



**OLCC Commitment to Education**  
***Nathan Rix, OLCC Marijuana Portfolio Project Director***  
***July 11, 2016***

# 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](mailto:marijuana@Oregon.gov)

OLCC Website: [www.marijuana.oregon.gov](http://www.marijuana.oregon.gov)

Central clearing house for information and primary education tool

Website  
2,221,330

Licensing Information  
130,638

FAQ  
868,260

Temporary Rules  
26,648

Business Readiness  
Guide  
20,323

Applicant PowerPoint  
5,755

Applicant Workshop  
Video  
8,577

Gov Delivery  
28,816

# 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

OLCC Website clicks  
to What’s Legal  
website  
262,974

OLCC Website clicks  
to What’s Legal You  
Tube Video  
31,564

What’s Legal  
Facebook Reach  
189,727

Earned Print Media  
Circulation Reach  
60,778,684

Twitter Retweet  
Reach  
942,400

Twitter Ads  
impressions  
482,931

Digital Banner Ad  
Impressions  
4,476,359

Instagram Followers  
1,650

Radio Spots  
2,232

Print Advertising  
27 Newspapers

## 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 3<sup>rd</sup> 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







For more information:

[www.marijuana.oregon.gov](http://www.marijuana.oregon.gov)

[marijuana@oregon.gov](mailto:marijuana@oregon.gov)

1-800-452-6522