



**STAFF REPORT**  
**12/10/2025**

**TO:** Honorable Mayor and City Council Members

**FROM:** Celina Jimenez, Director of Economic Development

**SUBJECT:** Adopt Resolution No. 2025-58 Authorizing the City Manager to Accept a Proposition 56 Tobacco Grant Award from the State of California Department of Justice in the Amount of \$126,000 to Conduct Retail Enforcement Operations in the City of Coachella

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**STAFF RECOMMENDATION:**

Staff recommends that the City Council consider adopting Resolution No. 2025-58 authorizing the City Manager to accept a Proposition 56 Tobacco Grant award from the State of California Department of Justice in the amount of \$126,000 to conduct retail enforcement operations in the City of Coachella.

**BACKGROUND:**

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

**DISCUSSION/ANALYSIS:**

The City of Coachella received a grant award from the California Department of Justice (DOJ) for the Proposition 56 – Tobacco Grant Program to enforce 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, in stores). Funded activities will include:

- Retail enforcement operations;
- On-site education and educational materials to retailers;
- Enforcement officers with education about tobacco laws and ordinances;
- Annual minor decoy operation
- Annual shoulder tap operation

The grant award amount is \$126,000 and projects are expected to begin on or about November 1, 2025 and must terminate on or before June 30, 2029.

The budget breakdown is as follows:

<b>EXPENSE</b>	<b>FY 2025-26</b>	<b>FY 2026-27</b>	<b>FY 2027-28</b>	<b>TOTAL AWARD</b>
Contract-Riverside County Sheriffs Dept (Overtime)	\$ 35,000	\$ 40,000	\$ 45,000	\$ 120,000
Administrative Costs	\$ 1,750	\$ 2,000	\$ 2,250	\$ 6,000
<b>TOTAL</b>	<b>\$ 36,750</b>	<b>\$ 42,000</b>	<b>\$ 47,250</b>	<b>\$ 126,000</b>

**ALTERNATIVES:**

1. Adopt Resolution No. 2025-58 Authorizing the City Manager to Accept a Proposition 56 Tobacco Grant Award from the State of California Department of Justice in the Amount of \$126,000 to Conduct Retail Enforcement Operations in the City of Coachella
2. Not Adopt Resolution No. 2025-58 Authorizing the City Manager to Accept a Proposition 56 Tobacco Grant Award from the State of California Department of Justice in the Amount of \$126,000 to Conduct Retail Enforcement Operations in the City of Coachella

**FISCAL IMPACT:**

The total amount of this grant award is \$126,000, which includes \$6,000 for administrative costs.

**ATTACHMENTS:**

1. Resolution No. 2025-58