

Case Study: Community Outreach

Building Community Support Following Prop 64 Passage



Passage of Proposition 64 may bring a wealth of opportunities to local cities and counties. In order to take advantage of the opportunities, agencies will need to build support among a variety of stakeholders and influencers.

PROBLEM

For local agencies struggling with the decision on what to do now that Prop 64 has passed, communication with city councils, boards of directors, industry groups, community stakeholders and private citizens is key. Collaboration will not take place unless these groups are brought on board and fully informed of Prop 64 issues.

SOLUTION

HdL's team of professionals has developed community engagement programs that foster a dialog around Prop 64 and legalized recreational use of marijuana. The process is designed to increase stakeholder participation from all segments and geographies of the community, achieving community objectives while maintaining positive working relationships with local interests.

HdL has presented to Economic Development Managers, the State Board of Equalization, city managers, police chiefs, city councils, boards of supervisors, stakeholders and the public. The HdL outreach team includes these experts:

David McPherson, Cannabis Compliance Director, who worked closely with the League of California Cities and lobbyists on the development of AB 243, SB 243 and AB 266 - which established the Medical Cannabis Regulation and Safety Act (MCRSA) - is currently working on implementation and regulatory requirements for Prop 64 with local agencies to prepare them to mitigate Prop 64 issues.

Matt Eaton, Cannabis Compliance Manager, is a former law enforcement professional from Colorado with extensive experience as a Supervisory Investigator for the Colorado Department of Revenue in the Marijuana Enforcement Division. He is known for his ability to foster cooperative working relationships with cannabis industry leaders and external stakeholders in resolving regulatory and compliance issues.

Stephanie Martin, Cannabis Outreach Coordinator, brings years of diversified law enforcement experience to assist agencies in developing community-based partnerships, outreach programs and communication strategies.

NEXT STEPS

Once an agency has decided on the best plan for their community, HdL guides those agencies in appropriate taxation and regulation of marijuana businesses – including strategic decisions about commercial or personal use cultivation, distribution, transportation, dispensary sales, testing, environmental protection, storage and home delivery.



HdL has supported many community outreach activities.

THE SUCCESSES

Cities and counties throughout California have benefited from HdL's extensive resources and expertise in helping engage stakeholders and reach consensus on plans to address cannabis-related businesses in their local communities. The team has led successful community outreach efforts for governments and professional organizations including:

- Association of Counties Orange County Chapter
- Bond Buyers Annual Conference
- California Contract Cities Association
- California Association of County Treasurers and Tax Collectors
- Central Valley Cities Attorney Association
- City of Banning Town Hall Community Meeting
- City of California City Stakeholder's Meeting
- City of El Monte Council Workshop
- City of Lynwood Council Workshop
- County Administrative Officers Association
- County of Placerville Chamber of Commerce
- California Society of Municipal Finance Officers
- League of California Cities
- North Coast Regional Summit
- San Bernardino City/County Conference
- State Board of Equalization
- Yolo County
- California Police Chief's Association

FIND OUT MORE

Contact **HdL Cannabis Compliance Services**

909-861-4335 | Cannabis.HdLCompanies.com