Social Consumption of Legalized Marijuana

Berkshire County, Massachusetts

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Introduction

• **Purpose**: forecast the effects of marijuana cafés

• **Importance**: the industry is evolving rapidly and the effects on municipalities needs to be examined

• **Preview**:
  ✓ Review marijuana legalization timeline
  ✓ Assess current conditions in Berkshire County
  ✓ Discuss the Pilot Program for establishments allowing on-site consumption of marijuana
# Timeline of Marijuana Legalization in Mass.

## Decriminalization of marijuana
- **November 2008** – voters pass ballot
- **January 2009** – law is enacted

## Medical use is legalized
- **November 2012** – voters pass ballot
- **January 2013** – law is enacted

## Recreational use is legalized
- **November 2016** – voters pass ballot
- **December 2016** – law is enacted
Zoning Status: Marijuana Laws

- Map date: March 1st, 2018

- Only 3 municipalities have adopted zoning which regulates recreational marijuana
Zoning Status: Marijuana Laws (cont.)

- Map date: November 13th, 2019

- Now, 20 municipalities have adopted zoning regulations for recreational use.
Current Marijuana Establishments

- Map is dated November 13th, 2019
- There are 5 marijuana establishments in operation.
Marijuana License Applications

• As of November 1st, 2019 there were a total of 205 license applications submitted statewide.
Social Consumption Sites

• Marijuana cafés exist in few jurisdictions nationwide.

• No State has executed a statewide licensing process for social consumption.

• Consumption sites are limited, so is data on the effects of their operation.

✓ Case studies of marijuana cafés in other States
✓ Case studies of marijuana cafés in other countries
✓ Research alcohol & tobacco literature
Social Consumption Sites (cont.)

Denver, CO:
• Marijuana and marijuana products cannot be purchased at cafés.

Las Vegas, NV:
• Pending ordinance for hookah-style lounge for marijuana consumption. Cannot sell marijuana on-site.

California:
• California is the only state allowing dispensaries to attach tasting rooms.

Alaska:
• Drafted regulations which would allow retailers to sell up to 1 gram for on-site consumption
Netherlands:

• Despite wide access to cafés, the prevalence of marijuana use remains on par with the European average.

• Cafés do not appear to encourage escalation into heavier use or lengthier using careers.
Social Consumption Sites (cont.)

**Alcohol & Tobacco:**

- Exposure and ventilation
- Impaired driving
- Server and retailer training and liability
- Outlet density (number of sites in a given proximity)
- Sites’ proximity to sensitive locations (schools)
Social Consumption Sites (cont.)

Key Issues:

• *PREVENT UNDERAGE ACCESS* – ages 21+ (designated areas for outdoor)

• *IMPAIRMENT DETECTION BY SERVER* – Responsible Server Training Program

• *SERVING SIZES* - 2.5mg-20mg of THC per serving (edibles)

• *IMPAIRED DRIVING* – procedural and operation plans

• *SMOKING & VAPING* – prohibit smoking indoors, vaping needs ventilation
Social Consumption Sites: Pilot Program

• Cannabis Control Commission (CCC) recommends the implementation of a Pilot Program that will license social consumption sites.

• Open to a maximum of 12 municipalities

• Municipalities participating thus far:

  ✓ Amherst       ✓ Somerville       and...
  ✓ Provincetown ✓ Springfield       ✓ North Adams
Social Consumption Sites: Pilot Program (cont.)

• Municipalities will have to amend local legislation to permit on-site consumption

• Multiple bills filed at the State level
  ✓ House: No. 3541
  ✓ Senate: No. 1125
Main Goals:

• Promote and encourage participation in the legal cannabis industry

• Monitor any unforeseen challenges

• Ensure that adequate resources are available, and agencies are well-prepared for any issues that may come up in wider implementation
Social Consumption Sites: Pilot Program (cont.)

Data Collection:

• Municipalities and businesses that participate in the Pilot Program will agree to collect data.

• Data collected will be anonymized, aggregated, and shared with the public.
Next Steps...

• Waiting on legislation

• Social consumption licenses limited to equity program participants and economic empowerment applicants (Re-evaluate this exclusivity after 24 months)

✓ (Details of these programs can be found on the CCC’s website.)
Next Steps...

For Towns/Cities opposed to social consumption sites:

DON’T DO ANYTHING!

• Social consumption sites are strictly an “opt-in” process and cannot exist without approval of the Town/City.
Stay Current with CCC news!

To subscribe to the Cannabis Control Commission’s mailing list, follow the link:

https://mass-cannabis-control.com/subscribe/
Question for the Full Commission:

What has your experience been with the existing marijuana establishments in the county?
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