

City of San Diego  
Cannabis Equity Assessment

Listening Session PowerPoint



# Agenda

## 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

Table 1

Table 2

Table 3

Table 4

Table 5

# Ice Breaker: Table Activity

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

The diagram consists of three blue circles. A large circle on the left is connected by lines to two smaller circles on the right. The top-right circle is labeled 'Equity' and the bottom-right circle is labeled 'Equality'. The large circle on the left contains the text 'Racial/Ethnic Disparities' and a paragraph of text.

## 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.

## 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

## Equality

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.

# Proposition 64

## 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

# Cannabis Equity Survey

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.



## City of San Diego Cannabis Equity Listening Sessions

**Make Your Voice Heard!**

The City of San Diego's Cannabis Business Division is partnering with the Department of Race and Equity to host eight in-person listening sessions citywide to hear from residents and communities disproportionately affected by the War on Drugs on how to reduce barriers to entry into the regulated cannabis market equitably.

Focusing on residents, communities, organizations and other impacted individuals in communities of concern, community surveys and listening session information will be used to help develop recommendations and policies for a Cannabis Equity Applicant Program to address disparities in the cannabis industry.

Date	Time	Location	Council District
May 23, 2022	5:30 p.m. - 7 p.m.	Sherman Heights Community Center 2258 Island Ave., San Diego, CA 92102	8
May 25, 2022	5:30 p.m. - 7 p.m.	North Park Recreation Center 4044 Idaho Street, San Diego CA 92104	3
May 26, 2022	4:30 p.m. - 6 p.m.	Malcolm X Library 5148 Market Street, San Diego CA 92114	4
June 2, 2022	5:30 p.m. - 7 p.m.	Mountain View Community Center 641 South Boundary St., San Diego, CA 92113	9
June 4, 2022	10 a.m. - Noon	Martin Luther King Jr. Recreation Center 6401 Skyline Dr., San Diego, CA 92114	4
June 6, 2022	6:30 p.m. - 7:45 p.m.	San Ysidro Branch Library 4235 Beyer Blvd., San Diego, CA 92173	8
June 8, 2022	5:30 p.m. - 7 p.m.	Bayside Community Center 2202 Comstock Street, San Diego CA 92111	7
June 15, 2022	6 p.m. - 8 p.m.	Zoom Virtual Meeting	All
June 16, 2022	5:30 p.m. - 7 p.m.	City Heights/Weingart Library and Performance Annex 3795 Fairmount Ave., San Diego, CA 92105	9



If you need interpretation and translation services in a language other than English and Spanish, please contact Lara Gates, Deputy Director of the Cannabis Business Division, at **619-446-5107** or at [dsdcannabis@sandiego.gov](mailto:dsdcannabis@sandiego.gov).



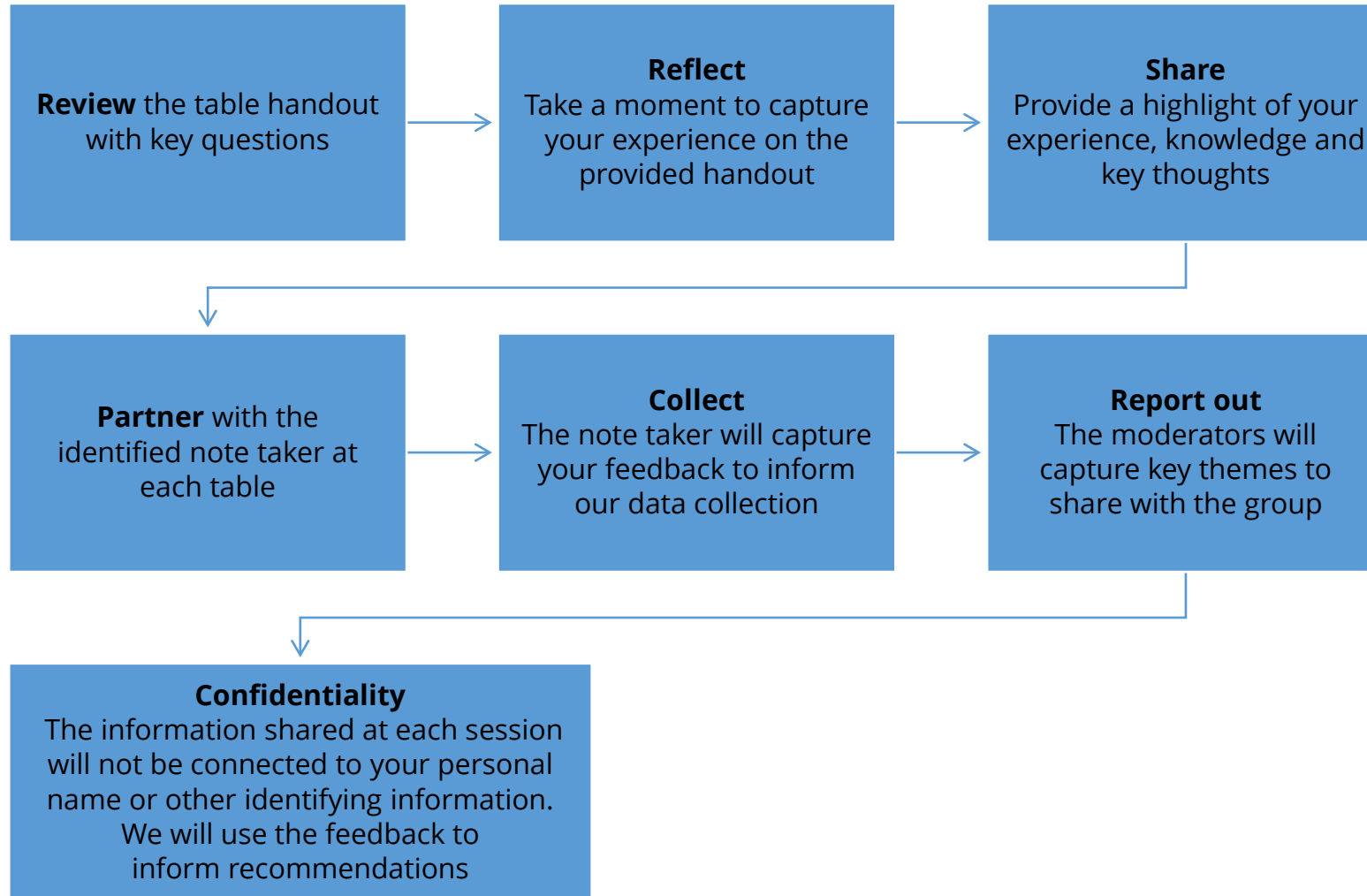
For more information and to RSVP for a listening session, please visit [sandiego.gov/listening-sessions](https://sandiego.gov/listening-sessions).



# Listening Session Guidance: Explain Station Rotation Directions

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.

Table 1
Table 2
Table 3
Table 4
Table 5



## Listening Session: Table Dialogue

\*Table Note Taker

Table 1
Table 2
Table 3
Table 4
Table 5



# Moderator Directions: Questions

\*Note taker

Table 1

Table 2

Table 3

Table 4

Table 5

🌐 When poll is active, respond at **[Pollev.com/flashyprize190](https://Pollev.com/flashyprize190)**

📧 Text **FLASHYPRIZE190** to **22333** once to join

## Moderator Directions: Questions

**\*Note taker**

- Table 1
- Table 2
- Table 3
- Table 4
- Table 5

#	Question	Response	Key Themes
1.	How does the current cannabis industry impact you, your family and community?		
2.	What ideas do you want to share?		



**Next Question!**

## Moderator Directions: Questions

\*Note taker

#	Question	Response	Key Themes
1.	Who has been impacted?  I.e., individuals with criminal records, their families, their communities.		
2.	What ideas do you want to share?		



Table 1

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**Next Question!**



# Moderator Directions: Questions

\*Notetaker

#	Question	Response	Key Themes
1.	What do you feel are the largest barriers to operating a cannabis business?		
2.	What ideas do you want to share?		



Table 1

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**Next Question!**



## Moderator Directions: Questions

\*Note taker

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#	Polling Question
1.	<p>Who should be able to obtain licenses through the future Cannabis Equity Program? (rank the list)</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Conviction history associated with nonviolent cannabis-related or other nonviolent drug offenses.</li><li><input type="checkbox"/> Individuals with an immediate family member with conviction history associated with cannabis-related or other drug offenses.</li><li><input type="checkbox"/> Lost housing in the City of San Diego after 1995 through eviction, foreclosure or subsidy cancellation.</li><li><input type="checkbox"/> 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 four in San Diego is \$104,100).</li><li><input type="checkbox"/> Attended school in the San Diego Unified School District.</li></ul>

# 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**