

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

A. GENERAL INFORMATION

1. Date

2018-03-16

2. Department

Governor's Office of Business and Economic Development

3. Organizational Placement (Division/Branch/Office Name)

Community Reinvestments Grant Program

4. CEA Position Title

Deputy Director, Community Reinvestments Grant Program

5. Summary of proposed position description and how it relates to the program's mission or purpose. (2-3 sentences)

The Governor's Office of Business and Economic Development (GO-Biz) proposes the establishment of a CEA B to perform the duties of Deputy Director, Community Reinvestments Grant Program mandated by the recent passage of Proposition 64 - the Adult Use of Marijuana Act (AUMA) - and the provisions specified in Revenue and Taxation Code (RTC) section 34019(d). This new program will be phased-in and expanded over a five-year period and will award competitive grants to local health departments and qualified community-based nonprofit organizations that support various substance use treatment, job placement, legal services and other cannabis use-related programs available in California. The proposed position will have full management and policy formulation responsibility for all aspects related to the development, implementation and administration of the GO-Biz Community Reinvestments Grant Program (CRGP).

6. Reports to: (Class Title/Level)

Director, Governor's Office of Business and Economic Development

7. Relationship with Department Director (Select one)

- Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(Explain):

8. Organizational Level (Select one)

- 1st 2nd 3rd 4th 5th (mega departments only - 17,001+ allocated positions)

B. SUMMARY OF REQUEST

9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

As a member of the GO-Biz Senior Staff, the CEA B will serve as the Deputy Director, Community Reinvestments Grant Program (CRGP), and will direct and manage the CRGP and formulate policies, procedures, and regulations related to the CRGP and ensure they are in compliance with the requirements established by Proposition 64 (the Adult Use of Marijuana Act) and Revenue and Taxation Code (RTC) section 34019 (d). GO-Biz is statutorily mandated to solicit, review and award competitive grants to local health departments and qualified community-based nonprofit organizations that support various substance use treatment, job placement, legal services and other cannabis use-related programs available in California. The proposed position will have full management and policy formulation responsibility associated with the development, implementation and administration of the CRGP.

The duties of the proposed CEA B will include but are not limited to:

Policy and Program Oversight:

- Advise the GO-Biz directorate on all policy matters related to the CRGP;
- Formulate and implement grant program policies, procedures, practices and regulations to ensure compliance with the requirements of Proposition 64 and the RTC;
- Provide expert consultative advice to the GO-Biz Director, Chief Deputy Director, and departmental management and line staff related to CRGP issues and concerns;
- Provide guidance, oversight, and leadership to CRGP staff to ensure compliance with Proposition 64.

GO-Biz Representation:

- Coordinate, collaborate and communicate with the Labor and Workforce Development Agency and the State Department of Social Services while developing, implementing and administering the GO-Biz CRGP;
- Work with local health departments and non-profit community based organizations to solicit input and guidance regarding the development of CRGP policies, regulations and guidelines;
- Represent GO-Biz at Legislative committee and subcommittee meetings; serve as a subject matter expert at administrative and legislative hearings regarding activities and objectives of the CRGP;
- Work with control agencies (DOF, SCO, Treasury Department, DGS, Fi\$Cal, etc.) in the administration of the CRGP.

Public Outreach:

- Conduct workshops with stakeholders to solicit input regarding the GO-Biz CRGP mission, values, strategic goals, objectives and outcomes, policies, regulations, review criteria and procedures;
- Identify best grant program administration practices from existing government, non-profit and academic entities;
- Organize, conduct and facilitate public meetings;
- Communicate and market GO-Biz's CRGP with a network of stakeholders and other interested parties;
- Develop a marketing and education plan to inform and educate local public health departments and community-based organizations involved with cannabis-related treatment and other services about the CRGP.

Grant Program Administration:

- Create CRGP organization structure and staffing requirements;
- Develop performance measures and processes to evaluate GO-Biz's CRGP progress and success;
- Identify core CRGP competencies;
- Responsible for the day-to-day management of the CRGP staff and ensure the CRGP meets all strategic objectives; directs, supervises and ensures proper training and evaluation of subordinate staff; and assure that financial, human resources and other administrative requirements are satisfied;
- Oversee the CRGP's budget, and develop fiscal strategies and allocate program resources by continuously monitoring and analyzing CRGP activities to identify potential issues and evaluate program effectiveness;
- Oversee the development of the contract and accounting systems and processes that will process, store and generate reports grant contracts and invoices;
- Oversee the development and maintenance of processes, procedures and data systems to monitor and periodically evaluate programs that receive GO-Biz CRGP grants.

B. SUMMARY OF REQUEST (continued)

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- Program is directly related to department's primary mission and is critical to achieving the department's goals.
- Program is indirectly related to department's primary mission.
- Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: The Governor's Office of Business and Economic Development (GO-Biz) provides a single point of contact for economic development, business assistance and job creation efforts in California. GO-Biz works with companies and organizations within California and across the nation to market the benefits of doing business in California, recruit new businesses, retain businesses, and support job growth. Moreover, GO-Biz serves as the Governor's lead entity for economic strategy and the marketing of California on issues relating to business development, private sector investment, economic growth, export promotion, permit assistance, innovation and entrepreneurship. Essentially, GO-Biz serves as the State of California's leader in job growth and economic development efforts.

The establishment of the GO-Biz Community Reinvestments Grant Program (CRGP) will directly support the accomplishment of GO-Biz's mission through the creation of a significant number of jobs in local public health departments and their subcontractors, and the creation of jobs in the non-profit community-based programs, legal service providers and other substance use treatment programs that will receive CRGP grant funding. The passage of Proposition 64 and the enactment of implementing legislation has placed this responsibility with GO-Biz. As such, the proposed CEA incumbent will be responsible for developing the mission statement and the strategic goals and objectives for the new CRGP, which will then be folded into GO-Biz's recently created strategic plan. The proposed CEA therefore, will have a dramatic effect on GO-Biz's ability to achieve its job creation and economic development mission as well as provide a significant public health benefit to California citizens in need of substance use treatment services.

B. SUMMARY OF REQUEST (continued)

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

The Adult Use of Marijuana Act (AUMA) (Proposition 64) was a 2016 voter initiative to legalize recreational use of cannabis in California. The full name of the measure was the "Control, Regulate and Tax Adult Use of Marijuana Act". The initiative won voter approval and was enacted in the Revenue and Taxation Code (RTC) on November 9, 2016 (Part 14.5, sections 34010-34021.5). The RTC was later amended and retitled to the Cannabis Tax in June, 2017.

RTC section 34019 (d) mandates GO-Biz to implement and administer a CRGP to local health departments and qualified community-based nonprofit organizations to support various substance use treatment, job placement, legal services and other cannabis use-related programs available in California. GO-Biz must award grants annually, beginning no later than January 1, 2020. The GO-Biz CRGP will receive \$10 million from the newly established California Cannabis Tax Fund (CCTF) in fiscal year 2018-19; 96 percent will fund grants and four percent will fund the staff that will administer the grant program. The funding will increase by \$10 million each subsequent year until it reaches an annual funding limit of \$50 million in fiscal year 2022-23, and for year year thereafter. The GO-Biz CRGP is legislatively mandated to function unchanged until June 2028.

The proposed CEA B will be responsible and accountable for the establishment and management of the CRGP. In addition, the CEA B will formulate and implement new program policies that satisfy the requirements specified in RTC section 34019(d) that mandate GO-Biz, in consultation with the Labor and Workforce Development Agency and the State Department of Social Services, to administer a grant program to local health departments qualified community-based nonprofit organizations, to support:

- Job placement,
- Mental health treatment,
- Substance use disorder treatment,
- System navigation services,
- Legal services to address barriers to reentry, and
- Linkages to medical care for communities disproportionately affected by past federal and state drug policies.

In addition, the CEA incumbent will have the responsibility to:

- Solicit input from community-based job skills, job placement, and legal service providers with relevant expertise as to the administration of the GO-Biz grants program;
- Periodically evaluate the programs it is funding to determine the effectiveness of the programs; and
- Award grants annually, beginning no later than January 1, 2020.

And finally, the proposed CEA position will have the primary responsibility for formulating, implementing and administering all of the new program policies, regulations, procedures and practices under the auspices of the CRGP. For example, the proposed CEA will have the responsibility to staff-up and develop new regulations, policies, procedures, forms, etc.; a communication/education plan; a website; a contract and accounting tracking system; an evaluation/audit function to ensure grant funds are used appropriately by programs that receive grants; and other program resources and services. This will entail the proposed CEA, and CRGP staff, working with other state departments, local public health departments, community-based organizations and other stakeholders to elicit input that will be necessary to successfully create and administer the GO-Biz CRGP.

C. ROLE IN POLICY INFLUENCE

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

The proposed CEA position will be responsible for formulating and implementing new grant program policies, guidelines and regulations where none currently exist; and which will have a statewide impact on local public health departments, non-profit organizations and California citizens who use cannabis products for recreational purposes. For example, policies and regulations must be developed regarding what local public health departments and community-based organizations qualify for CRGP grants; the number of grant solicitations to hold each year; develop rules for the number, value and time limits of the grants awarded; grant proposal rating criteria; how and what organizations qualify for grants; the solicitation appeal process; and so forth. These policies will affect all local public health departments in California, as well as non-profit community-based organizations that provide any of the following services:

- Job placement,
- Mental health treatment,
- Substance use disorder treatment,
- System navigation services,
- Legal services to address barriers to reentry, and
- Linkages to medical care for communities disproportionately affected by past federal and state drug policies.

New policies and protocols will have to be established to define the type and degree of interactions and influence that are stipulated in the AUMA and RTC with regards to the Departments of Workforce Development and Social Services, local public health departments, and qualified non-profit community-based organizations. All of these activities will have major statewide and local impact on the quality and level of cannabis use treatment programs and services that will be available and offered to the many California citizens who will need these resources and services.

Policies and procedures also will have to be developed for the actual management of CRGP operations and staff. For instance, internal control and risk management policies and procedures will have to be developed and implemented; grant tracking policies and systems will have to be created and maintained; the grantee evaluation program must be created and conducted for all grant recipients; etc. Consequently, how well the CRGP is managed will have a major impact on GO-Biz operations and its stakeholders in local public health departments and non-profit treatment providers located throughout the State.

C. ROLE IN POLICY INFLUENCE (continued)

13. What is the CEA position's scope and nature of decision-making authority?

The proposed incumbent will report directly to the GO-Biz directorate from the second organization level. With delegated authority from the GO-Biz directorate, the Deputy Director CRGP will have broad and independent decision-making authority for all GO-Biz CRGP activities that will have statewide impact on the operations and services provided by virtually all local public health departments within California, as well as community-based providers of legal, substance use treatment, and other cannabis-related programs in California. For example, the CEA's decision-making authority will cover all aspects of grant program activities including when and where to open grant application solicitations, grant application content, application evaluation criteria, grant award and appeal policies and procedures, stakeholder outreach methods and presentation material, protocols for involving local public health officials and non-profit treatment organizations, etc.

Moreover, the GO-Biz CRGP will have decision-making authority that will directly affect all California citizens that will require job placement, legal, and substance use services mandated by the passage of Proposition 64, the Adult Use of Marijuana Act (AUMA). The GO-Biz directorate will rely greatly on the proposed CEA for guidance and recommendations on all aspects of the grant program including the formulation of polices, regulations, practices and procedures.

The incumbent will work in consultation with the Labor and Workforce Development Agency and the State Department of Social Services, to develop and administer the GO-Biz CRGP to local health departments and qualified community-based nonprofit organizations related to cannabis use treatment, system navigation assistance, legal services and job placement services available in California.

To develop, implement and administer this new responsibility, GO-Biz will have to create a new competitive grant program virtually from scratch that will impact thousands, if not millions of California citizens who will be able to use cannabis products for recreational purposes starting January 1, 2018. As such, decisions made by the CEA B will have significant impact on statewide and local public health and workforce-related entities, as well as ensuring the availability of quality cannabis use and treatment services that will be needed by, and provided to many of California's citizens.

The proposed position also must make decisions regarding the development and implementation of a marketing and education plan to advertise and inform local public health departments and qualified community-based organizations about the CRGP, when and where public workshops will be held, when solicitation periods are open, and provide other resources necessary for them to access grant program services and respond to competitive grant application solicitations.

14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?

The CEA will be tasked with both formulating and implementing new policy related to the CRGP in a wide variety of policy areas described throughout this document, as well as interpreting and implementing existing cannabis-related policy administered by federal, state and local governments. The initial focus, however, will be on the development of new policy that will provide the decision-making and regulatory framework for the CRGP. For new policy, the CEA will become the expert on all policies and procedures regarding the development, implementation and administration of the CRGP.