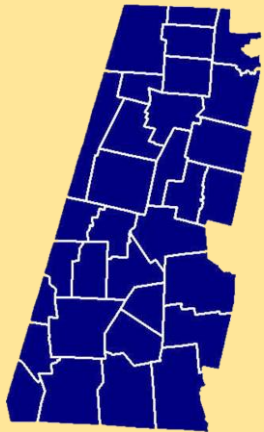


Social Consumption of Legalized Marijuana

Berkshire County, Massachusetts



Philip V. Arnold
Community Planner
Berkshire Regional Planning Commission
November 21st, 2019



Introduction

- **Purpose:** forecast the effects of marijuana cafés
- **Importance:** the industry is evolving rapidly and the effects on municipalities needs to be examined
- **Preview:**

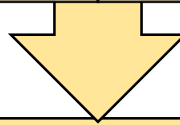
- ✓ Review marijuana legalization timeline
- ✓ Assess current conditions in Berkshire County
- ✓ Discuss the Pilot Program for establishments allowing on-site consumption of marijuana

Timeline of Marijuana Legalization in Mass.

Decriminalization of marijuana

November 2008 – voters pass ballot

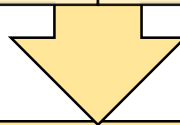
January 2009 – law is enacted



Medical use is legalized

November 2012 – voters pass ballot

January 2013 – law is enacted



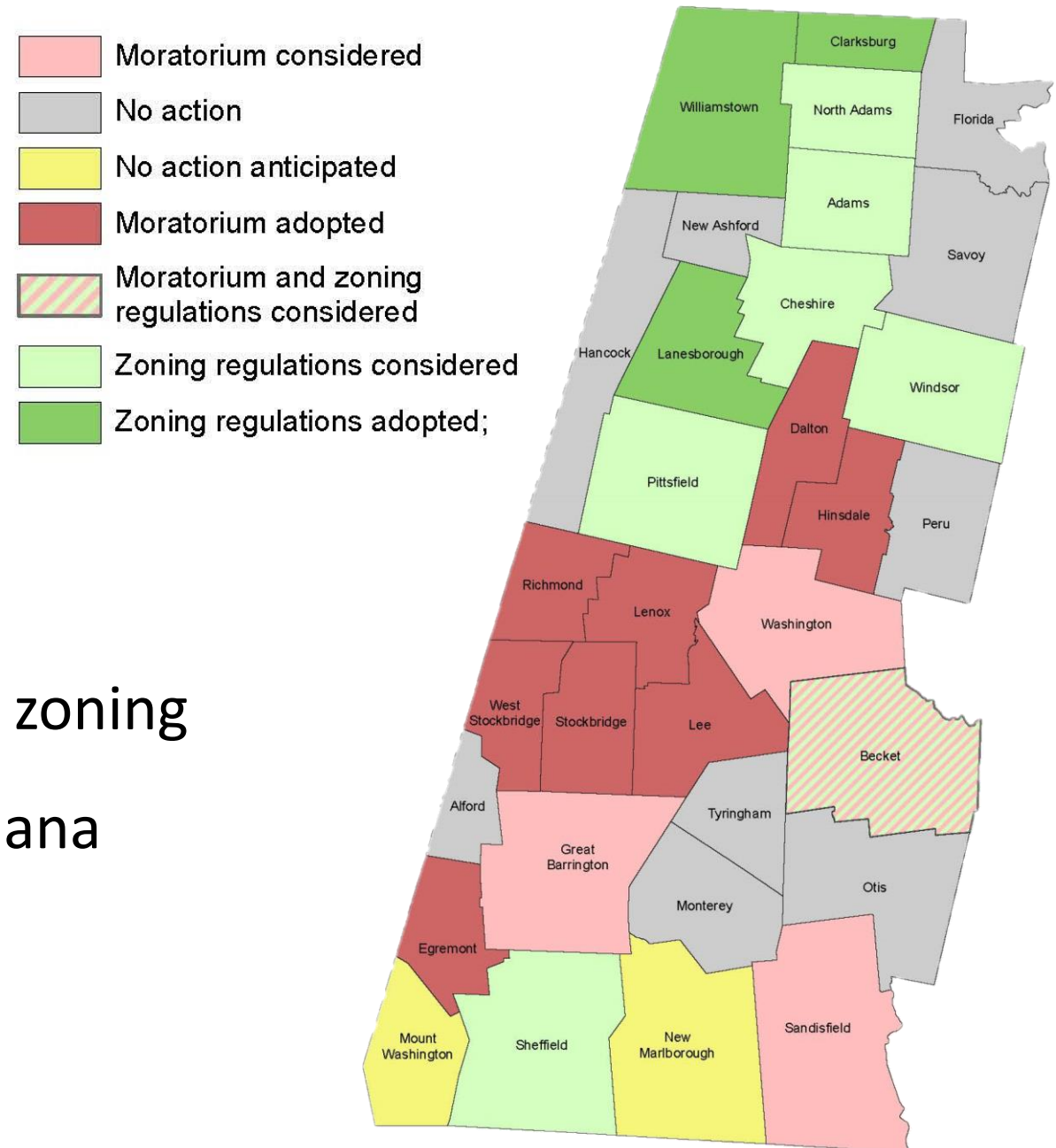
Recreational use is legalized

November 2016 – voters pass ballot

December 2016 – law is enacted

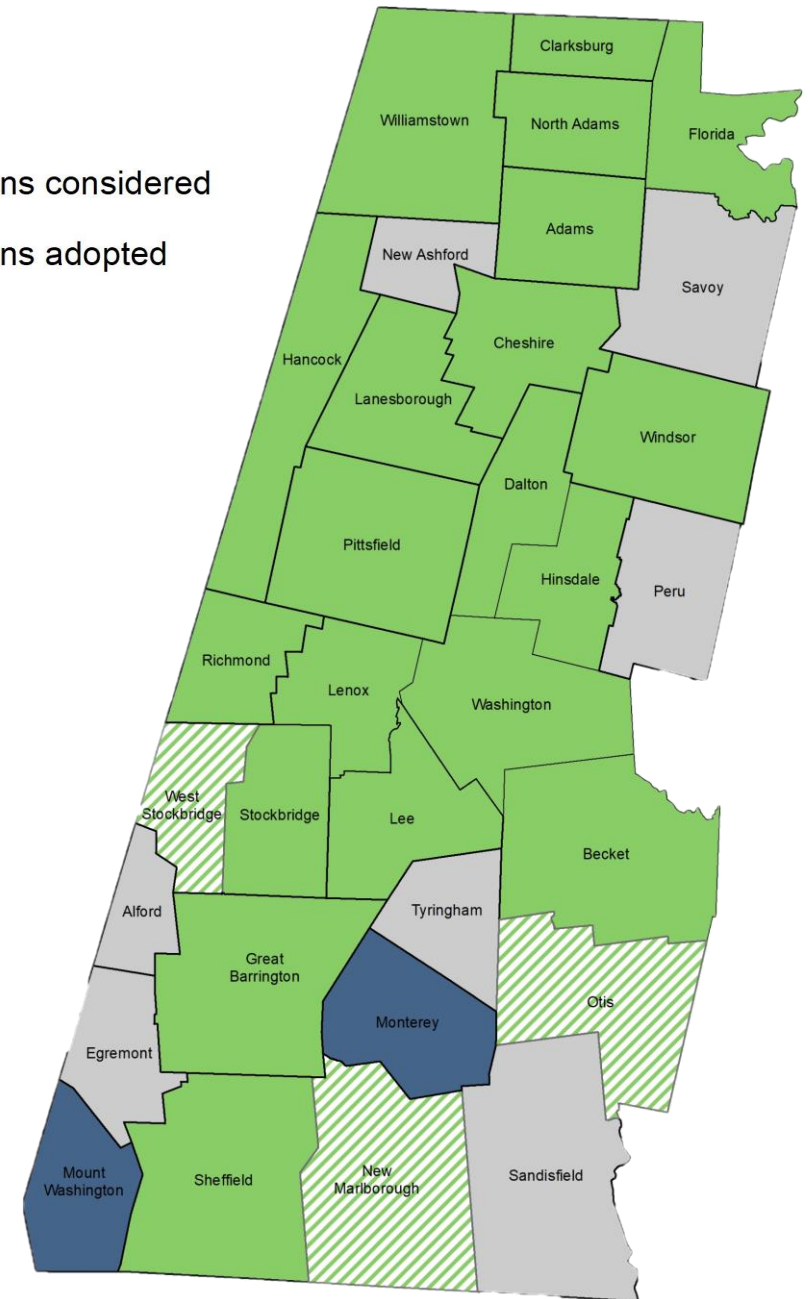
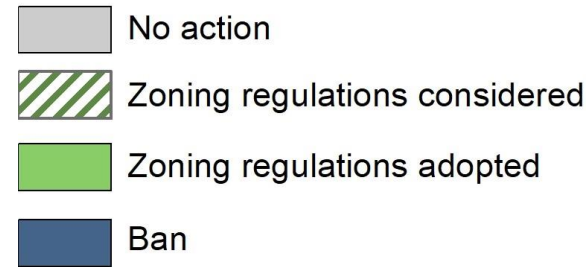
Zoning Status: Marijuana Laws

- Map date: **March 1st, 2018**
- Only 3 municipalities have adopted zoning which regulates recreational marijuana



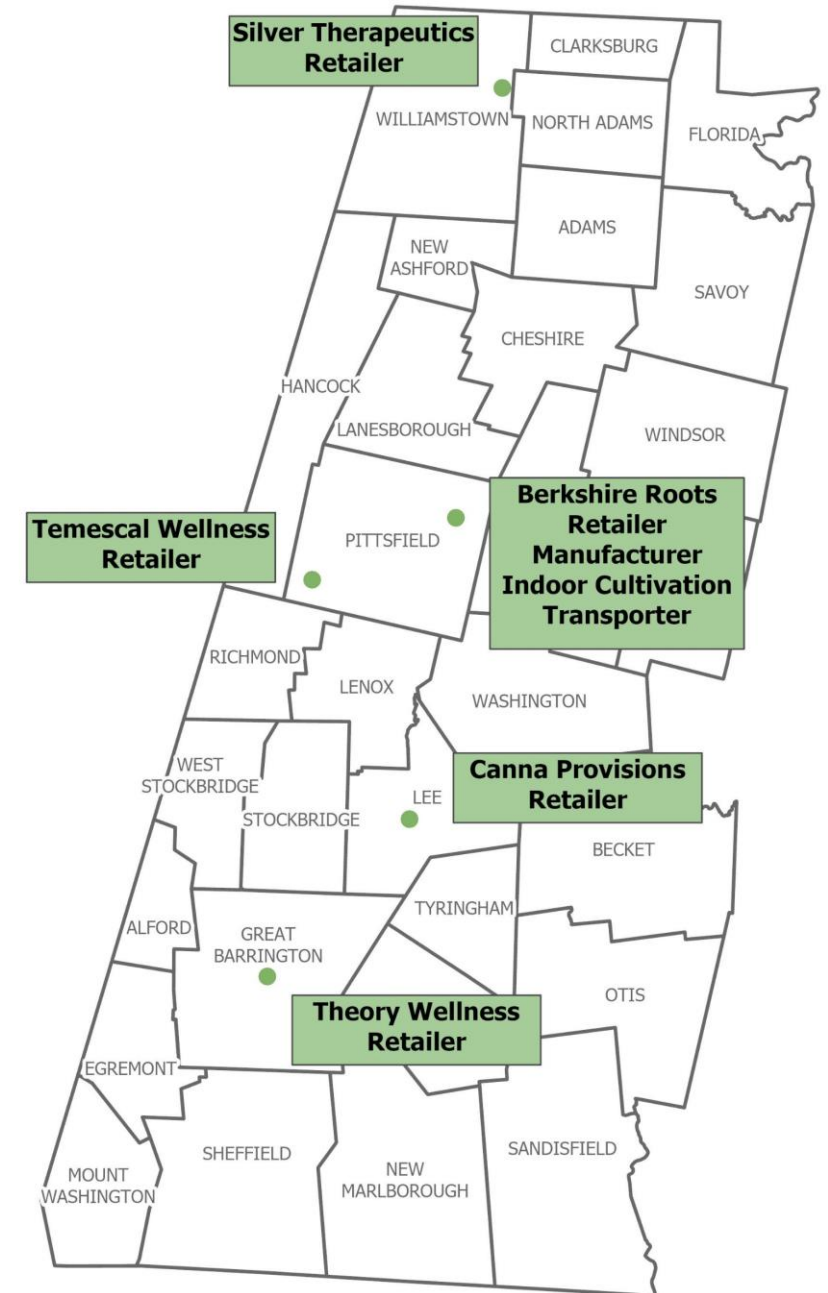
Zoning Status: Marijuana Laws (cont.)

- Map date: November 13th, 2019
- Now, 20 municipalities have adopted zoning regulations for recreational use.



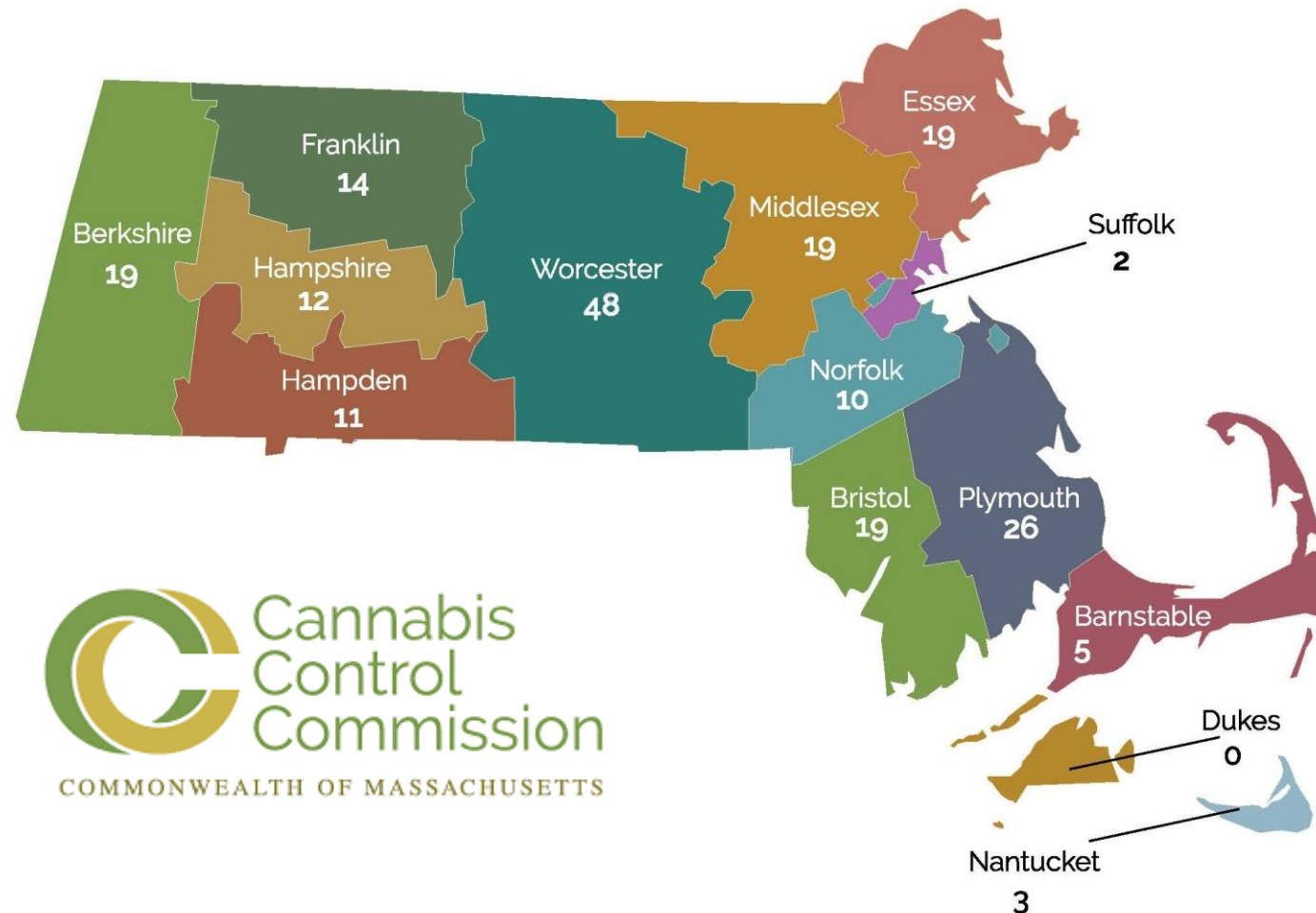
Current Marijuana Establishments

- 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

Social Consumption Sites (cont.)

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



Social Consumption Sites: Pilot Program (cont.)

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/>

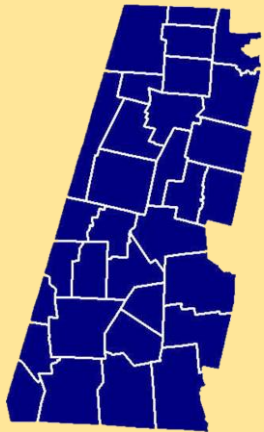


Question for the Full Commission:

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

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