



September 5, 2018

Dear Potential Applicants,

On behalf of the Cannabis Control Commission (Commission), thank you for showing interest in the Social Equity Program. Your feedback has helped shape and improve the first statewide program of its kind in the nation. Based on requests for clarity, the Commission has provided additional details below about the program and the Request for Qualifications (RFQ) process.

The [Social Equity Program](#) is designed to build a pathway for individuals and businesses that wish to shape, enter, and support a robust adult-use cannabis marketplace regardless of their desired level of involvement or area of specialty. The two-phase program focuses on those most affected by marijuana prohibition and helps applicants re-imagine how they can contribute to the newly legalized industry. The overall mission of the Social Equity Program is to decrease the disparities in life outcomes for these individuals and improve the quality of life in areas of disproportionate impact by:

- Reducing barriers to entry in the commercial cannabis industry;
- Providing professional, technical services, and mentoring for those facing systemic barriers; and
- Promoting sustainable, socially, and economically reparative practices in the commercial adult-use marijuana industry in Massachusetts.

## **PHASE ONE**

The first phase of the Social Equity Program is the procurement process, or the RFQ, which enables individuals and businesses to become early service providers in the growing adult-use industry. The Commission sought those interested in developing face-to-face and on-demand curricula and offering professional training, technical assistance, and mentoring to eligible recipients. Those that are selected through the RFQ process will be compensated for their contributions.

The Commission intentionally designed the RFQ to be wide ranging and flexible, allowing service providers creative autonomy over their curriculum, content, program duration, and other critical details under an outlined scope of services. This opportunity extended to individuals or entities not intimately versed in Commonwealth procurements, or not equipped with resources that established businesses may already have and interested individuals and businesses were encouraged to submit responses to the RFQ by September 7, 2018 at 5:00 PM. Selected providers, moving on in the process, were evaluated and announced October 18, 2018.

## **PHASE TWO**



Upon conclusion of the RFQ process, the application for Social Equity Program, or those who are looking to receive professional training, technical assistance, and mentoring, will become available. To be eligible for this portion of the program, individuals must meet at least **one** of the following criteria:

- Have resided in an area of [disproportionate impact](#) for at least 5 of the past 10 years and current income may not exceed [400% of federal poverty level](#); or
- Have a past drug conviction and a resident of Massachusetts for at least the preceding 12 months; or
- Have been married to or the child of a person with a drug conviction, and a resident of Massachusetts for at least the preceding 12 months.

The application will take nine steps, be digitally accessible through the Commission's website, and stay open indefinitely. Those who sign up for the Commission's [Social Equity Mailing List](#) will receive an email alert when the application becomes available as well as a PDF preview that allows applicants to see the application in its entirety as they prepare to fill it out.

Once qualified service providers are selected and applicants are accepted, they will be paired based on a [track system](#). Tracks will be chosen based on the applicants' interests in the cannabis industry, their current skills, and the outcomes they are seeking to gain from the program. The tracks are as follows:

- **Entrepreneur** - Those seeking licensure and ownership
- **Core** – Those interested in cannabis careers at Marijuana Establishments at the managerial and executive level
- **Re-Entry & Entry Level** - Those reentering society and those with entry-level experience (0-2 years)
- **Ancillary** - Those with existing skills that are directly transferable to working with or supporting cannabis businesses, including inventors and developers of new cannabis accessories and tools.

For more information about the Social Equity Program and the RFQ process, please visit the Commission's [dedicated webpage](#), review the RFQ [Frequently Asked Questions](#) or [contact](#) Shekia Scott, Director of Community Outreach.

Thank you,

Shekia Scott  
Director of Community Outreach