

PUBLIC OPINION SURVEY ON THE CITY'S COMMERCIAL RETAIL CANNABIS REGULATORY PROGRAM

OUTLINE

1. Background
2. Proposal
3. City Council Participation
4. Recommendation

BACKGROUND

- **March 2025:** City Council adopted 3 ordinances to codify the Commercial Retail Cannabis (CRC) Regulatory Program
- **July 1, 2025:** City Council considered initiating the Permit Application Process and releasing a Request for CRC Applications (RFA)
 - City Council directed staff to engage a public opinion research firm to survey residents before reconsidering releasing the RFA

PROPOSAL OPTIONS

- City solicited a proposal from Fairbanks, Maslin, Maullin, Metz & Associates, Inc. (FM3)
 - Firm used for public opinion work for Measure FP
- Survey to include Phone and online interviews
 - English and Spanish
 - 15 minutes on average

Survey #	Registered Voters	Residents (Ages 18+)	Margin of Error
400	\$31,500	\$34,750	+/- 4.9%
500	\$34,750	\$38,750	+/- 4.4%

CITY COUNCIL PARTICIPATION

PARTICIPATION LEVEL	ROLE
FULL	<ul style="list-style-type: none">• Proposes topics• Assists with drafting questions• Reviews final questionnaire
MODERATE	<ul style="list-style-type: none">• Provides general parameters• Reviews drafted questionnaire
MINIMAL	<ul style="list-style-type: none">• Provides input on general goals/parameters• Delegates work to City staff and FM3
NONE	<ul style="list-style-type: none">• FM3 independently develops survey with input from City• No City Council review

RECOMMENDATIONS

1. Direct Staff to prepare a Contract with FM3 to Survey 500 residents for a total cost of \$38,750 and a corresponding Budget Resolution
2. Provide direction on the City Council's desired level of participation for preparation of the survey questions