



CITY OF OAKLAND

City of Oakland Proposition 64
Public Health & Safety Grant
Program Local Evaluation Plan

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Project Background

In January 2021, the City of Oakland submitted a Proposition 64 Cohort 2 grant application to the Board of State and Community Corrections (BSCC) in collaboration with the East Oakland Youth Development Center, the Public Health Institute, and Castlemont High school centered around an Oakland Cannabis Awareness and Safety program. The goals of the program are to:

- (1) Educate youth, ages 12-21, and parents about the risk of cannabis to delay the onset of or reduce cannabis use,
- (2) Inform adults 21 years and older on the benefits to responsibly using cannabis and supporting equity-owned businesses,
- (3) To ameliorate the safety of cannabis businesses.

Legalized cannabis offers the possibility of economic benefits and improved public health and safety; however, much work is still needed to achieve these goals. Legalization has reduced the public's perception of the harm of using cannabis, which poses a substantial risk to young people. Many young people, due to their developing brains, do not understand the long-term impacts of cannabis use on their bodies, their development, their relationships, or their future.

Furthermore, many adult cannabis consumers are unsure which cannabis businesses are legal and few consumers are aware that they can support those most impacted by the War on Drugs by purchasing from equity-owned businesses in the regulated market.

Finally, the cannabis industry, particularly in Oakland, faces numerous security challenges. Cannabis operators' places of business and delivery operations have been targets of armed robberies. The Oakland Police Department currently has one police officer to inspect cannabis facilities and serve as a liaison between the industry and law enforcement.

The City of Oakland’s proposed *Oakland Cannabis and Safety Program* consists of three components outlined below:

- (1) A Public Awareness Campaign to educate youth about cannabis use with the outcome to decrease youth usage rate
- (2) A Public Awareness Campaign to inform and educate 21 and over consumers about safe cannabis use by petitioning them to support equity-owned cannabis businesses in the regulated marketplace
- (3) A series of security workshops and inspections for cannabis businesses.

Project Purpose Area

(PPA) 1: Youth Development/Youth Prevention and Intervention

PPA 1 – Logic Model
Oakland Cannabis Awareness and Safety Program

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACTS
Castlemont High School & the Community Health Equity Academy students, teachers, and staff	In school project on adolescent cannabis use in Oakland	50 Castlemont students researching adolescent cannabis	30% of student researchers, student leaders, & other students, in the pre-survey, report a delay in cannabis use by age 17	Youth and young adults will have information needed to make healthy choices.
Public Health Institute & the CA4Health program, knowledgeable staff on cannabis use and community issues	In school Problem-Based Learning for Digital Awareness Campaign Ads	50 Digital Awareness Campaign Ads – year 1	30% decrease in cannabis use by student researchers, student leaders, and other students, in Year 2 & 3	This will: + Decrease cannabis use and misuse in youth + Increase youth awareness in risks associated with cannabis
Collaboration time with (NEW AGENCY- to be determined)	In school education on cannabis for students	25 student leaders trained in advocacy to run Youth Campaign	20% of student researchers and student leaders, & other students report a change in attitude toward cannabis use	Youth still in schools make healthy choices regarding the use of cannabis
Program staff time for program development and monitoring	Pre education survey collected from students and other organizations	60 social media outputs per year	100% of student researchers, student leaders, & other students report increased knowledge in the risks with cannabis use	- Increase in the high school graduation rate - Decrease in the dropout rate - Decrease in student tardiness and school absences
Time for Program staff to run school club	Post education survey – collected from students and other organizations	2 cross-site collaboration meetings with (NEW AGENCY)	75% youth & young adults viewing Awareness Campaign is aware cannabis is harmful	All students will benefit from the activities and support and start making healthy choices regarding the use of cannabis
Stipends for student club to run Youth Cannabis Awareness Campaign	School club students take TPAR based leadership & youth advocacy training for the Youth Campaign	Students’ ability to take on leadership roles within the program	Daily assessments for continuity	Monitor the programs for continued development and sustainability
Youth Participation Action Research curriculum focused on youth leadership and advocacy	School student club to run Youth Cannabis Awareness Campaign	Maintain and run the programs on a weekly basis	Review curriculum – to ascertain effectiveness as the program develops	All students will benefit from the activities and support and start making healthy choices regarding the use of cannabis

PPA 2 Public Awareness Campaign – Adults 21 +

The adult (21+) responsible use campaign will answer the most pertinent questions regarding the legalization of recreational cannabis and improve consumers' awareness of Oakland's equity-owned cannabis businesses and how to support them.

*PPA 2 – Logic Model – Public Awareness Campaign – 21+ Awareness of Equity-owned Cannabis Businesses in Regulated Marketplace
Oakland Cannabis Awareness and Safety Program*

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACTS
-Select consultant to administer adult public awareness campaign focused on supporting equity-owned Oakland cannabis businesses.	Designing and implementing public awareness campaign; monitoring its effectiveness and making adjustments.	TBD- but may consist of online campaign, billboards, mailings, displays at dispensaries.	Increase in sales for Oakland equity businesses. Increase in retailers carrying Oakland equity products.	Increased in wealth and business opportunities for Oakland equity businesses.

PPA 3 Public Safety Campaign

This program will support OPD's Cannabis Unit in hosting a series of workshops with cannabis businesses to make their businesses, employees, and customers safer. The officer will specifically focus on:

- (1) Assessing security needs of Oakland cannabis businesses;
- (2) Planning and implementing informational workshops for cannabis operators to inform them about crime trends and to better understand the public safety needs of businesses;
- (3) Inspections of cannabis businesses.

*PPA 3 – Logic Model – Public Safety Awareness Campaign – A Series of Public Service Workshops
Oakland Cannabis Awareness and Safety Program*

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACTS
Security Assessment	Survey Oakland cannabis operators and identify security trends and issues.	Initial baseline security survey and annual surveys to assess the security needs of Oakland cannabis businesses.	Educating cannabis operators on security threats and opportunities and inform City/Oakland Police Department on security threats/opportunities.	Decrease in crimes and attempted crimes committed against Oakland cannabis businesses.
Security Workshops	Oakland Police Department will hold periodic security workshops with Oakland cannabis businesses.	Workshops where OPD shares updates on security trends and receives feedback from Oakland cannabis operators.	Oakland cannabis operators adjust their operations to reduce the risk of crimes committed against them and OPD adjusts their strategies to mitigate threats against cannabis businesses.	Decrease in crimes and attempted crimes committed against Oakland cannabis businesses.
Security Inspections	Proactive security inspections of cannabis businesses.	OPD will inspect cannabis businesses for security compliance.	Oakland cannabis companies will adjust their physical facilities and business operations to minimize the risk of crimes committed against them.	Decrease in crimes and attempted crimes committed against Oakland cannabis businesses.