

Cannabis Equity Workshop

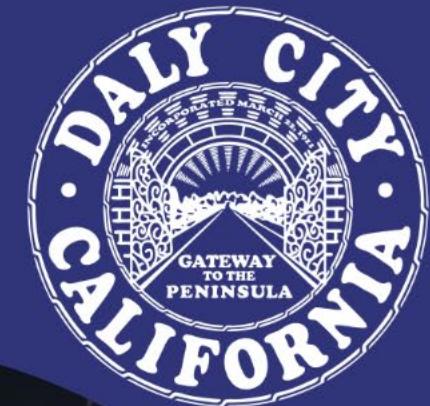
APRIL 9, 2025



PRESENTED BY:

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DR. AYOKA NURSE, GLOBAL REACH STRATEGIES





Agenda

- Equity Assessment Findings Summary
- Outreach Summary
- Proposed Equity Program
- Next Steps
- Q and A



Developing a Local Social Equity Program



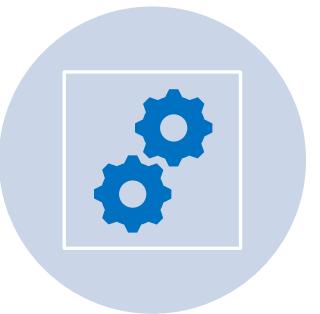
**1. OUTREACH AND
EDUCATION**



**2. CANNABIS EQUITY
ASSESSMENT**



**3. PROGRAM
DEVELOPMENT**



**4. PROGRAM
IMPLEMENTATION**



Cannabis Equity Assessment

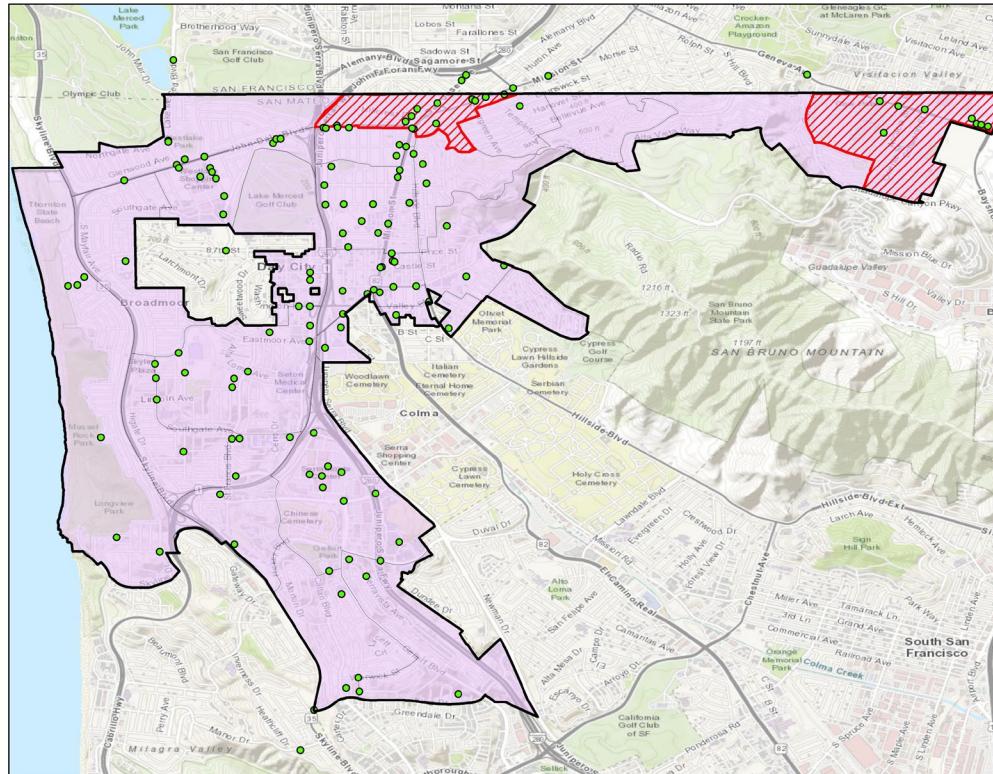
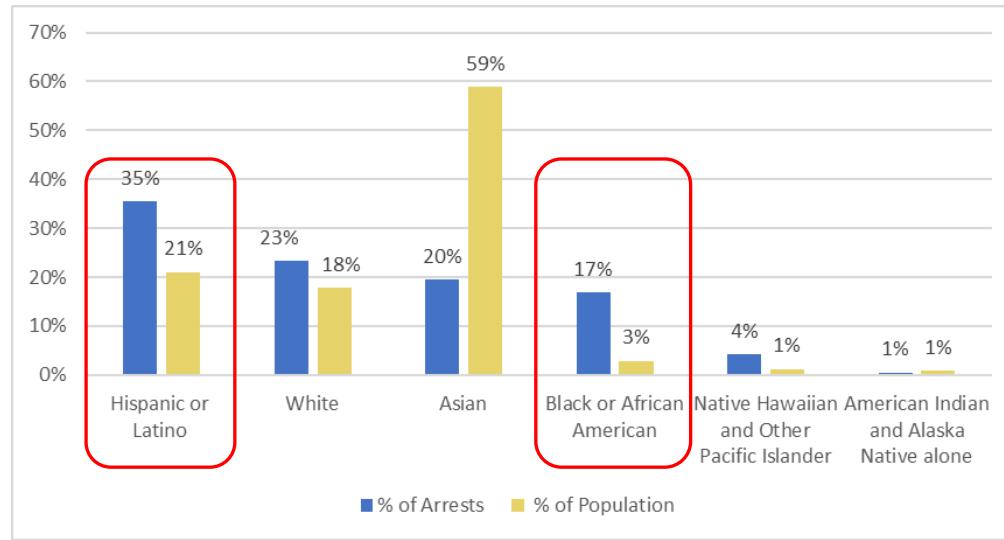
Purpose: Analysis of the historical impacts of cannabis-related policies and enforcement on communities and populations within the City of Daly City.

- 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



Equity Analysis – Key Findings

- 200 cannabis-related arrests (2009-2024)
- Black & Hispanic/Latino populations disproportionately arrested
- Most impacted neighborhoods: Mission Street/Crocker Ave and Bayshore





Summary of Stakeholder Outreach

➤ Key Takeaways:

- Barriers to Entry & Financial Challenges
- Smoke Shops & Illicit Market Competition
- Oversaturation of Retail Licenses
- Land Use & Zoning Restrictions

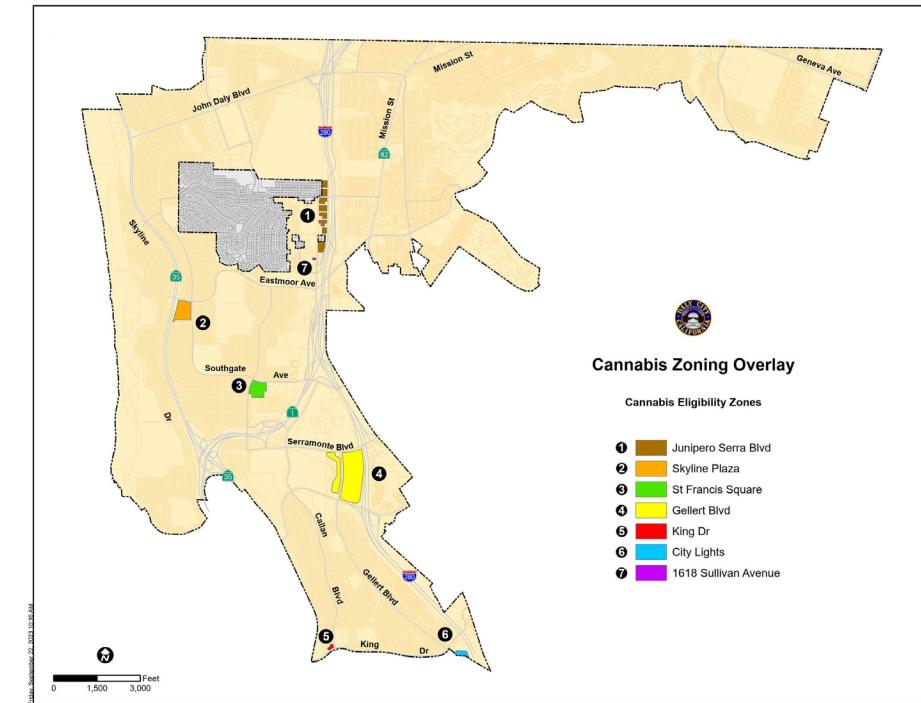
➤ Stakeholders suggest:

- Stronger enforcement against unlicensed shops.
- Balanced retail licensing to avoid oversaturation.
- Landlord incentives to lease to equity applicants.
- Zoning reforms for more equitable access to property.



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
- **Retail Licenses:**
 - Four licenses issued for Zones 1,2,5 and 7
 - Two are currently operational in Zones 1 and 5
 - Three are left in Zones 3, 4 and 6
- Lottery Selection process to award retail licenses





Expanding Equity Opportunities in Daly City

➤ Open New Equity Eligibility Zones

- Add two (2) new Eligibility Zones in historically impacted areas (Bayshore & Mission Street)

➤ Equity Retail Licenses

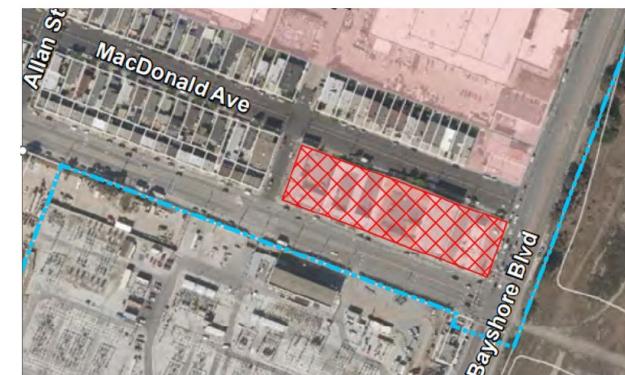
- Reserve remaining retail licenses for Equity

➤ Potential New Cannabis Use Types

- Distribution
- Microbusiness (Retail, Distribution, Non-Volatile manufacturing)
- Non-Storefront Retail



Area A (Mission Street between Crocker Avenue and Templeton Avenue)



Area B (Geneva Avenue between Talbert Street and Bayshore Boulevard)



Area C (Geneva Avenue between Castillo Street and Calgary Street)



Proposed Eligibility Criteria

➤ ***To qualify as an Equity Applicant, individuals must meet all of the following:***

○ **Justice Impact:**

- Arrest or conviction for a cannabis offense (or an immediate family member) in California or United States prior to November 8, 2016

○ **Income & Asset Limits:**

- Household income below 80% of the Area Median Income (San Mateo County) OR eligible for public assistance (e.g., CalFresh, Medi-Cal, CalWORKS, SSI, SSDI) AND a net worth under \$250,000

○ **Residency Bonus:**

- Residency requirement is built into the lottery - Applicants who meet this get more entries



Potential Program Services

➤ Technical Assistance

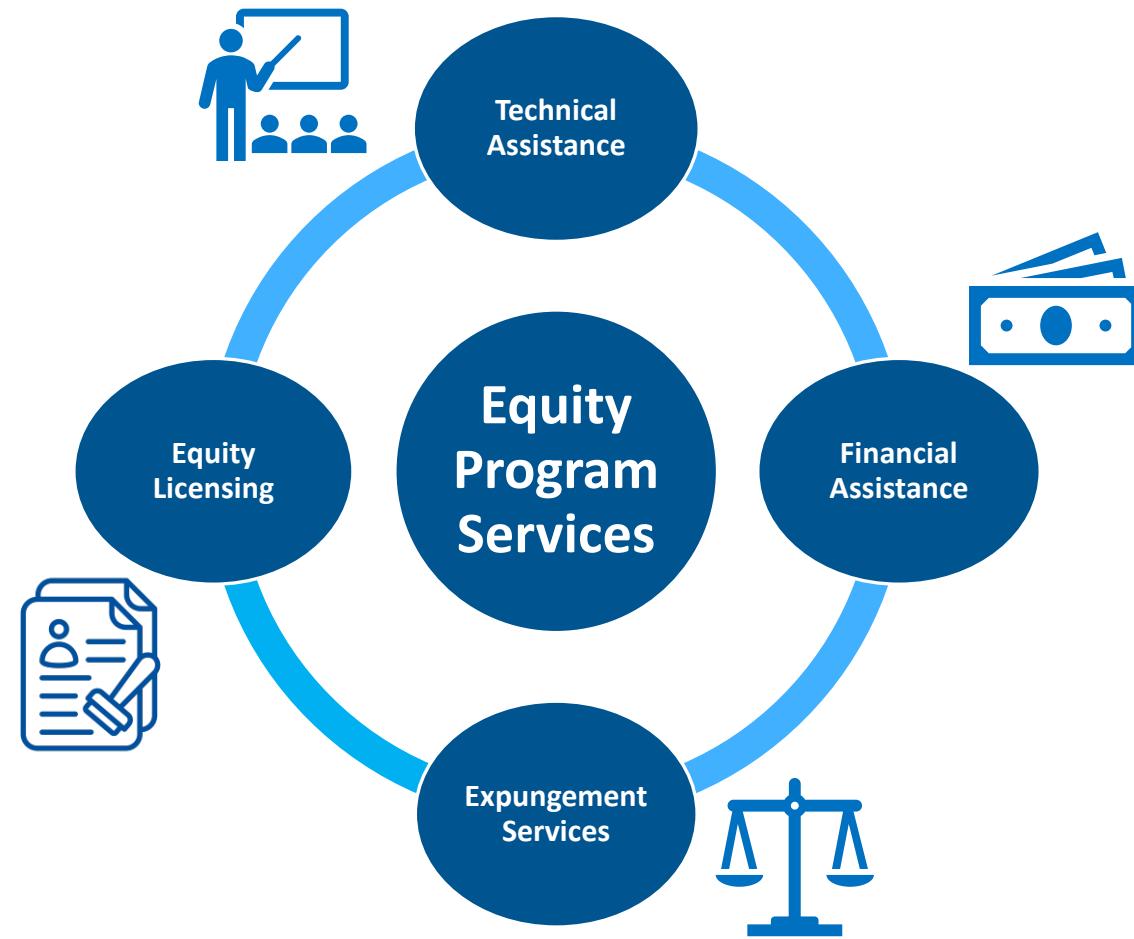
- Cannabis Certification & Business Development Courses
- Application Assistance and Workshops

➤ Financial Assistance

- Fee waivers
- Direct Grants (depending on availability of State Grant funding)

➤ Equity Licensing

➤ Expungement Services





Next Steps

Cannabis Equity Development and Implementation

- Small Business Commission – Approval of Proposal for New Cannabis Zones (March 13, 2025)
- Cannabis Subcommittee (April 2025)
- Planning Commission (May 2025)
- City Council (July 2025)



Questions & Answers



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