

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:

- Provide education to applicants, licensees, and all citizens on the mission and activities of the agency.
- Engage with all internal and external stakeholders in the development of policy, ensuring transparency and accountability.
- Commit to continuous quality improvement for all core business functions, using data as the driver for evaluation and decision-making.
- Provide opportunities for inclusion and professional development.

Financial Compliance Goal: Implement legislation and policy that will continue to ensure a fair and efficient licensing and regulatory process for licensees.

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	9/30/2023	Complete
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	9/30/2023	Complete

License Maintenance Goal: Implement legislation and policy that will continue to ensure a fair and efficient licensing and regulatory process for licensees.

Goal	Action Plan	Start Date	End Date	Complete
Review rules/policies to identify and make recommendations where additional or modified rule language or policy is needed.	Continue to compare existing license maintenance processes/procedures to existing rules/policies.	10/1/2022	9/30/2023	Complete
	Determine if additional or modified rule language is needed for license-maintenance-related tasks; escalate and provide rule recommendations as applicable.	10/1/2022	9/30/2023	Complete
	Determine if additional CRA policy determinations are needed for license-maintenance-related tasks; escalate and provide policy recommendations as applicable.	10/1/2022	9/30/2023	Complete

MMMP/Hemp Goal:

Utilize the CRA’s relationships with legislators, stakeholders, and CANNRA to enact legislation and establish policy that will promote stability and sustained growth within Michigan’s marijuana industry, continue to ensure a fair and efficient licensing and regulatory process for licensees, protect consumers, and ensure Michigan’s marijuana industry is prepared in the event of federal policy reform.

Goal	Action Plan	Start Date	End Date	Complete
<p>When clarifying hemp legislation is passed, implement any changes required and develop an IT system for hemp licensure and regulation.</p>	<ul style="list-style-type: none"> Develop AA/ACA for Hemp in Accela. 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. 			<p>No Hemp Law changes occurred during FY23 and therefore this goal was not utilized.</p>

Financial Compliance Goal: 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.

Goal	Action Plan	Start Date	End Date	Complete
Set section processing metrics and monitor progress using Accela reports.	Run and review time-tracking reports to ensure staff are being efficient and meeting section metrics.	7/1/2023	9/30/2023	Complete
	Provide retraining where needed to ensure section metrics are met.	7/1/2023	9/30/2023	Complete
Review AFS report schedules to determine modifications are needed to streamline the process.	Review FY21 reports received to ensure that schedules are effective in providing necessary information and modify report composition for FY23 as appropriate.	10/1/2022	12/29/2022	Complete

Application Goal:

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.

Goal	Action Plan	Start Date	End Date	Complete
Review reports and communications to refine areas in the application process that will help speed up application processing times.	Run and review time tracking reports (2-3 times per week) to ensure staff are meeting internal metric timeframes.	10/1/2022	9/30/2023	Complete
	Review communications (letters, emails, etc.) being sent to applicants to identify processing delays.	5/1/2023	9/30/2023	Complete
	Cross train staff on adult-use/medical applications to ensure coverage.	10/1/2022	5/9/2023	Complete
Conduct a survey or alternative method, of current licensees, applicants, and stakeholders to obtain feedback and input regarding the application process and adopt suggested changes, as applicable.	Identify a specific topic within application process to solicit feedback on and determine best way to obtain feedback based on previous engagement levels.	7/14/2023	9/21/2023	Complete
	Determine if any improvements can be made based on the feedback received.	9/1/2023	9/21/2023	Complete

Application Goal:

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.

Goal	Action Plan	Start Date	End Date	Complete
Review and modify FAQs to incorporate additions, changes, and other modifications, as applicable.	Review FAQs for updates (semi-annually or as applicable).	6/1/2023	7/3/2023	Complete
	Create separate for FAQs for Applications/LMS/FCS.	6/1/2023	7/3/2023	Complete

License Maintenance Goal: 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.

Goal	Action Plan	Start Date	End Date	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.	10/1/2022	9/30/2023	Complete
	Review procedures to determine if adjustments need to be made with processes; make updates as needed.	10/1/2022	9/30/2023	Complete
	Hold joint educational session with OSS regarding the closing a license process.	4/17/2023	5/25/2023	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 being fair and efficient.	10/1/2022	9/30/2023	Complete
	Spot-check audits to ensure staff are properly following procedures.	10/1/2022	9/30/2023	Complete
	Spot-check outgoing communications to ensure staff are being efficient and professional.	10/1/2022	9/30/2023	Complete
	Track staff errors/inefficiencies.	10/1/2022	9/30/2023	Complete
	Reassign staff tasks as needed.	10/1/2022	9/30/2023	Complete
	Retrain staff as needed.	10/1/2022	9/30/2023	Complete

License Maintenance Goal: 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.

Goal	Action Plan	Start Date	End Date	Complete
Overhaul the reporting form process and include Accela Citizen Access (ACA) functionality.	Map current process.	4/8/2022	4/8/2022	Complete
	Map future process.	4/15/2022	5/4/2022	Complete
	Schedule project.	5/27/2022	5/27/2022	Complete
	Launch project, complete associated tasks.	9/1/2022	10/25/2022	Complete
	Notify stakeholders of updated process.	9/1/2022	10/25/2022	Complete
	Create/update relevant procedures.	9/1/2022	10/25/2022	Complete
	Notify staff of updated process.	9/1/2022	10/25/2022	Complete

MMMP/Hemp Goal:

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.

Goal	Action Plan	Start Date	End Date	Complete
Obtain feedback from Patients and Caregivers on how to improve the services provided by the MMMP and if appropriate, implement the proposed changes.	Develop and send a survey that can go to Patients and Caregivers.	4/1/2023	8/23/2023	Complete
	Gather the results from survey and decide what changes can be made.	7/1/2023	9/20/2023	Complete
	Make changes based on results.	8/1/2023	9/28/2023	Complete

Financial Compliance Goal: Work with other SOM agencies to educate stakeholders and the public, and improve applicants and licensees' compliance with licensure and regulatory requirements.

Goal	Action Plan	Start Date	End Date	Complete
Work with Treasury to determine if educational resources are needed regarding marijuana related taxes.	Create relevant bulletins.	7/15/2023	9/30/2023	Complete

Applications Goal:

Work with other SOM agencies to educate stakeholders and the public, and improve applicants and licensees' compliance with licensure and regulatory requirements.

Goal	Action Plan	Start Date	End Date	Complete
Coordinate with BFS to determine if new guidance or educational resources are needed for applicants for pre-licensure inspections.	Identify common reasons for failed pre-licensure BFS inspections to see what areas applicants need more guidance in.	7/1/2023	7/31/2023	Complete
	Determine if/what resources are needed based on the data.	7/1/2023	7/31/2023	Complete

License Maintenance Goal: Work with other SOM agencies to educate stakeholders and the public, and improve applicants and licensees' compliance with licensure and regulatory requirements.

Goal	Action Plan	Start Date	End Date	Complete
Work with Treasury to determine if educational resources are needed regarding Treasury Attestations for renewal and amendment applicants	Determine if renewal/amendment applicants need additional information from the CRA regarding the Confirmation of Tax Compliance attestation (Inquire with treasury if there are common issues/complaints).	12/19/2022	9/7/2023	Complete
	Work with Treasury to update/create relevant items as applicable.	4/24/2023	9/7/2023	Complete
Work with CSCL to determine if educational resources are needed for applicants re: LLCs, Corporations, Partnerships, Sole Proprietorships, etc.	Determine if there is overlap between information our agencies provide to the public.	12/19/2022	9/7/2023	Complete
	Work with CSCL to create relevant educational resources as applicable.	4/24/2023	9/7/2023	Complete

License Maintenance Goal: Work with other SOM agencies to educate stakeholders and the public, and improve applicants and licensees' compliance with licensure and regulatory requirements.

Goal	Action Plan	Start Date	End Date	Complete
Work with DIFS to determine if educational resources can be created regarding insurance requirements for marijuana businesses.	Determine information needed by industry regarding insurance.	12/19/2022	9/7/2023	Complete
	Work with DIFS to create relevant educational resources as applicable.	4/24/2023	9/7/2023	Complete