



TOBACCO GRANT PROGRAM

The California Healthcare, Research and Prevention Tobacco Tax Act of 2016 (Proposition 56) funding helps promote a healthier California by reducing illegal retail sales and marketing of cigarettes and tobacco products, including e-cigarettes, to minors. The Office of the Attorney General makes these annual funds available to local law enforcement agencies through the California Department of Justice (DOJ) Tobacco Grant Program.

GRANT OPPORTUNITY

This grant solicitation is referred to by the following reference number: **DOJ-PROP56-2025-26-1**

ELIGIBILITY CRITERIA

Any local public agency within the State of California that has authority to enforce tobacco-related state laws or local ordinances related to retail tobacco sales and marketing is eligible to apply. This may include police and sheriffs' departments, district and city attorneys and county counsels, public health departments, cities, counties, and public school/college districts.

Grantees may use grant funds for activities including, but not limited to:

- Enforcement of flavor ban laws/ordinances
- Retailer compliance and licensing checks
- Consumer protection investigation and enforcement actions
- Illegal online sales and marketing, including use of door-to-door delivery services
- Development of task forces (regional working groups) for enforcement operations
- Retailer training and diversion programs

FUNDING DETAILS

TOTAL FUNDING AVAILABLE

An estimated \$28.5 million in funding is available for fiscal year 2025/26 to support local enforcement efforts to reduce illegal retail sales and marketing of tobacco products to minors and youth.

Funding comes from increased taxes on cigarettes and other tobacco products by \$2.00 starting in April 2017. These increased state-level taxes were passed following voter approved Proposition 56 in 2016 that allocates a portion of annual revenue to DOJ.

FUNDING AMOUNTS

Funding amounts will be evaluated based on the submitted grant proposal.

FUNDING TYPE

The Tobacco Grant Program is a reimbursement grant. DOJ will reimburse selected public agencies, in arrears, for approved expenditures upon receipt of invoices, quarterly progress reports, and other required enforcement data.

PROJECT PERIOD

Selected public agencies will be funded for 24 or 36 months. Projects are expected to begin on or about November 1, 2025 and must terminate on or before June 30, 2029.

REQUIREMENTS

In addition to full requirements of the RFP materials, the following are required for selected agencies:

- Resolution from the agency's governing body authorizing acceptance of the grant funding
- Agencies must not use awarded funds to supplant existing funds used for the same purpose
- Agencies must not receive funding from a manufacturer, distributor, or advertiser of cigarettes or tobacco products

GRANT PROPOSAL

OPEN DATE AND DEADLINE FOR SUBMISSIONS

The grant opportunity will open for submissions on **April 21, 2025**.

Submissions must be received by **11:59 PM (Pacific) on June 20, 2025**.

METHOD OF APPLICATION

Applicants must use DOJ's web-based form and submit with all required attachments within the form.

PROPOSAL COMPONENTS

A grant application requires submission of the following major components:

- Completed proposal (online web form)
- Completed budget detail (MS Excel)
- Letter(s) of commitment (required if partnering or contracting with another agency to complete a portion of the grant objectives)

FUNDING PRIORITIES

DOJ's Tobacco Grant Program application process is highly competitive. In accordance with Proposition 56, funds will be awarded to applicants demonstrating strong capacity to support and/or hire enforcement officers for activities specifically aimed at reducing the illegal retail sales and/or marketing of tobacco products to minors and youth.

PRIORITY ACTIVITIES CONSIDERED

Priority activities include, but are not limited to:

- Enforcing state tobacco laws and local ordinances, including the statewide flavor ban (and similar local ordinances) through retailer inspections and enforcement operations (e.g. minor decoy, shoulder tap, undercover buys in stores and online)
- Consumer protection enforcement (investigations and prosecution)
- Compliance checks and inspections of tobacco retailers and online services that deliver tobacco products
- Task force coordination among local agencies
- Retailer education and diversion for retailers violating state tobacco laws
- Education for enforcement officers regarding state tobacco laws and local ordinances

ACTIVITIES NOT CONSIDERED IN THIS FUNDING OPPORTUNITY

Activities that will NOT be considered within this funding opportunity include, but are not limited to:

- 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)
- Other activities insufficiently related to reducing the illegal retail sales and/or marketing of tobacco products to minors and youth

MORE INFORMATION

PRE-APPLICATION WEBINAR

We highly encourage all applicants to [register for the pre-application webinar](#) to be held on **April 30, 2025, 10:00-11:00 AM (Pacific)** via Zoom. The webinar will be recorded and uploaded to the Tobacco Grant Program webpage.

PROGRAM INFORMATION

To learn more about this grant program and funding opportunity, sign up for the pre-application webinar, or start your application, please visit the [DOJ Tobacco Grant Program webpage \(https://oag.ca.gov/tobaccogrants\)](https://oag.ca.gov/tobaccogrants).

QUESTIONS

Email TobaccoGrantRFP@doj.ca.gov with any questions regarding the application process.