



**CANNABIS REGULATORY AGENCY • LICENSING 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.

Applications Section	Financial Compliance	Licensing Maintenance	MMMP & Hemp Processors-Handlers
<ul style="list-style-type: none"> <li>• Continue meaningful collaboration with tribes to ensure that tribal businesses and applicants have a path into the regulated market (application process).</li> <li>• Review statutes/rules/policies to identify and make recommendations where additional or modified rule language or policy is needed.</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor and implement any statutory changes to the Medical Marihuana Facilities Licensing Act (MMFLA) or Michigan Regulation and Taxation of Marihuana Act (MRTMA).</li> <li>• Review rules and make recommendations where additional or modified rule language is needed.</li> </ul>	<ul style="list-style-type: none"> <li>• Review statutes/rules/policies to identify and make recommendations where additional or modified rule language or policy is needed.</li> </ul>	<ul style="list-style-type: none"> <li>• When clarifying hemp legislation is passed, implement any changes required and develop an IT system for hemp licensure and regulation.</li> </ul>

**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.

Applications Section	Financial Compliance	Licensing Maintenance	MMMP & Hemp Processors-Handlers
<ul style="list-style-type: none"> <li>Review reports and communications to refine areas in the application process that will help speed up application processing times.</li> <li>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.</li> <li>Review and modify FAQs to incorporate additions, changes, and other modifications, as applicable.</li> </ul>	<ul style="list-style-type: none"> <li>Set section processing metrics and monitor progress using Accela reports.</li> <li>Review Annual Financial Statement report schedules to determine if modifications are needed to streamline the process.</li> </ul>	<ul style="list-style-type: none"> <li>Monitor incoming complaints/suggestions related to license-maintenance processes quarterly to determine if changes in processes are needed.</li> <li>Review time-tracking reports, audits, and outgoing communications from License Maintenance Section to determine if adjustments need to be made with staff assignments or if additional training is needed.</li> <li>Overhaul the reporting form process and include Accela Citizen Access (ACA) functionality.</li> </ul>	<ul style="list-style-type: none"> <li>Obtain feedback from Patients and Caregivers to improve the services provided by the MMMP and if appropriate, implement the proposed changes.</li> </ul>

**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.

Applications Section	Financial Compliance	Licensing Maintenance	MMMP & Hemp Processors-Handlers
<ul style="list-style-type: none"> <li>Coordinate with the Bureau of Fire Services to determine if new guidance or educational resources are needed for applicants for pre-licensure inspections.</li> </ul>	<ul style="list-style-type: none"> <li>Work with Treasury to determine if educational resources are needed regarding marijuana-related taxes.</li> </ul>	<ul style="list-style-type: none"> <li>Work with Treasury to determine if educational resources are needed regarding Treasury Attestations for renewal and amendment applicants.</li> <li>Work with Corporations, Securities &amp; Commercial Licensing (CSCL) to determine if educational resources are needed for applicants re: LLCs, Corporations, Partnerships, Sole Proprietorships, etc.</li> <li>Work with Department of Insurance and Financial Services (DIFS) to determine if educational resources can be created regarding insurance requirements for marijuana businesses.</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>