

Attachment A - 2024 Oakland Equity Applicant Survey

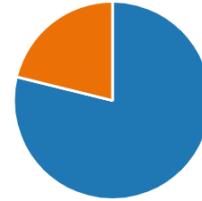
52
Responses

85:10
Average time to complete

Active
Status

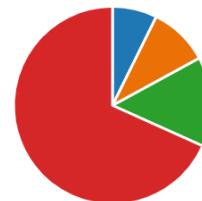
1. Are you currently operating?

- Yes 41
- No 11



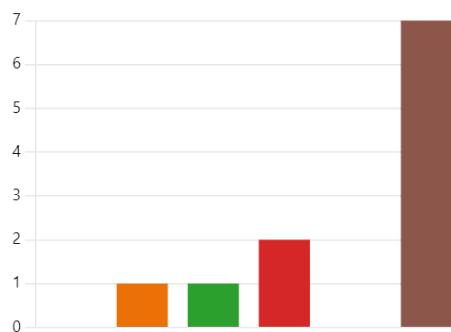
2. How long have you been operating?

- 0-6 months 3
- 7-12 months 4
- 1-2 years 6
- More than 2 years 28



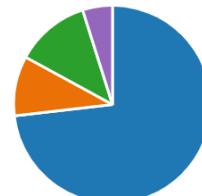
3. Please select the top reason why you are not operating. If you select "Other," please explain.

- Incubation period ended and co... 0
- Build-out was too expensive. 1
- It took too long to generate rev... 1
- Burglaries 2
- Negative incubation experience. 0
- Other 7



4. How many individuals do you currently employ? For this question, an employee is someone who works at least 35 hours a week.

- None. I run my business by mys... 30
- 1-2 4
- 3-5 5
- 6-10 0
- More than 10 2



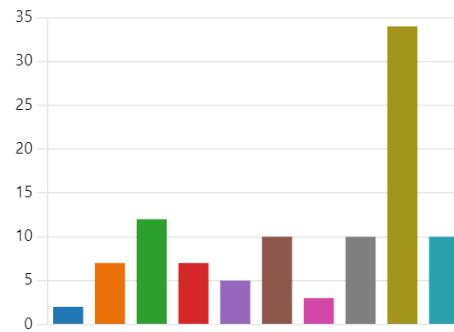
5. Have you added or reduced staff in the last 12 months?

- Added staff. 5
- Reduced staff. 15
- Staffing level has stayed the same. 21



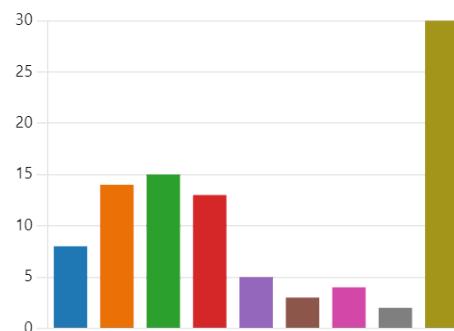
6. What barriers are you encountering as you establish a compliant cannabis business (please select all that apply)? If you select "Other," please explain.

- None 2
- Finding a location 7
- Slow buildup 12
- Obtaining insurance 7
- Hiring and training staff 5
- State licensing compliance 10
- Legal disputes 3
- Tax problems 10
- Lack of capital 34
- Other 10



7. Which of the following City departments/outside agencies have been a barrier as you establish your business? Please select all that apply.

- Special Activity Permits Division 8
- Bureau of Planning 14
- Bureau of Building 15
- Fire Prevention Bureau 13
- Oakland Police Department 5
- Alameda County Environmental ... 3
- EBMUD 4
- PG&E 2
- None of these agencies have been a barrier 30



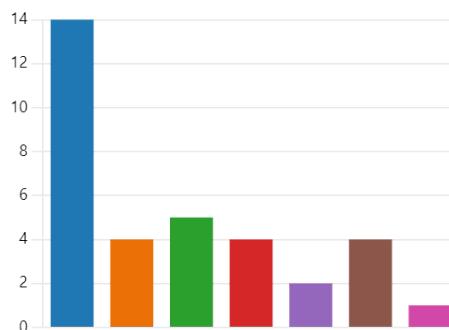
8. Has your business or staff experienced any burglaries or robberies?

- Yes 34
- No 18



9. How much have burglaries/robberies cost your business financially?

● Less than \$10,000	14
● \$10,001-\$25,000	4
● \$25,001-\$50,000	5
● \$50,001-\$75,000	4
● \$75,001-\$100,000	2
● \$100,001-\$200,000	4
● More than \$200,000	1



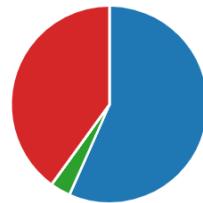
10. After the burglary/robbery, did your business do any of the following? Please select all that apply and please describe if you select "other."

● File a police report	26
● Apply for the City of Oakland's ...	9
● Other	6



11. After the burglary/robbery, did your business file an insurance claim, and if so, did your business receive a payout from your insurance company?

● No, our business did not file an ...	17
● Yes, our business filed a claim a...	0
● Yes, our business filed a claim a...	1
● Our business filed a claim but re...	12



12. Can you please explain why you did not file an insurance claim?

17
Responses

Latest Responses

13. Please rate your business' future outlook.

● Very promising	6
● Promising	16
● Neutral	17
● Negative	8
● Very Negative	5



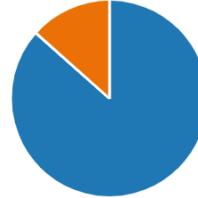
14. Now that the City Council has approved equity applicants transferring their permits to general applicants, do you plan on selling your business and transferring your permit(s) to another business?

● Yes	3
● I have not decided	14
● I am considering the option	13
● No	20
● Other	2



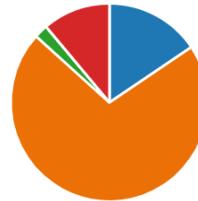
15. Have you received a grant or loan from the City of Oakland?

● Yes	45
● No	7



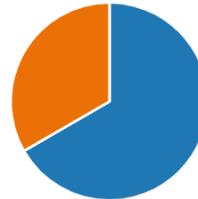
16. What impact did receiving funding from the City have on your business?

● The funding allowed our business to... (red)	7
● The funding allowed our business to... (blue)	32
● The funding had no noticeable impact on our business (green)	1
● Other (red)	5



17. Have you received a loan from the City of Oakland?

● Yes	30
● No	15



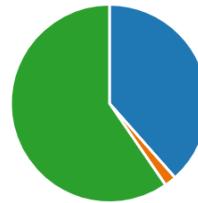
18. Now that the City Council has authorized equity applicants converting unpaid loans into grants, do you plan on converting any of your outstanding loan balance into a grant? Please note any loan amount that is converted to a grant will reduce your future grant eligibility by that amount.

● Yes	21
● No	9



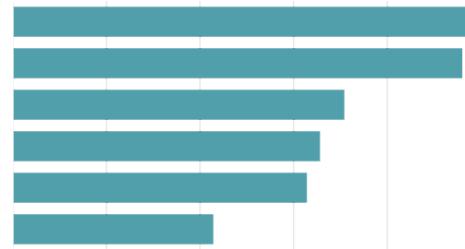
19. How do you recommend that the City provide capital to operators: grants, interest-free revolving loans, or both? Please note that while loans must be repaid, loans are not taxable and loan repayments provide future funds for equity applicants. On the other hand, grants need not be repaid, but they are taxable and provide no future funds to equity applicants.

Grants only	20
Interest-free revolving loans only	1
Both grants and interest-free re...	31



20. The City is looking for strategies to streamline grant/loan processing going forward and ensure funds are used most effectively. By clicking on the up or down arrows, please prioritize the below options for funding (1=top priority for funding; 6=lowest priority).

1	Equity applicants who can demo...
2	Equity applicants who already h...
3	Equity manufacturers in shared-...
4	Equity-owned brick and mortar ...
5	Equity cultivators, since operatin...
6	Equity applicants who do not ha...



21. What strategies do you recommend for streamlining loan/grant funding going forward?

52
Responses

Latest Responses
"Less processes "

"Keep using the online system for us to use to submit applications and track pro...
"Have monthly mandatory accountability meetings, making sure that everythin...

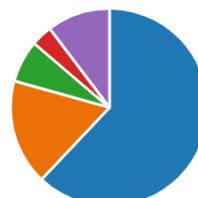
22. Have you utilized Knox and Ross, the City's legal assistance provider for equity applicants?

Yes	29
No	23

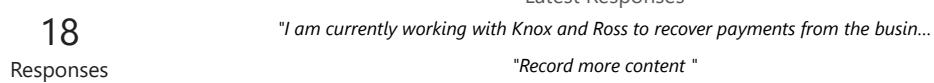


23. How would you rank Knox and Ross' services?

Very helpful	18
Somewhat helpful	5
Neither helpful nor unhelpful	2
Somewhat unhelpful	1
Very unhelpful	3

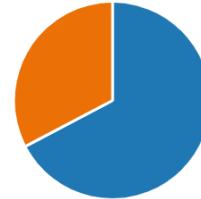


24. Do you have any comments or suggestions regarding Knox and Ross?



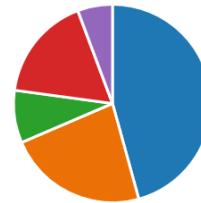
25. Have you utilized Oaksterdam University, the City's free technical assistance provider for equity applicants?

Yes	35
No	17

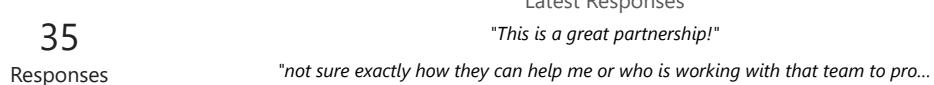


26. How would you rank Oaksterdam University's services?

Very helpful	16
Somewhat helpful	8
Neither helpful nor unhelpful	3
Somewhat unhelpful	6
Very unhelpful	2

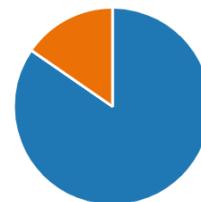


27. Do you have any comments or suggestions regarding Oaksterdam University?



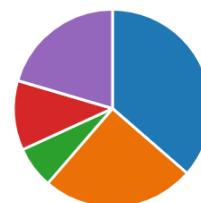
28. Have you utilized Elevate Impact, the administrator of the City's loan and grant programs for equity applicants?

Yes	44
No	8



29. How would you rank Elevate Impact's services?

Very helpful	16
Somewhat helpful	11
Neither helpful nor unhelpful	3
Somewhat unhelpful	5
Very unhelpful	9



30. Do you have any comments or suggestions regarding Elevate Impact?

31
Responses

Latest Responses
"To be more responsive."
"They were helpful, entire team was reachable and always willing to help! "
"Great Program "

31. How can the City of Oakland better support your business?

41
Responses

Latest Responses
"Assist EA's with connecting with reputable business partners."
"keep up the good work! I appreciate you Oakland "
"Marketing opportunities "

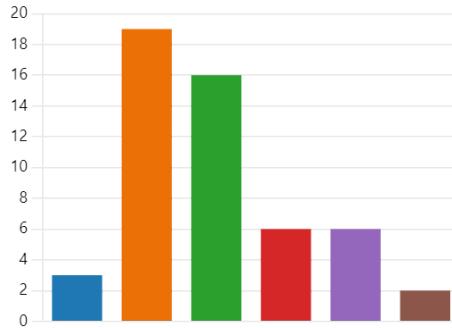
32. What else would you like to say about operating a cannabis business in Oakland?

41
Responses

Latest Responses
"I think it's a great program, I just need to get more looped in."
"It's easy to navigate thanks to the support that we have from the City of Oakla...
"It's been long and hard but I love my business."

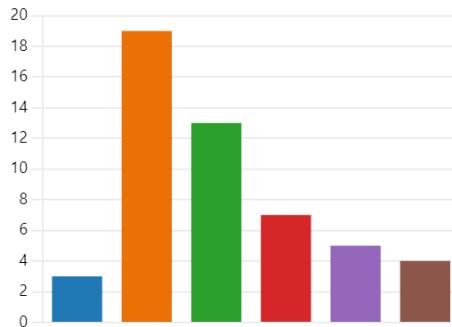
33. Please select your age or the average age of your business' partners/owners/board members.

- 21-30 3
- 31-40 19
- 41-50 16
- 51-60 6
- Over 60 6
- Decline to state 2

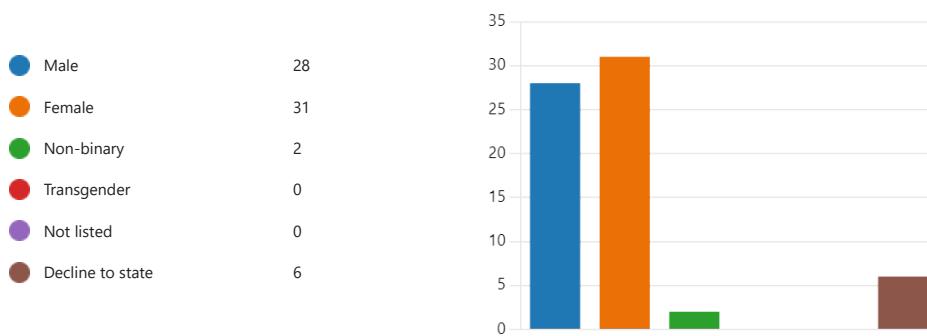


34. Please select your age or the average age of your business' partners/owners/board members.

- 21-30 3
- 31-40 19
- 41-50 13
- 51-60 7
- Over 60 5
- Decline to state 4



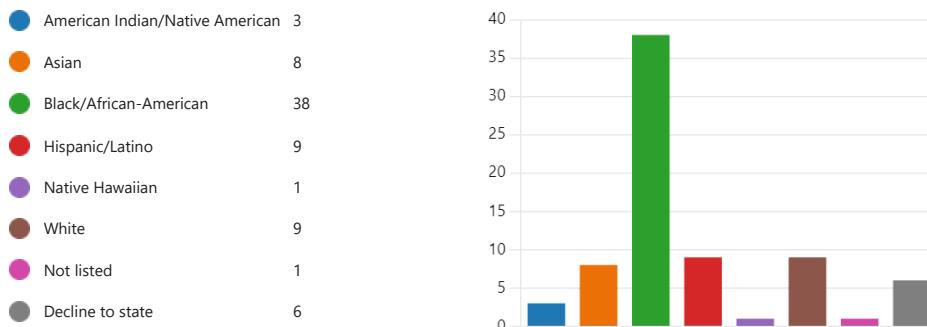
35. Please select all gender options below that represent your business' owners/partners/board members.



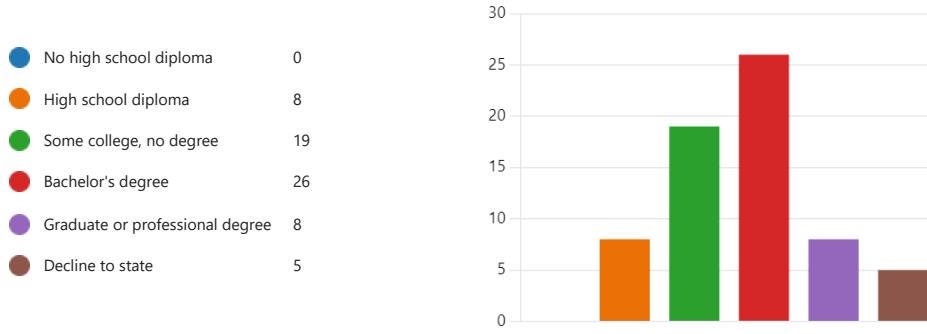
36. Please select all sexual orientation options below that represent your business' owners/partners/board members.



37. Please select all race and ethnicity options below that represent all of your business' owners/partners/board members.

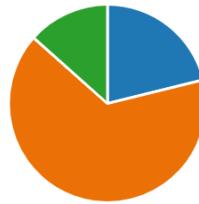


38. Please select the level(s) of education that represent(s) all of your business' owners/partners/board members.



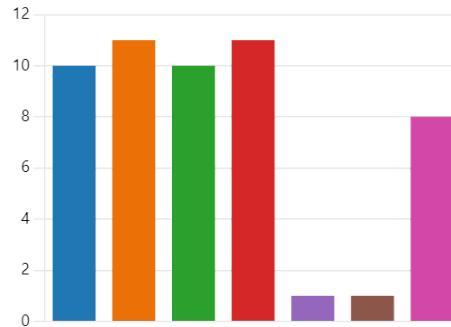
39. Does one or more of your business' owners/partners/board members have a disability?

● Yes	11
● No	34
● Decline to state	7



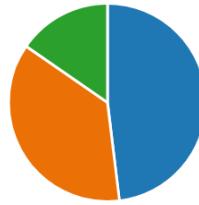
40. Please select the annual personal income level(s) that represent(s) all of your business' owners/partners/board members.

● Less than \$20,000	10
● \$20,000-\$39,999	11
● \$40,000-\$59,999	10
● \$60,000-\$79,999	11
● \$80,000-\$100,000	1
● More than \$100,000	1
● Decline to state	8



41. Has any owner/partner/board member of your business or any immediate family members (parent, sibling, spouse, child) been convicted of or incarcerated for any cannabis related charges?

● Yes	25
● No	19
● Decline to state	8



42. Has any of your business owners/partners/board members served or are currently active in the military?

● Yes	3
● No	42
● Decline to state	7

