Cannabis Tax Revenue Forum
Insights & Findings

Presented April 17, 2018 by Michelle Slade, Chief Strategist
Our Charge:

Engage *constituents to share input* on how the County could *prioritize use* of Cannabis Tax Revenue beyond administration of the Cannabis Program.

- 5 Community Forums
- 1 per District
Our Frame: Impact

Priority Areas

**Education**
People’s educational achievement supports career aspirations and lifelong learning

**Safety**
People are safe and feel safe throughout the county

**Economic Self-Sufficiency**
People are economically self-sufficient, with opportunities for more prosperity

**Health**
People are mentally and physically healthy
FORUM FEEDBACK

“Thank you giving us the opportunity to collaborate and voice our opinions.”

“Appreciate Supervisors attended the Forums and paid attention to group presentations.”
“I just don't want this process to be for nothing and fall on deaf ears so please listen to the people?”

“How will the community be kept informed of whether and how input was acted upon?”

“Spend wisely- focus.”
How the Public Learned About the Forums:

- Community Organizations, Meetings, employers: 31.4%
- Social Media: 24.8%
- County of Monterey: 20.0%
- Word of Mouth: 10.5%
- News Media: 7.6%
- Flyer: 5.7%
## OVERALL INVESTMENT PRIORITIZATION

<table>
<thead>
<tr>
<th>Education</th>
<th>Health</th>
<th>Economic Self-Sufficiency</th>
<th>Safety</th>
<th>Other</th>
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</thead>
<tbody>
<tr>
<td>People’s educational achievement supports career aspirations and lifelong learning</td>
<td>People are mentally and physically healthy</td>
<td>People are economically self-sufficient, with opportunities for more prosperity</td>
<td>People are safe and feel safe throughout the county</td>
<td>Avoiding cuts in existing services. Replenishing some of the County’s reserve funds. Other ideas not fitting other 4 Community Priorities.</td>
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OVERALL INVESTMENT PRIORITIZATION

COMMUNITY PRIORITY ADVOCACY
Monterey County-wide (average from all 5 Forums)

- EDUCATION: 29.0%
- HEALTH: 22.0%
- ECONOMIC SELF-SUFFICIENCY: 15.0%
- SAFETY: 6.0%
- Overall County Services: 15.0%

C4 Consulting: Cannabis Tax Revenues - Insights & Findings
EDUCATION INVESTMENT
Top 3 Key Programs/Services

- Ensure early childhood education & preschool
- Expand Afterschool youth
- Enhance people’s participation in local government
HEALTH INVESTMENT
Top 3 Key Programs/Services

▶ Provide quality healthcare, including mental health care
▶ Ensure substance abuse education, prevention, & treatment
▶ Offer health care for all - Esperanza Care

*Equity, Cultural Relevancy & Responsiveness*
ECONOMIC SELF-SUFFICIENCY
Top 3* Key Programs/Services

- Help people find affordable housing here and prevent displacement
- Provide training for residents to help attract businesses to come here and provide residents with good jobs
  - Reparations, Expungement & Equity
- Services for homeless families & adults
- Eligibility for non-citizens regardless of their immigration status
SAFETY

Top 3* Key Programs/Services

- Help people when they get out of prison to stay out of prison
- Reduce & prevent crime and violence
  - Enforce cannabis regulations
  - Prevent & suppress illegal grows
- Improve public transportation, increase safe places for people to bike and walk
OTHER/OVERALL

Top 3* Key Programs/Services

- Avoid cuts in existing services
- Replenish some of the county's reserve funds
  - Ensure Libraries full service, hours
  - Support animal shelters (existing; new in South County)
SPECIAL APPRECIATION
Forum Project Team

- County of Monterey Staff
  - Facilitation
    - Dan Bertoldi
    - Rosemary Soto
    - Aseneth Botello
    - Carmen Gil
    - Ana Vargas
    - Angelica Chavez
    - Krista Hanni
    - Michelle House
    - Jackie Jiminez
    - Christabelle Oropeza
    - Jessica Perez
    - Christina Santana

- Outreach & Logistics
  - Dan Bertoldi
  - Maia Carroll
  - Nick Chiulos

- C4 Consulting – Facilitation
  - Michelle Slade
  - Erika Matadamas
  - Krystle Hemmings
  - Manuel Arenivaz