

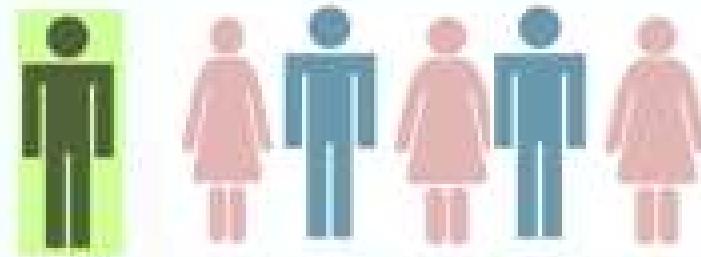
Update: Marijuana Business in North County



Eaze billboards come to San Marcos along the 78 freeway

1 in 6 teens become addicted

1 in 10 adults and **1 in 6 adolescents** who try marijuana will become addicted to it.



- The adolescent brain is especially susceptible to marijuana use.
- When kids use, they have a greater chance of addiction since their brains are being primed.

Fast Fact 1

Most of the youth detained at Juvenile Hall have tried **at least one** illicit substance and use started with one of the gateway drugs – marijuana, alcohol, or tobacco.

68%

tried all three gateway drugs

12

average age of first use

0%

tried a harder drug before a gateway drug

Fast Fact 2

The percentage of youth positive for any drug was at a **19-year high** in 2018 (58%), driven by the highest percentage positive for marijuana (55%) since 2000.



11% of juveniles thought marijuana could be harmful to someone, compared to 33% for alcohol and 60% for tobacco



Juveniles who used marijuana in the past 30 days used it a mean of **16.1 days**, compared to **7.5 days** for those who used alcohol

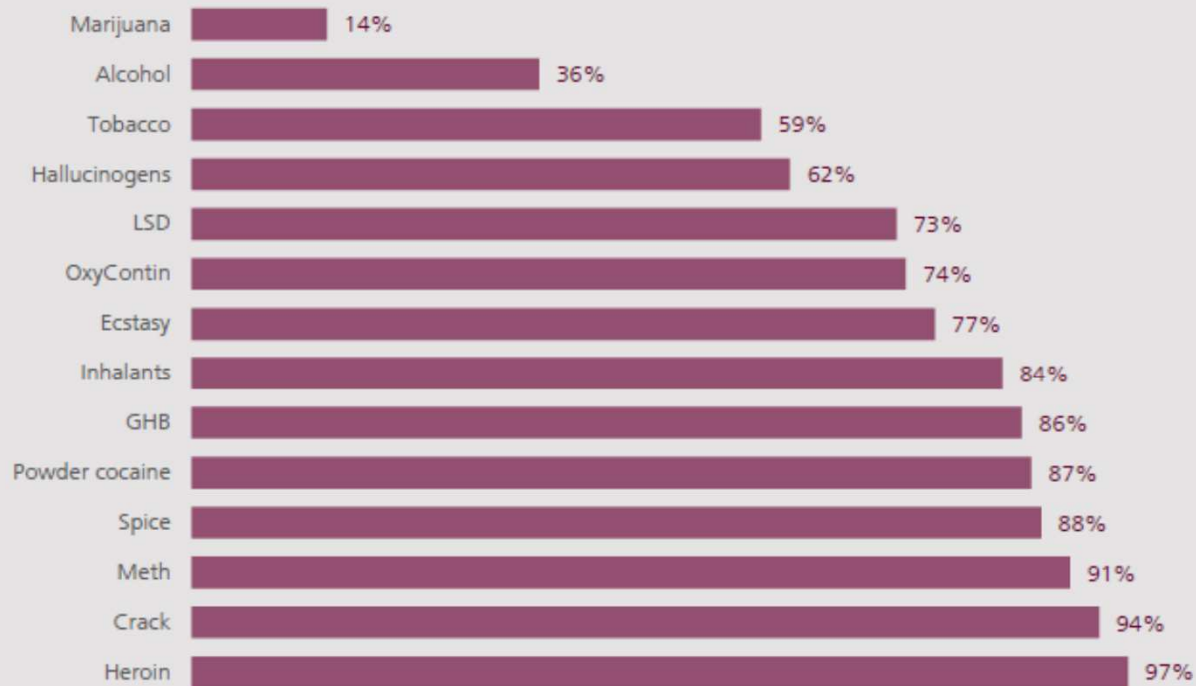


91% of juveniles say it is **VERY EASY** to **EASY** to obtain marijuana

Perception of Risk Very Low for Marijuana

Figure 7

One in seven youths feel that marijuana would be harmful to users




TOTAL = 85-106

NOTE: Cases with missing information not included.

SOURCE: SANDAG SAM Program, 2017

Lawsuit Filed Against the State of CA



About SIMPL

SIMPL stands for the **Safe Implementation of Marijuana Policy for Local Government**. SIMPL is a coalition of 25 California city and county jurisdictions (and counting) that have come together to ensure that Proposition 64, which legalized commercial cannabis activities in California, is implemented in a manner consistent with the way it was considered, voted on and passed by voters. In particular, SIMPL was formed to ensure that each city and county has the right to decide what types of commercial cannabis activities are appropriate for their community. SIMPL is *not* pro- or anti-cannabis. The SIMPL objective is to allow each community the ability to adopt rules that reflect their priorities and values consistent with the promise of local control contained in Proposition 64.

The following members are part of the SIMPL coalition: City of Agoura Hills, City of Angels Camp, City of Arcadia, City of Atwater, City of Beverly Hills, City of Ceres, City of Clovis, City of Covina, City of Dixon, City of Downey, City of McFarland, City of Newman, City of Oakdale, City of Palmdale, City of Patterson, City of Riverbank, City of Riverside, City of San Pablo, City of Sonoma, City of Tehachapi, City of Temecula, City of Tracy, City of Turlock, City of Vacaville, and the County of Santa Cruz. The SIMPL coalition is supported by the City of Fort Jones, the City of Wasco, and the County of Mariposa.

<https://www.simplca.com/about>



Difficulty Enforcing Delivery Rules



NCPC Website links and promo

<http://northcoastalpreventioncoalition.org/>

ENGLISH SURVEY:

https://www.surveymonkey.com/r/CommunityInput_MarijuanaBusinessInVista



SPANISH SURVEY:

<https://www.surveymonkey.com/r/NegociosdeMarihuanaenVista>

