

## 2020 SCORECARD METHODOLOGY

Based on the best available research, we identified **six primary categories of policies** where local government can act to protect youth, public health and equity if they opted to allow cannabis commerce. Criteria with the greatest potential for constraining promotion of youth use and prevent harmful use receive higher points, based on evidence from tobacco and alcohol control or cannabis research. Cannabis laws of all California cities and counties passed by January 1st, 2020 were scored, using legal databases including Municode and Cannaregs, as well as municipal websites, accompanied by direct outreach to county or city clerks when needed. The maximum score possible was 100.

### 1) RETAILER REQUIREMENTS: Strategic limits on cannabis retailers can decrease youth use and exposure to cannabis.

- **Caps on Retailers (10 points max).** Limit the number of licensed retailers, we used the ratio to number of inhabitants
- **Distance from Schools (5 points).** Mandate a distance greater than 600 feet between K-12 schools and retailers
- **Retailer Buffers (2 points).** Mandate a required distance between retailers
- **Other Location Restrictions (3 points).** Mandate required distance between retailers and other youth serving locations not covered by state law such as parks, playgrounds, or universities, or other locations such as residential areas.
- **Health Warnings Posted in Stores OR Handed Out to Customers (4 points each).** Mandate retailers post and/or hand out health warnings informing consumers of relevant risks at point of sale

### 2) TAXES & PRICES: Taxes & higher prices can decrease youth access while raising valuable revenue for local communities.

- **Local Cannabis Tax (6 points).** Impose a local tax on cannabis retail
- **Dedicated Tax Revenue (6 points).** Dedicate tax revenue to youth, prevention, or reinvestment in communities most affected by the war on drugs
- **Tax by THC Content (5 points).** Impose higher tax rates for high potency (high THC) products (if sale is allowed)
- **Discounting (2 points).** Prohibit discounting on cannabis such as coupons or discount days
- **Minimum Price (1 point).** Establish a minimum price floor for cannabis

### 3) PRODUCT LIMITS: End the Cannabis Kids Menu of products that appeal to youth and limit products which increase adverse effects.

- **Limit High Potency Products (6 points max).** Prohibit sale of high potency cannabis flower and products through bans or ceilings
- **Flavored Products (Non-Edibles) (5 points).** Prohibit the sale of flavored combustible or inhalable (non-edible) products
- **Cannabis-Infused Beverages (4 points).** Prohibit the sale of cannabis-infused beverages
- **Products Attractive to Youth (2 points).** Prohibit the sale of any products that are attractive to youth more clearly than state law

### 4) MARKETING: Limited exposure to marketing to decrease youth use, and provide accurate warnings to inform consumers.

- **Billboards (6 points max).** Restrict or prohibit the use of billboards to advertise cannabis
- **Health Warnings on Ads (4 points).** Require health warnings on all cannabis advertisements
- **Therapeutic or Health Claims (3 points).** Prohibit the use of therapeutic or health claims on cannabis products, packages or ads
- **Business Signage Restrictions (3 points).** Restrict on-site business advertising
- **Marketing Attractive to Youth (2 points).** Detailed restrictions on packaging or advertising attractive to youth

### 5) SMOKE-FREE AIR: Smoke-free air policies can improve air quality, protect kids, and reduce secondhand smoke exposure.

- **Temporary Events (5 points).** Prohibit temporary cannabis events such as at county fairs or concerts in parks
- **On-Site Consumption (3 points).** Prohibit on-site cannabis consumption, whether by smoking, vaping or use of edibles

### 6) EQUITY & CONFLICTS OF INTEREST: Cannabis policy can promote social equity and reduce conflicts of interest.

- **Priority in Licensing (3 points).** Prioritize equity applicants when issuing cannabis business licenses
- **Equity in Hiring (3 points).** Require hiring to prioritize low-income, transitional, or other workers from communities disadvantaged by the war on drugs
- **Cost Reduction/Deferral (1 point).** Reduce/defer the costs of cannabis business licenses for equity applicants
- **Prescribers on Premise or in Ownership (1 point each).** Prohibit on-premise patient evaluations and prescriber ownership of retailers