



Washington State  
Liquor and Cannabis Board

# WSLCB Board Caucus

## **Enforcement and Education Update**

1/6/2026

# Agenda

## Brief Review of Key Statistics/Outcomes

### Areas of Focus / Outcomes 2025

- Improved Responsiveness; Goals 1&2; Objs 1.1,1.2,&2.1
- Expanded Integration of Education Prgm. Goals 1&2; Objs 1.2& 2.2
- Workforce Readiness; Goals 2&3: Objectives 2.1&3.1

### Way Ahead

- Focus on Operating Environment, Transparency, and Personnel
- Prioritized Compliance Efforts, Education and Enforcement
- Measuring Success



The image shows the cover page of the Washington State Liquor and Cannabis Board's Strategic Plan for 2024-2029. The page is divided into several sections: Vision, Mission, Values, and three strategic goals. The top left features the board's logo and name. The top right contains the Vision and Mission statements. The middle section lists three goals with corresponding icons: Goal One (public health and safety), Goal Two (accessibility and responsiveness), and Goal Three (culture of trust). The bottom right section details the board's values: Respect, People Focused, Open Communication, Accountability and Integrity, and Continuous Improvement and Meaningful Results. The bottom of the page features a decorative image of a compass and circuitry.

**Washington State  
Liquor and Cannabis Board**

## Strategic Plan 2024-2029

**Vision**  
Safe communities for Washington State

**Mission**  
Promote public safety, public health, and trust through fair administration, education, and enforcement of liquor, cannabis, tobacco, and vapor laws.

**Values**  
We are professional and dedicated public servants. These values are the foundation of our culture and guide our interactions with each other and the communities we serve.

**Respect**  
We are inclusive, treating everyone with courtesy and dignity, ensuring equity for all.

**People Focused**  
We put those we serve and each other at the center of our work.

**Open Communication**  
We practice transparency, invite input, listen to understand, and share accurate and timely information.

**Accountability and Integrity**  
We hold ourselves to the highest ethical standards and follow through on our commitments.

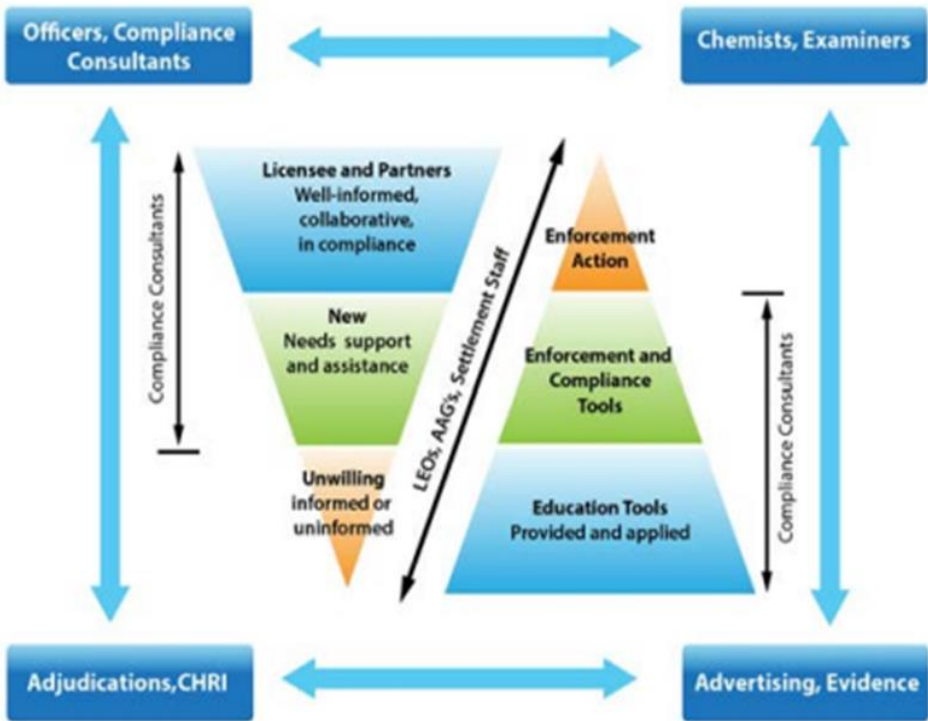
**Continuous Improvement and Meaningful Results**  
We seek creative solutions to provide better outcomes by evolving our processes, systems, and services.

**Goal One**  
All Washington communities have the highest level of public health and public safety

**Goal Two**  
Our services are accessible and responsive to the needs of communities, partners, and our customers

**Goal Three**  
We have a culture of trust, belonging, and valuing people

# E&E Mission & Strategic Role



Goals, Objectives, and Strategies		
	Objective	Strategy
 <p><b>Goal One</b> All Washington communities have the highest level of public health and public safety</p>	We have strong partnerships with communities and provide education resulting in improved public health outcomes	Establish relationships with other organizations and across divisions so there are no barriers to public health, public safety, regulation, education, and compliance
	Regulated products are furnished, sold, used responsibly, and accessed through legal markets	Provide services that have a positive impact on youth access, adult misuse, and diversion  Inform and educate our customers and communities in a coordinated and consistent way
 <p><b>Goal Two</b> Our services are accessible and responsive to the needs of communities, partners, and our customers</p>	Timely delivery of quality services	Incorporate employee and customer feedback to continuously improve our processes and systems  Modernize business processes to increase transparency, improve user experience and reduce risk
	Prioritize our efforts and allocate resources effectively to support key initiatives	Use a predictable, repeatable framework for making decisions and aligning agency goals with attainable resources
 <p><b>Goal Three</b> We have a culture of trust, belonging, and valuing people</p>	Provide opportunities for personal, professional, and organizational growth	Prioritize and invest in employee holistic wellness and professional development  Promote leadership development at all levels
	We are inclusive of industry and community members when making decisions about our work	Consult industry and community representatives when creating rules  Engage with regulated industries and the communities we serve

*It is the mission of the Enforcement and Education Division to support the promotion of public safety, public health, and trust through fair enforcement, education, and compliance activities relating to liquor, cannabis, tobacco, and vapor laws.*

# Area of Focus: Improved Responsiveness

## Goals 1&2; Objectives 1.1,1.2,&2.1

- Deliberate focus on complaint intake/resolution balance with compliance checks
- Reduced backlog in external vetted complaint by category
- Combining/tracking multiple complaints from the same event
- Education Program assistance with resolutions when appropriate

### Liquor Complaints

### Cannabis Complaints

### Tob./Vapor Complaints

FY	Internal	External	Substantiated	%	Internal	External	Substantiated	%	Internal	External	Substantiated	%
2022	27	1475	303	31%	193	438	136	22 %	245	147	229	58%
2023	31	1182	216	18%	342	390	130	18 %	115	193	138	44%
2024	38	1371	273	19%	705	469	218	19 %	86	120	111	54%
2025	52	1349	231	16%	390	439	129	16 %	57	116	51	31%

### Compliance Rates

FY	Liquor	Cannabis	Tobacco	Vapor
2025	75%	94%	85%	79%
2024	77%	95%	88%	83%
2023	80%	95%	84%	71%
2022	77%	92%	80%	75%

# Area of Focus: Expanded Integration of Education Pgm.

## Goals 1&2; Objectives 1.2& 2.2

- 4 Liquor Compliance Consultants hired this year/new statewide team
- Increased in proactive education visits – Monthly Online RLS Courses
- Early coordination with licensing and engagement with new licensees
- Added work with Tobacco Tax Unit this spring; Compliance Consultants now supporting all 4 industries

**Total Educational Contacts FY 2024**

Unit	Contacts	Hours	People
Liquor	14750	2394	25508
Cannabis	9257	2340	14136
Tobacco/Vapor	695	242	224
<b>Total</b>	<b>24702</b>	<b>4976</b>	<b>39868</b>

**Total Educational Contacts FY 2025**

Unit	Contacts	Hours	People
Liquor	12,044	1,546	18,532
Cannabis	8,181	2,017	11,866
Tobacco/Vapor	6,063	829	8,776
<b>Total</b>	<b>26,288</b>	<b>4,392</b>	<b>39,174</b>

**Top Educational Topics FY 2024**

Top Educational Topics	Contacts	% of Total
Regulatory	9883	38%
Youth Access to Restricted Products	4551	17%
Public Safety	3550	14%
COVID-19	1995	8%
Licensing/Permits	1012	4%

**Top Educational Topics FY 2025**

Top Educational Topics	Contacts	% of Total
Regulatory	10,431	40%
Youth Access to Restricted Products	4,658	18%
Public Safety	3,406	13%
Licensing/Permits	1,793	7%
Traceability	1,101	4%

# Area of Focus: Workforce Readiness

## Goals 2&3: Objectives 2.1&3.1

- Greater # of new staff trained/achieving independent duty status (FTO program)
- Expanded interview, training, and onboarding consistency
- Improved operational resilience through training focus and resourcing

Vacancies	FY22	FY23	FY24	FY25
LEO	36	34	21	15
CC/SPT	2	3	1	3
%	20%	19.60%	11.30%	9.50%

*\* A consistent and sustained focus on recruiting staff and last year's pay raise increased contacts from LEO2 (27 staff hired in the last 10 months and 3 conditional LEO offers pending as of Friday)*

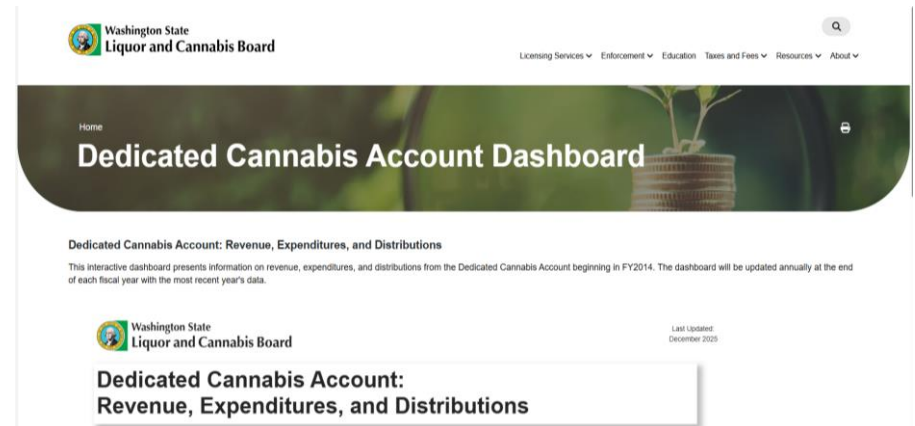


# Way Ahead: Continued Focus on Operating Environment, Transparency, and Personnel

Increasing regulatory complexity



Heightened transparency expectations

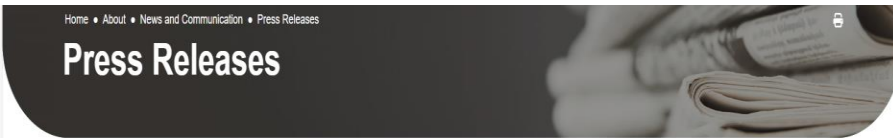


Workforce training and safety considerations



# Way Ahead: Prioritized Compliance Efforts, Education and Enforcement

- 6 Search Warrants/Warrant Assists in last 7 months across every industry
- Continued requests for assistance from outside agencies and govt. partners
- Growing complaints of unlicensed establishments from industry partners
- Continued focus on vetting and prioritizing complaints
- Increased focus on stakeholder group communications and feedback sessions



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## Press Releases

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- Board Information
- Career and Business Opportunities
- Contact
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  - Email Notification Archive
  - Newsletters
  - Press Releases
    - 2024 Press Releases
    - 2023 Press Releases
    - 2022 Press Releases

### 2025 Press Releases

Date	Press Release Title
Dec. 23	<a href="#">LCB Suspends License of Cannabis Producer / Processor</a>
Oct. 16	<a href="#">Unlicensed Snohomish County Location Shut Down for Illegal Alcohol Service and Sales</a>
Aug. 22	<a href="#">LCB Finds Illegal Cannabis Sales at Unlicensed Location (Red Barn Trading Post) in Pierce County</a>
Jul. 10	<a href="#">LCB Executes Warrant at Unlicensed, Nuisance, Thurston County Location</a>
Jan. 21	<a href="#">Seattle's Pete Holmes Appointed to LCB Board</a>

### Five arrested, four houses raided in Pierce, King counties for illegal marijuana grow

**Peter Tabul / The Peninsula Gateway (TW)**  
 A Lakewood police investigation of an illegal marijuana grow operation led to 1502 cases and law enforcement raiding four houses early Wednesday morning in Pierce and King counties, arresting four people, seizing thousands of plants and at least \$34,000 in cash.  
 The Chen, 56, and Edens, 45, a married couple are accused of leading organized crime and several drug offenders for unlawfully growing marijuana plants in Lakewood and Feland Way.  
 The Gong Zhang, 40; Lian Zhang, 46 and Minggang Zhang, 36, were also charged Thursday in Pierce County Superior Court, each accused of unlawful manufacturing of a controlled substance and unlawful use of a building for drug purposes.

On Wednesday, search teams simultaneously carried out the warrants at about 5 a.m. According to charging documents, the Valley SWAT Team, Pierce County SWAT and Lakewood's Special Response Team participated, along with other agencies, including police departments in Tacoma, Seattle and Steilacoom, the King County Sheriff's Office, the State Patrol, the state Department of Ecology, the federal Drug Enforcement Administration and the Washington State Liquor and Cannabis Board.

Lakewood police started investigating in April 2021 after receiving an anonymous tip about a suspected marijuana grow at a house in the 8000 block of Maybelle Lane, according to charging documents. A copy of a search warrant shows that neighbors reported that when the residents moved in they immediately blacked out the windows and installed extensive security cameras.



### Liquor Control Board serves search warrant on 'Tad's in Tenino'



### Illegal drugs and alcohol seized after undercover sting at Lakewood's B&I Marketplace



### Hemp-derived THC products restricted, still being sold in Washington

Washington State Liquor and Cannabis Board  
 Hemp-derived THC products: legal status by state

"The unlawful activity at Tad's has been an ongoing issue for years, generating several complaints from citizens, law enforcement and local government," the LCB stated in a news release. "LCB officers previously conducted undercover investigations and executed search warrants on the property for operating without a liquor license in 2016 and 2017. Both warrant services substantiated that Harold 'Tad' Weber was operating an unlicensed liquor business from his residence, in violation of Washington State liquor laws."

# Way Ahead: Measuring Reportable Outcomes

- Complaint resolution trends and tracking (informal settlement process)
- Education vs. Enforcement balance + increased accessibility options
- Repeat violation rates and focus of follow up visits
- Workforce readiness indicators+ coupled with succession planning
- Implement and use technology IAW RCW requirements and industry innovations

# Questions