



Cannabis Equity Workshop

NOVEMBER 20, 2024



PRESENTED BY:

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Agenda

- Introduction and Overview
- Project Goals and Scope
- Overview of Cannabis Equity Assessment
- Barriers to Entry and Program Benefits
- Next Steps
- Q and A



Cannabis Social Equity and Its Importance

Why It Matters:

- Communities impacted by cannabis prohibition faced social, economic, and legal disadvantages.
- Social equity aims to reverse these effects by promoting fair and equitable access to the cannabis industry.

Recognizing Long-Term Impacts of Criminalization and Conviction:

- Minority communities have faced disproportionate enforcement of cannabis-related laws.
- Loss of property, reduced employment opportunities, decreased earning potential.
- Exclusion from public benefits, like housing assistance or student financial aid.

Key Goals of Cannabis Social Equity Programs:

- **Economic Justice:** Providing support to individuals from impacted communities to enter and succeed in the cannabis industry.
- **Reducing Barriers:** Addressing financial, regulatory, and social barriers that have historically hindered access for impacted communities.
- **Community Reinvestment:** Channeling resources back into communities affected by disproportionate cannabis-related arrests and convictions.



Introduction and Overview

What is Social Equity in the Cannabis Industry?

“Promoting equitable ownership and employment opportunities in the cannabis industry in order to decrease disparities in life outcomes for marginalized communities and to address the disproportionate impacts of the war on drugs in those communities”

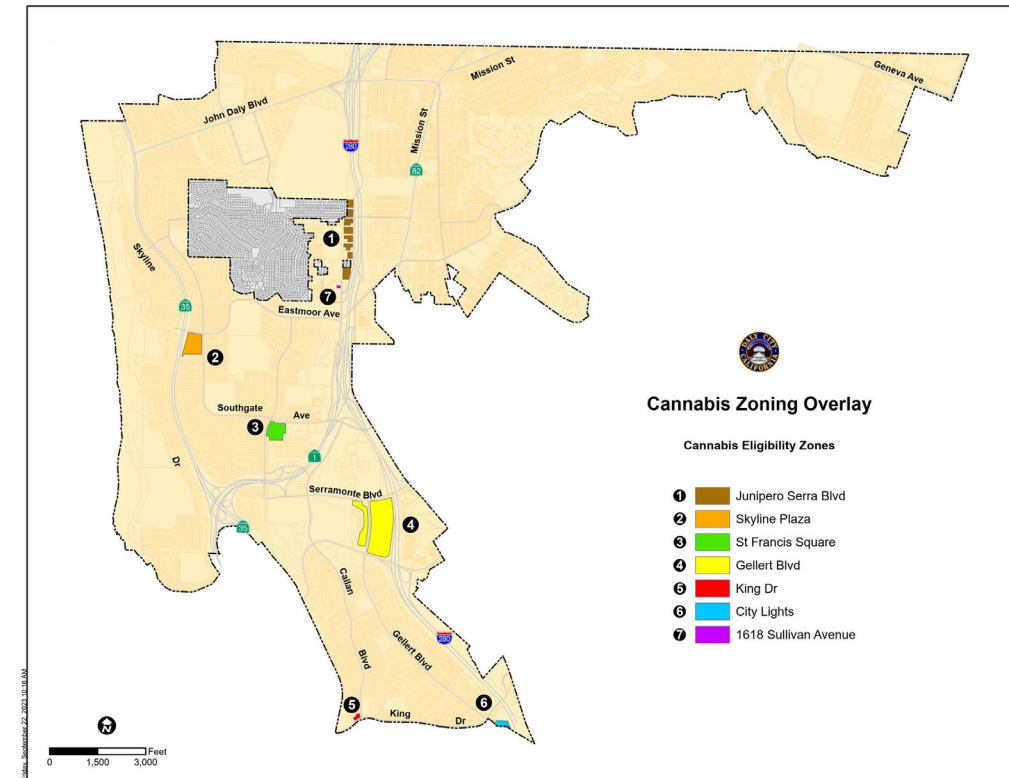
- California Cannabis Equity Act (AB 97 (Stats. 2019, Ch. 40))
 - Agreement between BCC and Go-Biz
 - Cannabis Equity Grants Program for Local Jurisdictions

- City of Daly City awarded \$75,000 Grant (Type 1)
 - Conduct social equity assessment
 - Develop local equity program



Cannabis Regulatory Landscape in Daly City

- City approved legalized Commercial Cannabis Activities in 2021
 - Chapter 5.104 (Commercial Cannabis Regulations)
 - Chapter 17.56 (Cannabis Combining District Zoning Overlay)
- **Allowed Uses:** Cannabis Retailers and Testing Laboratories
 - Retail capped at 7 businesses – one within each of the seven cannabis eligibility zones
 - One retail location operational in the City
- Lottery Selection process to award retail licenses





Developing a Local Social Equity Program



1. OUTREACH AND
EDUCATION



2. CANNABIS EQUITY
ASSESSMENT



3. PROGRAM
DEVELOPMENT

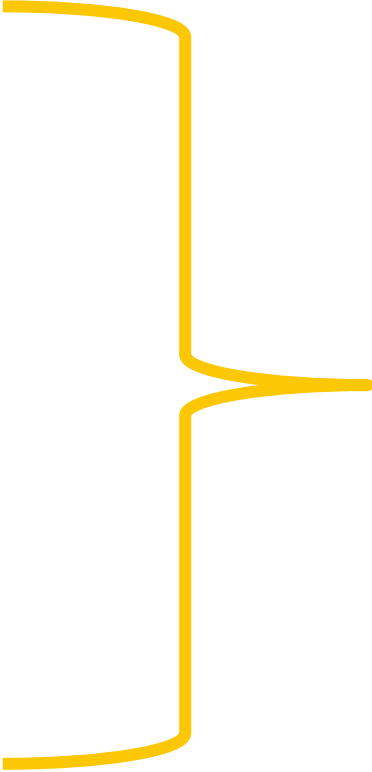


4. PROGRAM
IMPLEMENTATION



Outreach and Education

- Online Survey:
 - <https://www.surveymonkey.com/r/WDP3XQG>
- Community Meetings
- One-on-One Stakeholder Interviews:
 - Current Operators
 - Prospective Operators
 - Non-profits
 - Community
 - Economic Development
 - Local business leaders



Incorporate Feedback into Equity
Assessment and Program Development

Cannabis Equity Website

Annual Economic/
Demographic Update

Daly City At-A-Glance

Daly City Designated
Opportunity Zones

Developer Assistance

Featured Opportunity Sites

Small Business Assistance

Small Business Commission ▶

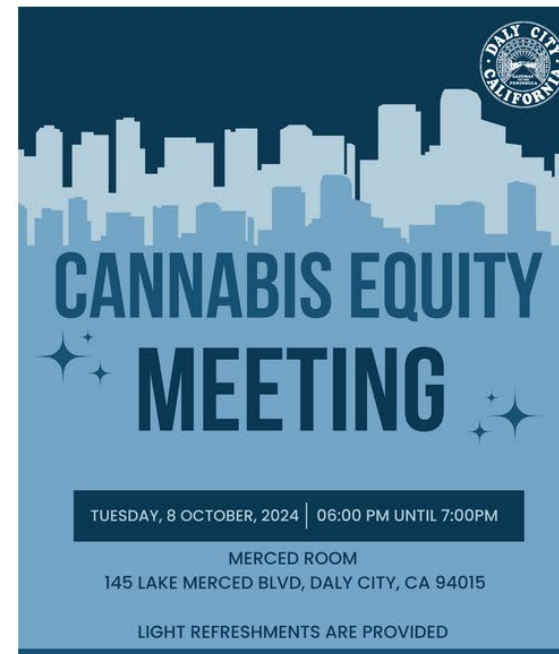
Commercial Cannabis

Microenterprise Home
Kitchen Operations (MEHKO)

Cannabis Equity

Home > Government > Departments > Economic & Community Development > Divisions > Economic Development > Cannabis Equity

Cannabis Equity



Cannabis Equity Meeting

Join us for the City of Daly City's Cannabis Equity Meeting at the Merced Room. This in-person event aims to discuss important topics surrounding cannabis equity in our community. Whether you're a business owner, resident, or simply interested in learning more, this meeting is open to everyone. Come share your thoughts, ask questions, and be a part of the conversation. Your voice matters! Use QR code to RSVP or visit [Eventbrite](#).

<https://dalycity.org/1238/Cannabis-Equity>



Cannabis Equity Assessment

Purpose: Analysis of the historical impacts of cannabis-related policies and enforcement on communities and populations within the City of Daly City.

- Data-informed look at the history of impacts the illegalization
 - Analysis of Police statistics, demographics, poverty, and unemployment
- Identify, confirm, and describe impacted communities and populations
- Discuss barriers to entry
- Provide policy recommendations for program development:
 - Program Eligibility, Program Benefits/Services, Regulatory Changes



City of Daly City Demographics

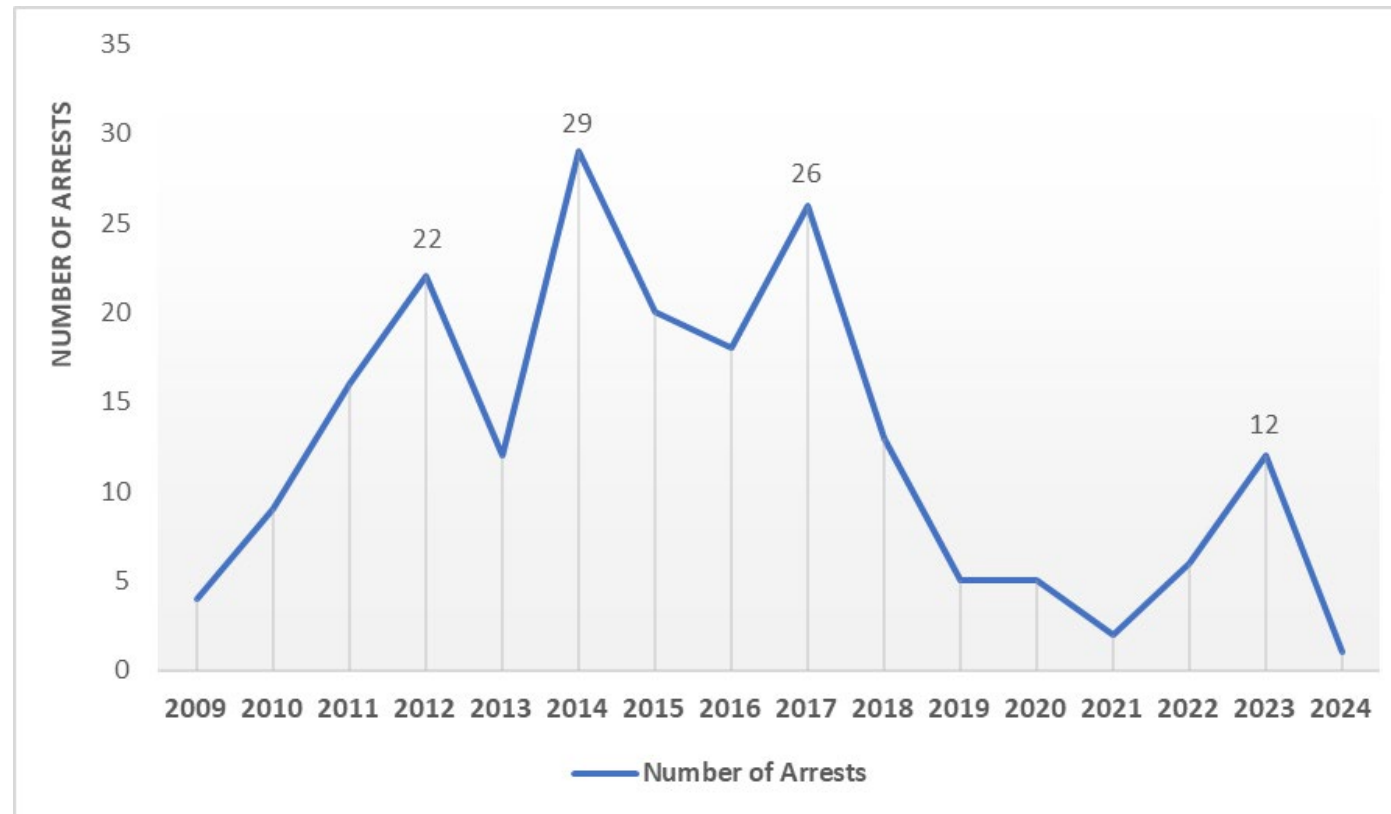
Race/Ethnicity	Population	Percent
Asian alone	61,020	58.9%
Hispanic or Latino	21,799	21.0%
White alone	18,373	17.7%
Black or African American alone	2,995	2.9%
Native Hawaiian and Other Pacific Islander Alone	1,263	1.2%
American Indian and Alaska Native alone	924	0.9%

Source: U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimate



Cannabis-Related Arrests (2009-2024)

- 200 cannabis-related arrests from 2009-2024



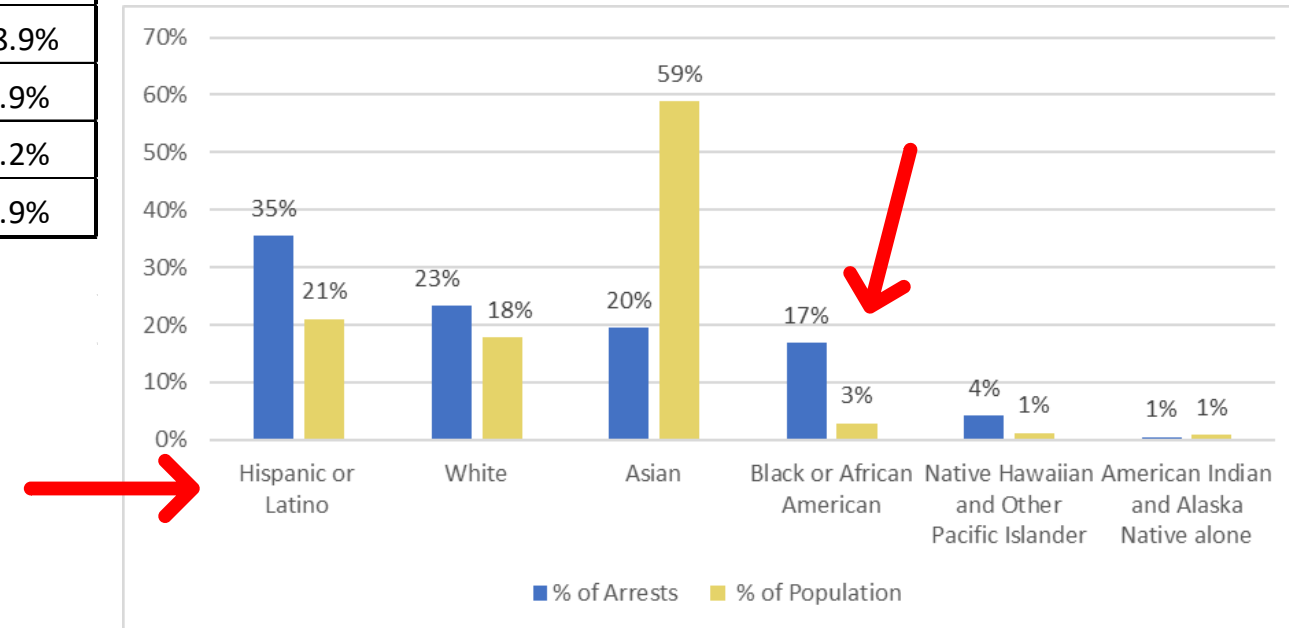


Cannabis-Related Arrests By Race

Race/ Ethnicity	Arrests (2009-2024) ¹		Population (2022) ²	
	Total	Percent	Total	Percent
Hispanic or Latino	67	35.4%	21,799	21.0%
White	44	23.3%	18,373	17.7%
Asian	37	19.6%	61,020	58.9%
Black or African American	32	16.9%	2,995	2.9%
Native Hawaiian and Other Pacific Islander	8	4.2%	1,263	1.2%
American Indian and Alaska Native alone	1	0.5%	924	0.9%

¹ Source: Daly City Police Department

² Source: U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimates

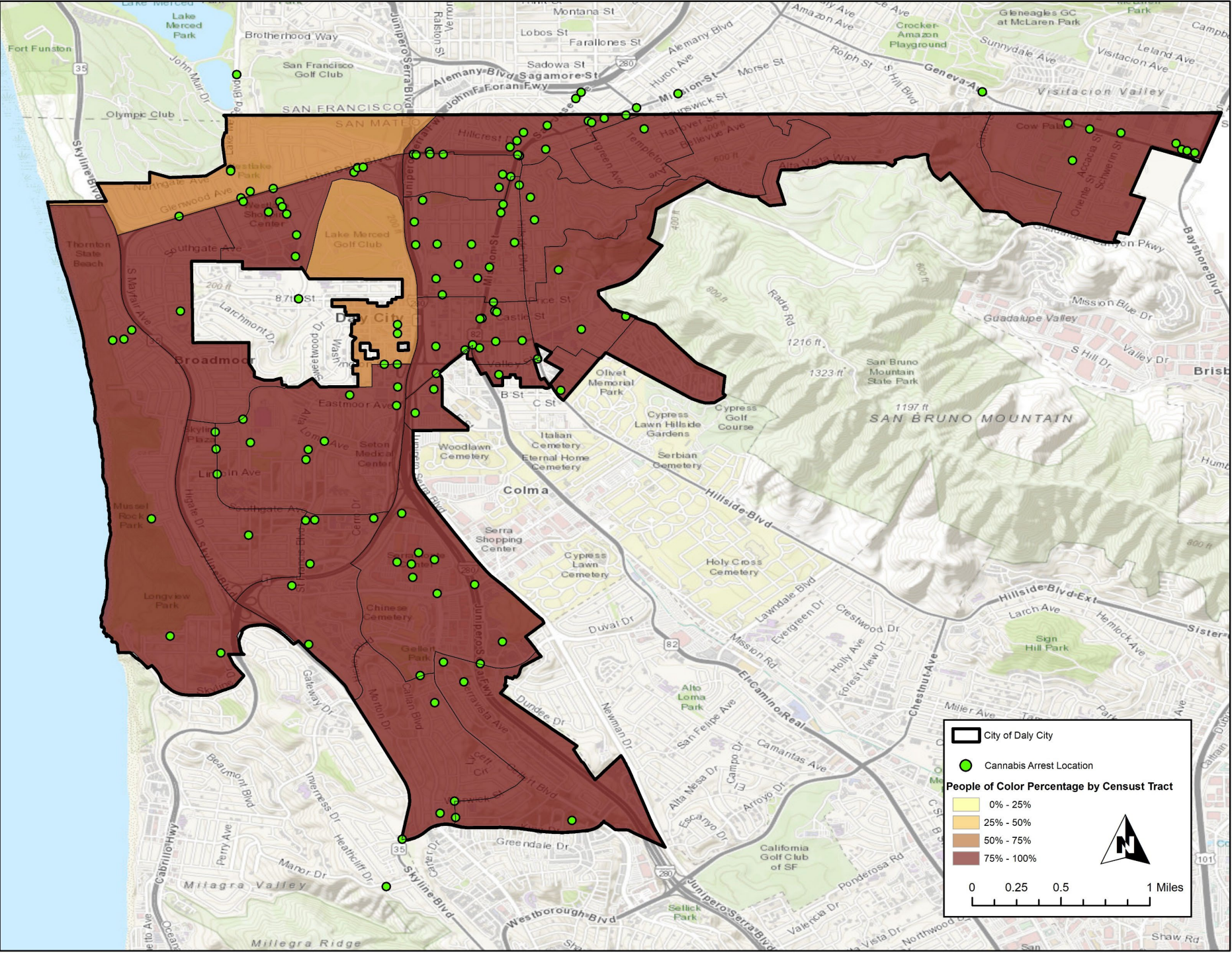




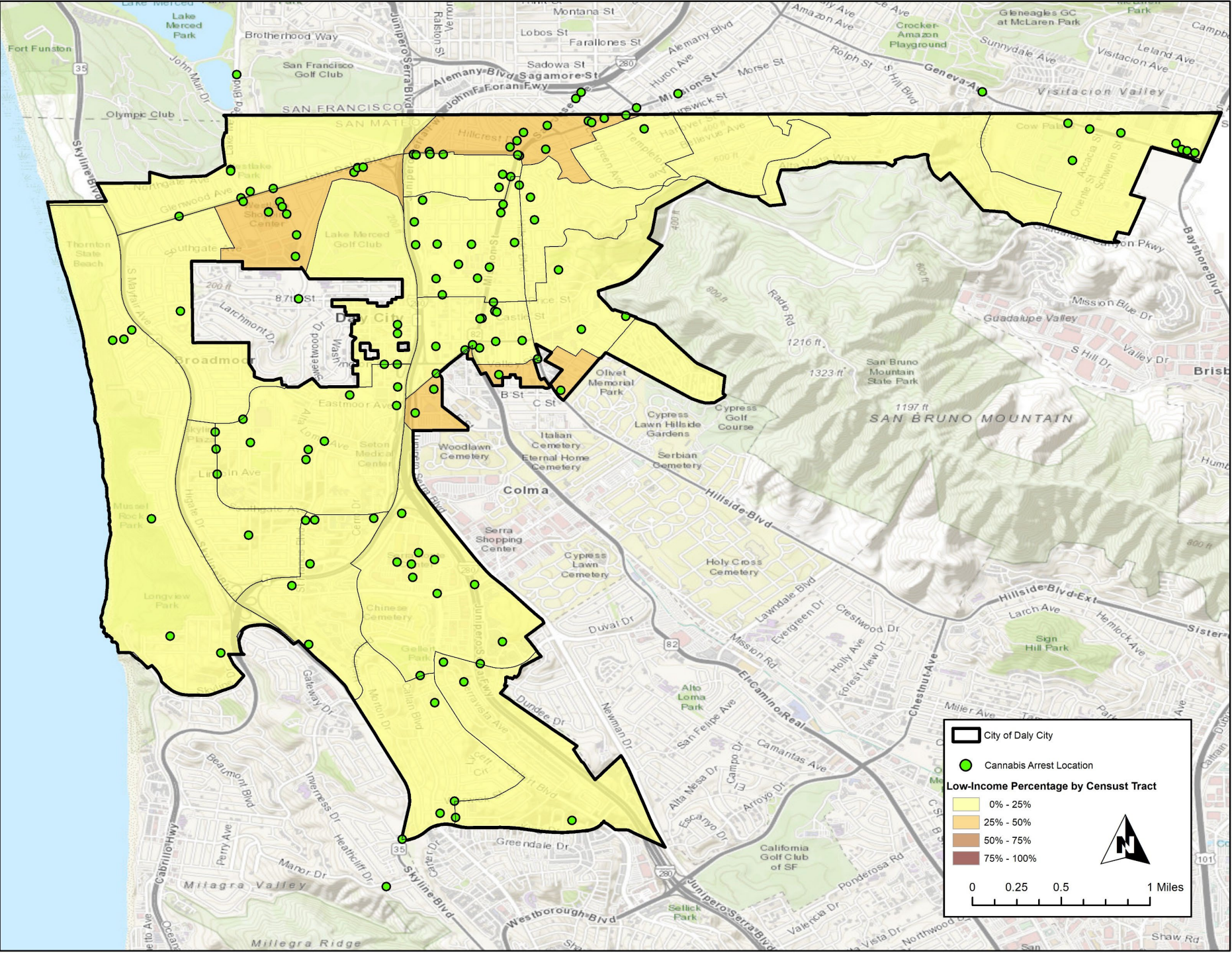
Identification of Disproportionately Affected Communities

- Three Key Indicators:
 - Minority Populations
 - Low-Income Populations
 - Educational Attainment levels
- Geospatial analysis of arrests locations across the three indicators

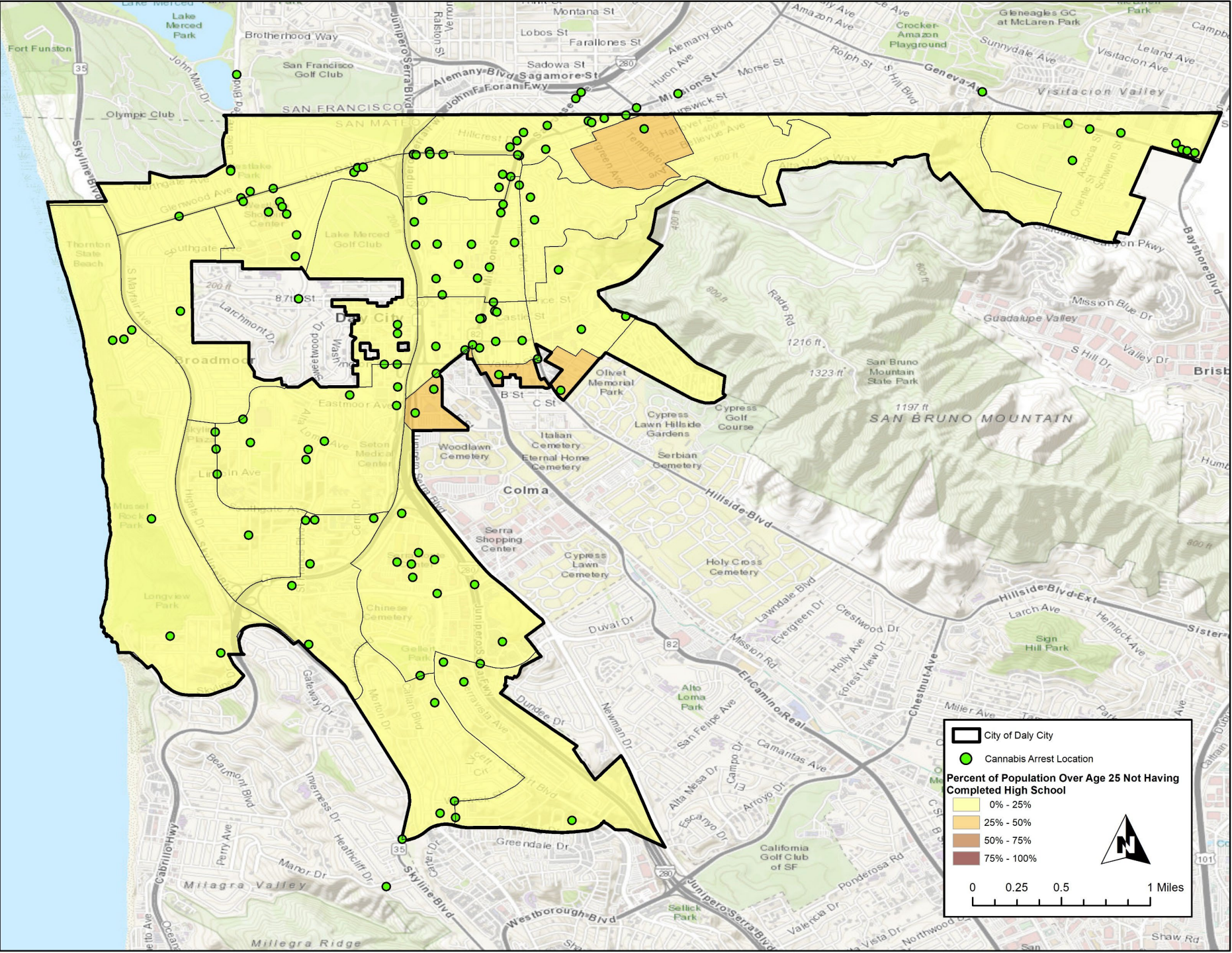
People of Color Populations



Low-Income Populations



Educational Attainment





Barriers to Entry

Financial:

- Access to capital or financing – start-up and operational
- Access to real estate
- High Fees & Taxes

Technical

- General business ownership
- Lack of industry knowledge / legal and regulatory rules
- Difficult application and permitting processes

Criminal

- Existing Criminal records

Regulatory

- Restrictive Laws and Zoning
- Caps on Licenses

Social

- Distrust of government
- Social stigma associated with Cannabis industry
- Awareness of opportunities

Potential Program Services/Benefits

Financial Assistance:

- Loans/Grants for Financing Capital
- Fee Deferral or Reduced Fees
- Training and Certification Fees

Administrative/ Technical Assistance:

- Application Assistance and Workshops
- Pro bono Legal Assistance

Business Acumen:

- General Business Development Training
- Cannabis Specific Business Development Training
- Cannabis Regulatory Compliance Training
- Workforce Development

Other:

- Expedited Application, Permitting, and Plan Check Review
- Additional Permits Reserved for Equity Applicants
- Public Outreach, Education, & Awareness Campaign Outreach
- Incubator / Shared Use Facilities / Apprenticeship Program
- Record Expungement Program



Eligibility Criteria

- Eligibility criteria should:
 - Aid communities and populations within Daly City
 - Prioritize individuals previously arrested or convicted for cannabis-related offenses
- Structured and defined to capture majority of impacted individuals
 - Narrow definition – potentially excludes impacted individuals
 - Broad definition – allows non-impacted individuals to benefit
- Criteria to consider:
 - Individuals or immediate family members with prior conviction history
 - Low-income status
 - Residency
 - Ownership
 - Eligibility Tiers



Next Steps

Task 1: Cannabis Equity Assessment

Quantitative Data Collection	Complete
Draft Assessment & Analysis	Underway
Stakeholder Interviews	Underway
Program Development	January 2025
Report and Program Adoption	February 2025



Questions and Answers Session

- How does the current cannabis industry impact you, your family and community?
- What do you feel are the largest barriers to operating a cannabis business?
- What program benefits/services would be most beneficial? (I.e. Grants, Technical Assistance, legal support)
- What do you think are some qualifying eligibility criteria for applicants that should take priority in receiving equity assistance? (I.e. Prior cannabis-related arrest record, Low-income, City residency)
- Are there Policy changes you would like to see to City's Cannabis Ordinance? (I.e. more permits, zoning changes, ect.?)



Contact Information

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Scan to Take the Survey!

