒ Yes

☐ No

3. Budget Narrative: Please provide **justification** for each expense listed within Section B of the Budget Detail Sheet (Operating Expenses and Equipment)". *

Project costs should be necessary and reasonable.

Characters used: 0 out of 1500.

Budget Detail – Section A

Costs Per Fiscal Year (July 1 - June 30)

A. Personnel Services

Salaries

Classification/Positions	Computation	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTALS
Police Sergeant	\$68/Hour X 288 Hours	\$ 19,584	\$ 19,584	\$ 19,584	\$ -	\$ 58,752
Police Officers (2)	FY 24: \$54/Hour X 288 Hours X 2 Police Officers FY 25: \$54/Hour X 480 Hours X 2 Police Officers FY 26: \$54/Hour X 480 Hours X 2 Police Officers	\$ 31,104	\$ 51,840	\$ 51,840	\$ -	\$ 134,784
SUBTOTAL		\$ 50,688	\$ 71,424	\$ 71,424	\$ -	\$ 193,536

Overtime

Classification/Positions	Computation	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTALS
Police Sergeant	\$102/Hour X 96 Hours	\$ 9,792	\$ 9,792	\$ 9,792	\$ -	\$ 29,376
Police Officers (2)	\$81/Hour X 192 Hours X 2 Police Officers	\$ 31,104	\$ 31,104	\$ 31,104	\$ -	\$ 93,312
SUBTOTAL		\$ 40,896	\$ 40,896	\$ 40,896	\$ -	\$ 122,688

Benefits

Classification/Positions	Computation	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTALS
Police Sergeant	Salary X 35%	\$ 6,855	\$ 6,855	\$ 6,855	\$ -	\$ 20,565
Police Officers (2)	Salary X 35%	\$ 10,887	\$ 18,144	\$ 18,144	\$ -	\$ 47,175
SUBTOTAL		\$ 17,742	\$ 24,999	\$ 24,999	\$ -	\$ 67,740
TOTAL PERSONNEL SERVICES		\$ 109,326	\$ 137,319	\$ 137,319	\$ -	\$ 383,964

Budget Detail – Section B

B. Operating Expenses and Equipment

Equipment (Tangible items with a PER-UNIT cost of \$5,000 or more)

Description	Computation	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTALS
		\$ -	\$ -	\$ -	\$ -	\$ -
SUBTOTAL		\$ -	\$ -	\$ -	\$ -	\$ -

Other Expenses (Excludes Equipment and Travel/Training)

Description	Computation	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTALS
Surveillance Cameras (2)	\$250/Unit X 2 Units	\$ 500	\$ -	\$ -	\$ -	\$ 500
City Attorney	\$100/Hour X 100 Hours	\$ 10,000	\$ 10,000	\$ 10,000	\$ -	\$ 30,000
SUBTOTAL		\$ 10,500	\$ 10,000	\$ 10,000	\$ -	\$ 30,500

Travel Expenses/Registration Fees*

Description and Destination	Computation	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTALS
Mileage reimbursement for 2 personal vehicles to attend enforcement officer trainings in Sacramento	100 Miles X \$0.70/Mile X 2 Vehicles	\$ 140	\$ 140	\$ 140	\$ -	\$ 420
SUBTOTAL		\$ 140	\$ 140	\$ 140	\$ -	\$ 420
TOTAL OPERATING EXPENSES AND EQUIPMENT		\$ 10,640	\$ 10,140	\$ 10,140	\$ -	\$ 30,920

*For approved tobacco related training and travel only. Travel cannot exceed current state rates.

Budget Detail – Section C and Summary

C. Administrative Costs*		FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTAL
Description	Enter Desired Percentage (up to 5%)					
Administrative Costs	5.0%	\$ 5,998	\$ 7,372	\$ 7,372	\$ -	\$ 20,742
*Administrative costs must not exceed 5% of the total budget for Sections A & B. TOTAL		\$ 5,998	\$ 7,372	\$ 7,372	\$ -	\$ 20,742

SUMMARY					
Budget Category	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	Total Request
A. Personnel Services	\$ 109,326	\$ 137,319	\$ 137,319	\$ -	\$ 383,964
B. Operating Expenses and Equipment	\$ 10,640	\$ 10,140	\$ 10,140	\$ -	\$ 30,920
C. Administrative Costs	\$ 5,998	\$ 7,372	\$ 7,372	\$ -	\$ 20,742
TOTAL PROJECT COSTS	\$ 125,964	\$ 154,831	\$ 154,831	\$ -	\$ 435,626

Project Budget

[Navigate to the Table of Contents](#)

Request Amount: \$150,000
Grant Start Date: 11/01/2025
Grant Duration: 36 months

Agency Capacity

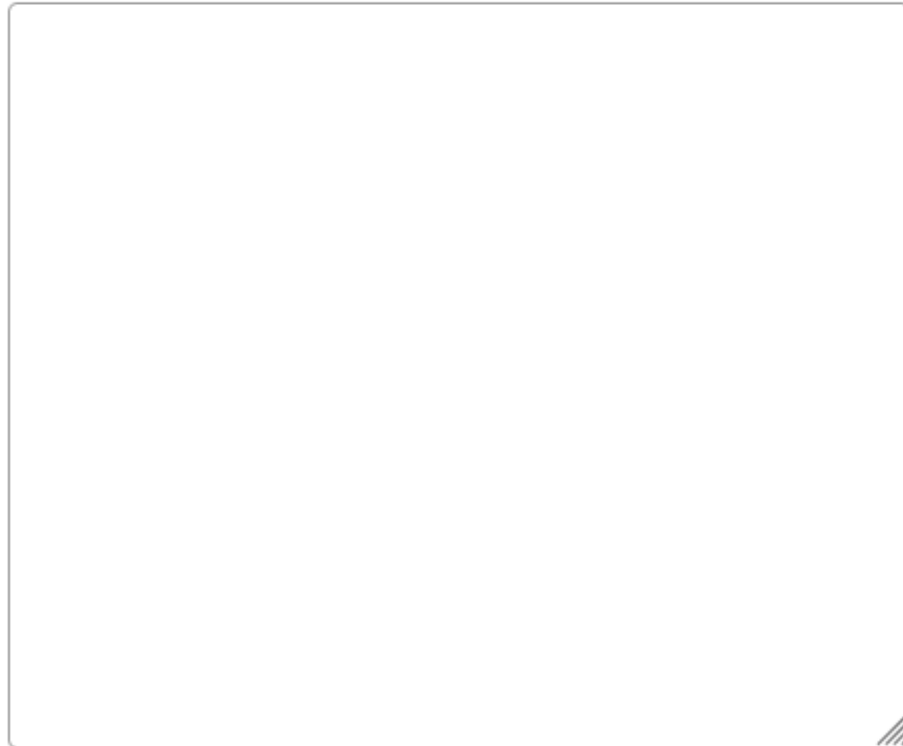
Agency Capacity

[Navigate to the Table of Contents](#)

This section will obtain information regarding grant experience, organizational planning, performance on prior DOJ tobacco grant(s) (if applicable), and allow upload of letters of community support. If you are unsure if your agency has had prior grants, you may consult the [Tobacco Grant Program](#) page to review prior grant award information or [send us a request by email](#).

1. Grant Management Experience *

*What experience does your agency have in managing grants of similar size and scope?
How will that experience support your management of this project?*

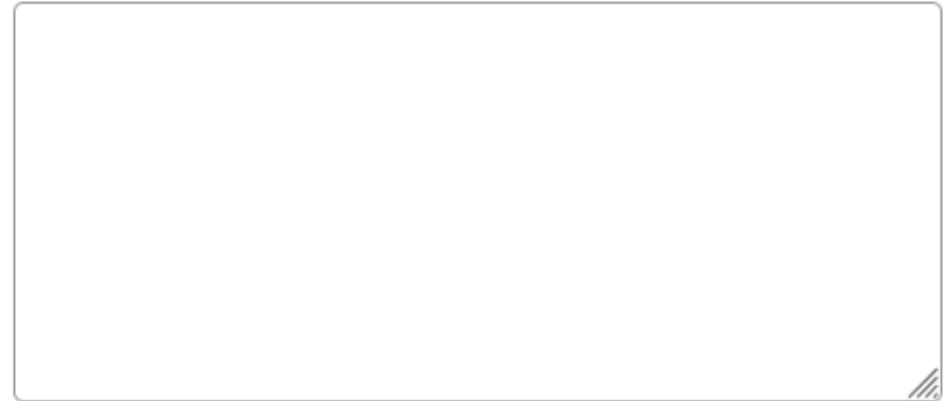


Characters used: 0 out of 1500.



2. Continuity and Contingency Planning *

How will your agency support continuity of grant activities in the event of changes to or departures of project staff or partner agencies? What alternate plans might your agency pursue?



Characters used: 0 out of 750.

3. Community Support Letters

Please upload one PDF file with all signed Letters of Support from stakeholders. (max file size: 10Mb)

[Browse...](#)

4. Has your agency ever received a grant through the DOJ Tobacco Grant Program? *

If you are unsure if your agency has had a prior Tobacco Grant award, please email us at TobaccoGrantRFP@doj.ca.gov for assistance.

☐ Yes

☐ No

Review Responses Before Submission

Review Responses Before Submission

[Navigate to the Table of Contents](#)

Please review your responses for completeness and accuracy. Use the link below to download a PDF copy of your application.

43. Certifications And Signature

Authorized Officer signature

○ Omar Ben Amor



[Download PDF Version](#)

1. I have reviewed this application, and it is complete and accurate to the best of my knowledge. *

☐ Yes

Final Submission

Table of Contents / Section Navigator

APPLICATION DEADLINE: June 20, 2025 by 11:59 PM (Pacific)

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Project Summary *	Complete	<button>Answer</button>
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Problem Statement *	Complete	<button>Answer</button>
Goals and Objectives *	Complete	<button>Answer</button>
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Agency Capacity *	Complete	<button>Answer</button>
Certifications and Signature *	Complete	<button>Answer</button>
Review Responses Before Submission *	Complete	<button>Answer</button>

Back Submit 

98% 

Stay Connected!

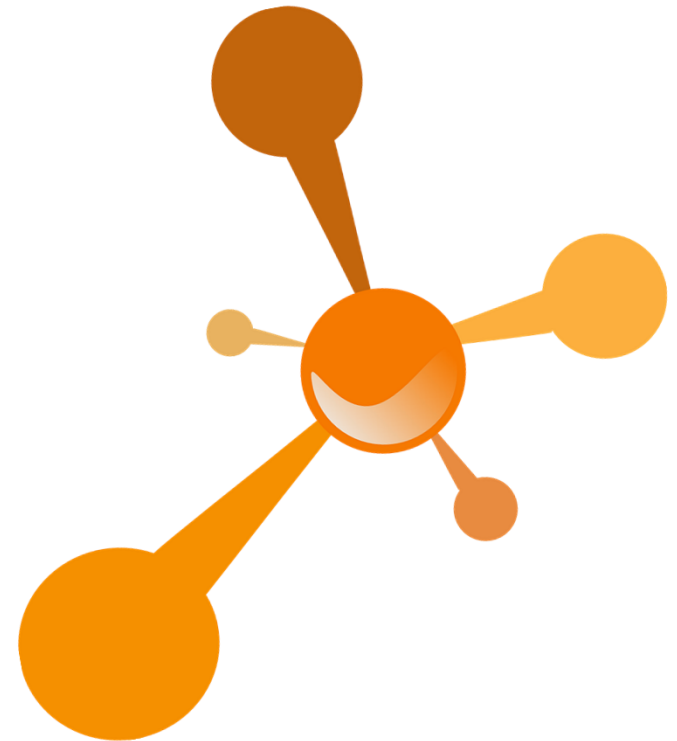
Email: TobaccoGrantRFP@doj.ca.gov

Website: oag.ca.gov/tobaccogrants

Mailing List: oag.ca.gov/subscribe

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



THANK YOU FOR ATTENDING!

