

10 December 2019

To: Honorable Board of Supervisors
FR: Mendocino Cannabis Alliance
RE: Stakeholder Surveys on Cannabis Policy

MCA Conducts Stakeholder Surveys December 2019

In support of the Mendocino County Board of Supervisors' consideration of possible reforms in cannabis policy, Mendocino Cannabis Alliance is pleased to offer a series of surveys to gather input from stakeholders on the issues under consideration.

Specific to the issues unanimously voted on by the Board for consideration, MCA released the first of several surveys a few days ago, on Saturday, December 7, 2019. As of this morning, we've received 197 surveys completed. This first survey will close by end of day on Saturday, December 14, 2019. At that point, MCA will work with a skilled survey analyst to assess, evaluate and summarize the results of the survey.

Additional surveys will be released soon after this first survey is closed. The next round of surveys will cover Non-Cultivation Cannabis Businesses, Economic Innovation Zones (EIZ) and Hemp.

This first survey solicits input on the Amnesty Pathway for Legacy Cultivators, New Cultivation (aka Phase 3), and Cultivation Expansion. It consists of 43 multiple choice questions with space for comments and further suggestions. The survey captures basic data points regarding numbers of permit holders; types of permits held; factors restricting as well as facilitating permit applications; future business plans and considerations impacting those plans; preferred regulatory parameters regarding expansion, new cultivation, amnesty, and other issues; as well as specifics on topics related to the main sections.

We look forward to working with Board members and county staff to bring these survey results into consideration as reforms to the cannabis ordinance and policy are crafted. At this time, we cannot share the results we've accrued as that would compromise the methodological integrity of the survey itself. With five days left for participants to take the survey, were we to announce any data, or even identified trends, this early on, we would be introducing a bias that might affect remaining survey responses.

MCA stands ready to continue to serve as a liaison between county officials and stakeholders in the cannabis community and industry going forward.