



# Cannabis Program Goals and Strategies Implementation Action Plan

July 24, 2018



Attachment A

## Implementation Action Plan

The County of Monterey Cannabis Program Work Group collaboratively identified four overarching goals for the Cannabis Program for the next three years. Each of the goals has a series of strategies aimed at achieving the goals. The four goals are shown in the box below. The strategies are listed in the following pages and a timeline for implementation is identified for each strategy.

**Goal A.** 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.

**Goal B.** Protect public safety, health and the environment as the cannabis industry grows in Monterey County.

**Goal C.** Ensure a well-coordinated, responsibly managed program with effective and equitable compliance and enforcement that is self-funded.

**Goal D.** Generate revenue to support the program and services to the public.

Strategy	Lead Person or Department	First Quarter (July – September) and then Ongoing	Second Quarter (October – December)	Third and Fourth Quarters (January – June 2019)	FY 2019-20	FY 2020-21
<b>Goal A.</b> 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.						
1. Coordinate the development and implementation of ordinances and policies to support cannabis activities and protect public health.	Program Manager County Counsel	X				
2. Support networks of cannabis industry organizations and partnerships that will help foster productive and successful businesses.	Program Manager	X				
3. Support diversification of cannabis industry into other types of products and services (such as marketing, research and development, manufacturing, testing and processing technology) and continued growth of successful cannabis industries.	Program Manager					X
4. Establish a process for how the County responds to and updates the program based on emerging market trends and new legislation affecting the cannabis industry.	Program Manager, Economic Development, Health Department		X			
5. Maintain and update data about economic activity and jobs resulting from the cannabis industry in Monterey County.	Economic Development			X		
6. Create information and facilitate the connections necessary to aid the local cannabis industry in meeting regulatory requirements necessary to be permitted in the County.	Program Manager, Resource Management Agency, Agricultural Commissioner, Environmental Health		X			

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<b>Goal A.</b> 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.						
7. Track business licenses and explore potential to track job growth in order to assess the impact on economic development in the County.	Program Manager  Economic Development			<b>X</b>		
8. Assess the ways in which the cannabis industry complements and/or impacts other economic drivers within the County (e.g., recreation, tourism, agriculture, viticulture, aquaculture, and research and development) in order to understand the balance of economic interests.	Economic Development	<b>X</b>				
<b>Goal B.</b> Protect public safety, health and the environment as the cannabis industry grows in Monterey County.						
1. Establish partnerships with external stakeholders (i.e., public, cannabis industry) to reduce illegal cannabis operations and promote enforcement efforts.	Enforcement Work Group	<b>X</b>				
2. Develop a proactive, coordinated enforcement strategy to support robust enforcement on the illegal cannabis market that is aligned with the necessary resources.	Enforcement Work Group	<b>X</b>				
3. Establish an effective communication process for those operations involved in enforcement efforts.	Enforcement Work Group	<b>X</b>				

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<b>Goal B. Protect public safety, health and the environment as the cannabis industry grows in Monterey County.</b>						
4. Establish a baseline and method of conducting ongoing surveillance and monitoring.	Cannabis Enforcement Task Force			<b>X</b>		
5. Create community outreach programs focusing on agencies that serve youth and target the business community to educate people about cannabis use and consequences.	Health Department (Public Health)	<b>X</b>				
6. Establish procedures to ensure that cannabis businesses are compliant with all environmental and safety regulations (e.g., water, solid waste, hazardous materials, other).	Environmental Health  Resource Management Agency  Agricultural Commissioner	<b>X</b>				
7. Establish a system to provide good coordination between the County, cities and other agencies regarding public safety, health and environmental issues.	Program Manager  Resource Management Agency  Health Department	<b>X</b>				

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<b>Goal B. Protect public safety, health and the environment as the cannabis industry grows in Monterey County.</b>						
8. Develop a multi-year strategy to monitor and assess environmental impacts of cannabis businesses.	Program Manager  Resource Management Agency  Environmental Health				X	
9. Develop programs to support public health initiatives related to cannabis usage (e.g., prevent underage use, prevent poisonings, follow Center for Disease Control's stance on validity of health benefits, etc.)	Health Department (Public Health)				X	
<b>Goal C. Ensure a well-coordinated, responsibly managed program with effective and equitable compliance and enforcement that is self-funded.</b>						
1. Proactively work with cannabis businesses to achieve compliance with State and County regulations.	Enforcement Work Group	X				
2. Conduct enforcement operations to achieve compliance with County requirements for legally permitted cannabis operations.	Enforcement Work Group	X				
3. Evaluate workload and resource requirements associated with compliance and code enforcement to determine staffing needed to be effective in gaining voluntary compliance.	Enforcement Work Group	X				
4. Conduct an evaluation of the effectiveness of compliance with State and County regulations, identify improvements in processes needed and/or enforcement efforts, and make recommendations for changes in any of these items.	Enforcement Work Group	X				

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<b>Goal C.</b> Ensure a well-coordinated, responsibly managed program with effective and equitable compliance and enforcement that is self-funded.						
5. Establish processes to regularly provide the public with updates and relevant information through a central Monterey County cannabis website. Additional social media tools will be added if program resources are funded to support additional workload.	Program Manager	X				
6. Engage relevant County departments, community groups, state agencies, and local governments to obtain feedback on the County’s cannabis program so that improvements can be made over time.	CAO-IGLA Community Engagement and Advocacy				X	
7. In partnership with the departments involved in the Cannabis program, establish effective tracking and reporting systems for accountability on outcomes and use of assigned resources.	Program Manager	X				
<b>Goal D.</b> Generate revenue to support the program and services to the public.						
1. Conduct community outreach to provide information and seek input about allocation of cannabis tax revenues.	Program Manager  Public Health				X	
2. Establish integrated data sharing system (i.e., square footage, compliance status, permit status) so the Treasurer-Tax Collector can properly calculate and collect taxes.	Program Manager with support from Resource Management Agency		X			