

REPORT TO CITY COUNCIL

DATE: NOVEMBER 8, 2023
TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
FROM: NATHAN HAMBURGER, CITY MANAGER
BY: DENICE THOMAS, COMMUNITY DEVELOPMENT DIRECTOR
ROBBY NESOVIC, PRINCIPAL PLANNER
SUBJECT: DISCUSSION REGARDING COMMERCIAL CANNABIS SURVEY

On June 28, 2023, the City Council approved Resolution No. 23-2040 adopting citywide goals for Fiscal Years 2023-24 and 2024-25. One goal established by the City Council was to complete a public outreach process on the possibility of allowing commercial cannabis uses in the City. The first step in that process is developing a public survey to gauge residents' opinions on the allowance of certain uses related to commercial cannabis, including retail sales, distribution, manufacturing, research and development, and testing.

On August 24, 2023, the City entered into a contract with Probolsky Research (Consultant) to begin drafting a community survey. After the draft survey was completed, staff and the Consultant attended two Land Use/Economic Development Subcommittee (LUEDC) meetings in October to receive feedback prior to presenting the survey to the City Council. The survey has been revised to address comments made at the LUEDC meetings, and staff hopes to receive feedback from the City Council prior to initiating the survey. Attached you will find a copy of the full survey questionnaire.

FISCAL IMPACT

There is no additional fiscal impact to the City Council 2023-24 adopted budget as funds were appropriated for this project in the Community Development Department's Contract Services Account, 010-4305-5520.

RECOMMENDATION

Staff respectfully recommends the City Council review the survey questionnaire, provide staff with feedback, and direct staff to survey the community.

Attachment: Commercial Cannabis Survey Questionnaire

SURVEY QUESTIONNAIRE

Project: City of Agoura Hills – Cannabis Voter Poll
Field Dates: November 2023
Universe: City of Agoura Hills voters
Language: English and Spanish
N = 400
Margin of Error = +/-5%



ONLINE:

We are Probolsky Research a national opinion research organization and we are conducting a survey on behalf of the City of Agoura Hills about issues facing residents. Your opinion is important, and your responses are confidential.



TELEPHONE:

Hello, may I speak with _____? **[IF NOT AVAILABLE—SCHEDULE CALLBACK]**

This is _____ with Probolsky Research a national opinion research organization. We are conducting a survey on behalf of the City of Agoura Hills about issues facing residents. Your opinion is important, and your responses are confidential.

1. In your own words, what do you feel is the most important issue facing Agoura Hills today?
[CAPTURE AND CODE]: _____
2. Please indicate which, if any, of these social apps and websites you use regularly? Select all that apply.
[RANDOMIZE]

Facebook

Twitter

Nextdoor

Reddit

YouTube

Instagram

LinkedIn

Snapchat

TikTok

Other **[CAPTURE AND CODE]:** _____

Nothing

Unsure **[NOT READ]**

Now we have some statements about some of the services provided by the City of Agoura Hills. For each one, please indicate whether you approve or disapprove.

3. In general, do you approve or disapprove of the job the City of Agoura Hills is doing providing services to residents?

Approve [NET]

Strongly approve

Somewhat approve

Disapprove [NET]

Somewhat disapprove

Strongly disapprove

Unsure **[NOT READ]**



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SURVEY QUESTIONNAIRE

[RANDOMIZE Q4 – Q7]

4. Do you approve or disapprove of the public safety services provided to Agoura Hills by the Los Angeles County Sherriff's Department?

Approve [NET]

Strongly approve

Somewhat approve

Disapprove [NET]

Somewhat disapprove

Strongly disapprove

Unsure [NOT READ]

5. Do you approve or disapprove of the fire safety and emergency services provided to Agoura Hills by LA County Fire?

Approve [NET]

Strongly approve

Somewhat approve

Disapprove [NET]

Somewhat disapprove

Strongly disapprove

Unsure [NOT READ]

6. Do you approve or disapprove with how the City of Agoura Hills maintains parks, trails, open space and recreation facilities?

Approve [NET]

Strongly approve

Somewhat approve

Disapprove [NET]

Somewhat disapprove

Strongly disapprove

Unsure [NOT READ]

7. Do you approve or disapprove with how the City maintains streets and roads?

Approve [NET]

Strongly approve

Somewhat approve

Disapprove [NET]

Somewhat disapprove

Strongly disapprove

Unsure [NOT READ]

Now we will turn to the topic of cannabis in Agoura Hills.

8. In general, would you support or oppose Agoura Hills allowing the retail sale of cannabis in the city?

Support [NET]

Strongly support

Somewhat support

Oppose [NET]

Somewhat oppose



SURVEY QUESTIONNAIRE

Strongly oppose
 Unsure **[NOT READ]**

[IF ANSWERED 'SUPPORT' TO Q8]

9. Why do you support allowing the sale of retail cannabis in Agoura Hills?
[CAPTURE AND CODE]: _____

[IF ANSWERED 'OPPOSE' TO Q8]

10. Why do you oppose allowing the sale of retail cannabis in Agoura Hills?
[CAPTURE AND CODE]: _____

Some California cities allow cannabis cultivation, manufacturing, R&D and testing, retail sales, and consumption lounges in their communities. Please indicate which cannabis uses you support and which you oppose in Agoura Hills. If it makes no difference to you, just indicate that.

[START BATTERY]

[FIX IN PLACE Q11 - RANDOMIZE Q12 – Q15]

Support			Oppose		Don't know
Strongly support	Somewhat support		Somewhat oppose	Strongly oppose	

- 11. Allowing cannabis consumption lounges in storefronts, commercial and industrial zones
- 12. Allowing cannabis delivery businesses making individual door-to-door deliveries throughout the city
- 13. Allowing cannabis manufacturing in commercial industrial zones
- 14. Allowing cannabis R&D and testing indoors in industrial zones
- 15. Allowing cannabis retail sales in storefronts, commercial and industrial zones

[END BATTERY]

Now we have some information about the possible future of cannabis in Agoura Hills. Please indicate if each statement makes you more likely to support or more likely to oppose cannabis in Agoura Hills. If it makes no difference to you, just indicate that.

[START BATTERY]

[RANDOMIZE Q16 – Q22]

More likely to support		Makes no difference to me	More likely to oppose		Don't know
Much more likely to support	Somewhat more likely to support		Somewhat more likely to oppose	Much more likely to oppose	

- 16. Cannabis businesses in the City of Agoura Hills would be required to use solar panel energy to power their facilities.



SURVEY QUESTIONNAIRE

17. If consumption lounges (similar to cigar lounges) were to be allowed in Agoura Hills, businesses would be required to provide transportation to ensure people don't drive under the influence of cannabis.
18. The City could tax cannabis and generate hundreds of thousands of dollars a year in new revenue that could be used to improve essential City services.
19. If the retail sale of cannabis is allowed in Agoura Hills, the City would carefully screen applicants and limit the number of businesses to just a few locations.
20. If the retail sale of cannabis is allowed in Agoura Hills, the City would require 24/7 security at all facilities.
21. If the retail sale of cannabis is allowed in Agoura Hills, cannabis businesses would be required to have a buffer area between schools and residential areas.
22. Having retail sales of cannabis in Agoura Hills would allow residents to buy locally, reducing greenhouse gas emissions from travel to other communities that offer retail sales.

[END BATTERY]

23. Knowing what you know now, would you support or oppose Agoura Hills allowing the sale of cannabis in the city?

Support [NET]

Strongly support

Somewhat support

Oppose [NET]

Somewhat oppose

Strongly oppose

Unsure [NOT READ]

Here are the statements made by Agoura Hills residents. Please indicate which statement you agree with more.

[ROTATE WITHIN QUESTION AND ANSWERS]

24. Smith says, "Allowing the retail sale of cannabis in Agoura Hills is a terrible idea. It will result in increased crime and traffic accidents. If people want to buy cannabis, they can go somewhere else."

Jones says, "Allowing the retail sale of cannabis in Agoura Hills is a great idea. There is no evidence of negative community impacts and Agoura Hills could increase revenues that could go toward essential services like public safety and road repairs."

Agree with Smith

Agree with Jones

Unsure [NOT READ]

Prefer not to answer [NOT READ]

25. How long have you lived in Agoura Hills?

0-2 years

3-5 years

6-10 years

11-19 years

20+ years

Prefer not to answer [NOT READ]



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SURVEY QUESTIONNAIRE

26. For demographic purposes only, which of the following best describes your ethnic background?

Latino/Hispanic

White/Caucasian

Black/African American

Asian/Pacific Islander

Other

Prefer not to answer **[NOT READ]**

Thank you for your time. Have a great (day/evening).



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