



Office of Cannabis
Management

COMMUNITY IMPACT PLAN INFO SESSION

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MARCH 26, 2026

AGENDA



- 1) What is included in Community Impact Plans?- Tahirah Cook, OCM
- 2) Licensee Panel Featuring:
 - **Arthur Brownsey**- Chickidoo Hempstead, Middletown, NY
 - **Ted Crawford**- By Any Other Name, Brooklyn NY
- 3) Resource Sharing- Ja'keia Person, OCM
- 4) Q&A

INTRODUCTION

- Pursuant to 9 NYCRR § 121.4 Commitment to Social and Economic Equity, licensees are **required** to demonstrate their commitment to the social and economic equity goals of the Cannabis Law.
- Pursuant to 9 NYCRR § 120.11, the Office of Cannabis Management (OCM) will evaluate a licensee's commitment through the submission of their Community Impact Plan (CIP) in their adult-use renewal application.
- All licensees are required to submit a community impact plan, **including** CAURD.
- This session will cover the community impact plan section of the renewal application, for questions related to the rest of the renewal application please reach out to **AULicensing@ocm.ny.gov**.

WHAT IS INCLUDED IN A CIP?

- The Community Impact Plan will show a licensee's plan for how they will benefit communities, and individuals from communities that were disproportionately impacted by the enforcement of cannabis prohibition.
- The Office will accept CIPs that are justified by any regional and community need.
- **Most importantly licensees should be seeking to address an issue or need within the region their business operates.**



WHAT IS INCLUDED IN A CIP?

The Office has outlined questions within the adult-use renewal application to assist licensees with their submission of their Community Impact Plans:

- **Problem/Need the CIP Seeks to Address**
- **Research & Partnerships**
- **Goals and Planned Activities**
- **Timeline & Budget**
- **Evaluation**

IT IS IMPORTANT NOTE:

- This is a PLAN that is future-focused.
- Licensees have 2 years to implement the CIP.
- Licensees will be required to provide activities and steps taken to execute the CIP along with the metrics captured in their next renewal application.

PROBLEM & NEED

- **WHAT** – The problem or need seeking to be addressed
 - *individual experiences, partnerships, town halls and community conversations, community surveys, articles & press*
- **WHO** – Demographic characteristics of the target population
 - Examples: *Age, justice-involved, veteran-status, gender identities, individuals from CDI's*

EXAMPLES:

1. Justice-involved individuals in my community need accessible mental health resources to address trauma and reduce barriers to reentry.
2. Young adults aged 18-25 in my community lack access to financial literacy programs.
3. Rising food costs have increased the need for food assistance for families with young children in Albany.



To view the **FY2024-25 Community Grants Reinvestment Fund Awardee Booklet**, scan QR code or visit: cannabis.ny.gov/cgrf-awardee-booklet

PROBLEM & NEED

- **WHERE** – Zip codes and regions
 - *Capital, Central New York, Finger Lakes, Long Island, Mid-Hudson, Mohawk Valley, New York City, North Country, Southern Tier, Western NY*
 - Licensees should focus their community impact efforts on the same region where their business operates.
- **QUANTIFY** – Estimated number of individuals that will be impacted



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RESEARCH & PARTNERSHIPS

- Research and local partnerships are used to further a licensee's understanding of community needs and strengthen impact.
- Examples of potential CIP partners include but not limited to:
 - Community-Based Organizations (CBOs) & Nonprofits
 - Associations
 - Local Municipalities
 - Shelters
 - Workforce Programs
 - Reentry Organizations
 - MWBE Providers
 - Local Colleges
 - Mutual Aid Groups
- Renewal application asks for partnerships and nature of partnership

ACTIVITIES

- What activities will be implemented to address the need previously described?
- Examples of activities include but are not limited to:
 - Job skills services
 - Adult education
 - Mental health treatment
 - Nutrition services
 - Financial literacy
 - Legal services to address barriers to reentry
 - Women's health services
 - Justice system navigation services
 - Supports for social and economic equity program
- When will these activities be implemented? (*January 2026 – March 2028*)
- How often? (*Weekly, monthly, quarterly etc.*)

GOALS

- Licensees are required to include at least 3 goals in the CIP.
- Goals must be measurable.
- Examples:
 - Provide reentry support service workshops to 30 individuals.
 - Join 10 volunteer days at the food pantry.
 - Create a mentorship network of at least 25 CDI entrepreneurs.
 - Provide 3 cannabis education workshops at the local community garden.



BUDGET

- What is the estimated 2-year budget for CIP expenses?
- Budget includes but not limited to:
 - Personnel
 - Contractual services
 - Donations and sponsorships
 - Travel
 - Equipment
 - Space/Property & Utilities
 - Operating Expenses
 - Other



EVALUATION

- How will the CIP's success be measured? Describe qualitative and quantitative metrics.
- **QUALITATIVE DATA** – Non-numerical information that captures descriptive insights about a participant's experience.
 - Examples: *Participant feedback survey results, testimonials, and interviews*
- **QUANTITATIVE DATA** – Numerical and can be measured
 - Examples: *Participant attendance numbers, number of beneficiaries served, amount of funds raised or donated*



WHAT IS DOES **NOT** SATISFY CIP REQUIREMENTS?

- Sales to customers
- Promotional events that drive sales
- Influencer or marketing partnerships
- Vendor hires that support business operations
- Any activity where the licensee or licensee's business receives the primary benefit, activities must benefit the target population and broader community i.e. Hiring and employment benefits

HOW WILL OCM REVIEW CIP'S?

- Once a renewal application is submitted, OCM will review the submitted CIP to ensure completeness.
- If there are any questions or corrections needed regarding a licensee's CIP, the Office will contact the licensee.
- Licensees will be **required** to provide activities and steps taken to execute the CIP along with the metrics captured in their next renewal application.

COMMUNITY IMPACT EVENT

ALBANY TURKEY DRIVE

IMPACT SNAPSHOT

INITIATIVE TYPE

Seasonal Food Distribution (Thanksgiving)

COMMUNITY NEED ADDRESSED

Holiday food insecurity in Albany region

HOW IT WAS EXECUTED

- Hosted outside dispensary
 - Open access to public
- Staff + organized customer donations
- 3-hour structured distribution window

MEASURABLE OUTCOMES

- ✓ 100+ turkeys distributed
- ✓ Non-perishable goods redistributed
- ✓ Direct community engagement



**HOLD UP ROLL UP'S 2ND ANNUAL
TURKEY DRIVE**

 ALBANY •  NOVEMBER 2025

 100+ Turkeys Distributed

OPPORTUNITIES FOR ENGAGEMENT

- When considering municipal opinion boards can request CIPs from licensees and use plans to inform municipal opinion (retailers)
- Offer opportunities for collaboration based on community needs (full supply chain)
- Encourage partnerships and connections to achieve CIP goals (full supply chain)

FUTURE OF COMMUNITY IMPACT

- OCM's first time collecting CIPs
- Continued conversations with communities and municipalities to further understand community needs.
- The Office will continue to develop and share community engagement resources and tools:
 - Resource library for licensees
 - Public-facing CIP data



THANK YOU!

Licensees can reach out to SEE@ocm.ny.gov with any questions related to the Community Impact Plan.