

BLUE FOLDER ITEM

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CITY COUNCIL MEETING FEBRUARY 10, 2026

ITEM # N.2 DISCUSSION AND POSSIBLE ACTION REGARDING THE RESULTS OF THE PUBLIC OPINION SURVEY RELATED TO THE CITY'S COMMERCIAL RETAIL CANNABIS REGULATORY PROGRAM

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- **Presentation Slides from FM3**



REDONDO
BEACH

Attitudes on Allowing Cannabis Stores in Redondo Beach

Highlights of a Survey of Registered Voters



OPINION
RESEARCH
& STRATEGY

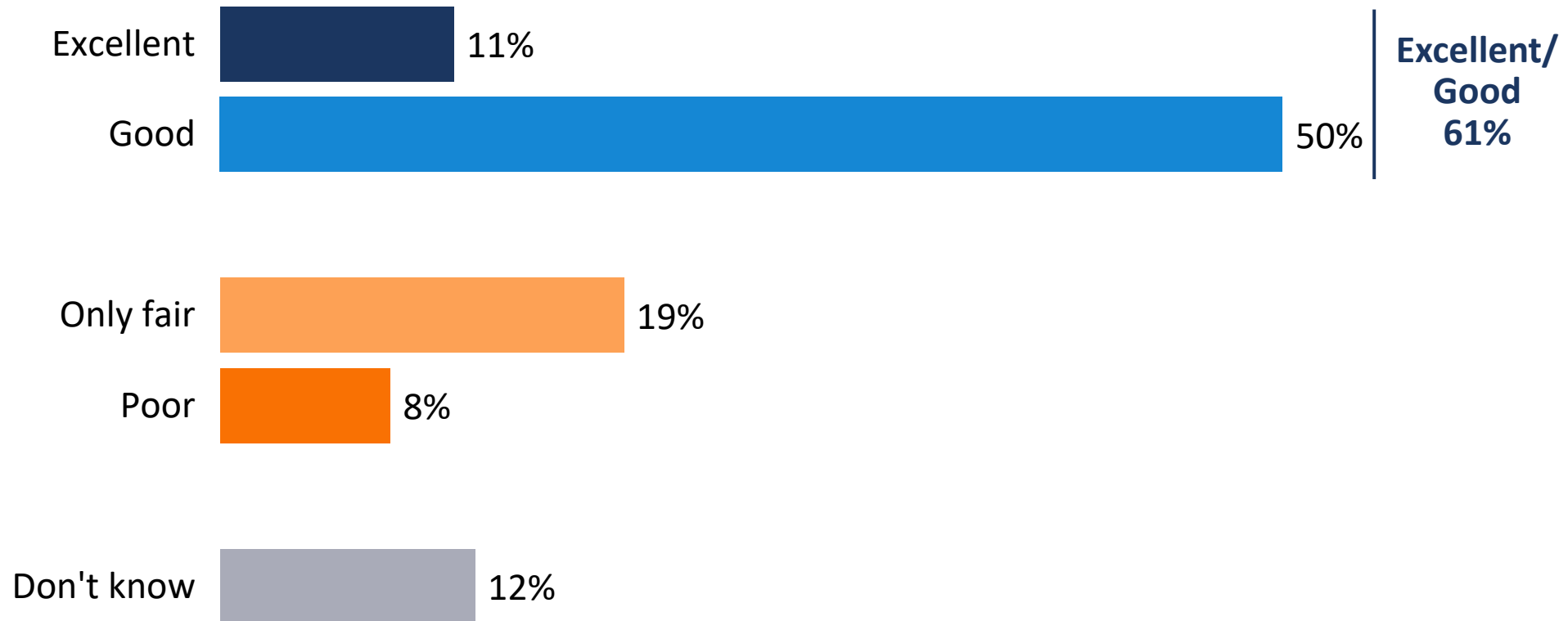
Survey Methodology

Dates	December 6-15, 2025
Research Population	Registered Voters in the City of Redondo Beach
Total Interviews	504
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.2\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	June/July 2024
Languages	English & Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

Six-in-ten voters think City government is doing at least a good job.

How would you rate the overall job being done by Redondo Beach city government in providing services to people who live here?

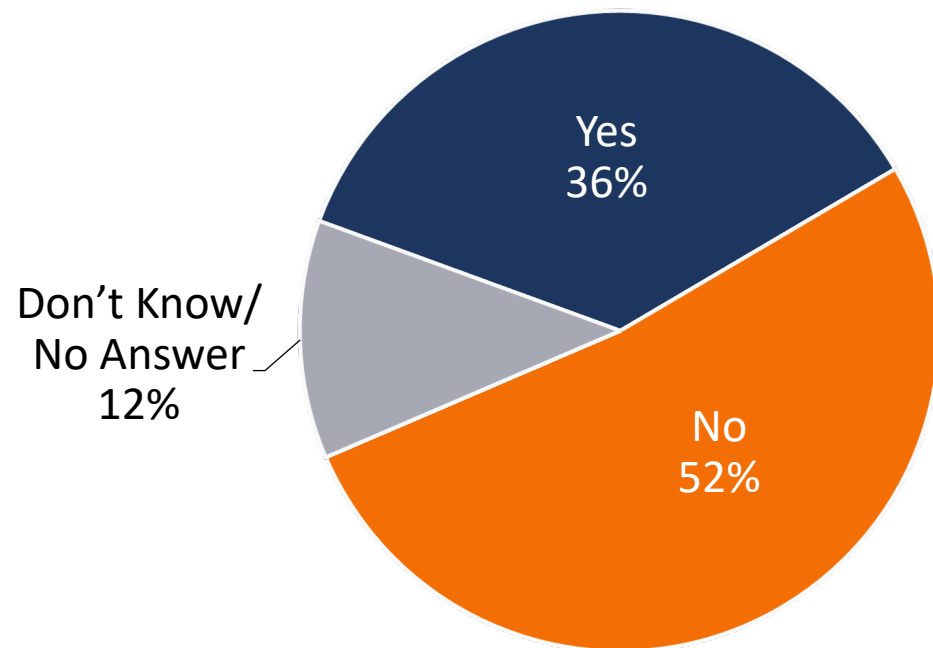




Initial Opinions on Cannabis Retail Stores

Without context of what is being proposed, just over half of voters say they do not want the City to allow storefront retail cannabis stores in Redondo Beach.

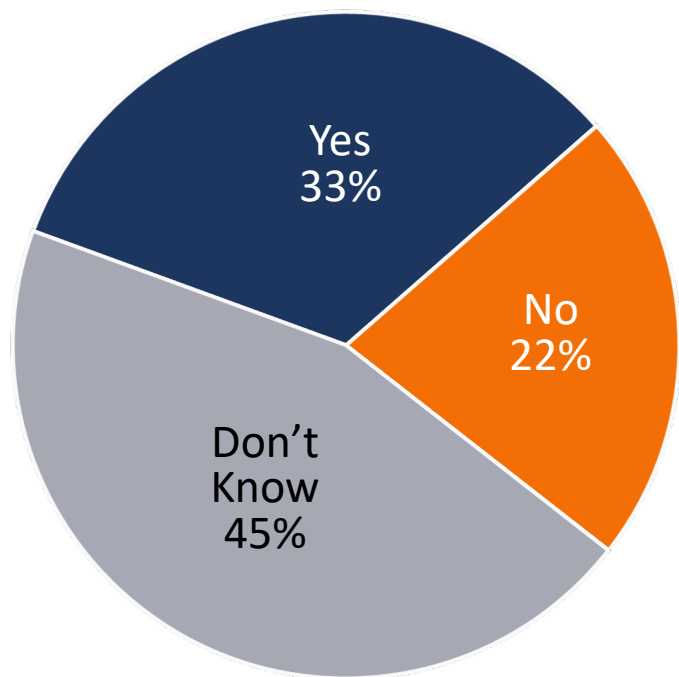
Do you want the City to allow storefront retail cannabis stores in Redondo Beach?



Demographic Group	Yes	No	Don't Know/ No Answer
City Council District			
1	34%	55%	11%
2	35%	56%	9%
3	31%	57%	13%
4	46%	43%	11%
5	35%	49%	15%
Age			
18-39	39%	44%	17%
40-64	36%	57%	8%
65+	33%	53%	13%

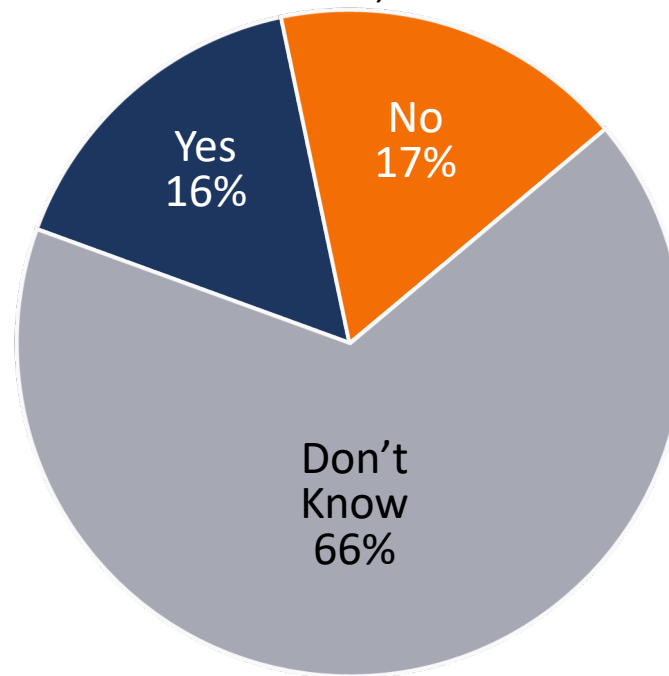
Just 22% are aware that it is not legal to sell cannabis products in Redondo Beach, but relatively few think there are legal stores operating in the city.

As far as you know, is it legal to sell cannabis products in the City of Redondo Beach? If you don't know, you can indicate that too.



Are there legally permitted cannabis stores currently operating in Redondo Beach? If you don't know, you can indicate that too.

(Asked of Voters Who Do Not Know That Selling Cannabis is Illegal in Redondo Beach, n=395)



Description of Regulations if Cannabis Stores are Legalized

As you may know, the Redondo Beach City Council passed an ordinance that establishes rules and regulations for retail cannabis stores to operate in the City. However, the City Council has not yet issued any permits to actually allow retail cannabis stores to open.

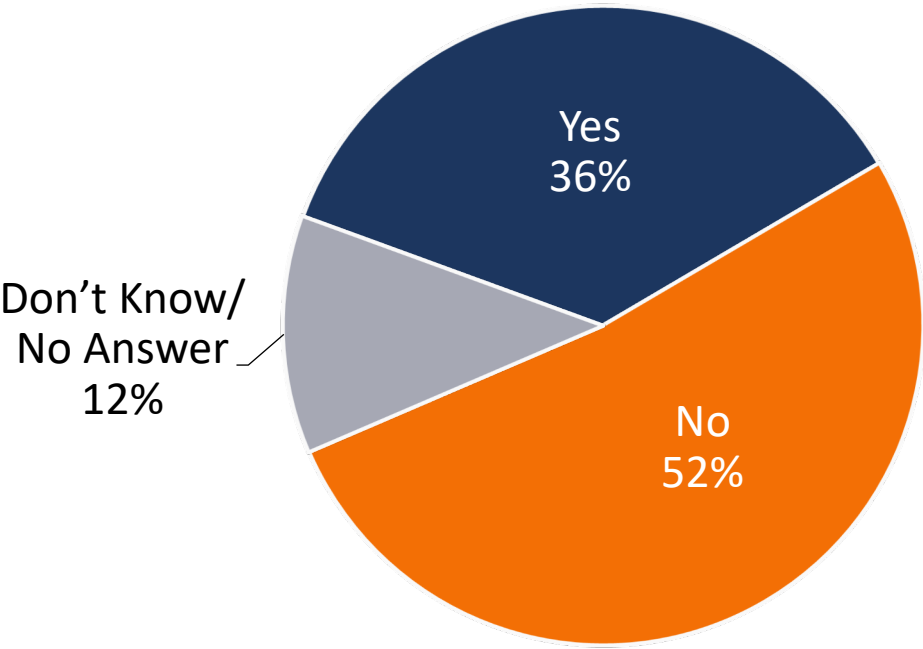
Under the rules passed by Council, no more than one retail cannabis store would be allowed in each of the City's two zip codes. Cannabis stores would be prohibited from being located within 600 feet of schools, day care centers, or youth centers. The cannabis rules require business owners to follow safety and security requirements, including having a licensed security guard on the premises during operating hours.

Redondo Beach voters passed Measure CT in 2023 that states that if cannabis stores were eventually allowed in the City, these stores would be charged an additional tax, set at 4.5% on gross receipts. The tax would flow to the City's General Fund.

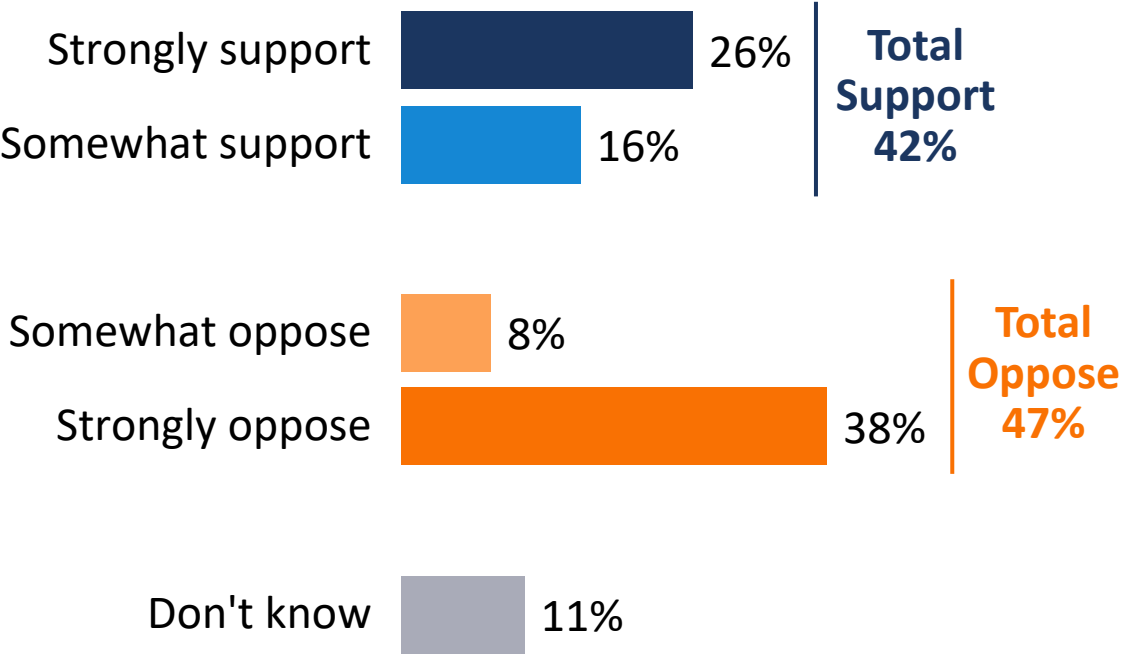
The City is now considering whether to initiate the permit application process that would allow for the opening of up to two cannabis stores.

A slim plurality oppose allowing retail cannabis stores with the regulations established by the City, with more intensity of opinions among opponents than supporters.

Do you want the City to allow storefront retail cannabis stores in Redondo Beach?



Do you support or oppose the City allowing retail cannabis stores to operate in Redondo Beach under the rules and regulations that have been established by the City?



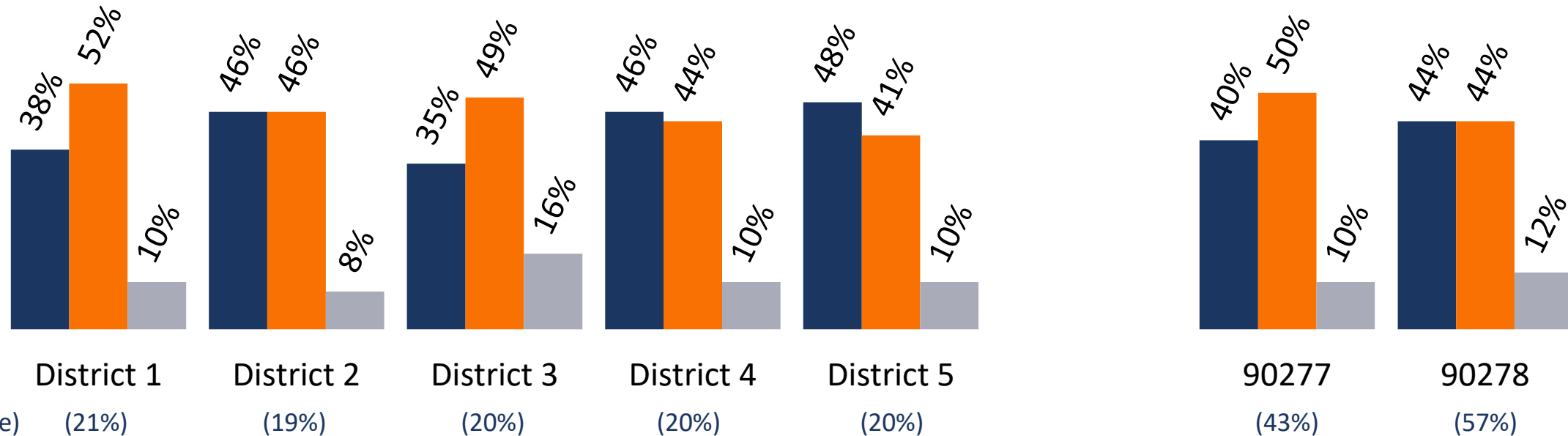
A slim plurality from Districts 4 & 5 support allowing retail cannabis stores with regulations established by the City; a plurality from Districts 1 & 3 and ZIP Code 90277 oppose.

Initial Informed Opinions by Council District and ZIP Code

■ Total Support ■ Total Oppose ■ Don't Know

Council District

ZIP Code

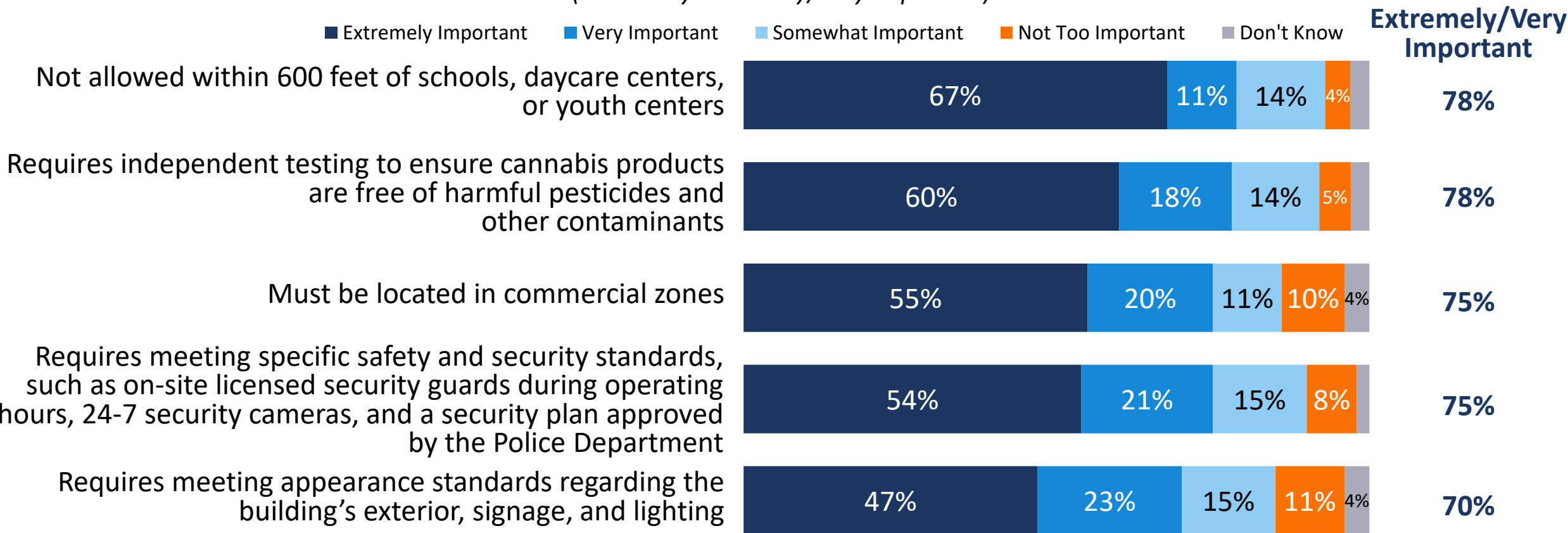




Opinions on Regulations

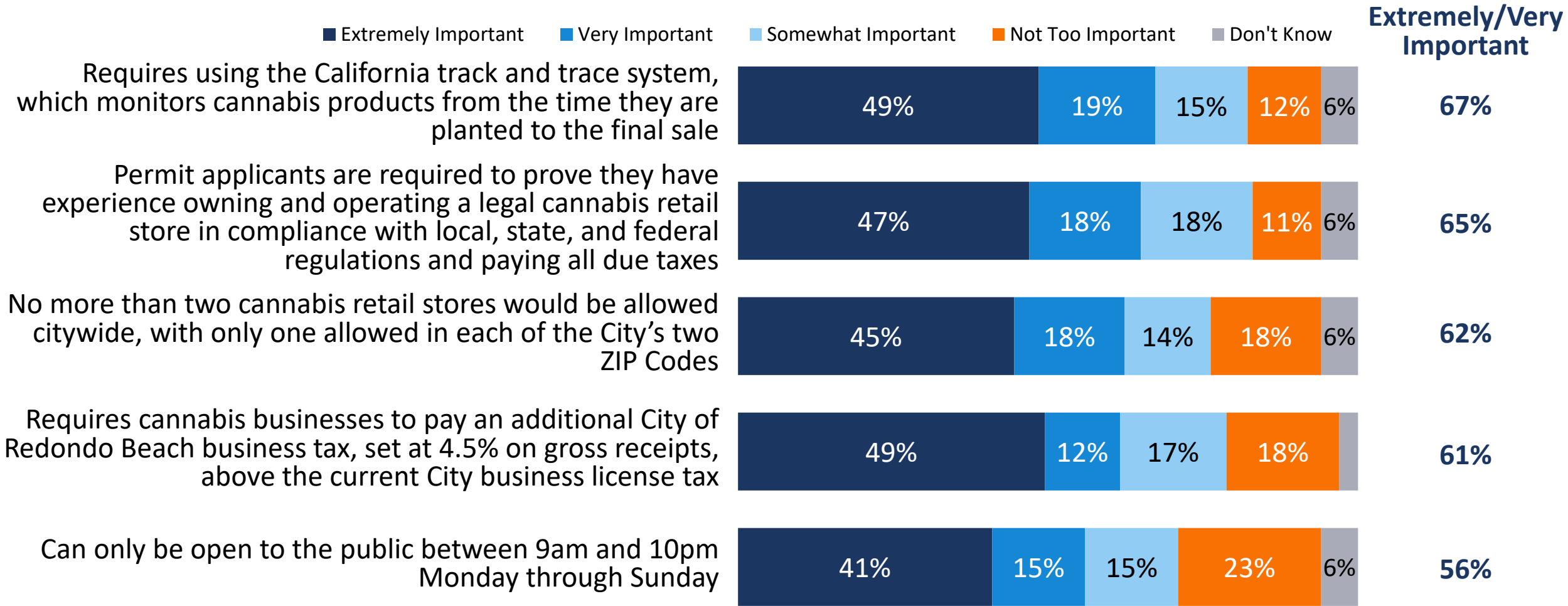
It is very important for voters to know that potential retail cannabis stores must be 600 feet from schools and located in commercial zones, will be required to have independent safety testing of their products, and meet security and safety standards.

(Ranked by Extremely/Very Important)

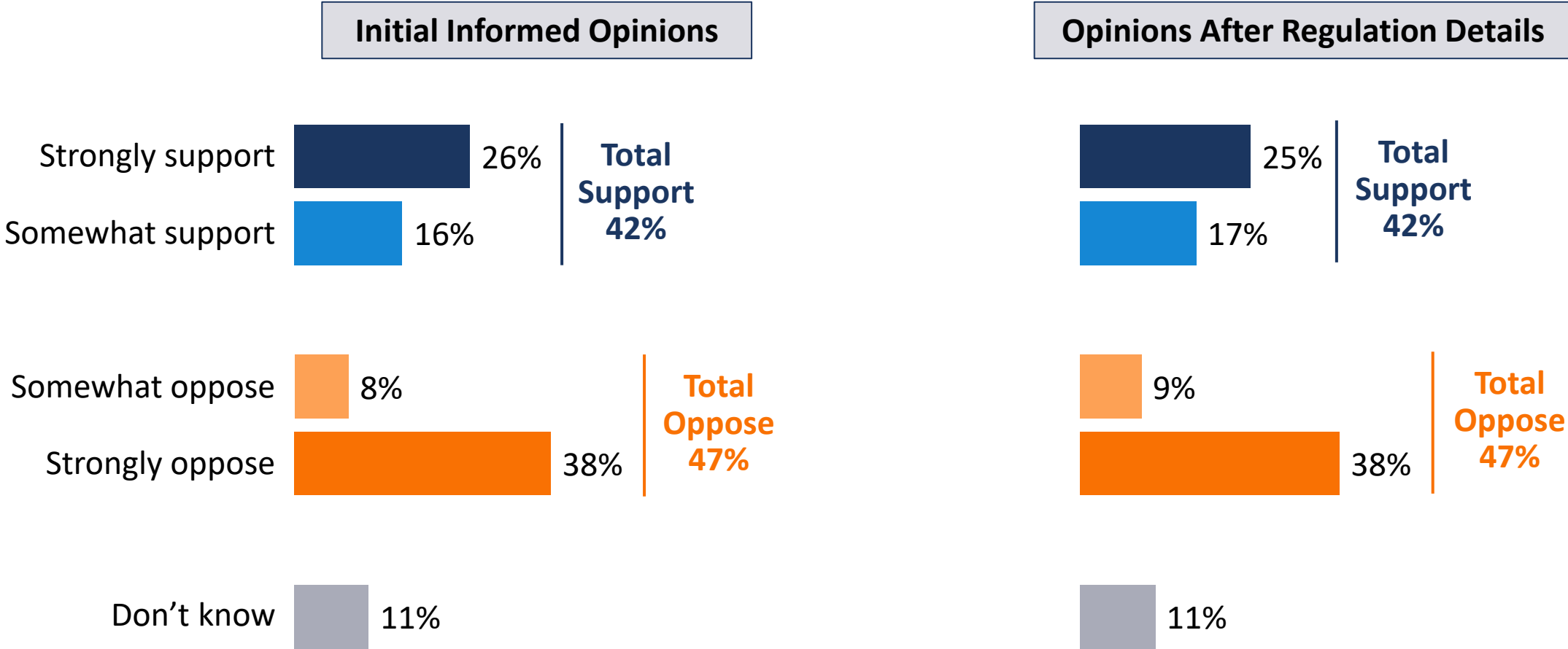


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(Ranked by Extremely/Very Important)



Opinions on allowing retail cannabis stores are essentially unchanged after voters hear the regulations the City has adopted.





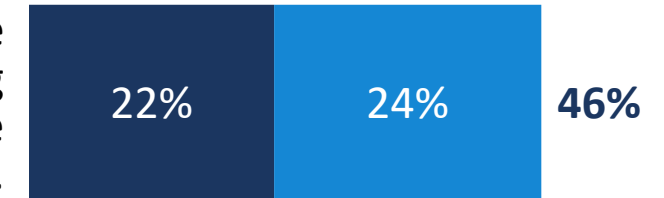
Impact of Information

Supporting patients with debilitating diseases, independent testing, and already legal in CA are the most impactful supportive themes.

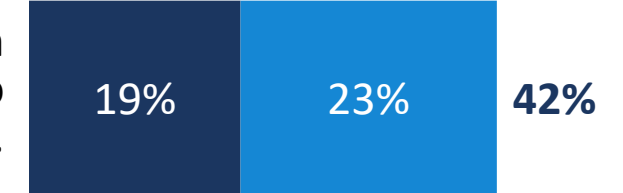
(Ranked by Total More Inclined to Support)

■ Much More Inclined ■ Somewhat More Inclined

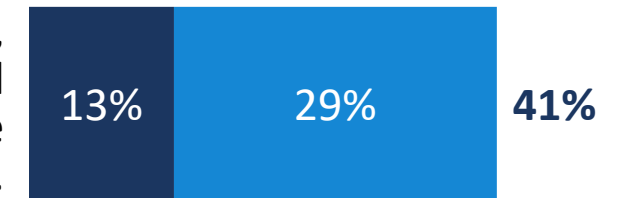
(PATIENTS) The City's ordinance establishes sensible and strict regulations to permit the sale of medical marijuana in Redondo Beach that will allow patients with debilitating diseases, like cancer, to have local access to doctor-prescribed medical marijuana close to home.



(PRODUCT SAFETY) To protect health and safety, retail cannabis stores in Redondo Beach will be required to thoroughly and independently test their products to prevent consumers from being exposed to toxins and hazardous contaminants.



(ALREADY LEGAL) Regardless of whether one supports or opposes the use of marijuana, California voters legalized it in November 2016. Since marijuana use is now legal and here to stay, the City of Redondo Beach should have local control over its sale and regulation.

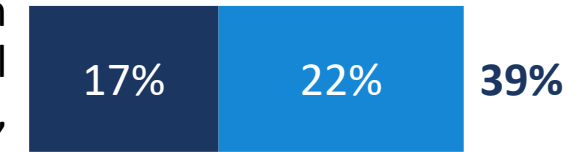


Continued

(Ranked by Total More Inclined to Support)

■ Much More Inclined ■ Somewhat More Inclined

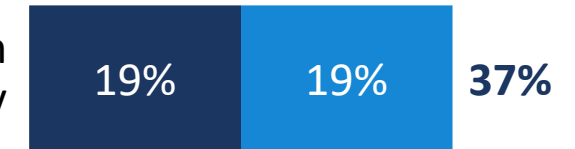
(LOST REVENUE) Other cities are benefiting from the tax revenue from retail cannabis in their city and delivery into Redondo Beach. Allowing retail cannabis in Redondo Beach will generate approximately \$675,000 in tax revenue for our city to help fund public safety, road improvements, and other essential community services.



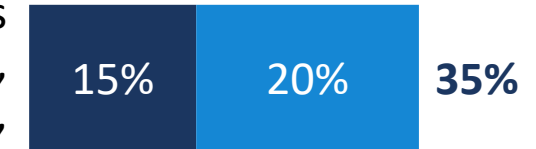
(FIVE YR PERMIT) The City can seek to revoke any permit provided for a retail cannabis store for violations of the law. Each store is required to apply to renew their permit every five years and, additionally, the City can require annual performance reviews to ensure compliance with the City's rules and regulations. This provides residents and the City the opportunity to reconsider allowing retail cannabis.



(REDUCE THE BLACK MARKET) Allowing well-regulated retail cannabis stores in Redondo Beach will help reduce the black market that sells unregulated and potentially laced drugs in our community.



(NEIGHBORHOOD PROTECTION) The City's ordinance allowing two retail cannabis stores in Redondo Beach has strict rules and regulations, such as where they can be located, security measures, and hours of operation, to protect children, families, and neighborhoods.



Neighboring cities have banned, voted no, and not enough revenue are themes driving voters to oppose.

(Ranked by Total More Inclined to Oppose)

■ Much More Inclined ■ Somewhat More Inclined

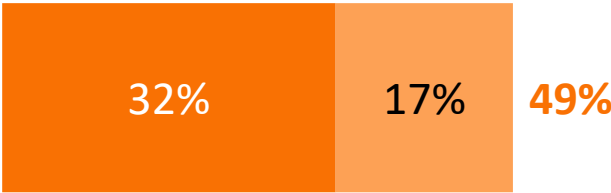
(NEIGHBORING CITIES HAVE BANNED) Neighboring cities, including El Segundo, Hermosa Beach, Manhattan Beach, and Torrance, have banned retail cannabis stores. Allowing cannabis stores in Redondo Beach will concentrate all the negative impacts of these stores in our city and make Redondo Beach the place to get marijuana.



(VOTED NO ON MEASURE) Residents overwhelmingly voted No on a ballot measure to allow cannabis retail stores in Redondo Beach. The voters spoke, and the City should listen.



(NOT ENOUGH REVENUE) In reality, retail cannabis stores would generate far less than the \$675,000 a year that the City claims. Cannabis stores in other cities have cost those cities more money in monitoring and enforcement than they bring in, and many stores elsewhere have gone out of business while owing cities and the State nearly \$1.3 billion in unpaid taxes. The small amount of revenue, which the City may never even collect, is simply not worth the risks.



Continued

(Ranked by Total More Inclined to Oppose)

■ Much More Inclined ■ Somewhat More Inclined

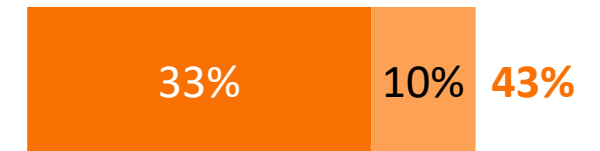
(HEALTHCARE PROVIDERS/SCHOOL OPPOSITION/YOUTH) Healthcare providers and school districts strongly oppose allowing retail cannabis stores because substance abuse is already a problem among youth, and research shows that where retail cannabis is sold, it sends a signal of acceptance, more young people use it, and more struggle with addiction.



(ILLEGAL SMOKE SHOPS) Despite City regulations, smoke shops have been caught selling to minors and illegally selling cannabis products, flavored tobacco, and nicotine products that are banned in the State of California. If the City cannot manage smoke shops, it cannot be trusted to prevent marijuana stores from breaking the law.



(COMMUNITY IMPACT) Pot shops will negatively impact our communities and quality of life and lower our home values. These stores will change the character of our neighborhoods. We do not want to attract transient cannabis users, and make our city a target for criminals, create blight, and make it harder for nearby businesses to attract customers.

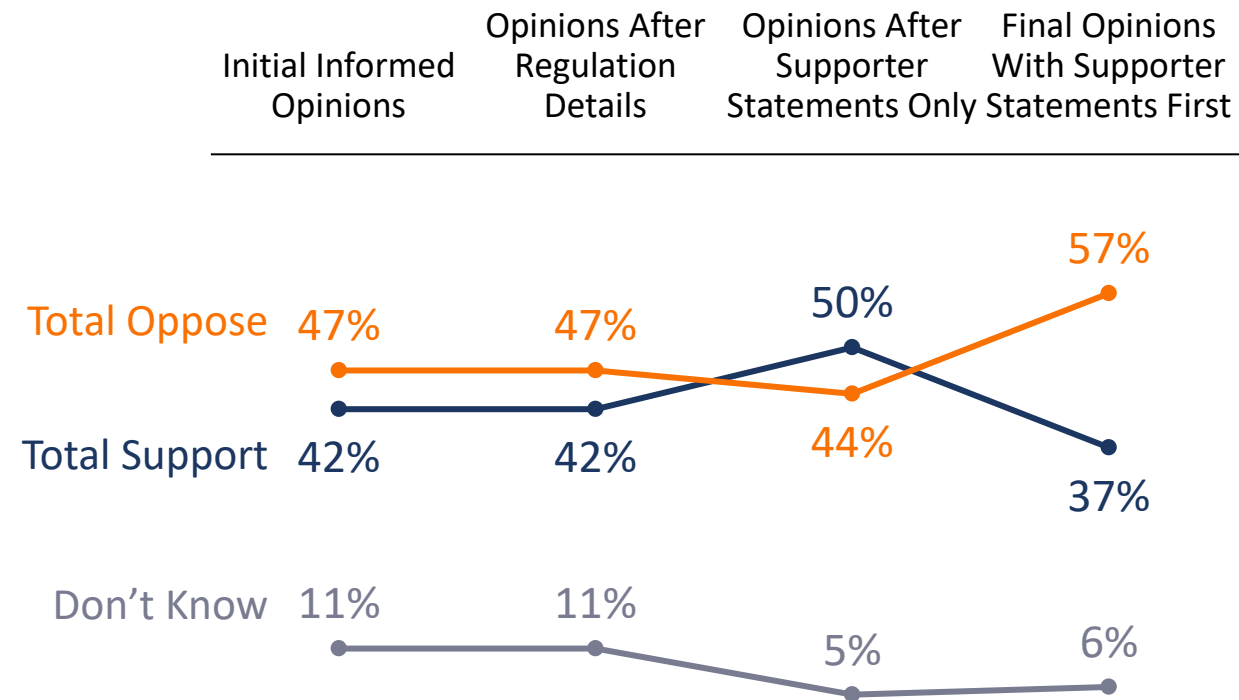


(TOXINS AND HAZARDOUS CONTAMINANTS) Toxins and hazardous contaminants have been found in legal cannabis products supposedly tested by the state for safety. Just because it is legal, does not guarantee it is safe, and we should not allow potentially dangerous marijuana products to be sold in Redondo Beach.

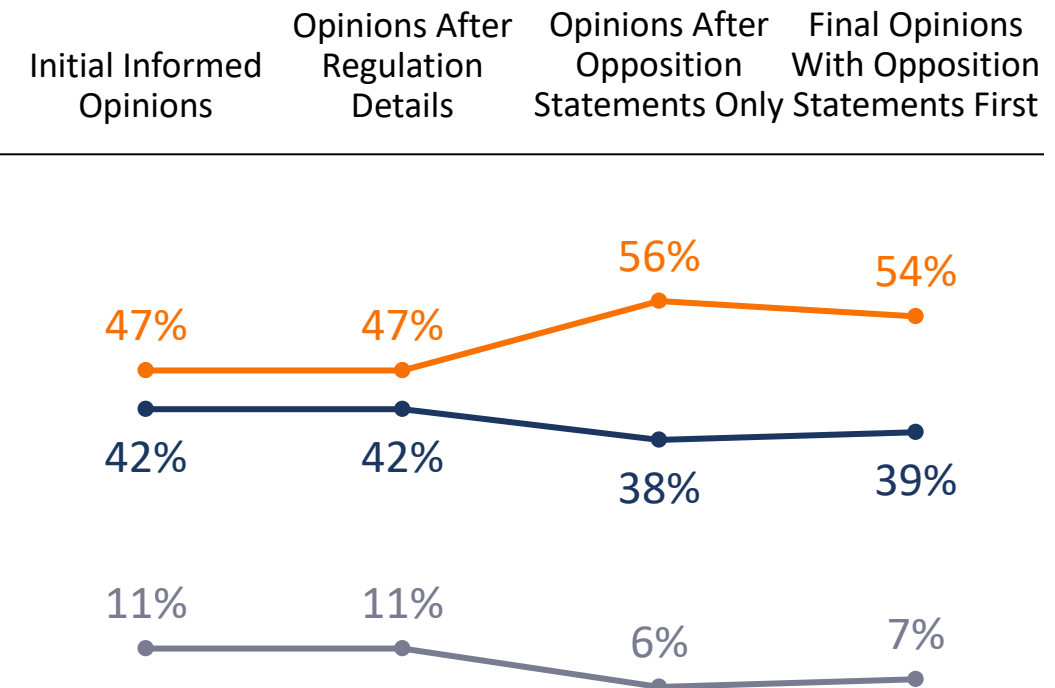


Information from each side has an impact on opinions, but after hearing from both sides, a majority of voters opposes retail cannabis stores.

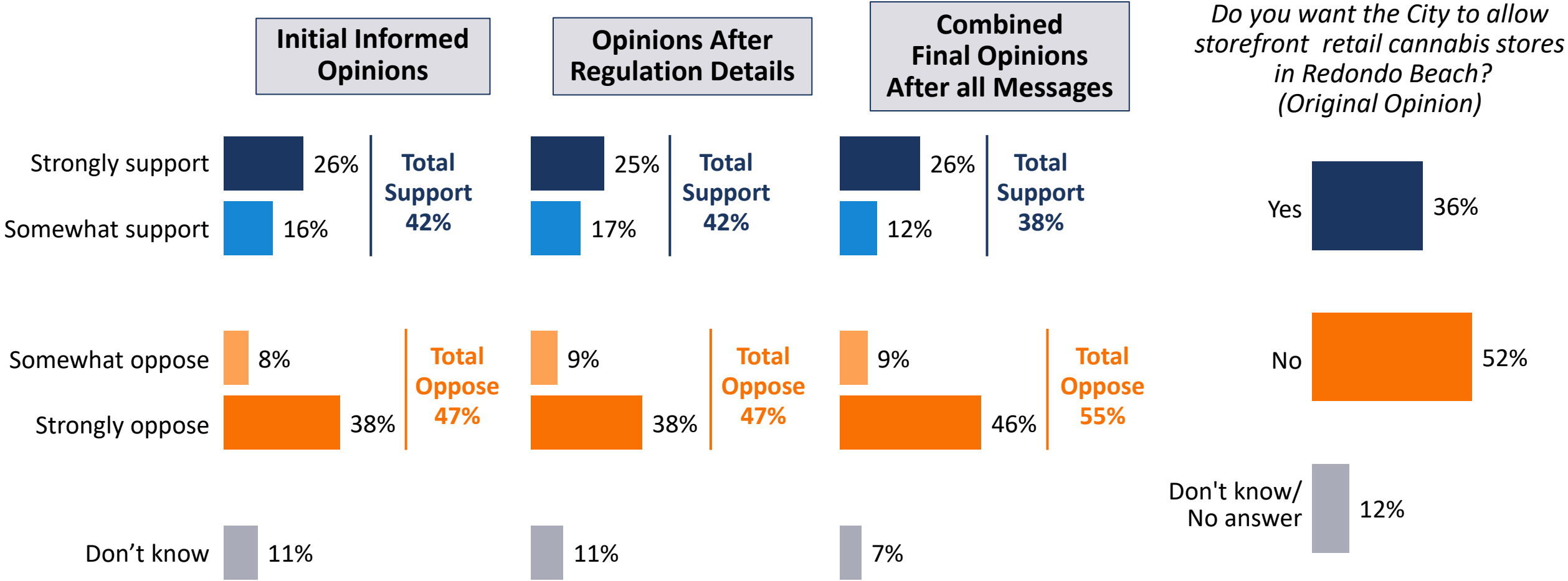
Supportive Messages First



Opposing Messages First



After pro and con messages, a majority of voters opposes retail cannabis stores.





Conclusions

Conclusions

- Most voters are unaware as to whether it is legal to sell cannabis products in the City and relatively few voters think there are legally permitted stores operating now.
- Without information, a slim majority do not want to allow retail cannabis stores in Redondo Beach, with a little over a third who do.
- A plurality oppose cannabis stores operating in the City under established City regulations, with little change after learning about the regulations.
- Of the regulations that would govern retail cannabis sales, the most important to voters are requirements about location, independent product safety testing and on-site security and safety standards.

Conclusions; Continued

- After a series of statements from supporters and opponents of retail cannabis stores, 55% oppose allowing them compared to 38% who support it and 7% who are unsure. In addition, the opinions of opponents are more intense than those who support, with 46% strongly opposing and 26% strongly supporting.
- When supporters and opponents communicate, their information persuades some voters, but after all messages, voters' opinions are consistent regardless of which side communicated first.



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