

C-7

March 15, 2022

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach, California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute an agreement, and any necessary documents including any subsequent amendments, including any amendment to the award amount, with the California Department of Justice to accept and expend grant funding in the amount of \$801,625 for the Youth Tobacco Prevention Program, for the period of April 1, 2022 through March 31, 2025. (Citywide)

DISCUSSION

City Council approval is requested to enter into an agreement with the California Department of Justice (DOJ) to accept funding to continue the Health and Human Services Department's (Health Department) work on decreasing youth access to tobacco products.

The Health Department will use DOJ funding to:

- Reduce tobacco sales to youth (flavored tobacco products) through retailer diversion
- Eliminate flavored tobacco sales by increasing annual tobacco retailer inspections
- Increase identification of non-compliant tobacco retailers using community engagement
- Reduce tobacco use among youth through a youth diversion program and support group
- Increase parent knowledge on tobacco laws and harmful impacts on tobacco use

The program will disseminate age and culturally-appropriate educational resources through print and digital media to teens, parents, and retailers.

This initiative is in line with the City of Long Beach's recent adoption of the 2021 flavor ban which eliminated the sale and distribution of flavored tobacco products in Long Beach.

This matter was reviewed by Deputy City Attorney Taylor M. Anderson on February 15, 2022 and by Budget Analysis Officer Greg Sorensen on February 28, 2022.

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TIMING CONSIDERATIONS

City Council action is requested on March 15, 2022, to meet the DOJ deadline to accept the grant funding.

FISCAL IMPACT

The DOJ grant will provide a total of \$801,625 for the period of April 1, 2022 through March 31, 2025. Sufficient funds are currently budgeted in the Health Fund Group in the Health and Human Services Department, offset by grant revenue. No match or in-kind service mandate is required. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



KELLY COLOPY

DIRECTOR OF HEALTH AND HUMAN SERVICES

APPROVED:



THOMAS B. MODICA
CITY MANAGER