



# Executive Management Team

## LCB Support of Executive Order 25-06

LCB Communications

March 11, 2026



## Executive Order 25-06

### Transforming Customer Experience (CX) and Service Delivery

- Issued Sept. 3, 2025 -- Establishes *Your Washington* as lead
- Purpose: “establishes a comprehensive approach to improve customer experience throughout state government, emphasizing accessibility, efficiency, effectiveness, security, simplicity, accountability, and customer satisfaction in government service delivery.”
- Definition: Essentially, customer experience means designing services with the people who use and deliver them in mind.
- Sets expectations and progress reporting over four years
  - A “CX Improvement Plan” submitted last week



## Executive Order 25-06

### Selected Key LCB CX Requirements (cont.)

- Moves state off Secure Access WA (SAW) to Wa.Gov by 2028
  - Nearly all LCB permits/licenses require SAW accounts
  - Tax and Fee project will be on Wa.Gov first
  - No timeline for rest of LCB transition yet (ITS is lead)
- Focuses on broad CX touchpoints with criteria for agencies to demonstrate progress
  1. Usability (Comms lead)
  2. “Accessibility” to services include websites, usability documents, field, including language access (Comms lead)
  3. Plain language (Comms lead)



# Executive Order 25-06

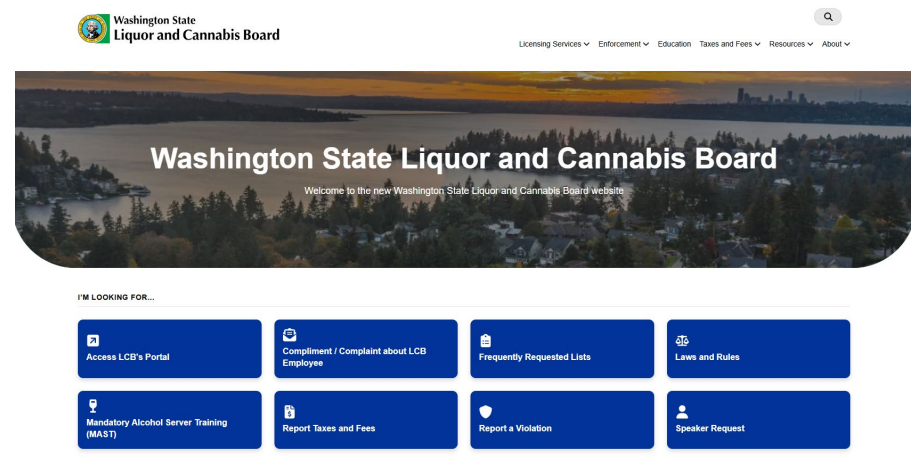
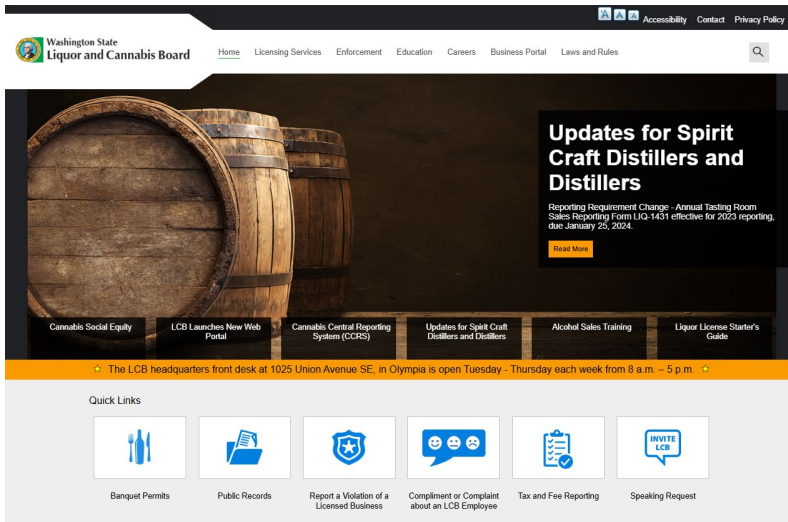
## Selected Key LCB CX Requirements (cont.)

- Five agency-wide “key services” LCB is reporting on:
  1. Final inspections (E&E)
  2. Rules petitions (Rules)
  3. Premises/Education visits (E&E)
  4. Special occasion permits (Lic.)
  5. Beer/Wine Tax reporting (Fin.)
- The divisions develop the measures and timing of CX improvements.
- Jessica (lead staff) and Brian (contributor and oversight)
  - Meets regularly with division staff on content, progress and deadlines
  - Coordinates response and reports to Your Wa prior to deadlines



## EO 25-06: Website Update

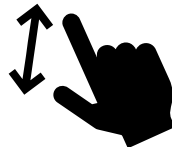
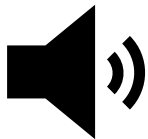
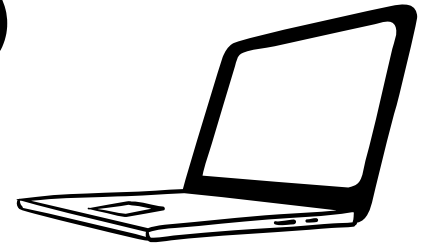
- In 2024, contracted with vendor to design and launch new site aligned with modernized web standards
- Conducted feedback surveys on web traffic, preferences and difficulties
- Conducted Usability testing with staff and external stakeholders





# What's Up with WCAG?

- **Web Content Accessibility Guidelines (WCAG)**
  - Perceivable
  - Operable
  - Understandable
- Per ADA updates and EO 25-06, state and local governments with a population of 50k+ must comply with WCAG 2.1 Level AA by Apr. 24, 2026





# Web Accessibility: How Are We Doing?

- Manually analyzed top 200+ visited pages using ANDI
- Website vendor performed automatic analysis, consistent with manual findings
- Only **compliance** issues found were some pages missing alt text, missing labels, and tables missing header designations
  - IT recently updated site with vendor to fix coding issues
- Moving forward, incorporate best practices in developing new pages, documents, and updates



# WCAG: Staying Compliant

## Best Practice Training

- Attachments (such as PDFs, presentations) accessible **before** Apr. 2026 do **not** have to comply. However, **new** documents do.
- Training soon for agency document authors and web editors on best practices to stay ahead of the curve
  - Short training session
  - Resources on employee Intranet
  - Communications Roundup article in March



# Plain Language in EO 25-06

## Requirements and Progress

- Policy, Plan, and Documentation
  - Developed to comply with previous and current EOs.
  - Socializing via team, agency newsletter, intranet
  - Systems for documenting EO compliance
- Plain Language EO Progress
  - Agencywide Team (Leads from each division/unit)
    - All leads trained via DES Plain Language courses
    - 2025 Monthly meetings and “mini trainings”
      - Literacy writing and testing
      - Design and messaging basic
    - 2026 Quarterly meetings and trainings



## Plain Language: Requirements of EO

- Identify, review, and update most public-facing information (minimum of “most accessed” every six months)
  - Website analysis identified top pages for each division and the agency
  - Hundreds of documents/webpages updated
- Process to review all content every other year for PL writing and design
  - Working on a web-based solution for identifying content that was and/or needs review



## Plain Language: Requirements of EO

- Process for incorporating Plain Language into technical or legal documents
  - Adding basic explanations to documents
- Prioritize content that most impacts user's access to LCB services
  - Examples: Portal and Tax and Fee projects



# Plain Language Going Forward

## Processes and Training

- Processes: Plain Language Team
  - Reviews, revises, and documents identified content as per EO
  - Forward to agency Plain Language lead for final review, documentation, distribution, and reporting
- Capacity development: PL Team and Agencywide
  - Ongoing training
  - New *Communications Roundup* series of Tip of the Week



# Questions / Comments

