

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

| FINANCIAL COMPLIANCE SECTION | | | | |
|---|--|------------|-----------|--|
| Goal | Action Plan | Start Date | End Date | Complete |
| Monitor and implement any statutory changes to the MMFLA and MRTMA | Review statutory changes and identify whether process changes are required. | 10/1/2023 | 9/30/2024 | Complete Completed by prior FCS Manager on 12/29/23. This included reviewing the AFS Report for FY24 for potential edits based on the rule recommendations. This will be kept for FY25 as the new rules will impact our process and we will need updates. |
| Review rules and make recommendations where additional or modified rule language is needed. | Review prior disciplinary referrals and rules to identify where rules are needed to allow enforcement. | 10/1/2023 | 9/30/2024 | |
| | Create rules to provide framework for agency audit of licensees. | 10/1/2023 | 9/30/2024 | |

| MMMP/HEMP SECTION | | | | |
|--|---|--|----------|----------|
| Goal | Action Plan | Start Date | End Date | Complete |
| When clarifying hemp legislation is passed, implement any changes required and develop an IT system for hemp licensure and regulation. | Develop AA/ACA for Hemp in Accela | No hemp law changes occurred during FY24 and therefore this goal was not possible. | | |
| | Develop Hemp Amendments (if allowed by new laws/rules) | | | |
| | Evaluate outsourcing Hemp Printing | | | |
| | Design up front scanning process for Hemp | | | |
| | Develop ACA help Guides for Hemp | | | |
| | Collaborate with MDARD for updated resources for public | | | |

| APPLICATIONS SECTION | | | | |
|--|---|------------|-----------|---|
| Goal | Action Plan | Start Date | End Date | Complete |
| Hold an educational session targeting the administrative rule changes to the application process | Coordinate with PR to schedule date for educational session | 1/16/2024 | 2/29/2024 | Complete Education session for the application process for medical and adult use applicants conducted on 2/29/24 |
| | Draft list of application rule updates | 1/16/2024 | 2/29/2024 | Complete |
| | Present all updates at the designated educational session | 2/29/2024 | 2/29/2024 | Complete |

| LICENSE MAINTENANCE SECTION | | | | |
|---|--|------------|-----------|--|
| Goal | Action Plan | Start Date | End Date | Complete |
| Create educational resources for receivers to assist them in being compliant with marijuana business laws and rules | Draft initial resource document specifically for receivers | 1/25/2024 | 9/30/2024 | Complete Draft reviewed 1/26/24 |
| | Solicit input from OSS, ENF, Legal, SE, FCS | 1/26/2024 | 2/2/2024 | Complete 1/26/24 - Copies sent to OSS, ENF, Legal, SE, and FCS for feedback on the information relevant to each section Responses received from all sections as of 2/6/2024 |
| | Receive Division Director Approval | 2/2/2024 | 2/9/2024 | Complete Other section's feedback implemented 2/2/24. Sent to Division Director for approval 2/2/24. |
| | Receive Operations Director/Executive Director approval | 2/2/2024 | 4/1/2024 | Complete Feb. 2024 - Received Division Director approval. Sent to Operations Director for review/approval. Updates requested from Operations Director. Feedback incorporated. Re-sent to Operations Director. 3/6/24 - Document pending with AG. AG offered feedback. Some feedback implemented. |
| | Update Notification of Court Appointed Rep procedure to include sending copy of the resource when a court-appointed rep is appointed | 3/4/2024 | 4/4/2024 | Complete Procedure updated |
| | Update staff of update to Notification of Court Appointed Rep procedure | 3/5/2024 | 4/5/2024 | Complete Relevant staff updated |

LARA Strategic Goal: Reduce barriers to professional licensure

| APPLICATIONS SECTION | | | | |
|---|--|------------|-----------|---|
| Goal | Action Plan | Start Date | End Date | Complete |
| Continue meaningful collaboration with tribes to ensure that tribal businesses and applicants have a path into the regulated market (application process) | Create application process for tribal applicants to notify the CRA of a new marijuana business (after entering a compact with the CRA) | 7/22/2024 | 9/30/2024 | Complete 7/22/24-8/16/24 - Tribal project planning (2 meetings per week) 8/13/24 - Project overview meeting with CRA leadership 8/19/24 - 8/30/24 - Project Kickoff and SUPP testing 9/3/24 - 9/30/24 – Testing 10/2/24 - Live in Accela |
| Obtain feedback and input from industry stakeholder meetings regarding the application process and adopt suggested changes as applicable | Determine if any improvements can be made based on the feedback received | 10/1/2023 | 9/30/2024 | Complete No feedback received. |

| MMMP/HEMP SECTION | | | | |
|--|--|------------|-----------|--|
| Goal | Action Plan | Start Date | End Date | Complete |
| Monitor incoming complaints/suggestions related to MMMP/Hemp Processor Handler processes quarterly to determine if changes in processes are needed | Track incoming complaints/suggestions related to existing processes | 10/1/2023 | 9/30/2024 | Complete No suggestions/complaints received |
| | Based on incoming complaints/suggestions, review procedures to determine if adjustments need to be made with processes; make updates as needed | 10/1/2023 | 9/30/2024 | |

| LICENSE MAINTENANCE SECTION | | | | |
|--|---|------------|-----------|---|
| Goal | Action Plan | Start Date | End Date | Complete |
| Research best practices across other states to assist in licensing and regulatory changes at the legislative, policy, and process levels. | Attend CANNRA Annual Member Meeting | 12/4/2023 | 12/6/2023 | Complete Participated in Approaches to Handling Receiverships workshop 12/6/23 |
| | Review new and existing Basecamp Message Board posts for information from other state regulators on licensing-related matters | 10/1/2023 | 9/30/2024 | Complete |
| | Based on research of best practices across other states, review procedures to determine if adjustments need to be made with processes; make updates as needed | 10/1/2023 | 9/30/2024 | Complete |
| Monitor incoming complaints/suggestions related to license-maintenance processes quarterly to determine if changes in processes are needed | Track incoming complaints/suggestions related to existing license-maintenance processes | 10/1/2023 | 9/30/2024 | Complete No suggestions/complaints received |
| | Based on incoming complaints/suggestions, review procedures to determine if adjustments need to be made with processes; make updates as needed | 10/1/2023 | 9/30/2024 | |

LARA Strategic Goal: Enhance customer experience across all programs

| APPLICATIONS SECTION | | | | |
|--|--|------------|-----------|--|
| Goal | Action Plan | Start Date | End Date | Complete |
| Review reports, communications, and audits to determine if there are any areas that require updates to enhance the application process | Run and review time tracking reports (2-3 times per week) to ensure staff are meeting internal metric timeframes | 10/1/2023 | 9/30/2024 | Complete. Applications Manager ran time tracking reports 2-3 times per week to ensure internal metrics were being met for reasons within our control. |
| | Review communications (letters, emails, etc.) being sent to applicants to identify processing delays | 10/1/2023 | 9/30/2024 | Complete. Added language to the adult-use Municipal Notification email to send all responses to CRA-AdultUseLicensing@michigan.gov (this was done due to having to send Accela emails from noreply@accela.com) |
| | Complete monthly audits on step 1 and step 2 applications | 10/1/2023 | 9/30/2024 | Complete. Applications Manager completed monthly audits on step 1 and step 2 applications. |
| | Provide staff training on application processes | 10/1/2023 | 9/30/2024 | Complete. Applications Manager provided staff training on deed and lease agreement review in April 2024. |

| MMMP/HEMP SECTION | | | | |
|--|----------------------------------|------------|------------|---|
| Goal | Action Plan | Start Date | End Date | Complete |
| Use feedback and input from results of the 2023 MMMP Survey and communicate with patients about the program regarding the application process and changes at least three times a year. | Draft and send email by 12/15/23 | 11/15/2023 | 12/15/2023 | Complete. Email blast sent regarding renewals on 1/3/24 |
| | Draft and send email by 04/15/24 | 3/15/2024 | 4/15/2024 | Complete. Email blast sent regarding online accounts on 4/23/24 |
| | Draft and send email by 08/15/24 | 7/15/2024 | 8/15/2024 | Complete. Email blast sent regarding online accounts on 8/8/24 |

| FINANCIAL COMPLIANCE SECTION | | | | |
|--|---|------------|-----------|---|
| Goal | Action Plan | Start Date | End Date | Complete |
| Review communications, procedures, and OneNote to refine areas in the AFS review process that will help minimize delays and improve review time. | Review communications (letters, emails, etc.) being sent to licensees to identify response delays and refine as needed. | 10/1/2023 | 9/30/2024 | Complete All FY23 documents, procedures, communications, and the OneNote were reviewed for updates including for the new FY, but also to improve our system. All items were reviewed by June 2024 prior to the new FY, to ensure the new process and ideas were implemented. Procedures are consistently being updated as we come across any minor issues. |
| | Review procedures to identify unnecessary or inconsistent procedures and refine as needed. | 10/1/2023 | 9/30/2024 | |
| | Review OneNote to optimize review time and modify boilerplate language as needed. | 10/1/2023 | 9/30/2024 | |
| Request/Commence AA/ACA project for audits. | Develop audit record, workflow, reports for audits | 10/1/2023 | 9/30/2024 | Ongoing This is still ongoing due to the pending rules. A process map was created to outline the whole process. Business requirements were also started for when process & procedures are developed. This will allow for a quick start to the Accela project. |
| Create all associated procedures, forms, correspondence for financial audit. | Create Procedures | 10/1/2023 | 9/30/2024 | Ongoing This is still ongoing due to the pending rules. We are currently working on the forms, procedures, and email notices. No procedure has been finalized yet. |
| | Create Forms | 10/1/2023 | 9/30/2024 | |
| | Create correspondence | 10/1/2023 | 9/30/2024 | |

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| Review AFS report schedules and forms to determine if modifications are needed to streamline the process. | Review FY23 reports received to ensure that schedules are effective in providing necessary information and modify report composition for FY24 as appropriate. | 10/1/2023 | 9/30/2024 | Complete This was done for the FY24 AFS report release (12/29/23). The AFS Report, schedule, and forms were reviewed to see where areas needed more information or areas that needed better direction. |
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LARA Strategic Goal: Provide efficient, effective, and timely services

| MMMP/HEMP SECTION | | | | |
|--|--|------------|-----------|---|
| Goal | Action Plan | Start Date | End Date | Complete |
| Utilize monthly reports, procedures, audits and managers audit to ensure MMMP works is conducted in a timely fashion and in accordance with our procedures | Run monthly reports to ensure we are meeting our scorecard metrics | 10/1/2023 | 9/30/2024 | Complete Manager ran monthly reports for scorecard data. |
| | Have staff audit daily worked | 10/1/2023 | 9/30/2024 | Complete Analysts audit % of work each day and tracks in spreadsheet. |
| | Manager audit daily audit log | 10/1/2023 | 9/30/2024 | Complete Manager completed monthly audits of spreadsheet and reviews work. |

| APPLICATIONS SECTION | | | | |
|--|--|------------|-----------|---|
| Goal | Action Plan | Start Date | End Date | Complete |
| Review statutes/rules/policies to identify and make recommendations where additional or modified rule language or policy is needed | Audit existing application processes and procedures against statutes/rules/policies to determine if/where the process can be streamlined | 10/1/2023 | 9/30/2024 | Complete Reviewed application process and procedures - did not identify any processes to be streamlined. |

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| | Determine if new policy determinations are needed - escalate and provide recommendations as applicable | 10/1/2023 | 9/30/2024 | Complete No new policy determinations needed. |
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| FINANCIAL COMPLIANCE SECTION | | | | |
|---|--|------------|-----------|---|
| Goal | Action Plan | Start Date | End Date | Complete |
| Monitor section processing metrics using Accela reports, audits, and manager audit to ensure timely processing and adhering to procedures | Run and review time-tracking reports to ensure staff are efficient and meeting section metrics | 10/1/2023 | 9/30/2024 | Complete Met with analysts at 1 on 1 meetings to discuss internal metrics, reports, and what's working. |
| | Conduct audits and manager audits | 10/1/2023 | 9/30/2024 | Reviewed analyst metrics with the Accela report, identifying any issues or cause for concern. This was completed every month over the course of the FY. Section performing efficiently. |
| | Provide retraining where needed to ensure section metrics are met. | 10/1/2023 | 9/30/2024 | Audits were completed weekly, and manager audits were completed monthly. |

| LICENSE MAINTENANCE SECTION | | | | |
|--|---|------------|-----------|----------|
| Goal | Action Plan | Start Date | End Date | Complete |
| Review time-tracking reports, audits, and outgoing communications from LMS to determine if adjustments need to be made with staff task assignments or if additional training is needed | Run and review time-tracking reports to ensure staff are efficient, effective, and timely | 10/1/2023 | 9/30/2024 | Complete |
| | Perform monthly application audits on Renewal and Amendment applications | 10/1/2023 | 9/30/2024 | Complete |

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| | Spot-check outgoing communications to ensure staff are efficient, effective, and timely | 10/1/2023 | 9/30/2024 | Complete |
| | Track staff errors/inefficiencies | 10/1/2023 | 9/30/2024 | Complete |
| | Reassign staff tasks as needed | 10/1/2023 | 9/30/2024 | Complete Transitioned minor address updates to location specialist |
| | Retrain staff as needed | 10/1/2023 | 9/30/2024 | Complete |