

Opening Day Plan

Patient Centric of Martha's Vineyard, Ltd. ("PCMV") shares the Town of Tisbury's goals of ensuring that all operations at its proposed facility are designed to optimize local safety, minimize impact to the surrounding neighborhood, and allow PCMV to operate harmoniously within the larger Tisbury community. PCMV anticipates opening for business with the hours 9:00 AM – 8:00 PM, Monday-Sunday.

I. Plan Goals

1. Ensure the safety of customers, employees, and surrounding abutters.
2. Minimize the impact of traffic flow on adjacent businesses and nearby streets.
3. Facilitate efficient parking lot operations to minimize back up on adjacent streets.
4. Implement efficient appointment systems to reduce initial traffic burdens.
5. Provide information to allow customers to get to/from the facility efficiently and safely.
6. Promote efficient coordination between PCMV, the Tisbury Police Department, and the Town of Tisbury.
7. Establish open lines of communication with abutters and nearby residents and local businesses.

II. Site Plan and Parking

1. Use of Parking Spaces

PCMV has access to eight exclusive spaces and a turn-around area (the "Turnaround") that are on site at its proposed location at 15 Mechanic Street, referred to as Lot A, and an additional five spaces located at 350 State Road, referred to as Lot B. Employees will be provided with incentives to park at the Park and Ride on High Point Lane or utilize a company shuttle option.

Customers will be directed to park in Lot A or Lot B based on the time of their appointment. The use of the lots will be staggered to ensure that there is a 15 minute buffer between appointments seeking to use the spots (for instance; 11:00 AM appointments will be directed Lot A; 11:15 AM appointments will be directed to Lot B; 11:30 AM appointments will be directed to Lot A ; etc.).

2. Suitability of Parking Spaces

As outlined in the enclosed **Traffic Impact Statement**, PCMV anticipates that at its peak hour, 13 vehicles will seek to utilize the dispensary parking lot. 13 parking spots are available for customer use during peak hours. PCMV anticipates that the average customer will be on site for less than 15 minutes.

Average Transaction Time	Peak Hour Customer Parking Requirements	Hourly Parking Availability (Assuming 15 min visit)
15 minutes (0.25 hr) – 4 turns	13 spaces will be required at PCMV’s parking lot at its peak hour of operations	13 spaces * 4 turns = 52 spots available for use each hour

3. Parking Lot Management

PCMV’s Parking Lot Attendant, stationed at the perimeter of the property, will be have a tablet with all scheduled appointments to avoid confusion at Lot A. The Parking lot attendant will direct vehicles to the appropriate parking lot and space.

Should a customer arrive at PCMV’s facility without an appointment, either on foot or by auto, they will be granted access if an appointment time is available. If an appointment is not available at that time, they will be directed to PCMV’s website to schedule an appointment.

When arriving by auto, if an appointment is not available, the Parking Lot Attendant will direct the vehicle to the Turnaround in order to exit the area.

III. Interior Facility Capacity and Management

1. Soft Opening Period

Should the Town desire it, PCMV will conduct a soft opening for the fledgling weeks of operation by only offering facility access to customers that have made an online appointment via PCMV’s website. Offering appointment only services will assist in preventing an overflow of customers, mitigating traffic impacts, educating customers about how to safely access the facility, and allowing for efficient operations inside of the retail establishment.

PCMV will meet with the Town after the first month of operations and determine how long a reservation-only system should be utilized based on demand, traffic, and operations. Should Town officials request that the reservation system be continued, PCMV will request monthly follow up meetings.

To book appointments online, customers will create an account on PCMV’s website. PCMV will also accept appointments via telephone. PCMV intends to utilize a service similar to Setmore which integrates online and live telephone scheduling.

2. Floorplate Capacity

PCMV's enclosed **Floor Plan** has been designed to accommodate high volume customer counts while protecting consumer privacy, optimizing customer experience, and preserving the flow throughout the retail facility.

Oversight over the number of customers in the facility will be the responsibility of security staff stationed at the entry and exit points of the facility. Staff will utilize a digital tally system for an accurate count of who is in the facility at any given time.

3. Queuing

PCMV will not allow physical queuing on the exterior of the facility.

For adult use customers, PCMV will employ a customer waiting system similar to what is used in restaurants. This system will be activated whenever PCMV is within five (5) customers of hitting capacity. PCMV anticipates utilizing an online queuing system such as Qminder to monitor the number of customers in the facility and customers awaiting service, which works utilizing the following protocols:

- a. Entry and exit attendees maintain constant facility counts utilizing cloud- based tally systems to have an accurate accounting of capacity limits at all times;
- b. When the facility is within five (5) customers of hitting capacity, PCMV will begin utilizing the exterior queuing system.
- c. When seeking entry, the attendant will notify the customer that they are on the wait list and asked to wait in their vehicle. Customers will be offered an anticipated wait time and notified via cell phone or buzzer when they may enter the facility. Customers who indicate that they walked or biked will be asked to wait inside the facility.

PCMV intends to utilize the above-noted queuing system as a part of its normal course of operations beyond the opening day plan.

4. Customer Flow

Entry Vestibule:

In accordance with 935 CMR 500.140(3), access to PCMV's facility is limited to individuals 21 years of age and older or patients and caregivers age 18 or older with an active Medical Use of Marijuana Program card. Customers will be required to ring an exterior video doorbell to gain access into the premises. Individuals will be required to show proof of identification into the video doorbell to gain entry. When the door is opened, an attendant will immediately register their entry into a digital

tallysystem.

Upon a customer's entry into the lobby, they will be required to provide proof of identification that is scanned via a card reader to confirm the form of identification is valid. An individual will not be admitted to the sales floor unless the staff member has verified that the individual is an appropriate age to enter the facility.

Retail Floor:

Once inside the retail area, adult use customers will enter a queue to obtain individualized service where they may select any of the products available to them with the help of a PCMV agent. A PCMV agent will remain permanently stationed at the queue to assist in directing them, as desired, directly to a point of sale terminal or to the dispensary floor for a personalized discussion with an agent.

Upon checkout, customers will be required to confirm their identities and age a second time. Checkout also activates the seed-to-sale tracking system that is compliant with 935 CMR 500.105(8).

In the event an agent determines an individual would place themselves or the public at risk, the agent will refuse to sell any marijuana products to the consumer.

IV. Dissemination of Traffic and Parking Information

PCMV will be sure to include clearly marked information about appointment-only periods, traffic and parking for its Tisbury facility on its website and social media channels. Although PCMV does not anticipate conducting any outbound media activities, it will include information about appointment requirements, traffic, and parking in its responses to inbound media requests should it receive any. A map of traffic flows will be provided.

PCMV will also provide this information to the Town of Tisbury and the Tisbury Police Department to post or share at its discretion.

Prior to opening, PCMV will send a mailing to the neighborhoods closest to the establishment to inform them about opening procedures and provide contact information that they may utilize to receive additional information or alert PCMV's management team about system inefficiencies.

V. Plan Evaluation

PCMV respectfully requests the opportunity to meet with representatives from the Town of Tisbury and the Tisbury Police Department to discuss traffic and queue management at the following times:

- Prior to opening the facility;

- One week after opening;
- Two weeks after opening or as needed in the month following opening;
- One month after opening;
- Two months following opening;
- Six months following opening; and
- Additionally, at the discretion of PCMV, the Town of Tisbury, and the Tisbury Police Department.

VI. Plan Utilization Following Opening Day Period

During any periods of high traffic or higher than expected volume following the opening period, PCMV will, independently or at the written request of Town officials or the Police Department, implement measures of the plan to ensure the facility is operating efficiently, safely, and in harmony with the surrounding community