

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

Communication and Grants Division				
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	Press releases issued to share agency news with the public: https://www.michigan.gov/cra/news-releases
	Based on industry demand and internal findings of non-compliance trends, provide education sessions on specific topics.	10/1/2023	9/30/2024	Education sessions held to update and educate stakeholders and social equity participants: https://www.michigan.gov/cra/resources/video-library

LARA Strategic Goal: Reduce barriers to professional licensure

Communication and Grants Division				
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 and execute the 2025 Social Equity Grant Program (SEGP)	10/1/2024	9/30/2025	<ul style="list-style-type: none"> • Application window opened 11/1/24 and closed 11/30/24 • CRA review window - December 2024 • Documents executed with FAS - January 2025 • All funds released - January 31, 2025 • Reporting forms and progress reports - complete by end of fiscal year
	Communicate and execute the 2025 Marijuana Operations/Oversight Grant Program	10/1/2024	9/30/2025	<ul style="list-style-type: none"> • Application window opened 12/1/24 and closed 1/1/25 • CRA review window – January 2025 • FAS review and institutional improvements – February 2025 • All contracts signed, funds to be spent through end of August 2025 • Reporting forms and reimbursement reports were due Sept. 15 • Education Session hosted on June 25 – how to successfully complete and submit FSRs and what to include in the performance reports and final report • Adopted a new schedule for the 2025-2026 MOOG – Application window will open 10/1/25 and close 10/31/25
	Communicate and execute the Veterans Marijuana Research Grant Program	10/1/2024	9/30/2025	<ul style="list-style-type: none"> • Received and audited all expenditures - January 15-30, April 15-30, July 15-30, October 15-30 • Quarterly stakeholders zoom calls - February 12, May 14, August 13, November 12 • Financial reporting templates have been created as a form of standardized reporting that are to be submitted by grantees when providing us with their quarterly updates/financial documents

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

Communication and Grants Division				
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.	Conduct stakeholder engagement via work group, webinar, survey, or alternative manner to solicit feedback on a specific process and consider feedback for improvements.	10/1/2024	9/30/2025	<p>To make progress on the social equity front, the PR Section worked with the DEI workgroup to divide into subcommittees and discuss the positives and negatives of the SE Program – and return with recommendations for implementation. October 22, November 26, December 17, January 28, February 25, March 25, April 22, May 27, June 24, July 22, August 26, September 23.</p> <p><i>Areas for Recommendation</i></p> <ul style="list-style-type: none"> • Social Equity Applicant Identification & Verification • Education, Training & Technical Assistance (Pre- and Post-License) • Vendor Partnership Incentives & Accountability • Financial Support & Resource Accessibility • Program Administration & Oversight • Budtender Education Certification • Communication, Engagement & Transparency <p><i>Overall Recommendations to Leadership</i></p> <ul style="list-style-type: none"> • Maintain and Strengthen What Works • Avoid Mandates That May Deter Participation • Pursue Strategic Legislative Engagement • Expand Transparency and Reporting • Defer Major Restructuring of SE Program Leadership
	Notify stakeholders via email, eblast, bulletin, or press release whether the recommendations were or were not adopted and implemented.	10/1/2024	9/30/2025	The notifications to the DEI workgroup happened in real time as we vetted the various proposals. Each month, the PR team updated the workgroup with the progress that was made. Finished in September 2025.

	<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.</p>	<p>10/1/2024</p>	<p>9/30/2025</p>	<ul style="list-style-type: none"> • MOOG improvements, including new schedule for 2025-2026, and education session (October 2024 - May 2025) • Updated Education Session procedure to make things more efficient and make sure presenters are vetted (December 2024) • Record Request process improvement - worked with licensing to make the process efficient and better for the requester (January 2025) • Internal CRA Newsletter increased to bi-monthly, sharing info, introducing colleagues (February 2025) • Created VMR Grant Budget Invoice Summary Sheet (February 2025) and VMR Financial Reporting Templates (June 2025) • QMS Database for Procedures/Policies - each procedure is updated every 10 months to ensure final review annually (August 2025) • New procedure updates/creation - Processing Demographic Survey Result Data, Quarterly Updates for Public Meetings, FOIA Record Requests, Renewal Ineligibility (October 2024 thru July 2025) • Instituted grant processing weekly meetings with LARA FAS to increase efficiency (October 2024) • Social Equity Grant Program - continued to make improvements - 103 recipients - and efficiencies (November 2024 thru June 2025) • All-Star Program Renewals - new process instituted and audited, including new All-Star Program Accela Project (January 2025 thru March 2025) • DEIW Subcommittee Proposals - see above for details (October 2024 thru September 2025)
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