



CITY of CALABASAS

CITY COUNCIL AGENDA REPORT

DATE: OCTOBER 30, 2023

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: KINDON MEIK, CITY MANAGER
MICHAEL KLEIN, COMMUNITY DEVELOPMENT DIRECTOR *MAK*

SUBJECT: COMMUNITY SURVEY RESULTS REGARDING COMMERCIAL CANNABIS

MEETING DATE: NOVEMBER 8, 2023

SUMMARY RECOMMENDATION:

That the City Council review the results of a community survey and provide direction to staff with regards to commercial cannabis.

BACKGROUND:

On January 25, 2023, the City Council discussed options available to authorize commercial cannabis activities and land uses under state law (a copy of the staff report and recording of the discussion may be accessed here: https://calabasas.granicus.com/MediaPlayer.php?view_id=2&clip_id=7442#). At the conclusion of the discussion, the City Council directed staff to conduct a statistically valid community wide survey to gauge support or opposition for commercial cannabis activities in the City.

Staff contracted with FM3, a professional research firm with expertise in assisting public sector agencies with policy making decisions. The firm worked with staff to develop a survey to assess awareness about the current legality of commercial

cannabis within the City limits, gauge support or opposition for the legalization of commercial cannabis within the City limits, and identify important regulations if commercial cannabis were allowed within the City. The survey questions were reviewed by the Economic Development Committee prior to being finalized. The survey was conducted between September 15, 2023 and September 21, 2023, in which the firm surveyed 428 registered voters throughout the City.

DISCUSSION/ANALYSIS:

Survey Methodology: FM3 conducted a dual-mode (telephone and online) survey among a randomized sample of registered voters within the City. Using a randomized sample ensures statistically valid data. Furthermore, with at least 400 completed surveys the margin of error is within +/-4.9%, meaning the data gathered from the survey is accurate within 4.9% of the data that would be received from the overall population. Because FM3 was successful at interviewing 428 individual people, the results of the survey are considered to be statistically valid.

Using the randomized sample approach discussed above, FM3 contacted registered voters via phone call, email and text message. This approach provides an array of ways for respondents to participate in the survey. Additionally, FM3's contact approach ensures that each response is tied to a specific invite, and not accessed by the same person more than once or forward to unknown individuals outside the City.

The survey was designed to take no more than 15 minutes to complete by phone or online. The goal of the survey was to assess community support or opposition to allowing commercial cannabis within the City of Calabasas. To ensure a fair and balanced survey, there were an equal number of statements in support of and opposition to allowing commercial cannabis. Additionally, a random half of the sample was presented with supportive statements first, followed by opposing statements, and the other half of the sample received the statements in the reverse order. The split sample presentation of supportive and opposing statements ensures a neutral position on behalf of the City, with no attempt to sway community mindset. Based on the above-mentioned methodologies, staff is confident that the survey results present an accurate opinion of the community based on statistically valid research methods.

Survey Results: Results of the survey are included in the attached powerpoint (attachment A) and will be presented by FM3 at the meeting. Overall, the data shows that there is not strong enough community support for the Council to move forward with necessary amendments to allow for commercial cannabis facilities within the City. Therefore, staff recommends no further action be taken at this time, and that the City should maintain its current prohibition of commercial cannabis activities.

FISCAL IMPACT/SOURCE OF FUNDING:

This is a discussion item only with no impact to the General Fund.

REQUESTED ACTION:

That the City Council review the results of a community survey and provide direction to staff with regards to commercial cannabis.

ATTACHMENTS:

Attachment A: PowerPoint Presentation by FM3