



## **Retail Security Plan**

**Facility Name:**  
Phenotopia

**Facility Address:**  
443 Dutton Avenue  
Santa Rosa, CA 95407

**Prepared By:**  
Ilan Frank | President & CEO  
CPTED Practitioner  
License # ACO 7496

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Crime Alert Security was founded in 1994 as a burglar alarm installation company with an emphasis on security consultation and education. Crime Alert Security is a UL listed installation company and has been working closely with the cannabis industry. Between management and staff, Crime Alert Security has over 100 years of experience in the security industry.

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*By Andrew Trippel at 11:23 am, May 22, 2019*

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### Section 1: Physical Elements

A. Location & Building Specifications –

This facility is an indoor dispensary facility; the exterior of the building is of concrete construction. The dispensary is located on Dutton Avenue and Sebastopol Road, and approximately occupies a 2,000-square foot suite in a 26,000-square foot building. This facility is located in a busy strip mall alongside 16 other businesses, including Boost Mobile, The Jelly Donut and Prime Time Nutrition.

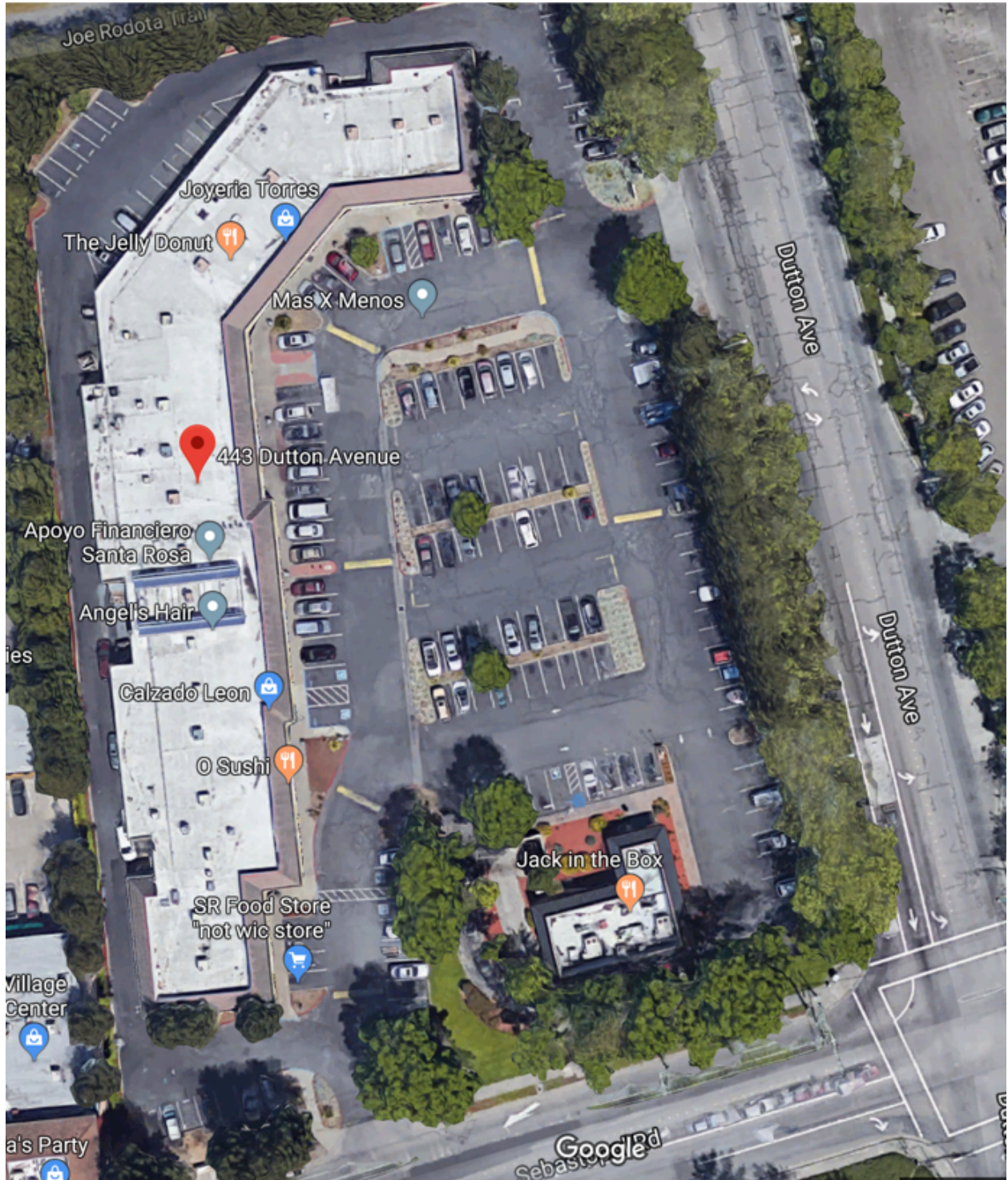
B. Landscape & Natural Surveillance –

Landscape allows for clear, unobstructed views of surrounding areas to avoid creating entrapment areas. All mature landscaping shall follow the two-foot, six-foot rule to define territory. All landscaping shall be ground cover, two feet or less and lower tree canopies of mature trees shall be above six feet. This increases natural surveillance and eliminates hiding areas within the landscape. Tree canopies shall not interfere with or block lighting. This creates shadows and areas of concealment. The landscaping plan shall allow for proper illumination and visibility regarding lighting and surveillance cameras through the maturity of trees and shrubs.

C. Location Images –







**D. Outdoor Lighting–**

Exterior lighting shall be white light using LED lamps with full cutoff fixtures to limit glare and light trespass. Broken or damaged exterior lighting shall be repaired or replaced within 48 hours of being noted. Exterior lighting shall be shielded or otherwise designed to avoid spill-over illumination to adjacent streets and properties.

**E. Perimeter Security–**

This facility shares a building with 16 other commercial businesses. One parking lot is shared amongst all businesses, as well as a Jack in the Box located in the shared parking lot. Applicant will hire security personnel to not only secure its facility but also to patrol the shopping center wherein the premises is located. This will help ensure the security and safety of the entire shopping center, which will in turn provide added security for center itself and the surrounding community.

**F. Staff Entrance & Parking –**

A separate entrance is located on the West side of the building close to the employee parking area. That being said, most of the parking in the plaza is located near the main entrance of the building. Staff members shall utilize the parking lot and main entrance located on the East side of the building.

**G. Client/Vendor Entrance & Parking –**

Clients and vendors have access to parking on the East side of the building. The main entrance is also located on the East side of the building. Vendors will only be admitted to the facility by a qualified manager and must have an appointment to be granted access to the facility.

**Section 2: Electronic Security System and Surveillance System**

**A. Overview –**

In addition to the surveillance system discussed below, Applicant will implement a comprehensive electronic security system, including third party monitoring of all surveillance and alarms, intrusion detection electronic alarms, and panic/duress buttons at strategic locations within the facility. The professionally monitored robbery alarm system will be installed and maintained in good working condition. An alarm permit from the Santa Rosa Police Department will be obtained prior to installing the alarm system as required. The alarm system will include sensors to detect entry and exit from all secure areas and all windows.

Applicant will keep the name and contact information of the alarm system installation and monitoring company as part of the onsite books and records. The alarm system communicates to central station using a primary cellular communicator and is equipped with a battery back-up with at least 24 hours of continued operation time in case of power failure. Alarm system includes silent Holdup Buttons and safe(s) that can be used if there is an immediate threat. Santa Rosa Police Department is the dispatch agency for Holdup Alarms. Manager will be able to respond to any alarm. All employees with access to the alarm system will be assigned individual alarm codes to arm/disarm the system. This

facility will maintain a log of when the alarm system is armed and disarmed. The log will be maintained for a minimum of 90 days.

**B. Motion Sensors/Doors –**

This facility will be equipped with Infra-Red Motion Sensors to monitor movement in the facility when the alarm system is armed. All exterior pedestrian and roll-up doors will be contacted and connected to the alarm system.

**C. Open/Close Reporting –**

Applicant will implement a supervised open/close reporting process which provides a notification by the Central Station if the alarm system is armed or disarmed outside of normal hours.

**D. Controlled Access/Visitors –**

Visits from non-customer visitors such as licensed distributors making deliveries, contractors, etc., must be scheduled and documented in a visitor log; any unscheduled visitors will not be permitted access to the property. Manager is responsible for reasonably controlling the conduct of persons on the site and shall immediately disperse loiterers. As required by State law, all employees will wear employee badges while engaging in commercial cannabis activity. Unauthorized persons on the property will be reported to a qualified manager who will request private security if needed. If there is an immediate threat, manager will call 911.

All access points from outside of the facility will have both locks and alarms. All perimeter windows and hatches will remain closed and locked with tamper-proof security devices. They will be equipped with perimeter alarms that will sound if there is any breach of these apparatuses. All points of ingress and egress to the facility will be secured with Building Code compliant commercial-grade, non-residential door locks and window locks. However, all security measures will be designed to ensure emergency access in compliance with the California Fire Code and Santa Rosa Fire Department standards.

All doors will also be equipped with an alarm that will sound if they are opened without code and key or if they are damaged. Arming and disarming the security system will require an access code. Both the entry alarm and surveillance alarm will notify the monitoring service if a failure is detected in the system, which will be corrected as soon as possible. If the failure prevents security systems from operating, the facility will take additional security measures until it is fixed.

Alarm systems can also be triggered if an employee presses either a panic or duress button. These buttons will be installed in strategic locations only accessible to employees. The panic button should be pressed when there is a theft or breach and employees or other individuals inside the facility would not be placed in danger by a loud alarm. The duress button will still notify authorities just like a typical alarm, but will not make any sound. These duress buttons will allow employees who are threatened to signal an alarm without escalating the situation.



E. Employee Identification Badges

All employees, whether on site or making deliveries, will wear a laminated or plastic-coated identification badge issued by the Applicant at all times when working. The identification badge will include the Applicant's "doing business as" names, State license number, the employee's first name, an employee number exclusively assigned to the employee for identification purposes, and a color photograph of the employee that clearly shows the full front of the employee's face and that is at least 1 inch in width and 1.5 inches in height.

F. Video Assessment and Surveillance System (VASS) –

Applicant will provide a comprehensive surveillance system. All cameras will be located strategically throughout the facility and will have resolution to adequately capture images of people and movement throughout the facility. Cameras will record at a minimum of 2MP (2048x1536) resolution, 15 Frames Per Second, except where camera placement allows for lower resolution cameras to provide adequate coverage (pixel per foot ratio to be taken into consideration). All cameras shall record continuously 24 hours per day as required by State regulations. Camera recordings are maintained for a minimum of 90 days. Camera recordings are kept on-site in a secured area only accessible to management. Camera system is maintained with a battery back-up with at least 1 hour of stand-by time in case of power failure. Camera system supports standard MPEG formats. Cameras are equipped with Infrared illuminators and/or low light capability.

Applicant also plans to add additional covert SD cameras installed at strategic locations throughout the premises. This device will capture and log independently from your current recording solution any individual attempting to tamper with your alarm and/or recording device. Manager with access to the camera system can respond within 1 hour. Manager shall have the ability to transfer recorded data to another medium (e.g. DVD, thumb drive, etc.) Monitors displaying the employee parking area and property perimeter are mounted in a visible location so that employees may monitor outside environment prior to exiting the building.

The video surveillance system will be configured to allow for the exporting of still images in a variety of standard formats like .jpg or .bmp so that they can be digitally transferred. Digital images will also have data protection that prevents digital alteration and allows for a date/time stamp of both the image and the file creation to be authenticated. Video or still images exported from the system can be viewed on any standard computer operating system, such as Windows or Mac. The onsite system will be located in a secure office area that only authorized personnel will be able to access. The images from all cameras will have a date/time stamp to allow verification of video integrity.

G. Security Audit, Maintenance & Testing –

Manager will ensure that the alarm system is in working order by testing the system weekly as trained by the technician. Crime Alert Security offers surveillance monitoring which includes a weekly camera and hard drive check to ensure all cameras and hard drives are operational.

- H. Third Party Monitoring –  
This facility is monitored by a UL listed central station.

### **Section 3: Compliance & Procedures**

- A. Hours of Operation –  
This facility will be open Monday through Sunday from 9:00 am to 9:00 pm. These operating hours are compliant with both state and local regulations.

As required by State law, at any time the licensed premises is not open for retail sales, Applicant shall ensure that:

(a) The licensed premises is securely locked with commercial-grade, nonresidential door locks as required by Section 5046 of the BCC regulations;

(b) The licensed premises is equipped with an active alarm system pursuant to section 5047 of the BCC regulations; and

(c) Only employees of the licensee and other authorized individuals will be allowed access to the licensed premises.

- B. Security Related Opening & Closing Procedure –  
A qualified manager will be the first person to enter/open the facility at the start of a business day. A qualified manager will be the last person to leave/close the facility at the end of a business day. Staff members will be escorted to their cars by a security guard.

- C. Consumption Policy –  
No person shall be allowed to smoke, ingest, or otherwise consume cannabis in any form on, or within 20 feet of the site.

Employees shall not smoke, ingest, or otherwise consume cannabis in any form on the premises, while making deliveries, or during business hours while working.

- D. Secure Storage Area –  
Many inventory controls and loss documentation procedures will be implemented on-site. The facility will have a secure vault room to ensure product security (*See Previously Submitted Floor Plans*). All cannabis, cannabis products, and associated waste will be stored in a manner that prevents diversion, theft, loss, hazards, and nuisance within the secure rooms and the Vault.

A web-based inventory control track and trace system will be accessible upon demand to assist the City of Santa Rosa and State of California, as is described in greater detail within Applicant's Project Description. All cannabis and cannabis products at the facility will be inventoried into the track and



trace system, along with the employee's identification number, date, time, quantity, and any other required data

E. Client Admittance –

When a client enters the premises, he or she must show a valid identification card at the intake desk in order to be admitted to the purchasing room. Approximately 20 clients shall be allowed in the purchasing room at one time. If there are 20 clients already in purchasing room, a movable stanchion shall be used to create a queue. A ratio of 2 clients to 1 staff member shall be followed at all times in purchasing room.

F. Security Staff Procedures & Policies –

For best practices, the manager should have a general briefing with the security guard(s) on duty at the beginning of his/her shift to inform of any scheduled appointments, as well as a debriefing at the end of each shift to go over the day.

G. Money Handling & Limited Cash Operation –

Cash drops shall be conducted periodically within the facility on a daily basis. Each point of sale location shall have a limited amount of cash when a cash drop is conducted. Cash will be transported out of the facility by management in a secured vehicle at different times each day. The cash in vault shall be deposited on a semi-irregular basis to avoid schedule profiling by potential robbers.

H. Internal Theft Prevention –

Strategies to prevent internal theft include: pre-employment background checks conducted by an accredited organization, annual background checks of existing employees, restricting the number of non-customer visitors at one time, employee movements will be monitored by video surveillance, and vendors performing work on site will be escorted by manager. Additionally, there will only be one designated manager or representative managing the security system with approval to handle codes and verbal passwords. All codes and passwords will be reset whenever personnel changes are made. Each employee will have their own individual code that is not to be shared with anyone.

I. Robbery & Prevention –

Strategies to prevent robberies include: video surveillance infrastructure situated on the exterior of the facility, signage on each access point indicating the presence of a monitored security system, intrusion detection contacts on exterior and interior doors, motion sensors installed throughout the interior of the facility, and Hold Up alarms installed in the event a robbery occurs. Staff members will be trained to utilize these alarms which will immediately dispatch the Santa Rosa Police Department. If a robbery occurs, the manager can review footage and transfer recorded data to another medium (e.g. DVD, thumb drive, etc.).

J. Managing Unwelcome Individuals –

Unauthorized persons on the property will be reported to a qualified manager or guard. If there is an immediate threat, the manager or guard will call 911.

- K. Incident Management & Emergency Response –  
In the event of an injury, manager will immediately call 911. The injured person will not be moved until emergency response arrives and assesses the injury.
- L. Lock-down of Inventory –  
One person will oversee all inventory procedures and inventory will tracked through a point of sale software and the State's track and track software when it becomes available. All inventory stored on the premises will be secured in a limited-access area that is only accessible by authorized personnel.
- M. Reporting & Investigation of an Incident –  
Manager will immediately contact security company to report an incident.
- N. Cooperating & Communicating with Law Enforcement –  
Manager will ensure there is an open line of communication between the facility and local law enforcement, immediately reporting all criminal activity to the Santa Rosa Police Department.
- O. Training Drills and Emergency Procedures –  
This facility will conduct ongoing training required for best practices for safety of all employees and patrons. Applicant will have procedures in place in case of an emergency. Training will be provided to all employees in case of robbery or theft, and in the event of fire, flood, or other natural disaster. If the employees cannot safely leave the building, there will be an emergency kit that contains food, water, and other supplies.
- P. Personnel Records –  
Personnel Records will be kept in locked area with access to managers and security guards only to comply with HIPAA and California Human Resource regulations.
- Q. Facility Maintenance –  
All signs shall comply with the City Code. All litter will be removed from the site daily. All dumpsters onsite shall be kept locked and inside the building. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the facility shall be removed or painted over with matching paint within 72 hours of being applied. No public pay phones/telephones shall be allowed on the premises. No coin operated games or video machines shall be allowed on the premises. Facility will have a Knox Box installed for police access to the exterior areas of the property after hours.

#### **Section 4: On Site Physical Security Services**

In accordance with State regulations, Applicant will hire or contract for security personnel who are at least 21 years of age to provide on-site security services for the licensed retail premises during the hours of operation. All security personnel will be licensed by the Bureau of Security and Investigative Services and shall comply with Chapters 11.4 and 11.5 of Division 3 of the Business and Professions Code."

As required by state law, Applicant plans to have a licensed security guard dedicated to the premises itself during the hours of operation. Security guards and other employees will use handheld radios while on duty to communicate regarding security concerns, verify how many clients are on premises, and to request additional staff in certain areas if needed.

## **Section 5: Transportation and Delivery Procedures**

Applicant will comply with all State regulations for the safe and secure transportation and delivery of cannabis products, including Bureau of Cannabis Control Regulations Sections 5415 through 5421.

Applicant's delivery employee's will only travel in an enclosed motor vehicle operated by the delivery employee. The delivery employee will ensure the cannabis goods are not visible to the public inside the vehicle or at any time during delivery of the cannabis goods. Applicant will ensure all cannabis and cannabis products are securely stored within a locked compartment inside the trunk of the vehicle, or if the vehicle has no dedicated trunk, another secure, discrete location inside the vehicle. Applicant's delivery employee will not leave cannabis goods in an unattended motor vehicle, unless the vehicle is locked and equipped with an active vehicle alarm system.

The vehicles Applicant will use for the delivery of cannabis goods will be outfitted with Global Position System (GPS) devices, for ready identification of the geographic location of each delivery vehicle at any time. The dedicated GPS device will be owned by Applicant and will be used for delivery only. The device will be affixed to the delivery vehicle and will remain active and inside of the delivery vehicle at all times during delivery. These GPS devices will allow Applicant to identify the geographic location of all delivery vehicles that are making deliveries. Applicant will provide that information to the Bureau of Cannabis Control upon request.

While making deliveries, the delivery employee will only travel from Applicant's facility to the delivery address; from one delivery address to another delivery address; or from a delivery address back to Applicant's facility. In accordance with Bureau of Cannabis Control Regulations Section 5421, delivery employees will not deviate from the delivery path, except for necessary rest, fuel, or vehicle repair stops, or because road conditions make continued use of the route unsafe, impossible, or impracticable.

While making deliveries, Applicant's delivery employee will not carry an amount of cannabis goods worth more than what is allowed by State law (currently, \$5,000) at any one time. This value will be determined using the current retail price of all cannabis goods carried by, or within the delivery vehicle of, the delivery employee.

A. Security During Inventory Receipt and Delivery Loading and Unloading

All inventory drop-offs will be facilitated through the rear door of the premises which leads to the designated inventory room inside premises. The rear door to the premises, like the front entrance, will be access controlled and monitored by video surveillance cameras. The video surveillance cameras will help ensure that inventory drop offs are executed safely and securely as employees will be able to see the exterior of the building before receiving inventory in the inventory room.

Similarly, the loading and unloading of Applicant's delivery vehicles will take place in the rear of the premises in the employee parking lot area. This will help ensure that the loading and unloading of delivery vehicles happens away from the public eye but within view of Applicant's surveillance cameras and close to the inventory room on the premises. At the start of each day, management will ensure that all delivery vehicles have enough gas to facilitate the day's deliveries, are safe for travel, and have all necessary identification documents within them. This will ensure that, when delivery orders have been prepared and are ready for delivery, drivers can simply load the orders directly into a delivery vehicle's locked trunk compartment, enter the vehicle, and leave the parking area. Delivery drivers will leave the premises at different times each day to ensure that no predictable delivery schedule can be determined.