



CANNABIS REGULATORY AGENCY • CENTRALIZED SERVICES DIVISION • THREE-YEAR STRATEGIC PLAN FY2023 – FY2026

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.

Goal 1 – 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.

Customer Service Section	Legal Section	Public Relations Section
<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Build relationships and create a stakeholder group with the State of Michigan Bar Cannabis Law Section to collect feedback on disciplinary process and applicable administrative rules. 	<ul style="list-style-type: none"> • None

Goal 2 – 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.

Customer Service Section	Legal Section	Public Relations Section
<ul style="list-style-type: none"> • Monitor and evaluate the agency customer service functions that were consolidated to determine if the changes that were made are effective. • Cross-train staff, evaluate work processes and job duties, and make any changes that will increase efficiency and improve customer service. 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Based on industry demand, provide education sessions on specific topics. • Conduct stakeholder engagement via work group, webinar, survey, or alternative manner to solicit feedback on a specific process and consider feedback for improvements. • Notify stakeholders via email, eblast, bulletin, or press release whether the recommendations were or were not adopted and implemented. • 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. • Obtain feedback from stakeholders and create a public service announcement campaign with a focus on education, public safety, and awareness.

Goal 3 – 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.

Customer Service Section	Legal Section	Public Relations Section
<ul style="list-style-type: none"> • Provide consistent messaging to customers and stakeholders pertaining to any questions received about the regulatory space CRA occupies. 	<ul style="list-style-type: none"> • Prioritizes disciplinary actions regarding suspected illicit product or behavior that jeopardizes public health and safety. • Provides education sessions and industry guides regarding frequently observed violations. 	<ul style="list-style-type: none"> • 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. • Based on industry demand and internal findings of non-compliance trends, provide education sessions on specific topics.