



REVOLUTIONARY
★ ★ ★ ★ CLINICS ★ ★ ★ ★

Cambridge Special Permit Meeting

541 Mass Ave

11/12/19

541 Mass Ave, Cambridge



RevClinics' Operations

- We are a local company, founded in MA, run by MA employees with no operations outside of MA
- We have created over 160 new jobs in MA; 20 now in Cambridge; we will hire an additional 30 people in Cambridge when our stores become collocated adult use so 50 new jobs created in Cambridge in 2 years
- Our pay scale is 30% higher than other service industry jobs and the highest in our industry
- We provide full medical benefits
- Free transit benefit for all employees

RevClinics' Operations

- Minority employees currently represent 34% of our team. The goal is at least 50%
- We have the highest customer service ratings in our industry and were voted Best Dispensary in New England in 2019
- We founded Alternative Treatment for Veterans (ATV) to help our wounded heroes
- We have semi-annual food drives at each store
- We also commit to supporting multiple local charitable organizations

Our leaders in Cambridge



Keith Cooper – CEO
Grew up in
Watertown
Lived in Cambridge
for 6 years



Shaka Ramsay – VP
Retail
Cambridge Resident



Gary Perry
Community Relations
Grew up in
Cambridge



Jenn Paladino
Store Manager
Alewife



Tom Schneider
Marketing

RevClinics' Operations...2019 Donations

Date	Num	Name
02/01/2019	102	Veterans Alternative Healing Inc.
03/04/2019	5818	Mass Patient Advocacy Alliance
03/13/2019	5898	East Somerville Main Streets
03/13/2019	5899	Groundwork Somerville Inc.
03/13/2019	5900	The Welcome Project
03/13/2019	5901	The Center for Teen Empowerment
03/13/2019	5902	Somerville Homeless Coalition
03/26/2019	2426	Mass Patient Advocacy Alliance
04/06/2019	Ccard	American Liver Foundation
04/10/2019	Ccard	Association of Cannabis Specialists

RevClinics' Operations...2019 Donations

04/23/2019	6137	Margaret Fuller House	↑
04/23/2019	6138	Cambridge YWCA	↑
04/23/2019	6139	Salvation Army Cambridge	↑
04/23/2019	6140	Cambridge Economic Opportunity Committee	↑
05/15/2019	Ccard	Food for Free	
05/23/2019	collection	Toys AUcross America	
06/07/2019	join	Central Square Business Association	
07/10/2019	6141	Cambridge Carnival International	↑

RevClinics' Operations

- We have 2 medical stores open (Somerville and 110 Fawcett) and one preparing to open in December (541 Mass Ave)
- We help over 8,000 patients deal with stress, pain and other issues without narcotics
- We will continue to serve and prioritize medical patients in both Cambridge collocated stores
- We will be the only cannabis store investing in serving patients in Central Square and Alewife
- We offer medical discount pricing programs to assist those with financial hardships
- We will have separate lines and set aside 35% of our inventory for medical patients

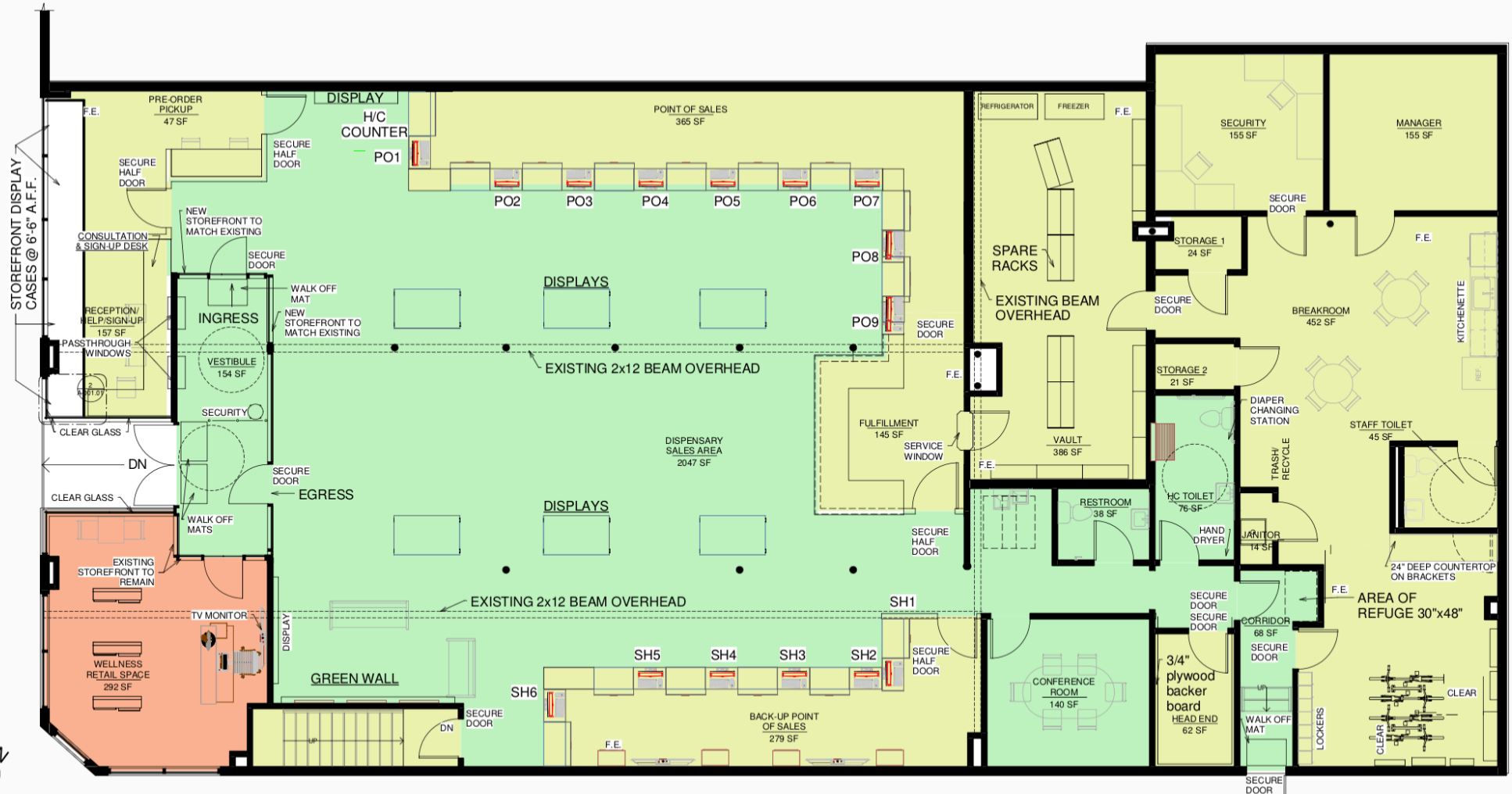
OWNER:
 Revolutionary Growers,
 1 Oak Hill Road
 Fitchburg, MA 01420

No.	Description	1:
2	Activated corner, revised front display cases and entry vestibule	1:
5	Planning Board responses	0:
7	Bathroom Reconfiguration	0:
8	Sales Counter Reconfiguration	0:
9	Fulfillment Soft, 2 additional POS stations, Exterior Signage	0:



PROJECT
 541 Mass Av
 Cambridge, MA 02139
 Proposed Floor Plan

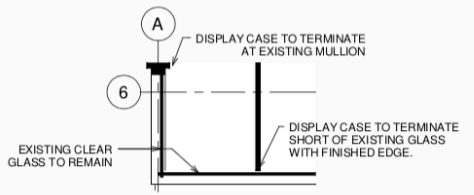
Date
 Project number
 Drawn by L.
 Checked by B.
 A-001.



Floor Plan Legend

- Limited Access
- Public Area
- Restricted Area

1 PROPOSED FLOOR PLAN
 1/4" = 1'-0"



2 CORNER STOREFRONT DISPLAY CASE
 1/2" = 1'-0"



Security Protocol...RevC Has Real Experience

- Lantel and ACT, the same teams we have used at multiple locations
- We have an exceptional security record already:
 - We have operated 2 stores for a total of 40 months with no serious security issues
- Live plain clothes security guards are on site during all hours of operation
- Perimeter security, motion sensors, alarms, and video surveillance are all in place and approved by the CCC
- Duress, panic, and hold-up alarms are located strategically throughout the facility and approved by CCC
- Products are located in locked, secure vaults under video surveillance.
- Only designated staff have access to the vault, with layered access badges

Customer Education...An Extension of What We Already Do At Two Other Stores

FIRST VISIT

- Customer will go through an intake process that provides information on cannabis regulations, how to safely consume, store and transport cannabis and information regarding strains, dosage and effects. They are also warned that consumption at the store and in many city areas is prohibited.

VISUAL MATERIALS

- Flyers, pamphlets and other material produced in collaboration with the Cambridge Public Health Department will be available in the waiting/education area.

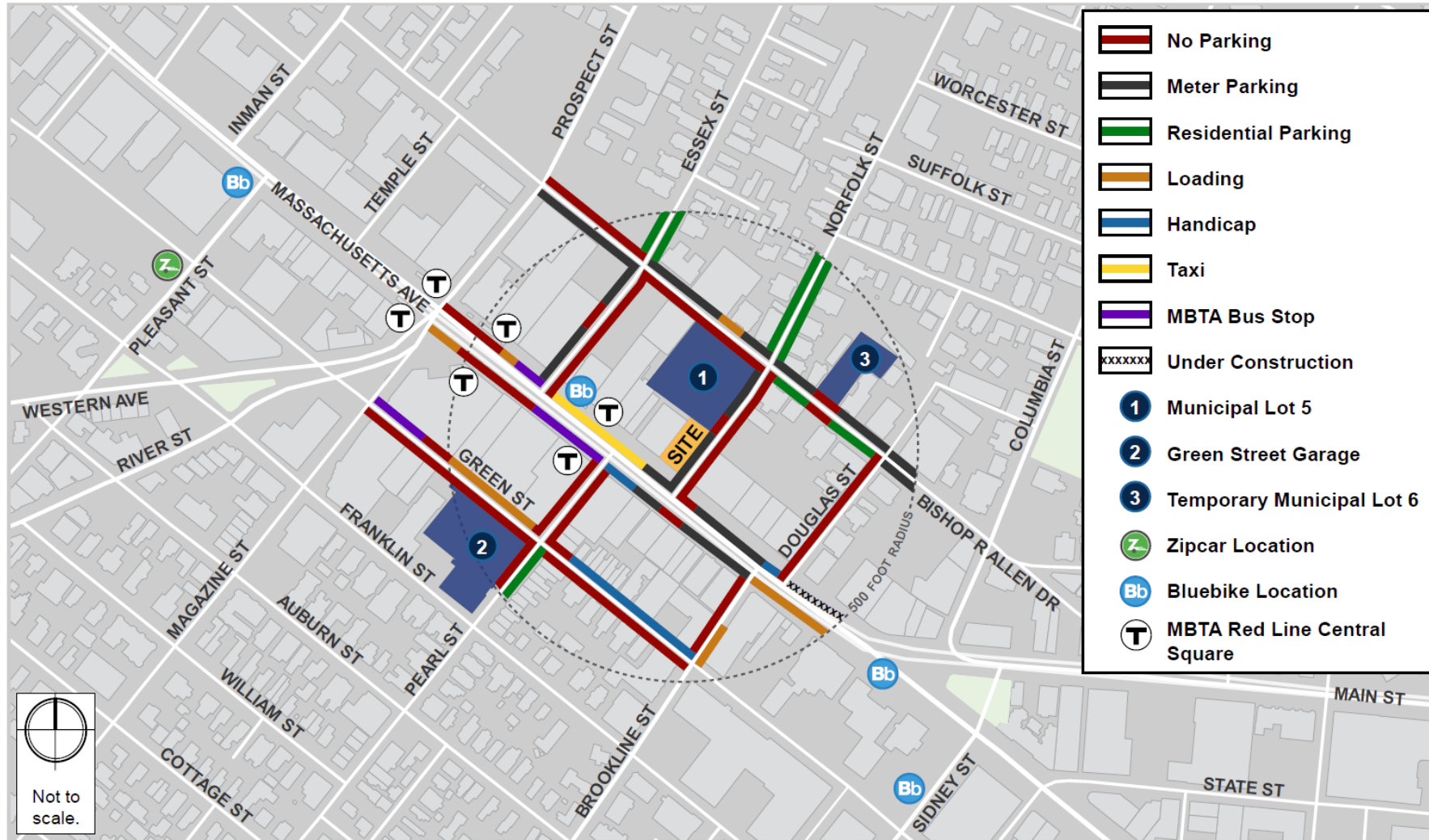
AUDITORY REMINDERS

- Our staff educates customers at the point-of-sale about how to safely store, consume and transport cannabis.

TAKEAWAY MATERIALS

- Product safety guides and general informational material will be placed in each bag to ensure customers have access to safety materials when they intend to utilize the product.

Transportation Options



Not to scale.



Transportation Options Summary

■ < 5-minute Walk

- Red Line (Central)- Alewife to Ashmont/Braintree
- MBTA Bus
 - 1 - Harvard/Holyoke Gate to Dudley Station via Mass Ave
 - 47 – Central Square to Broadway Station
 - 64 – Oak Square to University Park or Kendall/MIT
 - 70/70A – Waltham to University Park
 - 83 – Rindge Avenue to Central Square via Washington St
 - 91 – Sullivan Square to Central Square via Washington St



Parking Availability and TDM Measures

Engineers + Planners

- **No Employee Parking – encouraged to take alternative modes of transportation**
- **480 nearby on-street parking spaces (within 500 feet radius)**
 - Weekday demand ranges from 57% to 94%
 - *Peak: At 12:00 p.m.*
 - Weekend demand ranges from 67% to 73%
 - *Peak: At 3:00 p.m.*
- **MBTA Pass for employees**
- **Bluebikes membership for employees**
- **Bike Storage**



Operational Plan to Prevent Disruption

- Entry on an appointment-only basis for as long as needed
- Incentivizing the use of the MBTA, MASCO M2 shuttle, Blue Bikes, or other public transportation to help reduce the automobile footprint
- Eliminate lines by using QLess, a bi-directional communication software that allows us to manage queueing, schedule appointments, notify customers of delays and provide coupons to incentivize visiting area businesses
- Notifying Uber and Lyft that drop-off location is Municipal Lot No.5
- An intensive local hiring initiative so that most employees can walk or bike to work
- Proactively educating our customers about public transportation, biking, parking, and other practices through a map on our website

Operational Plan to Prevent Disruption

- Coordinate with Cambridge Police Department and TP&T during initial opening for a plan
- We will create a PR plan for the media in collaboration with the City to help change behavior
 - Press releases and local ads
 - Proactively educating our customers about public transportation, biking, parking, and other practices
 - Educate customers about our appointment scheduling

RevClinics is Opening Soon at 541 Mass Ave! What You Need To Know

- Please go to our web site to sign up for an appointment
 - www.revclinics.org
- You may also order online and come on in for a quick pickup
- There is NO PARKING at our facility
- Walking, MBTA and bicycles are the best way to reach our store
 - Find “Ride Share” Blue Bike station locations nearby:
<https://member.bluebikes.com/map/>
 - Red Line Subway Train to Central Square Station:
<https://mbta.com/schedules/Red/line>
 - Bus Lines with stops on Massachusetts Ave. in Central Square: [47 Line](#), [CT 1 Line](#), [64 Line](#), [1 Line](#), [70 Line](#), [70A Line](#)
 - Other Bus Lines walking distance to Central Square: [83 Line](#), [91 Line](#), [64 Line](#)

Qless Queue Management System

Qless (www.qless.com) is a queue management system currently being utilized by Garden Remedies and is an elegant solution for keeping the sidewalks around our Cambridge dispensaries line free.



Operational Plan Continued

- We will work with TP+T and the Cambridge Police Department on a specific plan for the initial opening period
- No offsite deliveries will be made from this location to customers.
- Loading and deliveries will occur in legal loading zone or parking spaces with access through the Project's secure door on Norfolk Street
- We will provide the City funding to install three bicycle racks in the neighborhood prior to the issuance of the Project's Permit for the Cannabis Retail Store use

Operational Plan Continued

- We provide 100% MBTA T-Pass subsidies to all employees.
- We will offer all employees Gold-Level Bluebikes bikeshare membership
- We provide lockers for employees that walk or bike to work.
- We have available an air pump and bicycle repair tools for employee and customers to use
- The store manager is the designated Transportation Coordinator (TC) to manage the implementation of TDM measures and a transportation monitoring program if required. The TC will:
 - Post in a central and visible location (i.e., lobby for customers, break room for employees) information on available non-automobile services in the area

Operational Plan Continued

- Compile and provide up-to-date transportation information explaining all commuter options to all employees
- Provide customers with sustainable transportation information to access the site
- Provide and maintain information on our public website, newsletters, social media, etc. on how to access the site by all modes, with emphasis on sustainable modes
- Participate in any TC training offered by the City or local Transportation Management Association
- If requested by TP+T or the Community Development Department (CDD), we will provide TP+T and CDD information on employee and customer travel modes

Operational Plan Continued

- Provide a one-time contribution to the City toward transportation, parking, transit and/or bicycle improvements to support non-automobile travel modes for employees and customers and to mitigate the Project's traffic and parking impacts on the surrounding area.
- We saw the recommendation and respectfully recommend that we have already contributed \$35k per store and we offer an additional \$35k/store (A total of \$70k per location) as long as these contributions are not in breach of Federal or State rules and laws

Additional Positive Impact (Both locations)

Our Full Time Community Outreach Director is speaking with various local organizations about ways we can help the community

- Collaborating with CDX Analytics, and other companies to execute job fairs within targeted areas of disproportionate impact
- Developing a streamlined hiring program which encompasses hiring from the CCC social equity program “Re-entry track”
- Working with local community organizations like Margaret Fuller neighborhood house to identify candidates for employment
- Scheduling regular monthly volunteering contributions through
 - Cambridge Economic opportunity committee.
 - Margaret fuller neighborhood house
 - Cambridge Food for Free
 - Coast Kitchen
 - Cambridge Community Center
- Displaying artist work from areas of disproportionate impact, receiving 0% of the artists sales