

Mission: The Cannabis Regulatory Agency (CRA) will establish Michigan as the national model for a regulatory program that stimulates business growth while preserving safe consumer access to cannabis.

Vision: The CRA will:

- Improve Regulatory compliance through education and consultation
- Reduce barriers to professional licensure
- Enhance customer experience across all programs
- Provide efficient, effective, and timely services

LARA Strategic Goal: Improve Regulatory compliance through education and consultation

| Legal | | | | |
|---|----------------------------------|------------|-----------|--|
| Goal | Action Plan | Start Date | End Date | Complete |
| Build relationship and create a stakeholder group with the State of Michigan Bar Cannabis Law Section to collect feedback on disciplinary process and applicable administrative rules and adopt recommendations when appropriate. | Engage with Cannabis Law Section | 10/1/2023 | 9/30/2024 | <p>Complete</p> <p>Prepared and presented CRA education session regarding disciplinary process in November 2024.</p> <p>Met with CLS leadership once per month to receive feedback and answer questions.</p> <p>Answer written inquiries regularly and met individually with attorneys as needed.</p> <p>Attended and presented at CLS training in April 2024.</p> <p>Attended and presented at CLS annual conference in September 2024.</p> |

LARA Strategic Goal: Enhance customer experience across all programs

| Customer Service Section | | | | |
|---|---|------------|-----------|---|
| Goal | Action Plan | Start Date | End Date | Complete |
| Monitor and evaluate the agency customer service functions that were consolidated to determine if the changes that were made are effective. | Customer Service Survey: Review monthly survey results for issues with customer service satisfaction. Identify trends or patterns or holes in service that may need to be escalated | 10/1/2023 | 9/30/2024 | <p>Complete</p> <p>The survey links are promoted by our agents, published on our website and on our phone prompts. They are reviewed to identify issues. Our average ratings were well above average and will continue to be monitored for any issues in service.</p> <p>Phone Prompt ease of navigation: 70% were extremely satisfied; 20% were very satisfied; 10% were not at all satisfied.</p> <p>Customer Service level of satisfaction: 80% extremely satisfied; 15% some level of satisfaction; 5% unsatisfied.</p> |
| | Phone Monitoring - Evaluate phone monitoring trends or issues and work with team members to address issues. Identify areas or resources that agents may need to better perform their jobs. Identify inconsistencies in information sharing. | 10/1/2023 | 9/30/2024 | <p>Complete</p> <p>Effective 1/1/24 – 585 phone calls have been monitored with an average score of 96%. The manager audits 19% of phone calls.</p> |

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| | <p>Email Audit - Review monthly email audits for issues of inconsistency through manager audit review process. Identify trends or common issues that may need to be addressed as an agency. Evaluate the escalation process and determine if emails are triaged appropriately. Set up monthly review of our email responses to ensure accuracy and consistency with the laws and rules.</p> | <p>10/1/2023</p> | <p>10/17/2023</p> | <p>Complete</p> <p>Two analysts did the initial triage and escalated issues to the manager when required. One analyst was responsible for escalating Licensing emails and the other was responsible for the Enforcement Division and MMMP emails.</p> <p>All analysts are trained to evaluate emails for accuracy, consistency and rotate on a schedule to review weekly emails from the different email boxes.</p> <p>258 emails were reviewed with a passing percentage of 97%.</p> |
| <p>Identify internal audit procedures for new legal mailing process</p> | <p>Identify internal audit criteria for legal mailings</p> | <p>10/1/2023</p> | <p>9/30/2024</p> | <p>Not Complete</p> <p>The proposal to identify an internal audit was reviewed and since we have multiple checks and balances including entry of the certified mail receipts, return of the mail receipts, tracking with USPS, and reports that are run daily to identify any mailings, and mailings that are outside of the 30 days, we determined that our current checks and balances are sufficient in ensuring mailings are completed and processed appropriately and within our designated metrics.</p> |

LARA Strategic Goal: Provide efficient, effective, and timely services

| Customer Service Section | Goal | Action Plan | Start Date | End Date | Complete |
|--|------|---|------------|------------|---|
| Implement procedure compliance to ensure staff are completing tasks according to the procedures and identify needed training | | Set up a monthly review of phone scripts and email responses per section to ensure the information is accurate and updated as appropriate. | 10/1/2023 | 4/1/2024 | Complete |
| | | Set up a process and identify team members to review all press releases and advisory bulletins to determine how to incorporate the information into the CSS tools and resources and how to disseminate the information to the public. | 10/1/2023 | 2/29/2024 | Complete After manager review, an analyst is assigned to make changes if they need to be made to CSS tools and resources and set up training to all staff impacted. |
| | | Set up metrics to identify process improvements/consolidations/changes and track them for efficiency. For instance, evaluate and compare the mailing time on documents served to both addresses vs. one. | 10/1/2023 | 9/30/2024 | Ongoing The team identified a process to submit and review process improvements and a way to review them for value and impact. Our team will carry over process improvements and tracking for FY 2025. |
| Cross train staff, evaluate work processes and job duties, and make | | Train staff to process mail for Legal Section | 10/1/2023 | 12/31/2023 | Complete A monthly schedule is published, and staff process legal mail on Mondays, Wednesdays and Fridays |

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| changes that will increase efficiency and improve customer service | In Office Licensing Duties - identify and train two additional staff for in-office licensing duties | 10/1/2023 | 6/1/2024 | Complete |
| | Train analyst to be the back-up for Disciplinary Compliance Monitoring | 10/1/2023 | 2/29/2024 | Complete |