

City of Los Angeles Department of Cannabis Regulation

SPARK



CITY OF LOS ANGELES DEPARTMENT OF
**CANNABIS
REGULATION**

PROGRAM PURPOSE



To better meet the needs of the local community, cannabis related stakeholders, and their respective interests, DCR tasked MBI Media, experts in community outreach, with designing and implementing the SPARK Initiative, a stakeholder engagement campaign.

The SPARK Initiative aimed to collect and address stakeholder feedback regarding the City's Licensing and Social Equity Program, as well as corporate social responsibility, community impact, and other priorities identified by local stakeholders.



PROGRAM DESIGN

(SUMMARY OF METHODOLOGIES)



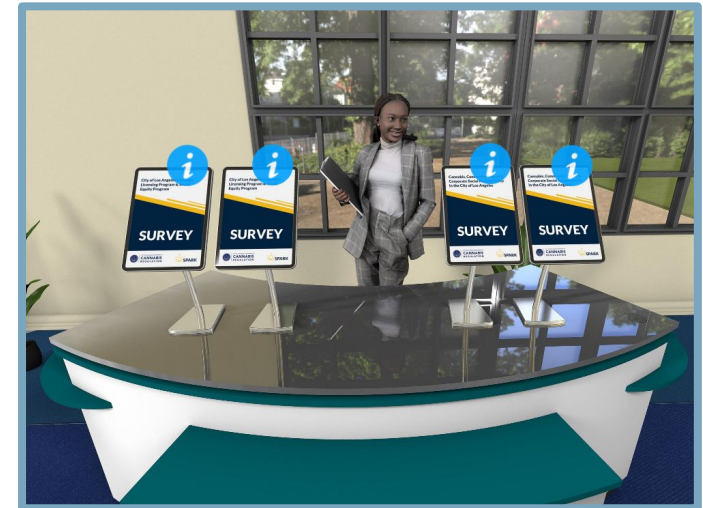
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Specifically, DCR tasked MBI Media with the following deliverables established to collect, analyze, and report on stakeholder feedback, including development and administration of:

- Programming to collect and analyze stakeholder input through a variety of methodologies
- A detailed report regarding program purpose, methodologies used, stakeholder input, and related analysis
- A video highlighting the program, methodologies used, stakeholder input, and related analysis

The SPARK program was categorized and administered in five phases:

1. Collecting feedback
2. Analyzing feedback
3. Creating a report that details stakeholder feedback
4. Developing recommendations based on stakeholder feedback
5. Action by City Council Committees and City leadership



SPARK Phases and Implementation



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PROGRAM PURPOSE



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SPARK Virtual Meeting Room

PROGRAM UPDATES: SPARK ANALYTICS



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545

SPARK Session Attendees

55,836

Stakeholders Reached Through Media Engagements

31,233

Stakeholder Engaged through Email Outreach

230

Comments Collected

200

SPARK Surveys Taken





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PROGRAM FINDINGS (SUMMARY OF FINDINGS)



SUMMARY OF FINDINGS: LICENSING AND REGULATIONS



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License Application Process

Stakeholders expressed a need for:

- Increased transparency in business license application process and timelines
- Access to expedited business license application processing

Public Information, Engagement and Resources

Stakeholders expressed a need for:

- Increased access to information and assistance regarding the business license application process
- Quicker responses from DCR regarding questions about the business license application process and status
- Improved Customer Service



SUMMARY OF FINDINGS: LICENSING AND REGULATIONS



Property Requirements

Stakeholders shared experiences regarding:

- Lack of locations compliant with City's requirements
- Exploitation by property owners
- A need for increased access to property (locations compliant with City's requirements)

Expanding Licensing Opportunities

Stakeholders expressed a need for:

- Access to cultivation licenses, event licenses and consumption licenses

Social Equity Program – Resources and Programming

Stakeholders expressed a need for:

- Equity centered cannabis policies and programs that address the impacts of the war on drugs



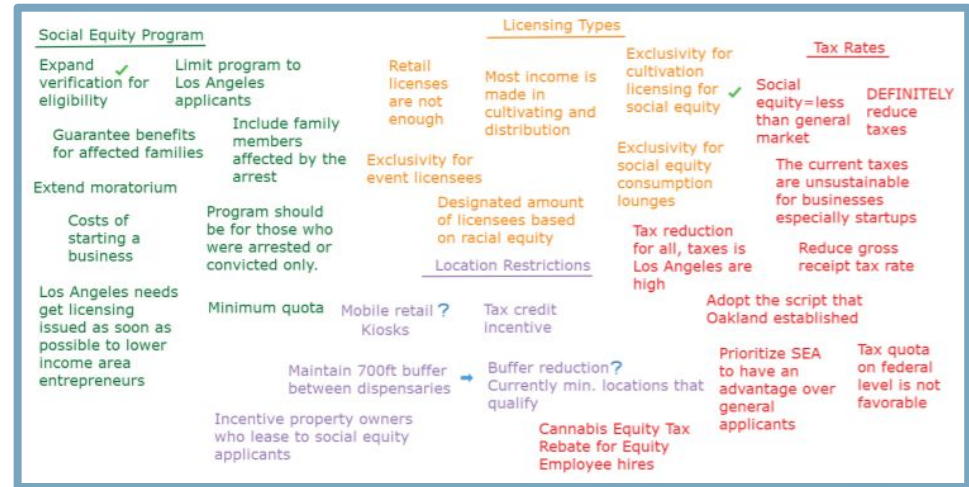
SUMMARY OF FINDINGS: SOCIAL EQUITY PROGRAM



Social Equity Program - Eligibility Criteria

Stakeholders conveyed a desire for the inclusion of Social Equity Program eligibility criteria that:

- Prioritizes local residents
- Includes relatives of individuals disproportionately impacted by the war on drugs
- Considers diversity as well as racial equity



SUMMARY OF FINDINGS: CORPORATE SOCIAL RESPONSIBILITY



Responsible Business Practices

Stakeholders expressed a need for:

- The establishment and implementation of Corporate Social Responsibility Requirements
- The implementation of workforce and hiring requirements
- Increased community engagement from Cannabis Industry



SUMMARY OF FINDINGS: COMMUNITY IMPACT



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Enforcement and Compliance

Stakeholders expressed a need for:

- Increased Transparency regarding cannabis enforcement data
- A need for expanded efforts to address unlicensed commercial cannabis activity and compliant management
- Increased industry oversight & compliance Enforcement
- The prioritization of public health in cannabis regulation

Cannabis Revenue Impacts

Stakeholders expressed a need for:

- Increased transparency regarding cannabis tax revenue
- Increased transparency in the City's use of cannabis tax revenue
- The establishment of a Community Reinvestment Fund
- A decreased tax rate



SPARK Phases and Implementation



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