

TOBACCO GRANT PROGRAM
FISCAL YEAR 2025-26

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



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OFFICE OF THE ATTORNEY GENERAL

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GENERAL INFORMATION

I. INTRODUCTION

This Request for Proposals (RFP) relates to the California Department of Justice (DOJ), Tobacco Grant Program and provides grant applicants with the following:

- Information about the program and available funding
- Information about the forms and procedures for preparing and submitting grant proposals
- Information about the review and selection process
- The Grantee Handbook, which contains more detailed information on certain topics
- Answers to frequently asked questions
- A Budget Detail template (MS Excel)
- A Sample Letter of Commitment (MS Word)

A. 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. This webinar will provide prospective applicants with information regarding the program's focus and priorities, funding available, application process, and answer questions. The recorded presentation will be uploaded to the [Tobacco Grant Program webpage](#).

B. PROGRAM INFORMATION

Additional information about the program can be viewed at the [DOJ Tobacco Grant Program webpage \(https://oag.ca.gov/tobaccogrants\)](https://oag.ca.gov/tobaccogrants).

C. QUESTIONS

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

After issuing an RFP, DOJ staff can promote the Tobacco Grant Program broadly and answer technical questions. However, DOJ staff cannot help applicants prepare or review proposals for competitiveness or completeness.

DOJ's Tobacco Grant Program [Merits Review Committee](#) members cannot discuss specifics of the grant program (beyond publicly available materials).

II. FUNDING DETAILS

A. TOTAL FUNDING AVAILABLE

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

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

B. FUNDING AMOUNTS

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

C. FUNDING TYPE

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

D. PROJECT PERIOD

Selected public agencies will be funded for 24 or 36 months. Projects must start between November 1, 2025, and July 1, 2026, and terminate on or before June 30, 2029.

III. FUNDING PRIORITIES

DOJ's Tobacco Grant Program application process is highly competitive. Under DOJ's Proposition 56 funds, awards for Local Assistance will go to public agencies who can support and/or hire law enforcement to combat illegal tobacco and e-cigarette sales and marketing to minors.

Each year, the Attorney General may set priorities for funding of awards.

A. 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

B. 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

IV. SUBMISSION OF PROPOSALS

A. APPLICATION PERIOD

OPEN DATE: April 21, 2025

DUE DATE: June 20, 2025 by 11:59 PM (Pacific)

B. ONLINE APPLICATION

Applications must be submitted online by the deadline using the form available below and following instructions provided in this Request for Proposals and its accompanying materials.

APPLICATION LINK: <https://survey.alchemer.com/s3/7899453/25-26-TGP-Application>

C. IMPORTANT TECHNICAL NOTES

The system will automatically close to applications at the time and date indicated above. DOJ is not responsible for any missed deadline due to applicant errors, delays, or technical issues.

DOJ will not notify applicants regarding omissions nor accept any late additions to proposals. All proposals will be rated solely on timely-submitted content.

V. PROPOSAL COMPONENTS

A. KEY DOCUMENTS

A complete grant application submission consists of the following major components:

- [Completed Proposal \(online web form\)](#)
- [Completed Budget Detail \(MS Excel\)](#)
- [Letter\(s\) of Commitment](#) (required if partnering or subcontracting with another agency to complete a portion of the grant objectives)
- Letter(s) of Support (optional)

B. REQUIRED FORMATS

All grant applicants must strictly adhere to the following:

- Proposals forms must be completed in their entirety as instructed. Extraneous responses or material unresponsive to questions/prompts will not be considered.
- Forms and templates provided in this RFP must be used without modification.

Important: If the applicant does not adhere to the items listed above, DOJ may disqualify the applicant's proposal.

VI. ELIGIBILITY CRITERIA

Under the State Budget Act and Proposition 56, any California local government or agency with the authority to enforce state tobacco laws or local ordinances can apply for funding. This includes agencies that enforce laws and ordinances on illegal retail sales and marketing to minors, conduct compliance checks, investigate violations, or prosecute retail offenders.

Agencies with existing Tobacco Grant Program awards may apply to:

- Expand their current objectives
- Propose new objectives
- Continue previously funded activities, if they align with this RFP

VII. APPLICATION AND AWARD TIMELINE

Table 1. Application Timeline

Milestone	Date
Opening of Application Form for Submissions	April 21, 2025
Pre-Application Webinar	April 30, 2025
Deadline to Submit Proposal	June 20, 2025

Table 2. Award Timeline

Milestone	Approximate Date
Award Selection & Notification	September-October 2025
Earliest Project Start	November 1, 2025
Grant Opening Documents Due	End of January 2026

VIII. PUBLIC RECORDS ACT NOTICE

Proposals are public records and subject to disclosure requirements of the [California Public Records Act](#), as determined by DOJ. Do not submit any sensitive or confidential information within your proposal.

PROPOSAL INSTRUCTIONS

I. GENERAL

When completed, the following documents become the proposal to be submitted for DOJ consideration:

- [Proposal Form \(must use online application\)](#)
- [Budget Detail \(must use DOJ-provided template\)](#)
- [Signed Letters of Commitment \(if applicable\)](#)
- Letters of Support (optional)

II. ONLINE SUBMISSION OVERVIEW

A. USING ALCHEMER

The proposal form is hosted on Alchemer, a logic-driven online system that collects necessary information based on user input. No account is required to access or complete the application. Additional instructions for using Alchemer and completing the online application can be found in the [Application Guide \(Appendix E\)](#).

B. SAVING DRAFT APPLICATIONS

Applicants should [save a draft immediately](#) after starting. Use the “Save and Continue” link (top-right corner) to receive an email with a link to your draft. You may use this link up until the application deadline.

C. COLLABORATING WITH OTHERS

You can share the draft link (see instructions above) with team members. Avoid having multiple users edit the form simultaneously to reduce chance of errors.

D. SUBMITTING THE PROPOSAL

- All sections must be complete to submit.
- DOJ will only evaluate one submission per applicant. If more than one submission is made, the last submission will be considered, and any others disregarded unless written clarification is provided within **one** business day of the application deadline.
- You can review and edit responses before clicking “Submit” on the Table of Contents/Section Navigator page.
- After clicking “Submit”, a confirmation page will inform you of the successful completion of your application. For your records, your full submission will automatically be emailed to the contacts provided. If you do not receive this or experience long delays, please [contact us](#) for assistance.

E. TECHNICAL ASSISTANCE

- Additional guidance is available in the [Application Guide \(Appendix E\)](#).

- DOJ offers limited technical assistance support via TobaccoGrantRFP@doj.ca.gov (Monday-Friday, 8:00 AM – 5:00 PM PT).
- Applicants are encouraged to apply early to prevent possible last-minute technical issues.

III. PROPOSAL SECTIONS

Below are brief descriptions of each proposal section. A detailed walk-through of the online application process and the fields of information requested is available in the [Application Guide \(Appendix E\)](#).

A. AGENCY PROFILE

Provide agency details, location, and indicate whether your agency has authority to enforce tobacco laws or local ordinances covering retail establishments. Please refer to [Eligibility Criteria](#) that applies to this section.

B. CONTACTS

Contact information must be provided for the Authorized Officer, Project Director, and Fiscal Director. Each of these individuals should be internal staff to the applicant agency. Authorization to submit the grant application is presumed by the [signature](#) at the end of the process.

C. PROJECT SUMMARY

Include funding request, project duration, anticipated project start date, and an overview of the project. If these details are adjusted later in the application process (e.g. when preparing the Budget Detail), return to this section and revise to align the information.

D. PARTNERING AGENCIES

List any partner agencies (e.g. subcontractors or other local departments through inter-agency agreements) and project activities they will perform. A Letter of Commitment is required (see template in [Appendix C](#)). Up to eight partners may be added.

E. PROBLEM STATEMENT

Describe the community served, demographics, and tobacco enforcement challenges. Data requested in this section may be obtained from the [California Tobacco Health Assessment Tool](#) (linked beside each relevant item).

Other helpful resources to inform responses in this section may include:

- List of licensed corporate retailers ([California Department of Tax and Fee Administration](#))
- Retailer compliance database ([Food and Drug Administration](#))
- Public health data ([California Tobacco Control Branch](#))

DOJ encourages applicants to consider variations in patterns of use and impacts such as:

- Age
- Race
- National Origin
- Education

- Income
- Sexual Orientation / Gender Identity
- Region
- Type of products (ex. chew, cigarillos, or e-cigarettes)

F. GOALS AND OBJECTIVES

Select relevant activities and provide requested details. Activity areas you may select include:

- Retailer Inspections
- Minor Decoy Operations
- Shoulder Tap Operations
- Undercover Buys (not using minors/youth as decoys)
- Retailer Education (includes Merchant Diversion)
- Prosecution
- Task Force
- Tobacco Enforcement Education
- Other Activities (must closely relate to enforcement of tobacco sales)

Please review the [Application Guide](#) for details of specific questions and prompts within each of these activity areas.

G. PROJECT PERSONNEL

List any internal personnel (by classification/rank), time commitment to project, roles and responsibilities, and their experience and qualifications to conduct the stated activities. You may add up to eight classifications/ranks (please do not use individual names).

All positions listed **must** directly conduct tobacco-related activities in accordance with DOJ stated priorities.

If existing staff will be redirected to new tobacco-related duties, applicants must clearly describe current and proposed duties.

H. PROJECT BUDGET

Complete and upload the [Budget Detail \(Excel\)](#). The document contains an instructions tab.

Applicants **must** use the form as provided without modifications and must not use any prior form.

Restricted Items

A list of restricted (unallowable) items is available in [Appendix B](#).

Reasonable and Necessary Costs

All costs must be reasonable and necessary to carry out project activities. Costs with inadequate or missing justification may be removed or reduced in funding.

Budget Narrative

If the budget contains costs in Section B of the budget (“Other Operating Expenses and Equipment”), such as subcontracts, then a Budget Narrative is required to justify the necessity of these costs to complete the proposed activities.

Budget Items and Alignment to Activities

For each activity area selected, applicants must briefly note the line items corresponding with these activities.

Travel and Training Costs

All travel-related expenditures are subject to [State of California travel rates, rules, and regulations](#). Rates are subject to change without notice.

Training for enforcement personnel is periodically offered by DOJ throughout the state, free of charge. DOJ also offers its grantees free virtual onboarding training for new agencies and staff. We encourage applicants to avail themselves of free resources before considering additional training costs. Any training budgeted must be specific to supporting tobacco enforcement.

Administrative Costs

Applicants may budget up to 5% of the direct project costs (Sections A and B) for administrative costs. On the Budget Detail form, simply enter the percentage you wish to include in your budget. Amounts will calculate automatically based on this percentage and items entered for direct project costs.

Note: Line items for agency staff (Section A) or contracted personnel (Section B) cannot include administrative costs.

Other Funding Available

If the agency receives or expects to receive funding for similar tobacco enforcement activities, you must describe the other funding and explain how the proposed funds will supplement rather than [supplant](#) such funding.

I. AGENCY CAPACITY

This section will ask for information regarding grant management experience and plans for continuity and contingencies (such as turnover of personnel or partners backing out of commitment to the project). In this section, you may upload a single PDF document for all Letters of Support.

Prior awardees of DOJ Tobacco Grants must provide additional information such as comparison of the proposed project to prior award(s) and successes and challenges with those projects.

J. CERTIFICATIONS AND SIGNATURE

This section contains required certifications pursuant to [Tobacco Grant Program regulations](#).

K. REVIEW RESPONSES BEFORE SUBMISSION

This is the final page to review all entered information prior to submission. At the bottom of this page, you can download a PDF of the content which you may save and share internally prior to returning to this page and submitting your proposal. After reviewing the proposal carefully and determined it is complete and accurate, please select the radio button to indicate this.

Final submission occurs at the bottom of the Table of Contents page. If all required sections have been completed, you may select “Submit” to provide DOJ with your completed proposal. If sections have not been completed, you will be unable to submit until those required sections have been finished.

PROPOSAL REVIEW AND AWARD SELECTION

I. ADMINISTRATIVE REVIEW

- Independent DOJ reviewer checks for compliance with technical requirements
- Proposals that fail this review will not proceed in the review process

II. MERITS REVIEW

A. MERITS REVIEW COMMITTEE

Reviewed by a Merits Review Committee (MRC) of four DOJ-appointed members from the following areas:

- Public Rights Division
- Criminal Law Division
- Division of Law Enforcement
- Budget Office

Each committee member signs a written declaration regarding confidentiality and ethics prior to reviewing any proposal.

B. SCORING OF PROPOSALS

Committee members may score based on individual review of the proposals and discussion with committee members. DOJ staff may provide committee members, upon request, additional information about an agency or other data relevant for scoring an application. This additional information may include but is not limited to current or past grant performance data.

C. EVALUATION CRITERIA AND SCORING

The initial assessment will be whether the proposed project is within the scope of the Tobacco Grant Program. If the project is within the scope, it will be scored according to the following criteria:

Table 3. Scoring Criteria

Scoring Category	% of Total Score	Additional Info
Problem	35%	Significance of the problem to be addressed.
Proposed Project	25%	The extent to which the proposed project addresses the problem.
Personnel	10%	Personnel listed have the necessary qualifications and are considered necessary to achieve proposed project activities.
Budget	10%	Completeness, accuracy, and reasonableness of the estimated budget. This includes justification of included costs.
Capacity	20%	Capacity of the applicant and its partnering agencies (if applicable) to achieve the stated goals and objectives. May include indicators of community support including but not limited to letters of support for the project from stakeholders. For prior awardees, historical performance under all grant agreements may be considered.

III. FINAL SELECTION

The Attorney General (or their designee) makes the final funding decision. They may make modifications to the awards recommended by the MRC.

Applicants may not protest, appeal, or challenge a decision by DOJ to reject, accept, or disqualify an applicant or application, or withdraw or amend the RFP in whole or in part.

IV. WITHDRAWAL OF APPLICATION

Applicants may withdraw from consideration at any time through written request emailed to TobaccoGrantRFP@doj.ca.gov.

PROCESSING AND FINALIZING AWARDS

The following are the steps DOJ will take in processing grant proposals and awards:

1. DOJ receives proposals and confirms receipt of materials by email.
2. DOJ performs administrative review.
3. MRC reads and evaluates proposals that passed administrative review.

4. MRC submits scoring and recommendations to DOJ staff. Staff submit the results of the administrative review, proposal scoring and recommendations of the MRC to the Attorney General for approval.
5. Attorney General approves or modifies final recommendations.
6. DOJ sends selection notification letters to all applicants, both successful and unsuccessful.
7. Upon receipt of the Letter of Intent from the awarded agency, DOJ emails for signature the Memorandum of Understanding (MOU) to successful applicants along with associated award documents. Applicants execute and return the MOU along with the resolution of the governing body and Government Taxpayer ID form.
8. DOJ reviews completed MOUs from awarded agencies and signs completed forms.
9. DOJ sends fully executed copy of MOU to applicant with further instructions regarding grant administration, reporting, and reimbursement processes.

I. PROJECT FUNDED

Applicants selected for funding must retain a copy of this RFP and the [Grantee Handbook](#). These materials set forth the requirements for the entire grant term. The [Grant Agreement](#) is based on this RFP, Grantee Handbook, the proposal and all documents referenced therein, the completed MOU, Summary of Award, Budget Detail, and any other documents duly incorporated.

II. RESOLUTION FROM GOVERNING BODY

If a governing body exists and requires the awarded agency to obtain a resolution to accept the grant award, the awarded agency must provide this resolution to DOJ. The resolution must authorize the agency to enter a contract with DOJ, incur grant-related expenses, and receive reimbursement. The resolution should expressly authorize future amendments without requiring an additional resolution, including to increase funding provided in the original contract.

Important: Once notified of selection, the successful applicant should promptly request the resolution to avoid funding delays. Sample resolution language is provided in [Appendix D](#).

FREQUENTLY ASKED QUESTIONS

Is there a minimum or maximum award amount?

No, funding amounts will be evaluated based on the submitted grant proposal.

Is there a matching fund requirement?

No, there is no requirement for matching funds.

I see the project period is 24 or 36 months but there are four fiscal years available on the budget.

How do I align my project period?

Projects may be proposed to start as early as November 1, 2025, and as late as July 1, 2026. Funding will only be provided based upon a 24- or 36-month project period. Your agency may propose a shifted timeline with pro-rated amounts in partial fiscal years as necessary.

Can the tobacco grant program help with prosecution efforts?

Yes. Funds are available for the prosecution of tobacco-related violations, in a judicial or administrative venue. Funds must be used against retailers and not to increase punitive consequences for minors/youth. DOJ encourages collaboration across agencies to coordinate enforcement efforts of front-line enforcement and inspection and back-end prosecution.

Can we use grant funds to establish a Tobacco Retail License program?

DOJ recognizes the powerful deterrence and consequence of pulling a retailer's license for violations. While grant funds cannot be used for the development of such a licensing program, they can be used to support inspections and *enforcement* of violations of the local license.

Is it worthwhile for a small agency in a small city to apply for these funds?

Yes. Previous grantees are from all over the state and include many small cities and rural counties. Lists of previous grantees by award year may be found on the [Awards](#) page of the Tobacco Grant Program website.

It is difficult for a small jurisdiction to conduct effective minor decoy operations. Does this program fund other types of enforcement?

Yes. Funds are available for many different types of tobacco-related retailer enforcement activities, not only for undercover buy operations. DOJ encourages joint operations amongst neighboring law enforcement agencies using shared enforcement personnel when appropriate. As another example, a law enforcement agency could subcontract with another organization for retailer education work to support enforcement efforts.

This program looks like it is only for police or sheriffs. Can a local government agency apply?

Police and sheriff's departments are not the only eligible local law enforcement agencies. DOJ welcomes applications from other entities including city or district attorneys and county counsels, public health departments, code enforcement departments, and any other local agency responsible for enforcing a local retailer ordinance or state law related to tobacco sales or marketing. Agencies charged with implementation of the statewide retail flavor ban ([Health & Safety Code § 104559.5](#)) and similar local retail flavor ordinances are encouraged to apply.

Can this grant funding be used for cannabis, alcohol, opioids, or any number of other issues that are big problems? Hardly any kids smoke cigarettes anymore.

No. Tobacco remains one of our most serious public health issues with fast rising use of vape and flavored tobacco products among kids. Further, tobacco use often tracks other issues that are of great concern. Addressing tobacco problems has additional benefits that go beyond cigarette smoking.

Kids get tobacco from friends, or older siblings, or the internet. How does doing more undercover buys at retailers address that reality?

Minors get tobacco products from many sources and DOJ seeks to fund a wide range of enforcement activities – not only undercover buys at brick-and-mortar retailers. Other funded activities might include undercover online buys or retailer education.

If a community already has a robust tobacco retailer inspection and education program, will DOJ consider funding other activities?

Yes. Prop. 56 provides funding to support local law enforcement efforts that may benefit from other activities. As a non-exhaustive list of examples, you may consider developing a retailer diversion

program, investigating and prosecuting online sales, organizing a task force for tobacco enforcement coordination, and enforcement in hookah lounges.

My agency currently has a Tobacco Grant award through DOJ. Can we apply again?

Yes. However, the MRC will take into consideration the current award activities from the existing grant. If you are applying for another grant that will overlap with your current grant, the proposal must include a different project with different goals for the overlap period. An overlap of funds to perform the same functions will not be approved.

Will this grant fund school or community educational efforts regarding tobacco use?

No, this is not considered within the scope of this RFP. The focus of funding towards enforcement reflects the specific mandate within Prop 56 for DOJ Local Assistance. Statewide, the need is great to keep tobacco products off the shelves of California retailers and stop illegal sales and marketing of these products to California's youth.

Broader public education has a place as part of an overall community approach to support youth in making sound choices and curbing tobacco use. Funding for such efforts is available through the California Department of Public Health and other sources.

APPENDIX A – DEFINITIONS

Administrative Costs

The necessary and reasonable indirect expenses as allowed under the terms and conditions of the Grant Agreement. Administrative costs are limited by statute to 5% of the total direct expenditures.

Applicant

An eligible agency to receive a grant from DOJ pursuant to [Revenue and Taxation Code section 30130.57, subdivision \(e\)\(1\)](#).

Application

A request by an eligible agency to receive a grant from DOJ pursuant to [Revenue and Taxation Code section 30130.57, subdivision \(e\)\(1\)](#).

DOJ

The California Department of Justice.

Grant

An award of financial assistance made to a Grantee, the principal purpose of which is the transfer of funds to carry out a project of public benefit authorized and intended by [Revenue and Taxation Code section 30130.57, subdivision \(e\)\(1\)](#), a Request for Proposal, and the Grant Agreement between the Grantee and DOJ.

Grant Agreement

The final agreement between DOJ and a Grantee, which sets forth the terms and conditions of the Grant. The grant agreement includes the executed MOU, Request for Proposal and associated documents, [Summary of Award](#), Budget Detail, and the Grantee Handbook.

An award of financial assistance made to a Grantee, the principal purpose of which is the transfer of funds to carry out a project of public benefit authorized and intended by [Revenue and Taxation Code section 30130.57, subdivision \(e\)\(1\)](#) between the Grantee and DOJ.

Grant Term

The period provided for in the [Grant Agreement](#). Previously referred to as “Grant Duration.”

Grantee

A local agency to which a grant is awarded. Also referred to as Awardee.

Indirect Costs

See “[Administrative Costs](#).”

Local Law Enforcement Agency

A local government entity, such as a county, city, district, public authority, public agency, and any other political subdivision or public corporation that can support and hire law enforcement peace officers (as defined in [Penal Code section 830](#)) and is authorized to:

- (1) Investigate or conduct an official inquiry into enforcement of state and local laws, ordinances, regulation, and policies related to the illegal sales and marketing of tobacco products to minors and youth, or

- (2) Prosecute or otherwise conduct a criminal or civil proceeding arising from the illegal sales of tobacco products to minors and youth.

Partner / Partnering Agency

Another agency responsible for any part of the project activities in collaboration with the applicant agency. See also, "[Subcontractor](#)."

Project

An undertaking that is planned to conduct activities and achieve stated goals and objectives for which funds were awarded by DOJ to a Grantee from the California Healthcare, Research and Prevention Tobacco Tax Act of 2016 Fund.

Request for Proposals (RFP)

A solicitation for project proposals from eligible [Local Law Enforcement Agencies](#).

Subcontractor

An entity or person, including a consultant, that enters a contract with a Grantee to perform an approved grant-related activity. See also, "[Partner / Partnering Agency](#)."

Summary of Award

Document that contains the Grantee's approved goals/objectives and budget narrative reflective of any reductions and/or revisions to the scope of work and/or budget.

Supplanting

Using grant funds to pay costs already funded within your agency's budget or for which other funding has been received so as to reallocate existing funding to other purposes. Supplanting would reduce the amount available for the purpose stated in the application or grant agreement.

Tobacco Products

The same meaning as in [Revenue and Taxation Code section 30121](#).

APPENDIX B – RESTRICTED ITEMS LIST

Restricted (unallowable) expenses include, but are not limited to, the following:

- Ammunition
- Awards
- Award Certificates or Ribbons
- Balloons
- Briefcases
- Calendars (Decorative)
- Cleaning supplies
- Coffee pots and supplies
- Drones
- Eating utensils
- Facilities lease/rent
- Fans or heaters
- Firearms and related accessories (scopes, holsters, racks, etc.)
- Food, beverages, and any other consumables (including for meetings/conferences)
- Gift cards
- Hand sanitizer
- K9
- Kleenex/tissue paper
- Luggage
- Luggage carriers
- Pepper spray
- Personalized products used to advertise an agency and/or programs (e.g., pens, magnets, drawstring bags, etc.) not specific to anti-smoking/anti-tobacco campaigns. Note: any products in this category require prior approval from the Tobacco Grant Program.
- Picture frames
- Refrigerators
- Trainings and presentations sponsored by, or involving, the tobacco industry without pre-approval
- Uniforms and standard complement items (Battle Dress Uniforms, vests, boots, etc.)
- Vehicles and/or vehicle trailer purchases (Allowable items include vehicle usage, leases, fees, and mileage/fuel reimbursement).

APPENDIX C – LETTER OF COMMITMENT (TEMPLATE)

(PREPARE DOCUMENT ON AGENCY LETTERHEAD)

[Date]

California Department of Justice
OPS Office of Fiscal Services
Grant Services Branch
Tobacco Grant Program
P.O. Box 160187
Sacramento, CA 956816-0187

RE: Letter of Commitment for **[INSERT APPLICANT AGENCY NAME]** 2025/26 Tobacco Grant Proposal

To whom it may concern,

Please accept this letter as affirmation that our agency is aware of the Tobacco Grant proposal by **[APPLICANT AGENCY NAME]**. As a partner agency on this proposed project, we affirm our commitment to perform the activities designated for our agency and its staff.

[OPTIONAL – Additional Statements of Support]

Sincerely,

[NAME, TITLE, PHONE # AND SIGNATURE OF AUTHORIZED AGENCY REPRESENTATIVE]

APPENDIX D – GOVERNING BODY RESOLUTION (SAMPLE LANGUAGE)

RESOLUTION NO. #####

RESOLUTION AUTHORIZING THE **[APPLICANT/GRANTEE]** TO ACCEPT GRANT FUNDS IN THE AMOUNT OF **[AWARD AMOUNT]** FROM THE STATE OF CALIFORNIA, DEPARTMENT OF JUSTICE, OFFICE OF THE ATTORNEY GENERAL, TOBACCO GRANT PROGRAM, AND AMENDING THE FISCAL YEAR **[INSERT YEAR]** ANNUAL BUDGET.

The **[APPLICANT/GRANTEE]** is interested in participating in the Tobacco Grant Program, which is made available through The California Healthcare Research and Prevention Tobacco Tax Act of 2016 (Prop 56) and administered by the California Department of Justice (DOJ) to support local efforts to reduce the illegal sale of tobacco products to minors; and

Following the City’s submittal of a proposal for the Program, DOJ offered to award **[AWARD AMOUNT]** for the **[24- OR 36-MONTH]** grant project beginning **[START DATE]** and ending **[END DATE]**.

Grant funds will be used for **[COSTS INCLUDED IN BUDGET]**.

To be considered eligible to receive grant funding, the **[APPLICANT/GRANTEE]** must submit a completed Grant Award Memorandum of Understanding to DOJ; now, therefore,

BE IT RESOLVED BY THE COUNCIL OF **[APPLICANT/GRANTEE]**, AS FOLLOWS:

1. The City Manager or a designated representative is hereby authorized, on behalf of the City, to accept grant funding in the amount of **[AWARD AMOUNT]** from DOJ including funding terms and conditions of DOJ, including any amendment thereof.
2. The City Manager or a designated representative is hereby authorized and directed, on behalf of the City, to execute the grant documents and to submit all documents including, without limitation, contracts, amendments, extensions, and payment requests as appropriate to accept the funds and comply with conditions of the grant.
3. The City Manager is hereby authorized and directed to establish all required accounts and make all expenditures, appropriations, transfers, and/or distributions of funds on behalf of the City as are necessary and appropriate to carry out the purpose and intent of this resolution.
4. Grant funds received hereunder shall not be used to supplant ongoing expenditures of the City.

PASSED, APPROVED, AND ADOPTED ON **[DATE]**.

SIGNATURE

ATTESTATIONS

APPROVED AS TO FORM: **[CITY ATTORNEY/COUNTY COUNSEL]**

APPENDIX E – APPLICATION GUIDE

This Application Guide will outline the [online application form](#) and the fields to expect in each section. All submissions must use the online form.

I. KEY INFORMATION AND RESOURCES

A. APPLICATION PERIOD

Applications open: April 21, 2025

Applications close: June 20, 2025, by 11:59 PM (Pacific)

B. REQUEST FOR PROPOSAL MATERIALS

The key resource materials for the Request for Proposal (RFP) include:

- [Tobacco Grant Factsheet](#) (PDF)
- [Request for Proposal](#) (PDF)
- [Grantee Handbook](#) (PDF)
- [Proposal Form](#) (online)
- [Budget Detail](#) (MS Excel; submitted through online proposal form)
- [Frequently Asked Questions](#) (online; periodically updated)

C. QUESTIONS AND TECHNICAL ASSISTANCE

Please email TobaccoGrantRFP@doj.ca.gov for all questions about this grant opportunity including technical assistance needs.

II. PROPOSAL FORM WALK-THROUGH

A. GETTING STARTED AND SAVING YOUR PROPOSAL

When you start the application for the first time, the landing page provides some key information to know before you begin. Critically, this includes instructions on how to generate a link to **“Save and Continue Later”**. On subsequent pages, this feature appears at the top right of the page (see screenshots below).

It is **highly recommended** that you complete this step before entering data. The unique link to your application will be emailed. We recommend you bookmark the link for easy return.

Save and continue later ▼



DEPARTMENT OF JUSTICE

2025/26 Tobacco Grant Program - Application

Agency Profile

[Navigate to the Table of Contents](#)

1. Agency Name *

2. Division/Section/Department

Save and continue later ▲

Please supply an email address to save your progress. A unique link will be emailed to you that will allow you to return where you left off.

Email:

Verify Email:

[Navigate to the Table of Contents](#)

1. Agency Name *

2. Division/Section/Department

B. TABLE OF CONTENTS / SECTION NAVIGATOR

You will access all sections of the proposal from the Table of Contents (or Section Navigator) page. This page will show the status of each section. Prior to submission, all sections must be marked as either Finished (all required questions answered) or Complete (all required and optional questions answered).

Form Logic

The proposal form uses logic to prompt for additional information, where appropriate, based upon answers provided. This Application Guide will walk through and note all the logic applied and the fields that may be requested based on your responses.

For example, in the Partnering Agencies section, if you select “Yes” to having Partnering Agencies for the project, additional information will be requested about these agencies. If the answer is “No”, no further information in that section will be required.

Required Fields

Fields noted with a red asterisk (*) are required. Fields without this notation are optional. The system will check that these fields are completed prior to allowing the page to save.

If you are still preparing responses and want to save some finished items and return later to the others, you may enter placeholder text to do so. Just be sure to return and replace the placeholder text with your substantive response.

C. AGENCY PROFILE

Information requested within this section includes the following:

- Agency Name (*)
- Division/Section/Department
- County (*)
- Entity Type (*)
 - Options: Public Agency; Corporation/LLC; Nonprofit; Tribal
 - Note: Only Public Agencies are eligible for the grant. Other entities will receive a disqualification notice.
- Agency Type (*)
 - Options: Law Enforcement; Prosecutor; Public Health; Code Enforcement; Education; Other City/County Agency
- Federal Taxpayer ID Number (*)
- Does agency have authority to enforce state laws OR local tobacco ordinances covering retail establishments (*)
- Agency Physical Address:
 - Physical Address (*)
 - Physical Address 2
 - City (*)
 - State (*)
 - ZIP code (*)
- Agency Mailing Address:
 - Is mailing address the same as physical address? (*)
 - Note: If selecting “No”, the additional address fields below will present.

- Mailing Address (*)
- Mailing Address 2
- City (*)
- State (*)
- ZIP code (*)
- Agency Payment Address:
 - Payment Address (*)
 - Payment Address 2
 - City (*)
 - State (*)
 - ZIP code (*)

END OF SECTION

D. CONTACTS

Contact information is required for the three individuals listed below. Each contact should all a staff member with the Applicant agency. These individuals will directly receive a copy of your submitted proposal.

- Authorized Officer (who authorizes the submission on behalf of your agency)
- Project Director
- Financial Officer

Information requested for each contact include:

- First Name (*)
- Middle Name
- Last Name (*)
- Job Title (*)
- Phone Number (*)
- Email Address (*)
- Confirm Email Address (*)

END OF SECTION

E. PROJECT SUMMARY

This section requests key information regarding your request. Please update this section, if necessary, based upon any shifts in planning.

Information Requested:

- Funding Requested (*)
- Funding Duration (*)
 - Options: 24 or 36 months
 - Note: While the Budget detail shows four fiscal years, requests are limited to 36 months.
- Planned Start Date (*)
 - Limitation: Must be between November 1, 2025, and July 1, 2026.
- Summary of Proposed Project (*) – **Max 1500 characters**

END OF SECTION

F. PARTNERING AGENCIES

The start of the section contains a gateway question asking, “Will your agency have other local agencies, departments, or contractors involved to complete any of the proposed activities?” Answering “Yes” will prompt for additional information about these partnering agencies as detailed below. You can add up to eight partner agencies.

Information Requested:

- Partner Agency (*) – **Name of Agency**
- What agreement type is expected with this agency for their involvement? (*)
 - Options: Contract, MOU, Interagency Agreement; Other – Write in (Required)
- Partner Agency Roles in Project (*) – **Max 1200 characters**
- Partner Experience and Qualifications (*) – **Max 1200 characters**
- Please upload this partner agency’s signed Letter of Commitment (PDF) (*) – **See [Appendix C](#) for an example.**
- Do you have additional partnering agencies to add? (*) – **Will prompt until you select “No” or upon the eighth entry.**

END OF SECTION

G. PROBLEM STATEMENT

The Problem Statement section is intended to capture information regarding the local need and other contextual factors that may impact the problem and enforcement.

Quantitative data requested below may be obtained using the [California Tobacco Health Assessment Tool](#) (linked beside each question).

Information requested:

- Geographic Areas Covered by Project (*) – **Max 500 characters**
- Total Population within Project Area (*)

- Population % Under Age 21 within Project Area (*)
- Retailers within Project Area (*)
- Retailers within 1,000 Feet of Schools (within Project Area) (*)
- Does a local Tobacco Retail License program exist in the project area? (*)
 - Options: Yes/No
- Does your local prosecuting agency support enforcement of tobacco laws in your project area? (*)
 - Options: Yes/No
 - Note: This question is not required of prosecuting agencies applying for funding.
- Problem Statement Narrative (*) – **Max 1500 characters**
 - Additional Instruction Text: *Please use this space to provide additional information regarding tobacco rates and patterns of youth tobacco use, other demographic information, and factors contributing to the problem. This information should be specific to the project area.*

END OF SECTION

H. GOALS AND OBJECTIVES

Information Requested:

- Activity Area(s) (*) – **List of checkboxes; Must select at least one activity area:**
 - Additional Instructional Text: *Below, please select the activity area(s) that your proposed project will perform. Subsequent pages will ask for more detail based upon these selections.*
 - Options:
 - Retailer Inspections
 - Minor Decoy Operations
 - Shoulder Tap Operations
 - Undercover Buys (not involving a minor/youth as decoy)
 - Retailer Education
 - Prosecution
 - Task Force
 - Tobacco Enforcement Education
 - Other Activities (must be focused on retailer enforcement)

Retailer Inspections

Information Requested:

- Per year, how many tobacco retailers will be inspected? (*)

- **Inspection Plans (*) – Max 750 characters**
 - Additional Instructional Text: *Detail how these inspections will be conducted including selection of retailers, focus issue(s) to inspect, staffing, and procedures for post-inspection follow-up.*
- **Inspection Experience (*) – Max 750 characters**
 - Additional Instructional Text: *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?*

Minor Decoy Operations

Information Requested:

- Per year, how many minor decoy operations are planned? (*)
- Per year, how many retailers will be targeted for these operations? (*)
- **Operational Plans (*) – Max 750 characters**
 - Additional Instructional Text: *Describe how these operations will be conducted including considerations of retailers to target, decoy recruitment, staffing, safety measures, and follow-up actions planned.*
- **Operational Experience (*) – Max 750 characters**
 - Additional Instructional Text: *Describe the level of experience your agency has conducting this type of operation.*

Shoulder Tap Operations

Information Requested:

- Per year, how many shoulder tap operations are planned? (*)
- Per year, how many retailers will be targeted for these operations? (*)
- **Operational Plans (*) – Max 750 characters**
 - Additional Instructional Text: *Describe how these operations will be conducted including considerations of retailers to target, decoy recruitment, staffing, safety measures, and follow-up actions planned.*
- **Operational Experience (*) – Max 750 characters**
 - Additional Instructional Text: *Describe the level of experience your agency has conducting this type of operation.*

Undercover Buy Operations

These operations do not involve the use of minors/youth as decoys.

Information Requested:

- Types of Undercover Buy operations planned (*)

- Options (may select multiple): Single Sale / Loosie; Flavor (in-store); Internet/mail; Unlicensed; Other – Write in (Required)
- Per year, how many undercover buy operations are planned? (*)
- Per year, how many retailers will be targeted for these operations? (*)
- Operational Plans (*) – **Max 750 characters**
 - Additional Instructional Text: *Describe how these operations will be conducted including considerations of retailers to target, staffing, safety measures, and follow-up actions planned.*
- Operational Experience (*) – **Max 750 characters**
 - Additional Instructional Text: *Describe the level of experience your agency has conducting this type of operation.*

Retailer Education

Information Requested:

- Type of Educational Activity (*)
 - Options (may select multiple): Mailers; On-Site Education; Retailer Classes; Other (Write in)
- Mailers:
 - Per year, how many retailers will receive educational materials? (*)
- On-Site Education:
 - Per year, how many retailers will receive on-site education? (*)
- Retailer Classes:
 - Per year, how many retailer participants will complete tobacco education classes. (*)
 - Will any of the classes noted above be offered as part of a merchant diversion program? (*)
 - Options: Yes/No
- Retailer Education Plans (*) – **Max 1200 characters**
- Experience Providing Retailer Education (*) – **Max 750 characters**

Prosecution

Information Requested:

- Plans for Prosecuting Violators (*) – **Max 1200 characters**
 - Additional Instructional Text: *Describe plans for prosecuting violations of tobacco laws and/or local ordinances.*

- Describe your experience with and knowledge of tobacco laws (or similar) and their enforcement. **(*) – Max 750 characters**

Task Force

Information Requested:

- Will the task force be newly created, or does it already exist? **(*)**
 - Options: New Task Force; Existing Task Force
- Task Force Activities (Enforcement-focused) **(*) – Max 1200 characters**
 - Additional Instructional Text: *Describe activities of the task force specific to retail enforcement. For task force meetings, include topics to be covered.*
- Experience with Task Force Coordination **(*) – Max 750 characters**

Tobacco Enforcement Education

Information Requested:

- Per year, how many enforcement officers will receive tobacco education? **(*)**
- Plans for Tobacco Enforcement Education **(*) – Max 750 characters**
 - Additional Instructional Text: *Describe your plans for educating enforcement officers in tobacco laws, local ordinances, and enforcement protocols.*
- Experience Providing Tobacco Enforcement Education **(*) – Max 750 characters**
 - Additional Instructional Text: *Describe the level of experience your agency has providing this type of education for tobacco enforcement.*

Other Activities

Information Requested:

- Plans for Other Retail-focused Enforcement Activities **(*) – Max 750 characters**
 - Additional Instructional Text: *Describe any other tobacco retail enforcement activities planned that are not better addressed in other sections. Explain how these activities will help reduce the illegal retail sales and marketing of tobacco products to minors and youth.*
- Experience with Other Retail-focused Enforcement Activities Referenced **(*) – Max 750 characters**
 - Additional Instructional Text: *Describe the level of experience your agency has providing the activities mentioned above.*

END OF SECTION

I. PROJECT PERSONNEL

The start of the section contains a gateway question asking, “Does the applicant agency have personnel that will perform grant activities?” Answering “Yes” will prompt for additional information about these personnel as detailed below. You can add up to eight personnel (based on Classification/Rank).

Information Requested for Each Personnel:

- Personnel Classification/Rank (*)
 - Additional Instructional Text: *Please do not include individual staff/officer names within this section or elsewhere in the application.*
- Will project activities by these personnel be done on overtime, straight time, or both? (*)
 - Additional Instructional Text: *If redirecting existing staff to new tobacco-related duties, the application must clearly describe the current duties and proposed duties of each staff member.*
 - Options: Overtime; Straight Time; Both
 - Note: Selecting either “Straight Time” or “Both” will prompt the next question.
- Percentage of Straight Time Planned (%) (*)
- Personnel Duties (*) – **Checkboxes of the activity areas to be performed by these personnel:**
 - Retailer Inspections
 - Minor Decoy Operations
 - Shoulder Tap Operations
 - Undercover Buy Operations
 - Retailer Education
 - Prosecution
 - Task Force
 - Tobacco Enforcement Education
 - Other – Write in
- Roles and Responsibilities (*) – **Max 750 characters**
 - Additional Instructional Text: *Describe the specific roles and responsibilities of this personnel in relation to the project activities noted above.*
- Experience and Qualifications (*) – **Max 750 characters**
 - Additional Instructional Text: *Describe the experience and qualifications of the personnel to carry out their assignments to this project.*
- Do you have additional personnel that will perform project activities? (*) – **Will prompt until you select “No” or upon the eighth entry.**

END OF SECTION

J. PROJECT BUDGET

Based upon earlier entries in the Project Summary section, displayed on the Budget page is the Request Amount, Grant Start Date, and Grant Duration. If these have shifted, please return to the [Project Summary](#) section adjust as necessary. As a reminder, projects must start between November 1, 2025, and July 1, 2026, and be a duration of 24 or 36 months.

Information Requested:

- Budget Detail upload (Excel file) (*)
 - Additional Instructional Text: *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.*
- Does your Budget include expenses listed in Section B (Other Operating Expenses and Equipment)? (*)
 - Additional Instructional Text: *These expenses may be for subcontracted services, small equipment, travel, or other operational expenses considered necessary to carry out the project activities.*
 - Note: *If “Yes”, a Budget Narrative is required (see item below). If only Section A (Personnel) expenses are included, no additional Budget Narrative is required.*
- Budget Narrative: Please provide justification for each expense listed within Section B of the Budget Detail Sheet (Operating Expenses and Equipment) (*) – **Max 1500 characters**
 - Additional Instructional Text: *Project costs should be necessary and reasonable.*
- Budget Items & Alignment to Activities
 - Instructional Text: *For the next series of items, please list the specific line items from the Budget Detail (e.g. Officer OT, binoculars, Buy Money, contract/MOU with partnering agencies, etc.) with the specific activities they support (activities displayed reflect selections made earlier in the Goals and Objectives section).*
 - In many cases, budgeted items will support more than one activity area. You do not need to re-list the amounts; simply indicate the name of the budget item.*
 - Budget item(s) that will directly support **Retailer Inspections (*) – Max 300 characters**
 - Budget item(s) that will directly support **Minor Decoy operations (*) – Max 300 characters**
 - Budget item(s) that will directly support **Shoulder Tap operations (*) – Max 300 characters**
 - Budget item(s) that will directly support **Undercover Buy operations (*) – Max 300 characters**
 - Budget item(s) that will directly support **Retailer Education (*) – Max 300 characters**

- Budget item(s) that will directly support **Prosecution (*) – Max 300 characters**
- Budget item(s) that will directly support **Task Force (*) – Max 300 characters**
- Budget item(s) that will directly support **Tobacco Enforcement Education (*) – Max 300 characters**
- Budget item(s) that will directly support **Other Activities (*) – Max 300 characters**
- Other Funding Sources **(*) – Max 750 characters**
 - Additional Instructional Text: *Describe other funding sources available for tobacco enforcement activities in the project area and how proposed project expenses supplement rather than supplant this existing funding.*

END OF SECTION

K. AGENCY CAPACITY

Information Requested:

- Grant Management Experience **(*) – Max 1500 characters**
 - **Additional Instructional Text:** *What experience does your agency have in managing grants of similar size and scope? How will that experience support your management of this project?*
- Continuity and Contingency Planning **(*) – Max 750 characters**
 - Additional Instructional Text: *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?*
- Community Support Letters – One PDF upload with all letters; **Max 10Mb file size**
- Has your agency ever received a grant through the DOJ Tobacco Grant Program?
 - Additional Instructional Text: *If you are unsure if your agency has had a prior Tobacco Grant award, please email us at TobaccoGrantRFP@doj.ca.gov for assistance.*
 - Note: If “No”, this will end the Agency Capacity Section. If “Yes”, an additional page will present to collect information regarding these past DOJ Tobacco Grants (see below).
- Comparison to Prior Tobacco Grant Award(s) **(*) – Max 1200 characters**
 - Additional Instructional Text: *In what ways are the proposed project activities different from or similar to grant activities previously funded? If the funds will not overlap and are intended as continuation funding only, please note that here.*
- Successes under Prior Tobacco Grant Award(s) **(*) – Max 1500 characters**
 - Additional Instructional Text: *Describe successes and impacts of previous award activities.*

- Challenges under Prior Tobacco Grant Award(s) (*) – **Max 1500 characters**
 - Additional Instructional Text: *Describe any challenges your agency experienced with its prior award(s), efforts your agency took to overcome those, and the outcome of those efforts.*

END OF SECTION

L. CERTIFICATIONS AND SIGNATURE

The Authorized Officer should sign below (by typing their name) which provides the following attestations:

- I am vested by the Applicant with the authority to enter contract with DOJ. If awarded, the Applicant (Grantee) and any subcontractors will abide by the laws, policies, and procedures governing this funding.
- Grant funds will not supplant existing state or local funds dedicated for the same purpose.
- Applicant agency does not receive funding from a manufacturer, distributor, or advertiser of cigarettes or tobacco products.
- Authorized Officer signature (type name) (*)

END OF SECTION

M. REVIEW RESPONSES BEFORE SUBMISSION

When all prior sections have been completed, you may use this page to download a PDF version of your responses. This may be useful to circulate for internal review prior to submission. When you are satisfied, please complete the one confirmation field:

- I have reviewed this application, and it is complete and accurate to the best of my knowledge.
 - Option: Yes (only choice).

END OF SECTION

Note: This step does NOT complete the submission. Please see below for a description of the final step.

III. FINAL SUBMISSION PROCESS

Finalizing and transmitting your application to DOJ occurs on the Section Navigator page. At the bottom of the page is a “Submit” button. If the page successfully validates all required sections have been completed, selecting “Submit” will finalize and send your application.

A PDF copy of the submission (with links to attachments provided) will be automatically emailed to the Authorized Officer, Project Director, and Financial Officer.

Section	Status	Actions
Agency Profile *	Complete	Answer
Contacts *	Finished	Answer
Project Summary *	Complete	Answer
Partnering Agencies *	Complete	Answer
Problem Statement *	Complete	Answer
Goals and Objectives *	Complete	Answer
Project Personnel *	Complete	Answer
Project Budget *	Complete	Answer
Agency Capacity *	Complete	Answer
Certifications and Signature *	Complete	Answer
Review Responses Before Submission *	Complete	Answer

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

98%

Congratulations on your successful grant submission!