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Cannabis Program Strategic Plan, Goals, Objectives, Performance Measures

<i>Cannabis Program Strategic Plan Goals and Objectives</i>		
Goal A	Outdoor	Support the lawful cannabis industry's efforts to generate economic development in Monterey County while being mindful of other local industries important to the well-being of the county.
		<i>Objective 1: To provide those who historically cultivated cannabis within the applicable planning area(s), an opportunity to participate in the legalized cannabis industry.</i>
		<i>Performance Measures</i>
		Total square feet of indoor cannabis cultivation.
		Total square feet of indoor mixed light cultivation.
	x	Total square feet of outdoor cultivation.
		Percent of indoor/mixed light operators.
	x	Percent of outdoor operators.
		Number of cannabis operators with a manufacturer license.
		Number of cannabis operators with a distribution license.
		Number of cannabis operators with a retail license.
	x	Number of outdoor permit applications received for the Outdoor Grow Pilot Program.
	x	Number of outdoor permit applications approved under the Outdoor Grow Pilot Program.
	x	Percent of outdoor permit applications referred to a public hearing.
		Percent of cannabis land use permits approved.
		Percent of indoor cannabis land use permit deemed complete within xx days. (target days to be determined)
	x	Percent of outdoor cannabis land use permit deemed complete within xx days. (target days to be determined)
Goal B		Protect public safety, health and the environment as the cannabis industry grows in Monterey County.
		<i>Performance Measures</i>
		Percent of indoor Cannabis Business Permit that were approved within 90 days.
	x	Percent of outdoor Cannabis Business Permits approved within 90 days.
		Number of Cannabis Program Compliance indoor inspections conducted.
		Number of Cannabis Program Compliance outdoor inspections conducted.
		Percent of indoor compliance inspections that cure Correction Notice violations within 365 days.
	x	Percent of outdoor compliance inspections that cure Correction Notice violations within 365 days.
		Average duration of an indoor compliance inspection including travel time.
	x	Average duration of an outdoor compliance inspection including travel time.
		Number of CDFA Enforcement inspections conducted by the Agricultural Commissioner's Office.
Goal C		Ensure a well-coordinated, responsible managed program with effective and equitable compliance and enforcement that is self-funded.
		<i>Objective 1: To gather data and information related to outdoor cultivation and outdoor cultivation ancillary uses to enable the County to evaluate the establishment of long-term regulations.</i>
		<i>Performance Measures</i>
		Number of cannabis code enforcement cases related to illegal cannabis business activity.
	x	Percent of cannabis code enforcement cases related to illegal cannabis activity in the Outdoor Grow Pilot zoning areas.
		Number of cannabis code enforcement cases due to indoor cannabis operator not curing violations within 240 days.
	x	Number of cannabis code enforcement cases due to outdoor cannabis operator not curing violations within 240 days.
		Percent of cannabis code enforcement cases related to illegal cannabis business activity closed within one year.
		Percent of cannabis code enforcement cases related to a indoor legal operator closed within one year.
	x	Percent of cannabis code enforcement cases related to a outdoor legal operator closed within one year.
		Percent of cannabis operators submitting monthly indoor cultivation pesticide reports.
	x	Percent of cannabis operators submitting monthly outdoor pesticide reports.
		Percent of indoor cannabis operators who were certified as a weighmaster at the time of inspection.
	x	Percent of outdoor cannabis operators who were certified as a weighmaster at the time of inspection.
		Percent of indoor cannabis operators who had sealed scales at the time of inspection.
	x	Percent of outdoor cannabis operators who had sealed scales at the time of inspection.
		Number of Cannabis Program referrals to the Sheriff Office related to suspected illegal cannabis activities.
		Number of illegal pounds of cannabis destructed.
		Number of cannabis related Administrative Hearings completed.
		Number of search warrants that resulted in an abatement of illegal cannabis.
		Number of civil cases related to illegal cannabis activities.
		Number of criminal cases related to illegal cannabis activities.
	x	TBD: Environmental impacts: water diversions and storage, grading, chemical use, wildlife threats, timber conversions, trash removed, fertilizer removed, chemicals removed (Moss Landing Marine Lab data will be used to develop measures)
		Number odor complaints received by the Monterey Bay Air Quality Control Board from indoor cannabis operations.
	x	Number of odor complaints received by the Monterey Bay Air Quality Control Board from outdoor cannabis operations.
		Number of industrial hemp operators who have applied for a land use permit.
		Number of industrial hemp site inspections.
Goal D		Generate revenue to support the program and services to the public.
		<i>Performance Measures</i>
		Cannabis tax revenue including fines and penalties collected.
	x	Percent of cannabis tax revenue from outdoor operators collected.
		Cost recovery of CDFA Enforcement inspections to the Agricultural Commissioner's Office.

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