

# Sacramento Cannabis Equity Study: Project Overview

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# Goals

Data-driven, equity centered

# Scope of Work

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- 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

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# 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



# Removing Barriers and Finding Solutions

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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

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- 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

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# Q&A

Hosted by AM Team