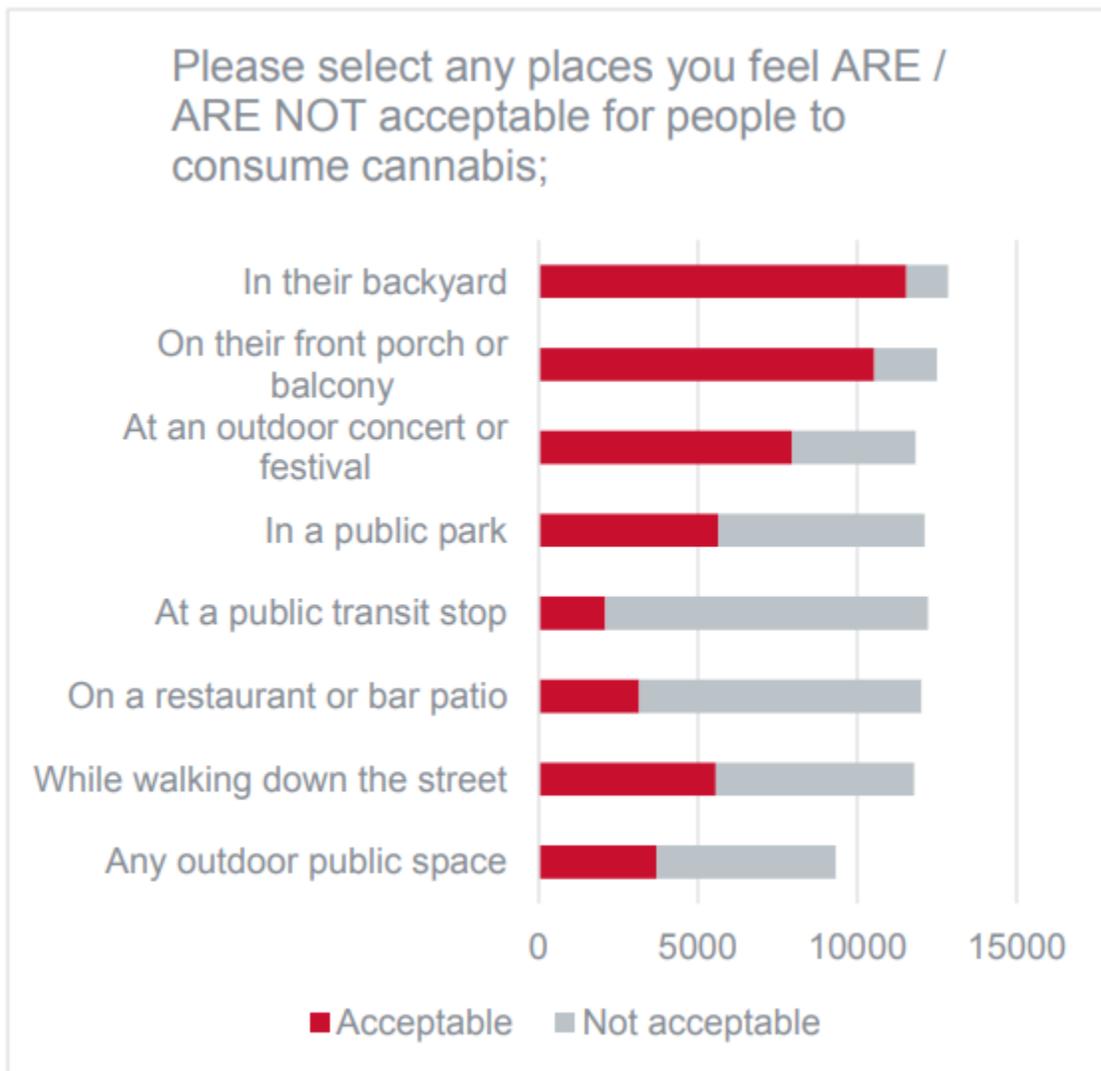


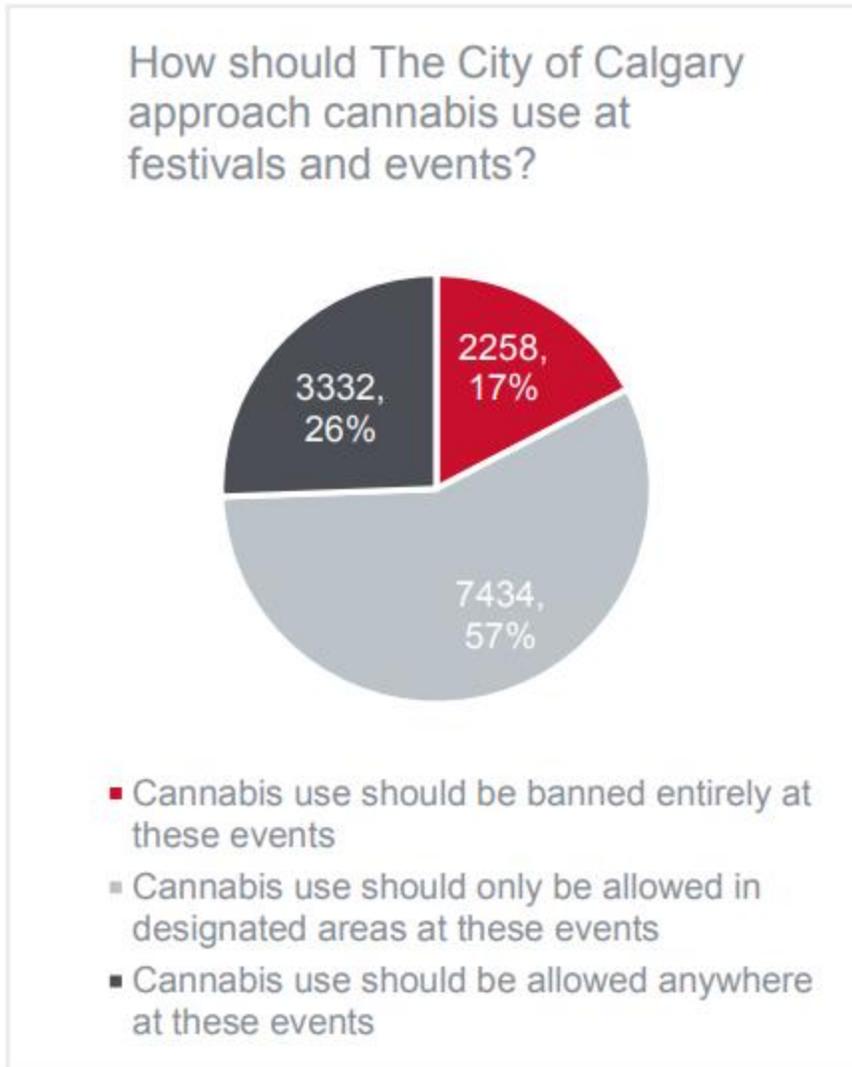
**Summary of Research and Engagement:
Cannabis at Festivals and Events**

Engagement:

- Stakeholder Workshops:
In 2017 November, The City of Calgary held stakeholder workshops with representatives from community and business organizations to discuss policy and regulation areas regarding business licencing, community standards bylaws, land use planning and other affected bylaws:
 - Special Events: Participants indicated that consumption of cannabis should be allowed at public events such as outdoor events and concerts. However, The City should consider providing separate areas to prevent consumption of both cannabis and liquor.
- Online Survey:
From 2017 November 20 to 2017 December 10, The City of Calgary hosted an online survey on its engagement portal at www.engage.calgary.ca to solicit feedback from Calgarians.
 - Online Feedback Form (15,000+ responses):



**Summary of Research and Engagement:
Cannabis at Festivals and Events**

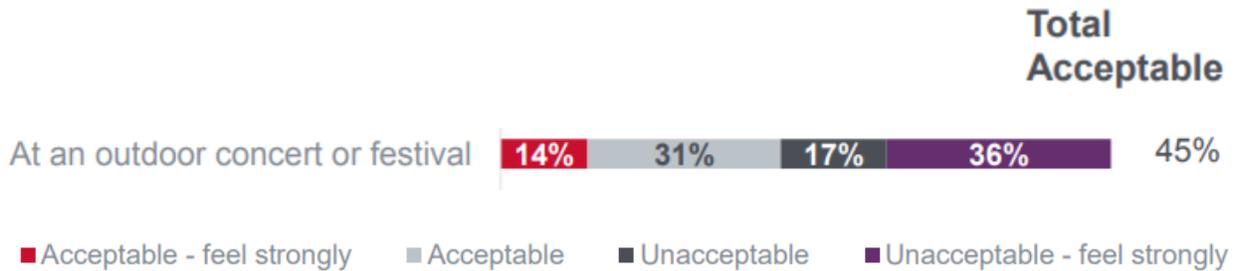


Research:

To better understand the attitudes of Calgarians regarding cannabis legalization, Environics Research was commissioned by The City of Calgary to conduct quantitative and qualitative research on this topic. Environics conducted a telephone survey with a randomly selected sample of 1,002 Calgarians aged 18 and older between 2017 November 06 and 2017 November 19. Both landline (70 per cent) and cell phone (30 per cent) samples were used to obtain a random and statistically representative sample of Calgary adults aged 18 years and over. With respect to festivals and events, Environics explored towards public consumption of cannabis in specific locations and at public events. The results are provided below:

Attitudes Towards Public Consumption in Specific Locations

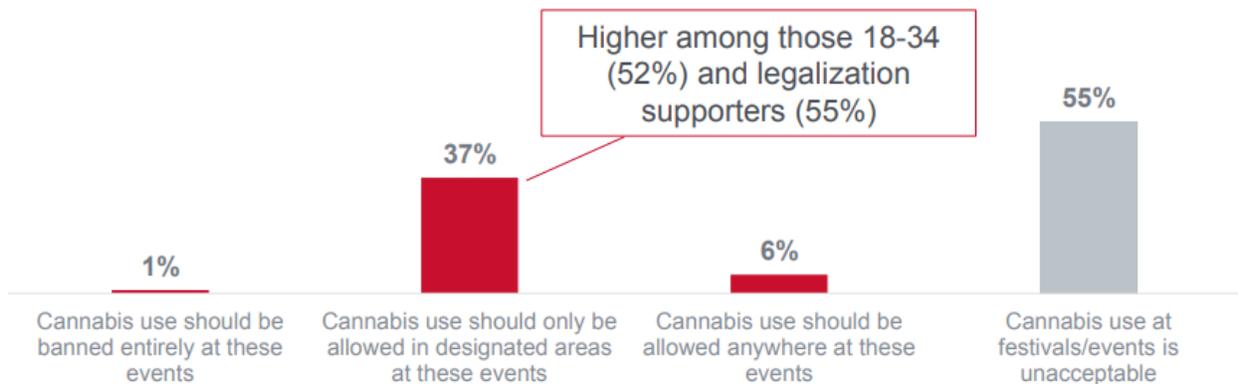
Once cannabis becomes legal, would you find it acceptable or unacceptable for people to consume cannabis in the following places: (And do you feel strongly about this?)



Attitudes Towards Use At Public Events

One-half of Calgarians say cannabis use at events/festivals is not acceptable – with those who accept most likely to want consumption limited to designated areas.

Which of the following approaches should be taken towards cannabis use at festivals and events in Calgary? (n=1,002)



Focus Groups:

A total of five mixed-gender focus groups were conducted with the following groups of people: Opponents of legalization, Legalization supporters/non-users, Recreational cannabis users aged 18-39, Recreational cannabis users aged 40-69, Medical cannabis users.

Environics recruited a total of 11 participants for each session, with eight-nine participants taking part in each group. All participants were recruited via telephone using a customized screening instrument. Each group lasted approximately 120 to 125 minutes. With respect to festivals and events, Environics received the following feedback:

- Broad support across groups for the idea of setting up “cannabis zones” at outdoor public events, such as concerts. Many participants expected that this will become a new norm at these types of events.
- Although some users were resistant towards this idea (mainly because they expected people to continue using cannabis anywhere at concerts), many participants felt that cannabis use at outdoor events will be treated in a manner similar to how tobacco is treated, with smokers using designated outdoor areas.