

MAC Scoring Criteria (revised March 30, 2021)

The Mayor's Marijuana Advisory Committee (MAC), a staff-level committee, will review adult-use marijuana applicants and recommend selected applicants to the Mayor who will decide who the City will enter into Host Community Agreements (HCAs) with. The MAC will assess each application against a set of community priorities, as identified in this MAC Scoring Criteria, to make their recommendations. Applicants can receive a score from 1 – 5 (1 being the lowest score and 5 being the highest score), in each of the four categories below.

1. **Location:** location within an approved zoning district, appropriate/best use of space, and appropriate access. The MAC will also consider:
 - How proposals adhere to local standards, maintain cohesion with existing city structures, and compatibility with the neighborhood. Locations within existing main streets and neighborhood squares are more desirable than locations far from other retail centers.
 - Proximity of other HCA recipients and the clustering of marijuana establishments. More than two approved establishments in an area is considered a cluster.
 - Access & circulation impacts (including pedestrian, bicycle, and vehicular).
2. **Physical Space:** proposed plan respects surrounding area, design and signage, flow of operations, crime prevention through environmental design strategies (CPTED), and security.
3. **Operations/Industry Knowledge:** hiring of local residents; familiarity with operating in highly controlled industries. The MAC will also consider:
 - The use of minority- or woman-owned businesses throughout the design and construction period, which may include but not be limited to architecture, engineering, and construction.
 - The extent to which the person(s) running the entity have been negatively impacted by the war on drugs.
4. **Community Impact:** proposed operations that focus on community education; partnerships with local ancillary businesses. The MAC will also consider:
 - The longevity/legitimacy as a Somerville resident and their involvement with local community organizations.
 - The number and types of community organizations with which the applicant has begun building relationships.
 - The longevity/legitimacy as a community leader outside of Somerville and their plans for getting similarly involved within Somerville.

In addition to the criteria listed above, the community has expressed the following priorities that the City expects to include in HCAs:

- Marijuana establishments should advertise job openings in the areas of Somerville more economically disadvantaged as well as ensuring that advertisements are published in Spanish, Portuguese, and Creole.
- Marijuana establishments should hire individuals formally incarcerated for marijuana offences as well as commit to employing at least 30% of their staff that fall under any of the following categories:
 - 1) Somerville resident of African American decent
 - 2) Somerville resident of Latino decent
 - 3) Somerville resident who is a veteran
 - 4) State-approved Economic Empowerment Applicants
 - 5) Individuals formally incarcerated for a marijuana offence