



Cannabis Social Equity Program

Office of Equity

Purpose of Cannabis Social Equity Program

The Cannabis Social Equity Program strives to address long-term impacts of federal and state cannabis enforcement policies on Black communities and communities of color.

1. Support in opening cannabis businesses
2. Employment in cannabis businesses
3. Fresh Start Program
- 4. Community Reinvestment**

What is Equity?

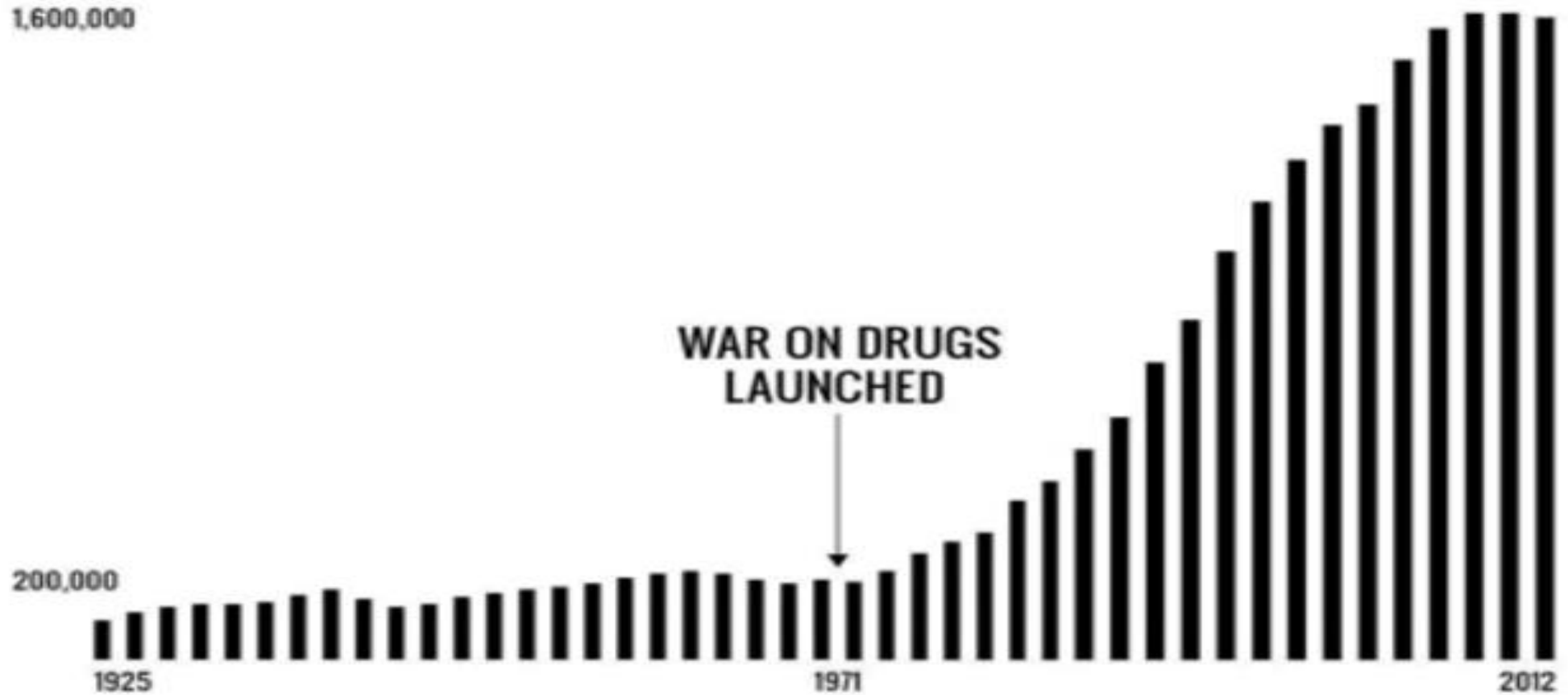
Equity is when everyone can reach their highest level of health and potential for a successful life, regardless of their background and identity.

What is an **Equity Lens**?

- Data
- Community engagement
- Decision making
- Burdens/benefits
- Unintended consequences



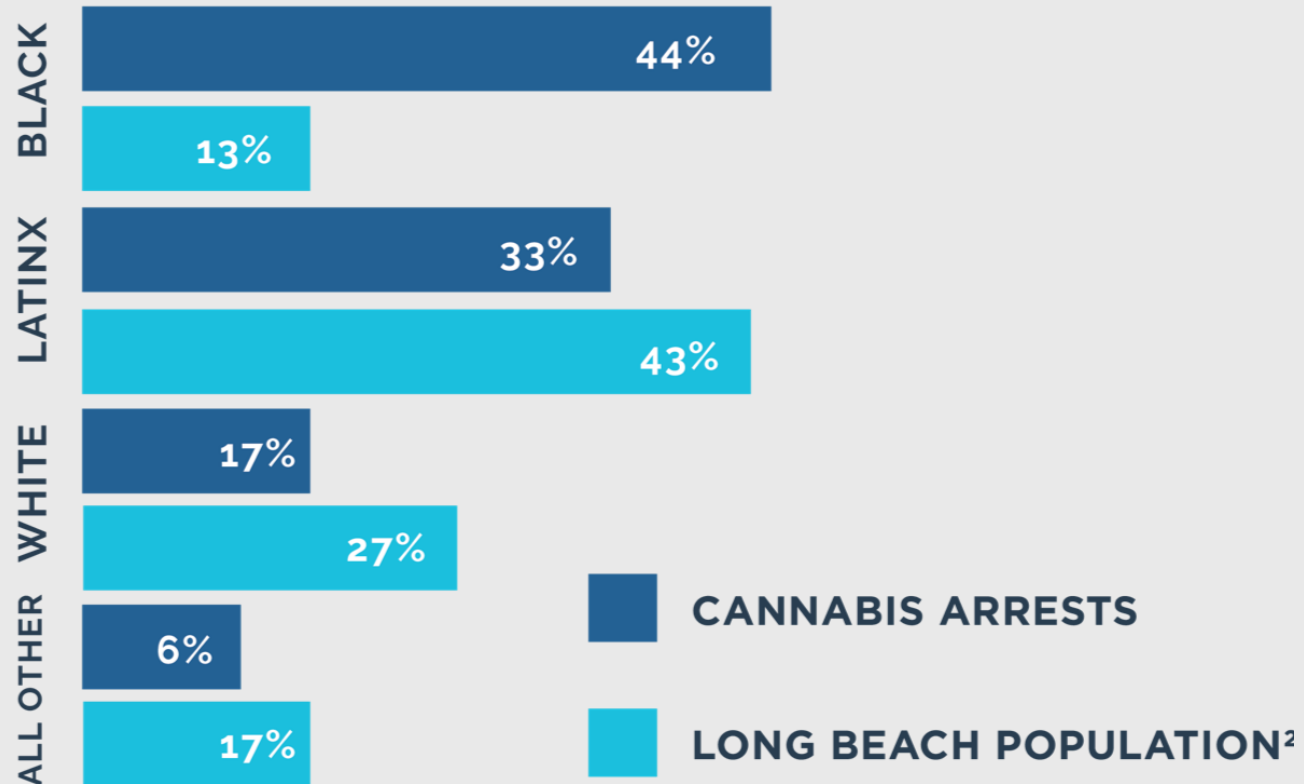
War on Drugs



THE U.S. STATE AND FEDERAL PRISON POPULATION HAS INCREASED OVER 800% IN JUST 40 YEARS

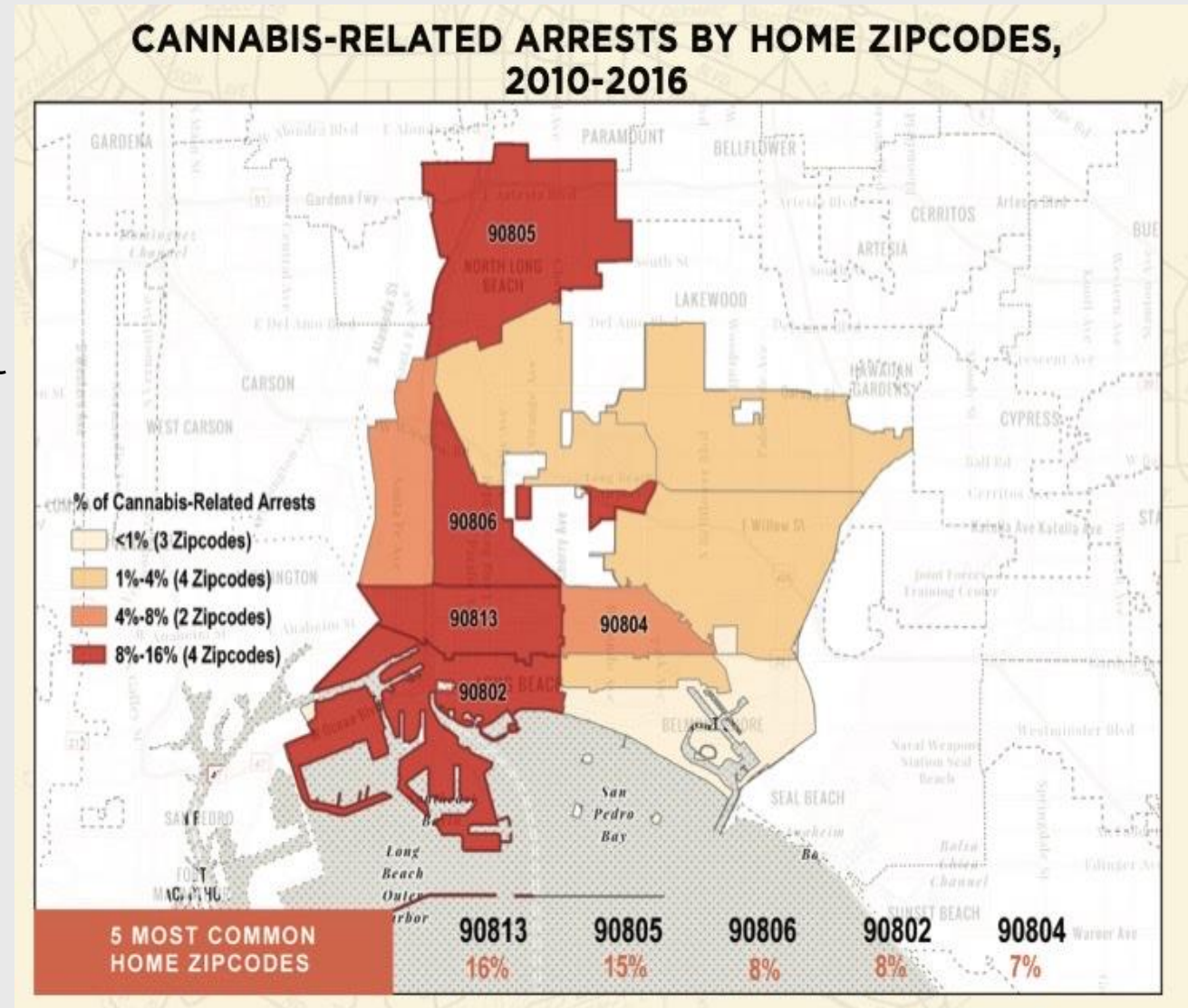
Disproportionate Burden

CANNABIS-RELATED ARRESTS BY RACE, 2010-2016



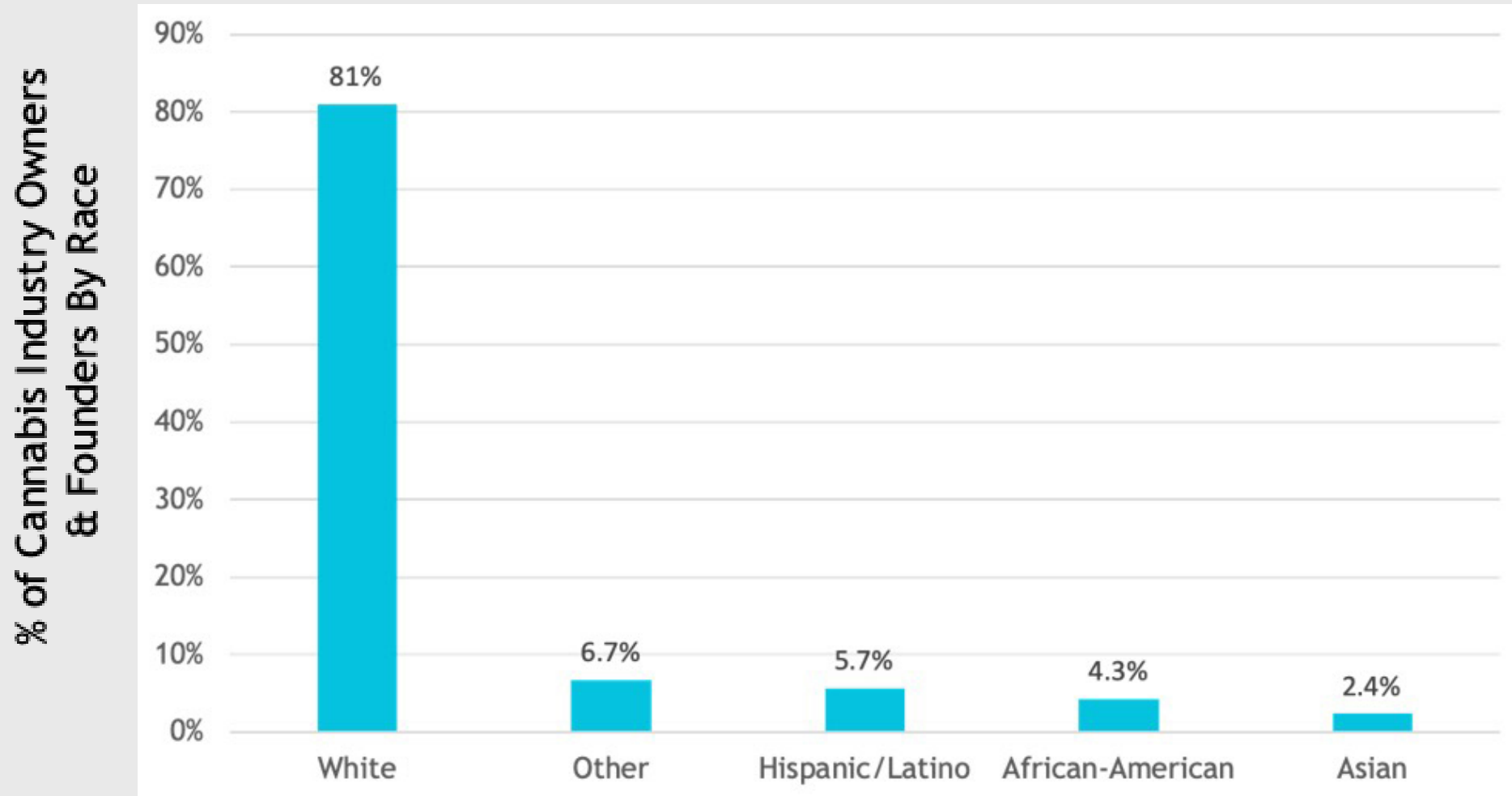
Disproportionate Burden

- Usage of cannabis is relatively equal among racial groups
- Clear racial inequities in cannabis arrests



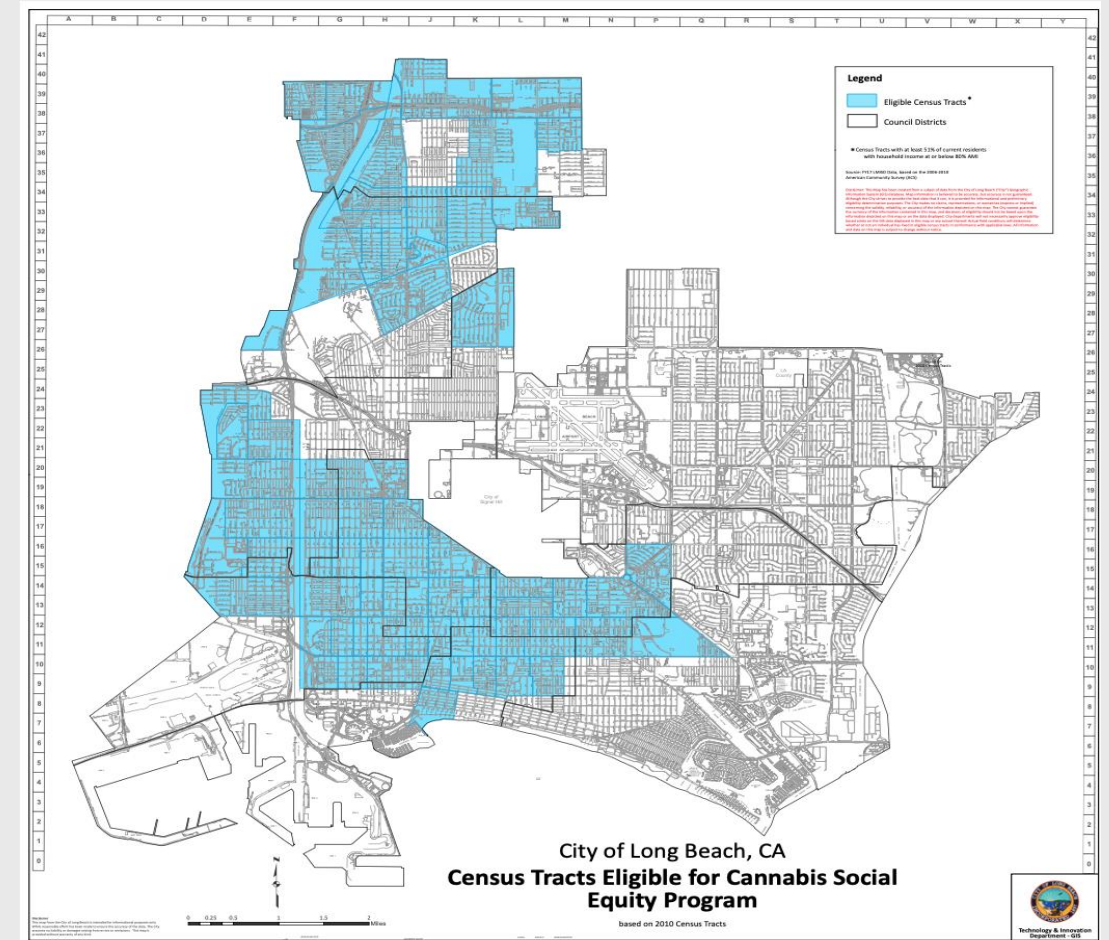
Disproportionate Benefit

Breakdown of Marijuana Business Owners & Founders by Race



Community Reinvestment

- Community Reinvestment requires all adult-use cannabis businesses to submit plans describing how they intend to support and reinvest in communities impacted by the war on drugs
 - Exception: Equity Business Owners
- The Office of Equity will review, approve and track community reinvestment plans



Cannabis Businesses can select one or more of the following forms of support to non-profits:

1. Direct financial contributions;
2. Volunteer hours (valued at \$50/hour);
3. In-kind donations (includes contributions of equipment, supplies, and goods).

Community Reinvestment Form

Adult-Use Cannabis Businesses will support one or more of the Community Priorities within eligible Social Equity Program Census Tracts through eligible 501(c)3 non-profit organizations



Cannabis Reinvestment Registration Form

This form is for non-profit 501(c)(3) organizations in the city of Long Beach that are interested in potentially partnering with Adult Use Cannabis businesses for the Cannabis Reinvestment Program. More information about the Cannabis Reinvestment Program can be found here: <http://bit.ly/CannabisReinvestment>

*** Required**

Email address *

Your email

Primary Contact Person Name *

Your answer

Community Priority Areas

Child & Youth Development

Organizations that promote positive outcomes for children and youth (age 0-24) by providing opportunities, fostering positive relationships, and providing for basic needs—physical and mental health, food, shelter, belonging, and safety. This may also include organizations that provide education or employment support through training, mentorship, tutoring, leadership development, and youth advocacy.

Community Priority Areas

Violence Prevention

Organizations that focus on reducing or preventing violence, including but not limited to services or advocacy related to trauma-informed care, crisis intervention, gang violence interruption, elder abuse prevention, gun violence prevention, intimate partner violence, and sexual violence.

Community Priority Areas

Re-Entry

Organizations that are designed to assist formerly incarcerated individuals with a successful transition to the community after they are released. Re-entry assistance may include but are not limited to services or advocacy related to job training and placement, access to safe and adequate housing, peer support, and meeting other basic needs.

Community Priority Areas

Economic Inclusion

Organizations that provide services or advocacy to ensure equitable access to economic opportunity by closing the race and gender wealth gaps, increasing access to capital for small business owners and aspiring entrepreneurs, closing the digital divide, promoting good, accessible jobs that lead to pathways to the middle class, and creating pathways to home ownership.

Community Reinvestment Form

- Contact Information
- Non-profit's Mission Statement
- Area of Long Beach Served
- Description of Services/Programming
- Review of Rules & Regulations



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* Required

Email address *

Your email

Primary Contact Person Name *

Your answer

The Non-Profit Partnership

- If needed, nonprofits can contact TNP for support and consultation



Plan Submission Process

Timeline

- November: Release program requirements & hold orientation for businesses
- December 31, 2020: Reinvestment Plans due for current adult-use businesses
 - Or within 3 months of obtaining business license for new businesses
- Mid January, 2021: Plans reviewed and approved by Office of Equity (or modifications requested)
- January – December, 2021: Cannabis businesses will fulfill approved plans
- December 2021: Annual report due (including documentation) along with plan renewal for the following year.

A nighttime photograph of a city skyline, likely Long Beach, California. The scene is dominated by illuminated buildings and palm trees, with their lights reflecting in a body of water in the foreground. The sky is dark, and the overall atmosphere is vibrant and urban.

**Questions? Comments?
What additional support do non-profits need?**