



Rair

AU-R-000315
AU-R-000372
AU-R-000442

AU-R-000544
AU-R-000685
AU-G-C-000124

AU-G-C-000125
AU-G-C-000126

This entity qualifies for the Silver level tier of
the Social Equity All-Star Program



Rair Systems

Social Equity Plan

Social Equity Plan

Windsor Township OG, LLC (dba “Rair Systems” or “RAIR”) considers social equity to be one of its core company values. Accordingly, Rair Systems has created a Social Equity Plan to promote and encourage participation in the marihuana industry by people from communities that have been disproportionately impacted by marihuana prohibition and enforcement and to positively impact those communities.¹

Demonstration of Regulatory Compliance

Rair Systems’ Social Equity Plan is compliant with the following:

- The Michigan Regulation and Taxation of Marihuana Act (“MRTMA”).
- Administrative Rules promulgated by the Michigan Department of Licensing and Regulatory Affairs Marijuana Regulatory Agency (“Administrative Rules”).
- All other applicable state and local laws, regulations, ordinances, and other requirements.

Social Equity Program

The Michigan Regulation and Taxation of Marihuana Act (“MRTMA”) requires the Marijuana Regulatory Agency (“MRA”) to implement a Social Equity Plan to promote and encourage participation in the marihuana industry by people from communities that have been disproportionately impacted by marihuana prohibition and enforcement and to positively impact those communities.²

The MRA has published information about its Social Equity Plan (michigan.gov/MRA), including the following:

- Criteria used to select communities that have been disproportionately impacted by marihuana prohibition and enforcement;
- A list of the communities that have been disproportionately impacted by marihuana prohibition and enforcement;
- The requirements persons in those communities shall meet to utilize services and resources offered through the plan;
- The services and resources that are available to those communities and qualifying persons residing in and planning to operate a marihuana establishment in those communities; and
- Specific goals and objectives for the plan.

Moving forward, the MRA will be collecting data to measure its progress towards achieving the specific goals and objectives. The MRA has also published a list of services and resources offered through the plan, including:

- Education and outreach to the communities and potential applicants from these communities;
- Waiving or reducing fees for qualified applicants from the communities;
- Increased assistance with the application process for applicants from these communities; and
- Coordinating communities’, applicants’, and licensees’ utilization of resources that will allow participation in the marihuana industry.

¹ Marijuana Regulatory Agency, MRTMA Emergency Rule 7(13).

² MCL 333.27958(1)(j); Marijuana Regulatory Agency, MRTMA Emergency Rule 23(1).

Social Equity Program Criteria

The MRA has utilized the following criteria to identify disproportionately impacted communities in Michigan:

- **Marijuana-related convictions** – average number of marijuana-related convictions per county
- **Poverty** – 30% or more of the population lives below the federal poverty level

Disproportionately Impacted Communities

As of November 2019, individuals who reside in the following municipalities may be eligible under the MRA’s Social Equity Plan and Program:

Albion	Montgomery
Alger	Mt. Morris
Bay City	Mt. Pleasant
Benton Harbor	Muskegon
Big Rapids	Muskegon Heights
Coloma	Niles
Covert	Pontiac
Detroit	Prescott
Eau Claire	River Rouge
East Lansing	Roscommon
Ecorse	Saginaw
Flint	Shepherd
Fremont	Sodus
Hamtramck	South Haven
Hartford	St. Helen
Highland Park	Sterling
Holton	Twin Lake
Inkster	Watervliet
Kalamazoo	West Branch
Mesick	Ypsilanti

Eligibility Criteria and Requirements

In order to participate in the MRA’s Social Equity Program, individuals must satisfy one or more of the following criteria:

- **REQUIRED - Resident of identified community for the last 5 consecutive years (-25% reduction in fees)**
 - Must also commit to operate in a disproportionately impacted community
- **OPTIONAL - Marijuana-related conviction (-25% reduction in fees)**
 - Cannot be for distribution of a controlled substance to a minor
- **OPTIONAL - Registered as a primary caregiver for at least 2 years between 2008 and 2017 (-10% reduction in fees)**

Services and Resources Available

The MRA has held and will continue to host outreach and education sessions in the identified communities on a rolling basis. The MRA has also published a list of Social Equity Resources and State Agency Resources which are available for viewing at https://www.michigan.gov/lara/0,4601,7-154-89334_79571_93535-507051--,00.html.

RAIR Social Equity Plan

The RAIR Social Equity Plan is founded on the mission to provide opportunities to members of the designated communities in Michigan that have been affected by the prior marijuana laws. We will also focus on the Veterans community in Michigan. Our goal is to locate, train, employ, empower, promote and elevate the lives of the people of Michigan. At Rair, our focus is on how to improve the lives of the people who work for and shop with RAIR while extending our support and a portion of our profits to the community as a whole through educational clinics, job fairs, and charitable efforts.

Rair will take the following steps to ensure we are initiating and maximizing our social equity plan:

- (1) Promote employment opportunities through local advertising to people that have been disproportionately impacted by the criminalization of cannabis. We will provide access to training programs tailored for this industry and pay for the cost of training for individuals that meet this guideline. We will also reach out to all local Veterans support groups like the VFW and American Legion posts to promote employment and training programs with RAIR.
- (2) Expungement Clinics. The expungement of prior low-level convictions for misdemeanor possession are a necessary part of an appropriate effort to create more of a balance in social equity. RAIR will participate in and host clinics designed to teach the people of Michigan who were affected on how to have those convictions erased. These clinics will be coordinated with expungement advocacy groups.
- (3) RAIR will ensure that all open positions will include at least one candidate that meets the social equity criteria including victims of prior cannabis laws, people of color, women, Veterans, and members of the LGBTQ community.
- (4) Compensation at RAIR will be used to attract and retain the best and brightest from Michigan. RAIR will provide a fair and livable wage and employee benefits that include medical 401k and other ancillary benefits. We will also offer an employee assistance program that provides assistance with drug abuse, mental health and other stressors.
- (5) Educational resources will be available in our stores with pamphlets and links to our online platform of cannabis related content.

Equal Employment Opportunity

In addition to its Social Equity Plan, it is RAIR's policy to provide equal employment opportunities to all employees and employment applicants without regard to unlawful considerations of race, religion, creed, color, national origin, sex, sexual orientation, gender identity, age, ancestry, physical or mental disability, and medical condition including medical chrematistics, marital status, or any other classification protected by applicable local, state, or federal laws. This policy prohibits unlawful discrimination based on the perception that anyone has any of those characteristics or is associated with a person who has or is perceived as having any of the characteristics. This policy applies to all aspects of employment including but not limited to hiring, job assignment, working conditions, compensations, promotion, scheduling, training, discipline, and termination.

This document details areas of corporate spending from Rair to businesses and individuals from diverse backgrounds who meet the criteria for the CRA's Social Equity All Star Program.

In 2021 and 2022 Rair dedicated roughly 5% of all spending towards businesses and individuals that qualify as women owned, minority owned or veteran owned businesses including but not limited to:

Christopher Gordon, Great Lakes Real Estate Agency - Black owned business

Cree Robinson, touCanna Diversity Consultant – Black/Women owned business

Allandra Finch, Irie Co Diversity Consultant – Black/Women owned business

Robin Schneider, MiCIA Cannabis Association – Women owned business

Megan Stone, High Roads Studios Interior Design – Women owned business

Amanda Kugler, The Roots Insurance Agency – Women owned business

Membership and Sponsorship of West Michigan Woman Magazine