



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: Reduce barriers to professional licensure

Communication and Grants Section				
Goal	Action Plan	Start Date	End Date	Complete
Utilize the CRA's relationships with legislators, stakeholders, and the Cannabis Regulators Association (CANNRA) to enact legislation and establish policy that will promote stability and sustained growth within Michigan's Cannabis industry, continue to ensure a fair and efficient licensing and regulatory process for licensees, protect consumers, and ensure Michigan's Cannabis industry is prepared in the event of federal policy reform.	Communicate the Social Equity Grant Program (SEGP) to the industry and implement the SEGP for social equity licensees.	10/1/2023	9/30/2024	<p>Complete</p> <p><u>November 2023</u> SEGP launched and announced via email eblast/press release (notice for SEGP Education Session to be held 12/7/2023 was included).</p> <p><u>December 2023</u> SEGP Education Session held and posted to the SE Website (78 views, according to YouTube), SEGP Webpage, and the CRA Video Library. Email eblast/press release sent to announce SEGP Education Session was held and available online (including pertinent information from 11/30/2023 release). CRA social media posted about the SEGP and has been mentioned in the media.</p> <p><u>January 2024</u> Compiled multiple email addresses for 165 SE Businesses and sent a communication notifying them that they may be eligible or are close to being eligible to participate in the SEGP. Email sent to 21 SE Businesses that have qualified for the SE All Star Program but not yet submitted a form for consideration for the SEGP. Outstanding NOD Email Sent to 21 entities that have submitted SEGP Forms but have not resolved outstanding NODs.</p> <p><u>February 2024</u> Outstanding NOD Email Sent to 15 entities that have submitted SEGP Forms but have not resolved outstanding NODs. Also informed deadline for resolving NODs is Thursday, February 15, 2024, at 5pm EST. Angie, Jacky, and Thomas called 11 entities that have outstanding NODs to attempt to rectify NODs or answer any questions. Email sent to 3 entities w/outstanding NODs informing, they are no longer being considered for 2024 SEGP.</p> <p><u>February 29, 2024</u> Eligibility Email sent to 62 entities informing Grant Amount of \$16,129 and that they need to send in SIGMA Vendor ID and Mail Code.</p>

			<p><u>March 7, 2024</u> Sent reminder email to all 62 entities informing Grant Amount of \$16,129 and that they need to send in SIGMA Vendor ID and Mail Code. Also included detail regarding where SIGMA Mail code could be found and how it would appear.</p> <p><u>March 12, 2024</u> Sent another reminder email to all 62 entities informing Grant Amount of \$16,129 and that they need to send in SIGMA Vendor ID and Mail Code.</p> <p><u>March 19, 2024</u> Sent email update indicating new target date of March 29, 2024 for disbursement of funds through SIGMA via EFT.</p> <p><u>March 28, 2024</u> Sent email to all grantees informing them funds disbursement was completed ahead of target date and would be issued thru accounts they input into SIGMA. Provided SIGMA Vendor Helpdesk info if any assistance with SIGMA was required.</p> <p><u>April 2024</u> Sent reminder email to two remaining grantees that had not provided correct SIGMA Vendor IDs and Mail Codes. Indicated they would have until 5pm 4/15/2024, to provide information or would not be included as participants for FY 2024. Julia redacted all SEGP Applications for grantees and request was submitted to CRA-IT to upload them to SEGP Webpage. Sent reminder email to two remaining grantees that had not provided requested info, indicating no further emails would be sent regarding this matter. Indicated they would have until 5pm 4/15/2024, to provide information or would not be included as participants for FY 2024.</p> <p>All 62 SIGMA Vendor Customer IDs and mail codes were received. Arranged for Finance to send a check to one of the grantees whose</p>
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			<p>credit union refused to accept the funds that were sent. All 62 grantees have had funds distributed.</p> <p>Sent an email to remind the 62 grantees of the Mid-Term Status Report that is due 6/1/2024 and the Amendment process if they wish to change what they intend to spend the funds on. Made the Mid-Term Status Report Template and SEGP Application Amendment available online. Sent out another email informing the grantees the forms are available online.</p> <p><u>May 2024</u> Sent an email to remind the 62 grantees of the Mid-Term Status Report that is due 6/1/2024 and the Amendment process if they wish to change what they intend to spend the funds on. Sent follow up emails to remind the grantees who had not yet submitted their Mid-Term Status Report that it is due 6/1/2024.</p> <p><u>June 2024</u> Followed up with the handful of grantees who missed the 6/1/2024 deadline. As of June 11, 2024, all 62 Mid-Term Status Reports have been received. Planned the remaining communications for the SEGP. Begin sending email reminders on Monday, July 1, 2024 to inform grantees that they must complete their spending in enough time to have spent the entire grant amount and comply by the 9/1/2024 due date for Final Reports.</p> <p>Included examples of the supporting documentation that we will require to confirm they spent their funds on approved expenses. Included that the deadline for Application Amendment Requests is Thursday, August 1, 2024.</p> <p>These reminders were sent weekly for the entire month of July and continued in August. When we were 3 weeks out, we increased the frequency of reminder emails to two times a week and included a countdown until the due date. The week prior to 9/1/2024, we sent email reminders daily and continued the countdown.</p> <p><u>July/August 2024</u> Sent out weekly reminders regarding the Final Report required by 9/1. Received Mid-Term Status Reports from all participating grantees. Included language that \$1M has been allocated for the SEGP for FY2025 and adherence with all terms for the previous FY</p>
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				<p>is required for continuing participation. Scheduled out what the 2025 SEGP timing looks like. Final Reports due 9/1/2024 Reminder emails sent notifying Final Report due date was approaching.</p> <p><u>September 2024</u></p> <p>Reviewed Final Reports and identified potential spotlights, sent to leadership. Redacted Final Reports and posted redacted Final Reports to website. Sent Final Survey to grantees to provide feedback. Planned timeline for FY2025 SEGP.</p>
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LARA Strategic Goal: Provide efficient, effective, and timely services

Communication and Grants Section				
Goal	Action Plan	Start Date	End Date	Complete
Utilize data and feedback from stakeholders and CRA staff to identify and engage in specific continuous quality improvement initiatives that ensure the CRA has the appropriate organizational structures and processes in place to protect public health and safety and ensure the most efficient processes, without imposing unnecessary requirements on applicants and licensees.	Based on industry demand, provide education sessions on specific topics.	10/1/2023	9/30/2024	Complete See the response to Education Sessions on pages 8 and 9, below.
	Conduct stakeholder engagement via work group, webinar, survey, or alternative manner to solicit feedback on a specific process and consider feedback for improvements.	10/1/2023	9/30/2024	Complete Drafted survey in April to go out during the summer regarding the following topics: <ul style="list-style-type: none"> - Education Sessions. - Social Equity Grant Program - Business Resource Directory - Joint Venture Pathway Program - Task Force 1620/VRP - Social Equity website user friendliness Survey was open for two weeks and we received 63 responses. Team reviewed in August and created document with results from that review and presented to leadership before dissemination. New SE Quarterly Updates to begin 4th Quarter 2024.

	Notify stakeholders via email, eblast, bulletin, or press release whether the recommendations were or were not adopted and implemented.	10/1/2023	9/30/2024	<p>Complete</p> <p>Email was sent out on September 30, 2024, to Social Equity participants.</p>
	Follow the process implemented in fiscal year 2021 for staff submissions of process improvement ideas and track submissions and ideas that are implemented over the fiscal year.	10/1/2023	9/30/2024	<p>Complete</p> <p>The following areas have had improvements:</p> <ul style="list-style-type: none"> - FOIA Inbox Touchpoint - ArcGIS Map - VMR reconciliation - CRA education sessions - DEI Workgroup - Procedure code index - MOOG FSR review - CRA video library - MOOG grant program - SEGP - Website review - Audits - Weekly reporting - Taskforce 1620 - Veterans' recognition program - CRA public meetings
	Obtain feedback from stakeholders and create a public service announcement campaign with a focus on education, public safety, and awareness.	10/1/2023	9/30/2024	<p>On Hold</p> <p>Waiting for new administrative rules to be implemented</p>

LARA Strategic Goal: Improve regulatory compliance through education and consultation

Communication and Grants Section				
Goal	Action Plan	Start Date	End Date	Complete
Work with other state of Michigan agencies to eliminate or reduce the illegal cannabis market, educate stakeholders and the public, and improve applicants' and licensees' compliance with licensure and regulatory requirements.	Issue press releases for each enforcement action pertaining suspected illicit cannabis, actions that facilitate suspected illicit cannabis or any licensee action that jeopardizes public health and safety.	10/1/2023	9/30/2024	Completed 33 press releases during the fiscal year
	Based on industry demand and internal findings of non-compliance trends, provide education sessions on specific topics.	10/1/2023	9/30/2024	Completed October 5, 2023 – Talent Acquisition and Retention in Cannabis Businesses with E4 Bioscience October 12, 2023 – 2025 CRA Social Equity Grant Program with the Social Equity Team October 19, 2023 – The CRA and MDARD Discuss Marijuana Infused Edibles October 26, 2023 – Metrc Best Practices for Laboratories with the CRA's Enforcement Division November 9, 2023 -- Personal Protection Equipment for Pesticide Safety (MDARD) November 16, 2023 – Metrc Best Practices for Cultivators with the CRA's Operations Support Section, Enforcement Division January 25, 2024 - How to Spot Proper Legal Identification with The Fire Station Cannabis Company February 1, 2024 - Forming a Cannabis Business with LARA's Corporations, Securities, & Commercial Licensing Bureau (CSCL)

				<p>February 29, 2024 - CRA Application Process for Medical and Adult Use Applicants with the CRA Licensing Section</p> <p>March 7, 2024 - Pre-Licensure Inspections with the CRA Enforcement Division</p> <p>March 21, 2024 - Plan Review and Field Inspections for CRA Licensing with the Bureau of Fire Services</p> <p>April 18 - Best Practices for Avoiding Collections Issues, Securing Payments - Presented by Dykema</p> <p>May 16 - Accounting Best Practices for Compliance, Financial Planning, and Growth with LEACIF Certified Public Accountant</p> <p>June 06 - MIOSHA's Ten Most Cited Violations for the Cannabis Industry in FY 2023</p> <p>June 20 – Metrc User Group Survey Results with the CRA's Enforcement Division and Metrc</p> <p>July 9, 2024 - What to Expect During an Inspection with CRA Enforcement</p> <p>July 11 – Cannabis and Air Quality with EGLE</p> <p>July 18 – Cannabis Related Waste with EGLE</p> <p>August 15 – Lockton – Insurance and the Cannabis Market</p> <p>August 22 – Transition to Unannounced Inspections, with CRA Enforcement</p> <p>September 26 - Understanding Cannabis-Related Taxes with the Michigan Department of Treasury</p>
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