

2025/26 Tobacco Grant Program - Application

3. Agency Profile

Agency Name

Fresno County Department of Public Health

Division/Section/Department

Health Policy and Wellness and Environmental Health Divisions

County

Fresno

Entity Type

Public Agency

Agency Type

Public Health

Federal Taxpayer Identification Number

94-6000512

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

Yes

4. Agency Physical Address

Physical Address

1221 Fulton Street

City

Fresno

State

CA

ZIP code (5 or 9 digits w/dash)

93721

5. Agency Mailing Address

Is mailing address the same as physical address?

No

Mailing Address

P.O. Box 11867

City

Fresno

State

CA

ZIP code (5 or 9 digits w/dash)

93775

6. Agency Payment Address

Payment Address

P.O. Box 11867

City

Fresno

State

CA

ZIP code (5 or 9 digits w/dash)

93775

7. Authorized Officer

First Name

Claudia

Last Name

Sandoval

Job Title

Division Manager

Phone Number

(559) 600-6449

Email Address

clsandoval@fresnocountyca.gov

Confirm Email Address

clsandoval@fresnocountyca.gov

8. Project Director

First Name

Leila

Middle Name

Marie

Last Name

Gholamrezaei-Eha

Job Title

Health Educator

Phone Number

(559) 600-6440

Email Address

lgholamrezaei@fresnocountyca.gov

Confirm Email Address

lgholamrezaei@fresnocountyca.gov

9. Financial Officer

First Name

Irene

Last Name

Parada

Phone Number

(559) 600-6415

Email Address

dphboap@fresnocountyca.gov

Confirm Email Address

dphboap@fresnocountyca.gov

10. Project Summary

Funding Requested

\$2,030,869

Funding Duration

36 months

Planned Start Date (MM/DD/YYYY)

01/01/2026

Summary of Proposed Project.

The proposed project involves a comprehensive approach to protect the public health, safety, and welfare of our youth by reducing illegal tobacco sales to individuals under the age of 21, limiting exposure to tobacco products, and increasing compliance among tobacco retailers with existing local, state, and federal tobacco control laws. This project focuses on implementing a proposed County of Fresno Tobacco Retail Licensure (TRL) ordinance that will be heard before the Fresno County Board of Supervisors in the fall of 2025. Should the TRL not pass, all proposed activities will still occur with minor modifications.

This ordinance will create a regulatory system requiring all tobacco retailers located in the unincorporated areas of Fresno County to obtain a local license to sell tobacco products. The TRL program will be a partnership between the Fresno County Department of Public Health (FCDPH) and the Fresno County Sheriff's Office (FCSO). The activities in this proposal will be accomplished in collaboration between the FCSO and the FCDPH, with the support of a subcontractor. Planned activities include retailer education, inspections, minor decoy operations, prosecution, tobacco enforcement education, a regional task force, and other retailer enforcement-related activities.

11. Partnering Agencies

Will your agency have other local agencies, departments, or contractors involved to complete any of the proposed activities?

Yes

12. Partner Agency 1

Partner Agency 1

Fresno County Sheriff's Office

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

Interagency Agreement

Partner Agency Roles in Project

The Fresno County Sheriff's Office (FCSO) will conduct minor decoy operations for the proposed program. The purpose of the operations is to deter licensed tobacco retailers from illegally selling tobacco products (cigarettes, e-cigarettes, nicotine pouches, flavored tobacco) to minors/young adults. Additionally, the operations will aim to ensure retailers are checking the identification of tobacco product purchasers who appear to be younger than 27 years old.

The Fresno County Public Health Department will be responsible for recruiting and training the minor decoys, and the FCSO will review and provide feedback on the training curriculum. The FCSO will also participate in meetings to discuss the progress of activities related to the Department of Justice grant and to identify areas for improvement.

Partner Experience and Qualifications

Staff from the Sheriff's Office working on these activities include one Sergeant and four Detectives consisting of two Deputy IV's and two Deputy III's from the Fresno County Sheriff's Office Special Investigations Task Force- Vice and Intelligence Unit. The Sergeant and the Detectives assigned to the grant work on investigating crimes related to human trafficking, threat against public figures, organized crime, dignitary protection personnel investigations, traditional vice crimes (alcohol, tobacco, gambling) and they act as a liaison with federal law enforcement agencies to assist with terror-related investigations.

Additionally, all these individuals are highly qualified to successfully assume the roles and responsibilities of these activities because the FCSO was an awardee of the Department of Justice Tobacco Grant Program from 2018-2021 and 2021-2023. Under this grant, they conducted undercover tobacco decoy operations, shoulder tap operations, operations involving the sale of single cigarettes, retailer educational classes, issued tobacco-related citations, and education at local schools.

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

[FSO Letter of Commitment.pdf](#)

Do you have additional partnering agencies to add?

Yes

13. Partner Agency 2

Partner Agency 2

To be determined

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

Contract

Partner Agency Roles in Project

The Fresno County Department of Public Health (FCDPH) in the first six months of the grant, FCDPH will work to identify and execute the subcontract. Upon execution of the subcontract, the FCDPH will work with the vendor to update the Enforcement of Penal Code (PC) 308(a) manual, created in 2009 by the California Department of Public Health and the Point of Sale Practice Workgroup - Enforcement Subgroup, and develop the PC 308(a) Enforcement Training. The manual will serve as a guide for enforcement agencies that are or will be conducting Penal Code 308(a) compliance checks in their local jurisdictions. In years three and four of the grant, the subcontractor will conduct minor decoy operation training for the Central Valley Region task force and other DOJ-funded subcontractors in California. The program will provide all training participants with the updated Enforcement of PC 308(a) manual. While the subcontractor is unknown at this time, the FCDPH will follow all County procurement processes to ensure the subcontractor is qualified and experienced.

Partner Experience and Qualifications

At this time, we have yet to identify a subcontractor; however, the Fresno County Department of Public Health (FCDPH) is committed to following the County of Fresno's rigorous procurement process. This ensures that any potential subcontractors will be thoroughly vetted to meet the highest qualifications necessary for achieving our project outcomes. Furthermore, as grantees, we are committed to upholding our contractual obligations and implementing robust measures to ensure that all subcontracted partners align with our contractual requirements, as well as our mission and standards.

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

[Partner Agency - Decoy Op. Supplemental.pdf](#)

Do you have additional partnering agencies to add?

No

20. Problem Statement

Geographic Areas Covered by Project

This project will focus on the unincorporated areas of Fresno County. This includes unincorporated cities, (for example: Auberry, Big Creek, Biola, Bowles, Calwa, Cantua Creek, Caruthers, Del Rey, Easton, Friant, Lanare, Laton, Raisin City, Riverdale, Shaver Lake, Yokuts Valley, and Tranquility), as well as over 40 unincorporated communities and county islands. Some of these areas are adjacent to or surrounded by incorporated cities and communities.

Total Population within Project Area

160742

Population % Under Age 21 within Project Area

29.1

Retailers within Project Area

154

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

29

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

No

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

Yes

Problem Statement Narrative

Tobacco availability and access affects youth in Fresno County. The 2019-2020 CA Student Tobacco survey (CSTS) found that 53% of Fresno County's 10th and 12th graders had stores that sold cigarettes within walking distance of their home, while 1 in 3 had stores that sold vapes within the same proximity. The Department mapped state-licensed retailers in the unincorporated areas and filtered out distributors and closed locations, resulting in 142 stores out of the 154 stores outlined in CTHAT. This map revealed a sharp rise in tobacco retailers. The number of outlets surged from 89 in 2021 to 142 in 2024. Currently, there are 3 smoke/vape shops, 27 retailers within 1,000 feet of schools, 72 retailers within 1,000 feet of other outlets, and 3 within 1,000 feet of County parks.

The enforcement of tobacco control laws at the local level can be challenging and is underfunded without a local tobacco retail license. The Sheriff's Office reported that between 2020-2021, illegal tobacco sales to minors increased from 13% to 26% in the unincorporated areas of the County. Enforcement has not been conducted in this jurisdiction since, due to limited resources. Therefore, funding is imperative and necessary for these activities to occur, as youth continue to access tobacco products. The 2023 CSTS found that surveyed students who reported ever using tobacco, 85% tried vapes as their first tobacco product. On average, students first reported using tobacco at age 14.

21. Goals and Objectives

Activity Area(s)

Retailer Inspections
Minor Decoy Operations
Retailer Education
Prosecution
Task Force
Tobacco Enforcement Education
Other Activities

22. Retailer Inspections

Per year, how many tobacco retailers will be inspected?

142

Inspection Plans

Our Department's Environmental Health (EH) staff will conduct inspections at every local-licensed tobacco retailer in our project area and Geographic Information System map. Each site will be inspected at least once a year by an EH Aide. Re-inspections will occur to ensure retailer compliance with licensure requirements; however, they will not take place if a retailer is compliant. Inspectors will look for required signage and displays, presence of illegal tobacco products, age and identification checks, and smoking restrictions. Penalty fees, license suspensions, and revocations will be issued, followed by a written notice that indicates such violations and penalties, to those who violate the tobacco retail license ordinance.

Inspection Experience

The Department's Environmental Health Division conducts inspections at food and liquor-handling establishments. Therefore, staff are familiar with local operators and determine their compliance with federal, state, and local environmental health laws. Retailer violations are documented on an inspection report and may be corrected on site by the retailer. Inspectors only issue penalty fees for reinspections and past due permit invoices. Other enforcement actions taken by inspectors include: sending retailers a notice of violation, followed by a notice to comply, holding office hearings for noncompliant retailers, and making referrals to the District Attorney's Office.

23. Minor Decoy Operations

Per year, how many minor decoy operations are planned?

4

Per year, how many retailers will be targeted for these operations?

68

Operational Plans

Locally licensed retailers in the unincorporated areas will be the target for these operations. Decoys will be trained extra-help Student Workers under 21 and will be supervised closely by staff. Decoys will appear and act their actual age and be instructed to avoid confrontation during operations.

The Sheriff and EHS III will conduct the operations. Sheriff staff will focus on high-risk retailers such as tobacco-only and vape shops and stores near schools.

Administrative penalties will be issued to retailers for illegal tobacco sales, which include a fine and notice of license suspension or revocation. The District Attorney Investigator will serve notice of violations to businesses directly.

Operational Experience

The Health Educator has received Synar Amendment and PC 308(a) training from the Montebello Police Department and has collaborated with the Fresno County Sheriff's Office and the Fowler Police Department to train decoys and conduct decoy operations. The Environmental Health staff have experience in monitoring compliance for the Certified Unified Program Agencies and Consumer Protection Programs. Furthermore, the Fresno Sheriff's Vice and Intel Unit was an awardee of the Department of Justice Tobacco Grant Program from 2018 to 2021 and from 2021 to 2023, giving them extensive experience conducting these operations.

26. Retailer Education

Type of Educational Activity

Mailers
On-site Education
Retailer Classes

Per year, how many retailers will receive educational materials?

142

Per year, how many retailers will receive on-site education?

142

Per year, how many retailer participants will complete tobacco educational classes?

47

Will any of the classes noted above be offered as part of a merchant diversion program?

No

Retailer Education Plans

The program will include education for retailers about the local tobacco retail license policy for new and existing tobacco retail licensees. Upon policy adoption, Health Education (HE) staff will develop and compile existing resources into packets to mail to all tobacco retailers in the unincorporated areas. These materials will contain information about how to comply with the new policy and other state and federal tobacco retail regulations.

In the first 12 months, all 142 retailers will receive retailer education. Orientation education will be hosted quarterly by HE staff to educate all new licensees. In the following years of the program, it is anticipated that a third of retailers, 47, will require reinspection and, therefore, will participate in mandatory education classes. These classes will be hosted quarterly as part of the merchant diversion program for violators. Violations that will require enrollment into this diversion program will include, but are not limited to:

- Selling to an underage individual
- Selling illegal flavored tobacco products
- Accessible loose cigarettes
- Accessible self-service displays for tobacco products
- Selling or having accessible illicit substances

Experience Providing Retailer Education

The Health Education (HE) staff delivered three rounds of pre-policy adoption education on tobacco retail licensing and applicable tobacco regulations for tobacco retailers in unincorporated Fresno. HE staff also has partnered with the California Department of Tax and Fee Administration to educate tobacco retailers, share knowledge, and reduce violations of state law. The HE staff also delivered retailer education to tobacco retailers in the City of Fowler upon the adoption of their TRL ordinance. The Environmental Health (EH) staff regularly delivers onsite education on current regulations and operating standards during inspections of licensed businesses, especially if the facility is found to be out of compliance.

27. Prosecution

Plans for Prosecuting Violators

Retailers found to be in violation of state and federal tobacco laws also violate the local tobacco retail license (TRL). Escalating administrative penalties will be issued to noncompliant retailers, and include the suspension and eventual revocation of the local license.

In the proposed TRL that will be presented to the Fresno County Board of Supervisors in fall of 2025, retailers found selling tobacco to minors will face fines ranging from \$750 to \$2,500.

Minor violations, such as failing to display state and local licenses or not having STAKE Act signage, will result in a warning for the first offense. Subsequent violations will incur a fine up to \$1,000.

More serious violations, including smoking indoors, self-service displays, conducting delivery sales, selling flavored tobacco, or selling without a license, will result in fines of \$500 to \$1,000.

Retailers can appeal administrative penalties, and those who are non-compliant will have an administrative hearing by the Fresno County Hearing Officer.

- If found guilty, the retailer must pay all outstanding fees and abide by all penalties outlined in the hearing.
- If found not guilty, no fees are due by the retailer.

Describe your experience with and knowledge of tobacco laws (or similar) and their enforcement.

The Fresno County Department of Public Health staff, including the Health Education staff, are highly familiar with state and federal tobacco retail laws, as these staff members currently work under the California Department of Public Health's Tobacco Local Lead Agency grant for the County of Fresno. In this program, staff provide education to retailers, community residents, and elected officials about existing tobacco-related laws and respond to complaints from community members.

Fresno Sheriff staff are also very familiar with state and federal tobacco laws, as they are former recipients of a Department of Justice Grant for Tobacco Control.

28. Task Force

Will the task force be newly created or does it already exist?

New Task Force

Task Force Activities (Enforcement-focused)

A new task force will be organized for recipients of the Department of Justice (DOJ) Tobacco Grant operating in the Central Valley region. Staff will convene this new group quarterly. The purpose of these convenings will be to increase collaboration between and provide intersectional support, and training for other local DOJ tobacco grantees. Topics covered during these meetings throughout the year will include but will not be limited to:

- Training on relevant topics to their grant activities to close any gaps in enforcement education
- Collaborate with other agencies as guest speakers to highlight practices and principles in tobacco control regulation
- Updates on agency activities, including any successes or challenges in tobacco retail regulation enforcement
- Discussions on best practices for tobacco prevention enforcement activities

Experience with Task Force Coordination

The Department of Public Health (DPH) has long-standing experience in facilitating multiple task forces for programs within the Department with the purpose of leveraging existing resources and collaborating to achieve similar goals. The DPH has facilitated the Fresno County Tobacco-Free Coalition for 20 years, where agencies collaborate in tobacco prevention efforts across the County. The DPH staff have organized many subcommittees and task forces with Coalition membership over the years. Historically, staff have hosted task forces focused on membership recruitment and social media promotion. Currently, the DPH convenes the Tobacco Retail License Workgroup, whose focus is in tobacco retail licensing education in the City of Fresno.

29. Tobacco Enforcement Education

Per year, how many enforcement officers will receive tobacco education?

15

Plans for Tobacco Enforcement Education

Onboarding enforcement education, Penal Code 308(a) training in years 2 and 3 of the program, and other trainings will be conducted. Environmental Health staff will receive compliance check and inspections training by collaborating with other local enforcement agencies, through onsite shadowing and presentations. The Department of Public Health will subcontract with an enforcement agency to conduct decoy operation training. Health education staff will host relevant trainings during task force meetings; therefore, the number of enforcement officers receiving tobacco education may differ from what is estimated. Topics include, but are not limited to:

- Flavored Tobacco Products
- Tobacco Products 101
- Youth Tobacco Use
- Conducting Decoy Operations

Experience Providing Tobacco Enforcement Education

The Department has partnered with other agencies to host training on Penal Code 308(a) for local law enforcement officials. Staff has conducted enforcement education to Environmental Health personnel, who will be tasked with enforcing the proposed tobacco retail licensing program. This education covered requirements and enforcement principles for the California Clean Indoor Air law, California tobacco retail laws, and tobacco retail licensing. Furthermore, staff have extensive experience training decoys for undercover operations, for the Fresno County Sheriff's Office, as well as for the Fowler and Parlier police departments.

30. Other Activities

Plans for Other Retail-focused Enforcement Activities

Other tobacco retail enforcement activities will include:

- 1) Publishing news releases on the results of minor decoy operations and other efforts underway to protect youth from tobacco
- 2) Hosting listening sessions for local retailers to share their perspectives on tobacco policies and related issues affecting them.
- 3) Writing a case study report that highlights the outcomes, challenges, and successes of the unincorporated Fresno County tobacco retail licensing ordinance.
- 4) Developing an interactive map that shows inspection and decoy operation results.

These activities will help address existing enforcement gaps and further reduce illegal sales to youth.

Experience with Other Retail-focused Enforcement Activities Referenced

The Department of Public Health has extensive experience writing news releases and engaging with media on various public health topics, including tobacco issues and policies. Staff have also developed evaluation reports that document outcomes of tobacco prevention activities and summarize primary-level data. Furthermore, the Department has organized educational sessions for local retailers and is a member of the local chamber of commerce. Additionally, our team has developed Geographic Information System interactive maps to display the location of tobacco retailers throughout Fresno County. These maps, which illustrate retailer density, have been shared with elected officials and residents.

31. Project Personnel

Does the applicant agency have personnel that will perform grant activities?

Yes

32. Project Personnel 1

Personnel Classification/Rank

Health Educator

Will project activities by this personnel be done on overtime, straight time, or both?

Both

Percentage of Straight Time Planned (%)

100%

Personnel Duties

Retailer Inspections
Minor Decoy Operations
Retailer Education
Prosecution
Task Force
Tobacco Enforcement Education
Other - Write In: GIS mapping, news releases, case study, retailer listening sessions

Roles and Responsibilities

The Health Educator will serve as the primary point of contact for day-to-day matters with the California Office of the Attorney General. Responsible for overall and day-to-day management related to planning and implementing the project; onboarding of new staff; directing and supervising the Health Education Specialists and Student Workers; preparing or overseeing the preparation of the grant's scope of work, budget, progress reports, invoices; and maintenance of required documents for auditing purposes; coordinates with the Sheriff's Office, and the subcontractor.

Experience and Qualifications

The Health Educator (HE) managed the Fresno County Tobacco Prevention Program for 17 years. This role included tobacco prevention efforts, such as smoke-free multi-unit housing, storefront advertising, flavored tobacco, and tobacco retailer licensing. She is skilled in coalition-building, developing training and educational materials. The HE is knowledgeable in state and federal tobacco retail laws and has received PC 308(a) training. She has worked with local law enforcement to train decoys and conduct decoy operations. The HE is experienced in working with and educating retailers about tobacco-related laws and in responding to complaints from residents. Her qualifications enable her to effectively complete their assigned work tasks.

Are there additional personnel that will perform project activities?

Yes

33. Project Personnel 2

Personnel Classification/Rank

Health Education Specialist

Will project activities by this personnel be done on overtime, straight time, or both?

Both

Percentage of Straight Time (%)

100%

Personnel Duties

Retailer Inspections
Minor Decoy Operations
Retailer Education
Task Force
Tobacco Enforcement Education
Other - Write In: GIS mapping, news releases, case study, retailer listening sessions

Roles and Responsibilities

Under the supervision of the Health Educator (HE), the Health Education Specialist (HES) collaborates closely with the HE daily and is responsible for implementing various aspects of the program's day-to-day operations. The HES assists with the scope of work development and implementation of project activities, including the completion of progress reports. The HES is responsible for developing/revising and assisting in implementing the Penal Code 308 (a) manual, training materials for retailer education, conducting inspections, and minor decoy operations. Additionally, the HES will assist in planning for and implementing task force meetings, case studies, and news releases.

Experience and Qualifications

Two half-time Health Education Specialists (HES) in the Health Policy and Wellness Division will work on the proposed program. These staff members possess a level of expertise in federal and state tobacco retail laws, as well as in developing educational materials, conducting presentations and training programs, convening and participating in task forces, and other aspects relevant to this work.

Are there additional personnel that will perform project activities?

Yes

34. Project Personnel 3

Personnel Classification/Rank

Environmental Health Specialist III

Will project activities by this personnel be done on overtime, straight time, or both?

Both

Percentage of Straight Time (%)

30%

Personnel Duties

Minor Decoy Operations
Retailer Education
Retailer Inspections
Prosecution
Task Force

Roles and Responsibilities

The Environmental Health Specialist (EHS) III will be responsible for planning and implementing minor decoy operations and compliance checks. Additionally, the EHS III will review and provide feedback on inspection forms completed by the Environmental Health Aide, assist the Aide with inspections of non-compliant tobacco retailers, and provide guidance to the Aide on responding to complaints from retailers. The EHS III will also help the Environmental Health Division Manager in preparing for Administrative hearings. The EHS III will also attend the Central Valley Region Task Force meetings and training.

Experience and Qualifications

The EHS III is a Registered Environmental Health Specialist in the Certified Unified Program Agency and the Consumer Protection Unit Programs in the Environmental Health Division. The EHS III has 23 years of experience working in Environmental Health and is very familiar with conducting inspections and investigations to determine compliance with federal, state, and local environmental health laws, as well as investigating complaints. The qualifications of this staff member enable them to complete their assigned work tasks effectively.

Are there additional personnel that will perform project activities?

Yes

35. Project Personnel 4

Personnel Classification/Rank

District Attorney Investigator

Will project activities by this personnel be done on overtime, straight time, or both?

Both

Percentage of Straight Time (%)

6%

Personnel Duties

Retailer Inspections
Minor Decoy Operations
Prosecution
Retailer Education
Task Force

Roles and Responsibilities

The District Attorney Investigator will be housed in the Fresno County Department of Public Health (FCDPH), under the Environmental Health Division. They will provide direct assistance with enforcement and compliance measures when needed, to include directly serving notifications of violations to businesses. Additionally, they will support Environmental Health Staff with mitigation measures in escalated matters and serve as a liaison with the District Attorney's Office. In conjunction with the Environmental Health Specialist II, they will help prepare the Environmental Health Division Manager to present relevant cases to the Hearing Officer on behalf of FCDPH during hearings.

Experience and Qualifications

The District Attorney (DA) Investigator has 8 years of experience as a DA Investigator; 4 of those years working with the Environmental Health Division. They have extensive experience working under the Waste Tire Enforcement Program and Solid Waste Program, providing support with compliance measures. They provide assistance to the Certified Unified Program Agency: HazMat Compliance and the Consumer Protection Unit. The DA Investigator is defined as a Peace Officer, having met the Peace Officer requirements pursuant to federal, state, and local legislative requirements. This experience and these qualifications will be crucial in supporting the program goals centered on enforcement measures.

Are there additional personnel that will perform project activities?

Yes

36. Project Personnel 5

Personnel Classification/Rank

Environmental Health Aide

Will project activities by this personnel be done on overtime, straight time, or both?

Both

Percentage of Straight Time (%)

100%

Personnel Duties

Retailer Inspections
Retailer Education
Tobacco Enforcement Education

Roles and Responsibilities

Two half-time Health Aides will work on the proposed program. Roles and responsibilities include conducting routine inspections of licensed tobacco retailers and re-inspections for those that violate the tobacco retail license, as well as tracking and reporting the completed inspections. The Health Aides will investigate and address complaints of licensed facilities as well as the disposal of tobacco products acquired during undercover decoy operations.

Experience and Qualifications

The Health Aides currently work for the Consumer Protection Unit or the Certified Unified Program Agency and have one year of experience in the Environmental Health Division. They assist in conducting evaluations, inspections, and investigations of environmental health conditions, reviewing permit applications for completeness and accuracy, and educating the public on environmental matters affecting the health and well-being of the community. Their qualifications enable them to effectively complete their assigned tasks.

Are there additional personnel that will perform project activities?

Yes

37. Project Personnel 6

Personnel Classification/Rank

Staff Analyst

Will operations by this personnel be done on overtime, straight time, or both?

Straight Time

Percentage of Straight Time (%)

25%

Personnel Duties

Retailer Education
Tobacco Enforcement Education
Minor Decoy Operations
Other - Write In: news releases, case study

Roles and Responsibilities

The Staff Analyst (SA) will support program staff and contracted partners by performing a variety of activities such as planning, analyzing, and providing administrative support. Administrative duties include preparing agreements in accordance with the County of Fresno procurement process, including preparing agenda items going before the Board of Supervisors. The SA position supports maintaining fiscal, budgetary, and contractual adherence. They process invoices to ensure continuity of service delivery, such as minor decoy operation training and tobacco enforcement activities. Additionally, they serve as a reviewer in the internal approval process of public-facing assets.

Experience and Qualifications

The Staff Analyst has extensive experience in providing fiscal and administrative support to public health-funded programs. They possess a bachelor's degree from an accredited university and have a refined knowledge of the principles and practices of effective administrative management, analytics, and know the functional organization of the County process. They have direct experience in working with a variety of state and federal-funded programs with various degrees of requirements. All of these qualifications are essential to successfully carrying out the goals of this grant and to maintaining fiscal and budgetary adherence.

Are there additional personnel that will perform project activities?

Yes

38. Project Personnel 7

Personnel Classification/Rank

Program Technician

Will operations by this personnel be done on overtime, straight time, or both?

Straight Time

Percentage of Straight Time (%)

20%

Personnel Duties

Retailer Inspections
Minor Decoy Operations
Prosecution
Other - Write In: GIS mapping, case study

Roles and Responsibilities

The Program Technician will provide support to program staff with a variety of technical duties. Duties include but are not limited to maintaining accurate data entry practices in the Amanda database, generating applicable reports by leveraging the data system for evaluation and reporting purposes, supporting with mailing and issuing notices to non-compliant retailers, and putting together applicable supportive documentation, as needed, in preparation to administrative hearings. Additionally, they will provide direct support to Environmental Health staff in compliance checks and will support record and file maintenance needed for retailer inquiries and follow-up.

Experience and Qualifications

The Program Technician is a paraprofessional with a minimum of 4 years of experience in an office setting providing technical support relevant to their current role. They have successfully completed 60 semester units in an accredited higher educational institution. They provide firsthand on-going technical support to Environmental Health Staff and their respective division and they are familiar with internal programmatic procedures and regulations that are vital in ensuring effective continuity of operations and service delivery.

Are there additional personnel that will perform project activities?

No

40. Project Budget

Budget Detail upload (Excel file)

[DOJ Grant Budget- Final 6.17.25 \(2\).xlsx](#)

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

Yes

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

The Amanda Database Folder will be used to develop a child folder to maintain retailer program records and data. Reports and queries will be used for evaluation.

Data processing includes computer, cellular voice, and data charges prorated by the designated FTE.

County building maintenance costs include utilities, security, and janitorial expenses prorated by the designated FTE .

Printing costs include County Graphics vendor printing of materials to support programmatic activities such as educational materials, manuals, forms, and other items as needed.

Office expenses include general supplies to maintain the program and cubicle or desk additions from county vendor(s).

Sheriff's Office personnel costs include positions to complete decoy operations at 40 tobacco retailers annually. Staff and operating costs are included.

Minor Decoy Operation Training Subcontractor will assist with revising the Enforcement of Penal 308(a) manual and develop and conduct decoy operation training for enforcement officers. Staff and operating costs are included.

Postage includes costs for mail service to support program activities.

Mileage includes travel for designated staff to implement activities such as hosting task force meetings, training, inspections, and other travel.

Rental car costs for unmarked vehicles to be used during minor decoy operations.

Annual tobacco enforcement training includes all travel costs to attend training that will be in support of the scope of work at approved rates.

Budget item(s) that will directly support Retailer Inspections

Amanda Database Folder, data processing, County Building Maintenance, printing, office expenses, Sheriff's Office personnel costs, postage, and mileage

Budget item(s) that will directly support Minor Decoy operations

Amanda Database Folder, data processing, County Building Maintenance, printing, office expenses, Sheriff's Office personnel costs, Minor Decoy Operation Training Subcontractor, postage, mileage, rental cars, and annual tobacco enforcement training

Budget item(s) that will directly support Retailer Education

Amanda Database Folder, data processing, County Building Maintenance, printing, office expenses, postage, and mileage

Budget item(s) that will directly support Prosecution

Amanda Database Folder, data processing, County Building Maintenance, printing, office expenses, Sheriff's Office personnel costs, postage, and mileage

Budget item(s) that will directly support Task Force

Data processing, County Building Maintenance, printing, office expenses, mileage, and annual tobacco enforcement training

Budget item(s) that will directly support Tobacco Enforcement Education

Data processing, County Building Maintenance, printing, office expenses, Sheriff's Office personnel costs, postage, mileage, and annual tobacco enforcement training

Budget item(s) that will directly support Other Activities

Amanda Database Folder, data processing, County Building Maintenance, printing, office expenses, postage, and mileage

Other Funding Sources

Currently, there are no other funding sources available for enforcement activities in Fresno County. Once a tobacco retail licensing (TRL) ordinance is enacted, a fee will be set as part of the implementation process. The Department of Public Health intends to utilize funding from the Department of Justice Tobacco grant to cover a portion of the program's implementation costs. The TRL fee will cover the remaining expenses.

41. Agency Capacity

Grant Management Experience

The Fresno County Department of Public Health (FCDPH) serves as the local health jurisdiction, providing essential public health services that support the mission to promote, preserve, and protect the well-being of Fresno County residents. FCDPH operates with a budget of \$125 million and has over 60 years of experience managing agreements at the local, state, and federal levels, ensuring compliance with regulatory and programmatic requirements. Upon funding of this grant proposal, the program will be housed under the Division of Health Policy and Wellness, which currently oversees the California Department of Public Health's Tobacco Lead Agency grant for the County.

To ensure continuity of service delivery, approved contingency plans will be integrated into the work plan activities within each respective agreement and interagency agreement associated with this grant. The FCDPH will ensure practices are in place to account for potential staff turnover; this includes equipping staff with cross-sectional training to support continuity of services.

As part of our grant management practices, quality assurance measures will be implemented to identify ongoing opportunities and mitigation activities that contribute to successful grant outcomes. As a trusted leader in tobacco prevention initiatives, FCDPH's established partnerships with crucial enforcement agencies and key stakeholders will also play a vital role in achieving the goals of this grant.

Continuity and Contingency Planning

If a tobacco retail licensing ordinance is not passed, Environmental Health will not conduct minor decoy operations but will still conduct retailer inspections. Instead of issuing penalties to tobacco retailers, they will provide education to retailers on state and federal tobacco control laws. We will collaborate with the California Department of Tax and Fee Administration for inspections that require seizing illicit tobacco products. Additionally, the Fresno County Sheriff's Office will still conduct minor decoy operations at retailer locations. Retailers found in violation of Penal Code 308(a) will be referred to the District Attorney's Office for prosecution as a misdemeanor. The budget will be modified as needed.

Community Support Letters

[Fresno County Letters of Support.pdf](#)

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

No

43. Certifications And Signature

Authorized Officer signature

Claudia Sandoval

AGENCY: FRESNO COUNTY DEPARTMENT OF PUBLIC HEALTH

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
Health Educator	1 FTE @ \$81,277/yr with 5% annual increase.	\$ 40,639	\$ 85,341	\$ 89,608	\$ 47,004	\$ 262,592
Health Education Specialist	(2 @ 0.50 FTE) 1 FTE @ \$63,320/yr with 5% annual increase.	\$ 31,660	\$ 66,486	\$ 69,810	\$ 36,651	\$ 204,607
Environmental Health Specialist III	0.30 FTE @ \$97,781/yr. with 5% annual increase.	\$ 14,667	\$ 30,801	\$ 32,341	\$ 16,979	\$ 94,788
District Attorney Investigator	0.06 FTE @ \$138,744/yr. with 5% annual increase.	\$ 4,163	\$ 8,742	\$ 9,179	\$ 4,590	\$ 26,674
Environmental Health Aide	(2 @ 0.50 FTE) 1 FTE @ \$58,486/yr. with 5% annual increase.	\$ 29,243	\$ 61,410	\$ 64,481	\$ 33,853	\$ 188,987
Staff Analyst	0.25 FTE @ \$81,572/yr. with 5% annual increase.	\$ 10,197	\$ 21,413	\$ 22,484	\$ 11,804	\$ 65,898
Program Technician	0.20 FTE @ \$54,371/yr with 5% annual increase.	\$ 5,437	\$ 11,418	\$ 11,989	\$ 6,295	\$ 35,139
						\$ -
SUBTOTAL		\$ 136,006	\$ 285,611	\$ 299,892	\$ 157,176	\$ 878,685

Overtime

Classification/Positions	Computation	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTALS
Health Educator	\$69.16/hr x 1.5 (OT rate) = \$103.74/hr x 18 annual hrs, with 5% annual increase at 1FTE.	\$ 934	\$ 1,961	\$ 2,059	\$ 1,080	\$ 6,034
Health Education Specialist	\$53.88/hr x 1.5 (OT rate) = \$80.82/hr x 18 annual hrs, with 5% annual increase at 1FTE.	\$ 728	\$ 1,528	\$ 1,604	\$ 842	\$ 4,702
Environmental Health Specialist III	\$83.21/hr x 1.5 (OT rate) = \$124.82/hr x 18 annual hrs, with 5% annual increase at .30FTE.	\$ 337	\$ 708	\$ 743	\$ 390	\$ 2,178
Environmental Health Aide	\$49.77/hr x 1.5 (OT rate) = \$74.66/hr x 18 annual hours, with 5% annual increase at 1FTE.	\$ 672	\$ 1,411	\$ 1,482	\$ 778	\$ 4,343
						\$ -
		\$ -	\$ -	\$ -	\$ -	\$ -
		\$ -	\$ -	\$ -	\$ -	\$ -
		\$ -	\$ -	\$ -	\$ -	\$ -
SUBTOTAL		\$ 2,671	\$ 5,608	\$ 5,888	\$ 3,090	\$ 17,257

Benefits

Classification/Positions	Computation	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTALS
Health Educator	77% of salary @ 1FTE, with 5% annual increase.	\$ 31,292	\$ 65,713	\$ 68,998	\$ 36,224	\$ 202,227
Health Education Specialist	77% of salary @1FTE, with 5% annual increase.	\$ 24,379	\$ 51,195	\$ 53,755	\$ 28,222	\$ 157,551
Environmental Health Specialist III	77% of salary @ 0.30FTE, with 5% annual increase.	\$ 11,294	\$ 23,717	\$ 24,903	\$ 13,074	\$ 72,988
District Attorney Investigator	77% of salary @ 0.06FTE, with 5% annual increase.	\$ 3,205	\$ 6,731	\$ 7,068	\$ 3,711	\$ 20,715
Environmental Health Aide	77% of salary @ 1FTE, with 5% annual increase.	\$ 22,517	\$ 47,283	\$ 49,647	\$ 26,065	\$ 145,512
Staff Analyst	77% of salary @ 0.25FTE, with 5% annual increase.	\$ 7,852	\$ 16,490	\$ 17,315	\$ 9,091	\$ 50,748
Program Technician	77% of salary @ 0.20FTE, with 5% annual increase.	\$ 4,187	\$ 8,793	\$ 9,233	\$ 4,848	\$ 27,061
						\$ -
SUBTOTAL		\$ 104,726	\$ 219,922	\$ 230,919	\$ 121,235	\$ 676,802
TOTAL PERSONNEL SERVICES		\$ 243,403	\$ 511,141	\$ 536,699	\$ 281,501	\$ 1,572,744

AGENCY: FRESNO COUNTY DEPARTMENT OF PUBLIC HEALTH

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
Amanda Database Folder	\$65,000 initial cost for 1FY, pro-rated for 6-months in 1st year = \$32,500. Annual subscription rate of \$12,500 after initial costs.	\$ 32,500	\$ 12,500	\$ 12,500	\$ 6,250	\$ 63,750
						\$ -
		\$ -	\$ -	\$ -	\$ -	\$ -
SUBTOTAL		\$ 32,500	\$ 12,500	\$ 12,500	\$ 6,250	\$ 63,750

Other Expenses (Excludes Equipment and Travel/Training)

Description	Computation	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTALS
Data processing	3.81 FTE X \$636/per FTE x 12 months=\$29,078 annual cost. 3% increase annually.	\$ 14,539	\$ 29,951	\$ 30,850	\$ 15,888	\$ 91,228
County building maintenance costs: utilities, security, and janitorial services.	3.81 FTE x \$730 per FTE x 12 months= \$8,760 annual cost. 3% increase annually.	\$ 4,380	\$ 9,023	\$ 9,294	\$ 4,787	\$ 27,484
Printing	Y1: \$250/per month, \$250 x 6 months= \$1,500 printing costs. Y2 & Y3: \$420/month x 12 months=\$5,040/annually. Y4: \$420/months x 6 months=\$2,520	\$ 1,500	\$ 5,040	\$ 5,040	\$ 2,520	\$ 14,100
Office expenses	General office supplies and cubicle or desk additions, estimated at \$100/month= \$1,200 annually.	\$ 600	\$ 1,200	\$ 1,200	\$ 600	\$ 3,600
Sheriff's Office personnel costs	Total operations cost for 40 compliance checks/year= \$31,450 annually, with 5% increase annually. (1 Sergeant @\$167.70 (salaries & benefits)/compliance check x 40 = \$6,708, 2 Deputy IV @ \$155.33 (S&Bs)/compliance check x 40= \$6,213 (2x= \$12,426), and 2 Deputy III @ \$153.95 (S&Bs)/compliance check x 40= \$6,158 (2x= \$12,316)	\$ 15,725	\$ 33,023	\$ 34,674	\$ 18,204	\$ 101,626
Minor Decoy Operation Training Subcontractor	Total \$37,563: Y1 \$0, Y2 total \$22,764 (Y2 Personnel \$19,980, Materials/supplies \$500, Travel \$200, Other Costs \$1,000, Administrative costs (up to 5%) \$1,084), Y3 total \$7,590 (Y3 Personnel \$4,828, Materials/supplies \$200, Travel \$1,200, Other Costs \$1,000, Administrative Costs (up to 5%) \$361), Y4 total \$7,209 (Y4 Personnel \$5,066, Materials/supplies \$100, Travel \$1,200, Other Costs \$500, Administrative Costs (up to 5%) \$343).	\$ -	\$ 22,764	\$ 7,590	\$ 7,209	\$ 37,563
Postage	Monthly postage costs \$50 x 12 months= \$600 annually.	\$ 300	\$ 600	\$ 600	\$ 300	\$ 1,800
		\$ -	\$ -	\$ -	\$ -	\$ -
		\$ -	\$ -	\$ -	\$ -	\$ -
SUBTOTAL		\$ 37,044	\$ 101,601	\$ 89,248	\$ 49,508	\$ 277,401

Travel Expenses/Registration Fees*

Description and Destination	Computation	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTALS
Mileage	Estimated 260 miles/month @\$0.70/mile = \$182/month x 12= \$2,184.	\$ 1,092	\$ 2,184	\$ 2,184	\$ 1,092	\$ 6,552
Rental Car	Unmarked rental car for decoy operations: \$65 per day x 12 days annually = \$780	\$ 390	\$ 780	\$ 780	\$ 390	\$ 2,340
Annual Tobacco Enforcement Training	Total \$3,792: 4 staff to attend 2-day training in years 2-4: Registration fee \$500; Lodging \$300 (\$150/night), Per diem \$108 (\$54/day), Fuel \$30 (\$15/day), and Incidentals \$10 (\$5/day), \$948/staff.	\$ -	\$ 3,792	\$ 3,792	\$ 3,792	\$ 11,376

AGENCY: FRESNO COUNTY DEPARTMENT OF PUBLIC HEALTH

							\$ -
*For approved tobacco related training and travel only. Travel cannot exceed current state rates.							
SUBTOTAL		\$ 1,482	\$ 6,756	\$ 6,756	\$ 5,274	\$ 20,268	
TOTAL OPERATING EXPENSES AND EQUIPMENT		\$ 71,026	\$ 120,857	\$ 108,504	\$ 61,032	\$ 361,419	

C. Administrative Costs*

Description	Enter Desired Percentage (up to 5%)	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	TOTAL
Administrative Costs	5.0%	\$ 15,721	\$ 31,599	\$ 32,260	\$ 17,126	\$ 96,706
*Administrative costs must not exceed 5% of the total budget for Sections A & B. TOTAL		\$ 15,721	\$ 31,599	\$ 32,260	\$ 17,126	\$ 96,706

AGENCY: FRESNO COUNTY DEPARTMENT OF PUBLIC HEALTH

SUMMARY

Budget Category	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	Total Request
A. Personnel Services	\$ 243,403	\$ 511,141	\$ 536,699	\$ 281,501	\$ 1,572,744
B. Operating Expenses and Equipment	\$ 71,026	\$ 120,857	\$ 108,504	\$ 61,032	\$ 361,419
C. Administrative Costs	\$ 15,721	\$ 31,599	\$ 32,260	\$ 17,126	\$ 96,706
TOTAL PROJECT COSTS	\$ 330,150	\$ 663,597	\$ 677,463	\$ 359,659	\$ 2,030,869

Fund/Subclass: 0001/10000
Organization #: 56201552
Account: 3504