



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: 18-418, Version: 1

- a. Receive report on results of the Board of Supervisors directed community engagement process for use of cannabis tax revenue over and above program operation costs;
- b. Provide direction to staff.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Receive report on results of the Board of Supervisors directed community engagement process for use of cannabis tax revenue over and above program operation costs;
Provide direction to staff.

SUMMARY/DISCUSSION:

As a result of a Board of Supervisors referral, staff was directed to implement a 3-faceted community engagement process with the intention of gaining public input on potential uses of cannabis tax revenue over and above program operating costs. In January 2018, the Board of Supervisors approved the staff proposal for community engagement and authorized the use of up to \$50,000 of cannabis tax revenue to implement the engagement process.

The community engagement process consisted of 3 components:

1. A random telephone survey of 625 registered voters in Monterey County of Monterey
2. An on-line survey
3. A series of 5 facilitated community forums, are held in each supervisorial district of the County.

The overall program design was intended to use and build upon information collected previously as part of the Impact Monterey County program developed by United Way Monterey County. The random telephone survey was conducted as the first stage of the engagement process and was completed in February 2018. High level results of the random telephone survey are shown in Attachments "A" and "B".

The community forums and on-line survey were developed and conducted in March 2018. To date the on-line survey has had 760 completed responses. High level results are also shown in Attachments "A" and "B".

Approximately 70 community members attended each of the 5 meetings held in the Supervisorial districts.

High level results of the community forums are provided in Attachment "C" and "D". More detailed information on any on the Community Forums will be presented to the Board of Supervisor by Michelle Slade (4 Consulting) who designed and facilitated the community forum process.

The commercial cannabis tax was approved by the voters in 2016 (Measure Y) a general tax. The ballot measure provided that revenue collected by the cannabis tax would be used for general governmental services. In addition, it was recognized that there would be general governmental costs related to the cannabis program which could be offset by a portion of this tax revenue.

The Board of Supervisors Cannabis Standing Committee is considering a recommendation to the full Board to

lower the cannabis tax rate for a period of time to facilitate development of the local industry in what has become a very competitive market.

There will be significant and critical issues facing the Board in the review and adaptation of the FY 2018-19 budget. Staff was careful to point this out at each stage of the community engagement process. Staff believes that citizen input through the community engagement process will provide valuable information for Board consideration in the FY 2018-19 budget process as well as in future budget deliberations.

OTHER AGENCY INVOLVEMENT:

In designing and implementing the community engagement program, CAO-IGLA staff had extensive assistance from CAO-Community Engagement, Health Department, MILPA, Building Healthy Communities, and First Five Monterey County and United Way. In addition, Gene Bregman Associates was retained to conduct the random telephone survey. Michelle Slade, C4 Consulting, was retained to facilitate the community engagement public meetings.

FINANCING:

Acceptance of this report will not create any impact on the General Fund. The Board of Supervisors allocated \$50,000 of cannabis tax revenue to conduct the community engagement process.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Community Engagement process addresses all the strategic initiative areas.

X Economic Development
X Administration
X Health & Human Services
X Infrastructure
X Public Safety

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Date

Attachments:

Attachment A - Top 5 Issues From Phone and Online Survey
Attachment B - High Level Results Phone and Online Survey
Attachment C - High Level Results if the Community Forums
Attachment D - Community Forums Memo

Attachments are on file with the Clerk of the Board.