



CITY OF SANTA ROSA

Cannabis Equity Assessment

October 2023



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Table of Contents

Introduction	1
1. Cannabis Equity Analysis	2
Methodology	2
Cannabis Enforcement History	2
City of Santa Rosa Demographics	4
Cannabis-Related Arrests and Citations	5
Cannabis-Related Arrests by Race/Ethnicity	5
Identification of Disproportionately Affected Communities	7
Disproportionately Affected Communities Findings	12
Conclusions Regarding Disproportionately Affected Communities	14
2. Overview of Cannabis-Related Businesses and Activities	15
City of Santa Rosa Cannabis Legislative History	15
Allowable Land Use Zones	15
Permitting:	16
Fees:	18
Taxation:	18
Current Cannabis Businesses	18
3. Barriers to Entry	19
Financial Barriers	19
Technical Barriers	21
Criminal Barriers	23
4. Best Practices	24
City of Oakland - Cannabis Equity Program (2017)	24
San Francisco – Office of Cannabis - Equity Program (2017)	25
City of Sacramento - Cannabis Opportunity Reinvestment and Equity (C.O.R.E.) Program (2018)	27
City of Los Angeles – Cannabis Social Equity Program (2017)	28
City of Long Beach – Cannabis Equity Program (2018)	29
5. Community Outreach and Feedback	32
Online Survey	32
Community Meetings	32
Stakeholder Interviews	33

Summary of Feedback and Common Themes..... 33

6. Findings and Recommendations..... 37

- 1. Equity Program Eligibility Criteria..... 37
- 2. Equity Program Application and Permitting..... 39
- 3. Equity Program Benefits and Services..... 40
- 4. Expungement Program..... 40
- 5. Workforce Development Opportunities 41
- 6. Equity Program Funding 42
- 7. Public Outreach and Education 42
- 8. Program Data Collection..... 43
- 9. Ongoing Program Monitoring and Updates 44

Appendix A: The City of Santa Rosa Cannabis Equity Website 45

Appendix B: Cannabis Equity Assessment Survey (English) 46

Appendix B: Cannabis Equity Assessment Survey (Spanish)..... 75

Appendix C: Community Meeting Invitation 90

List of Figures

Figure 1 – Distribution of Race/Ethnicity, City of Santa Rosa (2021)..... 4

Figure 2 – Cannabis-Related Arrests by Year, City of Santa Rosa (2004-2023) 5

Figure 3 – Cannabis-Related Arrests by Race/Ethnicity, City of Santa Rosa (2004-2023) 6

Figure 4 – Population Percentage vs. Arrest Percentage, City of Santa Rosa (2004-2023)..... 6

Figure 5 – People of Color as a Percentage of Population..... 9

Figure 6 – Low-Income Households as a Percentage of Population..... 10

Figure 7 – Educational Attainment 11

Figure 8 – Disadvantaged Census Blocks 12

Figure 9 – Cannabis Permitting Timeframe 16

Figure 10 – Cannabis Permitting Flowchart..... 17

Introduction

Long-standing and persistent obstacles to general business opportunities for affected communities that exist broadly within the United States are even more severe regarding cannabis-related businesses, largely because of the long-term consequences of cannabis enforcement associated with the racial targeting from the War on Drugs. The devastating impact of the cannabis prohibition era in California has been felt throughout the state, especially for Black, Indigenous, People of Color (BIPOC). These communities have borne a disproportionate burden from arrest, convictions, and collateral consequences following convictions. The long-term consequences of cannabis enforcement coupled with generational poverty, education gaps, and additional barriers to entry, make it extraordinarily difficult for affected individuals to enter the regulated cannabis industry.

The primary purpose of this Cannabis Equity Assessment (“Equity Assessment”) is to examine the impact of cannabis criminalization in the City of Santa Rosa (“City”) and to identify barriers that have prevented communities and individuals from participating in the legal cannabis industry. This Equity Assessment utilizes a data-driven analysis to identify communities that have been disproportionately impacted by cannabis criminalization, including data on arrests, poverty rates, educational attainment levels, and other indicators of the impact of cannabis enforcement. Furthermore, the Equity Assessment also reviews the characteristics of the existing cannabis industry to understand the barriers to entry faced by affected communities within the City.

The goal of this Equity Assessment is to inform the development and implementation of a cannabis equity program in the City, which is a set of policies, programs, or initiatives designed to assist affected communities in entering the legal cannabis industry and succeeding as entrepreneurs. It is important for the City’s cannabis equity program to be designed and implemented in a way that is transparent, accessible, and fair, and that considers the specific needs and challenges directly faced by impacted communities within the City.

1. Cannabis Equity Analysis

Methodology

This Equity Assessment analyzes historical cannabis-related arrest statistics in the City of Santa Rosa as they relate to low-income and minority communities to identify communities disproportionately affected by cannabis enforcement. Historical cannabis-related arrest data, provided by the Santa Rosa Police Department (“SRPD”), were overlaid on census tract data to identify spatial and demographic disparities in cannabis-related arrests and to determine arrest “hot spots” within the City. Finally, low-income census tracts and neighborhoods were mapped to determine whether a nexus exists between the identified arrest hot spots and low-income populations in order to identify communities disproportionately affected by cannabis enforcement.

Cannabis-related arrest data was obtained from the SRPD for years 2004 to 2023. Low income and demographic data were derived from the 2017-2021 American Community Survey (ACS) 5-Year Estimates. The U.S. Census Bureau provides and publishes both ACS 1-year estimates and 5-year data.

Cannabis Enforcement History

Prior to the 1900’s, cannabis was cultivated throughout the United States primarily for its industrial use (as “hemp” for use in a variety of commercial items including paper, rope, textiles, etc.) and its medicinal uses with very little targeted government regulation. Cannabis use for its psychoactive effects began to increase during the 1900’s, simultaneously a widespread national “anti-intoxicant” sentiment that resulted in prohibition of alcohol was also emerging.

As a result, beginning in the early 1900s, most States began placing restrictions on the cultivation and sales of cannabis. The first national regulation of cannabis was created by the Marihuana Tax Act of 1937 (as marijuana was spelled at the time), which placed a tax on the sale of cannabis and allowed for law enforcement to make arrests for non-payment of the tax. The Narcotic Control Act of 1961 and the Controlled Substances Act of 1970 officially made the manufacture, importation, possession, use, and distribution of cannabis illegal throughout the United States. The Drug Enforcement Agency (DEA) was created in 1973 and began increasing its enforcement activities, while recreational cannabis use was also increasing – first as popularized by the counter-culture revolution of the time and then as it moved into the more mainstream population. The term “War on Drugs” emerged following several press conferences held by then-President Richard Nixon during the Summer of 1971.

The Comprehensive Crime Control Act of 1984 increased federal penalties for cultivation, possession, or transfer of marijuana; and the 1990 Crime Control Act provided funding for local law enforcement agencies to seize private property associated with unlawful drug activities, including cannabis cultivation or distribution.

Illegal cannabis use was increasing, and so was the response from law enforcement. In their 2012 definitive analysis on the subject (“How Risky Is Marijuana Possession? Considering the Role of Age, Race and Gender”), researchers Holly Nguyen and Peter Reuter point out that:

“There has been a dramatic rise in the number of arrests for simple possession since 1991. In 2008, about 800,000 individuals were arrested for possession of small amounts of marijuana (typically less than an ounce). That figure was more than three times the number in 1991.”

And most importantly, Nguyen and Reuter showed that although cannabis use rate was about the same for White and Black Americans, rates of arrest are about three times higher for Black Americans:

“Although Whites and Blacks show an overall increase in arrest rates since 1991, the rates for the two races are markedly different. In 1991, Blacks were arrested twice as often as Whites. In 2008, Blacks were more than three times likely to be arrested as Whites. This starkly contrasts with their almost identical rates of use.”

Meanwhile, although the War on Drugs continued to rage and affect Black/African American, LatinX and indigenous communities disproportionately, attitudes of Californians began to change significantly in the early 1990s. The medicinal value of cannabis to HIV patients for appetite stimulation and pain management was well supported by Californians who began a 20-year acceptance of medicinal, and ultimately recreational, cannabis along with the associated decriminalization.

In 1996, Californians passed Proposition 215, the Compassionate Use Act, which allowed for the uses of medicinal cannabis. In 2011, there were notable changes in California law, and some misdemeanor marijuana statutes were re-classified as infractions, leading to a significant decline in misdemeanor marijuana arrests. The Medical Marijuana Regulation and Safety Act was adopted by the California Legislature in 2015, and in of November 2016, California voters passed Proposition 64, which legalized the possession and use of marijuana for individuals 21 years of age and older and reduced the offense degree for a number of marijuana-related offenses. Proposition 64 essentially ended cannabis prohibition in California. For example, in 2014, there were 13,300 felony arrests for cannabis in California, where that number had dropped to 1,181 by 2019.

However, much of the damage from disproportionate enforcement of cannabis-related laws had already been done, and the long-term effects of the War on Drugs, have persisted and are well documented. For example, in their 2017 research for the Cato Institute (“Four Decades and Counting: The Continued Failure of the War on Drugs”) Christopher J. Coyne and Abigail R. Hall point out that:

“A felony drug charge can also cause an individual to lose eligibility to work for the federal government; enlist in the U.S. Armed Forces; obtain an import, customs, or other license; or obtain a passport. Many private-sector job applications require criminal background checks and the disclosure of felony convictions, preventing individuals convicted of drug offenses from obtaining gainful employment. Given the rate at which minorities are arrested for crime, this has immense implications for the long-term prosperity of both individuals and broader communities.”

Further, in its 2020 “Crime in California” report, the California Department of Justice indicated that although the overall number of arrests for cannabis related activities is trending downward since legalization, arrests are still disproportionately high for non-white citizens – Hispanics citizens accounted for nearly 42% of those arrests, followed by Blacks citizens, at 22%, with White citizens at 21%.

City of Santa Rosa Demographics

Figure 1 below shows the City of Santa Rosa 2017-2021 5-Year demographic estimates. For people reporting one race alone, 62.3 percent were White; 34.0 percent were Hispanic or Latino; 5.9 percent were Asian; 2.0 percent Black or African American, 1.2 percent were American Indian and Alaska Native; 0.4 percent were Native Hawaiian and Other Pacific Islander. An estimated 8.9 percent reported two or more races.

Figure 1 – Distribution of Race/Ethnicity, City of Santa Rosa (2021)

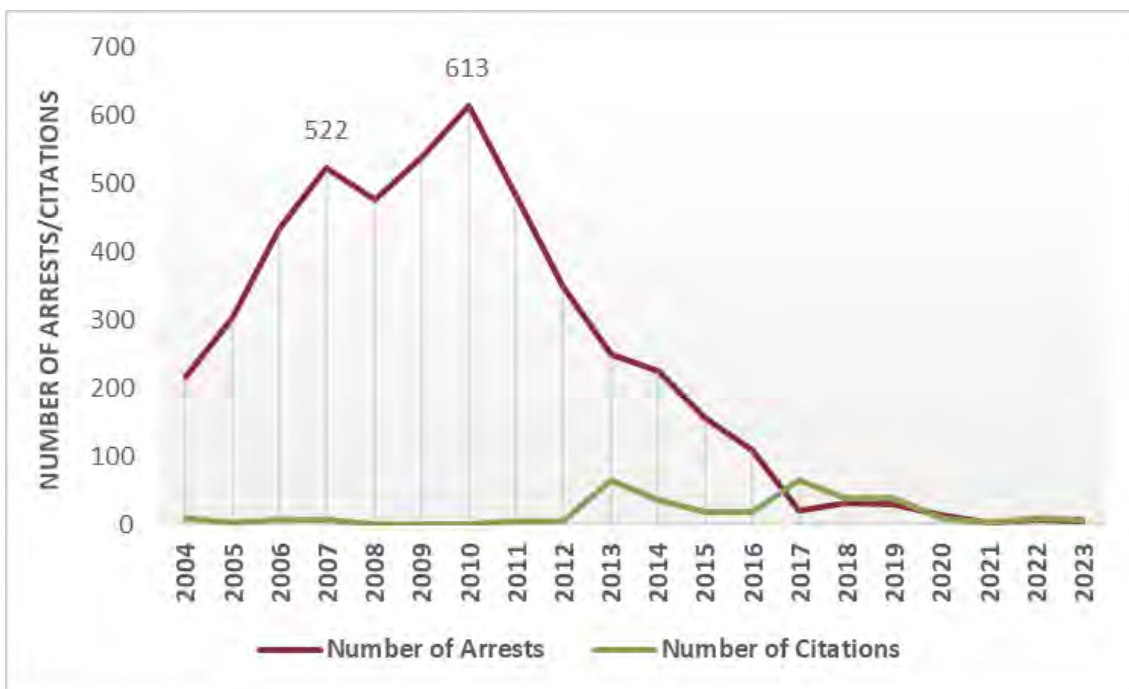
Race/Ethnicity	Population	Percent
White Alone	111,660	62.3%
Hispanic or Latino	60,914	34.0%
Two or More Races	15,972	8.9%
Asian Alone	10,653	5.9%
Black or African American Alone	3,610	2.0%
American Indian and Alaska Native Alone	2,223	1.2%
Native Hawaiian and Other Pacific Islander Alone	801	0.4%

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimate.

Cannabis-Related Arrests and Citations

From 2004-2023, there were a total of 4,792 cannabis-related arrests and 338 citations citywide, with 2023 reflecting only a partial year. Cannabis-related arrests reached the highest in 2010, with a total of 613 arrests respectively. Since the last peak in 2010, there has been a notable and consistent reduction in arrests. This trend can be largely attributed to the widespread adoption of decriminalization policies across the State of California. Moreover, a significant milestone in this movement was the enactment of Proposition 64, which legalized the recreational consumption of cannabis for adults.

Figure 2 – Cannabis-Related Arrests by Year, City of Santa Rosa (2004-2023)



Source: Santa Rosa Police Department

Cannabis-Related Arrests by Race/Ethnicity

Figure 3 below, displays the cannabis-related arrests by race/ethnicity. From 2004-2023, White populations accounted for the highest percentage of cannabis-related arrests (52.6%), followed by Hispanic/Latino (33.0%), and Black/African American (9.4%).

Figure 3 – Cannabis-Related Arrests by Race/Ethnicity, City of Santa Rosa (2004-2023)

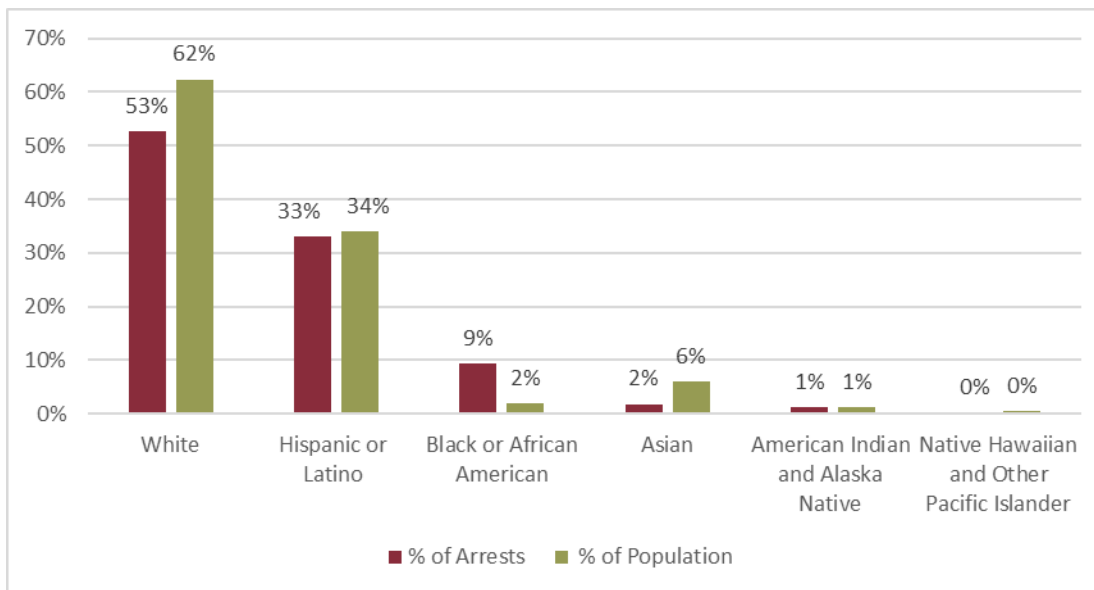
Race/ Ethnicity	Arrests (2004-2023) ¹		Population (2021) ²	
	Total	Percent	Total	Percent
White	2,517	52.6%	111,660	62.3%
Hispanic or Latino	1580	33.0%	60,914	34.0%
Black or African American	450	9.4%	3,610	2.0%
Asian	85	1.8%	10,653	5.9%
American Indian and Alaska Native	58	1.2%	2,223	1.2%
Other	56	1.2%	3,610	2.0%
Native Hawaiian and Other Pacific Islander	11	0.2%	801	0.4%

¹ Source: Santa Rosa Police Department

² Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

To understand the impact of cannabis-related arrests on different demographics in the City, the percentage of arrests were compared to the total population of each demographic. The data shows that Black/African American individuals were arrested at a higher rate compared to their representation in the city's population. Specifically, Black/African American individuals make up 2.0% of the City's population but accounted for 9.4% of cannabis-related arrests. This disproportionate arrest rate is depicted in Figure 4.

Figure 4 – Population Percentage vs. Arrest Percentage, City of Santa Rosa (2004-2023)



Source: Santa Rosa Police Department

Source: Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

Identification of Disproportionately Affected Communities

The objective of this Equity Assessment is to identify disproportionately affected communities in the City that have been historically impacted by cannabis criminalization. Based on the analysis conducted in the previous section, it is evident that BIPOC populations, particularly African American populations, have historically been subject to a disproportionate rate of cannabis-related arrests in the City. Research shows us that arrests have long-term consequences and can limit an individual's opportunities for employment, education, and housing, which can prevent them from securing a stable financial future. These long-term consequences, coupled with the high financial barriers of the cannabis industry, make it extraordinarily difficult for affected individuals to enter the regulated cannabis industry.

To identify the disproportionately affected communities in the City, three key indicators were examined by census tract: people of color populations, low-income populations, and educational attainment levels. Historically, individuals from racial and ethnic minority groups have experienced disproportionately higher rates of arrests for cannabis-related offenses, while those with limited financial resources encounter substantial obstacles when attempting to participate in the regulated cannabis industry. Educational attainment levels are also essential indicators, as individuals with lower levels of education are less likely to have access to the resources needed to enter the industry successfully. By assessing these three indicators along with the location and concentration of cannabis-related arrests, provides a comprehensive understanding of the disproportionately impacted communities in the City.

People of color, low-income, and low educational attainment populations were identified and mapped by census tract, aided by data obtained from the United States Environmental Protection Agency's (EPA) environmental justice mapping tool, EJSCREEN. This environmental justice mapping tool leverages nationwide demographic and environmental data to assist organizations and governmental agencies in pinpointing low-income communities. EJSCREEN sources its data from the U.S. Census Bureau's American Community Survey (ACS) 2017-2021 5-year Summary.

People of Color Populations

Figure 5 provides a visual representation of the percentage of individuals within a census tract who list their racial status as a race other than white alone and/or list their ethnicity as Hispanic or Latino; in other words, individuals who do not identify as non-Hispanic white alone. The term "alone" here signifies that the individual identifies with a single racial category, rather than being multiracial.

As illustrated in Figure 5, the census tracts in the southwestern and midwestern regions of the City have the highest concentration of non-White residents. These tracts encompass a population consisting of between 50% and 100% non-White residents. Census tracts primarily located in westernmost areas of the City exhibit the lowest proportion (less than 25%) of non-White residents.

Low-Income Populations

Figure 6 provides a visual representation of the percentage of low-income households in each of the City's census tracts. Low-income households are defined as those with household incomes at or below twice the federal poverty level. It's worth noting that the City, for the most part, exhibits a low concentration of poverty, with the majority of its census tracts having 25% or less of their households falling into this category. However, one notable exception is Census Tract 151406, positioned in the southwestern part of the City, which stands out for having the highest concentration of low-income households at 52%. Additionally, the remaining census tracts that fall within the range of 25% to 50% of low-income households are predominantly located in the southwestern and midwestern regions of the City, which also have higher rates of non-white populations as compared to other regions in the City.

Educational Attainment

Educational attainment refers to the highest level of education an individual has achieved. Figure 7 provides a visual representation of the percentage of individuals aged 25 or older in each census tract within the City who have not attained a high school diploma.

Broadly, the City exhibits high levels of educational attainment, with the majority of census tracts boasting a significant portion of residents who have completed high school. However, noteworthy exceptions are found in the southwestern and midwestern regions of the City, where the highest percentages of individuals without high school diplomas, ranging from 25% to 50%, are concentrated. These same regions also happen to host the highest concentrations of non-white and low-income individuals, further highlighting the intersectionality of educational, racial, and socioeconomic factors in this context.

Figure 5 – People of Color as a Percentage of Population

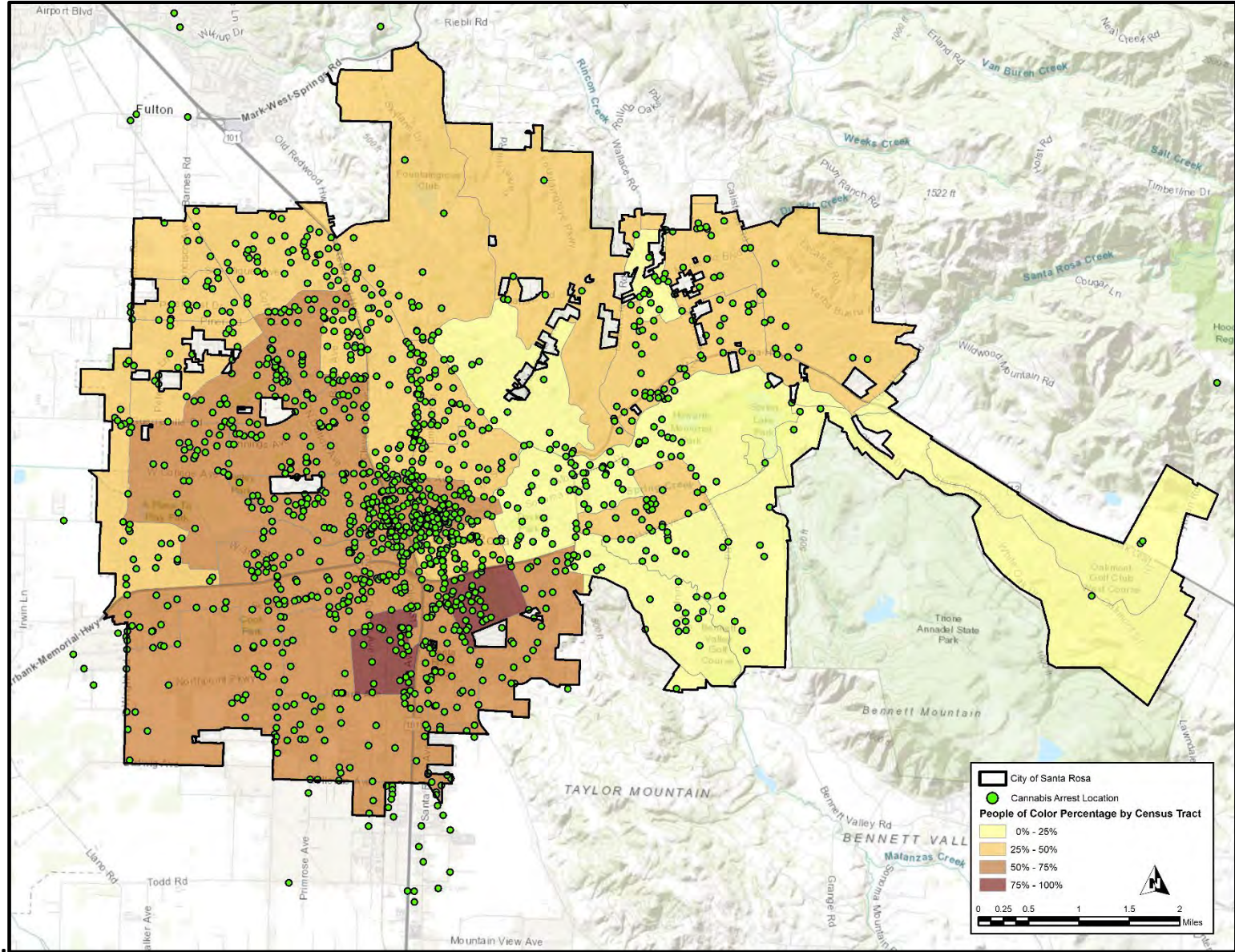


Figure 6 – Low-Income Households as a Percentage of Population

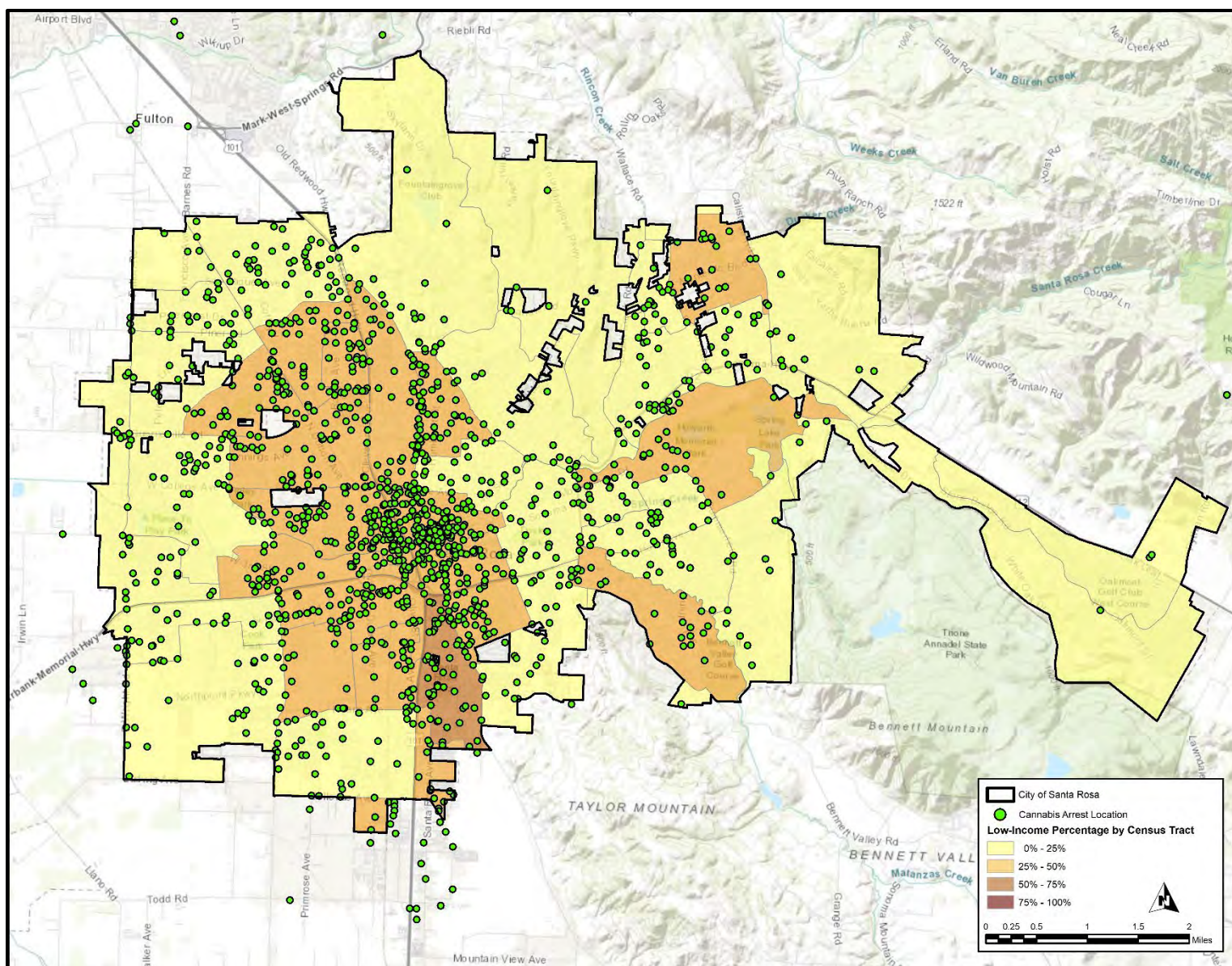
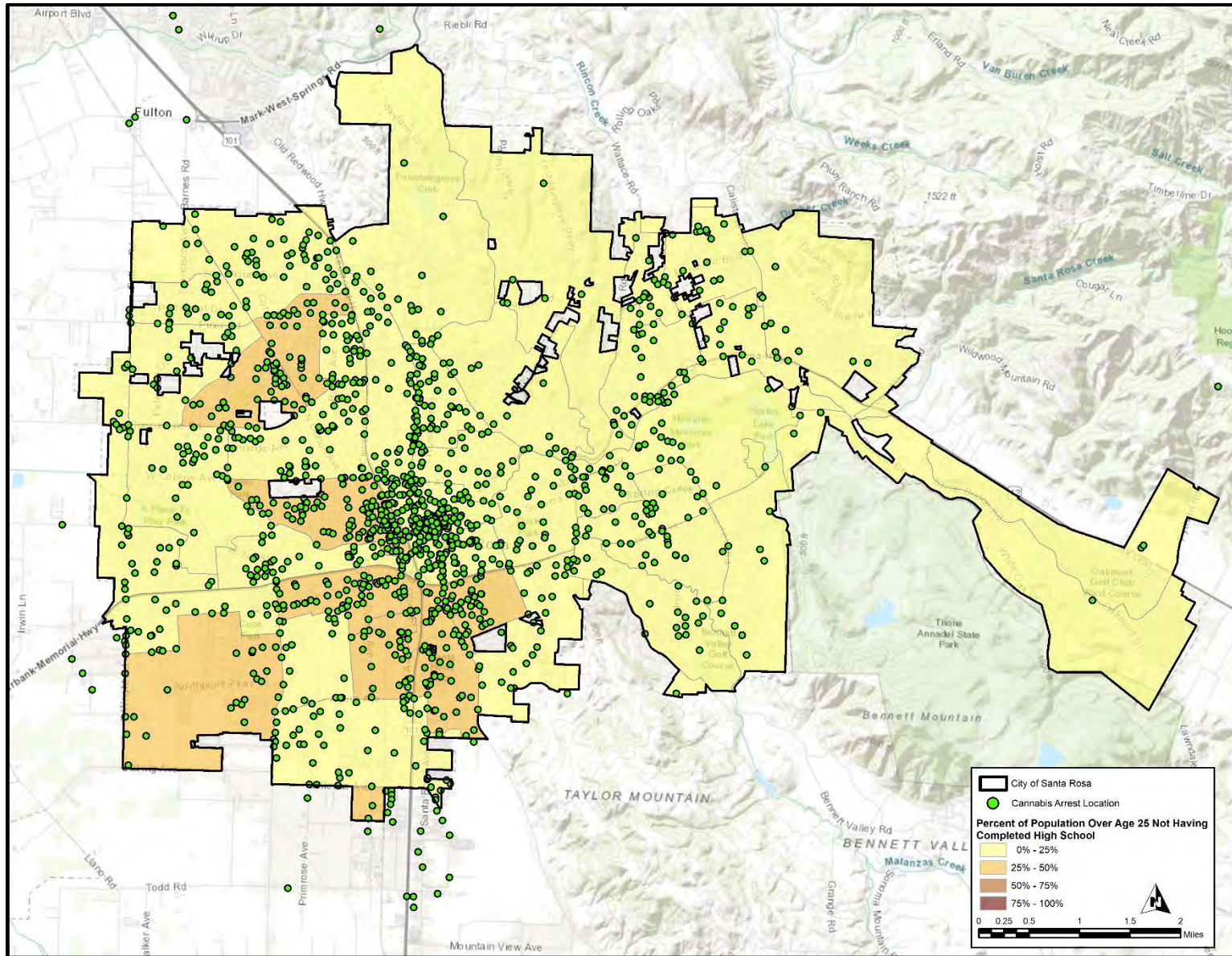


Figure 7 – Educational Attainment



Disproportionately Affected Communities Findings

To pinpoint the areas in the City that have been most impacted by cannabis criminalization, the data was examined and ranked based on three key indicators using a color-coded system. The indicators were ranked from high to low impact and color-coded as red, orange, yellow, and green. The areas marked in red were considered to have the highest impact, followed by those in orange, then yellow, and finally green.

Green	Minimal Impact
Yellow	Low Impact
Orange	Moderate Impact
Red	High Impact

As depicted in Figure 8, the census tracts situated in the southwestern and midwestern regions of the City exhibit the highest proportions of non-White residents, along with elevated rates of low-income populations and lower rates of high school diploma holders. Specifically, the highest percentages of cannabis-related arrests were recorded in census tracts 152000 and 153002, accounting for 14% and 8%, respectively. Notably, these two tracts are both located within the midwestern regions of the City. Hence, this region of the City is identified as the most "Disproportionately Affected" given the convergence of factors such as high rates of cannabis-related arrests, a significant non-White population, and a prevalence of low-income individuals.

Figure 8 – Disadvantaged Census Blocks

Census Tract	Number of Arrests	Population	POP %	Percent of Arrests	% People of Color	% Low Income	% Not Completed High School
151404	45	2967	1%	1%	88%	30%	42%
153102	42	6109	3%	1%	86%	31%	35%
153104	93	3687	2%	2%	73%	49%	36%
152803	67	4787	2%	1%	72%	30%	35%
153103	28	4489	2%	1%	67%	36%	21%
153201	265	4115	2%	6%	67%	23%	22%
151405	21	7245	3%	0%	64%	39%	22%
153202	26	3414	2%	1%	64%	26%	30%
153302	38	5690	3%	1%	64%	25%	33%
153002	374	6921	3%	8%	63%	35%	30%
152903	136	4942	2%	3%	63%	31%	26%
153301	140	6290	3%	3%	59%	19%	16%
153003	148	5598	3%	3%	58%	31%	20%
151406	123	3142	2%	3%	55%	52%	26%
152000	689	2165	1%	14%	55%	37%	12%
153006	55	7978	4%	1%	54%	11%	23%
153001	100	6928	3%	2%	54%	28%	15%
151403	32	4827	2%	1%	52%	20%	11%
152100	297	3089	1%	6%	50%	31%	22%
152804	82	3217	2%	2%	49%	39%	18%
152904	254	5793	3%	5%	47%	11%	7%
153005	41	7153	3%	1%	46%	23%	7%
152502	208	4146	2%	4%	46%	26%	10%
152801	78	4216	2%	2%	45%	21%	12%
152905	30	4137	2%	1%	42%	18%	7%
152201	119	4288	2%	2%	39%	32%	8%
152501	35	4044	2%	1%	38%	18%	6%
152702	2	4763	2%	0%	37%	22%	12%
152906	29	6563	3%	1%	34%	16%	9%
152402	29	3012	1%	1%	33%	8%	2%
152204	33	4045	2%	1%	32%	20%	10%
151900	265	3049	1%	6%	31%	35%	12%
151701	346	3838	2%	7%	31%	14%	8%
152601	14	6966	3%	0%	28%	8%	4%
152401	12	4848	2%	0%	26%	5%	2%
152203	31	3222	2%	1%	25%	22%	8%
151800	105	4730	2%	2%	24%	13%	3%
151506	25	5877	3%	1%	23%	26%	12%
151504	19	4121	2%	0%	19%	7%	3%
151702	33	4109	2%	1%	19%	26%	3%
151503	12	3190	2%	0%	18%	8%	3%
152205	16	2092	1%	0%	16%	13%	3%
152300	35	4155	2%	1%	13%	13%	4%
151601	3	2749	1%	0%	12%	8%	1%
152602	0	1161	1%	0%	11%	7%	3%
151602	5	3123	1%	0%	9%	7%	2%
151505	2	1325	1%	0%	7%	19%	1%

Conclusions Regarding Disproportionately Affected Communities

Based on the analysis conducted in this assessment, there are census tracts within the City that face economic and social disadvantages. Analysis of the cannabis-related arrest records revealed a significant disparity in cannabis-related arrests, with Black/African American individuals bearing a disproportionate burden. Their arrests are nearly five times higher than their proportion in the population. This imbalance has far-reaching consequences, including the perpetuation of generational poverty, educational disparities, and financial barriers that hinder participation in the regulated cannabis industry. To mitigate these disparities and ensure a level playing field, we strongly recommend the implementation of a cannabis equity program. Such a program would facilitate fair access to opportunities in the cannabis industry workforce and promote entrepreneurship, addressing the underlying issues and fostering greater inclusivity in this sector.

2. Overview of Cannabis-Related Businesses and Activities

City of Santa Rosa Cannabis Legislative History

On December 19, 2017, the Santa Rosa City Council took a significant step in regulating cannabis-related activities by adopting Ordinance No. ORD-2017-025. This ordinance laid the groundwork for a comprehensive regulatory framework governing both medical and adult-use cannabis activities within the City limits. Following its adoption, the ordinance officially came into effect on January 19, 2018. The City's involvement with cannabis predates this ordinance, as it had previously implemented regulations pertaining to medical cannabis dispensaries and cultivation.

The decision to formulate this comprehensive regulatory structure stemmed from the acknowledgment of an existing active cannabis industry presence within the City prior to the ordinance's passing. With the arrival of the legalization of adult-use cannabis in California, the need to establish a standardized regulatory framework in alignment with State law became apparent. In recognizing cannabis as a legal land-use concern, the City undertook the responsibility of creating a clear path to compliance, guiding applications through to occupancy. This included the strategic designation of appropriate zones for cannabis activities while simultaneously instituting standards to mitigate potential adverse impacts, all while respecting relevant State regulations.

In comparison to many other jurisdictions across the State, Santa Rosa's regulations are notably permissive. The City allows a variety of cannabis activities, such as retail and delivery, cultivation (both indoor and mixed light), manufacturing (both volatile and non-volatile), distribution, microbusinesses, testing, and special events. In contrast to many other jurisdictions, the City has opted not to enforce caps on the total number of cannabis businesses including retail, a distinction that sets it apart.

Allowable Land Use Zones

In accordance with the cannabis policy of the City of Santa Rosa, commercial cannabis operators are permitted to establish themselves in specific zoning districts, contingent upon the approval of the necessary land use permits and the nature of the intended cannabis activity.

Commercial Districts: (Retail and Testing)

- Office Commercial (testing also allowed)
- Neighborhood Commercial
- General Commercial
- Community Shopping Center

Industrial Districts: (Retail and Non-retail):

- Light Industrial
- General Industrial
- Business Park

Permitting:

To navigate the cannabis permitting process in the City of Santa Rosa, prospective commercial cannabis operators need to secure both local land use and occupancy authorization alongside a State license before commencing operations. This entails a sequential series of steps designed to ensure compliance with both local and state regulations.

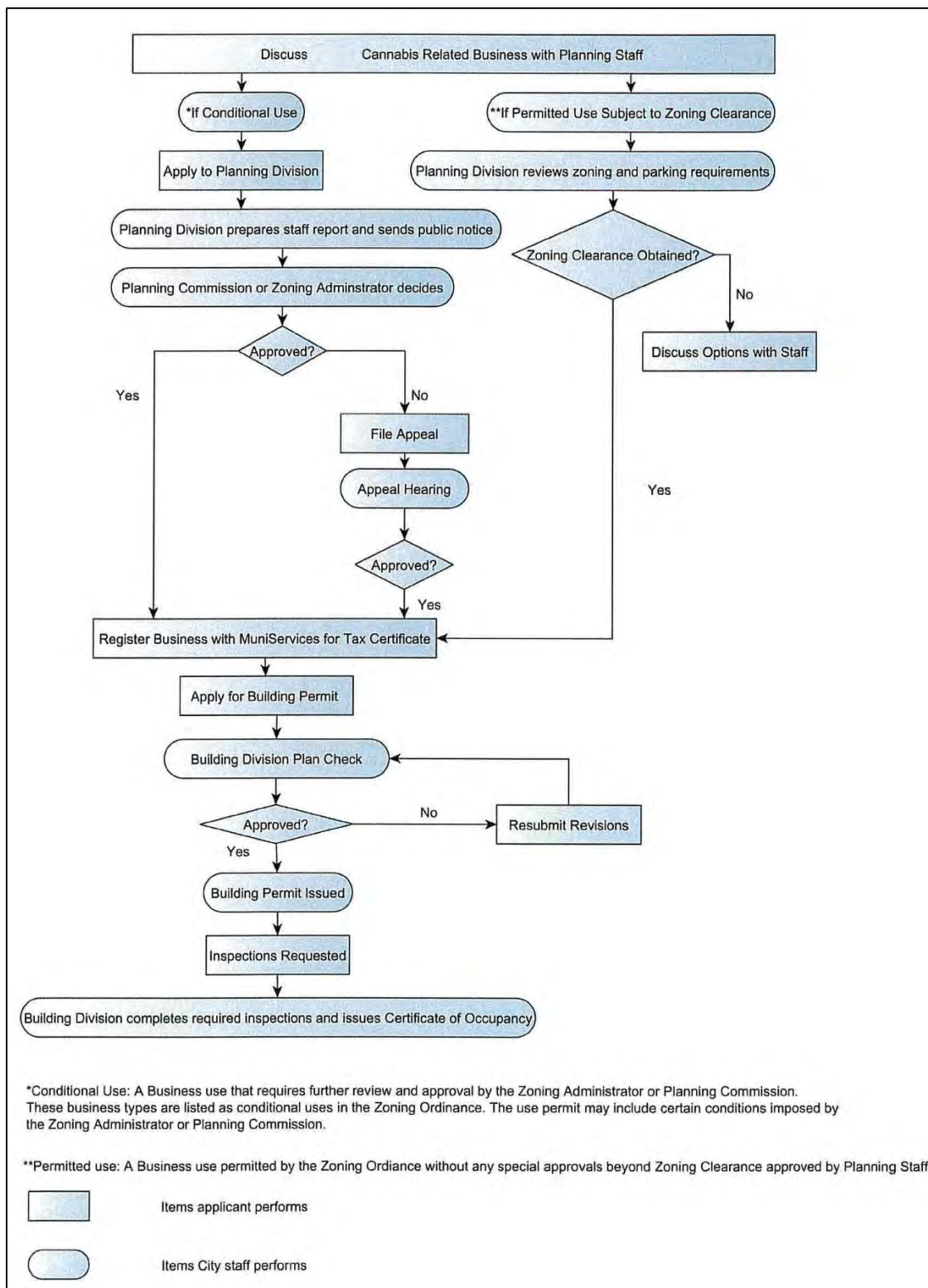
To initiate this process, the primary step entails acquiring a land use permit, achievable through either a zoning clearance or a conditional use permit, depending on the nature of the intended cannabis activity. For certain cannabis uses, where no additional use permit is required, a Cannabis Zoning Clearance suffices, enabling applicants to proceed. Conversely, other cannabis activities mandate Temporary, Minor, or Major Conditional Use Permits, evaluated individually to ensure compliance.

Once land use approval is secured, the subsequent step involves applying for a building permit. This serves to validate conformity with building and fire code occupancy standards, conditions of approval, and pertinent requirements outlined in Zoning Code Chapter 20-46 (Cannabis). Additionally, the completion of all cannabis land use permits is followed by the mandatory filing of a business tax certificate. The Zoning Clearance or use permit holds a lasting connection to the land, remaining valid as long as the cannabis operation remains active and aligned with local and State regulations, along with any stipulated conditions of approval. The City maintains an ongoing application process, accepting submissions throughout the year. These applications undergo review and processing on a "first-come, first-served, first-complete" basis.

Figure 9 – Cannabis Permitting Timeframe

Type of Conditional Use Permit	Zoning Acronym	Review Authority	Public Notice?	Timeframe
Temporary	TUP	Director	No	30 days
Minor	MUP	Zoning Administrator	Yes	8-10 weeks
Major	CUP	Planning Commission	Yes	6-9 months

Figure 10 – Cannabis Permitting Flowchart



Fees:

The City has established a fee structure for the processing of applications. Below are some examples of typical application processing fees associated with cannabis applications:

- Neighborhood Meeting - \$1,253
- Pre-application Consultation Meeting – no charge first hour
- Concept Design Review – \$1,619
- Cannabis Zoning Clearance (new use or change in use/floor plan) - \$1,478
- Temporary Use Permit (events) - \$1,235
- Minor Use Permit - \$3,212
- Conditional Use Permit – \$14,025
- Public Hearing for Conditional Use Permit - \$2,682

Taxation:

On June 6, 2017, Santa Rosa voters approved Measure D implementing a Cannabis Business Tax for the City. The resulting tax ordinance empowers the City to impose a ceiling on cultivation taxes, set at a maximum of \$25 per square foot (subject to annual adjustments based on the Consumer Price Index) or 8% of gross receipts, as well as 8% of gross receipts for all other cannabis businesses. These taxes maintain financial stability for City services, such as addressing cannabis industry impacts, public safety, affordable housing, and youth programs.

The current tax rates, established in 2017 through Council Resolution 2017-035, remain unchanged and are outlined as follows:

- Cultivation (2% of gross receipts or \$5.00 per square foot)
- Manufacturing (1% of gross receipts)
- Distribution (0%)
- Retail (Dispensary) Medical (0%)
- Retail (Dispensary) Adult Use (3%)

Current Cannabis Businesses

As of September 2023, the City has issued a combined total of 186 Conditional Use Permits and Zoning Clearance Permits for commercial cannabis activity. To date, 108 State cannabis license have been issued and are currently active in the City.

3. Barriers to Entry

Understanding the barriers to entry into the cannabis industry for populations and communities who have been disproportionately or negatively impacted by cannabis enforcement is an important factor when developing and implementing an equity program. The success of a local equity program is dependent on the program's ability to reduce and eliminate these barriers. This section examines the prominent barriers to entry, which can be summarized into the following categories: Financial, Technical, and Criminal.

- **Financial barriers:** These barriers can include the high costs of starting and operating a cannabis business, such as licensing fees, insurance, and other start-up expenses. Affected communities may have difficulty accessing capital or may lack the financial resources to cover these costs.
- **Technical barriers:** These barriers can include a lack of knowledge about the cannabis industry and the regulatory environment, as well as a lack of access to resources and support to help aspiring cannabis entrepreneurs succeed.
- **Criminal barriers:** These barriers can include the collateral consequences of cannabis-related arrests and convictions, such as barriers to employment, education, and housing, as well as ongoing criminalization of cannabis in some states. These consequences can make it difficult for affected individuals to enter the legal cannabis industry.

Addressing these barriers is crucial to promoting fairness and equity in the cannabis industry and helping affected communities succeed as entrepreneurs. Cannabis equity programs can provide financial assistance, business development resources, and technical assistance to help individuals and communities overcome these barriers and enter the legal cannabis industry. It is important for these programs to be designed and implemented in a way that addresses the specific needs and challenges faced by affected communities.

Financial Barriers

When starting any business, financial barriers are among of the most common obstacles entrepreneurs face due to the high costs of local and State licensing fees and the tax burdens, especially in the regulated cannabis industry. Financial barriers present an even bigger challenge for economically disadvantaged individuals who have been disproportionately impacted by cannabis enforcement.

Access to capital or financing – start-up and operational

Starting and operating a cannabis business often requires significant amounts of capital, including funds for licenses, equipment, product, and other expenses. For individuals or businesses who do not have access to capital, it can be difficult to enter the industry or succeed as entrepreneurs. Many individuals and businesses seeking to enter the cannabis industry may have limited access to credit, which can make it difficult to secure the financing needed to start and operate a business. This may be due to a lack of credit history, collateral, or other factors.

Furthermore, existing federal banking regulations prevent most financial institutions from lending to cannabis businesses. Hence, cannabis businesses must rely on access to capital from personal wealth, friends and family, and investors for start-up costs. The impeded access to banking services also negatively affects the ability for cannabis businesses to run as efficiently. This barrier is more pronounced for disproportionately affected communities.

Access to real estate

Access to real estate can be a significant barrier to entry for individuals and businesses seeking to enter the cannabis industry, particularly for those who do not have the financial resources to purchase or lease property. This barrier may be due to a variety of factors, including:

- **High cost of real estate:** The cost of real estate in many areas, particularly in urban areas, can be high, making it difficult for individuals or businesses with limited financial resources to afford the necessary space for a cannabis business.
- **Limited availability of real estate:** In some areas, the availability of real estate that is suitable for a cannabis business may be limited, which can make it difficult for businesses to find the space they need.
- **Zoning restrictions:** Many localities have zoning laws that regulate the types of businesses that can operate in specific areas, and cannabis businesses may be restricted to certain areas or may be prohibited entirely. This can make it difficult for businesses to find suitable locations.
- **Discrimination:** Some landlords and property owners may be unwilling to rent or sell property to cannabis businesses due to negative attitudes towards the industry or concerns about legal risks. This can create barriers for businesses seeking to enter the industry.

By addressing these barriers and others, equity programs can help to promote fairness and equity in the cannabis industry and support the success of affected communities as entrepreneurs. This may include providing financial assistance to help with the cost of real estate, working to reduce zoning restrictions, or addressing discrimination in the real estate market.

Licensing and regulatory fees

In addition to traditional business start-up (e.g., real estate, inventory, equipment, staffing, marketing, etc.) and operational costs, regulated cannabis businesses typically have a higher financial burden from state and local municipalities' licensing and regulatory fees. Licensing fees can be a significant barrier to entry for individuals and businesses seeking to enter the cannabis industry, particularly for those who do not have the financial resources to cover these fees. Licensing fees may be required at various stages of the cannabis business process, including:

- **Application fees:** Many jurisdictions require applicants to pay a fee when they apply for a cannabis business license. These fees can vary widely depending on the jurisdiction and the type of license being sought.
- **Annual renewal fees:** In many jurisdictions, cannabis business licenses must be renewed annually, and a fee may be required to do so. These fees can be a burden for businesses with limited financial resources.
- **Compliance fees:** In addition to licensing fees, some jurisdictions may also require cannabis businesses to pay fees to cover the cost of compliance activities, such as inspections and audits.

By addressing these barriers and others, equity programs can help to promote fairness and equity in the cannabis industry and support the success of affected communities as entrepreneurs. This may include providing financial assistance to help cover licensing fees and other costs or working to reduce or eliminate these fees for certain groups or individuals.

Technical Barriers

Technical barriers can refer to a range of challenges and obstacles that can prevent individuals or businesses from participating in the cannabis industry, even if they are otherwise qualified and capable. Some examples of technical barriers that may be encountered in the cannabis industry include:

Business Ownership

The cannabis industry is highly specialized and requires significant industry knowledge and access to a network of regulated vendors. Additionally, traditional business experience is needed such as business plans, payroll taxes, inventory management, etc. Lastly, the cannabis business marketplace has historically been secretive and underground resulting in information and experience flowing slowly to new interested parties. Again, these barriers are more pronounced for disproportionately affected communities.

Legal and regulatory

The cannabis industry is heavily regulated at the state and local level, and navigating these regulations can be complex and burdensome, particularly for those who are new to the industry. This can include requirements related to licensing, zoning, and other areas of compliance. Some aspects of the cannabis industry, such as cultivation and manufacturing, require specialized knowledge and expertise. For individuals or businesses who do not have this expertise, it can be difficult to enter the industry or succeed as entrepreneurs.

Awareness

Awareness of the significant business opportunities within the legal and regulated cannabis marketplace continues to be a significant barrier. Moreover, too often, equity-based programs intended to support disproportionately affected communities' access into the cannabis business have also struggled to be well-known within these communities. Additional outreach is needed.

Distrust of government

Distrust in government can be a significant barrier to the success of cannabis equity programs, as it can discourage affected communities from participating in the programs or engaging with government agencies and officials. This distrust may be based on a range of factors, including historical and ongoing injustices, such as racial profiling and discrimination, and a lack of transparency and accountability on the part of government.

To address this barrier, it is important for cannabis equity programs to be designed and implemented in a way that is transparent, accessible, and fair, and that takes into account the specific needs and challenges faced by affected communities. This may include:

1. Involving affected communities in the design and implementation of the program: Engaging with affected communities and seeking their input and feedback on the equity program can help to build trust and ensure that the program is responsive to their needs and concerns.
2. Being transparent about the program's goals, objectives, and funding sources: Providing clear and transparent information about the program's goals, objectives, and funding sources can help to build trust and accountability.
3. Establishing clear and fair eligibility requirements: Establishing clear and fair eligibility requirements for the equity program can help to build trust and ensure that the program is accessible and fair to all affected communities.
4. Providing ongoing support and assistance: Providing ongoing support and assistance to affected communities as they participate in the equity program can help to build trust and ensure that the program is successful in promoting fairness and equity.

By addressing issues of distrust and building trust with affected communities, cannabis equity programs can be more effective in promoting fairness and equity in the cannabis industry.

Criminal Barriers

Criminal records (often exposed through background checks) significantly impede an individual's ability to succeed in this industry, both as an owner and/or an employee. Former felons are often discriminated against by employers and in many cases earn a lower wage, get recommended for jobs less often, and tend to associate with individuals that also have fewer opportunities. In addition, a past criminal history can present significant challenges for cannabis operators such as accessing financing, loans, or even signing a lease.

These barriers can include the collateral consequences of cannabis-related arrests and convictions, such as barriers to employment, education, and housing, as well as ongoing criminalization of cannabis in some states. These consequences can make it difficult for affected individuals to enter the legal cannabis industry.

A criminal history, particularly a history of cannabis-related arrests and convictions, can have a significant impact on an individual's ability to enter the legal cannabis industry. This is because many states have laws that disqualify individuals with certain criminal convictions from obtaining licenses to operate cannabis businesses or from working in the cannabis industry.

In some cases, these laws may be based on a blanket ban on individuals with any criminal convictions, regardless of the nature or severity of the offense. In other cases, the laws may only disqualify individuals with certain types of convictions, such as convictions for violent crimes or drug offenses.

The impact of these laws can be especially significant for communities that have been disproportionately affected by cannabis criminalization, as they may have higher rates of arrests and convictions, even for low-level offenses. This can make it difficult for these communities to enter the legal cannabis industry, even if they are otherwise qualified and capable of operating successful businesses.

4. Best Practices

The following section reviews equity programs in several jurisdictions, including Oakland, Los Angeles, San Francisco, Long Beach, and Sacramento. These reviews aim to compare equity programs and establish the best practices for equity programs. Each of these assessments highlight eligibility requirements for the equity program, available financial assistance for program participants, advantages related to licensing and permitting for participants, and other additional program benefits provided to equity applicants.

City of Oakland - Cannabis Equity Program (2017)

Eligibility Criteria

To qualify for the local equity program, a local equity applicant must:

- Be a resident of Oakland;
- Have an annual income at or less than 80 percent of Oakland Average Medium Income (AMI) adjusted for household size; and
- Either (i) has lived in any combination of Oakland police beats 2X, 2Y, 6X, 7X, 19X, 21X, 21Y, 23X, 26Y, 27X, 27Y, 29X, 30X, 30Y, 31Y, 32X, 33X, 34X, 5X, 8X and 35X for at least ten of the last twenty years or (ii) Was arrested after November 5, 1996 and convicted of a cannabis crime committed in Oakland.

Financial Assistance

Loan Program:

The Equity Loan Program provides Interest-free loans to eligible cannabis equity applicants. This program is funded through their cannabis tax revenue and loan repayments are used to support forthcoming loans for equity applicants. Loan disbursements are structured into several tiers, each designed to support applicants in building and maintaining viable businesses. It's important to note that in September 2020, the loan term was extended from four to six years, allowing for more flexibility. As of June 2022, the loan tier amounts were established as follows:

- **Tier 1** - Establish the Business: \$5,000
- **Tier 2** - Become Compliant: \$10,000
- **Tier 3** - Open the Business: \$15,000
- **Tier 4** - Start Operations: \$25,000
- **Tier 5** - Grow the Business: \$60,000

- **Tier 6** - Expand the Business: \$35,000

Grant Program:

The City of Oakland's Cannabis Equity Grant Program utilizes funding from the Governor's Office of Business and Economic Development ("Go-Biz") to offer grants to entrepreneurs participating in Oakland's cannabis equity program. The grants are distributed in tiers, strategically structured to assist Equity Applicants in building sustainable and thriving businesses. If an Equity Applicant successfully fulfills the requirements of all five grant tiers, they become eligible to receive a maximum grant amount of \$150,000 as outlined below:

- **Tier 1** - Establish the Business: \$5,000
- **Tier 2** - Become Compliant: \$10,000
- **Tier 3** - Open the Business: \$15,000
- **Tier 4** - Start Operations: \$25,000
- **Tier 5** - Grow the Business: \$60,000
- **Tier 6** - Expand the Business: \$35,000

Workforce Development Grant:

The City's Workforce Development Grant Program provides up to \$50,000 for each equity applicant that recruits, trains, and retains a qualified and diverse workforce. This program is funded through a \$1,000,000 grant received from Go-Biz. As of January 8, 2021, all funds available have been allocated to applicants for the Workforce Development Grant Program.

Licensing and Permitting

- Fee waivers and exemptions.
- Permitting Ratio: equity and general cannabis permits are issued on a 1:1 ratio.

Additional Program Services

- Technical assistance and training
- Pro bono Legal Services
- Cannabis Incubator Program
- Shared Use Manufacturing Facilities
- Purchasing of Property Grants

San Francisco – Office of Cannabis - Equity Program (2017)

Eligibility Criteria

To qualify as an Equity Applicant, you must:

- Apply as a person, not a company.
- Have net assets below established limits for each household. This means you will not qualify as an Equity Applicant if your 1-person household has net assets over \$193,500.
- Be one of the following:
 - the business owner
 - own at least 40% of the business and be the CEO.
 - own at least 51% of the business.
 - a board member of a non-profit cannabis business where most of the board also qualify as Equity Applicants
 - an individual with a membership interest in a cannabis business formed as a cooperative
- Meet at least three of the following six equity conditions:
 - Have a household income below 80% of the average median income (AMI) in San Francisco for 2018.
 - Have been arrested for or convicted of the sale, possession, use, manufacture, or cultivation of cannabis (including as a juvenile) from 1971 to 2016.
 - Have a parent, sibling or child who was arrested for or convicted of the sale, possession, use, manufacture, or cultivation of cannabis (including as a juvenile) from 1971 to 2016.
 - Lost housing in San Francisco after 1995 through eviction, foreclosure or subsidy cancellation.
 - Attended school in the San Francisco Unified School District for a total of 5 years from 1971 to 2016.
 - Have lived in San Francisco census tracts for a total of 5 years from 1971 to 2016 where at least 17% of the households had incomes at or below the federal poverty level.

Financial Assistance

Grant Program:

San Francisco's "Step by Step" grant program provides grants to eligible equity cannabis businesses for startup and ongoing costs. Equity businesses can obtain grants for up to \$55,000-\$75,000. Grant funds may be used for the following eligible expenses:

- | | |
|-----------------------------------|--|
| ▪ Rent | ▪ Capital improvements |
| ▪ Regulatory compliance | ▪ Banking and escrow fees |
| ▪ Legal assistance | ▪ Accounting services |
| ▪ Application and regulatory fees | ▪ Packaging and materials |
| ▪ Testing of cannabis | ▪ Marketing and advertising |
| ▪ Furniture | ▪ Tax liability of the cannabis business |
| ▪ Fixtures and equipment | |

Licensing and Permitting

- Fee waivers and exemptions.
- Priority processing of applications.

Additional Program Services

- Technical assistance and training
- Professional Development
- Security Consulting
- Permitting and Grants Services
- Pro bono Legal Services

City of Sacramento - Cannabis Opportunity Reinvestment and Equity (C.O.R.E.) Program (2018)

Eligibility Criteria

- **Classification 1:** Lives or have lived in a low-income household in Sacramento AND: a) Have been arrested in Sacramento for cannabis-related crime between 1980-2011 or b) An immediate family member who meets the description above.
- **Classification 2:** Lived in a low-income household in the following zip codes for 5 consecutive years between 1980 and 2011: 95811, 95815, 95817, 95820, 95823, 95824, 95826, 95828, 95818, 95838 and 95832.
- **Classification 3:** Businesses with no less than 51% ownership by Classifications 1& 2 individuals.
- **Classification 4:** CORE Program Incubator
- **Classification 5:** Cannabis Social Enterprise with no less than 51% ownership by Classifications 1& 2 individuals.

Financial Assistance

Loan Program:

The CORE Capital Loan Program is a 6-year, zero-interest loan program offered to cannabis equity businesses, funded by grants from Go-Biz. Repayments from loans are reinvested into the program to provide ongoing loan opportunities for CORE participants. The maximum initial loan amount for first-time applicants is \$50,000, provided they have a signed business lease for a location or own a premise. A Verified CORE individual has the option to apply for \$50,000 for each leased or owned location. Loan Applicants can request Follow-on Loans in \$50,000 increments.

Grant Program:

The CORE Grant Program is a noncompetitive, tiered grant process where the amount allocated to each tier is determined by the number of qualified applicants. Grant awards range from a minimum of \$10,000 to a maximum amount determined by the total number of valid applications received during the application period. The program is funded through grants funds received by Go-Biz.

Qualifying Categories/Tiers:

- Business with No BOP (Tiers 1-4)
- Tier One - Applied for CUP
- Tier Two - Has CUP (Approved or Existing – must be consistent with the use for proposed cannabis business)
- Tier Three - Building Permits Issued
- Tier Four - Certificate of Occupancy Issued
- Business with BOP (Tier 5)
- Funding can be used for any regulated cannabis business purposes: inventory, equipment, rent, marketing, etc.

Licensing and Permitting

- Fee waivers and exemptions.
- Priority processing of applications.
- Exclusive access to any future storefront dispensary permits.

Additional Program Services

- Technical assistance and training
- Cannabis Incubator Program

City of Los Angeles – Cannabis Social Equity Program (2017)

Eligibility Criteria

To be verified as a Social Equity Individual Applicant, an applicant must satisfy two of the three following criteria:

- Cannabis arrest or conviction in California for any crime relating to the sale, possession, use, manufacture, or cultivation of Cannabis that occurred prior to November 8, 2016.
- 10 years of cumulative residency in a Disproportionately Impacted Area as defined by police reporting districts.

- Qualify as Low Income in the 2020 or 2021 calendar year.

Financial Assistance

Grant Program:

The Social Equity Entrepreneur Development Rental Assistance Grant Program (SEED Rental Grant Program), funded by Go-Biz, offers grants to equity applicants who have active cannabis applications and have secured leases or binding Letters of Intent. Retail equity applicants can receive \$50,000 in grant funds distributed over three disbursements. Non-retail equity applicants may receive a single disbursement of \$10,000 in grant funds.

Licensing and Permitting

- Fee waivers and exemptions.
- Priority processing of applications.
- Retail permit lottery

Additional Program Services

- Business, Licensing, Compliance and Technical Assistance
- Pro-bono and Low-bono Legal Services Program

City of Long Beach – Cannabis Equity Program (2018)

Eligibility Criteria

To qualify as an Equity Applicant, you must meet the following eligibility criteria:

- Be a natural person; and
- In the last year, have had an annual family income at or below eighty percent (80%) of the Los Angeles-Long Beach-Glendale (LA County) Area Median Income (AMI), and a net worth below \$250,000; and
- Have lived in a Long Beach census tract for a minimum of five (5) years, either consecutively or in total, where at least fifty-one (51%) of current residents have a household income at or below eighty percent (80%) of the Los Angeles Area Median Income; and
- Meet at least one of the following criteria:
- During the period of 1971-2016, was arrested for, convicted of, or adjudged to be a ward of the juvenile court for any crime under the laws of California or any other

jurisdiction relating to the sale, possession, use, manufacture, or cultivation of cannabis;
or

- Has a parent, sibling, or child who, during the period of 1971-2016, was arrested for, convicted of, or adjudged to be a ward of the juvenile court for any crime under the laws of California or any other jurisdiction relating to the sale, possession, use, manufacture, or cultivation of cannabis.

Financial Assistance

Grant Program:

The Cannabis Equity Direct Grants Program, funded by GO Biz, offers grants to local cannabis equity entrepreneurs. Grants are distributed at four key stages of the business license process, aiding Equity Applicants in establishing sustainable cannabis businesses. The grant amount varies depending on the type of cannabis business and the size of the facility if an Equity Applicant fulfills all milestones' requirements.

Grant Milestones:

- **Milestone #1:** Securing Your Business Location
- **Milestone #2:** Drawing Up Plans
- **Milestone #3:** Starting Construction
- **Milestone #4:** Opening Your Business

Licensing and Permitting

- Fee waivers and exemptions.
- Priority processing of applications.
- Application Workshops
- Exclusive access to any future storefront dispensary permits.

Additional Program Services

- Technical assistance and training
- Community Reinvestment Program
- Adult-use cannabis businesses must submit plans outlining their strategies for supporting and reinvesting in communities that have been most affected by the war on drugs.
- Cannabis Equity Employment Program
- Adult-Use Cannabis Businesses must have Equity Employees working for at least 40% of the total annual work hours at the establishment.

5. Community Outreach and Feedback

In addition to the analysis conducted in Section 1 above, outreach and education are an essential element of this Equity Assessment as they help to ensure widespread dissemination and comprehension of the assessment's findings by the communities that the study is intended to benefit. The Equity Assessment gathered data through stakeholder interviews, public community meetings, and surveys, which helped provide policy recommendations to guide the City with the development of its equity program.

Online Survey

In May of 2023, an online survey was conducted to ensure broad community engagement. The survey was strategically advertised and promoted across various channels to encourage participation from residents throughout the City. The primary objective of this survey was to delve deep into the historical impact of cannabis policies on the City. By gathering valuable insights and perspectives from the community, the aim was to gain a profound understanding of the implications and consequences of past cannabis regulations. Additionally, the survey sought to harness the collective intelligence of the participants to generate innovative ideas and practical suggestions on how to effectively develop and implement a robust cannabis equity program in Santa Rosa.

Community Meetings

On Monday, June 26, 2023, a virtual public community meeting was organized by the City in collaboration with SCI Consulting Group. The meeting took place via the Zoom platform and spanned from 6:00 PM to 8:00 PM, providing a two-hour window for participants to engage in discussions. The primary purpose of this gathering was twofold: to disseminate crucial information about the City's forthcoming Cannabis Equity Assessment and to actively seek public input and gather valuable perspectives on the community's needs, opportunities, and obstacles in the development of the City's Cannabis Equity Program.

The meeting aimed to foster an inclusive environment where attendees could receive comprehensive details regarding the proposed Cannabis Equity Program. It served as a platform for the City and SCI Consulting Group to share insights, guidelines, and objectives related to the program. Participants had the opportunity to gain an in-depth understanding of the City's vision, goals, and strategies for promoting social equity in the cannabis industry.

Moreover, the meeting strived to encourage active engagement from the community by providing a space for public comments and suggestions. Attendees were invited to share their thoughts, perspectives, and recommendations on ways the City could enhance and broaden the existing Cannabis Equity Program. This feedback was deemed vital to ensure that the program aligned with the needs and aspirations of the community it intended to serve.

Stakeholder Interviews

Primary data was collected through one-on-one interviews with key stakeholders in the City of Santa Rosa. The purpose of the interviews was to provide insight on the community, opportunities, challenges, and to help identify key points of interest related to the City's Cannabis Equity Program. Between July 17, 2023, and August 30, 2023, a total of 9 interviews were carried out. The interviewed stakeholders came from various sectors, which included:

- Current cannabis operators
- Prospective equity applicants
- Cannabis Equity Technical Assistance Providers
- Cannabis Attorneys
- Local business leaders

Summary of Feedback and Common Themes

The feedback provided by the interviewees underscores the multifaceted nature of challenges facing equity applicants in the cannabis industry. The interviewees collectively emphasize the need for comprehensive and inclusive cannabis equity program that addresses financial, technical, and educational barriers, as well as support for the sustainable success of equity applicants in the industry. Participants also underscore the importance of clear eligibility criteria, direct grant funding, local control, and accountability mechanisms to ensure the equity programs' effectiveness and impact. Below is a summary of the oral testimony and comments received from the stakeholder interviews and community meeting regarding the City's Cannabis Equity Program.

Barriers to Entry and Financial Challenges:

- Interviewees consistently express upfront costs, including permits, licenses, and operational expenses, are major barriers for equity applicants. These costs can be especially challenging for individuals from marginalized communities with limited financial resources.
- Financial constraints and the lack of access to capital are major obstacles for equity applicants.

- Complex application processes, zoning regulations, and rapidly changing industry rules are cited as additional barriers. Unfamiliarity with these processes can discourage potential equity applicants, emphasizing the importance of educational resources.
- There's a need for better resources, such as technical assistance and educational programs, to help applicants navigate the complexities of the industry and improve their chances of success.

Direct Grant Funding and Financial Support

- Direct grant funding is highlighted as a key component of effective equity programs.
- The need for upfront grants and direct financial support is stressed across interviews.
- Interviewees believe that such funding is essential to help equity applicants cover initial costs and establish a foothold in the industry.
- Grants should be flexible, have fewer restrictions on usage, and provide essential financial support for applicants.

Mentorship, Technical Assistance, and Workforce Development:

- Technical assistance programs are seen as a critical component of successful equity programs. These programs would provide guidance to equity applicants, helping them navigate legal, compliance, and business development aspects of the cannabis industry.
- Interviewees note that mentorship and guidance from experienced industry professionals can be invaluable for equity applicants who are new to the business world.
- Workforce development programs are suggested to provide options for individuals who may not want to run their own businesses but are interested in employment within the cannabis industry.

Eligibility Criteria and Equity Targeting:

- Interviewees stress the importance of equity programs having clear and effective eligibility criteria that address historical disadvantages and support marginalized communities.
- Interviewees suggest a variety of eligibility criteria that prioritize justice-involved individuals, those with past cannabis industry involvement, and low-income qualifiers.
- The idea of distinguishing between long-standing community members and newcomers to the cannabis industry is repeatedly emphasized. This is aimed at ensuring that the program benefits those with historical ties to the community's struggles.
- The importance of not imposing strict City residency requirements, or limiting the City's program to just City of Santa Rosa residents, is noted to avoid potential legal complications. However, using the location of the business as a relevant criterion is suggested.

Ownership Share and Corporate Involvement:

- Interviewees recommend setting a minimum ownership share percentage for equity applicants to prevent large corporations from exploiting the program. Some propose a tiered ownership system that prioritizes individuals with more significant historical disadvantages.
- The concern about large corporations dominating the industry at the expense of local equity applicants is a shared sentiment. The interviewees stress the need to empower local businesses to compete fairly.

Ongoing Support and Post-Licensing Assistance:

- While initial grants are important, interviewees highlight that ongoing support is necessary for equity operators to thrive beyond the initial stages.
- Resources that aid in post-licensing operations, compliance, and sustainable business practices are essential for the long-term success of equity applicants.

Local Control:

- Interviewees voiced concerns about the possibility of outsourcing the management of the City's equity program to neighboring jurisdictions. They underline the crucial role of the City in preserving local control over the program's design and implementation.

Inclusive and Diverse Programs:

- Interviewees consistently advocate for a focus on diversity and inclusivity within the cannabis industry.
- Encouraging participation from women, minorities, and other underrepresented groups is seen as a way to rectify historical inequities.

Preventing Exploitation and Accountability:

- In other parts of the State, there have been reported cases of equity applicants facing exploitation and encountering predatory contracts with their business partners. It is imperative to establish oversight measures to prevent such occurrences within the City of Santa Rosa.
- Creating mechanisms to ensure accountability, transparency, and proper usage of program resources is crucial.

Equity Programs' Urgency and Effectiveness:

- Interviewees emphasize the urgency of implementing effective equity programs. As fee waiver funds deplete, the need for local programs to provide support to equity operators becomes even more pressing.
- Learning from the shortcomings of existing equity programs is seen as essential to crafting more inclusive, impactful, and sustainable programs that address the specific needs of Santa Rosa's community.

6. Findings and Recommendations

The following section presents key findings from this Equity Assessment and presents recommendations regarding policy options to enhance and improve equitable access and ensure diversity and inclusion in the cannabis industry. To support policymakers in shaping and executing the City's cannabis equity program, we have formulated the subsequent recommendations.

1. Equity Program Eligibility Criteria

Finding #1: Equity program eligibility criteria should focus on the inclusion of populations and communities disproportionately impacted by cannabis enforcement.

Analysis of cannabis-related arrest data indicates BIPOC populations have been subjected disproportionately by cannabis enforcement. Furthermore, the analysis determines there is a nexus between areas of high concentrations of low-income populations, education attainment levels, and a high number of cannabis arrests. Careful consideration should be placed on establishing the eligibility criteria. First and foremost, the eligibility requirements should focus on serving the communities and populations that were disproportionately affected by cannabis enforcement. The requirements should be adequately structured and defined to capture the majority of individuals who have been previously impacted by the war on drugs.

The City should consider the following criteria:

- Cannabis conviction or arrest history
- Immediate family member with a cannabis conviction or arrest history
- Low-income status
- Residency
- Ownership
- Eligibility Tiers

Recommendation: Conviction History

The City's equity program should prioritize individuals who have been previously arrested or convicted for cannabis-related offenses. At a minimum, having a previous cannabis-related arrest should be required for eligibility. Rather than limiting cannabis-related-arrests and convictions to those that occurred in Santa Rosa, arrests or convictions within the state could also be considered for eligibility. This approach recognizes that convictions have a profound impact on an individual no matter where they occurred. Furthermore, it is recommended that this criterion is also applicable to having an immediate family member with a cannabis conviction or arrest history as well.

Recommendation: Low-income Status

Low-income status is a common eligibility requirement used by many equity programs developed elsewhere in the State. Establishing a defined low-income status helps to limit participation for those in need of assistance. Typically, this is based on a certain percentage of annual family income that is below the Area Median Income (AMI), such as at or below 80 percent of the AMI. Low-income status can be confirmed and verified with federal and state income tax returns, payroll stubs, social security benefit letters (i.e. Medi-Cal/CalWORKs, supplemental security income, or social security disability)

Recommendation: Residency Consideration

To ensure the City's program benefits Santa Rosa residents, who have been impacted by cannabis enforcement and the War on Drugs, the City should implement a residency requirement. At a minimum, the City's equity program should be available to both current and former Santa Rosa residents. Similar to other equity programs established in California, the residency requirement can be based on cumulative years of residency or a minimum. For example, the City of Long Beach requires a minimum of 3 years, the City of Sacramento requires 5 consecutive years, and the City of Oakland requires no less than 10 years. In addition, residency requirements could be extended to include individuals who have attended school in Santa Rosa or own a business in Santa Rosa.

Recommendation: Ownership Consideration

The City should consider requiring an ownership percentage threshold that enables equity applicants to benefit from ownership yet be flexible enough to accommodate various ownership structures. Social equity programs established elsewhere in the State often require at least 51% ownership, which ensures equity applicants maintain majority ownership and decision-making power, and thus providing protection from being taken advantage of by potential investors or business partners. However, requiring 51% ownership may unintentionally reduce the interest of outside investors and, consequently, act as a barrier to equity applicants. It is recommended that the City consider an ownership percentage between 40%-51%. Nonetheless, a certain amount of oversight and resources, such as legal assistance, should be available to equity applicants.

Recommendation: Eligibility Tiers

The City should consider establishing a tiered eligibility structure to provide proportional benefits to equity applicants. Under a tiered structure, more valuable services can be provided to individuals who have been impacted the most, but also optimizes the use of limited resources.

2. Equity Program Application and Permitting

Finding #2: The equity program application and permitting process should be structured to ensure equity applicant success and incentivize ongoing support.

Recommendation:

To improve equity applicant success and incentivize ongoing support for equity applicants, the City should consider the following:

- **Priority Applications and Permit Processing:** Consider a prioritized permit process for equity applicants for a quicker approval process.
- **Provisional Approval:** Consider allowing for provisional approval of permits, prior to an applicant securing a location to operate, to allow equity applicants to overcome financial barriers. Provisional approval may incentivize potential investors to provide capital investments and assist the applicant with finding a location to operate.
- **Amnesty Program:** Consider an amnesty program to encourage existing nonconforming businesses, operating without required permits and licenses, to transition to the legal market.

3. Equity Program Benefits and Services

Finding #3: The City's equity program must develop and implement benefits/services for equity applicants that address and mitigate barriers to entry.

Recommendation:

The City should consider including a variety of services provided to equity applicants to mitigate and address the barriers to entry identified in Section 3 of this report.

Barriers	Recommendations
Financial	<ul style="list-style-type: none"> • Loan or grant program for start-up capital and ongoing business expenses • Fee deferral program or reduced application fees • Coverage of fees associated with training or certification programs
Administrative/ Technical	<ul style="list-style-type: none"> • Application assistance and permitting workshops • Cannabis regulatory compliance training • Pro bono legal assistance
Business Acumen	<ul style="list-style-type: none"> • Creation of training curriculum or partnership with local academic institutions or businesses • General business development training • Cannabis-specific business training • Cannabis employment training • Apprenticeship/mentorship programs • Leverage existing resources and partnerships
Criminal	<ul style="list-style-type: none"> • Create a program for expungement services to assist those with past cannabis convictions to get their records

4. Expungement Program

Finding #4: A criminal history can limit an individual's ability to gain employment, apply for government assistance, and/or obtain a loan.

Recommendation:

The City should consider developing a program to host community expungement events for individuals who have been disproportionately impacted by cannabis enforcement in coordination with the District Attorney's Office, the Courts, and other relevant partners.

The purpose of a cannabis expungement program is to help individuals with past cannabis-related arrests or convictions clear their criminal records, with the goal of reducing the negative impact of these records on their lives. Cannabis expungement programs may be implemented at the state or local level and may be offered through the criminal justice system or through other agencies or organizations.

The primary benefit of a cannabis expungement program is that it can help individuals with past cannabis-related convictions overcome barriers to employment, education, housing, and other opportunities. For example, many employers and landlords use criminal background checks as a screening tool, and a criminal record can make it difficult for an individual to secure a job or housing. By clearing an individual's criminal record, a cannabis expungement program can help to increase their opportunities and improve their quality of life. In addition to helping individuals, cannabis expungement programs can also serve a broader social and economic purpose by promoting fairness and equity in the criminal justice system and helping to reduce the negative impact of cannabis criminalization on affected communities.

5. Workforce Development Opportunities

Finding #5: City of Santa Rosa should advance workforce development opportunities in the cannabis industry.

In the cannabis industry and other industries alike, a common barrier to success is a lack of training for high-quality, well-paying jobs. As the cannabis industry continues to grow, there is an immediate need for skilled and knowledgeable employees. It is essential that businesses have access to skilled and local talent through dedicated workforce development efforts. By advancing workforce development opportunities in the cannabis industry, equity programs can help to increase the participation and success of affected communities in the industry.

Recommendation:

Some potential strategies for advancing workforce development in the cannabis industry include:

- Require all cannabis businesses to provide equitable employment (i.e. requiring cannabis businesses to hire a certain percentage of individuals that qualify as equity applicants).
- Creation of a cannabis training program.
- Establish partnerships with existing curriculum developers to assist with entrepreneurship and workforce development.
- Leverage existing cannabis training programs.

6. Equity Program Funding

Finding #6: City of Santa Rosa should continue to leverage State grant opportunities and consider allocating a portion of cannabis tax revenue to fund equity program.

Sufficient funding plays a pivotal role in ensuring the success and effectiveness of the City's Equity Program. Equally important is the necessity for the City to establish an infrastructure with adequate staffing, comprised of individuals who are well-trained and educated, to provide support and guidance to equity applicants as they navigate the complex application and permitting process. It's worth noting that shortcomings in this supportive infrastructure have proven to be a stumbling block for several other municipalities across the State that have embarked on the implementation of similar equity programs.

Recommendation:

The City should continue to leverage grant opportunities through the GO-Biz's Cannabis Equity Grants Program for Local Jurisdiction. However, relying solely on State grants is not a sustainable approach. Therefore, the City should consider diversifying its funding sources, which may include allocating funds from cannabis tax revenue or exploring alternative financial avenues.

7. Public Outreach and Education

Finding #7: The City should conduct public outreach and education to increase awareness of the equity program and reduce social stigma.

The transition from an illicit to a regulated, legal cannabis market is hampered by distrust in government, especially for those who have been victimized by cannabis enforcement and by those enforcing government laws. Restoring trust between disproportionately affected communities and the government is essential to the success and effectiveness of a local equity program. Furthermore, the negative stigma surrounding cannabis use and cannabis business ownership by people of color and minorities presents additional barriers due to the fact that these individuals are often times perceived as criminals and drug dealers, rather than entrepreneurs.

Recommendation:

The City should consider developing and implementing outreach and educational campaigns focuses on increasing awareness, restoring government trust, and destigmatizing cannabis use and business ownership. There are several strategies that can be used to increase awareness of a cannabis equity program and promote its goals and objectives:

- **Community outreach and education:** Engaging with affected communities and providing education and information about the cannabis equity program can help to increase understanding and participation in the program. This can be done through community meetings, workshops, and other forms of outreach and engagement.
- **Media and public relations:** Using the media and public relations strategies to promote the cannabis equity program can help to raise awareness and understanding of the program among a wider audience. This may include press releases, media interviews, and other forms of public communication.
- **Partnerships and collaborations:** Partnering with other organizations and groups that share the same goals and objectives as the cannabis equity program can help to amplify the program's message and reach. This may include collaborating with community-based organizations, advocacy groups, or other stakeholders.
- **Social media and online presence:** Establishing a strong online presence through social media and other online platforms can help to promote the cannabis equity program and reach a wider audience. This may include creating a website or social media accounts and regularly updating them with information about the program and its activities.

8. Program Data Collection

Finding #8: The City should collect data on non-equity and equity cannabis applicants to monitor and measure the success of its equity program.

Recommendation:

The City should consider incorporating the following data metrics into the application, permitting and permit renewal process:

- Number of equity applicants to apply
- Types of drug related offenses
- Income status
- Race
- Ethnicity
- Gender
- Sexual identity
- Residency status
- Ownership structure
- Workforce characteristics
- Total number of employees
- Number of local employees
- Employment Status

- Equity program-specific data
- Number of applicants eligible for equity program
- Number and types of services provided to equity applicants
- Number of equity program applicants to receive licenses

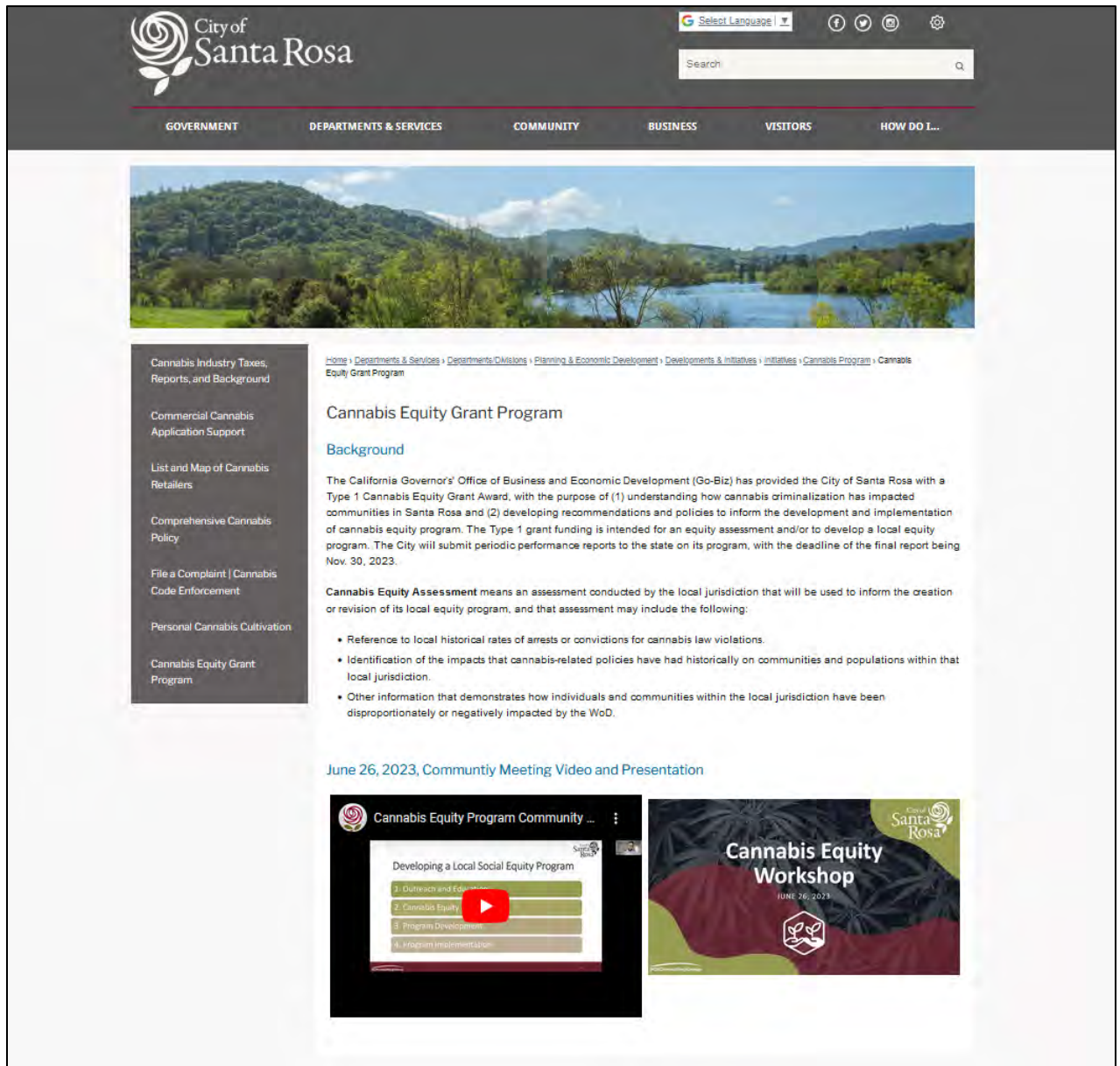
9. Ongoing Program Monitoring and Updates

Finding #9: The City should continue to monitor and update its equity program.

Recommendation:

- Monitor and share progress of the Equity Program;
- Monitor and share trends in the emerging legal cannabis industry;
- Identify areas for course correction and/or unexpected consequences; and
- Demonstrate an ongoing commitment to data-informed decision-making and strategic planning to ensure Santa Rosa's strong transition to a legal cannabis industry.

Appendix A: The City of Santa Rosa Cannabis Equity Website

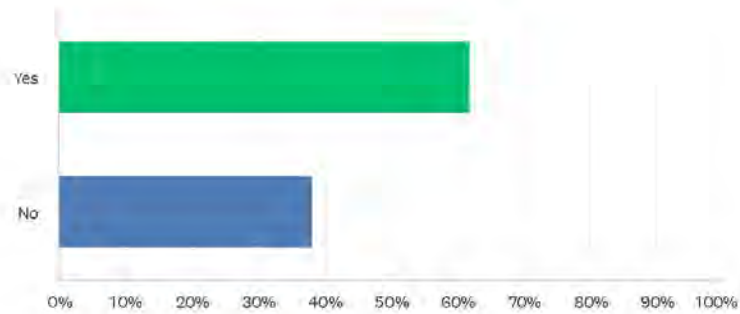


Appendix B: Cannabis Equity Assessment Survey (English)

City of Santa Rosa - Cannabis Equity Assessment Survey

Q1 Would you like to see a Cannabis Equity Program in Santa Rosa?

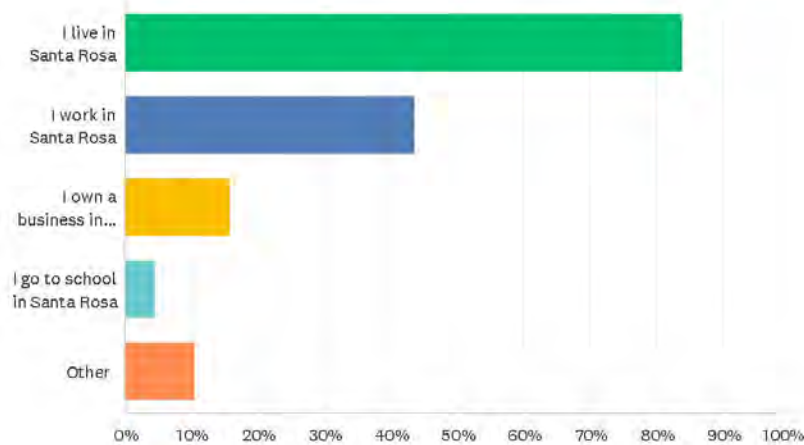
Answered: 225 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	61.78%	139
No	38.22%	86
TOTAL		225

Q2 Which of the following describes you best? Select all that apply.

Answered: 228 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in Santa Rosa	83.77%	191
I work in Santa Rosa	43.42%	99
I own a business in Santa Rosa	15.79%	36
I go to school in Santa Rosa	4.39%	10
Other	10.53%	24
Total Respondents: 228		

#	OTHER	DATE
1	I live in neighboring city, Rohnert Park	7/7/2023 7:43 AM
2	Have a home just outside of Santa Rosa - water via groundwater well only	6/29/2023 12:23 PM
3	I volunteer in tobacco control in the county Note: you don't define what is considered cannabis equity?	6/16/2023 6:34 PM
4	Disabled in Santa Rosa	5/30/2023 12:42 PM
5	Re: Question 1, above: It would be nice if you would define what a 'cannabis equity program' is before asking opinions about it.	5/27/2023 10:30 AM
6	Take classes in Santa Rosa	5/25/2023 11:06 PM
7	Retired	5/25/2023 9:28 PM
8	I had a business in santa rosa until the 2017 fire	5/25/2023 6:58 PM
9	I live in Rio Nido	5/25/2023 6:24 PM
10	Many friends that live in Santa Rosa and shop there regularly	5/25/2023 5:27 PM

11	I have lived in Santa Rosa and I continue to live in Sonoma County—in Petaluma.	5/25/2023 4:26 PM
12	Work	5/25/2023 4:23 PM
13	West county	5/25/2023 4:10 PM
14	live in west county	5/24/2023 10:18 PM
15	I shop, dine, and recreate in Santa Rosa	5/24/2023 8:29 PM
16	live outside city limits	5/24/2023 10:01 AM
17	I go shopping in Santa rosa	5/24/2023 2:50 AM
18	I lived in Santa Rosa over 40 years	5/23/2023 8:04 PM
19	Do business in Santa Rosa	5/23/2023 2:32 PM
20	I run a large community garden in Santa Rosa, with 37 families.	5/22/2023 8:13 PM
21	Homeowner and landlord too	5/22/2023 6:47 PM
22	I am against these drug shops	5/22/2023 6:42 PM
23	I previously lived, worked and went to school in Santa Rosa	5/22/2023 3:39 PM
24	Shop In Santa Rosa Patronize city businesses	5/18/2023 11:38 AM

Q3 How does the current cannabis industry impact you, your family, and/or your community?

Answered: 223 Skipped: 5

#	RESPONSES	DATE
1	I am a consumer at various dispensaries in SR and RP	7/7/2023 7:43 AM
2	MANY concerns about cannabis program(s) including high water requirements for non-food use. Also worried about negative impacts on health, safety, crime - POOR USE OF RESOURCES to include tax dollars, water, govt, oversight, enforcement.	6/29/2023 12:23 PM
3	na	6/29/2023 8:37 AM
4	Home wise, very negatively. Growers in neighborhood had negatively impact the neighborhood with crime, odor, visual, industrialization of a residential area. luckily these operations ended	6/28/2023 11:24 AM
5	I personally have no interest in cannabis, but would like to see that it is considered as a city wide responsibility and is regulated for fairness for business owners/users. etc.	6/27/2023 8:40 PM
6	I do not support the cannabis industry, legal or otherwise, and am tired of smelling cannabis in public and while in my backyard. The notion of an equity program for the cannabis industry is as ridiculous as an equity program for those disproportionately affected by the "War on Tobacco." Spend the City's talent and treasure on feeding, housing, and educating our residents FIRST.	6/24/2023 7:44 PM
7	Need good paying career oriented jobs.	6/17/2023 1:42 AM
8	I volunteer with public health in reducing harmful effects of tobacco/vape use, particularly among youth. Cannabis use has overlapping concerns. I can see wanting to have laws regulating use and sales. I'll admit to being unclear why the city appears to be interested in expanding use and sales when access and availability impacts social norming and increases likelihood of kids initiating use. Cannabis use is a problem in general and in Santa Rosa schools.	6/16/2023 6:34 PM
9	A lot of jobs still screen for THC on their drug testing panel and it negatively affects future job opportunities when companies are allowed to discriminate based off a positive test for THC.	6/15/2023 9:05 PM
10	Provides a safer, healthier alternative to alcohol	6/14/2023 11:11 PM
11	Is bad for micro farmers with superior products	6/14/2023 8:28 PM
12	I am a cannabis business patron in Sonoma County.	6/12/2023 3:49 AM
13	Witness people driving and smoking (based on smell out the window w/ smoke); smell plants being grown in neighbors yard and it stinks. Sandwich signs with balloons advertising cannabis placed in parks where youth play is unacceptable. It's the park on Jennings Ave advertising Gas Station at 1236 Briggs Ave. (I have pictures).	6/8/2023 8:36 PM
14	it doesn't	6/5/2023 10:01 PM
15	Useful health product within 2 miles of our home	6/5/2023 2:28 PM
16	Need more information	6/4/2023 2:47 PM
17	It doesn't directly but there should be more equity to help small farmers and people of color and black and Latinx women own cannabis businesses in Santa Rosa.	6/2/2023 11:45 PM
18	In no way I know of.	6/2/2023 5:04 PM
19	It doesn't	6/1/2023 9:28 AM
20	I have worked in the cannabis industry for the last 5 years, and lived in Santa Rosa for the last 3 years.	5/31/2023 4:13 PM

21	I has no impact on me .	5/31/2023 1:24 PM
22	None - but I'm happy it's available a few blocks away, in case I have a future need.	5/30/2023 12:42 PM
23	Consumers of legal and illegal cannabis products use them and then get in their vehicles on city streets and area highways, putting everyone at risk.	5/30/2023 9:38 AM
24	It is a public safety problem. It also is an economic drain.	5/30/2023 7:49 AM
25	Negatively. Much of the drug has been glamorized without also point to the negatives (crime, addiction, health, safety, environmental harm, excess water use)	5/29/2023 1:53 PM
26	I am still waiting to see the big impact. I watched other states get real wealthy real fast, but for some reason California didn't seem to catch up I'm happy to have people free to make your choices. People have been respectful.	5/28/2023 11:08 AM
27	Drugs are not good for my family and/or community and/or nation. According to the CDC over 100,000 people a year die from drug overdoses in this country,	5/28/2023 11:08 AM
28	I am able to buy cannabis.	5/27/2023 10:53 PM
29	Large impact on medicine	5/27/2023 12:36 PM
30	it provided a job, benefits at one point. It provided easy access through multiple cannabis shops to purchase thc/cbs which is vital to my pain control w/o opioids. The city would thrive if they had actual places or clubs where ppl could enjoy cannabis like all the bars and wineries. It would actually make it a tourist destination. I have no problem with cannabis at all and have voted for its legalization for 40 years. I believe our PD and our Sheriff departments are inordinately opposed to cannabis without even considering the benefits. Cannabis and it's effects (alone, not with anything else) is not heroin, not meth, not coke , not oxy. Expand availability and stop the criminalization of it. The city needs to push for cannabis business to not pay in cash (!) to their employees. I have answered this survey but no where it is listed what the 'equity' you are looking for comment on is listed? Who is putting this forth? Who is writing the program and what resources are they using? Is the cannabis industry funding this survey or is it pushed by the PD and Sheriff?	5/27/2023 12:31 PM
31	Increased crime	5/27/2023 11:31 AM
32	It doesn't. The tax rate on marijuana is a joke and i don't go to any of the places that sell it due to the 30% tax.	5/27/2023 6:13 AM
33	There are too many cannabis stores. The city doesn't make them abide by the same laws and penalties as other businesses, ie The Hook. There are way too many animals and children being subjected to the drug and getting sick or dying.	5/26/2023 10:11 PM
34	Current cannabis situation prices people like me out completely.	5/26/2023 10:03 PM
35	I care about small businesses being able to thrive in the cannabis industry.	5/26/2023 10:02 PM
36	It ruins neighborhoods and lures young adults and minors into using cannabis that affects their yet undeveloped brains.	5/26/2023 7:08 PM
37	I don't like the proliferation of dispensaries on the east side of 101	5/26/2023 5:03 PM
38	It makes for a big mess here in Santa Rosa	5/26/2023 4:40 PM
39	Drugs growing in every other house	5/26/2023 4:13 PM
40	To much tax to make it viable	5/26/2023 1:16 PM
41	The taxes are almost as much as the cost of the weed. So if I pay \$35 for an 1/8 I pay have again as much in taxes and fees.	5/26/2023 12:56 PM
42	It's great to have retail options for cannabis and it provides legal jobs and careers and tax revenue	5/26/2023 10:36 AM
43	I grow my own.	5/26/2023 10:06 AM
44	Allows me to buy cannabis legally.	5/26/2023 10:02 AM
45	The sober mind is the best mindset to live by	5/26/2023 8:32 AM

46	No impact	5/26/2023 8:19 AM
47	It allows all the pot smokers to come out in the open and smoke pot while driving, walking around town, on every street corner. It's a hazard for all of us.	5/26/2023 8:19 AM
48	It was a mistake to legalize the cannabis as there is not a positive outcome from this action, and at the very least, this action reversed a generation of work educating people about the dangers of smoking, even if smoking from cannabis is allegedly safer.	5/26/2023 8:06 AM
49	Negativity. It has destroyed my 19 year old son's life and crippled his future prospects.	5/26/2023 7:49 AM
50	There are too many dispensaries in Santa Rosa. It has a very negative impact on the current dispensaries trying to survive.	5/26/2023 7:21 AM
51	Nuisance	5/26/2023 6:51 AM
52	Not at all	5/26/2023 6:08 AM
53	not at all	5/26/2023 4:10 AM
54	It doesn't. If I want cannabis I just go get it	5/26/2023 12:38 AM
55	I don't love it. Seems like there are too many commercial enterprises	5/26/2023 12:33 AM
56	I feel safe access to safe products are needed in our community and it has no impact me or my family. I think the taxes are way too high for cultivation, etc. which affects the consumer, especially lower income that need it medically. Other than that is fine. I don't personally use, but glad its available if I ever need too. My sister has a brain tumor & it helps her.	5/25/2023 11:55 PM
57	I take legal CBD oil to help me sleep every night. It has been an excellent help, and I can buy it from a local dispensary. I am also a recreational user of cannabis gummies.	5/25/2023 11:18 PM
58	I drive by dispensaries but not impacted by them	5/25/2023 11:06 PM
59	it doesn't	5/25/2023 10:59 PM
60	Way too many cannabis stores in our community already.	5/25/2023 9:47 PM
61	Seems to creating jobs as well as revenue for SR	5/25/2023 9:33 PM
62	People not respecting families or kids. Smoking everywhere. Can't sit outside without smelling it.	5/25/2023 9:33 PM
63	Local top quality and consistent medical solutions.	5/25/2023 9:28 PM
64	I have many friends in the industry it feels like they're getting pushed out by big business which is unfortunate	5/25/2023 9:10 PM
65	Increased availability of cannabis has just added to the local drug culture	5/25/2023 8:35 PM
66	Too much cannabis is sold and the pot heads are stinking up the town. I can no longer sit outside without getting a contact high and smelling the stench of the pot heads! You don't see these places going up next to a council-person's house. The cannabis industry will eventually be the end of Santa Rosa being inhabited by functioning human beings. Look at the big picture and get the drug money out of your head.	5/25/2023 8:26 PM
67	Nothing specific	5/25/2023 8:14 PM
68	N/a	5/25/2023 8:01 PM
69	I appreciate having easy and safe access to cannabis. I work with clients who also want and need access to cannabis but are not really able to because of cost.	5/25/2023 7:50 PM
70	It impacts me, my family, and our community negatively. Most cannabis businesses are also running a black market illegal business in tandem with the licensed business and many also sell other illegal drugs. The city needs to stop allowing this and looking the other way. It will be the downfall of Sonoma County and California. That why people are leaving California. We plan to leave soon since the state is in shambles with legal drug use.	5/25/2023 7:09 PM
71	Not at all	5/25/2023 7:08 PM
72	just as consumer	5/25/2023 6:58 PM

73	Not very much	5/25/2023 6:57 PM
74	The same way promotion of alcohol and other intoxicants does. More robberies/ crime, more impaired drivers, and more anti social behavior. We spend millions to treat alcohol related problems. Why do we promote use of cannabis? Increasing amounts of research identifies cannabis as a gateway drug. We shouldn't promote it. Particularly in disadvantaged neighborhoods. The day will come when we'll have to spend millions to help cannabis users and the harm they'll cause.	5/25/2023 6:57 PM
75	The cannabis industry has raised crime and has not brought tangible benefits to offset the blight and impacts of the industry. The cannabis industry is being supported by tax payers yet it was legalized so that it could be taxed and support the community like every other business with revenues.	5/25/2023 6:51 PM
76	No problems	5/25/2023 6:43 PM
77	In a negative way. Too many junkies around my children. Can't even go to the parks.	5/25/2023 6:33 PM
78	Don't like it. Odor	5/25/2023 6:29 PM
79	OK	5/25/2023 6:24 PM
80	Impaired drivers on the road. Proposed (approved?)cannabis facility in rural neighborhood.	5/25/2023 6:18 PM
81	It's been good so far. I'd like to see a continued partnership for growth both with the industry and support of the community.	5/25/2023 6:01 PM
82	Not sure	5/25/2023 5:57 PM
83	I work for a licensed cannabis operator.	5/25/2023 5:55 PM
84	Not sure other than the skunk smell but this survey does not represent people who want FEWER dispensaries and have no interest in spending govt resources to open more!	5/25/2023 5:44 PM
85	good services, products, diverse businesses	5/25/2023 5:43 PM
86	It is not affect me	5/25/2023 5:38 PM
87	My neighbor is growing cannabis. Using water from our water under ground to do so.	5/25/2023 5:37 PM
88	Unightly. Promotes bad behavior in adolescents and other folks.	5/25/2023 5:35 PM
89	Dangerously, brings in criminals	5/25/2023 5:27 PM
90	Negatively. Has been the cause of an increase in reported crimes. There are too many retain businesses.	5/25/2023 5:17 PM
91	Medicine . Grandpa's Parkinson's	5/25/2023 5:15 PM
92	Not much really.but we don't need this in our county	5/25/2023 5:05 PM
93	It's positive, but way too expensive (at least for me)! I'm not sure about the long term effects (influencing or otherwise) on our children, 18 years old or younger yet.	5/25/2023 5:03 PM
94	I am thankful that Cannabis is available near me.	5/25/2023 5:00 PM
95	Like OTC drugs, prescription drugs, cigarettes and alcohol, stores catering to various legal drugs including cannabis typically lower the quality (safety, traffic, non-neighbors congregating) of the neighborhood.	5/25/2023 4:50 PM
96	I see no need to make it easier for people to abuse their health.	5/25/2023 4:40 PM
97	There are almost no available rental space for businesses due to cannabis businesses rental all warehouse space	5/25/2023 4:35 PM
98	My business works with cannabis companies.	5/25/2023 4:35 PM
99	Promotes drug use to all ages with negative results	5/25/2023 4:28 PM
100	It's terribly expensive with all the high taxes added to the prices. I do want the County to make income from these sales, but alcohol isn't taxed so highly, even though this is wine country. We use some products primarily for better sleep, as we both tend to have anxiety that often prevents falling / staying asleep and getting a good night of rest.	5/25/2023 4:26 PM

101	Financially tough	5/25/2023 4:23 PM
102	Not at all in my area.	5/25/2023 4:21 PM
103	Many of the stores seemed geared towards attracting youth, which is very disturbing. The many locations close to schools and on major roads cheapens the city and reflects poorly on the integrity of its residents.	5/25/2023 4:18 PM
104	Not very well	5/25/2023 4:13 PM
105	I use cannabis products for pain relief. I would prefer less governmental oversight and regulation. The taxes and fees on cannabis are outrageous.	5/25/2023 4:11 PM
106	It provides medical relief of my chronic pain.	5/25/2023 4:10 PM
107	Doesn't really. The criminals that break in and steal from cannabis businesses having car chases down the freeway with law enforcement might, but so far, nothing.	5/25/2023 3:06 PM
108	Not at all	5/25/2023 2:55 PM
109	I co-own a Cannabis Workforce Development and Education Company. It directly impacts me.	5/25/2023 11:38 AM
110	I have worked in the industry since 1978. Now my son is a marketing executive, web designer, brand manager, etc., for cannabis. It would be hard to describe how that industry has supported us over the years.	5/25/2023 10:46 AM
111	I work in the industry and it supports my family financially	5/25/2023 10:00 AM
112	We smell people smoking constantly. The smell gives us headaches. We have also seen an increase in very poor driving as cannabis becomes more and more prevalent. I'm often seeing cars driving around with cannabis smoke billowing out. As an LEO, I have training to distinguish cigarette and cannabis smoke.	5/25/2023 8:07 AM
113	We hate the legalisation of weed. Neighbours smoking exacerbate health problems. More dealers than ever. It is an addictive drug.	5/25/2023 8:02 AM
114	The commercial industry does not. The home growers do: the smell, vicious and loud noisy dogs kept for protection and concerns that home invaders bent on stealing product and cash will accidentally invade the wrong house.	5/25/2023 7:08 AM
115	I work in the cannabis industry as an attorney representing small and large cannabis businesses, employees, ancillary companies, and investors across the state. I am also a medical cannabis patient and advocate (currently on the Board of California NORML and the Sonoma County Cannabis Alliance). Cannabis is one of the reasons I became a lawyer, and why I moved to California from the east coast. NOTE: I have several ideas for "Other" in Question #9 but there is no place to input them. Please contact me to discuss further.	5/25/2023 5:58 AM
116	Normalizes it to my kids	5/25/2023 2:36 AM
117	I have very ambivalent feelings about it. I believe it contributes more to social ills than it contributes to our tax revenue base.	5/24/2023 10:29 PM
118	Fear that it will be grown nearby...unregulated use...crime...	5/24/2023 10:18 PM
119	It gives us a sensible choice for our health and or personal enjoyment.	5/24/2023 8:44 PM
120	Cannabis is being promoted in Sonoma County and likened to the wine industry as a means of revenue from tourism. In truth, it is overproduced nationally and internationally. Local politicians are still supporting cannabis even though the revenue generated is far below expected. Homeowners with cannabis in the vicinity are experiencing problems as the industry is not family friendly and is allowed to have shoddy hoop houses, unimproved roads and 24/7 production. The increase in availability for abuse and potential for crime are concerning. Cannabis operations are a blight on the Sonoma County landscape	5/24/2023 8:29 PM
121	I have several family members and friends who are medical users for various ailments, including chronic pain and mental health issues that either medicine can't help, or they take it in combination with medicine.	5/24/2023 8:21 PM
122	Available and more acceptable. Not such a "dirty secret".	5/24/2023 7:36 PM
123	My wife's cousin who is like a niece to her works doing marketing for a dispenser company	5/24/2023 6:41 PM

	with multiple locations in Northern California.	
124	It doesn't	5/24/2023 5:37 PM
125	I see more patients coming into the Emergency Room with cannabis related issues. It puts a strain on health care. See more DUI related to cannabis.	5/24/2023 3:00 PM
126	I like it and it is not anymore of an issue than liquor stores or bars	5/24/2023 2:03 PM
127	I don't smoke anything. I worry about people driving while high and having to smell the damn stuff when I walk downtown.	5/24/2023 1:39 PM
128	It's a drug. Grows use much water	5/24/2023 12:29 PM
129	Cannabis is a drug, it impacts individuals thinking and causes a bridge to Stronger street drugs. Cannabis dispensaries attract crime and unsafe areas.	5/24/2023 12:08 PM
130	I have a few family members and friends that work or own different legal companies in the county.	5/24/2023 12:07 PM
131	Minimally	5/24/2023 12:06 PM
132	NEGATIVELY. The advertisements for cannabis dispensaries are obtrusive. Cannabis should not be sold as 'candies'.	5/24/2023 11:32 AM
133	Very negatively. Marijuana is a horrible, unhealthy and destructive drug, Santa Rosa should not be promoting this "industry" or pushing this unhealthy drug culture.	5/24/2023 10:45 AM
134	I believe it has eroded our community by attracting crime with violent incidents at cannabis businesses, encouraging marijuana consumption among youth, and contributing to unsafe driving. The purported tax benefits to the city are non-existent, especially as taxes are reduced for cannabis businesses and while the businesses cost the city money due to the criminal activities and enforcement issues. Notably, we have a City Council member who hasn't paid his own thousands of dollars of taxes owed to the city. All of this undermines the respect citizens should have for city governance generally. It is an embarrassment.	5/24/2023 10:07 AM
135	Neighborhoods are affected by cannabis cultivation and businesses and city could care less. City promotes the industry. Do something about the illegal grows. Enforce regs for dispensaries. Collect the taxes on them.	5/24/2023 10:01 AM
136	While dispensaries are generally not a significant problem in my neighborhood, and we have one, that is entirely and only because on site consumption is explicitly prohibited. Now that on site consumption seems to be being approved, I believe that we will have significant problems in our neighborhood.	5/24/2023 9:33 AM
137	Tha cannabis club is where I spend 75% of my money after bills.	5/24/2023 2:50 AM
138	Not so much impacts but helps with pain management, depression, anxiety, muscle spasms as an alternative to pharmaceutical medications	5/23/2023 10:14 PM
139	I am a Technical Assistance service provider for cannabis Social Equity communities. We work at every level from developing local policy to delivering an online cannabis business accelerator.	5/23/2023 8:04 PM
140	My full time job is at a dispensary in Santa Rosa, and I moved here 5 years ago to work in cannabis at a creative agency focused on the industry. If it wasn't for cannabis, it is likely I would not be living in Santa Rosa. We have a wonderful supportive community here and I am grateful to work in this industry. However, I am pretty limited in how much I can earn or grow in my career due to how much cannabis businesses are overtaxed. I work for a small locally owned business that can't even afford to provide their employees with healthcare or other benefits because of how overtaxed they are.	5/23/2023 7:43 PM
141	It affects me greatly. I work in the cannabis industry and have for the past 18 years.	5/23/2023 7:28 PM
142	Yes.	5/23/2023 7:21 PM
143	Supports me, my family, and my community.	5/23/2023 4:01 PM
144	Rely completely	5/23/2023 2:32 PM
145	I work in the Industry	5/23/2023 2:27 PM

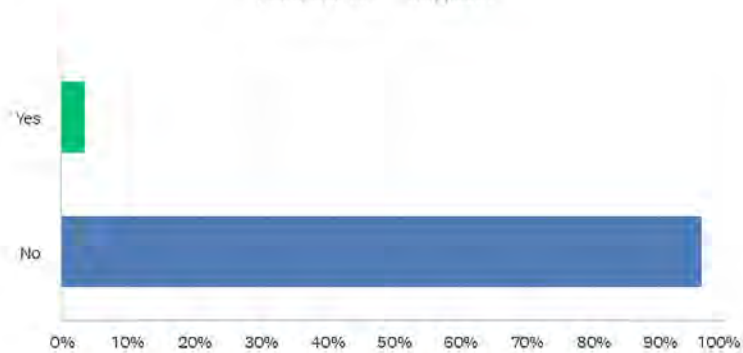
146	I am against it in cannabis stores. It should be done through pharmacies instead!	5/23/2023 1:54 PM
147	I'm able to purchase product that provides health benefits.	5/23/2023 11:02 AM
148	It has provided me with a job that allows me to afford living in Santa Rosa and supporting my family.	5/23/2023 10:56 AM
149	Low impact	5/23/2023 10:53 AM
150	Not at all	5/23/2023 8:38 AM
151	It helps many people in need of the benefits of cannabis and I get that. What we do not need is a plethora of dispensaries throughout the community or county.	5/23/2023 8:30 AM
152	I work in the cannabis industry and have been awarded a license by the City of Santa Rosa.	5/23/2023 7:19 AM
153	Wish there was more resources for at home grow / less dependent on dispensary	5/22/2023 9:21 PM
154	Since I no longer use any substances, I am not familiar with how it affects people personally however there are illegal grows that damage the environment. The high cost of permitting for legal production may contribute to the cause of these illegal grows.	5/22/2023 8:13 PM
155	Some family and friends enjoy it.	5/22/2023 8:01 PM
156	It helps me and my spouse manage pain.	5/22/2023 7:51 PM
157	NEGATIVELY!! Offensive odors, distribution traffic night and day, people on bicycles with backpacks departing "the grow" to sell at nearby street corners, dispensary customers down the street blatantly violate traffic regulations, vehicle collisions IFO the dispensary, several friends (business owners) have lost their leases in favor of cannabis cultivation. Full of negatives, tax revenue not worth it, highly dependent upon public (safety) services, armed robberies, break-in's. Very little positives; just not worth it!	5/22/2023 6:47 PM
158	Other than the assumed tax generation that I am assuming goes into the City's General Fund, which benefits our community, it doesn't really impact me and my family. Though it's nice to have access to product if/when needed.	5/22/2023 6:43 PM
159	Too many people using	5/22/2023 6:42 PM
160	It is helpful to have access to medicinal cannabis but the taxes are a bit high which makes it a bit expensive	5/22/2023 6:31 PM
161	Not much	5/22/2023 5:53 PM
162	Not at all	5/22/2023 5:47 PM
163	No impact	5/22/2023 5:39 PM
164	I thought that having a legal way to cultivate and distribute cannabis would end the number of illegal unpermitted grows. Not so. And it's very difficult if not impossible to get assistance or results from Code Enforcement.	5/22/2023 5:38 PM
165	I am employed in the cannabis industry. It has provided well for me and my family.	5/22/2023 5:21 PM
166	it doesn't	5/22/2023 5:09 PM
167	I am a part of the cannabis industry	5/22/2023 5:05 PM
168	Not at all	5/22/2023 4:50 PM
169	It provides a livelihood, a strong economy, and medicine for the community.	5/22/2023 4:49 PM
170	for me: ability to legally purchase family: minimal impact community: reduces black market (could be better if fees, tax rates are reduced). reduced organized crime in cannabis world	5/22/2023 4:40 PM
171	It does not but I know it helps so many.	5/22/2023 4:18 PM
172	Only impact is to the city resources being used so people can get high,	5/22/2023 3:47 PM
173	We work in it,	5/22/2023 3:39 PM
174	Jobs	5/22/2023 3:39 PM

175	I'm employed by a Santa Rosa cannabis company	5/22/2023 3:36 PM
176	Negatively.	5/22/2023 3:35 PM
177	Low pay, too many dispensaries and they want subsidized or reduced taxes. They thought it was a golden ticket with no or limited business knowledge and reality that it's not making them wealthy and high profitable has turned them into a group wanting help from governments. What about those who are trying to make a living producing and providing needed services with low profit. No equity program is needed	5/22/2023 3:34 PM
178	The commercial rents for cannabis use are expensive and out of the range of the ordinary market rates	5/22/2023 3:33 PM
179	There are too many shops all over the city. There's still probably a thriving black market which accounts for arrests and guns and "mistaken identity" burglaries.	5/22/2023 3:27 PM
180	Only in that it creates tax income for the city and county.	5/22/2023 3:27 PM
181	It provides a calming atmosphere for us. Our community is accepting of all things cannabis.	5/22/2023 3:27 PM
182	very little	5/22/2023 3:25 PM
183	I run a weed and wine tour company and I'm based here. Glad to see the competition for dispensaries here these days.	5/22/2023 3:23 PM
184	It creates an environment of hostility, violence and encourages illegal acts including theft.	5/22/2023 3:21 PM
185	Only indirectly.	5/22/2023 3:13 PM
186	It's nice to be able to buy cannabis products anywhere in the city.	5/22/2023 3:12 PM
187	Unclear laws and limited permits make starting my own grow next to impossible.	5/22/2023 3:12 PM
188	both my spouse and I work in cannabis, we have for 5 years now her in SR. The cannabis taxes and regs on businesses have closed down several companies that we have worked for as it makes the business's hard to operate competitively.	5/22/2023 10:54 AM
189	I'm a current employee in the cannabis industry providing for my family.	5/22/2023 8:42 AM
190	I work in the cannabis industry and have for 4 years. The cannabis industry heavily impacts me and my family as a source of income.	5/20/2023 12:06 PM
191	Concerned about all the robberies at different stores. Should not be legal.	5/20/2023 11:47 AM
192	I appreciate the availability to purchase cannabis products safely in my community from a dispensary.	5/20/2023 7:48 AM
193	Bad, I dislike everything related to cannabis, the smell is terrible everywhere.	5/20/2023 12:11 AM
194	That's what I like to know. Too many Dispensaries ! Farmers lane , W College , Piner, Hwy12, Mendocino, Sonoma Ave. those come to mind as areas which I drive through. There are many areas in which I don't drive. This is providing encouragement to young people to use something that for years was outlawed because "science" said it' use often leads to more seriously addictive drugs.	5/19/2023 8:19 PM
195	Just about everywhere I go I'll encounter the smell of cannabis use. Following cars that smell of cannabis use. Driving by the numerous cannabis stores. Cannabis is much too widely available and commercialized in our city and youth may get the wrong idea about it	5/19/2023 2:21 PM
196	Brings the quality of life down, horrible exposure for our children, promotes unhealthy lifestyle for all involved. Legalizing a vice was bad enough and now the city is considering a program to bring equitable access to the Cannabis industry. Totally crazy!	5/19/2023 10:37 AM
197	I use to smoke, it makes people stupid.	5/18/2023 10:49 PM
198	I use cannabis tinctures for pain control. It's important to me that safe cannabis be available at dispensaries.	5/18/2023 8:39 PM
199	I am fine with cannabis dispensaries. I wish there were an easier way for the businesses to deposit their earnings safely.	5/18/2023 8:34 PM
200	Easy to purchase cannabis products	5/18/2023 7:16 PM

201	It has brought a lot of transient workers to area impacting our housing market; it has created additional work for the police dept. due to break ins, thefts, etc.; it has impacted the building and permitting depts as well as the fire prevention bureau for additional work load; and it has not really brought in the revenue that was predicted/promised.	5/18/2023 4:45 PM
202	I love it	5/18/2023 4:40 PM
203	Na	5/18/2023 3:34 PM
204	It doesn't impact me or my family; overall it's a good thing for the community.	5/18/2023 2:05 PM
205	I'm tired of seemingly every vacant spot turning into a dispensary.	5/18/2023 1:53 PM
206	Use for pain relief and sleep aid.	5/18/2023 1:26 PM
207	The offensive odor from neighbors. Added fear of more drivers under the influence	5/18/2023 12:54 PM
208	The tax applied on recreational/medicinal cannabis is absurd and expensive.	5/18/2023 12:54 PM
209	It does not impact us much at all.	5/18/2023 12:49 PM
210	I purchase products	5/18/2023 12:43 PM
211	Cannabis is a viable alternative to prescription medications that have unwelcome side effects.	5/18/2023 12:41 PM
212	The only impact is dispensaries that do not follow the law by skipping out on taxes, fees, and licensing.	5/18/2023 12:28 PM
213	I think the legalization of cannabis as a whole was a bad idea. Between commuting, driving for work, riding my motorcycle, and cycling on the roads, I FREQUENTLY see drivers smoking pot and when I don't see them, I can smell it from one of the cars around me. I think there are MANY drivers who are under the influence of cannabis and I feel less safe on the roads than ever.	5/18/2023 12:21 PM
214	We purchase regularly	5/18/2023 12:20 PM
215	We have way TOO MANY dispensaries, we have 18 dispensaries within a 5 mile radius of our home. It's ridiculous. Their sandwich boards and other forms of advertising block sidewalks and are visible to children. We have family and friends with mental health issues that choose to use cannabis as a crutch instead of seeking mental health treatment (or because they don't have easy access to mental health treatment). If you want to help, provide MORE mental health resources (access to therapy & medication), NOT access to substances to numb. Put families first.	5/18/2023 12:05 PM
216	Disproportionally heavy penalties and enforcement for raising, selling, and using cannabis have created a deep social divide among my neighbors which is stigmatizing present efforts to legalize distribution and use.	5/18/2023 11:53 AM
217	Too many dispensaries which attract criminals	5/18/2023 11:38 AM
218	Dispensaries are popping up all over the place. It is already bad enough with all the wineries. There's tons and tons of research out there about how damaging both alcohol and cannabis is for brain development. Now we are marketing "flavored" cannabis products and somehow it's ok when that was banned from tobacco products long ago. It is bad enough as a parent to try to influence children to make good choices, but when there is a dispensary on almost every corner it makes our job nearly impossible.	5/18/2023 11:28 AM
219	More mellow people coming around and less of the meth heads	5/18/2023 11:21 AM
220	Only positively: Greater legal access. Would like to see more community events centered around education and adult events.	5/18/2023 11:20 AM
221	I assume the taxes help pay for Community improvements, like fixing the roads?	5/18/2023 11:09 AM
222	more jobs for people in Sonoma County	5/18/2023 10:56 AM
223	By helping people with illnesses have a better choice in pain management	5/18/2023 10:47 AM

Q4 Have you ever been convicted of a cannabis-related crime?

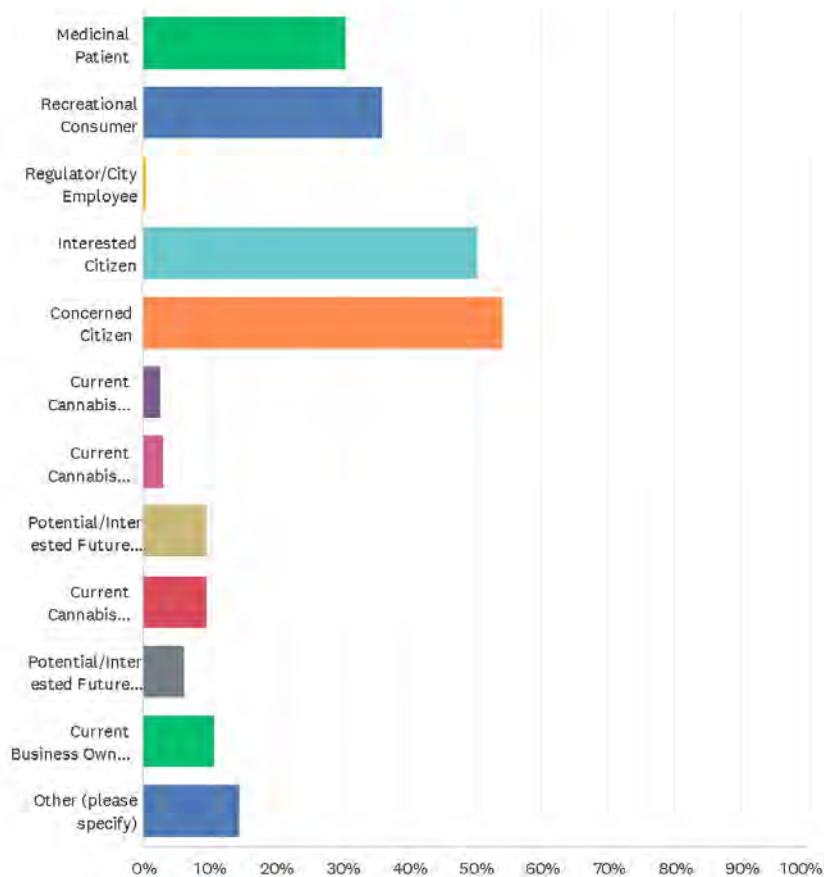
Answered: 227 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	3.52%	8
No	96.48%	219
TOTAL		227

Q5 Which best describes your interest/role with cannabis in Santa Rosa? (Mark all that apply)

Answered: 227 Skipped: 1



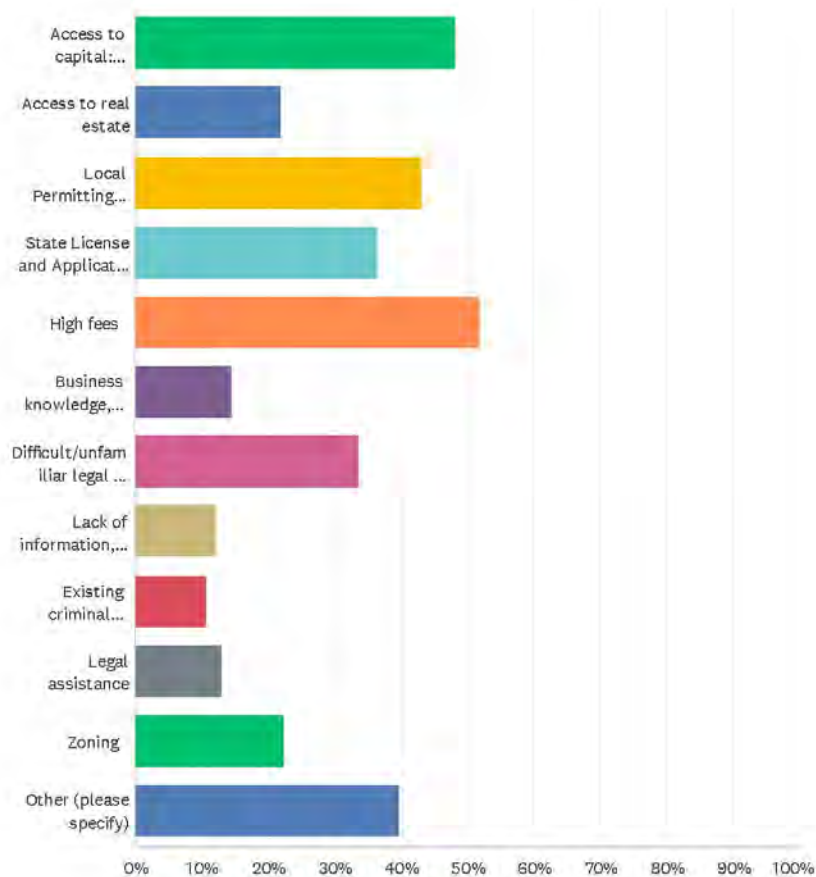
ANSWER CHOICES	RESPONSES	
Medicinal Patient	30.40%	69
Recreational Consumer	36.12%	82
Regulator/City Employee	0.44%	1
Interested Citizen	50.22%	114
Concerned Citizen	54.19%	123
Current Cannabis Business Owner in City of Santa Rosa	2.64%	6
Current Cannabis Business Owner outside of Santa Rosa	3.08%	7
Potential/Interested Future Cannabis Business Owner	9.69%	22
Current Cannabis Business Employee/Worker	9.69%	22
Potential/Interested Future Cannabis Employee/Worker	6.17%	14
Current Business Owner – Non-Cannabis	10.57%	24
Other (please specify)	14.54%	33
Total Respondents: 227		

#	OTHER (PLEASE SPECIFY)	DATE
1	See #3	6/29/2023 12:23 PM
2	Anti-Cannabis Citizen	6/24/2023 7:44 PM
3	Concerned about secondhand smoke and potential youth use	6/16/2023 6:34 PM
4	Cannabis is not part of my life.	5/31/2023 1:24 PM
5	In-City neighbor of an illegal Grow operation–A Major Problem in our neighborhood	5/30/2023 9:38 AM
6	I'm concerned about being a victim of a drug related crime!	5/28/2023 11:08 AM
7	Past cannabis employee, home owner, 20 year hospitality executive.	5/27/2023 12:31 PM
8	Denied access to permit cultivation	5/26/2023 10:03 PM
9	Removed from neighborhoods	5/26/2023 4:13 PM
10	anti cannabis tax payer and voter	5/25/2023 9:33 PM
11	Non-smoker	5/25/2023 9:10 PM
12	I am a therapist who works with vulnerable clients who consume cannabis.	5/25/2023 7:50 PM
13	Fed up citizen ready to leave	5/25/2023 7:09 PM
14	I don't want to see it in my schools or my neighborhood.	5/25/2023 6:33 PM
15	Keeping it out of certain rural areas. Don't want hoop houses	5/25/2023 5:35 PM
16	I use it to help me sleep.	5/25/2023 5:00 PM
17	Concerned parent!	5/25/2023 4:18 PM
18	None	5/25/2023 4:13 PM
19	Current Cannabis owner but non plant touching	5/25/2023 11:38 AM
20	Big fan!	5/25/2023 10:46 AM
21	Attorney for cannabis businesses in Santa Rosa	5/25/2023 5:58 AM

22	caregiver	5/24/2023 8:21 PM
23	It's a drug	5/24/2023 12:29 PM
24	Very active, especially with regard to cannabis permitting/growing.	5/24/2023 9:33 AM
25	I brought the first Cannabis Delivery Service to Sonoma County back in 2013 under Prop 215	5/23/2023 10:14 PM
26	Consultant to Santa Rosa Cannabis Businesses	5/23/2023 8:04 PM
27	I got a headache and nauseous when someone illegally smoked marijuana in my condo complex with my living room door open while someone was on the balcony. I am against marijuana.	5/23/2023 1:54 PM
28	Resident detrimentally affected by cannabis cultivation and sales	5/22/2023 6:47 PM
29	Work in agriculture	5/22/2023 4:49 PM
30	employee in upper management	5/22/2023 10:54 AM
31	Anything related to.	5/20/2023 12:11 AM
32	To question 5 I'd add that all the shops are in addition to the guy sell it at the corner or from his car.	5/19/2023 8:19 PM
33	Never used and don't intend to.	5/18/2023 12:05 PM

Q6 What are the most significant barriers to operating a cannabis business for Owners? (Mark all that apply)

Answered: 214 Skipped: 14



ANSWER CHOICES	RESPONSES
Access to capital: business startup costs, banks, loans, insurance cost	48.13% 103
Access to real estate	21.96% 47
Local Permitting Process	42.99% 92
State License and Application Process	36.45% 78
High fees	51.87% 111
Business knowledge, experience, and education	14.49% 31
Difficult/unfamiliar legal and regulatory rules	33.64% 72
Lack of information, outreach, and/or language barriers	12.15% 26
Existing criminal records	10.75% 23
Legal assistance	13.08% 28
Zoning	22.43% 48
Other (please specify)	39.72% 85
Total Respondents: 214	

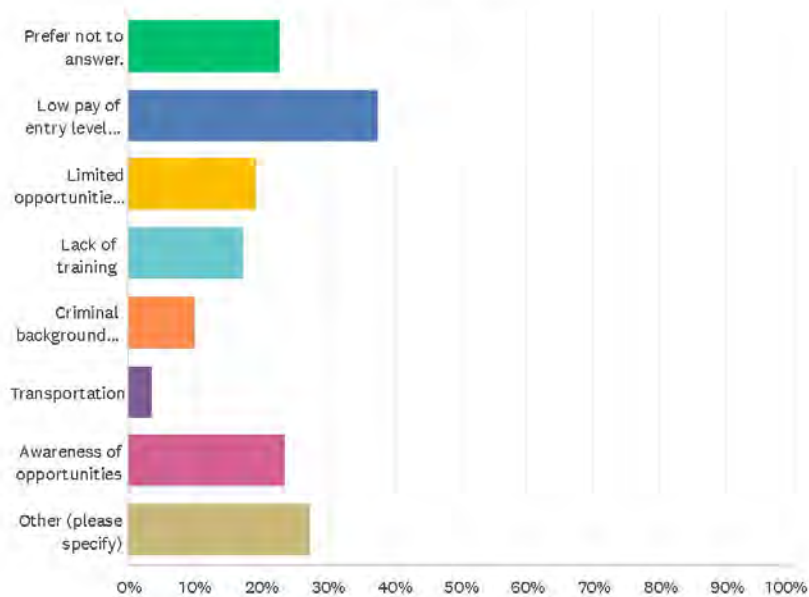
#	OTHER (PLEASE SPECIFY)	DATE
1	I am concerned but agnostic about personal usage of cannabis/products. I oppose cultivation, processing of cannabis in Sonoma County.	6/29/2023 12:23 PM
2	competition! More supply both legally and illegal than the market size	6/28/2023 11:24 AM
3	I am hoping for more barriers for engaging in the cannabis industry. Without Federal approval, "legalizing" cannabis at the state level seems non-sensical.	6/24/2023 7:44 PM
4	No one wants them	6/17/2023 1:42 AM
5	Community members who are concerned about youth use and secondhand smoke	6/16/2023 6:34 PM
6	Cannabis specific taxing.	6/12/2023 3:49 AM
7	There are too many stores popping up everywhere! This question is designed only for owners.	6/8/2023 8:36 PM
8	How many cannabis businesses does Santa Rosa need?	5/31/2023 1:24 PM
9	N/A	5/30/2023 12:42 PM
10	Being unable or unwilling to conduct their businesses in accordance with laws, rules, regulations like any other persons in any other businesses	5/30/2023 9:38 AM
11	I don't know	5/30/2023 7:49 AM
12	Competition. The market has way more supply than demand	5/29/2023 1:53 PM
13	Access to banking institutions.	5/26/2023 10:11 PM
14	the barriers are not high enough to stop setting up a business	5/26/2023 7:08 PM
15	It destroys lives - neighborhoods - families	5/26/2023 4:40 PM
16	I don't care! I prefer it out of the neighborhood	5/26/2023 4:13 PM
17	No idea	5/26/2023 10:06 AM
18	Just feel its a wrong direction to do	5/26/2023 8:32 AM
19	Barriers for this type of business are good to have in place	5/26/2023 8:06 AM

20	There should be more regulation	5/26/2023 7:49 AM
21	High taxes	5/26/2023 6:08 AM
22	I don't know	5/26/2023 12:33 AM
23	I have friends in the business & hear their concerns & complaints. Those are just a few. Plus the prices have dropped on product, but not taxes, etc	5/25/2023 11:55 PM
24	I don't know anything about this problem.	5/25/2023 11:18 PM
25	Not applicable to me	5/25/2023 11:06 PM
26	This is insanity. Why are we encouraging cannabis distribution?	5/25/2023 9:47 PM
27	behavior not being corrected	5/25/2023 9:33 PM
28	None! Santa Rosa is becoming the Weed capitol of the world. 99% of applications are rubber stamped.	5/25/2023 8:26 PM
29	All of the above	5/25/2023 8:01 PM
30	I have no idea	5/25/2023 7:50 PM
31	Nothing	5/25/2023 7:09 PM
32	all of these make it too expensive. black market is way less expensive	5/25/2023 6:58 PM
33	Unfortunately there are insufficient barriers. Inevitably cannabis stores will become another curse to disadvantaged neighborhoods in the way liquor stores have.	5/25/2023 6:57 PM
34	Unable to legally access the banking industry. Poorly regulated by the government. Community opposition due to poor regulation of impacts of Cannabis growth and operations.	5/25/2023 6:51 PM
35	There's not enough "barriers". Needs to be a state crime again.	5/25/2023 6:33 PM
36	People ignorant of how all businesses are regulated and assessed fees	5/25/2023 6:29 PM
37	Don't know	5/25/2023 5:44 PM
38	Stigma	5/25/2023 5:38 PM
39	Black market competition	5/25/2023 5:35 PM
40	I'm not an owner	5/25/2023 5:03 PM
41	Racism	5/25/2023 4:50 PM
42	Unknown	5/25/2023 4:35 PM
43	High Taxes	5/25/2023 4:35 PM
44	I am Against promoting cannabis industry.	5/25/2023 4:28 PM
45	I don't know	5/25/2023 4:18 PM
46	Federal legality	5/25/2023 8:07 AM
47	I don't want more dealers.	5/25/2023 8:02 AM
48	Not enough barriers as far as I am concerned.	5/24/2023 10:18 PM
49	I can't really answer this it is unknown to me personally- I would think it's still a new industry so all of the above!	5/24/2023 8:44 PM
50	Cannabis growers when involved in neighborhood issues are not responsive to neighborhood concerns and act entitled to grow when and where they choose without regard to the impacts of cannabis on neighborhoods. There are many serious impacts that impact residents. If cannabis applicants were wise in where they chose to grow cannabis there would be no homeowner protests. If the cities and the county adopted appropriate neighborhood compatibility regulations conflict would be reduced.	5/24/2023 8:29 PM
51	Unknown	5/24/2023 3:00 PM

52	Federal Banking Laws	5/24/2023 1:39 PM
53	It's a drug	5/24/2023 12:29 PM
54	Unknown	5/24/2023 12:08 PM
55	There's a price collapse, and this is not a good business to get into, pushing unhealthy drugs is a bad idea.	5/24/2023 10:45 AM
56	There don't seem to be many barriers - there seem to be dispensaries on every corner.	5/24/2023 10:07 AM
57	applicants greatly assisted already by city staff	5/24/2023 10:01 AM
58	While I believe that the Federal identification of cannabis as a Class 1 drug (or whatever), it is unfair that cannabis businesses do not have the ability to deduct business expenses, that's the reality. So are the CA and local taxes. For anyone to start and conduct a business with those realities without making certain the business pencils out is insane. Further, CA is now growing far more cannabis than CA "needs," which means that the value of the product is lessened; another factor that should be evaluated by any responsible business owner.	5/24/2023 9:33 AM
59	Overtaxation	5/23/2023 7:43 PM
60	Crimes being committed by the public to steal from these stores.	5/23/2023 1:54 PM
61	Not applicable	5/22/2023 6:47 PM
62	I'm just guessing based on what I have heard/know about the industry.	5/22/2023 6:43 PM
63	Stop drugs	5/22/2023 6:42 PM
64	The only barrier I know of is the cost of permits. Regardless, illegal grows are free and easy.	5/22/2023 5:38 PM
65	Don't need it or use it	5/22/2023 3:47 PM
66	NA	5/22/2023 3:35 PM
67	I'm not an owner, but I'm guessing.	5/22/2023 3:27 PM
68	NA	5/22/2023 3:12 PM
69	taxes both on product as well as the way a company can file and use business write offs	5/22/2023 10:54 AM
70	Lack of federal legalization combined with the Ca cannabis licensing system. The licensing system and prevalent illegal markets have caused the ca cannabis market to be flooded, driving revenue down while operating costs remain high.	5/20/2023 12:06 PM
71	Anything related.	5/20/2023 12:11 AM
72	Obviously there mustn't be much in the way of barriers if I could name 6 locations with no trouble	5/19/2023 8:19 PM
73	Seems like a new cannabis store opens up weekly. Need fewer store and better regulations on where these store can be located	5/19/2023 2:21 PM
74	I Have no idea as I'm not a cannabis business owner	5/18/2023 8:39 PM
75	Dealing with cash. Banks that won't work with cannabis businesses.	5/18/2023 8:34 PM
76	N/a	5/18/2023 7:16 PM
77	over saturation of the market so there are way too many operations in the community	5/18/2023 4:45 PM
78	Don't we have enough already?	5/18/2023 1:53 PM
79	No idea	5/18/2023 12:54 PM
80	Excess taxes	5/18/2023 12:43 PM
81	There aren't enough!	5/18/2023 12:21 PM
82	Unknown...why not help residents with other businesses?	5/18/2023 12:05 PM
83	Too much competition	5/18/2023 11:38 AM
84	There should be MORE barriers to operating a cannabis business!	5/18/2023 11:28 AM
85	Unknown	5/18/2023 11:09 AM

Q7 What are the biggest barriers to entry into the cannabis sector for workers? (Mark all that apply)

Answered: 219 Skipped: 9



ANSWER CHOICES	RESPONSES	
Prefer not to answer.	22.83%	50
Low pay of entry level jobs	37.44%	82
Limited opportunities to get in the front door	19.18%	42
Lack of training	17.35%	38
Criminal background checks	10.05%	22
Transportation	3.65%	8
Awareness of opportunities	23.74%	52
Other (please specify)	27.40%	60
Total Respondents: 219		

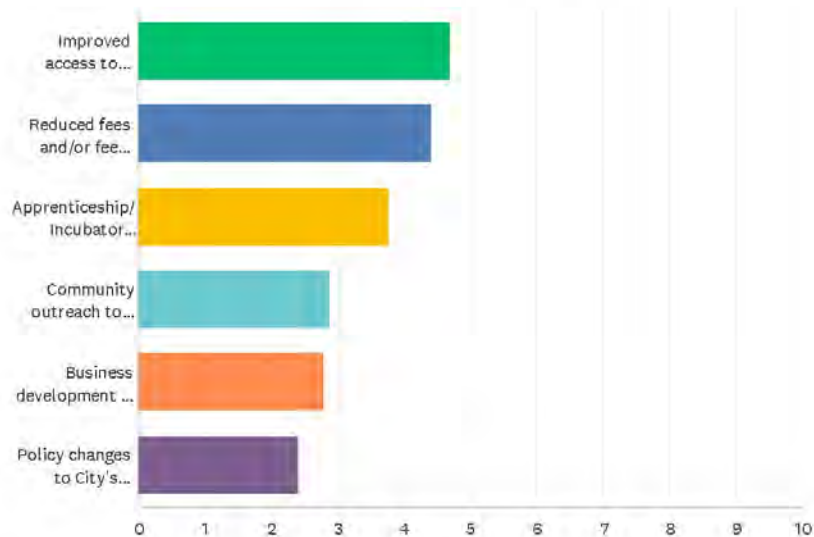
#	OTHER (PLEASE SPECIFY)	DATE
1	I am concerned but agnostic about personal usage of cannabis/products. I oppose cultivation, processing of cannabis in Sonoma County.	6/29/2023 12:23 PM
2	Concern about exposure to secondhand smoke and personal safety	6/16/2023 6:34 PM

3	Why is this survey being given to the public?	6/8/2023 8:36 PM
4	unsure	6/5/2023 2:28 PM
5	I do not know	6/2/2023 5:04 PM
6	Pot heads are Cool, is use and consumption of Captain Crunch been factored in?	5/31/2023 1:24 PM
7	N/A	5/30/2023 12:42 PM
8	See response to Question #6 above.	5/30/2023 9:38 AM
9	I don't know	5/30/2023 7:49 AM
10	No promotion opportunities from hourly, union averse, small clique of owners who have no business or HR depth. Random investment from tech bros or friend investors, who just want a party. Massive, systemic, shocking ageism and misogyny.	5/27/2023 12:31 PM
11	Having to deal with cash since banks won't deal with marijuana	5/27/2023 6:13 AM
12	Exposure to chemicals, high turnover, safety concerns, minimum wage, zero job security	5/26/2023 10:03 PM
13	I'm not sure	5/26/2023 10:02 PM
14	Dont care	5/26/2023 4:13 PM
15	No idea	5/26/2023 10:06 AM
16	To high to apply	5/26/2023 7:49 AM
17	With the high costs of operating and too many dispensaries locally, no business can successfully make enough money to pay well and all employees must be over 21 making it hard to find good help at minimum wage.	5/26/2023 7:21 AM
18	Lazyness	5/26/2023 12:38 AM
19	I don't know	5/26/2023 12:33 AM
20	Really I wouldnt know	5/25/2023 11:18 PM
21	Not applicable to myself	5/25/2023 11:06 PM
22	A dangerous industry.	5/25/2023 9:47 PM
23	lack of better jobs make it seem like a viable career	5/25/2023 9:33 PM
24	Nobody willing to work these daze.	5/25/2023 9:28 PM
25	Lack of intelligence, common knowledge, ability to think, rational, and respect for anyone.	5/25/2023 8:26 PM
26	I don't know what the barriers are.	5/25/2023 7:50 PM
27	Nothing	5/25/2023 7:09 PM
28	my step son is blind and could not get work	5/25/2023 6:58 PM
29	Immaturity	5/25/2023 6:57 PM
30	It shouldn't be a job. It should be illegal.	5/25/2023 6:33 PM
31	No barriers that other businesses have to deal with	5/25/2023 6:29 PM
32	Don't know	5/25/2023 5:44 PM
33	not sure	5/25/2023 5:03 PM
34	I don't know	5/25/2023 5:00 PM
35	Racism	5/25/2023 4:50 PM
36	Unknown	5/25/2023 4:35 PM
37	Unknown	5/25/2023 4:18 PM
38	I don't know	5/25/2023 3:06 PM

39	i don't care.	5/25/2023 8:02 AM
40	not sure	5/25/2023 2:36 AM
41	Lack of motivation from using cannabis	5/24/2023 10:29 PM
42	Unknown	5/24/2023 8:44 PM
43	Concern over a lot of crime happening and the fear of being in a cannabis store when it's held up by criminals.	5/24/2023 8:21 PM
44	It's a drug	5/24/2023 12:29 PM
45	safety of workers	5/24/2023 11:32 AM
46	It's a horrible activity, don't waste your life on drugs! Do something healthy and positive. Get a life!	5/24/2023 10:45 AM
47	I have no information on this but am curious as to why the city would want to encourage workers to work in this sector. Cannabis does expose them to B-myrcene, a carcinogen.	5/24/2023 10:07 AM
48	health concerns	5/24/2023 10:01 AM
49	Although fees are high for the corporate companies they are paying workers minimum wage even if you have years of experience in the industry, Sad!	5/23/2023 10:14 PM
50	i don't know	5/22/2023 6:43 PM
51	Would like to see other businesses that aren't drug related	5/22/2023 6:42 PM
52	No barriers	5/22/2023 3:36 PM
53	I have no idea what the barriers might be for workers.	5/22/2023 3:27 PM
54	its easy to get in the front door once you realize that is ag and factory work	5/22/2023 10:54 AM
55	Unsure	5/20/2023 7:48 AM
56	Do not know.	5/18/2023 8:34 PM
57	many think they will be well paid in money and product.	5/18/2023 4:45 PM
58	"Criminal background checks??" That you have to ask that should tell you something!	5/18/2023 12:21 PM
59	Unknown	5/18/2023 12:05 PM
60	complex present regulations with history of over-enforcement.	5/18/2023 11:53 AM

Q8 Santa Rosa is considering developing a dedicated program to bring equitable access to the Cannabis industry, with a particular focus on assisting communities that were disproportionately affected by the War on Drugs. Which of these strategies do you think would be most effective in Santa Rosa to address issues of equity in regards to the Cannabis industry?

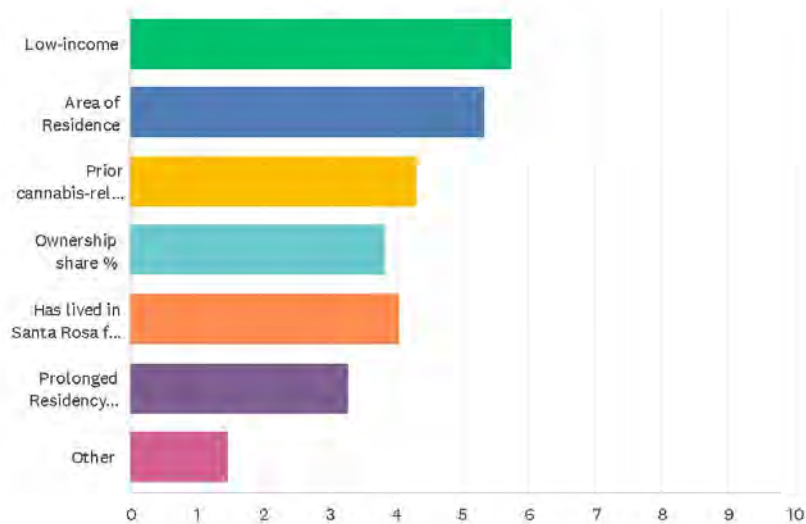
Answered: 209 Skipped: 19



	1	2	3	4	5	6	TOTAL	SCORE
Improved access to capital (e.g. a grant program)	44.02% 92	21.05% 44	15.31% 32	7.66% 16	4.78% 10	7.18% 15	209	4.70
Reduced fees and/or fee deferral	25.36% 53	37.80% 79	11.00% 23	11.00% 23	8.13% 17	6.70% 14	209	4.41
Apprenticeship/Incubator programs for equity businesses	9.57% 20	18.18% 38	37.32% 78	16.75% 35	12.44% 26	5.74% 12	209	3.78
Community outreach to encourage participation	4.78% 10	6.70% 14	14.35% 30	38.76% 81	16.75% 35	18.66% 39	209	2.88
Business development and technical assistance programs	6.22% 13	9.09% 19	13.40% 28	17.70% 37	36.84% 77	16.75% 35	209	2.80
Policy changes to City's Cannabis Ordinance	10.05% 21	7.18% 15	8.61% 18	8.13% 17	21.05% 44	44.98% 94	209	2.42

Q9 What do you think are some qualifying eligibility criteria for applicants that should take priority in receiving equity assistance?

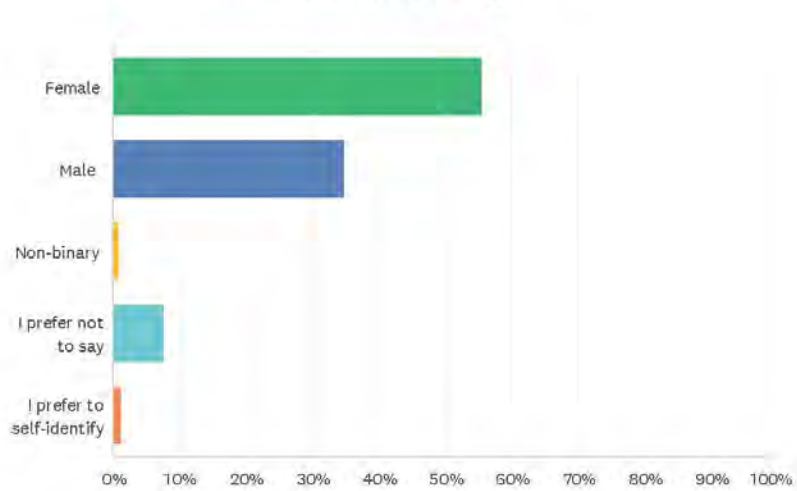
Answered: 205 Skipped: 23



	1	2	3	4	5	6	7	TOTAL	SCORE
Low-income	54.63% 112	12.68% 26	11.22% 23	7.32% 15	4.88% 10	6.34% 13	2.93% 6	205	5.74
Area of Residence	14.15% 29	44.88% 92	16.10% 33	12.68% 26	8.78% 18	2.93% 6	0.49% 1	205	5.32
Prior cannabis-related arrest record	9.27% 19	11.22% 23	40.49% 83	7.80% 16	11.22% 23	11.22% 23	8.78% 18	205	4.31
Ownership share %	4.39% 9	7.32% 15	8.78% 18	45.37% 93	15.12% 31	18.54% 38	0.49% 1	205	3.83
Has lived in Santa Rosa for multiple years.	9.76% 20	12.68% 26	10.73% 22	16.59% 34	40.49% 83	9.27% 19	0.49% 1	205	4.05
Prolonged Residency Status in Santa Rosa	4.88% 10	10.73% 22	11.22% 23	8.78% 18	16.59% 34	40.49% 83	7.32% 15	205	3.28
Other	2.93% 6	0.49% 1	1.46% 3	1.46% 3	2.93% 6	11.22% 23	79.51% 163	205	1.47

Q10 What is your gender?

Answered: 224 Skipped: 4

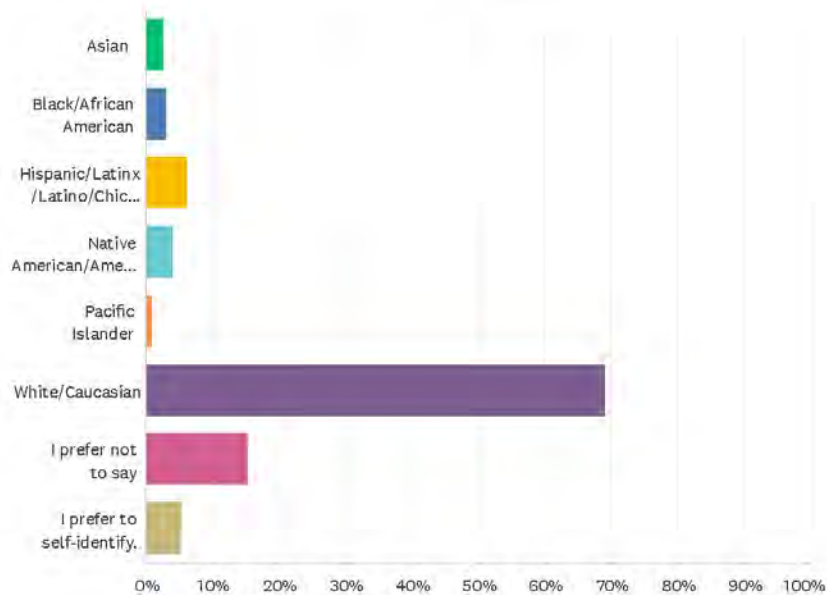


ANSWER CHOICES	RESPONSES	
Female	55.36%	124
Male	34.82%	78
Non-binary	0.89%	2
I prefer not to say	7.59%	17
I prefer to self-identify	1.34%	3
TOTAL		224

#	I PREFER TO SELF-IDENTIFY	DATE
1	Non binary or self identity 🙄🙄	6/17/2023 1:42 AM
2	None of your business	5/26/2023 12:56 PM
3	I'm a cat	5/19/2023 2:21 PM

Q11 What is your race and/or ethnicity? Choose all that apply.

Answered: 227 Skipped: 1



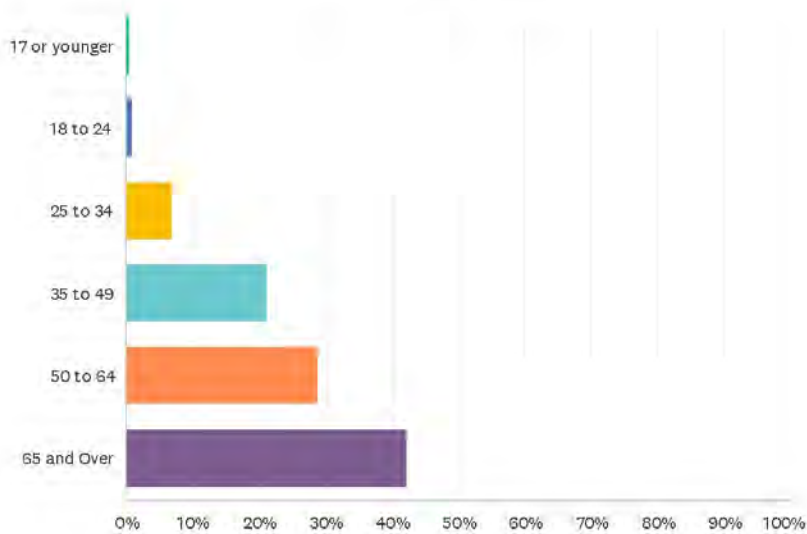
ANSWER CHOICES	RESPONSES	
Asian	2.64%	6
Black/African American	3.06%	7
Hispanic/Latinx/Latino/Chicano	6.17%	14
Native American/American Indian/Indigenous American	3.96%	9
Pacific Islander	0.88%	2
White/Caucasian	69.16%	157
I prefer not to say	15.42%	35
I prefer to self-identify.	5.29%	12
Total Respondents: 227		

#	I PREFER TO SELF-IDENTIFY.	DATE
1	Asian, Spanish, Norwegian, Native American	6/5/2023 2:28 PM
2	none of your business	5/26/2023 12:56 PM
3	Citizen	5/25/2023 9:33 PM
4	Rainbowasian	5/25/2023 4:18 PM

5	God's Creation	5/25/2023 2:36 AM
6	Member of the humankind	5/22/2023 4:49 PM
7	jewish	5/22/2023 3:39 PM
8	European	5/22/2023 3:34 PM
9	Irish	5/22/2023 3:13 PM
10	I'm a cat	5/19/2023 2:21 PM
11	human	5/18/2023 11:53 AM
12	Homo sapien sapian	5/18/2023 11:20 AM

Q12 What is your age?

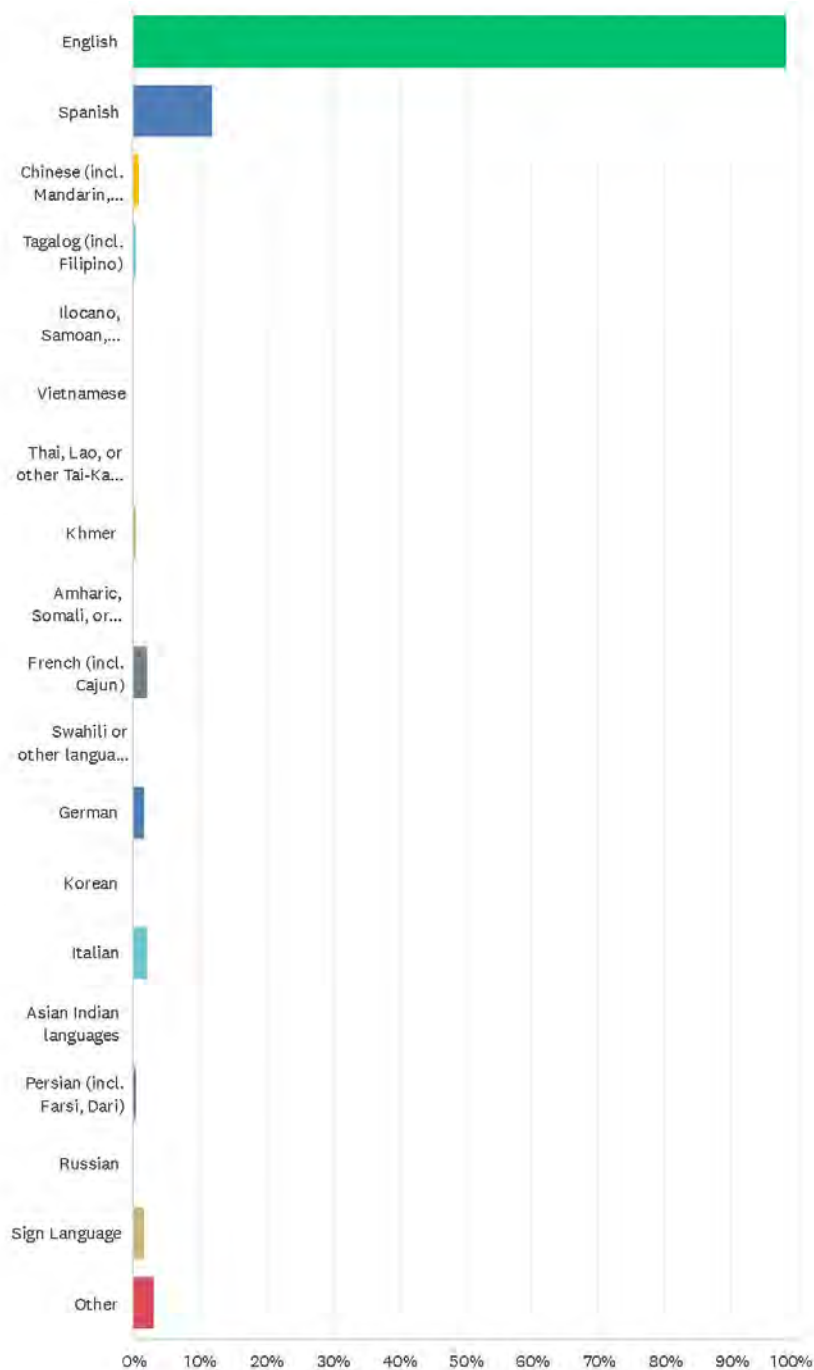
Answered: 223 Skipped: 5



ANSWER CHOICES	RESPONSES	
17 or younger	0.45%	1
18 to 24	0.90%	2
25 to 34	6.73%	15
35 to 49	21.08%	47
50 to 64	28.70%	64
65 and Over	42.15%	94
TOTAL		223

Q13 What languages do you speak at home? (Select all that apply)

Answered: 225 Skipped: 2

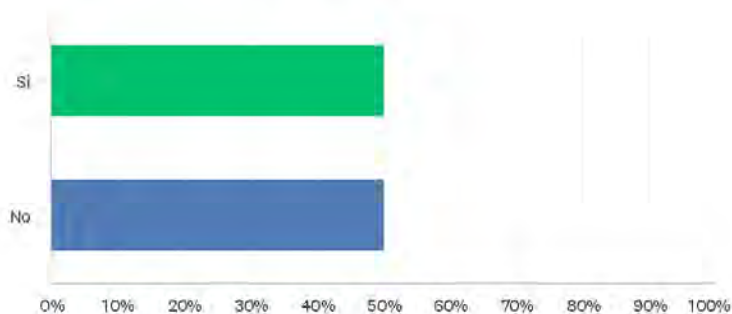


ANSWER CHOICES		RESPONSES
English		98.22% 221
Spanish		12.00% 27
Chinese (incl. Mandarin, Cantonese)		0.89% 2
Tagalog (incl. Filipino)		0.44% 1
Ilocano, Samoan, Hawaiian, or other Austronesian languages		0.00% 0
Vietnamese		0.00% 0
Thai, Lao, or other Tai-Kadai languages		0.00% 0
Khmer		0.44% 1
Amharic, Somali, or other Afro-Asiatic languages		0.00% 0
French (incl. Cajun)		2.22% 5
Swahili or other languages of Central, Eastern, and Southern Africa		0.00% 0
German		1.78% 4
Korean		0.00% 0
Italian		2.22% 5
Asian Indian languages		0.00% 0
Persian (incl. Farsi, Dari)		0.44% 1
Russian		0.00% 0
Sign Language		1.78% 4
Other		3.11% 7
Total Respondents: 225		
#	OTHER	DATE
1	Other	5/26/2023 10:03 PM
2	Prefer not to say	5/25/2023 6:51 PM
3	Portuguese	5/25/2023 4:50 PM
4	Who is pushing this equity ? And weed use ????	5/19/2023 8:19 PM
5	Meow	5/19/2023 2:21 PM
6	what is the relevance of this question?	5/18/2023 4:45 PM
7	Maori	5/18/2023 12:28 PM

Appendix B: Cannabis Equity Assessment Survey (Spanish)

Q1 ¿Te gustaría ver un Programa de Equidad Cannábica en Santa Rosa?

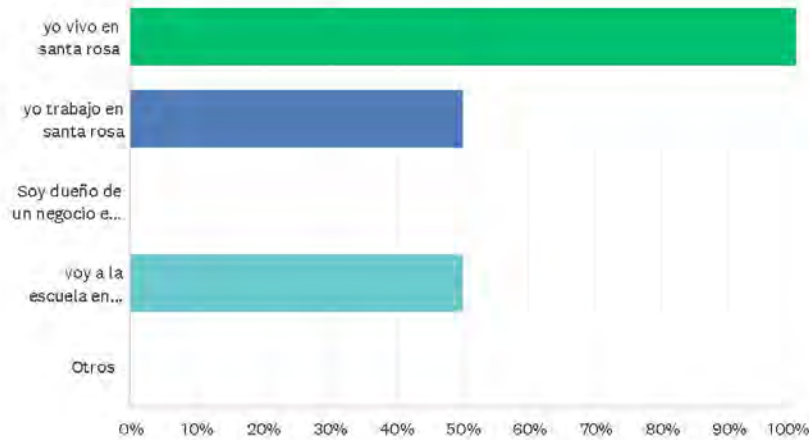
Answered: 2 Skipped: 0



ANSWER CHOICES	RESPONSES	
Si	50.00%	1
No	50.00%	1
TOTAL		2

Q2 ¿Cuál de los siguientes te describe mejor? Seleccione todas las que correspondan.

Answered: 2 Skipped: 0



ANSWER CHOICES	RESPONSES	
yo vivo en santa rosa	100.00%	2
yo trabajo en santa rosa	50.00%	1
Soy dueño de un negocio en Santa Rosa	0.00%	0
voy a la escuela en santa rosa	50.00%	1
Otros	0.00%	0
Total Respondents: 2		

#	OTROS	DATE
	There are no responses.	

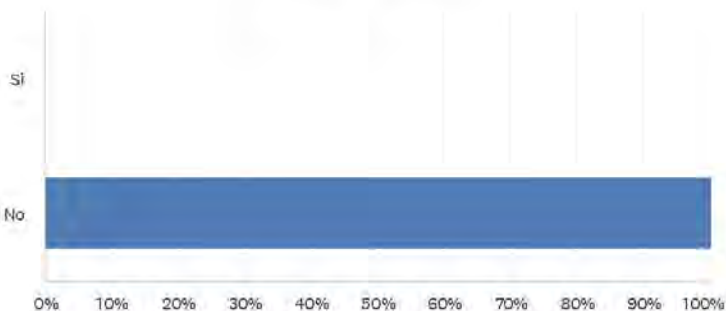
Q3 ¿Cómo te afecta la industria actual del cannabis a ti, a tu familia y/o a tu comunidad?

Answered: 2 Skipped: 0

#	RESPONSES	DATE
1	No afecta	5/24/2023 12:12 PM
2	Me afectaría porque no se implementan controles, en todos lados de la ciudad encuentro gente fumando, en parques, garajes públicos, mis hijos y yo sufrimos de asma y yo tambien tengo rinitis, cuando camino en el parque no soporto el olor. Además hay demasiada gente en las calles gracias a las drogas no controladas. Empezan con poquito y no tienen la fuerza de voluntad de parar, si no todo lo contrario quieren más al punto de perder todo familia trabajo y quedar en las calles dando mal ejemplo a los niños. O por estar drogados, cometen crímenes y accidentes. No apoyo nada que sea de ningún tipo de drogas	5/18/2023 8:32 PM

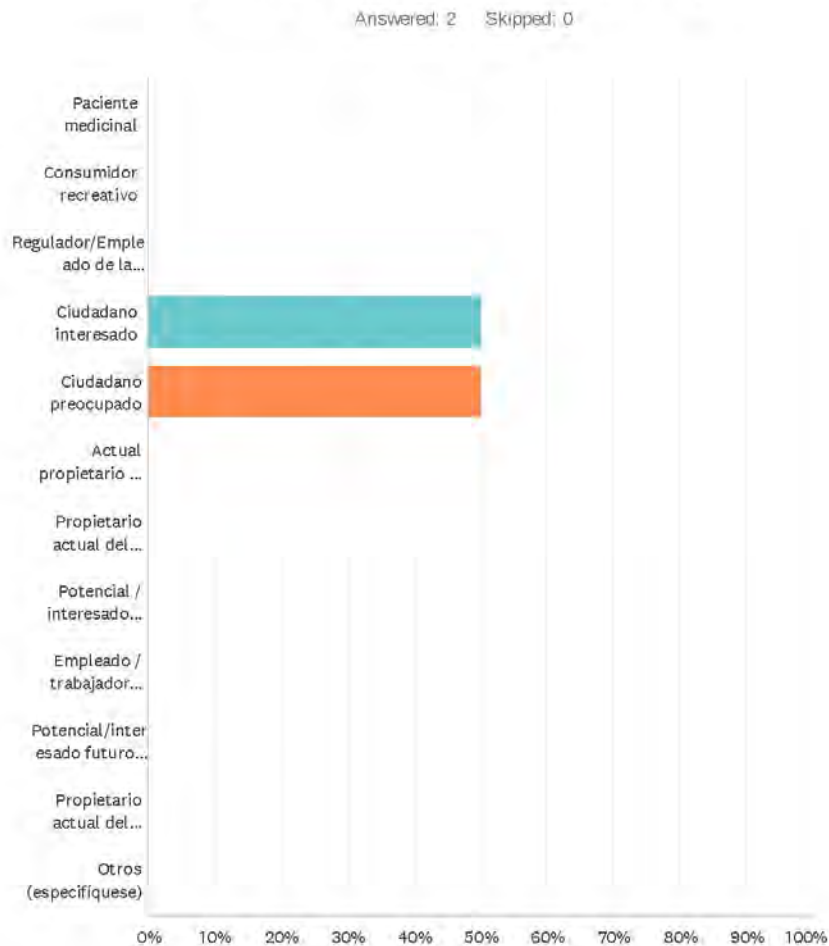
Q4 ¿Alguna vez has sido condenado por un delito relacionado con el cannabis?

Answered: 2 Skipped: 0



ANSWER CHOICES	RESPONSES	
Si	0.00%	0
No	100.00%	2
TOTAL		2

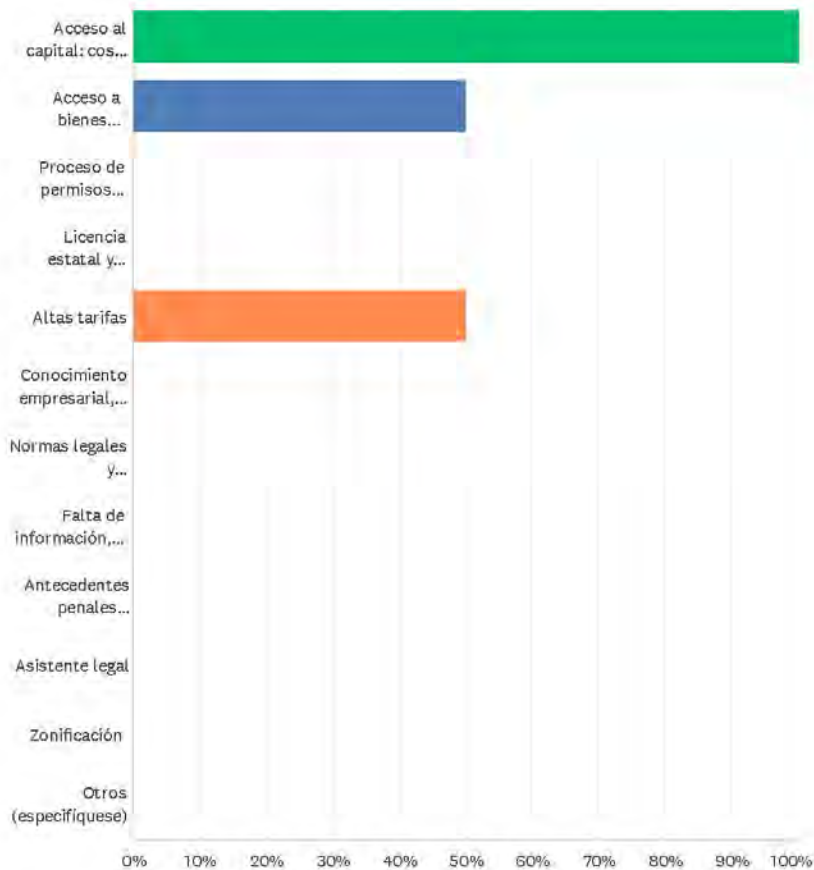
Q5 ¿Cuál describe mejor tu interés/papel con el cannabis en Santa Rosa? (Marque todo lo que corresponda)



ANSWER CHOICES		RESPONSES	
	Paciente medicinal	0.00%	0
	Consumidor recreativo	0.00%	0
	Regulador/Empleado de la Ciudad	0.00%	0
	Ciudadano interesado	50.00%	1
	Ciudadano preocupado	50.00%	1
	Actual propietario de un negocio de cannabis en la ciudad de Santa Rosa	0.00%	0
	Propietario actual del negocio de cannabis fuera de Santa Rosa	0.00%	0
	Potencial / interesado futuro propietario de un negocio de cannabis	0.00%	0
	Empleado / trabajador actual del negocio de cannabis	0.00%	0
	Potencial/interesado futuro empleado/trabajador de cannabis	0.00%	0
	Propietario actual del negocio – No Cannabis	0.00%	0
	Otros (especificúese)	0.00%	0
Total Respondents: 2			
#	OTROS (ESPECIFIQUESE)	DATE	
	There are no responses.		

Q6 ¿Cuáles son las barreras más importantes para operar un negocio de cannabis para los propietarios? (Marque todo lo que corresponda)

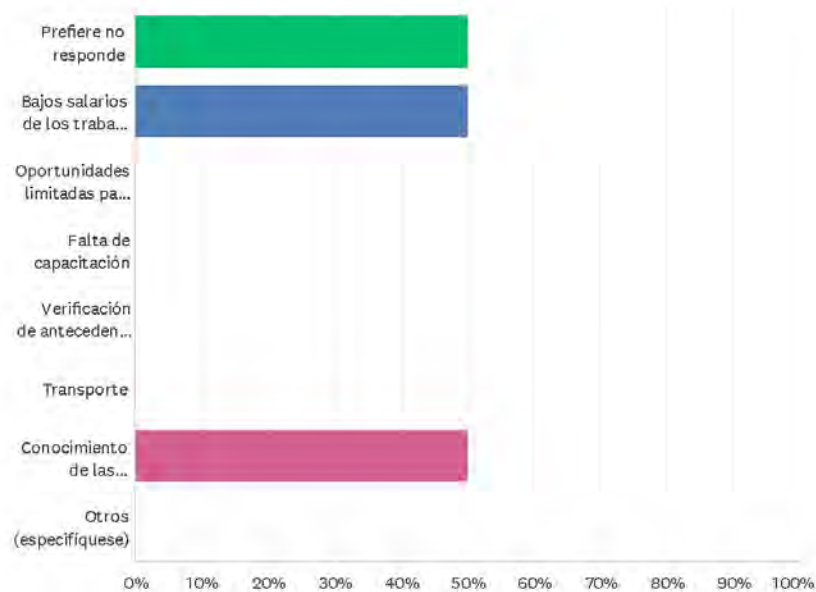
Answered: 2 Skipped: 0



ANSWER CHOICES		RESPONSES	
Acceso al capital: costos de inicio de negocios, bancos, préstamos, costos de seguro		100.00%	2
Acceso a bienes inmuebles		50.00%	1
Proceso de permisos locales		0.00%	0
Licencia estatal y proceso de solicitud		0.00%	0
Altas tarifas		50.00%	1
Conocimiento empresarial, experiencia y educación		0.00%	0
Normas legales y reglamentarias difíciles/desconocidas		0.00%	0
Falta de información, divulgación y/o barreras lingüísticas		0.00%	0
Antecedentes penales existentes		0.00%	0
Asistente legal		0.00%	0
Zonificación		0.00%	0
Otros (especifíquese)		0.00%	0
Total Respondents: 2			
#	OTROS (ESPECIFIQUESE)	DATE	
	There are no responses.		

Q7 ¿Cuáles son las mayores barreras de entrada en el sector del cannabis para los trabajadores? (Marque todo lo que corresponda)

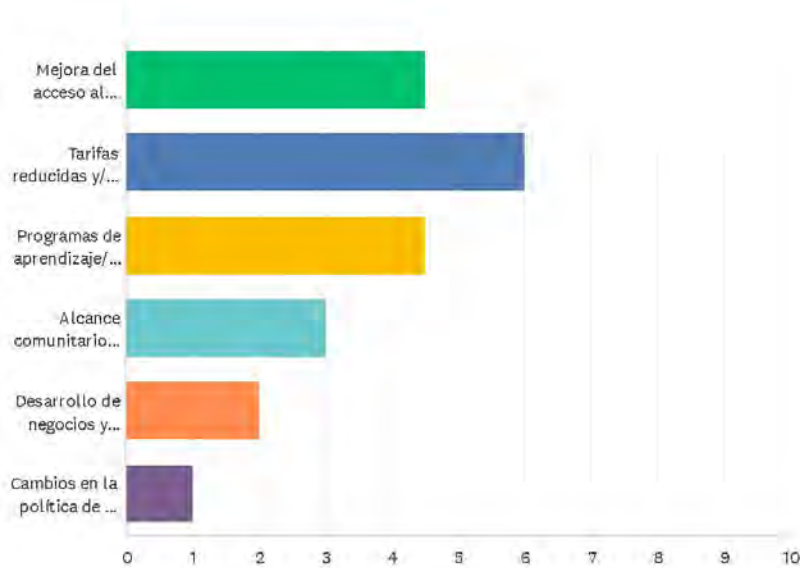
Answered: 2 Skipped: 0



ANSWER CHOICES		RESPONSES	
	Prefiere no responde	50.00%	1
	Bajos salarios de los trabajos de nivel de entrada	50.00%	1
	Oportunidades limitadas para entrar por la puerta principal	0.00%	0
	Falta de capacitación	0.00%	0
	Verificación de antecedentes penales	0.00%	0
	Transporte	0.00%	0
	Conocimiento de las oportunidades	50.00%	1
	Otros (especificúese)	0.00%	0
Total Respondents: 2			
#	OTROS (ESPECIFÍQUESE)	DATE	
	There are no responses.		

Q8 Santa Rosa está considerando desarrollar un programa dedicado para brindar acceso equitativo a la industria del cannabis, con un enfoque particular en ayudar a las comunidades que se vieron desproporcionadamente afectadas por la industria del cannabis. ¿Cuál de estas estrategias crees que sería más efectiva en Santa Rosa para abordar los problemas de equidad con respecto a la industria del cannabis?

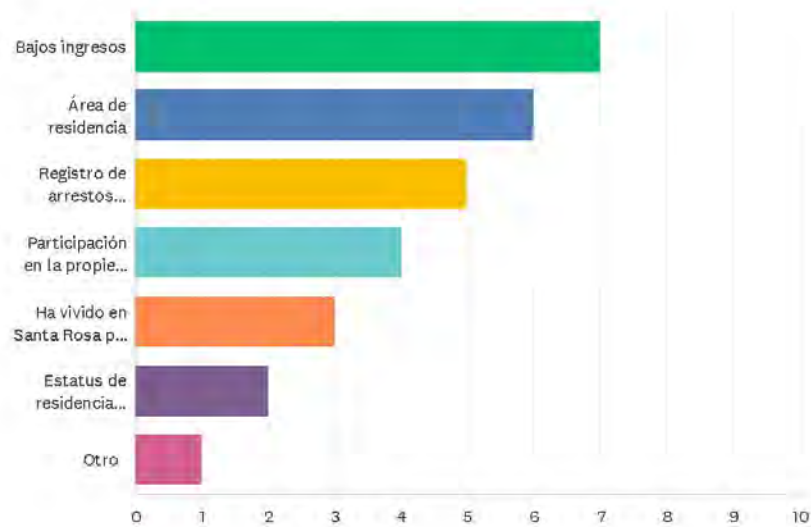
Answered: 2 Skipped: 0



	1	2	3	4	5	6	TOTAL	SCORE
Mejora del acceso al capital (por ejemplo, un programa de subvenciones)	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	0.00% 0	2	4.50
Tarifas reducidas y/o aplazamiento de tarifas	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2	6.00
Programas de aprendizaje/incubadora para empresas de capital	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	0.00% 0	2	4.50
Alcance comunitario para fomentar la participación	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	2	3.00
Desarrollo de negocios y programas de asistencia técnica	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	2	2.00
Cambios en la política de la Ordenanza de Cannabis de la Ciudad	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	2	1.00

Q9 ¿Cuáles cree que son algunos criterios de elegibilidad para los solicitantes que deberían tener prioridad en la recepción de asistencia de equidad?

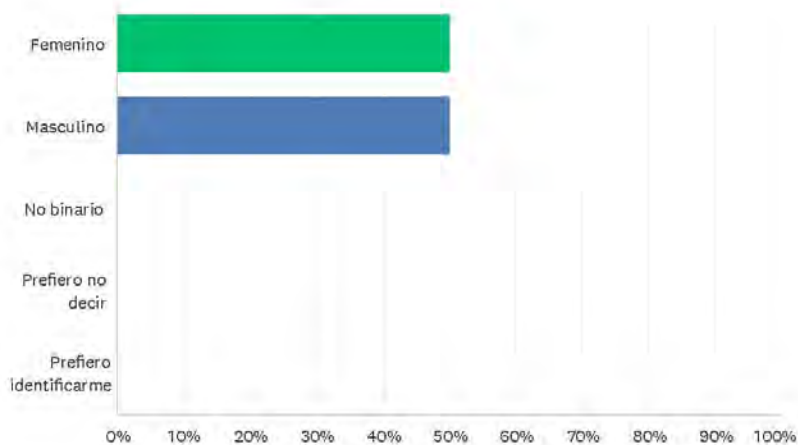
Answered: 2 Skipped: 0



	1	2	3	4	5	6	7	TOTAL	SCORE
Bajos ingresos	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2	7.00
Área de residencia	0.00% 0	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2	6.00
Registro de arrestos previos relacionados con el cannabis	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2	5.00
Participación en la propiedad %	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	0.00% 0	2	4.00
Ha vivido en Santa Rosa por varios años	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	2	3.00
Estatus de residencia prolongada en Santa Rosa	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	2	2.00
Otro	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	2	1.00

Q10 Cuál es tu género?

Answered: 2 Skipped: 0

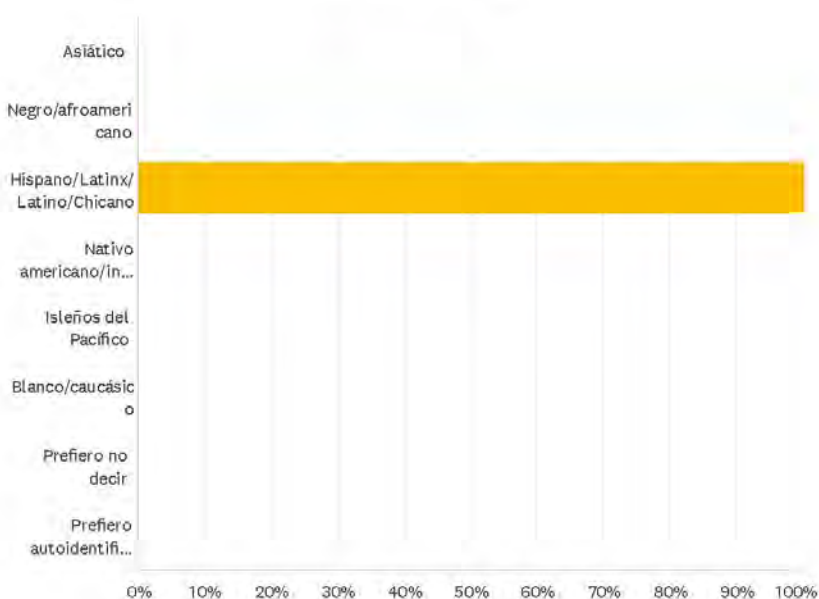


ANSWER CHOICES		RESPONSES	
Femenino		50.00%	1
Masculino		50.00%	1
No binario		0.00%	0
Prefiero no decir		0.00%	0
Prefiero identificarme		0.00%	0
TOTAL			2

#	PREFIERO IDENTIFICARME	DATE
There are no responses.		

Q11 ¿Cuál es su raza y/o etnia? Elija todas las que correspondan.

Answered: 2 Skipped: 0

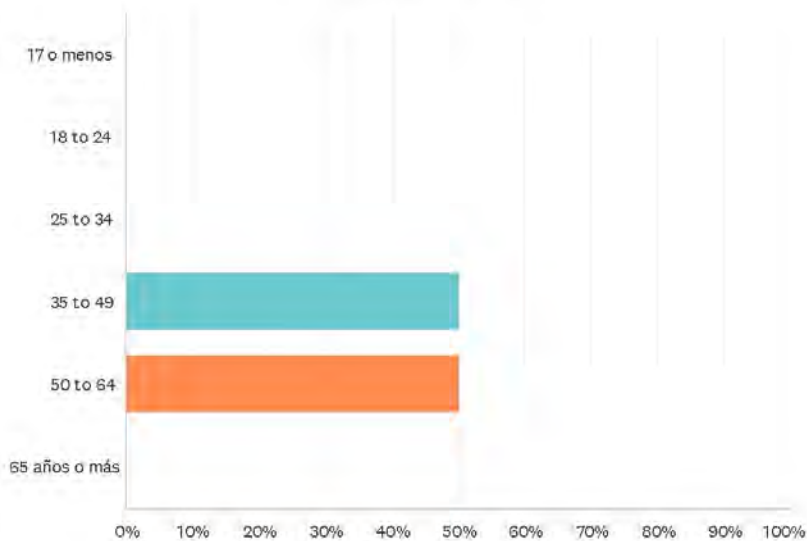


ANSWER CHOICES	RESPONSES	
Asiático	0.00%	0
Negro/afroamericano	0.00%	0
Hispano/Latinx/Latino/Chicano	100.00%	2
Nativo americano/indio americano/indígena americano	0.00%	0
Islaños del Pacífico	0.00%	0
Blanco/caucásico	0.00%	0
Prefiero no decir	0.00%	0
Prefiero autoidentificarme	0.00%	0
Total Respondents: 2		

#	PREFIERO AUTOIDENTIFICARME	DATE
There are no responses.		

Q12 ¿Cuántos años tienes?

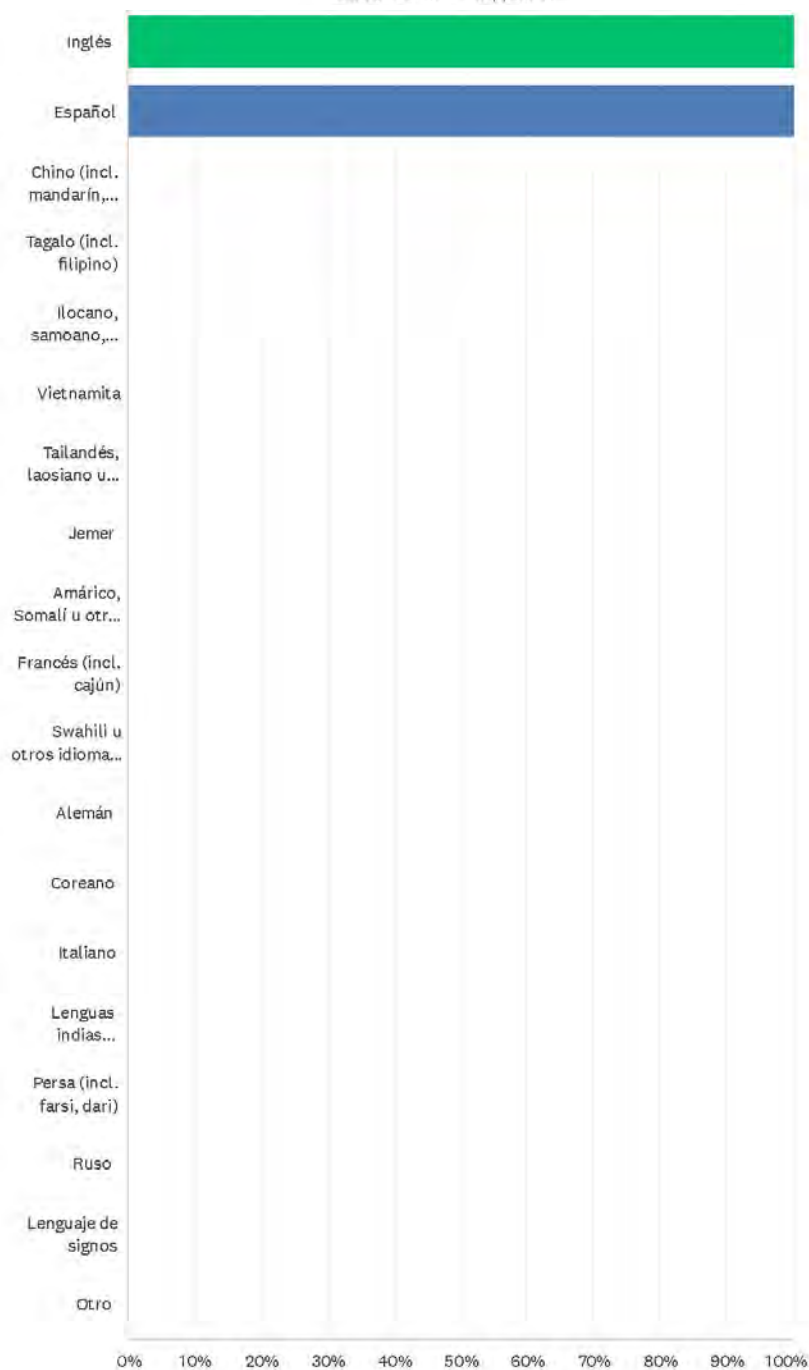
Answered: 2 Skipped: 0



ANSWER CHOICES	RESPONSES	
17 o menos	0.00%	0
18 to 24	0.00%	0
25 to 34	0.00%	0
35 to 49	50.00%	1
50 to 64	50.00%	1
65 años o más	0.00%	0
TOTAL		2

Q13 ¿Qué idiomas hablas en casa? (Seleccione todas las que correspondan)

Answered: 2 Skipped: 0



ANSWER CHOICES		RESPONSES	
	Inglés	100.00%	2
	Español	100.00%	2
	Chino (incl. mandarín, cantonés)	0.00%	0
	Tagalo (incl. filipino)	0.00%	0
	Ilocano, samoano, hawaiano u otras lenguas austronesias	0.00%	0
	Vietnamita	0.00%	0
	Tailandés, laosiano u otros idiomas Tai-Kadai	0.00%	0
	Jemer	0.00%	0
	Amárico, Somalí u otras lenguas afroasiáticas	0.00%	0
	Francés (incl. cajún)	0.00%	0
	Swahili u otros idiomas de África Central, Oriental y Meridional	0.00%	0
	Alemán	0.00%	0
	Coreano	0.00%	0
	Italiano	0.00%	0
	Lenguas indias asiáticas	0.00%	0
	Persa (incl. farsi, dari)	0.00%	0
	Ruso	0.00%	0
	Lenguaje de signos	0.00%	0
	Otro	0.00%	0
Total Respondents: 2			
#	OTRO		DATE
	There are no responses.		

Appendix C: Community Meeting Invitation

CITY OF SANTA ROSA

City of Santa Rosa

Community Meeting

MONDAY, JUNE 26

VIA ZOOM
6:00pm - 8:00pm

Topic of Discussion:
"Let's Talk Cannabis Equity"

Join the City of Santa Rosa for a virtual community meeting regarding the City's Cannabis Equity Assessment

Join us on Zoom!
[HTTPS://SRCITY-ORG.ZOOM.US.WEBINAR_REGISTER/WN_MTK288C0RLC4UJM1C0WZ7W](https://srcity.org/zoom.us/webinar/register/wn_mtk288c0rlc4ujm1c0wz7w)

More information:
cannabis@srcity.org;
www.srcity.org/3839/Cannabis-Equity-Grant-Program

CIUDAD DE SANTA ROSA

City of Santa Rosa

Reunión De La Comunidad

LUNES, 26 DE JUNIO

VÍA ZOOM
6:00pm - 8:00pm

Tema de Discusión:
"Hablemos de la equidad del cannabis"

Únete a la Ciudad de Santa Rosa en una reunión virtual de la comunidad sobre la evaluación de equidad del Cannabis

¡Únete a nosotros en Zoom!
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