DIVERSITY & EQUITY: THE TALE OF TWO CITIES

Presented by

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City of Stockton - Background

2016
November 8  Measures P and Q passed by voters

2017
June 27  Medicinal & Adult-Use Cannabis Regulation Act (SB 94)

2018
April 17  Council Approved Contract with Consultant
July 18  Two Community Meetings
September 18  Council Approved Adult-Use Cannabis for Existing Businesses
October 17–19  Additional Community Meetings

2019
March 5  Council Approved Expansion of Cannabis Regulatory Program
July 16  Council Approved Additional Items to Cannabis Regulatory Program
City of Stockton

- Population of over 300,000
- 13th largest City in California
- 60 Miles east of San Francisco and 45 miles south of Sacramento
- 44% White, 43% Hispanic/Latino, 21% Asian, 12% Black or African American
- Home of the Stockton Ports (Class A affiliate of the Oakland A’s), Stockton Kings (NBA G-League), Stockton Heat (AHL)
Community Goals

• Prevent availability of regulated cannabis to individuals who are under 21 years of age.

• Maintain, and when possible improve, the public health and safety of citizens.

• Be consistent with Stockton’s long-term planning and land use strategies.

• Seek to create equitable opportunities for different socioeconomic and cultural interests.
Cannabis Business Types

• *Cultivators* – Grow cannabis
• *Distributors* – Move/transport cannabis to other licensed cannabis businesses
• *Manufacturers* – Make concentrates or infused products
• *Testing Laboratories* – Test cannabis for safety
• *Storefront Retail Stores (dispensary)* – Sell cannabis to the public
• *Non-storefront Retail Stores* – Sell cannabis to the public through delivery only
• *Microbusiness* – Smaller scale cannabis business with at least 3 types of cannabis business types
Summary of Approach
Program Amendments

Phase 1 – Added Adult-use Allowance to Existing Businesses

Phase 2

• Expansion of business types
• Permit Caps vs. Controlled Roll-out: Equity Program – Random Lottery
• Existing Businesses Allowances

Phase 3

• Workforce Diversity Incentive Program
• Tax Rate Adjustments
• Location Requirements
• Additional Existing Businesses Allowance

Phase 4 – Temporary Cannabis Events
Lessons Learned

• Establish priorities at the beginning
• Engage the community stakeholders
• Acknowledge the “voice” of existing businesses
• Develop a sustainable program
• Embrace change