



OFFICE OF  
Community  
& Civic Life



# 2022 Annual Report

CANNABIS POLICY OVERSIGHT TEAM

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# Opening Remarks

The Cannabis Policy Oversight Team (CPOT) is excited to share the 2022 Annual Cannabis Policy Report with the Office of Community & Civic Life and communities served by the City of Portland. Last year, several recommendations were presented that, if enacted, would lead to a more equitable and sustainable industry. CPOT is pleased to note that many of the comprehensive and needed recommendations outlined in our 2021 annual report are in some state of enactment. CPOT applauds the efforts of Portland City Council to enact these recommendations. Our 2023 goals and recommendations are centered on furthering research around the cannabis industry, sustainability practices, and racial disparities and inequities within the industry.

In 2018, Portland City Council approved the license fee-reduction program, which allows reductions to the annual Marijuana Regulatory License fees. A business can be approved for the license fee reduction program by meeting one or all of the following criteria; total annual income of \$750,000 the previous year with no more than three licenses in the State, at least 25% of owners and 20% of staff with prior cannabis convictions, and those that are contracting goods and services with vendors on the Minority-owned, Woman-owned, and Emerging Small Business (MWESB) list.

The City is looking to further expand this fee-reduction program in order to create a more environmentally sustainable cannabis industry. This recommendation is currently underway, with a fee study being conducted in Q1 of 2023 to determine the level of reduction the program can offer eligible cannabis businesses.

Another exciting development, on Nov. 21, 2022, Governor Kate Brown pardoned state-level convictions of cannabis possession of one (1) ounce or less. The estimated number of people impacted by Gov. Brown's marijuana pardon is approximately 45,000 individuals. The exact number of people affected is unclear because an individual may have had several convictions pardoned through this process. Gov. Brown's pardon order also forgives approximately \$14 million in unpaid court fines and fees associated only with the pardoned convictions. This expungement effort

eliminates systemically discriminatory non-violent cannabis criminal records to create a more equitable and just Oregon. These expungement efforts are in direct correlation to prior recommendations to develop a City-wide expungement program.

The Portland City Council also approved to pilot and adopt a cannabis competency educational module that provides the history of cannabis prohibition, introduces basic cannabis science, and reviews Oregon Measures 91, 67, and 110. \$30,000 was set aside from the cannabis licensing fund to support the rollout of this education module, and we expect the development of this competency pilot to begin in FY 2023-24.

CPOT recommended and the council approved the drafting and funding of an economic viability forecast of the City of Portland's current cannabis ecosystem. This forecast will examine Oregon's cannabis market, including sales, prices, and consumption, and will be used to inform changes to cannabis policy. The council has set aside \$50,000 from the cannabis licensing fund for this project, and it is expected to roll out in Q3 of 2023. The details of the economic viability study will help the City's Cannabis Program properly study and develop tools and information to drive positive impacts for the cannabis industry in Portland.

Looking ahead, we are dedicated to economic and social equity within the city's cannabis community. CPOT has several goals for the upcoming year and has made recommendations to ensure the outcome of these goals. As we move into 2023, CPOT will continue to advocate for sustainability, safety, and equity within the Portland cannabis community. We are invested in the ongoing success of this industry and believe that the recommendations posed in this report will have a positive impact on the cannabis ecosystem.

Shaping future cannabis policies involves a collaborative effort between policymakers, industry stakeholders, public health experts, and community members. Here are some key steps that can be taken to shape future cannabis policies:

<sup>1</sup><https://www.courts.oregon.gov/forms/Documents/GovernorMarijuanaPardonFAQs.pdf>



*Image from 2022 Cannabis Empowerment Day. Organized by City of Portland and CPOT, this celebration brought together cannabis industry professionals, community leaders, policy advocates, and the public to celebrate and destigmatize Portland's extraordinary cannabis community.*

- 1) **Conduct research and gather data:** It is essential to conduct research on the effects of cannabis use on public health, public safety, and the economy. Policymakers should also gather data on the experiences of other jurisdictions that have legalized cannabis to inform policy decisions.
- 2) **Engage stakeholders:** Policymakers should engage with a diverse group of stakeholders, including industry representatives, public health experts, law enforcement officials, and community members to ensure that all perspectives are considered when developing policies.
- 3) **Develop regulations:** Clear regulations are essential to ensure that the cannabis industry operates safely and responsibly. Regulations should cover all aspects of the industry, including cultivation, processing, distribution, and retail sales.
- 4) **Promote equity:** Policies should be developed with equity in mind, particularly in communities that have been disproportionately affected by cannabis prohibition. This can involve measures such as expunging past cannabis-related convictions and creating opportunities for individuals from underserved communities to participate in the legal cannabis industry.
- 5) **Provide education and public awareness:** It is important to educate the public about the risks and benefits of cannabis use, particularly among young people. Public awareness campaigns can also help to reduce the stigma associated with cannabis use.

By taking these steps, policymakers and stakeholders can work together to shape future cannabis policies that promote public health and safety, while also addressing the needs and concerns of the community.



# Executive Summary

As the conversation around cannabis in Portland centers on crime, racial justice, and social equity, the topic of cannabis equity continues to play a central role at the City level.

Creating equitable opportunities for communities most impacted by cannabis prohibition through the allocation of Portland Cannabis Tax Revenues has, historically, been a successful method by which Portland policymakers have positively impacted life trajectories for these communities and increased the likelihood of equitable outcomes.

Allocating Portland Cannabis Tax Revenues to communities most impacted by cannabis prohibition has been a successful method for promoting equity and providing opportunities for these communities. By using tax revenues to fund programs that support education, job training, and economic development, policymakers can help to address the historical injustices and systemic barriers that have limited opportunities for individuals in these communities.

For example, in 2019, the City allocated \$350,000 in cannabis tax revenue to support the Cannabis Business Development Fund, which provides funding and technical assistance to cannabis businesses owned by people of color, women, and individuals with a history of cannabis-related criminal convictions. This program helps to level the playing field for these entrepreneurs and provides them with the resources they need to succeed in the industry.

Similarly, the City has also used cannabis tax revenues to fund programs, such as the Social Equity & Educational Development (SEED) Initiatives which support education and job training for individuals from communities that have been disproportionately impacted by cannabis prohibition. By investing in these programs, policymakers can help to increase economic mobility and create opportunities for individuals who have been historically excluded from the workforce.

In December 2021, Portland City Council unanimously approved \$1.33 million in cannabis tax revenue to provide emergency relief to struggling cannabis businesses and its workers in the wake of the COVID-19 pandemic, vandalism from the state of civil unrest, increased criminal activity, and the historic 2020 Oregon wildfire season. This made Portland the first government jurisdiction to provide emergency relief funding to the cannabis industry. The Cannabis Emergency Relief Fund (CERF) was later given an additional \$456,901 in FY 2022-23.

Overall, the allocation of Portland Cannabis Tax Revenues to

support equitable outcomes has been a successful method for promoting equity and creating opportunities for communities most impacted by cannabis prohibition. By continuing to prioritize equity in the distribution of tax revenues, policymakers can help to create a more just and inclusive society.

The 2022 CPOT Annual Report was drafted on the information provided by CPOT's three subcommittees that were continued from 2021. These subcommittees are Local Business Support, Competency, and Community Engagement. The subcommittees identified inequities in the Portland cannabis industry and the broader community. The annual report's purpose is to provide policymakers with clear calls to action for policy changes, rooted in the structure provided by the CHEM Pillars of Health Equity™.

Key findings by CPOT in 2022 directed the subcommittees' focus on economic, educational, and research opportunities in the broader Portland community. These findings informed the CPOT recommendation to increase access to the license fee reduction program, including incentives for businesses that adopt environmental sustainability practices throughout its operations.

Reflecting on the needs of the broader Portland community, CPOT is presenting recommendations that will assess the impact of cannabis on youth and families. CPOT believes research is needed to identify educational opportunities for Portland's cannabis consumers.

There were many challenges CPOT faced in developing the annual report including a lack of access to:

- City-gathered data such as cannabis tax revenue numbers and employment figures.
- Community health data and police reports on cannabis crimes.
- Uncollected data.

To this effect, CPOT emphasizes that policymakers can help resolve these issues and increase equitable outcomes for Portland community members by implementing the following recommendations:

## **ECONOMIC**

- Increase gross annual income for the fee reduction program to \$2 million.
- Offer license fee reduction to businesses paying 1.25 x minimum wage.
- Offer license fee reduction to businesses providing health care benefits at 80% to employees.

## **ENVIRONMENTAL**

- Create a new category of license fee reduction opportunities for cannabis businesses that pursue specific sustainability goals that align with the City's overarching plan.

## **HUMAN EQUITY**

- Invest in research focused on collecting individual perceptions and concerns surrounding the impact of the cannabis industry on Portland youth and families.

## **EDUCATIONAL**

- Update the educational materials used in the cannabis industry to reflect how the industry is operating today.
- Including a change in terminology, such as removing the word marijuana and replacing it with cannabis.
- Adding units on consumer health, customer relations, and worker safety.
- Revise the Marijuana Workers Permit test to reflect updated contents in the educational handbook.





## An Introduction to the CHEM Pillars

For this 2022 Annual Report, CPOT has adopted the equity-centered framework for measuring policy impact developed by the Cannabis Health Equity Movement (CHEM). CHEM's goal is to inform and analyze policy for creating total equity. The specific policy recommendations and relevant action items from CPOT to the City are presented within the context of these pillars, in this report.

CHEM is a social movement focused on promoting health equity and justice within the cannabis industry. This movement aims to address the social and racial injustices that have historically been associated with cannabis prohibition and the war on drugs, which has disproportionately affected communities of color.

CHEM seeks to create a more inclusive and equitable cannabis industry by advocating for policies that promote social justice, such as the expungement of past cannabis-related convictions and the inclusion of individuals from communities that have been disproportionately impacted by the war on drugs in the legal cannabis industry. Additionally, CHEM aims to increase access to high-quality cannabis products and education for all individuals,

regardless of race or socioeconomic status.

The movement also recognizes the potential health benefits of cannabis and advocates for research and education around its use, particularly in underserved communities. Overall, CHEM aims to build a more equitable and just cannabis industry that promotes health and well-being for all individuals.

CHEM defines "health equity" as the assuredness of access to full health and well-being for every person. CHEM states that social ecosystems create and sustain healthy people, communities, and society by optimizing the "four determinants of well-being," which fall into the following categories: economic, environmental, human, and social. These categories are defined as the CHEM Pillars of Health Equity™. To achieve health equity, all four pillars must be achieved and optimized to holistically support our communities. A deficiency in any pillar creates instability for individuals within the greater context of their social ecosystem.

## CHEM Pillar Descriptions

- **Economic Equity:** The assuredness of **1)** economic reciprocity and **2)** fair access to opportunities and services that **a)** secure and grow economic resources such as income, savings, assets, and capital, and **b)** bring personal and collective agency over the flow of economic resources through a household or community.
- **Environmental Equity:** The assuredness of access to and maintenance of **1)** clean air, water, land, and soil, **2)** clean, natural, and safe outdoor spaces, **3)** clean and safe indoor spaces, and **4)** clean, safe, and consistent housing options.
- **Human Equity:** The assuredness of access to experiences, opportunities, and resources that optimize **1)** an individual's knowledge, skills, ability, capability, adaptability, introspection, empathy, enlightenment, self-regard, and self-actualization, and **2)** their physical, mental, and spiritual fitness.
- **Social Equity:** The assuredness of fairness in policy, regulation, and in the distribution of social resources and services to ensure that policy, social constructs, and institutional practices **1)** assure economic, environmental, and human equity, **2)** demonstrate cultural respect and preservation, and **3)** facilitate the social belonging, cooperation, cohesion, trust, participation, protection, and productivity of all people.

Healthy equity depends on maximizing each pillar across all demographics of all people within a society, and the CHEM Pillars of Health Equity™ is a rubric through which our progress toward prosperity can be assessed, tended, monitored, measured, scaled, and assured.



# Findings

The following overarching findings underscore and inform all the 2022 CPOT recommendations.

## **Finding #1: Lack of data and research hinders progress toward more effective, sustainable, and equitable cannabis policy.**

CPOT recommendations will continue to lack depth without access to the data that the City collects about numerous aspects of the cannabis industry. CPOT needs access to tax fund allocations, vandalism and robbery data as well as the location of these security incidents, and the demographic background of license holders.

The recent uptick of security concerns for the cannabis workforce requires transparency from the Portland Police Department around the frequency of security incidents as well as what efforts are being made by the department to decrease these events. CPOT needs this data to advise a soon-to-be-formed security task force with diverse stakeholders in Portland to address the alarming increase of robberies and theft targeting cannabis retailers across the city. Without data, CPOT's efforts to help the Portland Police Department, Office of Community & Civic Life, and City Council monitor and address disparities of the ongoing challenges in the legal market, will have a muted impact.

Further, CPOT requires more information on the cannabis industry's impact on public health to inform and support our recommendations, including emergency room visits, hospitalizations, and other metrics.

As one of the few mature cannabis markets in the burgeoning cannabis decriminalization movement, Portland should be leading national discussions on government accountability and data sharing through its practices.

## **Finding #2: Significant work remains undone to address ongoing racial disparities and inequity within the industry.**

Racial disparities in law enforcement persist. Despite the recent allocations to support the SEED Initiatives and CERF, it will take significantly more dedicated resources and community investment to begin to repair the ongoing social, economic, human, and environmental injuries caused by local government policies. Further, the legacy operators that helped support the statewide decriminalization of cannabis are not well-represented in currently licensed cannabis businesses. Many cannabis policies lead to inequities that stifle small businesses – which most legacy operators are – and their ability to thrive in the regulated market. Portland's cannabis industry should reflect the diverse population that advocated to make responsible adult-use cannabis accessible to all.

## **Finding #3: Small cannabis businesses are still not afforded the necessary resources to thrive in this competitive cannabis climate.**

Cannabis businesses are experiencing a significant contraction of opportunity and revenue in the current economic climate. Across the board, producers are having to drop their prices to remain competitive, decreasing their revenues and causing them to lay off workers and cease expansion plans. This, coupled with the crushing competition at the retail level that is also lowering prices for consumer-packaged goods and the constant threat of costly security incidents, means the cannabis industry needs an infusion of government support to remain afloat.

The state is continuing to experience a significant glut of cannabis products in the regulated market, which will surely cause this downward price spiral to continue. Regulated cannabis businesses need government tax reductions, license cost reductions, technical assistance, and workforce development support to remain competitive against unregulated cannabis activity. Further, the Portland Police Department needs to allocate more resources to decrease the response times to security incidents by officers to deter further criminal activity and help cannabis businesses avoid having to take devastating losses when cash and products are stolen from their stores.

# Recommendation #1

## CHEM Pillar:

Economic/Social Equity

## Recommendation:

**Amend and modify the current License Fee Reduction Program to help small cannabis businesses and those directly impacted by cannabis prohibition.**



### RECOMMENDATION OVERVIEW:

In 2018, Portland's City Council approved the creation of a License Fee Reduction Program to help small cannabis businesses and those directly impacted by cannabis prohibition. In 2018, a small cannabis business was defined as a business earning less than \$750,000 annual total income in the preceding calendar year. Since then, the threshold(s) for small businesses to access the License Fee Reduction Program have not been adjusted to better align with Portland's current cannabis climate, 280E tax implications, increases in commercial lease prices, or the movement towards paying a livable wage and offering benefits. The current threshold of \$750,000 per year in gross income excludes most viable businesses with more than one or two employees. The result is that this program is not reaching the intended small businesses.

### CALL TO ACTION:

- 1) Increase gross annual income threshold to \$2 million.
- 2) Offer fee reduction to businesses paying 1.25 x minimum wage (currently, \$18.43).
- 3) Offer fee reduction to businesses providing health care benefits at 80% to employees (0.7+FTE).

### BUDGETARY CONSIDERATIONS:

TBD

### TIMING:

Fiscal Year 2023-24



## Recommendation #2

### CHEM Pillar:

Environmental Equity

### Recommendation:

**Create a new category of license fee reduction opportunities for cannabis businesses that pursue specific sustainability goals that align with the City's strategic plan for a sustainable future.**



### RECOMMENDATION OVERVIEW:

To encourage cannabis businesses to address the sustainability impacts associated with the production and sales of cannabis, the City must incentivize these efforts with the addition of a new category within the License Fee Reduction Program. When looking at the cannabis industry, cultivators and retail stores are the biggest offenders. CPOT recommends implementing an energy consumption pilot program and a waste recycling program that is incentivized by a reduction in license fees.

CPOT recommends implementing a scalable program for cultivators that starts with an energy audit and ends with maximum efficiency. An energy audit may include an inspection of buildings, processes, and equipment to analyze energy consumption and identify efficiency improvements to reduce a business' energy use and costs. CPOT recommends license fee reduction for any indoor cultivator that has completed an energy audit within the last calendar year of license issuance. When these programs are successful, progressive additions can be made to encourage businesses to continue with efficiency improvements. These improvements shall be monitored by the City's Cannabis Compliance Specialists.

CPOT recommends offering a license fee reduction for any retail store that has adopted a City-approved waste management plan, which includes accepting recyclable packaging. This program would require benchmarking current rates for waste, recycling, and more, and showing changes in rates of diversion and collection of consumer recyclable packaging annually.

### CALL TO ACTION:

- 1) CPOT recommends license fee reductions for any indoor cultivator that has completed an energy audit within the last calendar year of the date of license issuance.
- 2) CPOT recommends offering a fee reduction for any retail store that has adopted a City-approved waste management plan.

### BUDGETARY CONSIDERATIONS:

TBD

### TIMING:

Fiscal Year 2023-24

# Recommendation #3

## CHEM Pillar:

Human Equity

## Recommendation:

**We are requesting the Oregon Liquor and Cannabis Commission (OLCC) review and change its educational materials to reflect how the industry is operating today.**



*CPOT Chair Travis Maurer speaks during the 2022 Cannabis Empowerment Day about the importance of destigmatizing cannabis.*

## RECOMMENDATION OVERVIEW:

The OLCC's [Recreational Marijuana Worker Permit Education](#) was created after the passing of Measure 91. Since then, there have been considerable changes in the operating procedures of the industry and the terminology used, and there are considerable concerns for security and customer relations. While Oregon is trailblazing in its requirement for all cannabis workers to receive education and pass a test to obtain a "Marijuana Worker's Permit," the contents of this education and test are out of date or incorrect in the current cannabis industry.

Through working directly with agents of the OLCC, CPOT determined that the Marijuana Worker's Permit test and associated reading materials were written at the advent of adult-use laws in the state and have not been updated since Oregon's cannabis program rolled out in 2017. Oregon is one of the only states that has a permit requirement to participate in the cannabis workforce. Oregon can expand the impact of this requirement by creating a more robust Marijuana Worker's Permit test and associated materials. We are asking OLCC to go above and beyond the general updates regarding new legislation and instead review all materials to include an emphasis on education and the newly adopted definition of cannabis competency by the Cannabis Policy team.

## CALL TO ACTION:

- 1) Change terminology in OLCC materials to reflect current, generally accepted terminology.
  - a. Change any instances of the word "marijuana" to the word "cannabis."
  - b. Change the term "recreational" to "adult-use."
  - c. Change language referring to license types to terms the industry uses (ex., "Wholesale," not "Distribution;" "Producers," not "Cultivation").
- 2) Adding units on consumer health, customer relations, and worker safety.
  - a. Update Unit 1 – Introduction and Overview to include the newly adopted definition of cannabis competency.
  - b. Update Unit 1 – Introduction and Overview to include an ethics statement that educates potential workers about the nature of their job and their responsibilities when assisting all customers, including potential medical patients.
  - c. Adding a new educational unit focused on basic cannabis education, including specific language on the methods of cannabis ingestion, effects, and onset times.



- d. Include language on the cannabinoid system and how every person's system responds uniquely to cannabis products.
  - e. Include information on the primary cannabis molecules, THC and CBD, and their effects when taken separately or together.
  - f. Add a description of what minor cannabinoids and terpenes are and the role these compounds play in regulating endocannabinoid receptors; this should include an analysis of the ensemble/entourage effect and the available medical literature.
  - g. Expand and Audit Unit 4 – Visibly Intoxicated Persons and Intervention Techniques to include information on worker safety that includes tips to de-escalate situations, how to recognize red flags in customer behavior, and what to do if you suspect someone of being human-trafficked.
    - 1) Amend Unit 4 – Visibly Intoxicated Persons and Intervention Techniques' "50 Signs of Intoxication" and remove signs of alcohol intoxication that are not pertinent to cannabis retail sales.
      - "Can't find mouth with glass."
      - "Difficulty lighting cigarette."
      - "Lighting more than one cigarette."
      - "Spilling drinks."
  - h. Add unit on Personal Safety that includes sections on what you could experience during a robbery and how to de-escalate break-ins. Safety around the handling of volatile chemicals and cannabis material. Include statistics on the rates of criminal activity at cannabis facilities. Provide materials on the rights of employees to not experience retaliation at work when they fear for their safety and pull in resources from the Bureau of Labor and Industries to support further education.
- 3) Change the Marijuana Worker's Permit Test to reflect updated contents in the educational handbook.

## **BUDGETARY CONSIDERATIONS:**

TBD

## **TIMING:**

One year to audit the handbook, make changes, rewrite the test, and release the updated materials on all OLCC channels.

## Recommendation #4

### CHEM Pillar:

Social Equity

### Recommendation:

**The City of Portland establish a policy to solicit public feedback regarding youth and the cannabis industry every 3- 5 years.**



### RECOMMENDATION OVERVIEW:

City of Portland to invest funds for research focused on collecting individual perceptions and concerns surrounding the impact of the cannabis industry on Portland youth and families. In partnership with the Cannabis Programs' SEED Initiatives, this report will be used to better inform where cannabis tax revenue should be used to impact youth education of cannabis and to further explore career and educational opportunities for youth.

Throughout 2022, the Community Impact Subcommittee reviewed data from student health surveys, Oregon Poison Control reports, and a dispensary staff safety survey distributed by the CPOT subcommittee. With a focus on youth, subcommittee members identified a lack of information regarding the impact of the cannabis industry on young people through public health campaigns, cannabis advertising, perceptions of use among youth and perceptions of use among adults. The City must center community voices in the proposals in order to make well-informed policy recommendations that bolster the positive impacts of the cannabis industry.

Subcommittee members recommend soliciting feedback and collecting data from the community every 3-5 years.

### CALL TO ACTION:

- 1) CPOT recommends that the City of Portland allocate \$75,000 for a one-time report to understand what youth, families, and adults understand about the cannabis industry and what resources they need to improve community opportunities.
- 2) CPOT recommends that the SEED Initiatives determine and allocate appropriate funding to a contractor(s) for proper analysis for FY 2023-24 through an RFP to generate the data report.
- 3) CPOT recommends that the selected group or organization have experience in Diversity, Equity, and Inclusion training along with representing Black, Indigenous, and People of Color or other marginalized groups, such as women-led small businesses, in the spirit of the SEED and the City of Portland's commitment to equity.

### FUNDING SOURCE:

- 1) Measure 26-180 established a 3% tax on recreational Cannabis sales within the city of Portland.
- 2) SEED would request funds from the cannabis tax revenue in FY 2024-25 annual budget to be used on this one-time research. \$50,000 be moved from the past grant, which was not executed, and an additional \$25,000 from the cannabis tax revenue.

**BUDGETARY CONSIDERATIONS:**

- \$75,000 to be paid to a contractor(s) to host no less than five listening sessions with students, ages 15-18, currently enrolled in an educational program in the City of Portland or the Greater Portland Metro Area. Focus on identifying through Benson High School, Jefferson High School, McDaniel High School, Lincoln High school, Park Rose School District High School, and Roosevelt High School
- Honorarium of \$50-100 gift card per student will be given to those who complete the sessions and respond to pre- and post-session surveys. This process will seek 50 respondents.
- Parents would have the option to participate in a pre-session survey but would not receive a stipend as this would be an optional component for them.
- Parent permission will be required for participation for those under the age of 18 years old.
- The adult survey process will seek 30 respondents, ages 24 years and up, to provide feedback to questions. Respondents would be awarded \$100 gift card for their time.

**TIMING:**

Fiscal Year 2024-25

**OUTCOMES:**

The contractor will deliver a final report with recommendations on what youth, families, and those impacted by cannabis can do to improve educational and learning outcomes around cannabis. These findings will be shared with CPOT and SEED Initiatives and used in the annual SEED Report.

**OUTREACH:**

Youth and families will be contacted at the recommendation of social workers, community members, teachers, faith-based organizations, and others that will be identified under the time, place, and structure of the contractor.





## Conclusion

As we enter 2023, the Cannabis Policy Oversight Team continues to shape future cannabis policies that support equitable access and outcomes for all City of Portland residents and businesses. It is imperative that, as a community, we develop a comprehensive and shared understanding of what equity is and collectively develop a nuanced path for how we will achieve true equity within the cannabis industry. Continuing with CPOT's established framework, the 2022 Annual Cannabis Policy Report outlines key findings and recommendations through the framework of the CHEM Pillars of Health Equity™: economic, environmental, human, and social equity.

With multi-channel adoption of equity across bureaus and agencies – including health, economic, sustainability, education, and community equity considerations – the City of Portland will be equipped to develop the tools and information required to drive positive impacts for Portland communities. The City providing accurate and transparent insights, informed by publicly referenced data, will ensure some of the work required to remediate the negative impacts of cannabis prohibition experienced by Portlanders is accomplished in 2023.

Were Portland to enact the recommendations outlined in this report, the City would reinforce its position as a leader in equity-centered, data-informed, local, state, and federal cannabis policy reform.

Looking forward to 2023, CPOT plans on tackling the damaging increase in armed robberies at cannabis businesses and is planting the seeds needed to create a citywide Cannabis Safety and Security Task Force. CPOT will also be revisiting all subcommittee topics and creating new subcommittees that are more relevant to the current cannabis climate. The team will also be shifting its meeting efforts to explore and provide more immediate feedback on legislative actions at the City and State level to all relevant stakeholder agencies.

**This is a time of significant change for the cannabis industry.** The City of Portland must support and uplift its critical cannabis business community with urgency and priority. To this effort, CPOT will continue to educate, inform, and advise the Office of Community & Civic Life and City Council on policies that will ensure the legal cannabis industry is diverse, equitable, accessible, and sustainable in 2023 and beyond.

# CANNABIS POLICY OVERSIGHT TEAM MEMBERSHIP

## What We Do

The Cannabis Policy Oversight Team (CPOT) provides the Office of Community & Civic Life with diverse stakeholder perspectives on cannabis-related public policies. The Body's objective is to discuss and develop policies that support equitable access and outcomes for the cannabis industry, cannabis consumers, and all City of Portland residents.

CPOT holds recurring public meetings to hear from Portlanders and discuss cannabis policies. They also advise and work with local government officials to develop policies that support equitable access and outcomes for the cannabis industry, cannabis consumers, and all Portlanders.

## Who We Are

CPOT consists of cannabis industry representatives and others that possess an in-depth understanding of issues affecting and affected by the cannabis industry.

### 2022 CPOT Advisory Body Members

- Travis Maurer (Chair)  
*Co-Owner 420-420 Digital Media Solutions*
- Gabe Cross (Co-Vice Chair)  
*Co-founder of Odyssey Distribution*
- Rosa Cazares (Co-Vice Chair)  
*CEO La Mota*
- Al Ochoa (Immediate Past Chair)  
*Director of Licensing & Corporate Relations,  
Cura Cannabis Solutions*
- Blair Denniberg  
*Executive Assistant at Cascadia Health*
- Bret Born  
*Owner of Rec Rehab Consulting,  
Ascend Dispensary and Perfect Puff Brand*
- Derek Smith  
*Ex Officio CPOT Member Multnomah County Health  
Department*
- Hannah Hohendorf  
*M.H.A. Healthcare IT Professional*
- Natalie Darves  
*Managing Partner Cougar Acres Consulting*
- Meghan Blake  
*Student Portland State University*

### CPOT Subcommittees

#### COMMUNITY IMPACT SUBCOMMITTEE

- Hannah Hohendorf (Chair)
- Clair Raujol
- Anne Bledsoe

#### COMPETENCY SUBCOMMITTEE

- Savina Monet (Chair)
- Natalie Darves (Vice Chair)
- Meghan Blake

#### SMALL BUSINESS SUBCOMMITTEE

- Bret Born (Chair)
- Travis Maurer (Vice Chair)
- Gabe Cross (Vice Chair)
- Casey Houlihan