

## Vote YES on HB 25-1209: Streamlining Marijuana Regulation to Improve Efficiency, Public Safety, and Economic Growth

Sponsored by: Rep. William Lindstedt, Rep. Jenny Willford, Sen. Julie Gonzales

*HB 1209 streamlines marijuana regulations while maintaining strict consumer safety and security measures. Updating outdated regulations will reduce unnecessary burdens on local businesses, promote regulatory compliance, and strengthen oversight, strengthening Colorado's position as a global cannabis policy and business leader. It will also produce savings for the Marijuana Enforcement Division and allow the agency to focus more of its limited resources on youth access prevention and other public health and safety priorities.*

### **Enhances Public Safety and Compliance**

- Standardizes record-keeping to improve accountability, including tracking child-resistant packaging, testing records, recall logs, and adverse health events.
- Clarifies and strengthens security protocols by requiring video surveillance in key areas—entrances and exits, points of sale to capture the customer and employee, areas of shipping and receiving, etc.—while eliminating excessive and unnecessary recording requirements.

### **Reforms Occupational Licensing Requirements**

- Limits licenses to employees handling and transporting marijuana and removes the need for costly renewals.
- Licensing employees and enforcing licensing requirements is currently a major undertaking for the MED. The proposed changes could save up to \$2 million in annual costs and labor that would be better spent on youth access prevention and other public safety priorities.

### **Reduces Regulatory Burden and Modernizes Operations**

- Allows digital identification cards for occupational license holders, replacing outdated physical cards. Replaces paper mail notifications with digital communication, ensuring faster and more reliable regulatory updates.
- Eliminates redundant record-keeping for businesses utilizing the state's seed-to-sale inventory tracking system.

### **Supports Colorado's Cannabis Economy**

- Fosters consumer education and engagement by allowing licensed marijuana businesses to offer regulated product promotional units at in-store promotions. Also permits businesses to provide product R&D units to employees for quality control and product development under strict regulatory guidelines, supporting industry innovation.
- Aligns the purchase limit with the current possession limit of two ounces.

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