Goals

Data-driven, equity centered
Scope of Work

- Examine the local, state, and national history of cannabis regulation, the War on Drugs, and its impact on Sacramento communities
- Review known characteristics of the City’s cannabis industry and discuss barriers to entry
- Help make the CORE Program more equitable
Scope of Work, Continued

- Gather lessons learned and best/emerging practices from other jurisdictions’ equity programs
- Provide...
  - Recommendations to enhance data collection and address barriers to entry/participation
  - Decision support tools/roadmap for success
  - Racial equity toolkit/framework for the CORE Program and Office of Cannabis Management
Crafting an Expert Team

Dr. Dilara Üsküp
Professor

Brad Rowe, MPP
Policy Advisor

Amber Senter
Cannabis Entrepreneur and Equity Expert
Crafting an Expert Team, cont.

Maya Holzman, PhD  
Data Analyst and Historian

Jessica Lancaster, PhD  
Sr. Data Analyst

Naphtali Odongo, MPH  
VP Program Delivery and Implementation

Lara Fordis  
Cannabis Market Research Consultant
Methods
Community-engaged & community-focused
Equity as Research, Data for Change

- Informing policy through community engagement and deep understanding of stakeholder experiences
- Using survey data from the community to craft data-driven policy recommendations for the City to achieve greater equity and to improve CORE programming
AM believes participants should have multiple ways to provide feedback, so we have the following options to share your voice:

- Survey – online or incorporated into a live interview
- Interviews – via video or audio only
- Further Engagement Activity – additional opportunities to develop solutions
- Review of Findings – public feedback on findings
Next Steps

- Online survey campaign to CORE Participants launching next week
- Connect with CORE Participants
- Schedule and conduct one-on-one interviews
- Assess next steps for further engagement opportunities and brainstorming for actionable solutions
Contact Information

Email: SacEquity@amllc.co
Q&A

Hosted by AM Team