OLCC Commitment to Education

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WHERE WE STARTED

Goals

- Manage expectations
- Educate ourselves
- Begin developing a set of rules to help fledgling industry be successful

Strategies

- Be transparent — truthful about what know and don’t know — honesty earns respect
- Listen and learn from others
- Engage stakeholders in developing the rules
- Keep people informed — create methods for people to get the latest information
# COMMITMENT TO EDUCATION AND TRANSPARENCY

Dedicated phone line and e-mail marijuana@Oregon.gov

OLCC Website:  [www.marijuana.oregon.gov](http://www.marijuana.oregon.gov)
Central clearing house for information and primary education tool

<table>
<thead>
<tr>
<th>Website</th>
<th>Licensing Information</th>
<th>FAQ</th>
<th>Temporary Rules</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,221,330</td>
<td>130,638</td>
<td>868,260</td>
<td>26,648</td>
</tr>
<tr>
<td>Business Readiness Guide</td>
<td>Applicant PowerPoint</td>
<td>Applicant Workshop</td>
<td>Gov Delivery</td>
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<tr>
<td>20,323</td>
<td>5,755</td>
<td>Video</td>
<td>28,816</td>
</tr>
</tbody>
</table>
**COMMITMENT TO EDUCATION AND TRANSPARENCY**

“What’s Legal” Public Information Campaign (Oregonians 18-34):
- Inform public about what and what is not legal with passage of Measure 91

<table>
<thead>
<tr>
<th>OLCC Website clicks to What’s Legal website</th>
<th>OLCC Website clicks to What’s Legal YouTube Video</th>
<th>What’s Legal Facebook Reach</th>
<th>Earned Print Media Circulation Reach</th>
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</thead>
<tbody>
<tr>
<td>262,974</td>
<td>31,564</td>
<td>189,727</td>
<td>60,778,684</td>
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<tr>
<td>Twitter Retweet Reach</td>
<td>Twitter Ads impressions</td>
<td>Digital Banner Ad Impressions</td>
<td>Instagram Followers</td>
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<td>942,400</td>
<td>482,931</td>
<td>4,476,359</td>
<td>1,650</td>
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<td>Radio Spots</td>
<td>Print Advertising</td>
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<tr>
<td>2,232</td>
<td>27 Newspapers</td>
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OLCC COMMITMENT TO EDUCATION AND TRANSPARENCY

Online survey: 16,500 participants
  • Informed questions for listening meetings
Listening meetings: 11 cities, 3,000 participants
  • 52 recommendations for legislative and rulemaking process
8 Tech. subcommittees and Rules Advisory Committee: 38 meetings, 100+ participants
  • Industry, law enforcement, local government
  • Growers, processors, wholesalers, labs, retail
  • Diversity and regional representation
OLCC COMMITMENT TO EDUCATION AND TRANSPARENCY

Draft rules posted on website
  - Legislative input, public comment, public hearing
Statewide training online license application process: 11 meetings, 4,000+ participants
Statewide training cannabis tracking system: 13 meetings, 1,200+ participants
Webinars on cannabis tracking system will launch in 3rd quarter 2016
Public speaking outreach: 44 (August 2015 to October 2016)
RESULTS

- Building trust in the marijuana program increased trust in the alcohol program
- Allowed staff to learn at an accelerated rate
- Able to create a quality regulatory process in a compressed time frame
- Stakeholders trusted our process and became our biggest advocates in the legislature
- Legislators adopted our suggested legislative changes and our budget
- Gained reputation as a competent agency
- Staff energized by the positive feedback e.g. “OLCC rocks!”
PROVIDING GOOD CUSTOMER SERVICE
TO SUPPORT NEW BUSINESS

One of the First Marijuana Licensees