



# Administrative Report

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H.16., File # 25-1509

Meeting Date: 12/2/2025

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**To:** MAYOR AND CITY COUNCIL  
**From:** JANE CHUNG, ASSISTANT TO THE CITY MANAGER

## **TITLE**

AUTHORIZE RELEASE OF THE PUBLIC OPINION SURVEY RELATED TO THE CITY'S COMMERCIAL RETAIL CANNABIS REGULATORY PROGRAM

## **EXECUTIVE SUMMARY**

On August 19, 2025, the City Council approved an agreement with Fairbank, Maslin, Maullin, Metz & Associates, Inc. (FM3) to conduct a public opinion survey on the City's Commercial Retail Cannabis (CRC) Regulatory Program and the potential solicitation of Commercial Retail Cannabis Permit Applications. Staff is seeking the City Council's authorization to release the public opinion survey.

## **BACKGROUND**

On August 12, 2025, the City Council reviewed survey options and directed staff to prepare an agreement with FM3 to conduct a public opinion survey of 500 registered voters for a total cost of \$34,750. The City Council also expressed interest in a modified, moderate level of involvement in the development of the survey questionnaire, requesting that staff allow time for individual councilmember review before launching the survey. On August 19, 2025, the City Council approved the agreement with FM3 for a total cost not to exceed \$34,750.

FM3, in collaboration with staff, and inclusive of Council direction/input, has prepared the survey questionnaire to gauge public interest in the potential solicitation of CRC Permit Applications in the City of Redondo Beach. The survey includes arguments, both in favor and against cannabis permits, and takes approximately 15 minutes to complete. Participants would be contacted via telephone, email, and/or text invitations, and the survey would be available in both English and Spanish.

The survey process would follow the same outreach model previously used by the City to obtain public feedback on the potential issuance of a General Obligation Bond to fund the renovation or replacement of critical public infrastructure and the possible acquisition of public open space (later known as Measure FP). All survey responses would remain anonymous, and neither the identity of individual respondents nor their specific responses would be shared with City officials or staff. The survey would be conducted over an approximately two-week period in early December. Staff would return to present the results to the City Council in the next few months.

## **COORDINATION**

This report was prepared by the City Manager's Office.

**FISCAL IMPACT**

Funding for the survey was approved as part of the Fiscal Year 2025-26 Budget.

**APPROVED BY:**

*Mike Witzansky, City Manager*