

Social Equity Plan - Scoring Rubric							
Company Name(d/b/a):		Contact Name:			Reviewer:		
Credential Number:		Contact Email:			Date:		
Criteria/Requirements	Does not address criteria or does not appear to have adequate understanding of requirement.	Somewhat addresses the criteria but does not provide complete or comprehensive information.	Minimally meets criteria with substantial room for improvement.	Meets criteria.	Meets criteria and provides additional context or thoughtful insight/analysis	Score	Reviewer Notes
1) Letters of Support. At least three Community Stakeholders or Community Members who attend a Community Engagement Event must submit a letter in support of the initiatives proposed by the company. SEC will not approve boilerplate letter forms prepared by legal representatives of the Cannabis Establishment and signed by all Community Stakeholders/Members. The statements in the letter must be genuine, credible, and must come from the Community Stakeholders/Members themselves and must provide a summary of the reasons underlying the support. In addition, the letters must express a clear understanding of the issues that the Social Equity Plan intends to address. SEC will weigh the credibility of each support letter at its own discretion. Letters must be addressed to the SEC or its Executive Director. The letters of support must be submitted by the following types of persons or organizations: - One current elected official who represents the Target DIA. - A representative of an organization that provides programs and services to the specific Target DIA community. - A Community Member who attended a Community Engagement Event. Each letter of support must include the contact information of the Community Stakeholder/Member, including name, address, phone number, and email for the SEC's discretionary use in confirming support or questions regarding support for the Social Equity Plan. NOTE: Failure to submit at least three letters of support will result in automatic denial of the Social Equity Plan.	N/A	N/A	N/A	N/A	The company submitted three letters of support, each of which were deemed acceptable as they meet the following standards: - They are do not standardized/boiler plate language from a legal representative - The statements made in the letter are genuine, credible, and come from the community stakeholders themselves - The letters express a clear understanding of the issues that the SEP intends to address - The letters were submitted by the following types of individuals: one current elected official representing the Target DIA, a Community Member who attended a Community Engagement Event, a representative of an organization that provides programs and services to the Target DIA - The letters include the contact information of the Community Stakeholders/Member.		
	0 points	3 points	5 points	8 Points	10 points		
2) The Statement of Purpose serves as an introduction to the mission of the company's Social Equity Plan. It should describe the systemic inequalities and community "gaps" that the company has identified through its Community Engagement and how the purpose aligns with the Social Determinant of Health informed themes. The SEP should also identify which of the "gaps" the company intends to target as part of their social equity initiatives, the Target DIA to which the plan is being written to, and it explains how these initiatives tie into a Social Determinants of Health theme to mitigate past harms and improve future outcomes.	The statement of purpose neither identifies the Target DIA nor contains information regarding systemic inequalities and community gaps to be targeted by the company's initiatives.	The statement of purpose identifies the Target DIA but does not describe the systemic inequalities and community gaps identified through its Community Engagement nor which gaps it intends to target as part of its initiatives.	The statement of purpose identifies the Target DIA and describes the systemic inequalities and community gaps identified through its Community engagement, but does not describe target initiatives.	The statement of purpose identifies the Target DIA and describes both the systemic inequalities and community gaps identified through its Community engagement, and which are target initiatives.	The statement of purpose identifies the Target DIA and describes both the systemic inequalities and community gaps identified through its Community engagement, and which are the target initiatives. Additionally, it explains how these initiatives tie into a Social Determinants of Health theme to mitigate past harms and improve future outcomes.		
	0 points	3 points	5 points	8 Points	10 points		

3)	<p>Community Engagement: The purpose of the Community Engagement is to gain insight into community needs and areas of desired improvement from those who live and work in the Target DIA. The company shall use the results of this inquiry to identify the "gaps" that they intend to target as part of their social equity initiatives. The company must use two or more of the following methods to conduct this assessment:</p> <ul style="list-style-type: none"> - Community "town hall" meetings which engage community input - Written or electronic surveys/questionnaires distributed at community events, places of worship, apartment complexes, through social service organizations, and other similar community representative groups. - Focus Groups or charettes that include community members such as local elected councilmembers or aldermen, organizations/charities serving the DIA, local businesses, or other local individuals who demonstrate a deep understanding of socio-economic or cultural issues. <p>Documentation to support these activities should include:</p> <ul style="list-style-type: none"> - A narrative description of the Engagement Event and its results. - A narrative description of the company's SEP mission as a result of the Engagement Event. - Copies of surveys, questionnaires, meeting minutes, and a summary of the results. - For any events, information on date, time, agenda, activities, number of attendees, and meeting minutes. - For surveys and questionnaires, information on method of distribution, number of participants, and summary of results. 	<p>The company did not provide any evidence to support the completion of a community engagement event.</p>	<p>The company presented limited evidence that it conducted a community engagement event (CEE). Only one of the following was provided:</p> <ul style="list-style-type: none"> - A narrative description of the CEE and its results - Copies of surveys, questionnaires, and/or meeting minutes - For events: Information on the date, time, agenda, activities, and/or number of attendees. - For surveys/questionnaires: information on the distribution, number of participants, and summary results 	<p>The company presented limited evidence that it conducted two CEE. A narrative description of the CEEs and its results as well as one of the following were provided for each event:</p> <ul style="list-style-type: none"> - Copies of surveys, questionnaires, and/or meeting minutes - For events: Information on the date, time, agenda, activities, and/or number of attendees - For surveys/questionnaires: information on the distribution, number of participants, and summary results. 	<p>The company presented evidence that it conducted two CEE. A narrative description of the CEEs and its results, as well as two of the following were provided for each event:</p> <ul style="list-style-type: none"> - Copies of surveys, questionnaires, and/or meeting minutes - For events: Information on the date, time, agenda, activities, and/or number of attendees - For surveys/questionnaires: information on the distribution, number of participants, and summary results. 	<p>The company presented substantial evidence that it conducted two CEE, a narrative description of the CEEs and its results, and all of the following were provided for each event:</p> <ul style="list-style-type: none"> - Copies of surveys, questionnaires, and/or meeting minutes - For events: Information on the date, time, agenda, activities, and/or number of attendees - For surveys/questionnaires: information on the distribution, number of participants, and summary results. 		
		0 points	3 points	5 points	8 Points	10 points		
4)	<p>Community Stakeholders Interviewed. Along with conducting Community Engagement Events, determining the equity goals to address the needs of the Target DIA, and the appropriate types of initiatives to implement these goals, the cannabis business must interview at least three (3) Community Stakeholders to receive their feedback on the Equity Goals and related Equity Programs being considered by the cannabis establishment.</p> <p>Documentation to support these interviews should include:</p> <ul style="list-style-type: none"> - A list of identified stakeholders - Explanation of any stakeholders that are unwilling to participate, especially due to Federal prohibition concerns. - For each stakeholder interviewed, documentation to include: <ul style="list-style-type: none"> - Name. - Phone Number. - Email Address. - Age Group. - Community Affiliation. - Concerns/desires of person interviewed with regard to overarching SEC themes. - Biggest takeaways and conclusions from interview. - Documentation provided on SEC Interview Form for each interviewee. <p>Community Stakeholder Interviews must be provided on Community Stakeholder Interview Template.</p>	<p>The company did not provide a list of community stakeholders interviewed.</p>	<p>The company provided a list of identified stakeholders but did not provide all of the following:</p> <ul style="list-style-type: none"> - An explanation of any stakeholders that are unwilling to participate, especially due to Federal prohibition concerns - For each stakeholder: Name, age group, community affiliation, concerns/desires related to community needs, and biggest takeaways and conclusions from interview. 	<p>The company provided all of the following for one to two stakeholders:</p> <ul style="list-style-type: none"> - An explanation of any stakeholders that are unwilling to participate, especially due to Federal prohibition concerns - For each stakeholder: Name, age group, community affiliation, concerns/desires related to community needs, and biggest takeaways and conclusions from interview. 	<p>The company provided all of the following for three to four stakeholders:</p> <ul style="list-style-type: none"> - An explanation of any stakeholders that are unwilling to participate, especially due to Federal prohibition concerns - For each stakeholder: Name, age group, community affiliation, concerns/desires related to community needs, and biggest takeaways and conclusions from interview. 	<p>The company provided all of the following for five stakeholders:</p> <ul style="list-style-type: none"> - An explanation of any stakeholders that are unwilling to participate, especially due to Federal prohibition concerns - For each stakeholder: Name, age group, community affiliation, concerns/desires related to community needs, and biggest takeaways and conclusions from interview. 		
		0 points	3 points	5 points	8 Points	10 points		
5)	<p>Minimum of Two Goals/Programs.The company will establish a minimum of two goals they wish to achieve through the implementation of their SEP. These goals should align with the information gathered from the Community Engagement and Stakeholder Interviews and should be directly addressing the identified "gaps" brought forward by the community. These Goals should relate to the Social Determinants of Health Informed Social Equity Themes, and should support existing community programs related to these themes.</p> <p>The example themes are:</p> <ul style="list-style-type: none"> - Reentry/reintegration support for formerly justice-impacted individuals (education, employment training & opportunities). - Increase engagement with early childhood and youth development initiatives. - Increase engagement with elderly support initiatives. <p>Goals/Programs can be achieved through financial contributions, volunteer hours, in-kind donations, or other methods of support to community organizations with the goal of helping the Target DIA identified in the statement of purpose.</p> <p>Goals/Programs must be provided on Social Equity Programs Template.</p>	<p>The company did not outline any goals.</p>	<p>Outlines one community goal based on Community Engagement.</p>	<p>Outlines two goals/programs. SEP explains how the establishment will help communities based on the Community Engagement, however the Social Equity Programs Document is not included.</p>	<p>Social Equity Programs Document is provided and fully filled out for each goal. Additionally:</p> <p>Social Equity Theme is identified Social Equity Goal is identified Social Equity Program is identified.</p>	<p>Social Equity Programs Document is provided and fully filled out for each goal. Additionally:</p> <ul style="list-style-type: none"> - Social Equity theme is identified, and justification of why this theme was chosen is explained - Social Equity Goal is identified, and justification of why this goal was picked via Community Engagement is provided - Social Equity Program is identified, and anticipated long term benefit of the programs provided. 		

		0 points	3 points	5 points	8 Points	10 points		
6)	Metrics. Methods used to measure progress of the programs for success and improvement. Metrics can be data tables, surveys, etc. Specifically a way to track program success. The Company should address the key metrics they intend to track and the method by which they will track and gather data. The Company should also define the thresholds for success. E.g., graduation of X number of formerly incarcerated from a reintegration program. Metrics must be provided on Social Equity Programs Template.	The company did not provide a method through which it will measure progress of its initiatives.	States metrics will be collected, with no further explanation.	Methods used to measure progress of the programs for success and improvement are minimal. States a method, but does not explain how the metrics will be measured.	Outlines at least one specific method to measure progress of programs for each goal, and explains how metrics will be measured.	Outlines at least two specific methods to measure progress of programs for each goal, and explains how each metric will be measured.		
		0 points	3 points	5 points	8 Points	10 points		
7)	Timeline. Implementation of goals and completion of Social Equity Programs. Timelines can include milestone dates, do not need specific dates instead quarterly time frames for program completion. Timeline must be provided on Social Equity Programs Template.	The company did not provide a timeline for implementation of its goals and completion of its equity programs.	Timeline needs additional information only indicates an anticipated completion date, not steps to completion.	Timeline needs additional information has bi-annual dates of program completion.	Timeline demonstrates quarterly landmarks for the completion of programmatic milestones and provides deliverables for each quarterly landmark.	Timeline demonstrates quarterly landmarks for the completion of programmatic milestones and provides deliverables for each quarterly landmark. The timeline also elaborates on specific checkpoints in between the quarterly milestones.		
		0 points	3 points	5 points	8 Points	10 points		
8)	Team Member Responsible for the Plan Progress Evaluation. Identifies the name and contact information for the designated primary point of contact for the Social Equity Plan. Team member's role, responsibilities, and methods for tracking should be outlined.	The company did not identify a team member responsible for the plan progress evaluation.	Team member responsible for the plan is stated.	Team member is identified with contact information.	Team member is identified with contact information, and their roles and responsibilities regarding plan progress are outlined.	Team member is identified with contact information, their roles and responsibilities regarding plan progress are outlined, and how compliance will be tracked is explained.		
		0 points	3 points	5 points	8 Points	10 points		
9)	Public Feedback. The company describes avenues for the public to submit feedback on the SEP, including how they intend to share the SEP, obtain feedback, review, address, and respond to feedback or implement any changes. Effective ways to allow the public to submit feedback on the SEP (not limited to dedicated electronic mailbox/website/surveys/public comment opportunities etc.).	The company did not describe avenues for the public to submit feedback.	Mentions options for public feedback but does not detail how or in what quantity.	Mentions at least 1 method for public feedback, and states how the feedback will be received.	Mentions at least 2 methods for public feedback, and states how the feedback will be received. Details opportunities for in person or virtual public feedback.	Mentions at least 3 methods for public feedback, and states how the feedback will be received, and details opportunities for both in person and virtual public feedback.		
		0 points	3 points	5 points	8 Points	10 points		
10)	Commitment to Purchasing Goods and Services from certified MBEs. Commitment outlines a detailed plan to conduct business with DAS certified MBEs. Company must outline commitment using the MBE Template.	The company did not outline a plan to purchase from DAS certified MBEs.	The company makes a commitment to purchasing from DAS certified MBEs, but does not submit the MBE Commitment Form.	Submission of MBE Commitment Form is completed.	Submission of MBE Commitment Form is completed, additionally DAS MBE Certificates are provided.	Submission of MBE Commitment Form is completed, additionally DAS MBE Certificate are provided, and Contract/Service Agreement is provided.		
		0 points	3 points	5 points	8 Points	10 points		
						Total Score/Pass ≥ 80		