MITIGATION

COMMISSIONER CAMERON

PRESENTATION

CATEGORY 2 – SLOTS PARLOR

FEBRUARY 25, 2014

MITIGATION CATEGORY DEFINED

How does an applicant:

- Demonstrate community support
- Mitigate any impacts with the host and surrounding communities
- Address traffic issues
- Promote responsible gaming-address problem gambling
- Protect and enhance the Lottery

MITIGATION CATEGORY OVERVIEW

We grouped the questions into <u>four criteria</u>:

1. **Community support**
   - Host Community Agreements (HCA)
   - Surrounding Community Agreements (SCA)
   - Impacted Live Entertainment Venues (ILEV's)
2. **Traffic and offsite impacts**
3. **Measures to promote responsible gaming and mitigate problem gambling**
4. **Protect and enhance the Lottery**

METHODOLOGY

- **Who:** Consultants and subject matter experts
- **What:** Materials reviewed
- **When:** Review process began on October 4, 2013
- **Where**: Location, location, location
- **Why:** Mitigation is very important to communities

RATINGS DEFINED

Insufficient – response failed to present a clear plan to address the topic, or failed to meet the minimum acceptable criteria of the Commission

Sufficient – response provided was comprehensible and met the minimum acceptable criteria of the Commission; **and/or provided the required or requested information**

Very Good – response was comprehensive, demonstrates credible experience and plans, and/or excels in some areas

Outstanding/Excellent – response was of uniformly high quality, and demonstrates convincing experience, creative thinking, innovative plans and a substantially unique approach

WHO: ADVISORS / SUBJECT MATTER EXPERTS

Massachusetts Gaming Commission
Mark Vander Linden

GMC Strategies
Gordon Carr

McFarland Johnson/Green Int.
Pompeo Casale
Frank Tramontozzi
Bill Scully

Pinck & Co.
Nancy Stack
Melissa Martinez
Alex Rabe

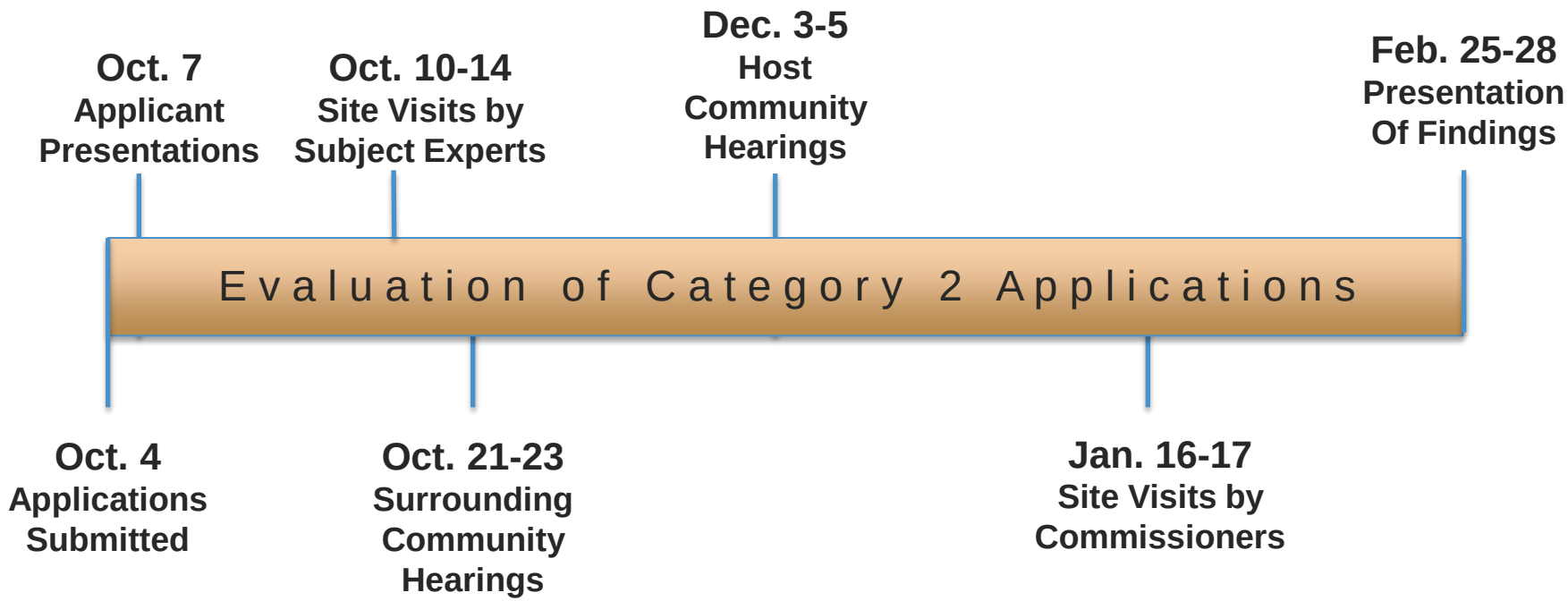
Gaming Consultant
Kathleen O'Toole

Problem Gambling Solutions
Dr. Jeffrey Marotta

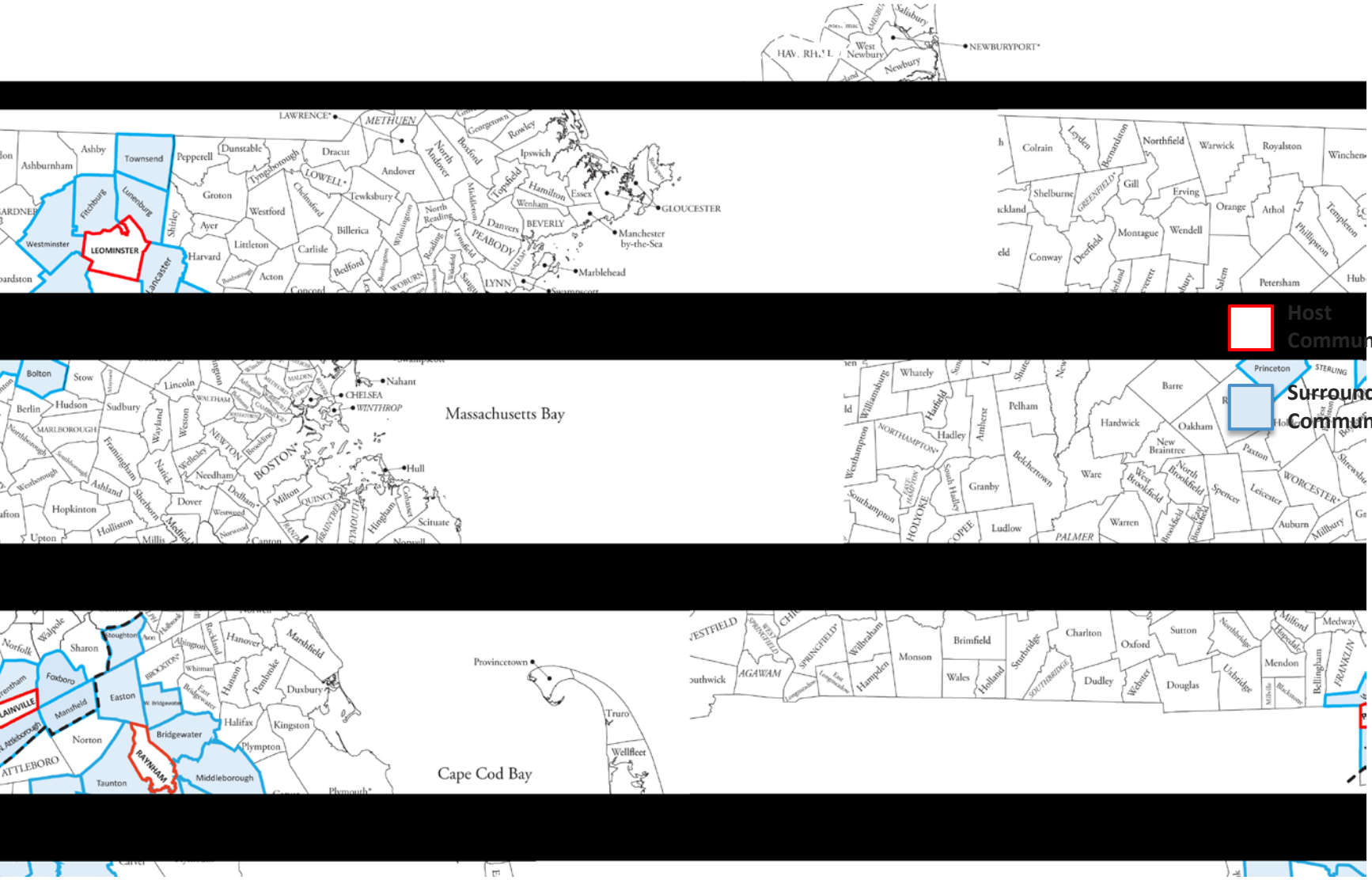
WHAT: MATERIALS REVIEWED

- Category 2 applications
- Input from public meetings and hearings
- Applicant presentations to MGC
- Environmental documents
- Public comment letters and emails
- Site visits by subject matter experts and commissioners
- Website research

WHEN: SCHEDULE AND MILESTONES



WHERE: PROPOSED LOCATIONS



PROPOSED FACILITIES

Leominster |PPE

Plainville | SGR

Raynham | RP

WHY: MITIGATION IS IMPORTANT TO COMMUNITIES

- It is important community voices be heard
- Traffic issues are a concern to the general public
- Applicants have a key role in promoting responsible gaming
- Important to protect and enhance Massachusetts State Lottery revenues

CRITERION 1: COMMUNITY SUPPORT

GROUPINGS OF COMMUNITY SUPPORT

1. Content of Host Community Agreements
2. Host Community Agreements/election related materials
3. Public support and outreach
4. Surrounding communities
5. Regional venues (ILEV's)

COMMUNITY SUPPORT: RATINGS

	Leominster | PPE	Plainville | SGR	Raynham | RP
1. Content of Host Community Agreements:	Very Good	Very Good	Very Good
2. Host Community Agreements/election related materials:	Sufficient	Sufficient	Sufficient
3. Public support and outreach:	Sufficient	Very Good	Very Good
4. Surrounding communities:	Very Good	Very Good	Very Good
5. Regional venues (ILEV's):	Sufficient	Sufficient	Sufficient

COMMUNITY SUPPORT: PUBLIC SUPPORT & OUTREACH

Leominster | PPE	Plainville | SGR	Raynham | RP
Sufficient	Very Good	Very Good

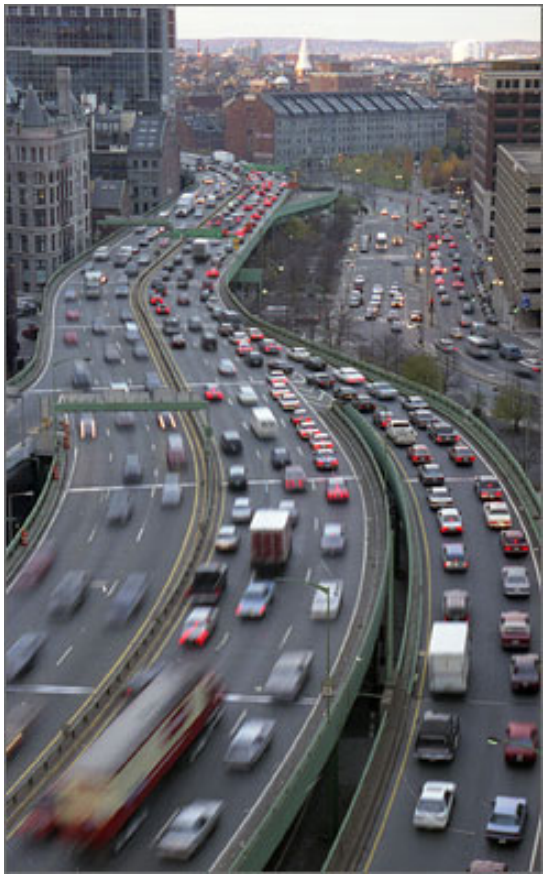
Key factors:

- Responses to questions in the applications
- Presentations by Applicants
- Input from public hearings
- Results Host Community referendums
- Public outreach efforts
- Public comment letters and emails

CRITERION 2: TRAFFIC & OFFSITE IMPACTS

GROUPINGS OF TRAFFIC AND OFFSITE IMPACTS

1. **Impact assessments and costs**
   - Offsite infrastructure utilities and roadways
2. **Traffic management plan**
   - Minimize impacts of added traffic
3. **Other potential impacts**
   - Housing, school population and emergency services



TRAFFIC & SITE IMPACTS: RATINGS

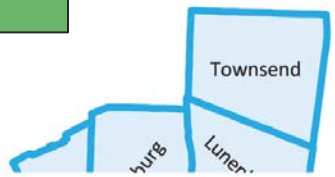
	Leominster | PPE	Plainville | SGR	Raynham | RP
1. Impact assessments and costs:	Sufficient	Sufficient	Sufficient
2. Traffic management plan:	Very Good	Sufficient	Sufficient
3. Other potential impacts:	Sufficient	Sufficient	Sufficient

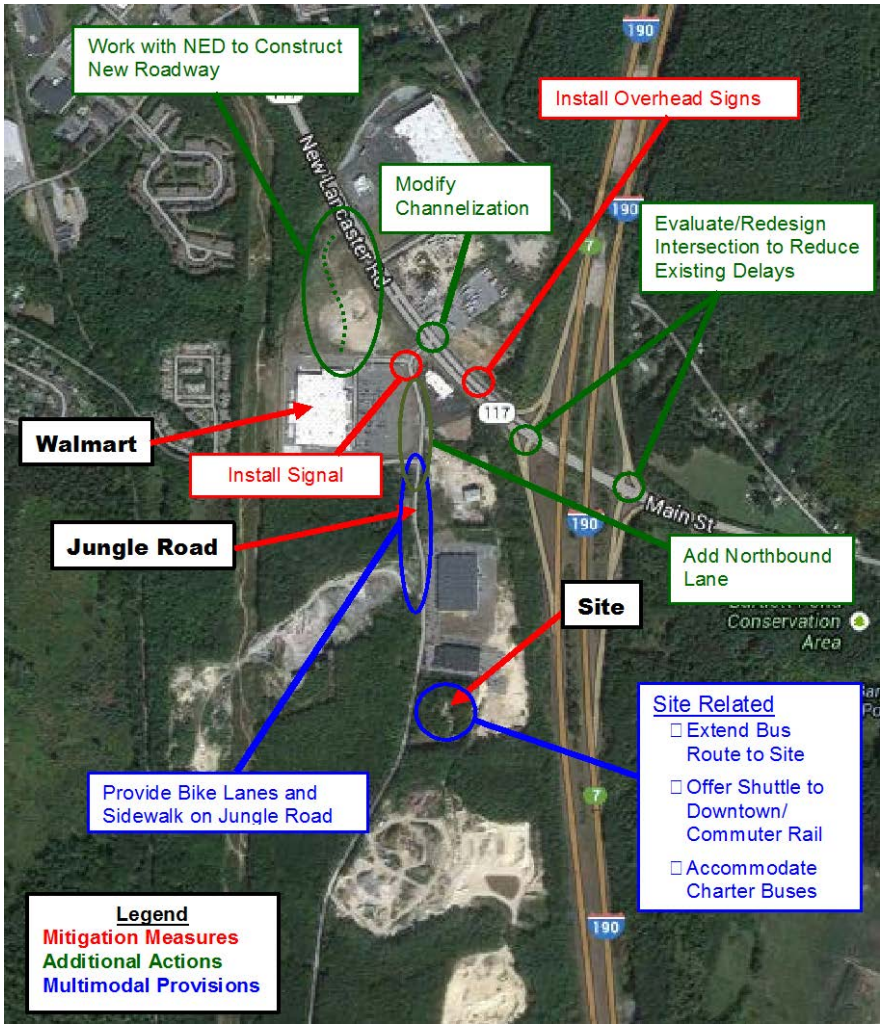
TRAFFIC MANAGEMENT PLAN: LEOMINSTER |PPE

Key rating factors:

- Good access to major highway, interchanges and local roads
- Extended bus route
- Committed to provide shuttle to commuter rail station
- Design supports bike and pedestrian access

Very Good





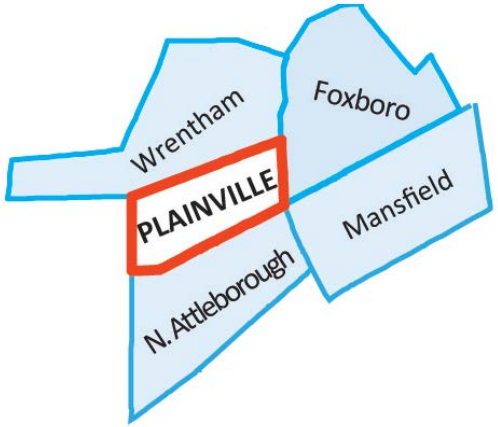
From RFA-2 Application

TRAFFIC MANAGEMENT PLAN: PLAINVILLE | SGR

Key rating factors:

- Close to major highway interchange
- Site access improvements under review
- Committed to provide intersection improvements offsite

Sufficient



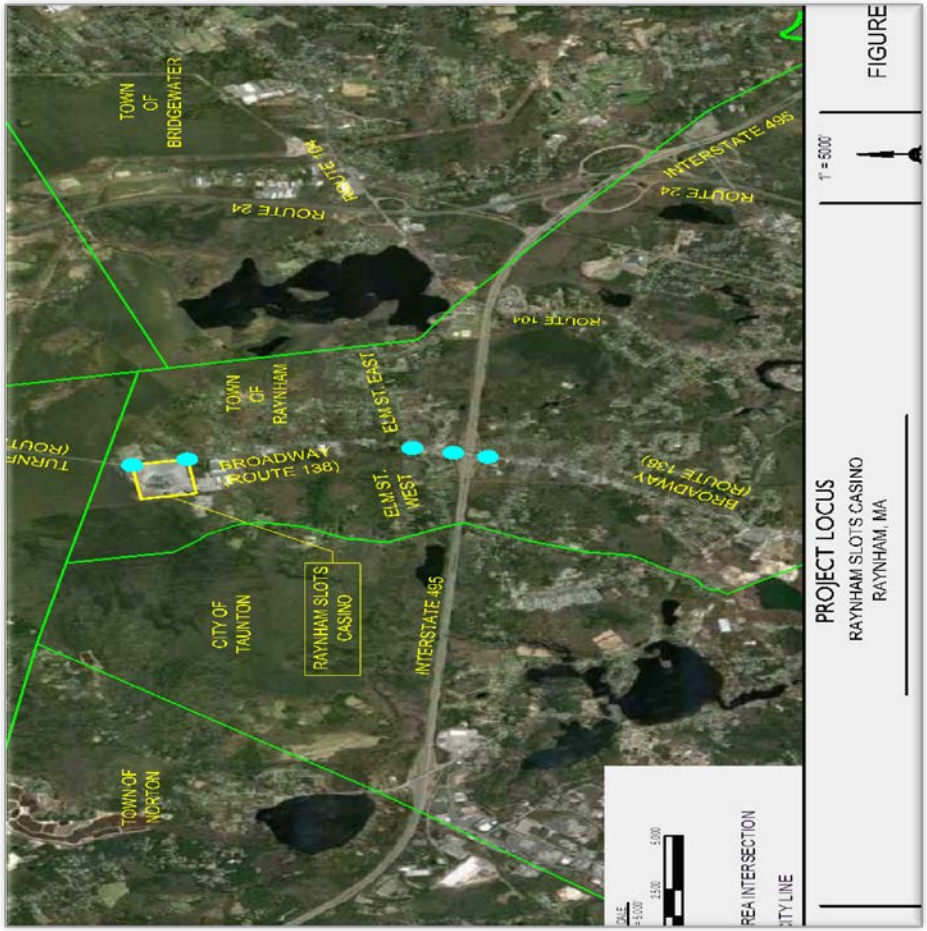
From RFA-2 Application

TRAFFIC MANAGEMENT PLAN: RAYNHAM | RP

Key rating factors:

- Some distance from highway interchange
- Additional offsite intersection improvements may be required

Sufficient



From RFA-2 Application

CRITERION 2 – TRAFFIC & OFFSITE IMPACTS RATING

Leominster | PPE	Plainville | SGR	Raynham | RP
Very Good	Sufficient	Sufficient

Key factors:

- Leominster's site has the best access to an underutilized interstate highway
- Leominster agreed to improve the existing infrastructure and public transit access
- All applicants must comply with Massachusetts Environmental Policy Act (MEPA) and obtain state and local permits
- All applicants have agreed to address local traffic impacts through their host and surrounding community agreements
- No significant impacts to housing, school population and emergency services were identified

CRITERION 3 – MEASURES TO PROMOTE RESPONSIBLE GAMING

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out of control?

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visit mdgamblinghelp.org

BUREAU OF CASINO COMPLIANCE

VOLUNTARY CREDIT SUSPENSION PROGRAM

SELF EXCLUSION

A

PENN

NATIONAL

VOLUNTARY

PROGRAM

A Message on
RESPONSIBLE GAMBLING

IF
You Play . . .

ONLY
Play Responsibly

Council on Compulsive Gambling of Pennsylvania, Inc.

GROUPINGS OF MEASURES TO PROMOTE RESPONSIBLE GAMING

1. **Direct efforts to mitigate problem gambling/promote responsible gaming:**
   - On site resources for problem gambling
   - Self exclusion policies
   - Identification of problem gambling
   - Credit extension abuse
   - Treatment and prevention

2. **Processes and measures to mitigate problems:**
   - Code of ethics
   - Metrics for problem gambling
   - Historic efforts against problem gambling

3. **Indirect efforts to mitigate problem gambling/promote responsible gaming:**
   - Advertising responsible gambling
   - Problem gambling signage

RESPONSIBLE GAMING – RATINGS

	Leominster | PPE	Plainville | SGR	Raynham | RP
1. Direct efforts to mitigate problem gambling/promote responsible gaming:	Sufficient	Very Good	Sufficient
2. Processes and measures to mitigate problems:	Sufficient	Very Good	Sufficient
3. Indirect efforts to mitigate problem gambling/promote responsible gaming:	Sufficient	Sufficient	Sufficient

CRITERION 3 – RESPONSIBLE GAMING RATING

Leominster | PPE	Plainville | SGR	Raynham | RP
Sufficient	Very Good	Sufficient

Key factors:

- Plainville has experience in operating and integrating responsible gambling practices into their 28 casino and racing operations
- Plainville's responsible gambling practices appear to meet, and in a number of cases exceed, the American Gaming Association (AGA) responsible code of conduct
- All applicants agreed to comply with regulations that would be adopted by MGC

CRITERION 4 – PROTECT AND ENHANCE THE LOTTERY

PROTECT AND ENHANCE THE LOTTERY

Question: Applicant to provide a description of plans and efforts the applicant would take to avoid any negative impacts on the revenues generated by the MA State Lottery.

Leominster | PPE	Plainville | SGR	Raynham | RP
Sufficient	Sufficient	Sufficient

Key Factors:

- None of the proposals was particularly creative or robust
- All applicants indicated a commitment as required by law to work collaboratively with the State Lottery
- All applicants have signed agreements with the Lottery

OVERALL CATEGORY RATING

Leominster | PPE	Plainville | SGR	Raynham | RP
Sufficient	Very Good	Sufficient

CRITERIA RATINGS

Community Support	Community Support	Community Support
Traffic/Offsite Impacts	Traffic/Offsite Impacts	Traffic/Offsite Impacts
Problem Gambling	Problem Gambling	Problem Gambling
Lottery	Lottery	Lottery

SUMMARY RATING

S	**Leominster | PPE** Applicant was effective in reaching agreements with host and surrounding communities. Strong support from public officials. Public opposition was registered at public hearings and through comment letters/emails. Proposed site is located in close proximity to an underutilized interstate highway. Applicant identifies roadway and transit related mitigation to include: accommodating bike and pedestrians on Jungle Rd, providing new traffic signals, extending local bus lines and providing a shuttle to the commuter rail station. Comments received from MassDOT on proposed mitigation and access plans indicate that some refinements and additions to the program will be required. Potential review by FHWA was noted for recommended modifications to the interchange with I-190. Applicant outlined their Responsible Gaming Plan from Maryland Live! facility. Applicant expressed support for strong Responsible Gaming Program and agreed to comply with any MGC regulations to be developed in this area. Applicant executed an agreement with the MA State Lottery.
VG	**Plainville | SGR** Applicant was effective in reaching agreements with host and surrounding communities and created a model agreement that was used by other applicants. Host community referendum was passed by a wide margin; negligible opposition was registered at public hearings and through public comment/emails received by the MGC. Proposed site is located close to a major interstate highway interchange. Applicant's preferred site access improvements are currently under review with MassDOT and Federal Highway and alternatives are being considered. Applicant committed to implement mitigation in the form of offsite roadway improvements, in addition to those required for improved access to the site. Applicant integrated responsible gaming practices into their casino and racing operations in many jurisdictions. Practices meet and exceed the American Gaming Association (AGA) reasonable code of conduct. Applicant agreed to comply with any MGC regulations to be developed. Applicant executed an agreement with the MA State Lottery.
S	**Raynham | RP** Applicant was effective in reaching agreements with host, surrounding and nearby communities. Host community referendum was passed by a wide margin and negligible opposition was registered at public hearings and through public comment/emails received by the MGC. Proposed site is located some distance from a highway interchange. Applicant identifies limited roadway and transit mitigation. Additional offsite intersection improvements may be required. Applicant outlined responsible gaming policies and procedures at the Parx Casino in Pennsylvania. Applicant agreed to comply with any MGC regulations to be developed. Applicant executed an agreement with the MA State Lottery.