Introductions & Welcoming Remarks
- Lara Gates, Cannabis Business Division
- Kim Desmond, Department of Race and Equity

Ice Breaker

Cannabis Equity Assessment
- What is Equity?
- Background on Proposition 64
- Purpose of Equity Assessment
- Proposed Cannabis Equity Program
- Cannabis Equity Survey
- Cannabis Listening Sessions
  - Guidance

Schedule and Next Steps
Ice Breaker: Table Activity

What do you enjoy most about living, working or going to school in City of San Diego?
What is Equity?

Equity occurs when we eliminate institutional racism and systemic disparities, providing everyone with equitable access to opportunity and resources to thrive, no matter where they live or how they identify.

Equality means treating everyone or community neighborhood equal through providing the same opportunity, resource, or services without differentiating how unequal systems position people differently based on structural exclusion and institutional racism.

Racial/Ethnic Disparities
Communities disproportionately impacted by criminalization, combined with the war on drugs and historic economic exploitation is based on a system of institutional and systemic racism.
2016 Adult Use of Marijuana Act (AUMA)

- Intent is to reduce barriers to entry into the legal, regulated market.
- Historic criminalization fell disproportionately on African American/Black and Latinx/Hispanic people, even though people of all races used and sold cannabis at nearly identical rates.
- Individuals convicted of cannabis offense and their families suffer long-term consequences of prohibition and criminalization.
- Difficulties entering newly created adult-use cannabis industry:
  a) Lack of access to capital
  b) Business space
  c) Technical support
  d) Regulatory compliance assistance
Purpose of Equity Assessment

Focus on inclusion and support of individuals and communities negatively impacted by cannabis criminalization.

Inform creation of San Diego’s first equity program:

- Quantitative analysis of local historical rates of arrests or convictions for cannabis law violations.
- Identification of impacts that cannabis-related policies have had on communities.
- Qualitative information on residents negatively impacted by War on Drugs:
  - Equity Assessment Survey
  - Community Listening Sessions
  - 1:1 Conversations
Proposed Cannabis Equity Program

• Assistance may include, but is not limited to:
  • Small Business Support Services:
    • Business development and technical assistance
    • Professional and mentorship services
    • Paying state regulatory and licensing fees
    • Securing business locations prior to or during application process.
    • Securing capital investments or direct access to capital
    • Tiered fees or fee waivers for cannabis-related permits and licenses
    • Regulatory compliance.
  • Recruitment, education and training
  • Legal Assistance
  • Educating cannabis consumers and communities
  • Tax incentives for existing operators to hire equity applicants
Anonymous survey to gather feedback on:
  • Eligibility
  • Existing Barriers to entry
  • Definition, goals and impacts of equity
  • Community Impacts
  • Demographics
Cannabis Listening Sessions

✓ Robust community participation:
  • 8 listening sessions in 5 Council Districts hosted with community partners and council offices
  • Qualitative data collected will be used to inform the equity assessment

✓ Gather feedback from community groups and residents whose communities have been disproportionately affected by the War on Drugs

✓ Understand what goal of equity should be, and how it should be applied.
Our community members already have within them the experience, knowledge, and wisdom to inform the most difficult disparities and challenges impacting their personal lives. Our goal is to use this wisdom to inform the development of recommendations to a Cannabis Equity Applicant Program.

- **Review** the table handout with key questions
- **Reflect** Take a moment to capture your experience on the provided handout
- **Share** Provide a highlight of your experience, knowledge and key thoughts
- **Partner** with the identified note taker at each table
- **Collect** The note taker will capture your feedback to inform our data collection
- **Report out** The moderators will capture key themes to share with the group

**Confidentiality**
The information shared at each session will not be connected to your personal name or other identifying information. We will use the feedback to inform recommendations.
# Listening Session: Table Dialogue

*Table Note Taker*

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Table 2</th>
<th>Table 3</th>
<th>Table 4</th>
<th>Table 5</th>
</tr>
</thead>
</table>

![Diagram](image)

- Current State
- Your Experience!
- Future State
Listening Session Guidance

Moderator Directions: Questions

*Note taker

🌐 When poll is active, respond at PollEv.com/flashyprize190

وضوع Text FLASHYPRIZE190 to 22333 once to join
## Listening Session Guidance

### Moderator Directions: Questions

*Note taker*

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Response</th>
<th>Key Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>How does the current cannabis industry impact you, your family and community?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>What ideas do you want to share?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Current State to Future State

- **Current State**
- **Your Experience!**
- **Future State**
Next Question!
# Moderator Directions: Questions

*Note taker

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Response</th>
<th>Key Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Who has been impacted? I.e., individuals with criminal records, their families, their communities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>What ideas do you want to share?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Current State**

- Your Experience!

**Future State**
Next Question!
# Moderator Directions: Questions

*Notetaker*

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Response</th>
<th>Key Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>What do you feel are the largest barriers to operating a cannabis business?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>What ideas do you want to share?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Diagram](current_state_future_state_your_experience)
Next Question!
### Moderator Directions: Questions

*Note taker*

<table>
<thead>
<tr>
<th>#</th>
<th>Polling Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Who should be able to obtain licenses though the future Cannabis Equity Program? (rank the list)</td>
</tr>
<tr>
<td></td>
<td>- Conviction history associated with nonviolent cannabis-related or other nonviolent drug offenses.</td>
</tr>
<tr>
<td></td>
<td>- Individuals with an immediate family member with conviction history associated with cannabis-related or other drug offenses.</td>
</tr>
<tr>
<td></td>
<td>- Lost housing in the City of San Diego after 1995 through eviction, foreclosure or subsidy cancellation.</td>
</tr>
<tr>
<td></td>
<td>- Target applicants who earned less than 80% of the median income in the City of San Diego (Currently, the median income for a family of</td>
</tr>
<tr>
<td></td>
<td>four in San Diego is $104,100).</td>
</tr>
<tr>
<td></td>
<td>- Attended school in the San Diego Unified School District.</td>
</tr>
</tbody>
</table>
Schedule & Next Steps

7/11/2022
Draft Equity Assessment Report Released for Public Review

8/25/2022
Planning Commission Item

9/7/2022
Economic Development and Intergovernmental Relations City Council Committee

9/22/2022
City Council Review and Request for Approval

10/25/2022
Report Submission to State to Meet Grant Deadline

2023: Implementation of Recommendations: Education and Training Consultant Request for Proposals, New Grant Submissions to Fund Equity Programs
Thank You and Closing Comments