

## EXHIBIT B: EVALUATION CRITERIA AND SCORING DETAIL

- All of the following information must be submitted on two USB flash drives in PDF format, and as a bound document with dividers—one copy, including the original. Applicants must follow the instructions outlined in the RFP Application Instructions & Procedures document, Section V: Proposal and Application Submittal Requirements.
- Do not submit any documents in Word format on the USB drive.
- Do not exceed 200 pages. The financial documents are excluded from this page limit.
- Do not include information not requested.
- Use a 12 point font and Arial typeface.

The following is the scoring rubric, approved by the Concord City Council that the City will use to evaluate information submitted. Note that some items listed in the table below are not scored but are required to be addressed for the proposal to be considered.

**Please note that an Applicant may request that commitments regarding prospective operations be incorporated into a negotiated Community Benefits Agreement, under which Applicant would establish a voluntary contractual relationship with the City after invitation to apply for a City Cannabis License. Any such agreement is independent of the City's incorporation of certain Applicant commitments and conditions of operation into required licenses and permits.**

	<b>Section A. Business Plan (40%)</b>	<b>Possible Points</b>
	<i>Please describe the business plan which includes the following criteria, but is not limited to, experience of the owners, qualifications, budget, capitalization, pro forma, and daily operation procedures.</i>	<b>Total Points 800</b>
1.1	Plan provides a resume, biography or Curriculum Vitae, which did not exceed two pages per owner, listing the owner's qualifications to operate a cannabis retail establishment, and a minimum of two references.	120
1.2	Provides a budget for construction, operations, facility maintenance, equipment purchase, utility cost, property lease, security services, as well as city and state licenses/permits. Plan has clearly outlined the employee compensation and other contract employee cost such as CPA, Accountants, Attorneys, and any other Consultants	160

	deemed essential to ensure compliance with Federal, state, and local laws.	
1.3	Proof of secured capital in a bank account in which the Applicant(s) are listed as owner(s), letters of credit or evidence of other liquid assets which are sufficient to cover the cost of Section 1.2 but at a minimum is \$450,000 in capital. Points will not be given for any documentation that cannot be substantiated or is considered insufficient.	160
1.4	Pro forma for at least three years of operation. The pro forma should realistically demonstrate the revenue projections for this three year period and be supported with documentation such as market trends, changes in cannabis market share analysis, labor market, and technology efficiencies. It must include total liabilities and operational costs, including any payments required for loans or lines of credit drawn and subject to repayment.	160
1.5	Business effectively demonstrates the ability to describe hours of operations which include the opening and closing procedures. This should include contingency of high customer volume prior to closing hours or request for deliveries at the end of the day. In addition, the plan must demonstrate the ability to secure cash and all products at the end of the workday, so that they are not on the retail floor after closing hours.	80
1.6	Business effectively demonstrates the ability to describe the day to day operational requirements deemed necessary to manage a retail cannabis business. This should include customer check-in protocols; process and location for receiving vendor deliveries during business hours; identification by name of the Point-of-Sale System (POS) and the number of locations in which they will use the POS in the store. In addition, the plan must demonstrate the number of customers to be served per hour per day and the staff needed to handle the customer volume during those times. Finally, should the plan propose utilizing a delivery service as part of the business model, the plan must describe delivery service procedures, number of vehicles, and product security during transportation and delivery.	120
1.7	Fully describe cash handling procedures, including methods of limiting the amount of cash on the premises and a detailed plan for the safe handling and transfer of cash, including a staggered schedule for transfers.	Required information

1.8	Fully describe inventory control procedures to include, point-of-sale, and track and trace software, and the role, if any, of the surveillance camera system in those procedures.	Required information
1.9	Include business formation information and all related documents filed with the California Secretary of State.	Required information
1.10	If applicable, please describe the percentage of vaping products anticipated and the brands that will be incorporated as part of the business model. Note that the City Council may consider a ban on vaping products in the near future. Said ban would likely apply to all existing and new cannabis businesses	Required information
1.11	Provide a timeline for securing all necessary City approvals (City Cannabis License, Design and Site Review approval, Administrative Permit, business license, building permits, construction completion) state license, and commencement of operations.	Required information

	<b>Section B. Labor &amp; Local Diversity (20%)</b>	<b>Possible Points</b>
	<i>These criteria will examine how the Applicant describes their labor agreements, employee benefits, involvement in the Concord community, and diversity in the ownership and personnel that they hire for the business in the City.</i>	<b>Total Points 400</b>
2.1	Applicant provides evidence that they will agree or have already agreed with a Local Union on a labor agreement that meets the state minimum requirements.	Required information
2.2	The Applicant demonstrates how their business ownership, operations, and hiring practices benefit those who are underrepresented in the community.	100
2.3	The Applicant has a demonstrated track record prior to January 1, 2020 of community involvement in Concord or Contra Costa County philanthropic organizations, or otherwise improving the Concord community and economy. Up to 50 points will be awarded for community	100

	involvement outside of Contra Costa County and up to 100 points for involvement in the Concord community.	
2.4	The Applicant demonstrates a commitment to, and has a plan for, hiring locally, providing a Living Wage <sup>1</sup> in Contra Costa County, health care, and other employee benefits packages. In addition, the plan describes how the company will help employee growth through continued education and training programs.	100
2.5	The Applicant clearly describes the number of employees using an organizational chart, or other format, which illustrates the employees' title/position and a brief description of their respective responsibilities.	100

	<b>Section C. Neighborhood Compatibility Plan (20%)</b>	<b>Possible Points</b>
	<i>These criteria will examine how the Applicant addresses proactively and responds to complaints to neighborhood nuisances related to noise, light, odor, litter, vehicle, and pedestrian traffic.</i>	<b>Total Points 400</b>
3.1	The plan identifies a Community Relations Officer who will be responsible for addressing and mitigating any complaints from citizens, customers, and other business in the area. The plan outlines the mitigation process.	100
3.2	The plan describes how the business will avoid becoming a nuisance or having impacts on its neighbors and/or the surrounding community as it pertains to noise, light, odor, litter, vehicles, crime, loitering, illegal consumption of cannabis on the property including parking areas, access to youth, and pedestrian traffic.	100
3.3	The plan describes the staff training program on the appropriate protocols for interacting with community members near the cannabis business, especially as it pertains to the illegal sales to minors, handling of products, budtender/associate sales staff consultation training, loitering,	100

<sup>1</sup> <https://livingwage.mit.edu/counties/06013>

	and others that frequent the parking lots and surrounding premises.	
3.4	The plan describes how the operator will comply with state licensing requirements regarding the proposed signage and exit packaging (how the product is packaged for the purchaser in order to take it out of the store or receive a delivery), noting the City of Concord's restrictions on public consumption of cannabis products and prohibiting access to youth.	100

	<b>Section D. Community Benefits and Investment Plan (20%)</b>	<b>Possible Points</b>
	<i>Applicant should describe any revenue that Applicant offers to provide to the City for provision of community benefits and to further support public costs of regulation, oversight, and/or impacts of operations.<sup>2</sup></i>	<b>Total Points 400</b>
4.1	The business has committed to provide up to four hours of volunteer time per month per employee/owner to directly aid, participate in, or assist with sponsored activities, non-profits, or community-based organizations and/or civic or social services. Twenty-five (25) points will be awarded for each hour committed to by the business per month per employee/owner.	100
4.2	The business has committed to provide 1% or more of their gross revenue or at a minimum \$20,000 annually for community benefits to be distributed by the City Council.	120
4.3	The business has committed to provide up to 5% of their gross receipts in financial incentives to the City. Thirty-six (36) points will be awarded for each 1% committed up to the maximum points allocated to this category.	180

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<sup>2</sup> Voluntary revenue contributions proposed by Applicant under this section would be set forth in negotiated contractual agreements that Applicant wishes to enter into with the City, such as a Community Benefits Agreement or Development Agreement.

	<b>Section E. Preliminary Safety and Security Plan</b>	<b>Possible Points</b>
	<p>Pursuant to CMC 5.80.040(13) and Government Code Section 6254(f), Safety and Security Plans marked as "Confidential" will not be disclosed to the public or in response to a Public Records Act request without the consent of the applicant.</p> <p><i>The Preliminary Safety and Security Plan should consider all possible fire, medical and hazardous situations. Please provide a detailed description for each criterion; <b>complete policy/procedures manuals are not required at this point of the application process.</b></i> If selected through the competitive process and invited to apply for a City Cannabis License, a complete Safety, Security, and Theft Prevention Plan will be required pursuant to CMC 5.80.</p>	<b>Pass/Fail</b>
5.1	Provide name(s) of the professional fire prevention and suppression consultant(s) that will be used to prepare the safety plan.	Required information
5.2	Identify all gases and/or chemicals proposed to be used.	Required information
5.3	Identify fire alarm and monitoring system intended for use.	Required information
5.4	Describe the proposed accident and incident reporting procedures.	Required information
5.5	Describe the proposed evacuation procedures.	Required information
5.6	Provide name(s) of the professional security consultant(s) that will be used to prepare the security plan.	Required information
5.7	Fully describe cash handling procedures, including methods of limiting the amount of cash on the premises and a detailed plan for the safe handling and transfer of cash, including a staggered schedule for transfers.	Required information
5.8	Preliminary Premises (Security) Diagram. In addition to diagrams submitted for other sections of the application, applicants shall submit a preliminary premises diagram	Required information

	<p>which, focuses on proposed security measures and how they relate to the overall business. (Pursuant to Bureau of Cannabis Control regulations, Title 16, Division 42, §5006 and CCR Title 17, Division 1, Chapter 13, § 40105, Premises Diagram, as applicable). The diagram shall be accurate, dimensioned and to scale (minimum scale ¼”).</p>	
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	<b>Section F. Odor Control and Waste Management Plan</b>	<b>Possible Points</b>
	<p>Pursuant to CMC 5.80, there are specific requirements for Cannabis businesses related to Odor Control and Waste Management.</p> <p><i>Odors shall be contained within the licensed tenant space on which the commercial cannabis activity is located. Cannabis licensees shall prevent all odors generated from the cannabis use from permeating buildings to the extent that odor cannot be detected by a reasonable person of normal sensitivity outside the buildings, on adjacent properties or public rights-of-way, or within any other unit located within the same building as the cannabis licensee, if the use only occupies a portion of a building.</i></p> <p><i>Disposal of cannabis, cannabis products, and cannabis waste shall occur in accordance with state law. All indoor and outdoor trash receptacles shall be locked and secured in manner to prevent tampering, theft, and/or removal of any cannabis refuge or the trash receptacle.</i></p>	<b>Pass/Fail</b>
6.1	Identify potential sources of odor.	Required information
6.2	Describe odor control devices and techniques employed to ensure that odors from cannabis are not detectable beyond the licensed premises.	Required information
6.3	Describe the waste management plan. The plan shall include waste disposal locations, security measures, methods of rendering all waste unusable and unrecognizable, and the vendor in charge of disposal. Describe the waste management plan for unfit/rejected cannabis.	Required information
6.4	Describe all proposed staff training, and system maintenance plans related to waste management and order control.	Required information