



Strategic Plan 2024-2029



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

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.



Goals, Objectives, and Strategies

 <p>Goal One</p> <p>All Washington communities have the highest level of public health and public safety</p>	Objective	Strategy
	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	<p>Provide services that have a positive impact on youth access, adult misuse, and diversion</p> <p>Inform and educate our customers and communities in a coordinated and consistent way</p>

 <p>Goal Two</p> <p>Our services are accessible and responsive to the needs of communities, partners, and our customers</p>	Objective	Strategy
	Timely delivery of quality services	<p>Incorporate employee and customer feedback to continuously improve our processes and systems</p> <p>Modernize business processes to increase transparency, improve user experience and reduce risk</p>
	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>Goal Three</p> <p>We have a culture of trust, belonging, and valuing people</p>	Objective	Strategy
	Provide opportunities for personal, professional, and organizational growth	<p>Prioritize and invest in employee holistic wellness and professional development</p> <p>Promote leadership development at all levels</p>
	We are inclusive of industry and community members when making decisions about our work	<p>Consult industry and community representatives when creating rules</p> <p>Engage with regulated industries and the communities we serve</p>