



Washington State
Liquor Control Board

November 6, 2013

To: Sharon Foster, Board Chairman
Ruthann Kurose, Board Member
Chris Marr, Board Member

From: Karen McCall, Senior Policy/Legislative Analyst

Subject: Rescind LCB BIP-02-2009 Liquor Supplier Social Responsibility Survey - Pilot

The purpose of this interim policy was to document that the agency would pilot the Supplier Social Responsibility Survey to better understand and recognize the commendable social responsibility initiatives already underway by the suppliers, and to consider supplier social responsibility efforts as on component in business decisions. The pilot ended June 30, 2010.

Move to rescind BIP-02-2009.

Approve

Not Approve



Sharon Foster, Board Chairman

Approve

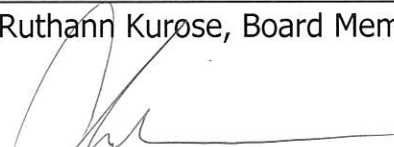
Not Approve



Ruthann Kurose, Board Member

Approve

Not Approve



Chris Marr, Board Member



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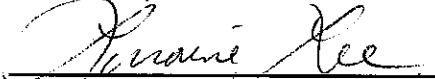
Liquor Control Board Interim Policy #02 - 2009

Subject: Liquor Suppliers Social Responsibility Survey - Pilot

Effective Date: March 11, 2009

Ending Date: March 31, 2010

Approved:


Lorraine Lee, Board Chairman


Roger Hoeh, Board Member


Ruthann Kurose, Board Member

Background

In 2008, a workgroup comprised of Liquor Control Board (LCB) staff, agency liquor suppliers, and a prevention community representative was created to develop a tool to measure social responsibility efforts and contributions made by liquor suppliers. The workgroup developed a tool called the "Supplier Social Responsibility Survey". This tool allows the agency to consider supplier social responsibility efforts as one component of the new listing decision process, much as supplier performance (as measured by the LCB Supplier Scorecard) is considered when deciding whether to carry the supplier's product in state liquor stores.

Purpose Statement

The purpose of Liquor Control Board Interim Policy #02 – 2009 is to document that the agency will pilot the Supplier Social Responsibility Survey to be used as one consideration in listing and de-listing decisions. This Policy describes the Survey elements, duration of the pilot, and general process guidelines.

Policy Statement

One of the LCB's top priorities is to promote public safety. To support this mission the agency intends to use the Supplier Social Responsibility Survey to measure individual supplier efforts in four key areas:

- Providing and/or supporting education and tools to prevent underage access and use.
- Minimizing youth exposure to and impact of alcohol advertising.
- Providing and/or supporting education and tools to prevent over-consumption and encourage responsible use.
- Being a good steward of your local community and the environment (in support of the Governor's *Go Green Initiative*.)

Part of the LCB's vision is to be a *recognized national leader in alcohol and tobacco regulation, business operation and public safety, and a collaborative partner that establishes effective and lasting solutions*. By developing this survey in collaboration with our suppliers and the prevention community, the Board is defining and encouraging the desired social responsibility activities of suppliers.

Policy Duration and Implementation

The Supplier Social Responsibility Survey will be used for a six month trial basis to determine its effectiveness.

In April, approximately eight suppliers will complete the survey, and LCB staff will compile and analyze the results. In July, the remaining suppliers from the scorecard program, who supply 80% of the product we sell, will complete the survey.

A "lite" survey will be developed for suppliers not on the scorecard program. Beginning with the July new listing meeting, non-scorecard suppliers presenting new products for listing consideration will begin completing the "lite" survey. The "lite" survey will contain a sub-set of the survey questions, designed to provide basic information without creating a burden for smaller suppliers.

In September, with survey results available from all suppliers presenting new products, staff will begin considering the survey data in the listing decisions. At the conclusion of the six month pilot, in March 2010, the survey program will be reviewed with the Board to determine if any changes need to be made.

To communicate best practices to all suppliers, staff will highlight some of the efforts of individual suppliers on the LCB website. The supplier with the strongest social responsibility program will also be recognized in 2010 with a Supplier Social Responsibility Award.

Attachments:

Workgroup Charter
Pilot Survey Questions

3/3/09 (djb)