

DRAFT CITY OF PASADENA – COMMERCIAL CANNABIS PERMIT APPLICATION REVIEW CRITERIA ***DRAFT***

SCREENING APPLICATION TOTAL POTENTIAL POINTS	1400	1375	1375
SECTION 1: BUSINESS PLAN (Potential Points)	500	450	450
<i>Sub-Section 1A: OPERATIONS</i> <i>Standard operating procedures; finances; employee training.</i>	Retailer	Cultivation Site	Testing Laboratory
<u>Standard Operating Procedures (SOP)</u> - Overall quality and detail of the proposed operating procedures, including the extent to which the applicant incorporated industry best practices into the operating procedures. Additionally, did the applicant show specific examples of where the practices they included have worked before?	0-50	0-50	0-50
<u>Financial Plan</u> - Financial plan and/or budget to start-up and operate the business as described in the application (e.g., business pro forma, cash flow, accounting procedures).	0-30	0-30	0-30
<u>Funding/Proof of Capitalization</u> - Demonstration or identification of access to operational capital and/or on-going line of credit once business is operational.	0-30	0-30	0-30
<u>Records Software</u> - Standard operating procedures include electronic tracking and storage of required records of sales, delivery manifests, and inventory.	10	10	10
<u>Track-and-Trace</u> - Standard operating procedures include detailed California Cannabis Track-and-Trace (CCTT) procedures as outlined by the State.	20	20	20
<u>State Testing Requirements</u> - Standard operating procedures include plans and procedures for how all cannabis products on the premises or held by the applicant have met the testing requirements as defined by the State.	10	10	10
<u>Employee Training</u> - Quality of proposed employee training, for example, training on differences in products, potency of products, customer service, and/or laws governing personal use.	0-30	0-30	0-30
<u>Delivery Plan</u> - Quality and detail of product delivery protocol, including security and safety procedures, customer verification methods, cash and product storage (when on deliveries), vehicle type to be used, and community sensitivity (e.g., re: parking).	0-30	-	-

<u>Online Ordering System</u> - Quality, detail, visual appeal, and user friendliness of proposed online ordering system. (Include conceptual visual examples, if available.)	0-20	-	-
<u>Customer Education</u> - Quality and detail of plan for educating customers regarding cannabis products, including the potency and effects of products, as well as variety.	0-50	0-50	0-50
<u>Marketing</u> - Detail of the key aspects of the marketing strategy that would be generated and incorporated into the marketing plan.	0-20	0-20	0-20
<i>Sub-Section 1B: COMMUNITY BENEFITS</i> <i>Benefits the business will provide to the Pasadena community and its ability to serve Pasadena.</i>	Retailer	Cultivation Site	Testing Laboratory
<u>Community Engagement</u> - Quality and detail of the community engagement plan, including understanding of the community, its values, the city's unique aspects, and how the business plans to integrate into the community.	0-70	0-70	0-70
<u>Engagement with Local Non-Profits</u> - Community engagement plan includes work with local non-profits and other community groups such as youth development and educational programs. Pasadena non-profits (or those that serve Pasadena) are preferred.	0-30	0-30	0-30
<u>Local Business Partnerships</u> - Community engagement plan includes partnerships with existing Pasadena businesses (e.g., procurement of goods and services from local businesses).	0-20	0-20	0-20
<u>Social Equity</u> - Business practices or characteristics demonstrating a focus on social equity in terms of providing a living wage and employee benefits and compliance with local, state, and federal employee non-discrimination policies. Quality and detail of plan to promote social equity in hiring from communities disproportionately impacted by prior cannabis laws.	0-30	0-30	0-30
<i>Sub-Section 1C: PRODUCT OFFERINGS</i> <i>Quality and variety of cannabis strains and derivative product offerings.</i>	Retailer	Cultivation Site	Testing Laboratory
<u>Product Procurement</u> - Detail of procurement plan, such as due diligence performed prior to executing purchase contracts and quality control of incoming products.	0-30	0-30	-
<u>Natural Product Offerings</u> - Extent to which product offerings will be naturally produced without the use of pesticides or harmful or inorganic chemicals.	0-20	0-20	-
SECTION 2: NEIGHBORHOOD COMPATIBILITY & ENHANCEMENT (Potential Points)	200	150	150

<i>How the business will fit into the surrounding neighborhood and the extent to which proposed improvements to the site and building will enhance the neighborhood.</i>	Retailer	Cultivation Site	Testing Laboratory
<u>Exterior Design Concept</u> - Quality of proposed exterior design, including the applicant's concept for the architecture, landscaping, signage, lighting, entry experience, relationship to the street and sidewalk, parking, and overall sense of welcome and security.	0-70	0-40	0-40
<u>Design Concept Integration</u> - Quality of fit within the city (integration into existing urban fabric and architectural landscape). If the applicant anticipates locating in a specific neighborhood in the city, a description of how the business would fit into that neighborhood is encouraged; however, this is not required.	0-50	0-30	0-30
<u>Integration of Security Measures</u> - Quality and detail of applicant's plan to integrate security enhancements into the physical design/concept, so as not to be overly noticeable by customers or the public.	0-30	0-30	0-30
<u>Air Quality/Odor Control</u> - Quality of ventilation and air purification system, including demonstrated effectiveness (may include examples of where a similar system has worked effectively).	0-50	0-50	0-50
SECTION 3: SECURITY PLAN (Potential Points)	200	175	175
<i>Safety and Security Program (*Security plans will not be made public.)</i>	Retailer	Cultivation Site	Testing Laboratory
<u>Security Experience</u> - Security experience of individual/firm designing the security plan. Individual/firm should be identified and experience described.	0-25	0-25	0-25
<u>Background Checks</u> - Applicant plans to use background checks in the employee hiring process.	5	5	5
<u>Employee Safety Education</u> - Quality of employee safety education plan, including training regarding product handling, burglary protocols, robbery protocols, and other potential hazards of the cannabis business.	0-25	0-25	0-25
<u>Employee Theft Reduction Measures</u> - Quality and extensiveness of employee theft reduction measures, including audits and check in/out.	10	10	10

<u>Cash Management Plan</u> - Quality and detail of cash management plan, including cash counting/reconciliation procedures, cash storage, cash transport, deposit into a banking institution (if any), and employee training.	0-25	0-25	0-25
<u>Product Access Protocols</u> - Business plan details a separate check-in area where identification is checked to ensure that only qualified employees gain access to where cannabis products are stored.	10	10	10
<u>Product Deliveries</u> - Quality of plan for securing product deliveries to the business (i.e. from delivery vehicles to building).	0-25	0-25	0-25
<u>Security Guards</u> - Quality of the anticipated security guard plan for the business, including number of guards, hours, protocols, and day-to-day procedures/operations.	0-25	0-25	0-25
<u>Video Camera Surveillance</u> - Security plan includes video camera surveillance. Additionally, overall quality of the applicant's plan to use cameras, including number of cameras, locations, resolution, and how long footage is saved.	0-15	0-15	0-15
<u>Armored Vehicle</u> - Daily armored vehicle pick-up of cash deposits.	10	10	10
<u>Driver Security and Safety Procedures</u> - Quality of delivery driver security and safety procedures, including driver education related to potential hazards.	0-25	-	-
SECTION 4: QUALIFICATIONS OF OWNERS/ OPERATORS (Potential Points)	500	600	600
<i>Special business or professional qualifications and experience, or licenses of the owners and/or operators that would add to the quality of service that would be provided, e.g., scientific or health care fields for medicinal cannabis, or related agricultural experience for cultivators.</i>	Retailer	Cultivation Site	Testing Laboratory
<u>Experience</u> - Quality and quantity (number of years) of experience in the cannabis industry (or a similarly state-regulated industry) of the individual (or individuals) that will be directing, controlling, and/or managing the day-to-day operations of the business. Individual (or individuals) must also be considered an owner (based on the State definition of owner; see State Business and Professions Code 26001).	0-200	0-200	0-200
<u>Cultivation Experience</u> - Proposed day-to-day operator's level of experience in a cultivation operation or similar agricultural operation.	-	0-100	-

<u>Medical or Research Laboratory Experience</u> - Proposed day-to-day operator's level of experience in a medical or research laboratory.	-	-	0-100
<u>Cannabis Industry Knowledge</u> - Overall knowledge of the cannabis industry (as demonstrated throughout the screening application), including industry best practices and state regulations.	0-200	0-200	0-200
<u>Ownership Team</u> - Describe the involvement of the ownership team in day-to-day operation of the business. "Owner" is defined based on the State definition of owner; see State Business and Professions Code 26001.	0-100	0-100	0-100

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