

**COMMITTEE MEMBERS**  
Laura Hoffmeister, Chair  
Ron Leone, Committee Member

Civic Center  
1950 Parkside Drive  
Concord, CA 94519  
[www.cityofconcord.org](http://www.cityofconcord.org)



**Concord**  
**ANNOTATED AGENDA**  
**Meeting of the**  
**Policy Development &**  
**Internal Operations**  
**Council Committee**

Wednesday,  
July 12, 2017

6:00 p.m.

Permit Center  
Conference Room  
1950 Parkside Drive

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**AGENDIZED ITEMS** – The public is entitled to address the City Council on items appearing on the agenda before or during the City Council's consideration of that item. Each speaker will be limited to approximately three minutes.

**1. ROLL CALL: All who were present**

**STAFF PRESENT: Valerie Barone, City Manager; Michael P. Cass, Principal Planner; and Leslye Asera, Community Relations Manager**

**2. PUBLIC COMMENT PERIOD: None**

**3. REPORTS**

- a. Discussion of Community Survey on Marijuana. Report by Valerie Barone, City Manager.**

**ACTION:** Valerie Barone introduced Bryan Godbe of Godbe Research. Mr. Godbe previously conducted citizen satisfaction and Measure Q surveys for the City. Mr. Godbe plans to survey 400 registered voters. To provide options for reaching the target audience, a variety of surveying methods will be used. The survey will be done via both

land and mobile phones as well as text messages and email, which will provide respondents with a link to complete the survey online.

The Committee requested that the survey address which uses the public would support, including dispensaries, manufacturing, testing laboratories, indoor commercial cultivation, and outdoor personal cultivation. For each use, the Committee would like the questions to distinguish medical marijuana from adult-use (recreational) marijuana, except for outdoor personal grows. The Committee would like to understand locations where the community would support dispensaries being established. Committee Member Birsan stressed that to him the most important question is whether or not the community would support establishing marijuana uses in locations approved by the Police Department and the City Council. The Committee also wanted to inquire about the number of dispensaries the community would support. The Committee did not want the survey to include questions about personal usage habits, preferred distances from other uses like schools or adult businesses, or concentration. Additionally, Chair Hoffmeister requested the survey assess whether or not the community would support a tax measure on the sale of cannabis.

Seven members of the public were in attendance; one recommended against the survey, and another recommended that the survey also distinguish mobile dispensaries from brick and mortar dispensaries.

The survey will take approximately six weeks to complete and the results will be presented to the City Council no later than early October.

#### **4. ADJOURNMENT at 7:45 p.m.**

#### **ADA NOTICE AND HEARING IMPAIRED PROVISIONS**

In accordance with the Americans with Disabilities Act and California Law, it is the policy of the City of Concord to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, or an agenda and/or agenda packet in an appropriate alternative format; or if you require other accommodation, please contact the ADA Coordinator at (925) 671-3021, at least five days in advance of the hearing. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility.

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Distribution: City Council  
Valerie Barone, City Manager  
Susanne Brown, City Attorney  
Victoria Walker, Community & Economic Development Director  
John Montagh, Redevelopment/Housing Manager  
Justin Ezell, Director of Public Works  
Joelle Fockler, City Clerk

JULY 12, 2017  
PD&IO COMMITTEE MEETING  
BENCHED ITEM # 1

**From:** Michael McDermott [<mailto:mtmcder@pacbell.net>]  
**Sent:** Monday, July 10, 2017 2:53 PM  
**To:** Cass, Michael  
**Subject:** Re: PD&IO Meeting | July 12, 2017 | Marijuana Survey

Michael,

Unfortunately I will be unable to attend the meeting on Wednesday concerning the Marijuana survey questions. I have spoken to the Council on a couple of occasions on this subject, and I believe a professional survey can help us understand whether and to what extent marijuana retail and commercial operations are appropriate for Concord.

Please consider the following recommendations for survey questions. I think they might be useful in getting to a good understanding of public opinion.

First I would suggest an opening survey statement something like this:

The City of Concord is conducting a survey on public interest in expanding or restricting marijuana retail sales and commercial marijuana product development. Proposition 64 now allows cities to restrict or expand both medical and recreational marijuana uses within city limits. The city of Concord has recently authorized the delivery of medical marijuana to homes in Concord by registered delivery services, but all other forms of marijuana sale and use not explicitly authorized by Proposition 64 have been temporarily banned. Your response to these questions will help our City Council better understand the feelings of Concord residents regarding whether and to what extent this general ban should be modified.

And here are some questions:

- 1) Do you support delivery of marijuana for recreational use to homes in Concord?
- 2) If delivery services were authorized for recreational use, would you be interested in using them to obtain marijuana for your personal use? \*
- 3) Do you support indoor marijuana growing in areas of Concord zoned for commercial or agricultural activity?
- 4) Do you support outdoor marijuana growing in areas of Concord zoned for commercial activity?
- 5) Do you support safety inspections for those who choose to grow marijuana indoors in residential neighborhoods?
- 6) Do you support outdoor marijuana growing in Concord neighborhood residential areas?
- 7) If outdoor growing of marijuana were allowed in residential areas, would you be interested in growing marijuana for your personal use? \*
- 8) Compared to current cigarette smoking restrictions in public places, should marijuana smoking be more restricted, less restricted, or treated exactly the same?
- 9) Should marijuana be allowed to be sold in stores within a mile of residential neighborhoods?
- 10) Should marijuana be allowed to be sold in commercial areas further than a mile from residential neighborhoods?
- 11) If businesses are permitted to sell marijuana in Concord, should the city enact restrictions on their ability to place signage or other forms of advertising?
- 12) Overall, do you think expanding marijuana production and availability in Concord would be a good thing for the city to do?
- 13) Would you like to see the current temporary ban on all marijuana production and retail sales (except medical marijuana delivery) be made permanent?

\* I think asking individuals if they plan on using or growing recreational marijuana is an important point of information. We should have some idea of the potential demand for this product in order to determine impact on city services.

Thanks!!! Mike McDermott E-Mail: [MTMCDER@PACBELL.NET](mailto:MTMCDER@PACBELL.NET) Cell: 925-451-1072

JULY 12, 2017  
PD&IO COMMITTEE  
MEETING  
BENCHED ITEM #2

BENCHED ITEM FOR PDIO JULY 12 from Edi Birsan (VICE Mayor)

[www.PulseOfConcord.com](http://www.PulseOfConcord.com)

**PULSE OF CONCORD**  
**RECENT SURVEY ENDING**  
**APRIL 2017**  
**SUMMARY**

*The survey had over 310 respondents with 12% being outside of the city (mostly adjacent cities) and the results were nearly identical for residents and non residents except where noted. Within the city the division was by zip code:*

94518 25.9%

94519 20.1%

94520 21.9%

94521 32%

[http://www.zipmap.net/California/Contra\\_Costa\\_County/Concord.htm](http://www.zipmap.net/California/Contra_Costa_County/Concord.htm).

***1. A Marijuana Dispensary north of Highway 4 (along Bates Ave. or north of the Golf Course) is acceptable.***

33.6% Strongly Agree

19.4 Somewhat Agree

4.1 Somewhat Disagree

23.0 Strongly Disagree

19.8 Neither Agree or Disagree

The exact same question was asked in a Pulse Poll 4 years ago and the shift was about 4% more favorable, except that 4 years ago there was a bias towards non-residents wanting it in Concord more than residents. However, this year the residents and non-residents are identical. This shows that the support for the concept has been fairly steady and slightly growing.

The city approved Measure 64 by over 60% to allow *Recreational* use.

The City Council rejected the idea in January of 2013 and will be reconsidering it in the Policy Committee on May 11. The Mayor of Vallejo recently told me that the city gets over \$1.2 million in yearly revenue from MEDICAL dispensaries.

***2. Delivery of Marijuana into Concord, for Concord residents is acceptable.***

34.5% Strongly Agree

20.8 Somewhat Agree

6.4 Somewhat Disagree

22.2 Strongly Disagree

16.9 Neither Agree or Disagree

Cities are allowed to determine if it is deliverable to the residents in the city. Generally by private or personal delivery since the Post Office is a real mess regulation wise.

Note that the strong disagree % on all marijuana questions is about the same around 24% indicating a base ideological view. I wonder if there is anything that can be shown to that base that will move them off that position. This is the classic problem of dealing with change in an emotional environment of ideological positions.

One massive way to generate revenue for a city is to have the ability to deliver their product into those cities that refuse to allow dispensaries in them.

***3. Having a Green House Marijuana Grow (Commercial indoor) is acceptable in Concord.***

29.5% Strongly Agree

16.3 Somewhat Agree

11.1 Somewhat Disagree

24.9 Strongly Disagree

18.2 Neither Agree or Disagree

I small location in Massachusetts has set up a commercial grow that will generate \$20 MILLION a year. That would be equal to a 25% increase in our budget and would eliminate our projected road and pension cost nightmare issues. That is just from a large Green House/warehouse. Does that kind of money change people's opposition, after all it is a legal product and someone is going to produce it?