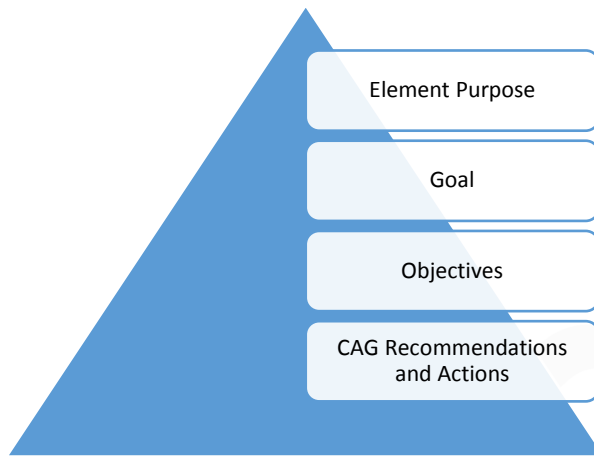


## Overview of Proposed Cannabis Program Framework

A General Plan is a broad planning guideline to a city's or county's future development goals and provides policy statements to achieve those development goals. Each city and county adopts and updates their General Plan to guide the growth and land development of their community, for both the current period and the long term. To help guide the Cannabis Advisory Group in our discussions about the future of the Sonoma County Cannabis Program, the staff and the Co-Chairs are proposing using a similar hierarchy structure used by the General Plan. The hierarchy and definitions are outlined below along with **DRAFT** examples in *italics* provided for clarity and to stimulate discussion. At the December 12, 2018 Cannabis Advisory Group will begin populating the table on page two and replacing the draft examples.



**Element Purpose-** Statement of what is covered in each Element, essentially the scope.

*Draft Example-The Economic Vitality Element focuses on the creation of sustainable economic growth of the Cannabis Industry and its positive impacts on the economy on Sonoma County.*

**Goal:** A general statement of a desired end toward which an effort will be directed. There is one overarching goal for each element.

*Draft Example- Foster a healthy diverse and economically viable cannabis industry that contributes to the local economy.*

**Objectives:** A specific detailed statement of a desired future condition toward which the County is committed and progress is ideally measurable. There can be multiple objectives

*Draft Example –Encourage the creation of high paying jobs within in the cannabis industry*

**CAG Recommendations and Actions:** Specific statements that guide decision making in order to achieve a goal or objective.

*Example -Establish database which tracks the number of jobs and employee wages for permitted cannabis businesses.*

<b>Community Compatibility</b>	<b>Economic Vitality</b>	<b>Environmental Impact</b>	<b>Land Use</b>	<b>Public Safety</b>
<i>Develop ways to increase the community compatibility through awareness, education and regulations.</i>	<i>The Economic Vitality Element focuses on the creation of sustainable economic growth of the Cannabis Industry and the positive impacts on the economy on Sonoma County.</i>	<i>Address the environmental impacts of the cannabis industry and preservation of natural and scenic resources.</i>	<i>Guide growth, development, and land use decisions associated with the Cannabis Industry.</i>	<i>Protect public health and safety of Sonoma County residents through regulations and enforcement.</i>
Goal:	Goal: <i>Foster a healthy, diverse, and economically viable cannabis industry that contributes to the local economy.</i>	Goal:	Goal:	Goal:
Objectives:	Objectives: 1. <i>Encourage the creation of high paying jobs within in the cannabis industry</i> 2. <i>Employment numbers...</i> 3.	Objectives:	Objectives:	Objectives:
Recommendation/Action	Recommendation/Action:  <i>Establish database which tracks the number of jobs and employee wages for permitted cannabis businesses.</i>	Recommendation/Action:	Recommendation/Action:	Recommendation/Action: