

GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF THE CHIEF FINANCIAL OFFICER

Office of Lottery and Gaming



January 28, 2026

The Honorable Matthew Frumin
Chairman, Committee on Human Services
Council of the District of Columbia
1350 Pennsylvania Avenue, NW
Washington, DC 20004

RE: Responses to Fiscal Years 2025-2026 Performance Oversight Hearing Questions

Dear Chairman Frumin:

Attached please find the responses to Fiscal Years 2025-2026 Performance Oversight Hearing questions for the Office of Lottery and Gaming.

Please do not hesitate to contact me if you or your staff have any additional questions or require additional information.

Sincerely,

Thomas Burnside

Thomas R. Burnside
Executive Director

**Performance Oversight Questions
Office of Lottery and Gaming**

Governance and Personnel:

1. Please provide a complete and current organizational chart for the agency and each division and subdivision within the agency, including:
 - a. The names and titles of all senior personnel;
 - b. A description of the roles and responsibilities for each division and subdivision;
 - c. A narrative explanation of any changes to the organizational chart made in the last calendar year; and
 - d. An indication of whether any positions in the chart are vacant: Director of Marketing & Communications, Draw Specialist and Lead Customer Service Specialist.

Please see Attachment A for the Office of Lottery and Gaming's (OLG) organizational chart and Attachment B for roles and responsibilities for each division.

2. Please provide a complete, up-to-date list of contract workers working directly for your agency, ordered by program and activity, and including the following information for each position:
 - a. Title of position;
 - b. Indication that the position is filled or vacant;
 - c. Date employee began in the position;
 - d. Whether the position must be filled to comply with federal or local law;
 - e. If applicable, the federal or local law that requires the position be filled;
 - f. The entity from which they are contracted; and
 - g. The contracted annual cost.

Please see Attachment C for OLG's list of contract workers.

3. Please provide, for each month of FY25 through FY26 to date, the net number of personnel separated from and hired to the agency.

OLG had a total of 12 hires and 9 separations.

4. Does the agency conduct annual performance evaluations of all its employees? If so, who conducts such evaluations? What steps are taken to ensure that all office employees are meeting individual job requirements?

Yes. The performance evaluation process is managed by the Office of the Chief Financial Officer Human Resource Division via software platform, Neogov. OCFO HR ensures managers are assigned their direct reports in order to conduct the evaluation. Performance measures are input in Neogov for the fiscal year, and managers evaluate employees on those measures ensuring job requirements are met using those measures.

5. Please provide the following for each collective bargaining agreement that is currently in effect for agency employees:
- The bargaining unit (name and local number);
 - The start and end date of each agreement;
 - The number of employees covered;
 - Whether the agency is currently bargaining;
 - If currently bargaining, anticipated completion date;
 - For each agreement, the union leader's name title and contact information; and
 - A copy of the ratified collective bargaining agreement.

OLG's IT staff is covered by the collective bargaining agreement. Please see OCFO's response to question 5 of its Performance Oversight Hearing questions. See attachment D for a copy of the collective bargaining agreement.

6. Please list all employees currently detailed to or from your agency. For each detailed employee, include:
- The reason for the detail;
 - The job duties if detailed to your agency;
 - The start date of detail;
 - The agency the employee is detailed to/from; and
 - The projected date of return.

Matthew Pinder is detailed from OLG to OCIO to work on the DIFS project. The employee was detailed on 1/22/2017 with no projected return date. Mr. Pinder was detailed because of his IT technical skills.

7. Please provide a copy of your agency's Schedule A, as of the date of receipt of this questionnaire.

Please see Attachment E for OLG's Schedule A.

8. Please provide a list and description of all memorandums of understanding and memorandums of agreement in effect during [previous fiscal year] and [current fiscal year], to date.

OLG had no MOUs in place in Fiscal Year 2025. In Fiscal Year 2026, OLG has an MOU in place with the Metropolitan Police Department for fingerprinting services.

Finance and Budget:

9. Please provide a status report, including timeframe of completion, for all projects for which your agency currently has capital funds available.

OLG has no capital projects underway.

10. Please provide copies of all budget enhancement requests (The Form B or similar form) submitted in the formulation of the FY25 and FY26 proposed budgets.

OLG made no budget enhancement requests for FY 2025 and FY 2026.

11. Please list all budget enhancements in FY26 and provide a status report on the implementation of each enhancement.

OLG made no budget enhancement requests for FY 2026.

12. Please fill out the attached spreadsheet titled “Question 12 Grants Received,” and list all federal and/or private grants received by your agency in FY25 and FY26 to date, current balances, and indicate any that lapsed during or at the end of [previous fiscal year].
 - a. Please submit the completed document in both Excel and PDF formats.
 - b. Please include your Agency Code in the filename (e.g., question_12_AB0_2026.xls).

OLG did not issue or receive any federal and/or private grants for FY 2025 and FY2026.

13. List all grants issued by your agency in FY25 and FY26, to date in the attachment labeled “Question 13 Grants Issued”.
 - a. Please submit the completed document in both Excel and PDF formats.
 - b. Please include your Agency Code in the filename (e.g., Question_13_AB0_2026.xls).

OLG did not receive any federal or private grants funds in FY 2025 or FY 2026.

Operations:

14. Please provide the Committee with a list of all vehicles owned or leased by the agency; the purpose of the vehicle; the division the vehicle is assigned to, if applicable; and whether the vehicle is assigned to an individual employee.

Name	Purpose	Vehicle Year	Vehicle Tag
Linda Caple (Sales)	Retailer sales support	2016	11381
Shirelle Howze (Sales)	Retailer sales support	2016	11382
Lee Nelson (Sales)	Retailer sales support	2016	11384
Demond Pollard (Sales)	Retailer sales support	2017	11614
Yonas Teshome (Sales)	Retailer sales support	2017	11615
LLM (Support Services)	Marketing/Sales Promotion	2018	12237
Alex Alemayehu (Sales)	Retailer sales support	2019	13218
Support Services	Transportation of personnel/Marketing Support	2019	13219
Sports Regulation	Regulation inspection/support	2019	13220
Support Services	Transportation of personnel/Marketing Support	2019	13221
Licensing	Retailer support	2019	13589
Support Services	Transportation of personnel/Marketing Support	2019	13590
Daniel Chekol (Sales)	Retailer sales support	2019	13591
Support Services	Transportation of personnel/Marketing Support	2020	13594
Security	Retailer investigations	2017	11601

15. For each objective and activity in the agency's FY25 Performance Plan, please list:
- The measure of greatest improvement for the agency, and the actions the agency took to improve that measure's outcome, efficiency or quantity; and
 - For all measures with missed targets (if any), explain the actions the agency is taking to improve that measure's outcome, efficiency, or quantity.

OCFO does not submit performance plans to the Office of the City Administrator.

OLG uses known performance indicators (KPIs) to track results including projected sales, prize payout and net revenue. For FY25, OLG met its projected obligations by transferring 32.5 million to the General Fund.

FY 2025 operating revenues totaled more than \$210.7, following changes from the Sports Wagering Amendment Act of 2024. The Lottery no longer receives a revenue share from commercial online sports wagering operators. Those revenues are taxed and paid directly to the Office of Tax and Revenue (OTR), and the reduction in revenues and operating expenses from FY24 to FY25 represents that structural change.

Transfer to General Fund
(Dollar Amounts in Thousands)

Projected FY 2026	FY 2025	FY 2024
30,000	32,500	39,350

Revenues
(Dollar Amounts in Thousands)

Operating Revenues	FY 2025	FY 2024
Instant Games	43,415	41,729
Terminal Games	126,753	133,498
eInstants	27,877	30,241
Licenses & Other	66	7
Sports Wagering	9,941	118,584
Licenses/Fees (SW)	2,702	4,445

Expenses
(Dollar Amounts in Thousands)

Operating Expenses	FY 2025	FY2024
Prizes	96,488	104,491
Prizes -eInstants	24,215	26,686
Retailer Commissions	11,197	11,485
Contractor Fees	7,848	7,861
Advertising	7,144	9,036
Prizes - SW	8,155	105,740
Commissions - SW	296	676
Contractor Fees - SW	30	1,818
Salaries/Admin/Other	24,191	22,225

16. List all new objectives, activities and projects in the agency's [current fiscal year] Performance Plan and explain why they were added.

The Lottery will continue to innovate by launching new games, engaging with our customers throughout the District in our marketing and promotions efforts, and work to maximize our return to the District. OLG is working to modernize operations and streamline efficiencies through implementation of new technology and equipment, and is ready to implement and uphold its regulatory and oversight responsibilities

Objectives for FY 2026 include:

Deployment of new Central Gaming System and iLottery Central System

Description: Replace central operating systems for traditional and iLottery upon the award of the contract and its approval. This process is estimated to take nine months.

IVR Migration to AWS

Description: Transform legacy IVR into a modern, serverless solution using AWS technologies like Amazon Connect and AWS Lambda for scalability, resiliency, and advanced analytics.

Cisco Network Infrastructure Replacement

Description: Modernize network infrastructure by replacing outdated Cisco equipment with next-generation solutions supporting enhanced security, zero-trust, cloud integration, and scalability.

Server and Storage Replacement

Description: Replace legacy physical servers and storage arrays with high-performance, energy-efficient, hybrid cloud-compatible infrastructure to support virtualization, cloud migration, and disaster recovery.

OLG will continue its strategy of market regulation to enable efficient and customer-service centric processes while keeping strict monitoring that operators follow all applicable regulations.

- Track regulatory requirements to ensure compliance by sports wagering, games of skill and commercial bingo operators (e.g., audits, reviews, inspections, geolocation and testing lab certifications).
- Track all security matters (e.g., security assessments, background checks and investigations).
- Continue to enhance lottery licensing efficiency and explore improvements through technology automation.
- Coordinate with Caesars, OLG's provider responsible for sports wagering kiosks, to implement a new process to allow retailers to view their financial accounts for better efficiency and accuracy of financial payments to OLG, Caesars and retailer commissions.
- Issue sports wagering Class C rules.
- Process two (2) Class A renewal applications.
- Complete standard applications for three Class C sports wagering operators.
- Issue commercial bingo rules.
- Attain Level 2 responsible gambling program designation from the World Lottery Association (i.e., required extensive application submission).

17. Describe problems and challenges, including chronic maintenance issues and design flaws, in agency-owned or leased facilities.

OLG's headquarter facility is a leased building through the Department of General Services. OLG experiences HVAC issues within the building on a regular basis.

- a. What capital or operating projects arose from these issues in FY25 and FY26 to date, including cost and actions taken?

N/A

18. Please list each new initiative implemented by the agency during FY25 and FY26 to date. For each new initiative, please provide:

- c. A description of the initiative;
- d. Actual start date;
- e. Actual or anticipated end date;
- f. The funding required to implement the initiative;
- g. Whether the initiative was mandated by legislative action;
- h. Problems or challenges faced in the program's implementation;
- i. The metrics the agency is collecting to measure the initiative's success; and
- j. An assessment of the initiative's success thus far.

Agent Plus Program Enhancement:

c. Description: The Agent Plus Program authorizes participating retailers to cash winning tickets exceeding \$600 and up to \$5,000.

d. November 4, 2004

e. Completed launch and currently in operation with 11 participating retail locations.

f. Lottery operations are fully self-funded through OLG's enterprise fund

g. Not mandated by legislation.

h. None.

i. The 11 participating retailers are currently under performance monitoring.

j. The initiative allows lottery players to cash winning tickets up to \$5,000 adding convenience to lottery players. The program is currently under performance monitoring.

Caesars Retail Sports Wagering – District Operated Program:

c. Description: Under an Executive Director's Order, Caesars assumes responsibility for kiosk supply, operation, compliance monitoring, and AML requirements.

d. October-November, 2024

- e. Completed launch and currently in operation.
- f. Lottery Operations. OLG receives 40% of GGR and shares retailer commission costs with Caesars. This arrangement required no additional OLG funding.
- g. The Sports Wagering Amendment Act of 2024
- h. The quick turn around due to the legislations effective date, led to minor implementation hurdles that all have now been rectified, such as retailer access to individual reporting data.
- i. Monitored KPI include total sales and gross gaming revenue from Caesars.
- j. The initiative has been successful. While retail's footprint in the sports wagering market had significantly declined, there is still some demand for sports wagering of this type.

Update of the National Mega Millions Game:

- c. Description: The game has been refreshed with a higher ticket price (\$5) and improved odds, offering players more frequent opportunities for larger jackpots.
- d. Start Date: April 5, 2025 launch, following months of preparation and testing.
- e. Complete
- f. Lottery operations are fully self-funded through OLG's enterprise fund
- g. Not mandated by legislation, required by Multi-State Lottery Association
- h. None. However, player sentiment was negative toward the increased price point, particularly during the economic downturn in DC. Additionally, jackpot growth did not occur as frequently as anticipated.
- i. Implementation Challenges: No major obstacles during rollout.
- j. Positive in terms of revenue. Player interest is expected to rebound as jackpot amounts climb and player excitement builds.

\$50 Scratch-Off Ticket Launch:

- c. Description: OLG introduced its first-ever \$50 scratch-off ticket featuring a top prize of \$2 million.
- d. April of 2025
- e. Completed launch. Expected market presence of three years.
- f. Lottery operations are fully self-funded through OLG's enterprise fund

g. Not mandated by legislation.

h. None.

i. By the end of 2025, 17% of tickets were sold, generating approximately \$4M in sales.

j. The initiative delivered positive revenue results and helped to reverse a five-year decline in scratcher sales, achieving a 3.5% growth compared to the previous year—the first growth in this category in half a decade.

Commanders launch (scratch-off and e-instant):

c. Description: As part of OLG's sponsorship agreement with the Washington Commanders, a \$5 scratcher ticket and an e-instant game were launched under the Commanders branding. The scratcher included 2nd chance monetary and exclusive experiential prizes (such as game tickets).

d. August 6, 2025

e. Completed launch.

f. Lottery operations are fully self-funded through OLG's enterprise fund

g. Not mandated by legislation.

h. None.

i. Sales reached \$680K by the end of 2025, with 37% of the 360K tickets ordered already sold.

j. The initiative contributed to reversing a five-year decline in scratcher sales, achieving 3.5% growth year-over-year. The e-instant game was also a strong performer.

Trunk Stock Program:

c. Description: The Trunk Stock Program authorizes Sales Coordinators to carry instant tickets during retailer visits to replenish empty bins promptly.

d. February, 2025

e. Completed launch and currently in operation.

f. Lottery operations are fully self-funded through OLG's enterprise fund

g. Not mandated by legislation.

h. None.

i. A pilot conducted in Q1 FY 2025 demonstrated improved sales continuity and customer satisfaction.

j. The initiative contributed to reversing the five-year decline in scratcher sales, achieving a 3.5% growth rate year-of-year.

Partial Pack Return Program:

c. Description: This policy allows for OLG to provide lottery retailers credit for stale inventory of instant games, and quickly replace instant tickets that are not selling well at a particular retailer with stock that will sell.

d. December 1, 2025, following a 60-day pilot program that ran from October to December.

e. Completed launch and currently in operation.

f. Lottery operations are fully self-funded through OLG's enterprise fund

g. Not mandated by legislation.

h. None.

i. OLG is tracking returns utilization and sales KPI.

j. OLG is tracking returns utilization and sales KPI to determine effectiveness.

Launch of the national game Lotto America:

c. Description: The DC Lottery joined the Multi-State Lottery game Lotto America. The jackpot game is available in 16 jurisdictions across the United States, and offers players the chance to win a jackpot of \$1 million or more at the \$1 price point.

d. Start Date: October 6, 2025 launch, following months of preparation and testing.

e. Complete

f. Lottery operations are fully self-funded through OLG's enterprise fund.

g. Not mandated by legislation.

h. None.

i. Implementation Challenges: No major obstacles during rollout.

j. Positive in terms of revenue. Player interest is expected to rebound as jackpot amounts climb and player excitement builds. The game has generated more than \$316,000 in sales as of Jan. 14, 2026.

Please list any legislation that impacts your agency from FY25 and FY26 and provide a status report on the agency's implementation related to each piece of legislation.

During Fiscal Year 2025, legislation was passed that transferred the authority to license Games of Skill retailers from the OLG to the Alcoholic Beverage and Cannabis Administration (ABCA). OLG maintains regulatory authority over Games of Skill manufactures and distributors and approves Games of Skill machines. The transfer of Games of Skill retailed licensing authority ABCA is complete.

During Fiscal Year 2025, legislation was passed authorizing commercial bingo and limiting where commercial bingo may be conducted to locations that maintain an on-premise consumption license issued by ABCA. OLG is in the process of promulgating administrative rules governing the conduct of commercial bingo.

19. Customer feedback

- a. How does the agency solicit feedback from customers (i.e., District residents served)? Please describe.
- b. What has the agency learned from this feedback?
- c. How has the agency changed its practices because of such feedback?

At various times throughout the year, OLG solicits customer feedback by surveying members of its Players' Club, hosting virtual Player Roundtable sessions, and conducting outreach to its retail partners.

Currently, OLG has over 30,000 Players' Club members. Membership is complimentary and provides exclusive benefits, including:

- Access to DC Lottery Second Chance promotions, members-only giveaways, and contests.
- Sneak peeks of upcoming products and promotions when signed up for Players' Club emails.
- Opportunities to share feedback by participating in surveys, polls, and research.

In Fiscal Year 2025 OLG conducted a Player's Club membership survey, a Responsible Gambling awareness survey, and a Player Roundtable session (focus group) on DC Scratchers. The surveys and focus groups provide critical demographic and psychographic data about a highly engaged segment of the DC Lottery player population—data that aids in product development and product promotion decision-making (e.g., look and feel, tone of voice, etc.).

Player Roundtables also allow OLG to gather valuable feedback on its products and promotions. While the internal team was torn between two options, the Player Roundtable on DC Scratchers was used to present scratcher options to players for an upcoming launch. The participant consensus provided reassurance that either option would generate player interest, which allowed the team to move forward without making any significant changes to the color treatment of the scratcher.

OLG also solicits feedback from its retail partners. OLG hosted its inaugural Retailer Excellence Awards & Appreciation Luncheon (REAL Awards) on October 22, 2025. This signature event celebrated the outstanding achievements of its retailers, spotlighting more than 30 top-performing retailers across multiple categories, including overall sales, scratcher sales, Fast Play, monitor and jackpot games, year-over-year sales growth, and long-standing legacy retailers with over 40 years of partnership.

The celebration featured a mix of award presentations, interactive trivia games, raffle prizes, an industry best practices session, and a networking dessert reception. The best practices segment allowed retailers to ask questions of and hear directly from OLG's Executive Director, Randy Burnside. Given the high level of audience engagement and dialogue, the session stretched to 40 minutes, nearly double its allotted time. The planning team has decided that next year's event will include a fireside chat or retailer panel that will last a full hour to ensure even more time for retailer questions.

Retailers completed comment cards during the session and received a post-event survey to share additional feedback. While the team continues to review the feedback, the team has already contacted its vendor partner to procure blue or black pens with the DC Lottery logo to replace pencils at the request of its retailers.

Laws, Audits, and Reports:

20. Please identify any legislative modifications that would enable the agency to better meet its mission.

OLG requires additional, stable funding to effectively carry out its statutory regulatory responsibilities in an increasingly complex and rapidly evolving gaming environment. The scope and intensity of regulatory oversight—including licensing, compliance monitoring, enforcement, audits, responsible gaming protections, and technology oversight—have expanded significantly, while existing funding mechanisms have not scaled proportionally to meet these demands.

To address this structural funding gap, OLG recommends transitioning from the current taxing-based model to a revenue-share model under which a defined percentage of either Gross Gaming Revenue (GGR) or Net Gaming Revenue (NGR) is transferred by licensed gaming operators to the Lottery, Gaming and Gambling Fund pursuant to D.C. Code § 36-601.12. This approach would better align regulatory resources with market activity and provide a predictable, performance-based funding stream that grows or contracts in proportion to industry revenue.

Under the proposed model, OLG would be authorized to retain and expend a limited, legislatively defined percentage of the transferred GGR or NGR solely for the purpose of supporting its regulatory and oversight functions. The remaining portion of the revenue would continue to be transferred to the District's General Fund or to other programs as expressly directed by the Council. This structure preserves legislative control over the

ultimate disposition of gaming revenues while ensuring that the regulatory framework is adequately resourced.

This approach mirrors proven regulatory financing models employed in peer jurisdictions, including Maryland and West Virginia, where a portion of gaming revenue is earmarked to fund oversight entities, with the balance directed to general revenues or designated public programs. These models promote regulatory independence, operational sustainability, and effective consumer and public-interest protections without imposing additional fixed taxes on operators.

By adopting a revenue-share model tied to GGR or NGR, the District would strengthen regulatory capacity, enhance compliance and enforcement outcomes, and ensure that the costs of oversight remain appropriately aligned with the size and complexity of the gaming market, while continuing to deliver substantial revenues to the General Fund and other legislatively authorized uses.

21. Please identify any regulatory impediments to your agency's operations.

Please see the response to Question 20. Also see OLG's responses to supplemental questions 10(a), 19(b) and 23.

22. Please list and describe any ongoing investigations, audits, or reports on your agency or any employee of your agency, or any investigations, studies, audits, or reports on your agency or any employee of your agency that were completed during FY25 and FY26 to date.

The OCFO is responsible for managing these matters. Please refer to their response for more information.

23. Please identify and provide an update on what actions have been taken to address all recommendations made during the previous three years by:

- a. Office of the Inspector General;
- b. D.C. Auditor;
- c. Internal audit; and
- d. Any other federal or local oversight entities.

OLG did not receive any final recommendations identified by the Office of the Inspector General, D.C. Auditor, or other federal or local oversight entities during FY 2023, FY 2024 and FY 2025 to date.

Audit of Internal Controls over OLG Customer Service and Prize Claims (OIO Job Number 24-01-16-OLG). OLG accepted the recommendation to update SOP for documentation of repeat prize winners.

Report of Audit of Internal Controls over Office of Lottery and Gaming (OLG) Marketing Merchandise Inventory Process (OIO Job Number 25-02-05 OLG). All

recommendations were accepted and implemented by OLG via an SOP.

24. Please list all pending lawsuits in which the agency, or its officers or employees acting in their official capacities, are named as defendants, and for each case provide the following:
- The case name;
 - Court where the suit was filed;
 - Case docket number;
 - Case status; and
 - A brief description of the case

OLG is available to brief the Committee regarding pending legal cases.

25. Please list the total amount of money the agency or the District, on behalf of the agency, expended to settle claims against it, or its officers or employees acting in their official capacities, in FY25 and FY26 to date.

OLG did not settle any claims against it, its officers or employees acting in their official capacities in Fiscal Year 2025 or Fiscal Year 2026 to date.

26. Please list each settlement the agency or the District, on behalf of the agency, entered into in FY25 and FY26 to date that involved claims against the agency, or its officers or employees in their official capacity, including any settlements covered by D.C. Code § 2-402(a)(3). For each settlement, provide:
- The amount of the settlement;
 - If related to litigation, the case name and brief description; and
 - If unrelated to litigation, please describe the underlying issue or reason for the settlement (e.g. administrative complaint, etc.).

OLG did not settle any claims against it, its officers or employees acting in their official capacities in Fiscal Year 2025 or Fiscal Year 2026 to date.

27. Please list all administrative complaints or grievances that the agency received in FY25 and FY26 to date. For each complaint, list:
- The source of complaint;
 - The process utilized to respond to the complaint or grievance;
 - Any changes to agency policies or procedures that resulted from the complaint or grievance; and
 - If resolved describe the resolution.

OLG receives complaints through multiple channels including telephone, website and social media. Complaints are received by the Customer Service Division and are tracked until resolved. Customer Service utilizes the Customer Complaint SOP (See Attachment F) to resolve complaints.

OLG received over 125 complaints in FY25 through December 31, 2025 (See Attachment G). The complaints range from machine malfunctions to retailer complaints to an inability to understand game rules and player resources.

All complaints are tracked to resolution which can include reimbursement of lost money or assisting players to understand game rules and navigating player resources.

28. Is the agency currently party to any active non-disclosure agreements? If so, please provide all allowable information on all such agreements, including:
- a. The number of agreements;
 - b. The department(s) within the agency associated with each agreement; and
 - c. Whether any agreements are required for specific positions (please list each position by division and program and indicate whether the position is contracted)

OLG is not a part of any active non-disclosure agreements.

Data

29. In filterable and sortable spreadsheet, please list all electronic databases maintained by your agency, including the following:
- a. A detailed description of the information tracked within each system;
 - b. The age of the system and any discussion of substantial upgrades that have been made or are planned to the system; and
 - c. Whether the public can be granted access to all or part of each system.

See Attachment H for electronic databases.

30. Please provide a list of all studies, research papers, and analyses (“studies”) the agency or an agency’s employee requested, prepared, presented or contracted for during FY25. For each study please list:
- a. The status;

1. DC Lottery Draw Game Decline Research and Analysis 2025

See Attachment I.

When conducted: February 3 – May 30, 2025 / Status: Completed

Short description: A comprehensive research study was conducted to examine the key factors and challenges influencing the decline in performance of DC Lottery Draw Games. Data from FY22, FY23, and FY24 were analyzed to identify the underlying causes of the decline in draw game sales.

2. DC Lottery Retailer Feedback Survey 2025

See Attachment J.

When conducted: April 22 – August 8, 2025/ Status: Completed

Short description: A survey distributed to all DC Lottery retail partners to gain an understanding of retailer satisfaction, challenges, communication needs, and overall

experiences with DC Lottery to help improve support, operations, and future retailer engagement.

A total of 29 Retailers completed the survey.

3. DC Lottery In-store Retailer Player Roundtable Analysis and Retrospective 2025

See Attachment K.

When conducted: September 19 – December 2, 2025 /Status: Completed

Short description: A virtual 1-hour roundtable with nine DC Lottery Players' Club members was held on November 12, 2025, on Microsoft Teams. Participants were asked questions about their in-store experiences, what could be improved, and any issues they encountered at retail locations. Insights gathered from the session will help shape future marketing efforts, enhance retailer training, and strengthen overall customer engagement.

4. Employee Engagement Survey Results and Analysis 2025

See Attachment L.

When conducted: September 22 - October 30, 2025/Status: Completed

Short description: An Employee Engagement Survey was launched on October 17, 2025, to assess workplace health, strengthen our employee experience, and complement the ongoing Customer Experience, Customer Intelligence CX/CI program. This organization-wide survey served as a baseline for FY 26, measuring progress through and into FY27, demonstrating leadership's commitment to listening and continuous improvement—especially as new executives join—and provides valuable insights to enhance engagement, satisfaction, and overall mission success.

5. OLG Brand Revitalization— to assist in making informed, data-driven decisions as we explore revitalizing the DC Lottery brand.

- See Attachment M. Segmentation Study: 500 participants taking part in a quantitative study (survey) to create a clearer breakdown of our audiences and their behaviors, to serve as a foundation for the other research portions so we know who we're appealing to.
- Status: complete (not published research).
- See Attachment N. Benchmark Survey & Virtual Interviews: 100 participants in a quantitative survey, and 24 in-depth 1:1 discussions, to establish a broad baseline understanding of how our audiences feel about our current brand in terms of perceptions, expectations and stimuli.
- Status: complete (not published research)
- See Attachment O. Look & Feel Survey & Virtual Interviews: 100 participants in a quantitative survey, and 12 in-depth 1:1 discussions, to capture preferences and feedback around potential new brand direction.
- Status: complete (not published research).

Supplemental Performance Oversight Questions

Office of Lottery and Gaming

Racial Equity

1. Describe any programs or policies where the Office has had success in building racial equity during Fiscal Year 2026 and Fiscal Year 2026 to date.

For more than 40 years, the Office of Lottery & Gaming (OLG or DC Lottery) has partnered with a diverse network of small businesses to offer our games and promotions at retail locations throughout each of the District's eight wards and OLG is constantly looking for ways to expand. In 2021, OLG committed to increasing marketing and communications to diverse business organizations about our licensing opportunities.

In addition, OLG works with the Mayor's constituency offices (Mayor's Office on African Affairs, Mayor's Office on Asian and Pacific Islander Affairs and Mayor's Office on Latino Affairs) to reach diverse business organizations.

OLG engaged in the following activities in 2025:

- Worked with Empower the Community Weekend (referred to OLG by Mayor's Office on African Affairs (MOAA)) to reach out to Amharic speaking businesses regarding the process for obtaining a retailer license to sell lottery products.
- Provided sponsorship for the 2025 Lunar New Year Parade, produced by the Chinese Consolidated Benevolent Association (CCBA) (referred to OLG by Mayor's Office of Asian and Pacific Islander Affairs).
- OLG consistently reviews public-facing documents and ensures they are translated into the six most spoken languages in the District. For example, thus far, in FY 26, OLG translated the Charitable Games Monte Carlo applications in Korean and Spanish.
- OLG intends to continue its commitment to working with the Mayor's constituency offices in 2026 to reach diverse communities in building racial equity.

2. In the context of the Office and its mission, describe three areas, programs, or initiatives where the Office has the greatest opportunity to address racial inequity.

The mission of OLG is "to responsibly maximize revenue generation for the District of Columbia through the sale of innovative lottery and sports wagering products while providing gaming regulation and oversight that upholds the highest standards of integrity and public trust." Since its inception in 1982, OLG has required its gaming system operator to partner with a Certified Business Enterprise (CBE) to perform substantial work in providing the computer systems and services necessary to run a lottery.

OLG has had the greatest opportunity in addressing racial inequity through:

1) CBE participation, wherein OLG has consistently met its CBE goals with the Department of Small and Local Business Development.

2) Continually meeting OLG's mandate with the Department of Human Rights/Language Access Division by accommodating customers whose first language is not English.

3) Continue to look at the CBE community first in procuring goods and services.

3. What barriers does your Office face when trying to: (1) make progress toward racial equity or (2) better understand racial inequity within the agency's context and operations (if any)? How does your Office's spending address existing racial inequities (grant disbursement, procurement/contracting, etc.)?

None. OLG is committed to equity and takes great pride in the diversity of our organization, partner retailers and customers. OLG marketing and promotions are diverse and reach players of all backgrounds and every area of our community. OLG has certain contracts that are set aside specifically for the CBE community (i.e., auditing of the draw, security services and retailer merchandising).

OLG establishes an annual purchase order with the CBE community to purchase office and IT supplies.

4. Please provide data on the racial diversity among leadership and at all staff grade levels. How does retention differ by race across levels? How does pay differ by race within levels?

Human resource information is managed by the OCFO's Human Resources Division. Neither OLG nor the OCFO's Human Resources Division tracks racial information for its employees.

Consumer Issues

5. OLG testified during the FY26 Budget Oversight Hearing that it currently spends approximately \$29,000 annually to support the National Council on Problem Gambling hotline and maintains a dedicated responsible gaming staff function.
- Please provide a full accounting of OLG's FY25 and FY26, to-date, expenditures related to responsible gaming, including staffing, contracts, outreach, and public education.
 - How does OLG assess whether these resources are sufficient given the expansion of digital wagering and new gaming products?

Response to Question 5(a)

Since FY 2020, OLG has maintained one dedicated staff member, Responsible Gambling Program Specialist (RGPS), whose sole responsibilities rest with responsible gambling (RG). The RGPS' duties include, among others, the following:

- RG training to lottery retailers and OLG staff.
- Review sports wagering license applications for RG compliance.
- Performs periodic audits of license holders to ensure continued compliance.
- Collaborates with the National Council on Problem Gambling (NCPG) on RG annual campaigns (e.g., Holiday’s Gift Responsibly Campaign, National Problem Gambling Awareness month in March).

In FY 2024, OLG received RG certification from the North American Association of State and Provincial Lotteries (NASPL). In FY 2025, OLG received membership to the World Lottery Association (“WLA”). As part of this membership, OLG submitted its RG assessment for level two certification. After a year, OLG will be eligible to apply for level three and level four certifications. OLG applications for RG certification go through rigorous assessment by experts in the field of RG.

Expense Category	FY 2025	FY 2026
Dedicated Staff (1 FTE)	\$100,846	\$100,846
NCPG Membership	\$10,000	\$10,000
NCPG 1800 help line- Calls	\$9,500	\$9,500
NCPG 1800 help line- Texts	\$9,500	\$9,500
Totals	\$129,846	\$129,846

Response to Question 5(b)

While there has been an expansion in digital (online) sports wagering, there has been a corresponding decrease in retail. This change is material for two reasons. One, internal controls are much easier to administer on online platforms. Specifically, online platforms allow players to institute limits on deposits, wagers, time spent gambling, and the ability to set pauses whereby a player can select a specific time period (e.g., day(s), weeks) during which they will be prevented from making wagers. Moreover, online accounts allow sports wagering operators to monitor activity for potential signs of problem gambling. In the retail context, wagering tends to be anonymous, making internal controls and monitoring by sports wagering operators less effective.

In summary, the shift from retail to online sports wagering has not resulted in a shortage of resources to address the expansion in online sports wagering platforms.

The OLG also monitors the self-exclusion list and participates in responsible gaming messaging and RG best practices in each of the Lottery’s gaming offerings.

6. How does OLG quantitatively measure the effectiveness of its responsible gaming messaging and tools, including self-exclusion programs and timeout features?
 - a. Please provide FY25 and FY26, to-date, participation data.
 - b. What trends or patterns has OLG identified, and how are those findings informing regulatory or programmatic decisions?

Response to Question 6(a)

OLG has a framework for promoting responsible gaming — including Self-Exclusion programs, deposit/time limits, timeout features, and public awareness messaging. The Office uses a mixture of data tracking, internal analysis, and program participation metrics to quantitatively measure effectiveness.

Program Participation Metrics**Self-Exclusion Program Statistics**

- OLG tracks data on individuals who enroll in the Self-Exclusion program, including participation counts and demographic factors (e.g., race, gender, residency) of participants. This data helps determine whether the program is reaching diverse populations and, potentially, identify disparities in enrollment patterns.

- a. Please provide FY25 and FY26, to-date, participation data.

Enrollments by Gender

Fiscal Year	Enrollments	Male	Female
2020	2	2	
2021			
2022	11	11	
2023	12	11	1
2024	23	21	2
2025	31	27	4
2026 (1/4/2026)	2	2	
Total	81	74	7

Enrollments by Race

Race	Number
White	42
Black	19
Asian	9
Hispanic (Ethnicity)	4
Other	7

Enrollments by Residency

State	Number
Washington, D.C	28
Virginia	25
Maryland	14
Pennsylvania	7
Other	7

Response to question 6(b)

OLG tracks data on individuals who enroll in the Self-Exclusion program, including participation counts and demographic factors (e.g., race, gender, residency) of participants. This data helps determine whether the program is reaching diverse populations and, potentially, identify disparities in enrollment patterns. It is further incorporated into compliance audit plans to identify potential issues or gaps.

The following trends have been identified through the use of Self-Exclusion data:

- Prior to FY 2022, an individual wanting to self-exclude required in in-person appearance at the Office’s headquarters. This requirement proved to be a barrier to Self-Exclusion. In FY 2022, Self-Exclusion was offered via the internet but with strict internal controls to ensure identity verification. As a result, the number of Self-Exclusion applications increased significantly and continues to increase each year.
- As noted in the statistical table, most enrollments (over 90%) are by males. This trend seems inconsistent with player statistics which indicate player participation is close to even split (50%) between males and females. The Office will review the Self-Exclusion Program to identify any potential barriers to women in participation in Self-Exclusion.
- In terms of residency, the highest percentage of enrollments are from Washington, D.C. residents with Virginia a close second and followed by Maryland. This trend is consistent with commuter patterns.

The Office will continue to performance research and assessments of data to ensure the appropriate consumer protections are in place and available to all players.

7. As gambling options expand in DC with the legalization of sports betting several years ago and the legalization of commercial bingo last year—along with the mayor’s proposal to legalize blackjack and poker—what are the steps that OLG is taking to address gambling addiction?
 - a. In particular, how is OLG focused on mitigating gambling addiction among residents with low incomes and Black and brown residents, whom studies show experience disproportionate harm from gambling?

The Office has a robust RG program as outlined in responses to questions 5 and 6. The program promotes responsible gambling and provides players with the tools to limit the

amount of time and money they spend gambling. In addition, they can avail themselves of Self-Exclusion program if they wish to suspend their gambling periods of 18 months, three years, five years and lifetime.

RG services are provided to all District residents regardless of race, ethnicity, or economic status. Statistical data indicates that District residents are the highest population participating in the Self-Exclusion program. In addition, for District residents experiencing problem gambling issues, the District's Department of Behavioral Health provides treatment services.

8. Please describe how OLG receives, tracks, and resolves consumer complaints related to lottery products, sports wagering, and other regulated gaming.
 - a. How many consumer complaints were received in FY25 and FY26, to-date, by category?

OLG takes all consumer complaints seriously and addresses them with urgency. We are committed to responding to every complaint within one business day and conducting a thorough investigation until the matter is fully resolved.

Lottery Products Consumer Complaints:

Consumer complaints related to lottery products and retail sports wagering are received through multiple channels, which include OLG Customer Service Division, Security/Investigative Hotline, official email, website forms, and in-person.

All Lottery products complaints are investigated and tracked through an investigative case management system under four categories (general complaint, ticket validation complaint, stolen tickets, and ticket reconstruction complaints). Each entry in the case management system is assigned to a unique case number and categorized by complaint type. The system enables end-to-end tracking of lottery product complaints throughout the investigative process. Investigations are conducted by OLG Security Department investigators, who gather evidence, interview relevant parties, and document findings. Once the investigation is completed by the assigned investigator, the finding undergoes a formal review and approval process.

Lottery product complaints may be resolved through a combination of enforcement and non-enforcement actions, including:

Enforcement Actions:

- Official warning letters
- Mandatory corrective measures
- Suspension or revocation of retailer license
- Referral to law enforcement for criminal investigation consideration

Non-Enforcement Actions:

- Customer education and guidance
- Process clarification or policy explanation

- Technical assistance or troubleshooting
- Voluntary agreements with retailers

Complaints related to the Retailer Sports Wagering Kiosk Program are managed through a collaborative process between OLG and Caesars Sportsbook, the operator responsible for the kiosks. This partnership ensures that all wagering-related issues are addressed promptly while maintaining compliance.

Complaints related to sports wagering kiosks can be received by OLG through its standard channels (phone, email, online) or directly by Caesars Sportsbook via its customer service hotline, email, or live chat. Consumer complaints received by OLG referred to Caesars Sportsbook for operational investigation.

Caesars communicates directly with the customer regarding resolution and notifies OLG of findings. OLG works closely with Caesars throughout the investigation by providing investigative assistance if requested. OLG verifies any corrective or enforcement actions taken based on investigative findings.

Response to question 8(a)
Consumer Complaints Received by Category

Category	FY 2025	FY 2026 (To Date)
General Complaints	39	3
Ticket Validation	7	0
Stolen Tickets	1	0
Ticket Reconstruction	1	0
Total Complaints Received	48	3

b. What enforcement or corrective actions resulted from those complaints?

OLG tracks customer complaints related to traditional lottery products to completion. Completion involves notifying the gaming system vendor of machines that have malfunctioned, reimbursement to players of lost funds and reiterating customer service principles to retailers. No enforcement actions were taken in FY25 or FY26 to date. However, with respect to privately operated sports wagering, one complaint resulted in a player account being closed due to the player violating the Operator's "terms of use."

9. What steps does OLG take to detect and prevent fraud, theft, or abuse related to lottery tickets, digital wagering platforms, and games of skill?

Lottery Operations

OLG takes fraud, theft, and abuse very seriously and has implemented robust controls to safeguard lottery tickets, digital wagering platforms, and games of skill. Key measures include:

- **Secure Inventory Management:** Instant ticket inventories are delivered via secured trucks, stored in vaults with multi-layer access controls (badge, PIN, alarms), and monitored by CCTV. Access requires authorization from OLG Security Department.
- **System Monitoring & Compliance:** OLG uses its Back-Office System (BOS) to track retailer inventory, generate daily compliance reports, and enforce regulations (e.g., ticket receipt within 24 hours, activation within 30 days). Non-compliant retailers face forced activation or inventory confiscation.
- **Fraud Detection & Alerts:** Instant tickets that are reported stolen are flagged in BOS, triggering live alerts during validation attempts. OLG collaborates with law enforcement and reviews retail surveillance footage for investigations.
- **Retailer Controls and training:** Retailers can only order tickets through OLG's secure telephone sales system. Billing terms have been shortened for quicker collections, and routine security rounds ensure physical safeguards. OLG provides training to retailers on how to prevent fraud, theft, and abuse.
- **Employee & Contractor Screening:** Background checks are conducted for all staff and contractors.
- **Digital Platform Oversight:** OLG monitors gaming systems, controls system access, and uses Intralot's three-level watchdog alert system to detect anomalies in sales and cancellations. All operators of digital platforms are required to maintain a geolocation compliance service provider. These service providers have systems in place to detect fraud, abuse as well as transactions falling outside of permitted areas.

Privately Operated Sports Wagering

OLG's Audit and Compliance Team perform periodic audits and reviews of all District licensed Sports Wagering Operators. This includes inspections of digital platforms to ensure wagering is solely taking place within permitted areas as required by law and regulation. To meet strict geofencing requirements, all sports wagering operators engage a geolocation service provider that, among other related services, provides the following:

- Geofencing to ensure wagering activity is taking place in permitted areas.
- Investigative services to identify a wide array of fraudulent activities including spoofing, multiple accounts held by one individual, suspicious transactions, identity theft, account takeovers, and other related activity.
- In conjunction with other suppliers, know your customer (KYC) and anti-money laundering requirements are also achieved through service providers.

Games of Skill

OLG conducts in-depth due diligence investigations on each GOS applicant that includes their business operations and history. On an ongoing basis, the Office conducts random inspections at each Game of Skill retailer location and perform audit reviews on all monthly

financial reporting. The Office also requires all Games of Skill retailer locations to have cameras and retain camera footage for a minimum of 30 days.

10. During FY26 Budget Oversight, OLG testified that it is monitoring online sweepstakes gaming platforms operating in legal grey areas.
- a. What is the current status of the unregulated sweepstakes in the District?
 - b. What actions has OLG taken in FY25 and FY26, to-date, to investigate or address these platforms?
 - c. Under what circumstances would OLG issue cease-and-desist orders or pursue enforcement?

Response to question 10(a)

The District of Columbia does not have a standalone statute specifically governing sweepstakes. Instead, sweepstakes and similar promotional activities are evaluated under the District’s prohibitions on lotteries and gambling, which apply unless an activity is expressly authorized by law.

In the District, a sweepstakes must eliminate at least one of the three elements of gambling—consideration, chance, or prize—most commonly by providing a genuine, free alternative method of entry that affords participants an equal opportunity to win without payment. Properly structured sweepstakes are treated as promotional contests and do not require gaming licensure.

Unlike the District, many states expressly regulate or prohibit online sweepstakes, social casinos, or simulated casino platforms. As a result, an activity that may be lawful in one jurisdiction may be unlawful in another.

The District has not enacted a comprehensive statutory framework addressing online sweepstakes casinos or simulated casino-style platforms. Accordingly, legality is determined based on the substance of the activity, not its label, including whether consideration is required directly or indirectly and whether any free entry option is meaningful and equivalent to paid participation.

Online platforms marketed as “sweepstakes casinos” or “social casinos” are accessible to persons in the District of Columbia. Such platforms may be unlawful under District law if, in practice, they function as gambling, particularly where payment is effectively required, free entry mechanisms are illusory or burdensome, or virtual currencies are readily redeemable for cash or cash equivalents.

Determining legality is often difficult due to evolving business models, multi-jurisdictional operations, and frequently changing terms. Accordingly, mere accessibility to District residents does not establish legality. Each offering must be evaluated on a case-by-case basis based on its actual operation and compliance with District law.

OLG has reviewed several sweepstake casinos, accessible to persons located in the District, to determine their legality. In cases where there is a violation of the District law, OLG will issue cease and desist letters to those entities.

Legislation establishing a clear regulatory framework for sweepstakes would provide needed clarity and transparency. Such legislation could define permissible and impermissible sweepstakes structures; establish objective standards for free methods of entry, consideration, prize redemption, and advertising; require registration, licensing, or disclosures where appropriate; and authorize enforcement mechanisms to address unlawful or deceptive practices.

Adopting a tailored regulatory scheme would enhance consumer protection, support consistent enforcement, and reduce legal ambiguity, while allowing the Council to determine whether and under what conditions sweepstakes activities should be permitted in the District. Clear statutory guidance would also align the District's regulatory approach with evolving national practices and better equip regulators to address emerging digital gaming models.

Response to question 10(b)

OLG is currently investigating thirteen (13), unlicensed, online sweepstakes gaming platforms for potential violations of District gambling laws. OLG's legal counsel is reviewing the investigative results to assess whether enforcement actions are appropriate..

Response to question 10(c)

A cease-and-desist order is considered when there is evidence to support an allegation that a company is unlicensed and or potentially offering gaming that violates District law and regulations. Failure to comply with cease-and-desist order may result in the Office issuing a civil monetary fine and or a referral to law enforcement for criminal investigation consideration.

11. Are there areas where OLG believes current statute or regulation limits its ability to protect District residents from unlicensed or offshore gaming operators? If so, please describe.

Please see the response to Question 10(a).

Equity and Access for Consumers

12. OLG has previously stated that it tracks the geographic distribution of licensed lottery retailers.
- a. Please provide the number of licensed lottery retailers by Ward for FY25 and FY26, to-date.

The table below presents the count of licensed lottery retailers by Ward for FY25 and FY26 year-to-date, showing a total increase from 333 to 338 (+5).

Ward	FY 2025	FY 2026 - Present
1	32	31
2	38	39
3	21	21
4	49	50
5	67	69
6	38	38
7	52	51
8	36	39
Total	333	338

- b. How does OLG assess whether access to lottery products is equitable across neighborhoods?

Consistent review of retailer saturation across the District provides a roadmap for expanding our retailer network. Increasing the retailer network throughout the district is a major initiative. Recruitment efforts include outreach to many businesses in multiple trade channels such as convenience, grocery, spirits, and social settings. OLG makes regular contact with business owners about adding lottery to their product offerings through in-person visits from staff along with various forms of written correspondence.

Specific Agency Questions

13. Please provide an update on the centralized gaming system procurement, including:
- The current status of the RFP evaluation, negotiation, and anticipated award timeline;
Ridgely (Office of Contracts)
 - How OLG is coordinating with the Office of Contracting and Procurement to ensure procurement integrity; and
Ridgely (Office of Contracts)
 - How the agency plans to maintain uninterrupted lottery sales during system transition and parallel operations.

Response to Question 13(a)

The evaluation phase of the RFP is complete. The procurement is in the negotiation phase. Upon completion of the negotiation phase, an award package will be sent for legal sufficiency and then sent to Council in April or May for review and approval. To ensure uninterrupted lottery sales during system transition, parallel operations are anticipated to run for 9 months.

Response to Question 13(b)

OLG's procurement is conducted through the Office of the Chief Financial Officer, Office of Contracts. The OCFO Office of Contracts adheres to procurement regulations and works closely with OLG to ensure procurement integrity.

Response to Question 13(c)

As required by the RFP, the successful bidder must be capable of sustaining sales of the entire existing OLG games portfolio and supporting prize payouts not only during the transition period, but also thereafter.

From the date of contract award through the full transition to the new system, a multifunctional project team will be in place to ensure the sustainability, integrity, and continuity of business operations. Special procedures for work execution and materials acceptance will be implemented during the transition period. In addition, OLG personnel and retailers will be trained to operate the new equipment and systems.

14. How will OLG monitor vendor performance once the centralized gaming system contract is awarded, and what performance benchmarks or remedies will be used if deliverables are not met?

Consistent with District procurement requirements, the Contracting Officer will designate a Contracting Officer's Technical Representative (COTR) to act as the Contracting Officer's authorized representative for technical oversight of the contract. The COTR will be responsible for monitoring contractor performance, inspecting and accepting deliverables, verifying invoices for payment, and providing technical direction within the scope of the contract, but will not have authority to modify the contract, obligate funds, or otherwise change the terms and conditions of the contract.

Expected deliverables and their definitions will be clearly specified in the contract. In the event that deliverables are not met, the contract provides for liquidated damages and other remedial actions to ensure that OLG is fully compensated for any resulting losses.

Vendor performance against established key performance indicators (KPIs) will be monitored on a daily basis by functional leads and reviewed through routine weekly and monthly management meetings.

15. When lottery products or gaming initiatives underperform relative to projections, what corrective actions does OLG take, and how are those lessons incorporated into future product development or procurement decisions?

Sales forecasts by product are prepared annually by the Marketing department in coordination with Sales. Performance monitoring is conducted by the Management Team on a weekly, monthly, and quarterly basis.

When a product underperforms relative to forecast, the Agency applies a case-by-case approach. Once the underlying causes are identified, a targeted action plan is developed and implemented.

There are four primary areas specific to the District of Columbia that typically require focused attention:

1. Technological Support for Games

Lottery operations are highly technology-driven. Many games perform successfully only when supported by robust IT infrastructure, including reliable internet connectivity and communication tools at the retail level. Enhancements to internet and communication solutions at retail locations in 2024 contributed to a 3% increase in sales of the popular monitor game *Race to Riches*, surpassing Mega Millions sales.

2. Addressing Player Aging

An aging player base is a universal trend for traditional lottery products, particularly Numbers Games. This challenge is especially pronounced in the District due to the high share of Numbers Games in both total sales and Gross Gaming Revenue (GGR). Accordingly, mitigating declines in Numbers Games through game enhancements and promotional activities, while carefully monitoring prize fund performance, remains a critical and ongoing focus.

Although Numbers Games sales continued to decline in 2025, consistent with the prior ten-year trend, GGR increased. This pattern continued into Q1 of FY 2026, with gross sales down 6.9% but GGR up 3.55%.

3. Game Penetration and Player Base Growth

3.1 Retailer Network

Between 2024 and 2025, more than 70 OLG retailers closed due to business closures, ownership changes, or regulatory factors. OLG continues to actively recruit new retailers to restore coverage and maintain lottery accessibility across the District, thereby supporting player base growth.

3.2 Digital Expansion (eInstants and iLottery)

The modern lottery environment is increasingly characterized by growth in online sales, particularly among younger demographics. OLG has grown its online player base from zero to approximately 52,000 registered players. Converting these registrants into active players represents both a challenge and a significant growth opportunity in the coming years.

4. Game Modernization

Ongoing game modernization is essential to sustaining player engagement and long-term sales performance. During FY 2025–2026, OLG relaunched Mega Millions as part of the MUSL plan, introduced the Powerball Power Play add-on, and launched several new games, including Jackpot USA and Lotto America. Another major launch, *Millionaire for Life*, is scheduled for February 2026.

General Strategies Employed by OLG

In alignment with industry best practices, OLG employs the following strategies:

- Introduction of new games
- Sunsetting of underperforming games
- Use of an omnichannel approach where possible
- Focused advertising and promotional efforts on products with higher return on investment

These actions are designed to support responsible business growth and maximize transfers to the General Fund.

16. Please discuss how lottery and gaming revenues in FY25 and FY26, to date, compare to projections, and explain any material variances.

The two primary performance metrics for OLG are Sales and Transfer. Maintaining stable annual sales is essential to ensuring responsible program growth while keeping players engaged in a safe and enjoyable environment. Transfer reflects the Agency’s ability to manage costs effectively while balancing prize payouts and overall financial health.

FY 2025 net revenue was close to the initial annual forecast of \$220 million (including the SW retail program and other revenue sources) and exceeded both the GGR forecast and FY 2024 actual results by 5.62%, reaching \$81.6 million. This performance was driven by effective prize fund management across the product portfolio, combined with disciplined cost control, enabling OLG to meet its FY 2025 Transfer target, the Agency’s primary KPI.

Strong growth was observed in instant games, while jackpot game sales declined due to lower jackpot levels relative to the national average. Monitor games and Fast Play products experienced growth, while eInstants declined following three consecutive years of growth.

Numbers Games continued to experience sales declines. Key contributing factors included retailer closures, reduced commuter traffic, and federal workforce disruptions. Although the aging of Numbers Games players is a global trend, this remains particularly impactful in the District, where Numbers Games represent the largest category and the primary contributor to Transfer due to their high GGR percentage. Declines in Numbers Games are being offset by growth in other categories, including instant games and modern distribution channels such as iLottery.

Q1 FY 2026 produced strong jackpot game performance, driven by Powerball reaching its second-highest jackpot in history at \$1.8 billion, resulting in a 33% increase in sales and a 67% increase in GGR.

While total Q1 FY 2026 sales were 1.23% lower than Q1 FY 2025, GGR increased by 5.56%, with positive trends across all game categories except instant tickets.

17. Please provide the total amount transferred to the General Fund in FY24 and FY25, and projected transfers for FY26.

Fiscal Year	Transfer Amount
2024	39,350,000
2025	32,500,000
2026 (projected)	30,000,000

18. OLG is funded primarily through enterprise and other funds. How does this funding structure affect the agency's staffing decisions, long-term planning, and ability to absorb revenue volatility?

OLG's reliance on enterprise funds creates a more revenue-sensitive operating environment that requires cautious staffing decisions and strategic long-term goals. To mitigate fluctuations in revenue, this funding structure encourages required-only staffing decisions and the use of consultants/contractors to address specialized or short-term needs without creating long-term fixed costs.

19. The FY26 approved budget reflects a significant reduction tied to the transition of sports wagering operations to third parties.
- Which non-personnel services and contracts were reduced or eliminated as a result; and
 - How has this shift changed OLG's operational focus and oversight responsibilities?

Response to question 19(a)

With the implementation of the Sports Wagering Amendment Act, which transitioned core sports wagering operations to third-party operators, budget adjustments began in the fourth quarter of FY 2025 to align expenditures with the revised operating model and reduced revenue outlook. These adjustments carried over into FY 2026.

The adjustments were broad-based rather than tied to the elimination of specific non-personnel services and contracts. These adjustments include reductions in projected prize expense associated with sports wagering and online games, marketing, and other related operational costs.

Response to question 19(b):

The expansion of the sports wagering market has, to date, resulted in three (3) new online operators and six (6) overall operators offering sports wagering via internet District-wide.

This expansion has caused OLG to place greater emphasis on sports wagering licensing and oversight of online operations to ensure regulatory compliance. As an example, efforts have increased in the area of geofencing to ensure sports wagering is taking place within District bounds and outside areas covered by the Shipstead-Luce Act.

Since enactment, OLG no longer receives a percentage of gaming revenue from the online commercial sports wagering operators. These revenues (more than \$19 million last fiscal year in addition to the Lottery transfer) go directly to tax and bypasses the Lottery and Gaming Fund. OLG does receive licensing fees, however these fees are not consistent annually nor does OLG have the ability to carry over such fees from year to year. Because of this, these administrative costs are being absorbed by the traditional lottery and putting downward pressure on the Lottery's transfer to the General Fund.

OLG requires additional, stable funding to effectively carry out its statutory regulatory responsibilities in an increasingly complex and rapidly evolving gaming environment. The scope and intensity of regulatory oversight—including licensing, compliance monitoring, enforcement, audits, responsible gaming protections, and technology oversight—have expanded significantly, while existing funding mechanisms have not scaled proportionally to meet these demands.

To address this structural funding gap, the Office recommends transitioning from the current taxing-based model to a revenue-share model under which a defined percentage of either Gross Gaming Revenue (GGR) or Net Gaming Revenue (NGR) is transferred by licensed gaming operators to the Lottery, Gaming and Gambling Fund pursuant to D.C. Code § 36-601.12. This approach would better align regulatory resources with market activity and provide a predictable, performance-based funding stream that grows or contracts in proportion to industry revenue.

Under the proposed model, the Office would be authorized to retain and expend a limited, legislatively defined percentage of the transferred GGR or NGR solely for the purpose of supporting its regulatory and oversight functions. The remaining portion of the revenue would continue to be transferred to the District's General Fund or to other programs as expressly directed by the Council. This structure preserves legislative control over the ultimate disposition of gaming revenues while ensuring that the regulatory framework is adequately resourced.

This approach mirrors proven regulatory financing models employed in peer jurisdictions, including Maryland and West Virginia, where a portion of gaming revenue is earmarked to fund oversight entities, with the balance directed to general revenues or designated public programs. These models promote regulatory independence, operational

sustainability, and effective consumer and public-interest protections without imposing additional fixed taxes on operators.

By adopting a revenue-share model tied to GGR or NGR, the District would strengthen regulatory capacity, enhance compliance and enforcement outcomes, and ensure that the costs of oversight remain appropriately aligned with the size and complexity of the gaming market, while continuing to deliver substantial revenues to the General Fund and other legislatively authorized uses.

20. Please provide an update on current vacancies, how long positions have been vacant, and whether enterprise funding constraints affect OLG's ability to recruit and retain staff.

The following positions are vacant and there are no funding constraints to recruitment:

Director of Marketing and Communications—8/26/25

Lead Customer Service Specialist—12/2/25

Draw Specialist—10/7/25

Regulatory Oversight and Enforcement

21. Please provide an update on Games of Skill regulation, including approval rates, enforcement actions, and any operational challenges identified in FY25 and FY26, to date.

During FY25 and to date FY26, a total of 17 Games of Skill applications were received and reviewed. There were 12 new applications and 5 renewal applications. Of these, 14 applications were approved, including all 5 renewals and 9 new applications. Two applications were not approved due to identified business-related issues, and one application was not completed by the applicant. The primary challenges encountered through our review process included unresolved business issues and failure by applicants to submit complete application materials.

As for GOS enforcement action in FY25 and FY26, the following licensed lottery retailers incurred OLG directed enforcement actions:

- One lottery retailer was investigated and issued a Cease-and-Desist Letter for operating un-licensed GOS gaming terminals. The retailer promptly complied and removed the un-licensed GOS gaming terminals.
- One lottery retailer was verbally reprimanded and required to re-install cameras due to their noncompliance with surveillance requirements.
- One lottery retailer was directed to replace required decals on a machine after operating without them.

22. How does OLG monitor compliance among charitable gaming operators, and what enforcement actions were taken in FY25 and FY26, to date?

Charitable gaming in the District consists of Bingo, Raffles, and Monte Carlo operations. OLG monitors compliance among charitable gaming operators through the following measures outlined in the 30 DCMR §§ 1400 - 1414:

- **Licensing and Application Review:** All charitable gaming operators must obtain proper licenses and submit detailed applications outlining event specifics.
- **Financial Reporting:** Operators are required to submit financial statements and event reports to ensure proceeds are used for charitable purposes as mandated by law.
- **On-Site Inspections:** OLG may conduct periodic inspections and spot checks during events to verify adherence to approved game rules and operational standards.
- **Record Audits:** OLG reviews operator records, including prize payouts and ticket sales, to confirm compliance with financial reporting statutory requirements.
- **Operator Guidance:** OLG provides guidance to charitable organizations on regulatory requirements and best practices for preventing fraud or misuse.

Enforcement Actions in FY25 and FY26 (To Date):

- **No enforcement actions were taken in FY25 or FY26 to date.** All monitored charitable gaming activities have remained in compliance with applicable regulations.

23. Are there statutory or regulatory limitations that constrain OLG's ability to enforce gaming laws effectively? If so, please describe.

Pursuant to D.C. Code § 36-612.10(b)(2), holders of sports wagering occupational licenses must renew their license by September 30 of each year. This requirement poses challenges to operators and the Office. Operators hire employees throughout the year without regard to the renewal application due date. Accordingly, an employee approved for an occupational license on September 1st must immediately begin submitting their renewal application to meet the September 30th deadline. This results in the employee paying \$100 for the initial license lasting 30 days and, together with filing a renewal application, must pay another \$100 by September 30th.

The Office is also burdened with having to process all renewal applications in September in order to issue renewal licenses on October 1st. The Office believes this is an unnecessary burden.

The Office suggests that occupational licenses have an expiration term of 1 or 2 years from the date of issuance. Two years is suggested because experience in processing renewal applications at the one-year mark have not revealed any significant issues. If the term is extended to two (2) years, the fee can also be increased to \$200. This would ease the burden on sports wagering employees and Office staff.

Also, see OLG's response to question 10(a).

Sports Wagering Oversight

24. Please provide an update on the transition from GambetDC to the competitive sports wagering market and any operational or regulatory challenges encountered.

In conjunction with the discontinuation of the GambetDC mobile application, Intralot elected to withdraw entirely from the District's sports wagering market. Pursuant to the Sports Wagering Amendment Act of 2024, OLG engaged a licensed sports wagering operator to provide replacement sports wagering self-service terminals ("kiosks") at more than 50 lottery retailer locations throughout the District.

The short notice provided to OLG and the limited transition period between enactment of the statute and implementation presented operational challenges. Despite these constraints, the Agency successfully launched a new retail sports wagering program with Caesars. Replacement kiosks were installed beginning in mid-October and completed in early November 2024.

The transition was completed smoothly, without disruption to retailer operations, thereby ensuring continuity for retailers, many of whom represent small local businesses.

The transition from GambetDC to the competitive sports wagering market has resulted in three (3) new online operators and six (6) overall operators offering sports wagering via internet District-wide. The tax rates increased to 30% for Class C and 20% for Class A operators with year over year increases in tax from \$1,378,681 in FY 2023 to \$3,798,127 in FY 2024 and \$19,391,380 in FY 2025. While GambetDC did not generate this type of revenue, its subcontractor, FanDuel during a 90-day period in FY 2024 generated approximately \$5 million for OLG as part of its 40% revenue share. The 90-day period did not cover the NFL or March Madness periods. It is estimated OLG would have generated over \$20 million in revenue had FanDuel remained the sole provider of District-wide sports wagering. The disparity is primarily attributable to the lower tax rates when compared to OLG 40% revenue share.

The transition to the competitive sports wagering market also had a major impact on the local retail (Class B) market. In early 2024 there were five (5) Class B licensees operating in local restaurants. By the end of 2024, only one remained in business. The other four (4) stated they could not compete with online sports wagering mobile apps offered by major operators. In calendar year 2025, Class A operators FanDuel and BetMGM closed their retail operations and now only offer sports wagering via online mobile apps. Caesars Sportsbook is the only Class A operator that still offers retail (i.e., in-person wagering). The Class C license allows operators to offer sports wagering through retail in addition to internet (mobile app). However, all three (3) Class C operators have declined the opportunity to offer sports wagering through retail locations.

Another collateral impact of the open, online, sports wagering market has been a material decrease in occupational licenses. Such licenses are required of all individuals engaged in sports wagering. The majority of occupational licenses were issued to employees working

at Class A and Class B retail facilities. At its high point, OLG was issuing over 250 occupational licenses per year. For FY 2026, OLG has issued less than 100.

Operationally, OLG shifted its resources toward licensing to address the increase in Class C license applications and related supplier applications. The Sports Wagering Amendment Act of 2024's effective date was immediate upon the Mayor's approval and license application requirements posed significant challenges. Specifically, the sports wagering licensing portal does not have a Class C license application option. OLG staff had to quickly develop an alternative application method. In addition, the Class C temporary license posed challenges given the seven (7) day approval mandate once the applicant provided minimal application requirements. OLG had to develop new procedures and processes for the standard (i.e., permanent) license without delay or issuance of Class C rules. This also involved collaboration with the District's Department Small and Local Business Development ("DSLBD") on the CBE plan required by all Class C Operators for their standard license. OLG staff is currently drafting Class C rules for legal review and publication in D.C. Register.

A related challenge has been the corresponding increase in regulatory oversight to ensure continued compliance with internal controls, responsible gambling protections, and geolocation fencing.

In addition, sports wagering revenues no longer going through the Lottery and Gaming Fund, but rather directly to tax, has applied pressure on the OLG's traditional lottery and licensing fees to cover administrative costs.

25. Please provide a current list of all Class A, B, and C licensees and summarize FY25 and FY26, to-date, performance data including handle, payouts, gross gaming revenue, and taxes paid.

Licensed Sports Wagering Operators

Class A	Class B	Class C
Caesars Sportsbook	S&S U Street LLC	DraftKings
BetMGM		Fanatics
FanDuel		Penn

FY25 Performance Data

Category	Number/Amount
Wagers	34,763,425
Handle	\$801,878,743
Payout	\$718,572,415
GGR	\$84,295,586
Tax Revenue	\$19,391,380

FY26 Performance Data (through November 30, 2025)

Category	Number/Amount
Wagers	8,257,906
Handle	\$183,904,008
Payout	\$163,828,664
GGR	\$20,075,345
Tax Revenue	\$4,777,962

26. Please provide a performance update on the sports wagering kiosk program for FY23 through FY26, to date, including total revenue and business participation.

The Sports Wagering Amendment Act of 2024 (the “Act”) mandated OLG to make available sports betting kiosks to lottery retailers given the pending shutdown of the GambetDC sports wagering program. OLG approached all Class A and C licensed sports wagering operators with the opportunity to provide lottery retailers with replacement sports betting kiosks (“kiosks”). Caesars Sportsbook (“Caesars”) was the only operator willing to provide replacement kiosks.

The Act sets strict time frames for the replacement kiosks requiring OLG to quickly work with Caesars, Intralot and VSC to develop a project plan for the orderly shutdown of GambetDC kiosks and installation of Caesars kiosks. The following is a partial list of the significant tasks performed during the transition:

- Negotiations with Caesars on revenue share, cost allocations, and related matters.
- Assignment of project managers (OLG & Caesars).
- Weekly project meetings to develop implementation plan and monitor progress.
- Development of decommission (GambetDC machines) schedule.
- Development of installation (Caesars kiosks) schedule.
- Preparation of Executive Director Order outlining the terms under which Caesars kiosks would be offered.
- Preparation of Emergency Rules for operation of Caesars kiosks.
- Acquisition of data lines and/or internet connection for Caesars kiosks.
- Implementation of project plan on decommission and installation.

The transition from GambetDC to Caesars Kiosks in lottery retail locations occurred in a seamless manner. At the time (October 2024), there were 53 GambetDC retail locations in the District. During a three-week period, GambetDC and Caesars kiosks were removed and installed simultaneously. In this manner, “downtime” at lottery retail locations was at minimum, typically only a few hours during the installation and testing of Caesars kiosks. While regulatory challenges were encountered in terms of developing Executive Director Order and Emergency Rules, OLG’s Counsel worked cooperatively with Caesars to ensure timely implementation. Operationally, OLG has received positive feedback from both retailers and players on the functionality and user friendliness of the new Caesars kiosks.

In addition, costs associated with Caesars kiosks is also lower than those incurred with GambetDC kiosks.

Fiscal Year	# of Businesses (DC Gambet)	# of Business (Caesars SB)	Revenue Generated (Application Fees)
FY 2023	66	N/A	N/A
FY 2024	53	N/A	N/A
FY 2025	N/A	47	\$85,000
FY 2026	N/A	45	\$32,500

Retail Sports wagering Revenue Generated

Fiscal Year	FY 2025	FY 2024	FY 2023
Revenue	\$9,941,141	\$11,713,274	\$16,789,763
Payout	\$8,154,578	\$9,787,671	\$14,479,415
GGR	\$1,786,563	\$1,925,602	\$2,310,348

At the time of transition, GambetDC had 53 active retailers, reflecting a decline from its earlier peak of approximately 66 participants in FY23. This reduction was primarily due to business closures and participants opting out of the program, rather than the transition itself. Many smaller establishments faced economic challenges, while others chose to discontinue participation for operational or contractual reasons. In terms of GGR, a dollar-to-dollar comparison between FYs 2023 through 2025 is not an accurate reflection of net earnings. For years prior to FY 2025, additional operating and administrative costs were incurred by OLG including those related to retailer commissions, advertising, marketing, regulatory oversight, and others. Whereas OLG's earnings in FY 2025 are simply 40% of GGR (or approximately \$714,625).

27. What consumer protection standards does OLG enforce for sports wagering operators, and how does the agency monitor compliance?

Consumer protections cover responsible gambling and complaints processing. As to the latter, please see responses to questions 8 and 9.

To ensure responsible gambling protections mandated by statute and regulation are followed, the Office requires the following:

- As part of the sports wagering application process, RG programs are thoroughly reviewed by the Office's RGPS prior to licensing.
- RGPS reviews licensee advertising and marketing materials to ensure compliance with the rules.
- RGPS performs periodic audits of sports wagering operators to ensure their RG programs are functioning as designed or previously approved.

Consumer protections are also in place to ensure the payment of winning wagers to players in the event an operator has a high negative hold or encounters insolvency. The protections include:

- As a licensing requirement, operator applicant must submit a bond to the Office to be used in the event of insolvency or operator's inability to pay winning wagers.
- Minimum cash reserve requirements to ensure sufficient funds are available to pay out winning wagers.

OLG continuously monitors Bond and reserve sufficiency to ensure compliance. On one occasion, the Office took enforcement action to ensure players with winning wagers were paid through the liquidation of operator's bond.

28. What regulatory authority does OLG have over sports wagering marketing and advertising, and how has that authority been exercised in FY25 and FY26, to date?

See responses to questions 5, 6, 7 and 27. In addition, the following is performed by OLG staff:

- Reviews and approves all promotions from licensed sports wagering operators. The process includes the review of proposed promotions for compliance with Rules and Minimum Internal Control Standards (MICS).
- Review of promotions also covers responsible gambling requirements to guard against misleading language and ensure consumer protections (e.g., problem gambling helpline) are properly inserted into the promotional materials.

During FY 2025, OLG reviewed and approved over 400 promotions. To date in FY 2026, OLG has reviewed and approved over 250 promotions. In addition, OLG performed a responsible gambling audit during FY 2025 to ensure continued compliance Rules and MICS.

29. In FY25, the Office issued a Request for Proposal (RFP) for a Lottery Gaming System operator. Please provide the Committee with an update on the RFP, and please inform the Committee whether an operator has been awarded the contract.

Please see the response to question 13.

Business Participation and CBE Compliance

30. During the FY26 budget oversight, OLG indicated that Class C sports wagering operators were issued temporary licenses and therefore were not initially required to submit Certified Business Enterprise (CBE) plans, but that operators have since stated their intent to work with DSLBD to develop and submit such plans. Please provide a detailed update on the status of CBE compliance for Class C sports wagering operators, including:

- a. The date each current Class C operator (including DraftKings, Fanatics, and PENN National) received its temporary license and how long each has been operating under temporary licensure;
- b. Whether OLG considers these operators to be operating under temporary or permanent licensure at this time, and what statutory or regulatory standards govern the transition, if any, from temporary to permanent licensure;
- c. Which Class C operators have submitted CBE plans to date, the status of those plans with DSLBD, and whether any minimum subcontracting or participation benchmarks apply once plans are approved;
- d. What mechanisms OLG uses to track and verify CBE participation and subcontracting spend for sports wagering operators that were initially licensed without an approved CBE plan;
- e. How OLG coordinates with DSLBD to ensure follow-through on operator commitments made during licensure and testimony, including the frequency and substance of joint compliance reviews; and
- f. What enforcement authority or corrective actions OLG would pursue if an operator that benefited from temporary licensure fails to meaningfully implement its stated CBE commitments.

Response to question 30(a)

Operator	Temporary License Issue Date	Temporary License Expiration Date (Admin Extensions)
DraftKings	7/25/2024	February 25, 2026
Fanatics	9/26/2024	March 4, 2026
PENN	1/10/2025	April 10, 2026

Response to question 30(b)

Class C Operators continue to operate under a temporary license but all three have submitted permanent licensure applications which are under OLG review. Class C temporary licenses, under statute, do not have an expiration date. This makes it difficult for OLG and DSLBD to set deadlines for licensing/CBE compliance. Nonetheless, Class C sports wagering operations are still subject to rules covering consumer protections, anti-money laundering, operational internal controls, and related requirements.

Response to question 30(c)

Operator	CBE Plan Approved Date	Benchmarks in Place
DraftKings	February 28, 2025	Yes
Fanatics	July 1, 2025	Yes
PENN	Awaiting Submittal by PENN	No

PENN was instructed to submit a comprehensive CBE Plan waiver request as their first waiver request was deemed insufficient.

Response to question 30(d)

DSLBD and OLG staff have a close working relationship, meeting each month to discuss continued compliance by operators and/or any issues encountered relating to CBE Plan. When issues are identified, DSLBD works with the operator to resolve the matter and ensure compliance.

Response to question 30(e)

See response to question 30(d) above.

Response to question 30(f)

The OLG has the authority to take enforcement actions against an operator that fails to meet CBE requirements. This includes license suspension, revocation, civil monetary fines and related actions.

31. What mechanisms does OLG use to track subcontracting performance, and what compliance issues were identified in FY25 and FY26, to date?

The OCFO's Office of Contracts & Procurement (OCFO OCP) is responsible for approving contracts and procurements. Vendors that have subcontracting responsibilities submit a quarterly report to DSLBD and the OCFO's OCP to demonstrate their compliance with the law.

32. What barriers exist for local and CBE firms seeking to participate in gaming technology contracts, and how is OLG working to address those barriers?

The lottery industry is a very specialized industry and there are few firms that have the expertise, knowledge and skillset to execute the technology. For example, there are only three (3) companies nationwide that operate a lottery gaming systems. There are only three (3) companies nationwide that can manufacture instant tickets.

Policy and Legislative Outlook

33. Please provide an update on OLG's monitoring of online sweepstakes gaming platforms and any enforcement actions taken or contemplated.

See OLG's response to question 10(b).

34. On October 1, 2025, the Mayor introduced permanent legislation that would legalize poker and blackjack table gaming at limited locations throughout the District.

- a. Does the Office have adequate funding and staffing capacity to manage poker and blackjack table gaming?

OLG currently has the staffing capacity to manage poker and blackjack table gaming on a limited basis. However, the OLG would require a revenue share to fund administrative expenses should a qualified Operator receive licensure for a facility or multiple facilities that would operate year-round.

- b. Does the Office have any concerns with the implementation of this legislation?

Yes. OLG has not received any expression of interest from a gaming operator in offering blackjack or poker to date. Poker and Blackjack require trained dealers, security, staffing and certified gaming equipment that make this type of gaming cost prohibitive for an operator outside of a permanent Casino environment.

35. During the FY26 budget process, the Council approved a subtitle legalizing in-person commercial bingo.

- a. How many commercial bingo applications have been submitted to the Office? How many of those applications have been approved?

To date, OLG has not received any commercial bingo applications.

- b. Are there any active commercial bingo establishments in the District?

To the OLG's knowledge, there are no active commercial bingo establishments in the District.

- c. Does the Office have any staffing or capacity needs to support commercial bingo?

OLG is sufficiently staffed to support commercial bingo.

36. Are there areas where OLG believes clarifying or additional legislation is necessary to strengthen consumer protection or regulatory oversight?

See OLG's responses to questions 10(a), 19(b) and 23.

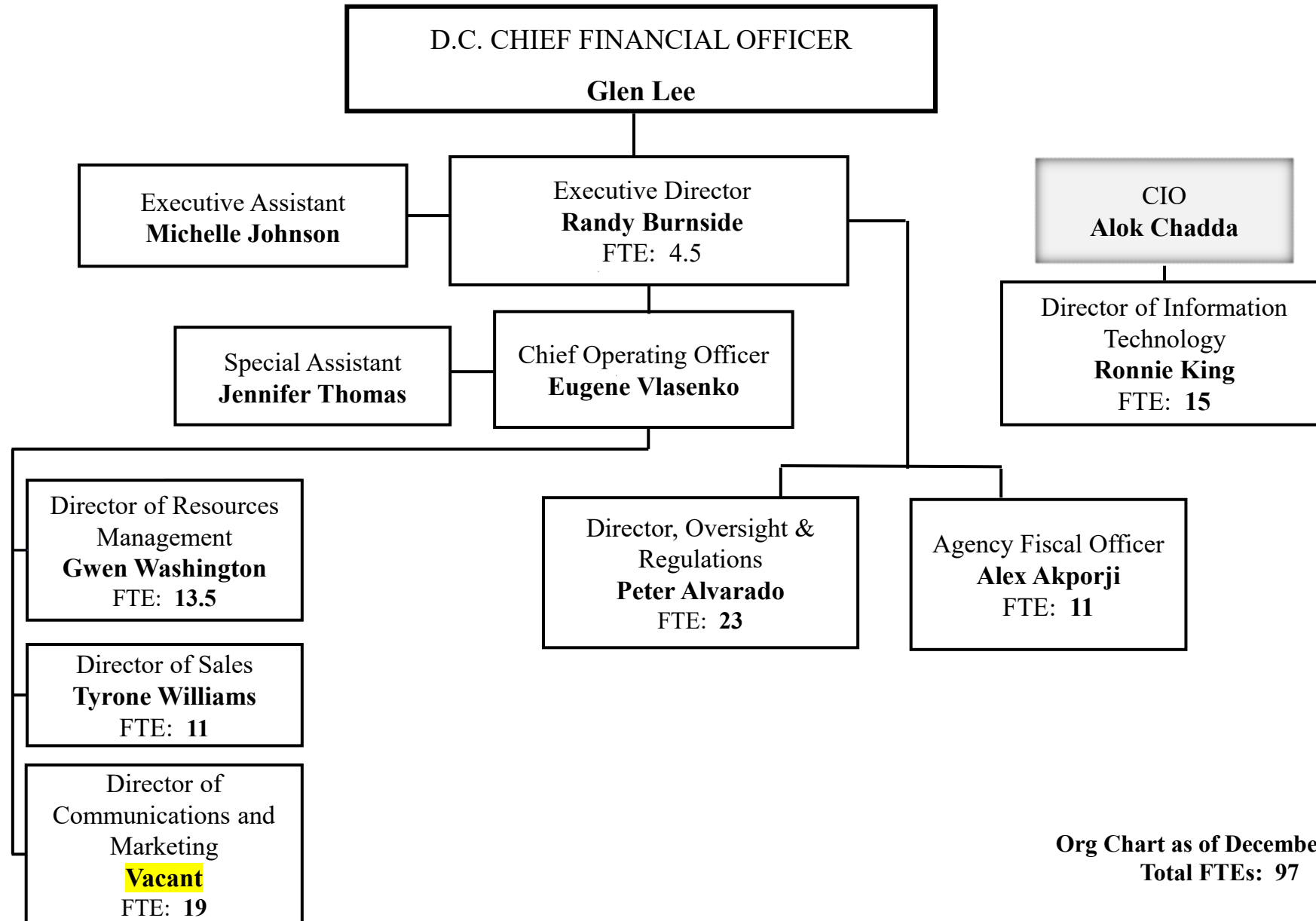
37. Looking ahead to FY27, what are the most significant operational or financial risks facing OLG, and what mitigation strategies are being considered?

OLG is facing a period of transition with increasing outside economic and business pressures. The most significant immediate risks include the potential for contract disruption involving our central gaming system for traditional lottery, iLottery, and instant ticket printing. Ensuring that operational friction is at a minimum during a potential new system implementation is paramount to the Lottery's revenue stream.

OLG is an enterprise, and structurally the OLG must use a portion of gaming revenues in order to properly fund administrative expenses such as employee salaries, responsible gaming functions, and regulatory oversight activities. Currently, the OLG does not receive a percentage of gaming revenue from the online commercial sports wagering or games of skill to offset such costs. The OLG does receive licensing fees, however these fees are not consistent nor does OLG have the ability to carry over such fees from year to year. Because of this, these administrative costs are being absorbed by the traditional lottery and putting downward pressure on the Lottery's transfer to the General Fund.

OLG anticipates a continued negative impact on overall sales and revenue in fiscal year 2026 due to recent federal layoffs and economic uncertainties. Lottery sales are directly impacted by the population swell of federal and city employees traveling into the jurisdiction daily for work. OLG plans to counter this with the deployment of new equipment, enhanced gaming system infrastructure, new instant ticket products, innovative promotions, and reducing expenses.

OLG is also working diligently to protect the integrity of our games, investing in secure and reliable systems and providing our players with a myriad of gaming options in a responsible manner. At the same time, OLG remains disciplined in managing revenue volatility, working closely with our vendors and retailers to grow together and maximize returns for the District.

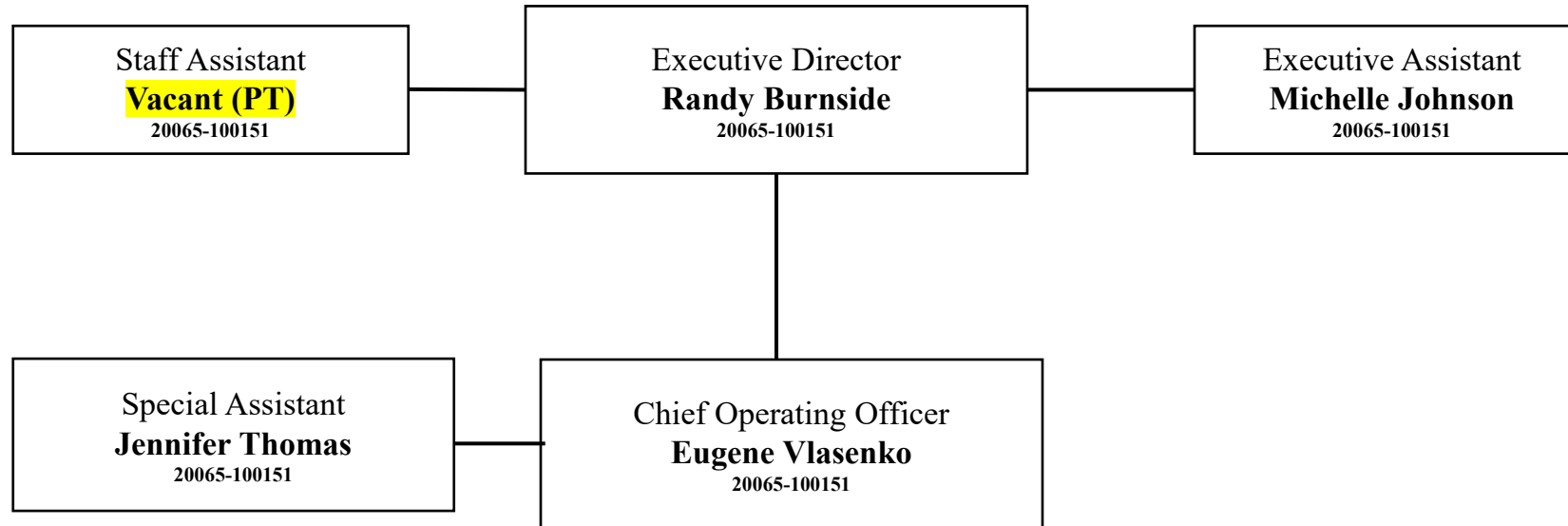


Org Chart as of December 2025
Total FTEs: 97



Office of Executive Direction

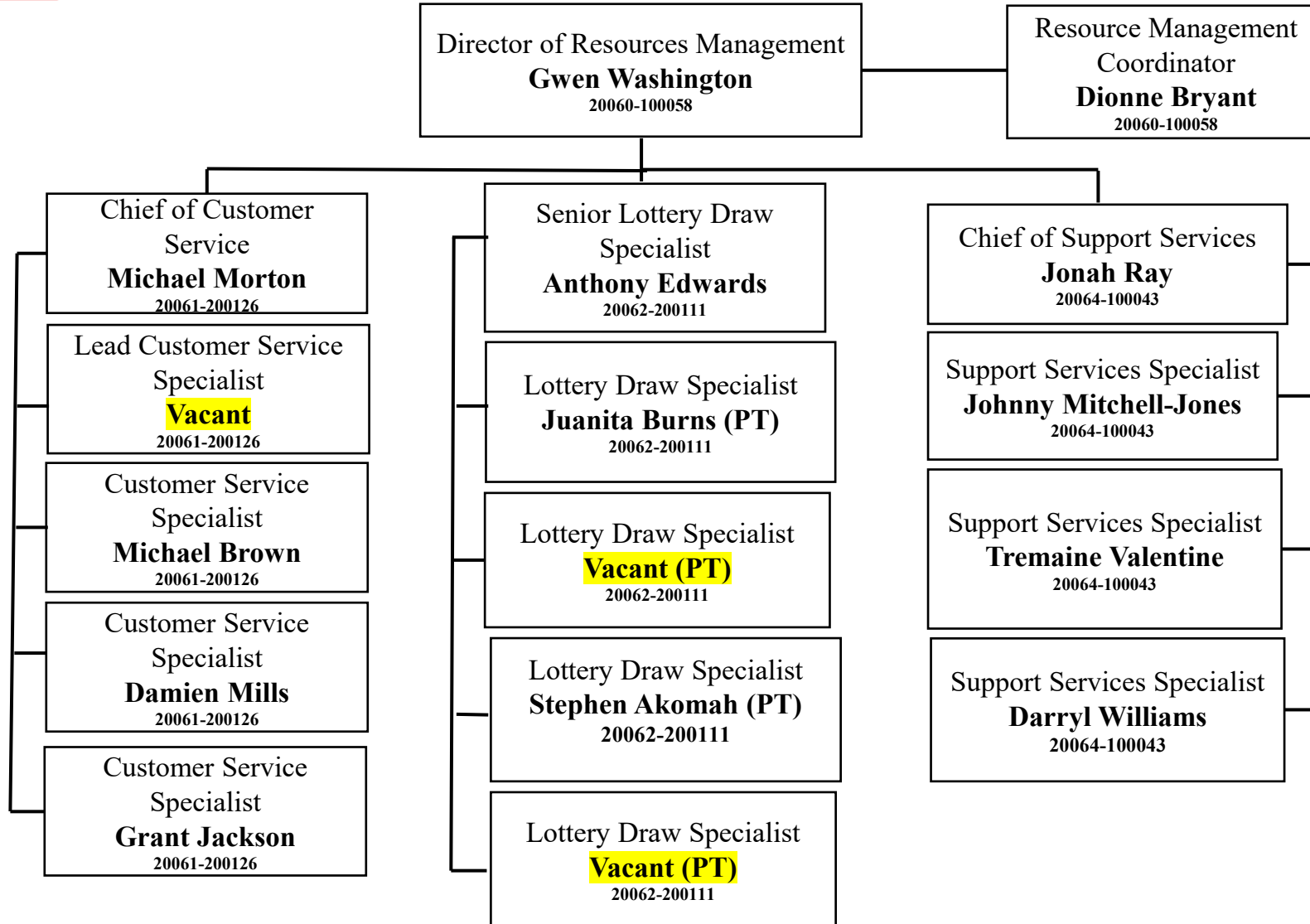
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Office of Resources Management

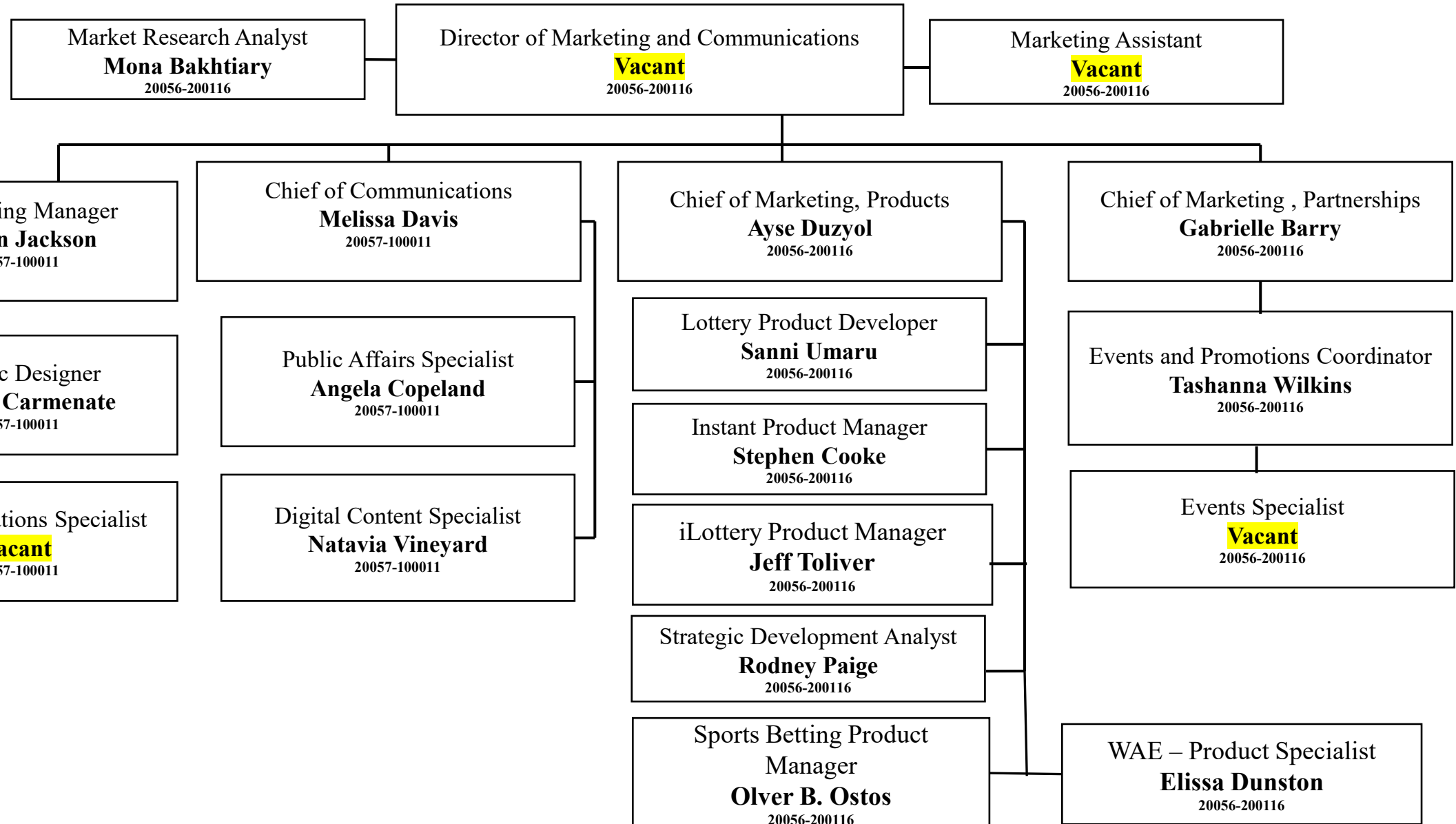
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Marketing and Communications

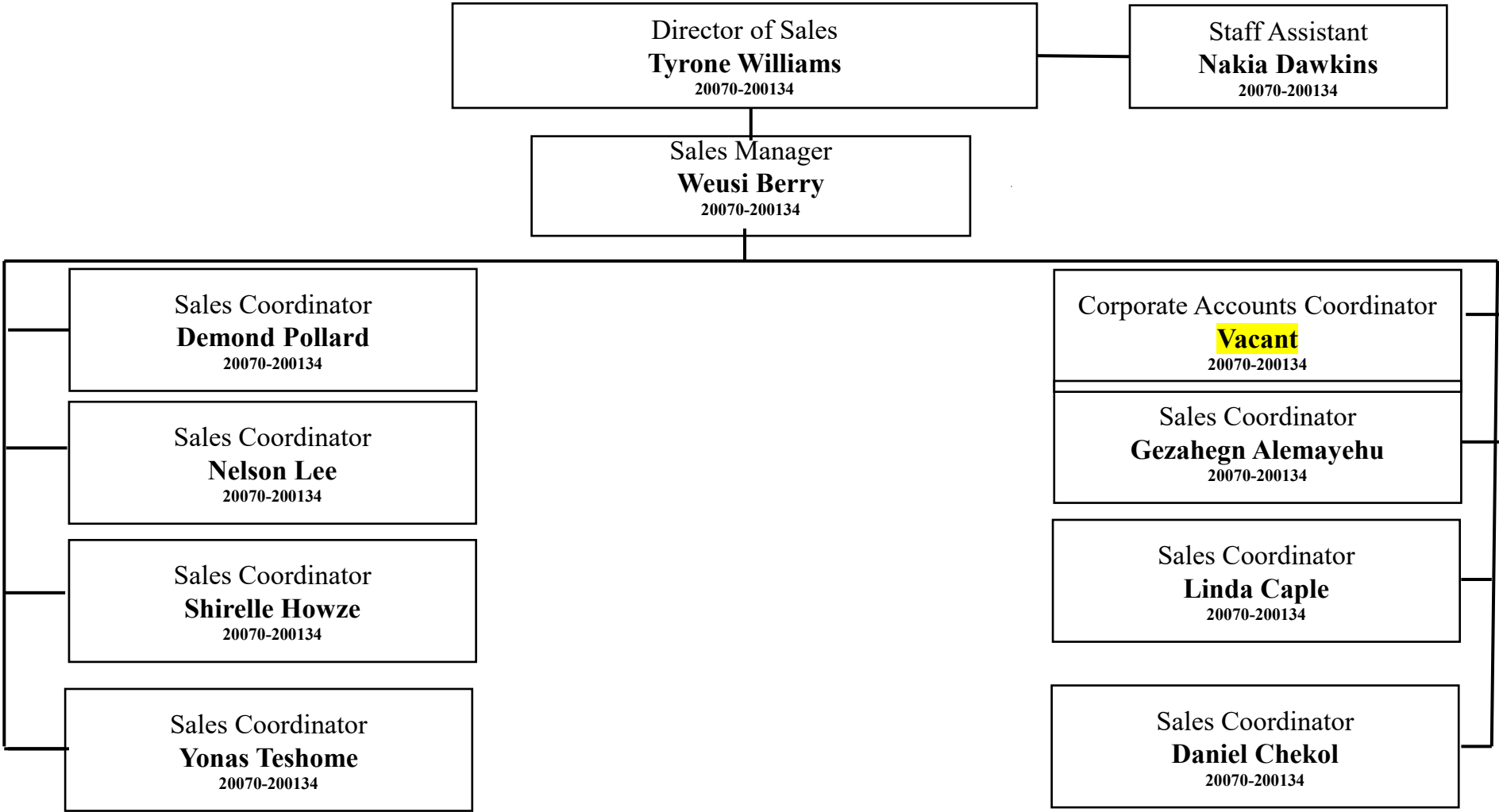
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Trade Development

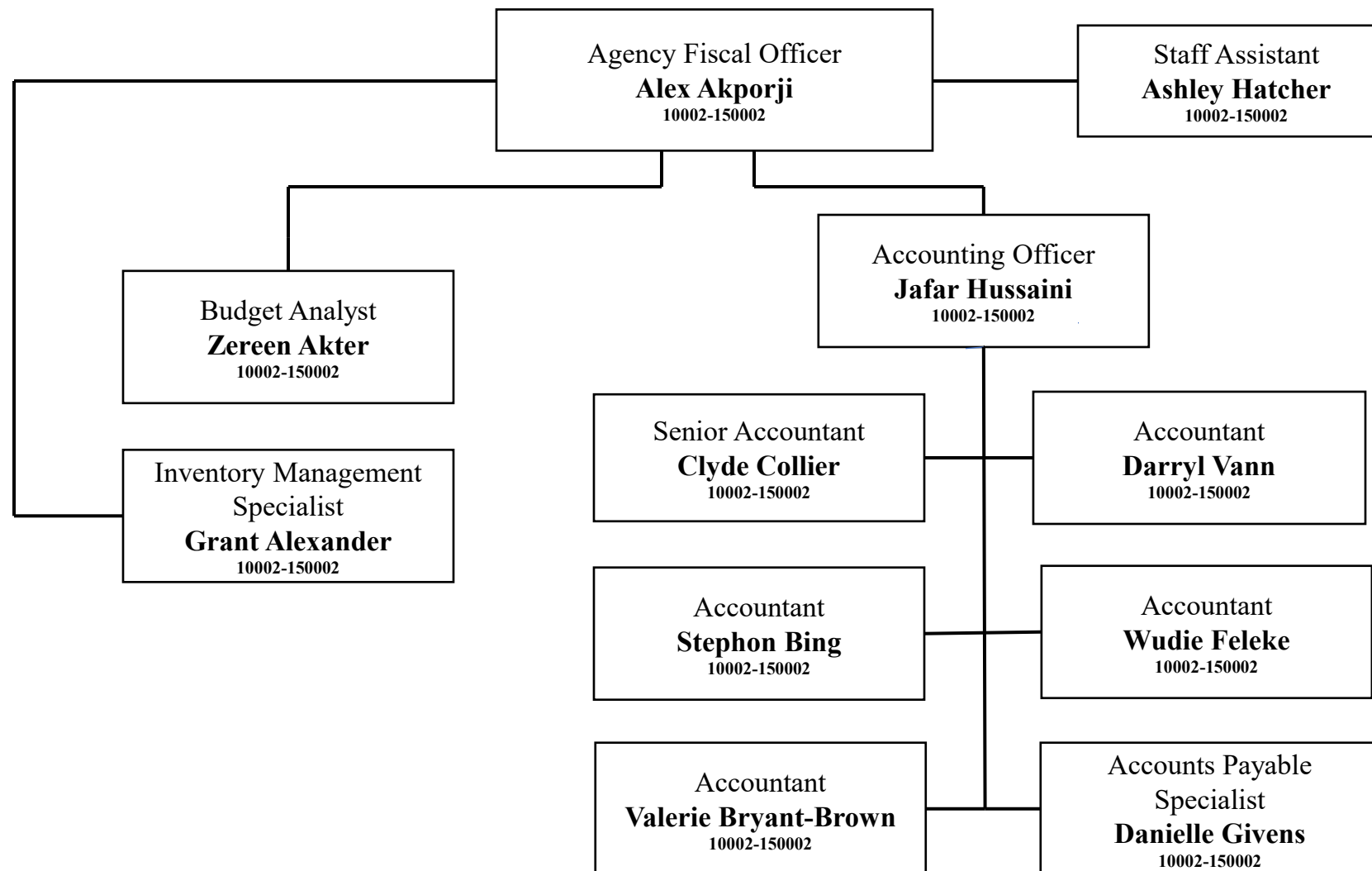
FTE: 11





Agency Financial Operations

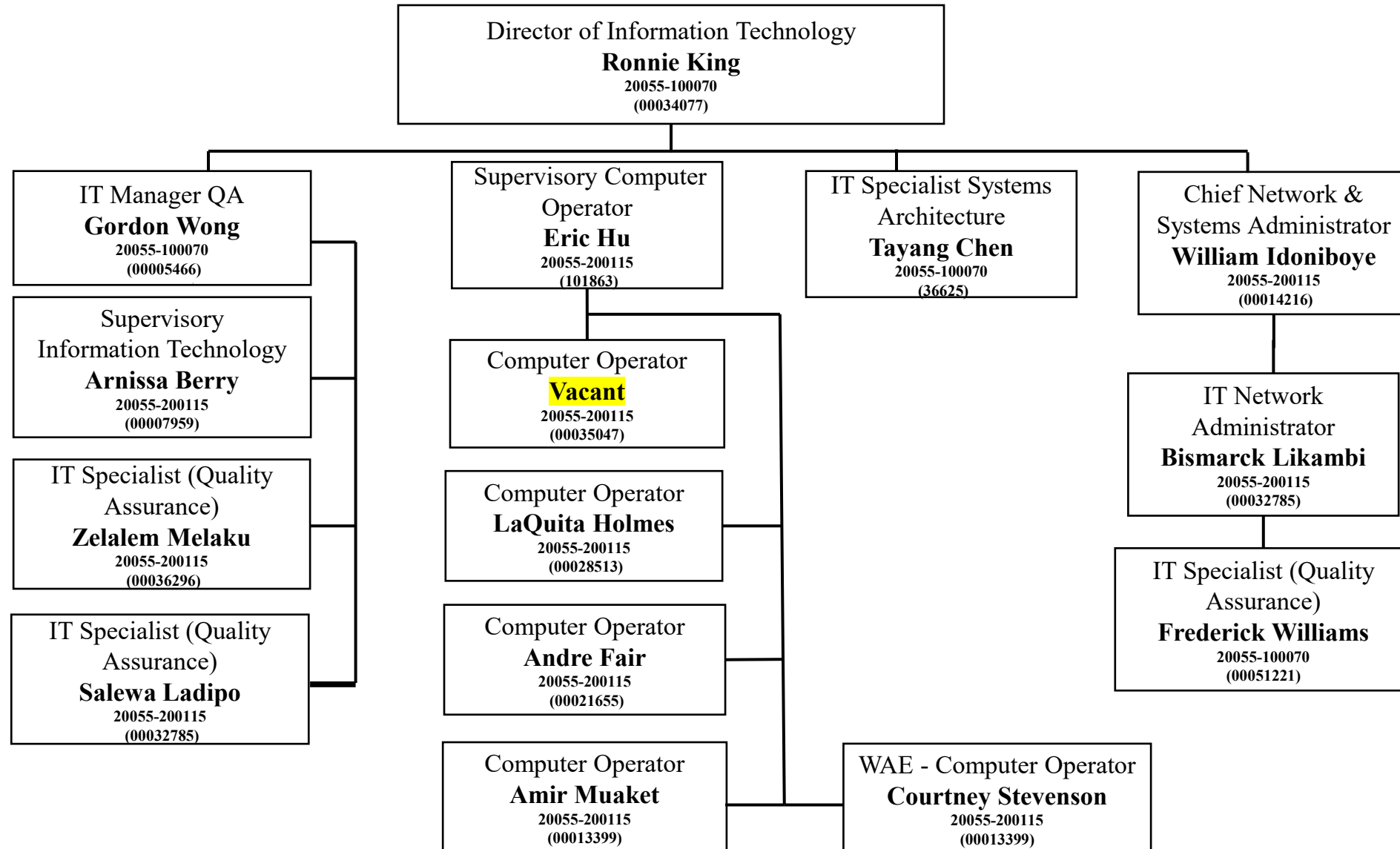
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Information Technology

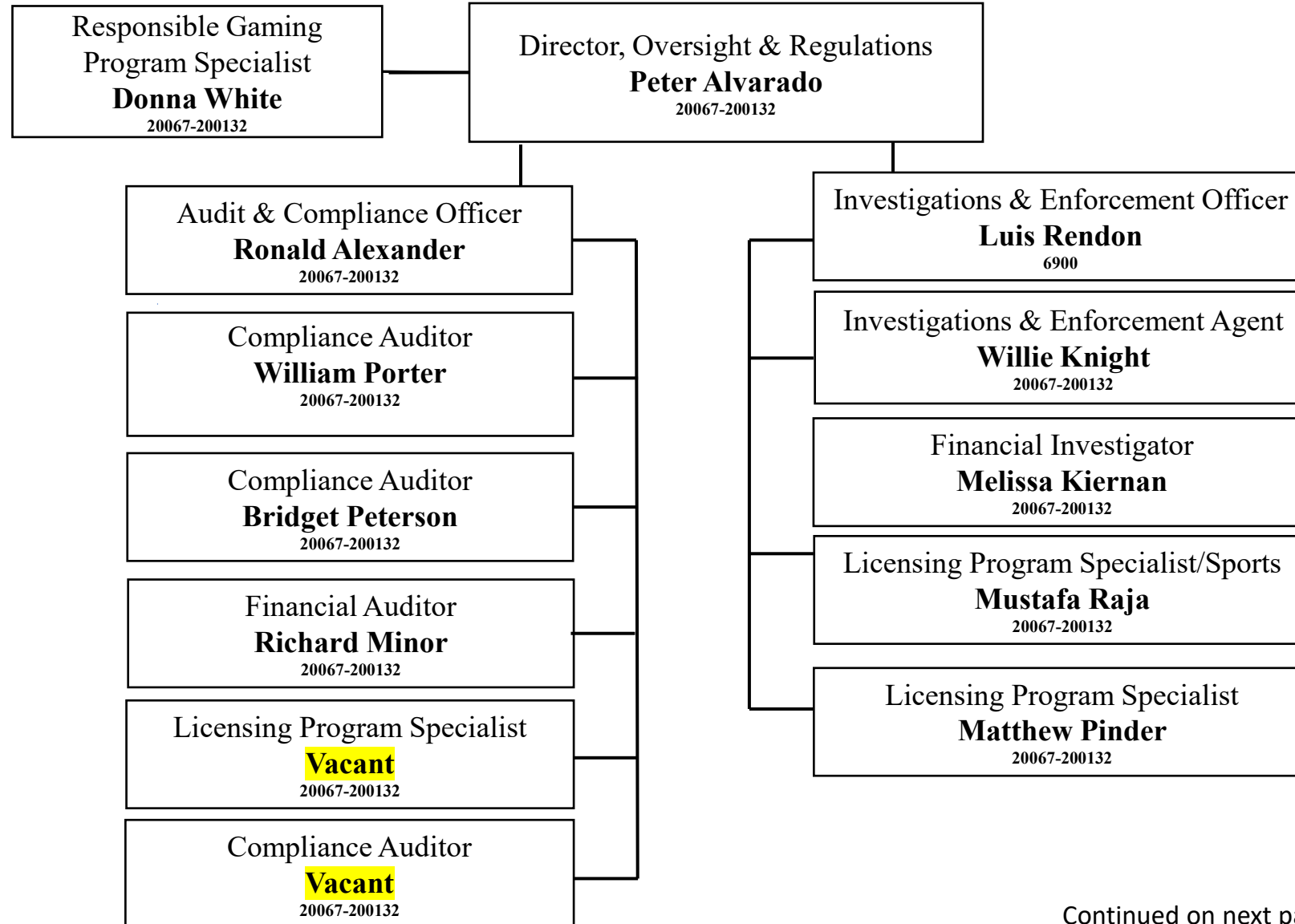
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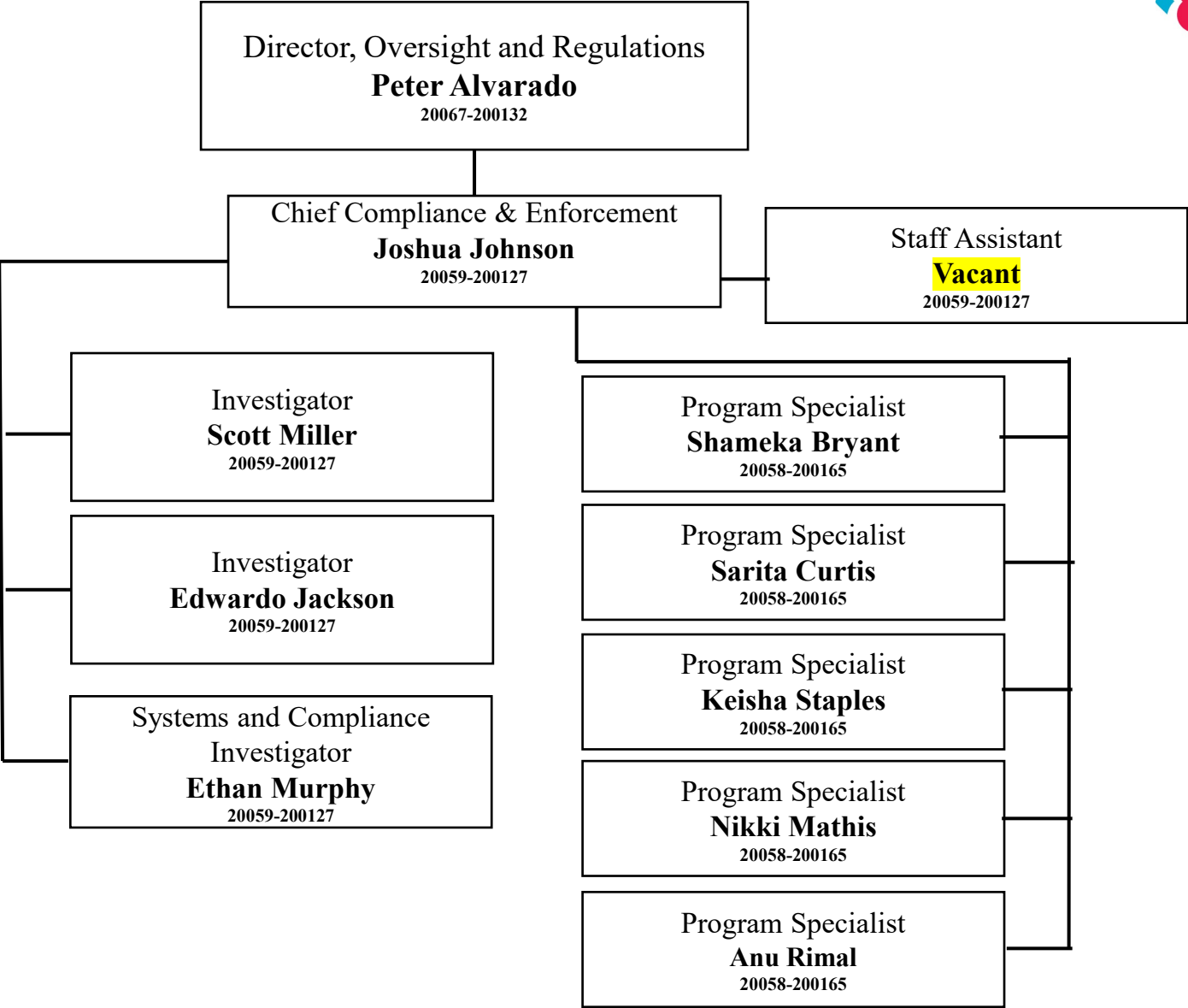


Sports Wagering Regulation & Oversight

FTE: 23



Continued on next page



Divisions

Executive Office - 645-8010

Executive Director, Randy Burnside

Chief Operating Officer, Eugene Vlasenko

Legal Division – 645-8006

Chief Counsel, Ridgely Bennett

Finance Division - 645-8006

Agency Fiscal Officer, Alex Akporji

Security Division - 645-8080 / Licensing 645-8041

Chief of Compliance & Enforcement, Joshua Johnson

IT Division – 645-8054

Director, Ronnie King

Communications – 645-7900 / Marketing Division – 645-8066

Director, Vacant

Sales Division – 645-8090

Sales Director, Tyrone Williams

Sports Wagering / Regulation and Oversight Division – 788-2100

Director, Peter Alvarado

ORM – 645-8021 / Customer Service – 645-8000 / Support Services – 645-8018 / Draw 645-8055

Director, Gwen Washington

Executive Director's Office

Plan, administer, supervise and coordinate the operation of public gaming and charitable activities. Ensure that the agency generates revenues for the District government through the administration of the lottery and regulated charitable gaming.

Security Division

The Mission of the DC Lottery Security Department is to provide an Operating Environment at Headquarters and at the Prize Center, which will allow Lottery Staff to conduct business in a Safe and Secure manner.”

It is also our mission to support lottery staff, our agents and customers by acting as a resource for crime prevention advice and by investigating allegations of misconduct.

The mission will be carried out by using a combination of Security and Safety Systems, Proactive Security Programs and Procedures and a trained, professional Security Staff.

Finance Division

To assist management in achieving its strategic plans through accountability and fiscal responsibilities and to operationalize its vision and mission through various specific work plans that lead to shared responsibilities, accountability and fulfillment.

Budget Operations Unit

Liaising, allocating, communicating, and continuous monitoring of all department budgets and overall, the DC Lottery

Online Operations Unit

Direct dealing with agents on financial matters

Accounting Operations Unit

Audit and summarization of daily sales and disbursements

IT Division

To achieve operational efficiencies, support agency Business Unit Partnerships and provide Strategic Support to the agency

Marketing Division

To conceive, implement and efficiently manage advertising and marketing programs that 1) enhance the DC Lottery image, 2) stimulates consumer interest and purchase, and 3) support the DC Lottery's annual revenue and transfer goals.

Communications

It is the mission of the Office of Communications to disseminate timely and accurate information to DC Lottery stakeholders; to support the image of the agency locally and within the gaming industry; and to promote the games, winners, and benefactors of lottery revenue.

Licensing and Charitable Games

Pursuant to D.C. Municipal Regulations Title 30 Lottery And Charitable Games 30-201.

Responsible for the timely and efficient licensing of any person, firm, partnership, association, organization or corporation which meets the eligibility requirements to sell lottery tickets.

Sales Division

The mission of the Sales Division is to deliver sustainable, profitable growth by creating awareness, exposure, uniformity and consistency with all participating agents while being experts on all programs and initiatives concerning relevant lottery activities.

Sports Wagering Regulation and Oversight Division

The Division oversees the licensing, compliance and regulatory oversight of sports wagering, games of skill and other related activities licensed by the Office of Lottery and Gaming.

Resources Management Division

The Office of Resources Management provides executive leadership to establish and affect policies and objectives related to the agency's mission and strategic goals, and provides executive management and oversight for several departments, including Customer Service, Draw and Support Services.

Customer Service Division

The goal of the DC Lottery Customer Service Division is to demonstrate and promote an exemplary standard of customer service delivery embodied by three key components: Professional and courteous treatment of the customer. Reliable entry points to DC Lottery services. Prompt and thorough response to customer calls, written correspondence and requests for service.

Support Services Division

Distribution of newspapers – performed daily

Mail Room: postage and dissemination of mail – performed daily

Each department has a mailbox located in Support Services from which to pick up mail.

Transportation: pick-up and delivery

Facilities Management (Curtis Property)

Reporting of bldg. issues (i.e., lighting, heat, cooling, etc.) are resolved thru Curtis Properties.

Property management (furniture and office equipment) –performed as needed

Correspondence (incoming mail) – daily pick-up from main lobby

Order of Supplies - performed as needed

Imprest Fund (petty cash) – performed daily

Records Management – performed as needed

Xerox meter reading – performed monthly

Maintain Xerox/Canon copiers and fax machines

Draw Division

The DC Lottery's Draw Division has many functions within the agency. Its foremost responsibility is to complete two sets of official Draws per day, 365 days a year, through adverse weather or other emergency.

ATTACHMENT C
Office of Lottery and Gaming
Contractors

Title of Position	Filled or Vacant	Date Employee Began	Position must be filled to comply with federal or local law	Entity from which they are contracted	Contracted Annual Cost
Computer Operator	Filled	10/1/2023	No	OST	\$101,540.00
Project Manager 3	Filled	3/13/2023	No	OST	\$256,860.00
Senior Network Security Engineer	Filled	4/23/2025	No	OST	\$145,460.00
Quality Assurance Coordinator/Anal	Filled	11/13/2023	No	OST	\$114,880.00
Contract Investigator	Filled	11/1/2024	No	OST	\$28,515.00
Marketing Advisor	Filled	5/15/2025	No	OST	\$136,960.00
Customer Service Specialist	Filled	6/5/2023	No	OST	\$34,670.00
Management Analyst	Filled	6/12/2025	No	OST	\$70,110.00

ATTACHMENT D
Office of Lottery and Gaming
Bargaining Agreement

**COMPENSATION COLLECTIVE BARGAINING
AGREEMENT**

BETWEEN

THE DISTRICT OF COLUMBIA GOVERNMENT

AND

COMPENSATION UNITS 1 AND 2

**EFFECTIVE October 1, 2021, through
September 30, 2025**

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PREAMBLE

This Compensation Agreement is entered into between the Government of the District of Columbia and the undersigned labor organizations representing units of employees comprising Compensation Units 1 and 2, as certified by the Public Employee Relations Board (PERB).

The Agreement was reached after negotiations during which the parties were able to negotiate on any and all negotiable compensation issues and contains the full agreement of the parties as to all such compensation issues. The Agreement shall not be reconsidered during its life nor shall either party make any changes in compensation for the duration of the Agreement unless by mutual consent or as required by law.

ARTICLE 1 WAGES

SECTION A: FISCAL YEAR 2022:

In lieu of a wage-increase for FY 2022, employees will receive a three and one-half percent (3.5%) bonus payment. Bargaining unit employees actively on the payroll as of October 1, 2021, shall receive a one-time payment that is equivalent of 3.5% of an employee's annual base salary as of October 1, 2021.

The payment will be made no later than ninety (90) days after the Council's approval of this Agreement.

SECTION B: FISCAL YEAR 2023:

Effective the first day of the first full pay period beginning on or after October 1, 2022, the FY 2023 salary schedules of employees employed in bargaining units as certified and assigned to Compensation Units 1 & 2 by the Public Employees Relations Board shall be adjusted by two and a one-half percent (2.5%).

SECTION C: FISCAL YEAR 2024:

Effective the first day of the first full pay period beginning on or after October 1, 2023, the FY 2024 salary schedules of employees employed in bargaining units as certified and assigned to Compensation Units 1 & 2 by the Public Employees Relations Board shall be adjusted by three percent (3.0%).

SECTION D: FISCAL YEAR 2025:

Effective the first day of the first full pay period beginning on or after October 1, 2024, the FY 2025 salary schedules of employees employed in bargaining units as certified and assigned to Compensation Units 1 & 2 by the Public Employees Relations Board shall be adjusted by three percent (3.0%).

SECTION E: WITHIN GRADE INCREASES

All employees covered by this agreement shall progress through the salary scale and receive within grade step increases as described in Section 1127 of the District Personnel Manual. 6B DCMR §1127 (Transmittal No. 233, September 21, 2018).

**ARTICLE 2
METRO PASS**

The District of Columbia Government shall subsidize the cost of monthly transit passes for personal use by employees by not less than fifty (\$50.00) per month for employees who purchase and use such passes to commute to and from work. The metro transit benefit will roll over from month to month for employees who access the benefit. Any benefit not accessed by the end of the calendar year will revert back to the District of Columbia government.

**ARTICLE 3
PRE-PAID LEGAL PLAN**

SECTION A:

The Employer shall make a monthly contribution of seventeen dollars and fifty cents (\$17.50) for each bargaining unit member toward a pre-paid legal services plan. For each fiscal year, the Employer shall make monthly contributions directly to the designated provider of the legal services program.

SECTION B:

The plan shall be contracted for by the Union subject to a competitive bidding process where bidders are evaluated and selected by the Union. The District may present a proposed contract which shall be evaluated on the same basis as other bidders. The contract shall provide that the Employer will be held harmless from any liability arising out of the implementation and administration of the plan by the benefit provider, that the benefit provider will supply utilization statistics to the Employer and the Union upon request for each year of the contract, and that the benefit provider shall bear all administrative costs.

SECTION C:

The parties shall meet to develop procedures to implement the legal plan which shall be binding upon the benefit provider. The procedures shall include an enrollment process.

SECTION D:

To be selected for a contract under this Article, the benefit provider must maintain an office in the District of Columbia; be incorporated in the District and pay a franchise tax and other applicable taxes; have service providers in the District; and maintain a District bank account.

SECTION E:

The Employer's responsibility under the terms of this Article shall be as outlined in Section C of this Article and to make premium payments as is required under Section A of this Article. To the extent that any disputes or inquiries are made by the legal services provider chosen by the Union, those inquiries shall be made exclusively to the Union. The Employer shall only be required to communicate with the Union to resolve any disputes that may arise in the administration of this Article.

**ARTICLE 4
DISTRICT OF COLUMBIA NEGOTIATED EMPLOYEE
ASSISTANCE HOME PURCHASE PROGRAM**

SECTION A:

The Parties shall continue the Joint Labor-Management Taskforce on Employee Housing.

SECTION B:

Pursuant to the DPM, Part 1, Chapter 3 §301, the District provides a preference for District residents in employment. In order to encourage employees to live and work in the District of Columbia, a joint Labor-Management Task Force on Employee Housing was established during previous negotiations with Compensation Units 1 & 2. The Taskforce strives to inform employees of the programs currently available for home ownership in the District of Columbia. Additionally, the Taskforce collaborates with other government agencies including the Department of Housing and Community Development and the District's Housing Finance Agency to further affordable housing opportunities for bargaining unit employees, who have been employed by the District Government for at least one year.

SECTION C:

The parties agree that \$650,000.00 will be set aside to be used toward Negotiated employee Assistance Home Purchase Program (NEAHP) for the duration of the Agreement. If at any time the funds set aside have been depleted, the Parties will promptly convene negotiations to provide additional funds for the program.

SECTION D:

Any funds set aside in Fiscal Years 2022, 2023, 2024 and 2025 shall be available for expenditure in that fiscal year or any other fiscal year covered by the Compensation Units 1 and 2 Agreement. All funds set aside for housing incentives shall be expended or obligated prior to the expiration of the Compensation Units 1 and 2 Agreement for FY 2022 – FY 2025.

ARTICLE 5 BENEFITS COMMITTEE

SECTION A:

The parties agree to continue their participation on the District's Joint Labor-Management Benefits Committee for the purpose of addressing the benefits of employees in Compensation Units 1 and 2. The Benefits Committee shall meet quarterly, in January, April, July and October of each year.

SECTION B: RESPONSIBILITIES:

The Parties shall be authorized to consider all matters that concern the benefits of employees in Compensation Units 1 and 2 that are subject to mandatory bargaining between the parties. The Parties shall be empowered to address such matters only to the extent granted by the Unions in Compensation Units 1 and 2 and the District of Columbia Government. The parties agree to apply a system of expedited arbitration if necessary to resolve issues that are subject to mandatory bargaining. The Committee may, by consensus, discuss and consider other benefit issues that are not mandatory bargaining subjects.

SECTION C:

The Committee shall:

1. Monitor the quality and level of services provided to covered employees under existing Health, Optical and Dental Insurance Plans for employees in Compensation Units 1 and 2.
2. Recommend changes and enhancements in Health, Optical and Dental benefits for employees in Compensation Units 1 and 2 consistent with Chapter 6, Subchapter XXI of the D.C. Official Code (2001 ed.).
3. With the assistance of the Office of Contracting and Procurement, evaluate criteria for bids, make recommendations concerning the preparation of solicitation of bids and make recommendations to the contracting officer concerning the selection of providers following the receipt of bids, consistent with Chapter 4 of the D.C. Official Code (2001 ed.).

4. Following the receipt of bids to select health, dental, optical, life and disability insurance providers, the Union's Chief Negotiator shall be notified to identify no more than two individuals to participate in the RFP selection process.
5. Explore issues concerning the workers' compensation system that affect employees in Compensation Units 1 and 2 consistent with Chapter 6, Subchapter XXIII of the D.C. Official Code (2001 ed.).
6. The Union shall be notified of proposed benefit programs to determine the extent to which they impact employees in Compensation Units 1 and 2. Upon notification, the Union shall inform the Office of Labor Relations and Collective Bargaining within ten (10) calendar days to discuss any concerns it has regarding the impact on employees in Compensation Units 1 and 2.

ARTICLE 6 BENEFITS

SECTION A: LIFE INSURANCE:

1. Life insurance is provided to covered employees in accordance with §1-622.01, *et seq.* of the District of Columbia Official Code (2001 Edition) and Chapter 87 of Title 5 of the United States Code.

(a) District of Columbia Official Code §1-622.03 (2001 Edition) requires that benefits shall be provided as set forth in §1-622.07 to all employees of the District first employed after September 30, 1987, except those specifically excluded by law or by rule.

(b) District of Columbia Official Code §1-622.01 (2001 Edition) requires that benefits shall be provided as set forth in Chapter 87 of Title 5 of the United States Code for all employees of the District government first employed before October 1, 1987, except those specifically excluded by law or rule and regulation.

2. The current life insurance benefits for employees hired on or after October 1, 1987 are: The District of Columbia provides life insurance in an amount equal to the employee's annual salary rounded to the next thousand, plus an additional \$2,000. Employees are required to pay two-thirds (2/3) of the total cost of the monthly premium. The District Government shall pay one-third (1/3) of the total cost of the premium. Employees may choose to purchase additional life insurance coverage through the District Government. These additions to the basic coverage are set-forth in the schedule below:

Optional Plan	Additional Coverage	Premium Amount
Option A – Standard	Provides \$10,000 additional coverage	Cost determined by age
Option B – Additional	Provides coverage up to five times the employee's annual salary	Cost determined by age and employee's salary
Option C – Family	Provides \$5,000 coverage for the eligible spouse and \$2,500 for each eligible child.	Cost determined by age.

Employees must contact their respective personnel offices to enroll or make changes in their life insurance coverage.

SECTION B: HEALTH INSURANCE:

1. Pursuant to D.C. Official Code §1-621.02 (2001 Edition), all employees covered by this agreement and hired after September 30, 1987, shall be entitled to enroll in group health insurance coverage provided by the District of Columbia.

(a) Health insurance coverage shall provide a level of benefits comparable to the plan(s) provided on the effective date of this agreement. Benefit levels shall not be reduced during the term of this agreement except by mutual agreement of the District, representatives of Compensation Units 1 and 2 and the insurance carrier(s). District employees are required to execute an enrollment form in order to participate in this program.

(b) The District may elect to provide additional health care providers for employees employed after September 30, 1987, provided that such addition of providers does not reduce the current level of benefits provided to employees. Should the District Government decide to expand the list of eligible providers, the District shall give Compensation Units 1 & 2 representatives notice of the proposed additions.

(c) Employees are required to contribute 25% of the total premium cost of the employee's selected plan. The District of Columbia Government shall contribute 75% of the premium cost of the employee's selected plan.

2. Pursuant to D.C. Official Code §1-621.01 (2001 Edition), all District employees covered by this agreement and hired before October 1, 1987, shall be eligible to participate in group health insurance coverage provided through the Federal Employees Health Benefits Program (FEHB) as provided in Chapter 89 of Title 5 of the United States Code. This program is administered by United States Office of Personnel Management.

3. The plan descriptions shall provide the terms of coverage and administration of the respective plans. Employees and union representatives are entitled to receive a copy of the summary plan description upon request. Additionally, employees and union representatives are entitled to review copies of the actual plan description upon advance request.

SECTION C: OPTICAL AND DENTAL:

1. The District shall provide Optical and Dental Plan coverage at a level of benefits comparable to the plan(s) provided on the effective date of this agreement. Benefit levels shall not be reduced during the term of this agreement except by mutual agreement of the District, the Union and the insurance carrier(s). District employees are required to execute an enrollment form in order to participate in the Optical and Dental program.

2. The District may elect to provide additional Optical and/or Dental providers, provided that such addition of providers does not reduce the current level of benefits provided to employees. Should the District Government decide to expand the list of eligible providers, the District shall give Compensation Units 1 & 2 representatives notice of the proposed additions.

SECTION D: SHORT-TERM DISABILITY INSURANCE PROGRAM

Employees covered by this Agreement shall be eligible to enroll, at their own expense, in the District's Short-Term Disability Insurance Program, which provides for partial income replacement when employees are required to be absent from duty due to a non-work-related qualifying medical condition. Employees may use income replacement benefits under the program in conjunction with annual or sick leave benefits provided for in this Agreement.

SECTION E: ANNUAL LEAVE:

1. In accordance with D.C. Official Code §1-612.03 (2001 Edition), full-time employees covered by the terms of this agreement are entitled to:

(a) one-half (1/2) day (4 hours) for each full biweekly pay period for an employee with less than three years of service (accruing a total of thirteen (13) annual leave days per annum);

(b) three-fourths (3/4) day (6 hours) for each full biweekly pay period, except that the accrual for the last full biweekly pay period in the year is one and one-fourth days (10 hours), for an employee with more than three (3) but less than fifteen (15) years of service (accruing a total of twenty (20) annual leave days per annum); and,

(c) one (1) day (8 hours) for each full biweekly pay period for an employee with fifteen (15) or more years of service (accruing a total of twenty-six (26) annual leave days per annum).

2. Part-time employees who work at least 40 hours per pay period earn annual leave at one-half the rate of full-time employees.

3. Employees shall be eligible to use annual leave in accordance with the District of Columbia laws.

SECTION F: SICK LEAVE:

1. In accordance with District of Columbia Official Code §1-612.03 (2001 Edition), a full-time employee covered by the terms of this agreement may accumulate up to thirteen (13) sick days in a calendar year.

2. Part-time employees for whom there has been established in advance a regular tour of duty of a definite day or hour of any day during each administrative workweek of the biweekly pay period shall earn sick leave at the rate of one (1) hour for each twenty (20) hours of duty. Credit may not exceed four (4) hours of sick leave for 80 hours of duty in any pay period. There is no credit of leave for fractional parts of a biweekly pay period either at the beginning or end of an employee's period of service.

SECTION G: OTHER FORMS OF LEAVE:

1. **Military Leave:** An employee is entitled to leave, without loss of pay, leave, or credit for time of service as reserve members of the armed forces or as members of the National Guard to the extent provided in D.C. Official Code §1-612.03(m) (2001 Edition).

2. **Court Leave:** An employee is entitled to leave, without loss of pay, leave, or service credit during a period of absence in which he or she is required to report for jury duty or to appear as a witness on behalf of the District of Columbia Government, or the Federal or a state or local government to the extent provided in D.C. Official Code §1-612.03(l) (2001 Edition).

3. **Funeral Leave:**

a. An employee is entitled to three (3) days of leave, without loss of pay, leave, or service credit to make arrangements for or to attend the funeral or memorial service for an immediate relative. In addition, the Employer shall grant an employee's request for annual or compensatory time up to three (3) days upon the death of an immediate relative. Approval of additional time shall be at the Employer's discretion. However, requests for leave shall be granted unless the Agency's ability to accomplish its work would be seriously impaired.

b. For the purpose of this section "immediate relative" means the following relatives of the employee: an individual who is related to the employee by blood, marriage, adoption, or domestic partnership as father, mother, child, husband, wife, sister, brother, aunt uncle, grandparent, grandchild, or similar familial relationship; an individual for whom the employee is the legal guardian; or fiancé, fiancée, or domestic partner of the employee.

c. An employee is entitled to not more than three (3) days of leave, without loss of pay, leave, or service credit to make arrangements for or to attend the funeral or memorial service for a family member who died as a result of a wound, disease or injury incurred while serving as a member of the armed forces in a combat zone to the extent provided in D.C. Official Code §1-612.03(n) (2001 Edition).

SECTION H: PRE-TAX BENEFITS:

1. Employee contributions to benefits programs established pursuant to D.C. Official Code §1-611.19 (2001 ed.), including the District of Columbia Employees Health Benefits Program, may be made on a pre-tax basis in accordance with the requirements of the Internal Revenue Code and, to the extent permitted by the Internal Revenue Code, such pre-tax contributions shall not effect a reduction of the amount of any other retirement, pension, or other benefits provided by law.

2. To the extent permitted by the Internal Revenue Code, any amount of contributions made on a pre-tax basis shall be included in the employee's contributions to existing life insurance, retirement system, and for any other District government program keyed to the employee's scheduled rate of pay, but shall not be included for the purpose of computing Federal or District income tax withholdings, including F.I.C.A., on behalf of any such employee.

SECTION I: RETIREMENT:

1. CIVIL SERVICE RETIREMENT SYSTEM (CSRS): As prescribed by 5 U.S.C. §8401 and related chapters, employees first hired by the District of Columbia Government before October 1, 1987, are subject to the provisions of the CSRS, which is administered by the U.S. Office of Personnel Management. Under Optional Retirement the aforementioned employee may choose to retire when he/she reaches:

- (a)** Age 55 and 30 years of service;
- (b)** Age 60 and 20 years of service;
- (c)** Age 62 and 5 years of service.

Under Voluntary Early Retirement, which must be authorized by the U.S. Office of Personnel Management, an employee may choose to retire when he/she reaches:

- (a)** Age 50 and 20 years of service;
- (b)** Any age and 25 years of service.

The pension of an employee who chooses Voluntary Early Retirement will be reduced by 2% for each year under age 55.

2. CIVIL SERVICE RETIREMENT SYSTEM: SPECIAL RETIREMENT PROVISIONS FOR LAW ENFORCEMENT OFFICERS:

Employees first hired by the District of Columbia Government before October 1, 1987, who are subject to the provisions of the CSRS and determined to be:

- (a) a “law enforcement officer” within the meaning of 5 U.S.C. §8331(20)(D); and
- (b) eligible for benefits under the special retirement provision for law enforcement officers;

shall continue to have their retirement benefits administered by the U. S. Office of Personnel Management in accordance with applicable law and regulation.

3. DEFINED CONTRIBUTION PENSION PLAN:

Section A:

The District of Columbia shall continue the Defined Contribution Pension Plan currently in effect which includes:

- (1) All eligible employees hired by the District on or after October 1, 1987, are enrolled into the defined contribution pension plan.
- (2) As prescribed by §1-626.09(c) of the D.C. Official Code (2001 Edition) after the completion of one year of service, the District shall contribute an amount not less than 5% of their base salary to an employee’s Defined Contribution Pension Plan account. The District government funds this plan; there is no employee contribution to the Defined Contribution Pension Plan.
- (3) As prescribed by §1-626.09(d) of the D.C. Official Code (2001 Edition) the District shall contribute an amount not less than an additional .5% of a detention officer’s base salary to the same plan.
- (4) Compensation Units 1 and 2 Joint Labor Management Technical Advisory Pension Reform Committee
 - (a) Establishment of the Joint Labor-Management Technical Advisory Pension Reform Committee (JLMTAPRC or Committee)
 - (1) The Parties agree that employees should have the security of a predictable level of income for their retirement after a career in public service. In order to support the objective of providing retirement income for employees

hired on or after October 1, 1987, the District shall plan and implement an enhanced retirement program effective October 1, 2008. The enhanced program will consist of a deferred compensation component and a defined benefit component.

(2) Accordingly, the Parties agree that the JLMTAPRC is hereby established for the purpose of developing an enhanced retirement program for employees covered by the Compensation Units 1 and 2 Agreement.

(b) Composition of the JLMTAPRC

The Joint Labor-Management Technical Advisory Pension Reform Committee will be composed of six (6) members, three (3) appointed by labor and three (3) appointed by management, and the Chief Negotiators (or his/her designee) of Compensation Units 1 and 2. Appointed representatives must possess a pension plan background including but not limited to consulting, financial or actuarial services. In addition, an independent consulting firm with demonstrated experience in pension plans design and actuarial analysis will support the Committee.

(c) Responsibilities of the JLMTAPRC

The Committee shall be responsible to:

- Plan and design an enhanced retirement program for employees hired on or after October 1, 1987 with equitable sharing of costs and risks between employee and employer;
- Establish a formula cap for employee and employer contributions;
- Establish the final compensation calculation using the highest three-year consecutive average employee wages;
- Include retirement provisions such as disability, survivor and death benefits, health and life insurance benefits;
- Design a plan sustainable within the allocated budget;
- Draft and support legislation to amend the D.C. Code in furtherance of the "Enhanced Retirement Program."

(d) Duration of the Committee

The Committee shall complete and submit a report with its recommendations to the City Administrator for the District of Columbia within one hundred and twenty (120) days after the effective date of the Compensation Units 1 and 2 Agreement.

4. TIAA-CREF PLAN:

For eligible education service employees at the University of the District of Columbia hired by the University or a predecessor institution, the University will contribute an amount not less than seven percent (7%) of their base salary to the Teachers Insurance and Annuity Association College Retirement Equities Fund (TIAA-CREF).

SECTION J: HOLIDAYS:

1. As prescribed by D.C. Official Code §1-612.02 (2001 Edition) the following legal public holidays are provided to all employees covered by this agreement:

- (a) New Year's Day, January 1st of each year;
- (b) Dr. Martin Luther King, Jr.'s Birthday, the 3rd Monday in January of each year;
- (c) Washington's Birthday, the 3rd Monday in February of each year;
- (d) Emancipation Day, April 16th;
- (e) Memorial Day, the last Monday in May of each year;
- (f) Juneteenth, June 19th
- (g) Independence Day, July 4th of each year;
- (h) Labor Day, the 1st Monday in September of each year;
- (i) Indigenous Peoples' Day, the 2nd Monday in October of each year;
- (j) Veterans Day, November 11th of each year;
- (k) Thanksgiving Day, the 4th Thursday in November of each year; and
- (l) Christmas Day, December 25th of each year.
- (m) Inauguration Day, January 20th of each 4th year

2. When an employee, having a regularly scheduled tour of duty is relieved or prevented from working on a day District agencies are closed by order of the Mayor, he or she is entitled to the same pay for that day as for a day on which an ordinary day's work is performed.

ARTICLE 7 OVERTIME

SECTION A: Overtime Work:

Hours of work authorized in excess of an employees assigned tour of duty in a day or forty (40) hours in a pay status in a work week shall be overtime work for which an employee shall receive either overtime pay or compensatory time unless the employee has used unscheduled leave during the forty (40) hour work week. The unscheduled leave rule will not apply when an employee has worked (back-to-back shifts) and takes unscheduled leave for an eight (8) hour period following the back-to-back shift or where an employee has indicated his/her preference not to work overtime and the Employer has

no other option but to order the employee to work overtime. Scheduled leave is leave requested and approved prior to the close of the preceding shift.

SECTION B: Compressed, Alternate and Flexible Schedules:

1. Compressed, Alternate and Flexible schedules may be jointly determined within a specific work area that modifies this overtime provision (as outlined in Section A of this Article) but must be submitted to the parties to this contract prior to implementation. This Agreement to jointly determine compressed schedules does not impact on the setting of the tour of duty.

2. When an employee works a Compressed, Alternate, and Flexible schedule, which generally means (1) in the case of a full-time employee, an 80-hour biweekly basic work requirement which is scheduled for less than 10 workdays, and (2) in the case of a part-time employee, a biweekly basic work requirement of less than 80 hours which is scheduled for less than 10 workdays, the employee would receive overtime pay or compensatory time for all hours in a pay status in excess of his/her assigned tour of duty, consistent with the 2004 District of Columbia Omnibus Authorization Act, 118 Stat. 2230, Pub. L. 108-386 Section (October 30, 2004).

3. The purpose of this Section is to allow for authorized Compressed, Alternate, and Flexible time schedules which exceed eight (8) hours in a day or 40 hours in a week to be deemed the employee's regular tour of duty, and not be considered overtime within the confines of the specific compressed work schedule and this Article. Bargaining unit members so affected would receive overtime or compensatory time for all hours in pay status in excess of their assigned tour of duty.

SECTION C:

Subject to the provisions of Section D of this Article, an employee who performs overtime work shall receive either pay or compensatory time at a rate of time and one-half (1-1/2) for each hour of work for which overtime is payable.

SECTION D:

Bargaining Unit employees shall receive overtime pay unless the employee and the supervisor mutually agree to compensatory time in lieu of pay for overtime work. Such mutual agreement shall be made prior to the overtime work being performed.

SECTION E:

Paramedics and Emergency Medical Services Technicians employed by the Fire and Emergency Medical Services Department and represented by the American Federation of Government Employees, Local 3721 shall earn overtime after they have worked 40 hours in a week.

ARTICLE 8

INCENTIVE PROGRAMS

PART I - SICK LEAVE INCENTIVE PROGRAM:

In order to recognize an employee's productivity through his/her responsible use of accrued sick leave, the Employer agrees to provide time-off in accordance with the following:

SECTION A:

A full time employee who is in a pay status for the full calendar leave year shall accrue annually:

1. Three (3) days off for utilizing a total of no more than two (2) days of accrued sick leave.
2. Two (2) days off for utilizing a total of more than two (2) but not more than four (4) days of accrued sick leave.
3. One (1) day off for utilizing a total of more than four (4) but no more than five (5) days of accrued sick leave.

SECTION B:

Employees in a non-pay status for no more than two (2) pay periods for the leave year shall remain eligible for incentive days under this Article. Sick leave usage for maternity or catastrophic illness/injury, not to exceed two (2) consecutive pay periods, shall not be counted against sick leave for calculating eligibility for incentive leave under this Article.

SECTION C:

Time off pursuant to a sick leave incentive award shall be selected by the employee and requested at least three (3) full workdays in advance of the leave date. Requests for time off pursuant to an incentive award shall be given priority consideration and the employee's supervisor shall approve such requests for time off unless staffing needs or workload considerations dictate otherwise. If the request is denied, the employee shall request and be granted a different day off within one month of the date the employee initially requested. Requests for time off shall be made on the standard "Application for Leave" form.

SECTION D:

All incentive days must be used in full-day increments following the leave year in which they were earned. The Employer will notify the employee of their sick leave incentive day(s) no later than March of each year. The incentive day(s) will also be credited to the employee's leave account no later than the end of April of each year. Incentive days may not

be substituted for any other type of absence from duty. There shall be no carryover or payment for any unused incentive days.

SECTION E:

Part-time employees are not eligible for the sick leave incentive as provided in this Article.

SECTION F:

This program shall be in effect in Fiscal Years 2022, 2023, 2024 and 2025.

PART II – PERFORMANCE INCENTIVE PILOT PROGRAM:

In order to recognize employees' productivity through their accomplishment of established goals and objectives, special acts toward the accomplishment of agency initiatives, demonstrated leadership in meeting agency program and/or project goals and/or the District's Strategic Plan initiatives, the Employer, in accordance with criteria established by the High Performance Workplace Committee agrees to establish pilot incentive programs within agencies, including time off without loss of pay or charge to leave as an incentive award. The District of Columbia Government Office of Labor Management Partnerships and the District of Columbia Incentive Awards Committee may serve as resources at the request of the parties in the implementation of the pilot incentive programs within agencies.

ARTICLE 9

CALL-BACK/CALL-IN/ON-CALL AND PREMIUM PAY

SECTION A: CALL-BACK

A minimum of four (4) hours of overtime, shall be credited to any employee who is called back to perform unscheduled overtime work on a regular workday after he/she completes the regular work schedule and has left his/her place of employment.

SECTION B: CALL-IN

1. When an employee is called in before his/her regular tour of duty to perform unscheduled overtime and there is no break before the regular tour is to begin, a minimum of two (2) hours of overtime shall be credited to the employee.

2. A minimum of four (4) hours of overtime work shall be credited to any employee who is called in when not scheduled and informed in advance, on one of the days when he/she is off duty.

SECTION C: ON-CALL

1. An employee may be required to be on call after having completed his/her regular tour of duty. The employer shall specify the hours during which the employee is on call; and shall compensate the employee at a rate of twenty-five percent (25%) of his/her basic rate of pay for each hour the employee is on call.

2. An employee is on-call when a determination has been made that the work of that position requires the employee to remain accessible and available to the point where his or her time cannot be used effectively for the employee's own personal purposes.

3. The employee's schedule must specify the hours during which he/she will be required to remain on-call. On call designation will be made on the form attached as Appendix 1.

SECTION D: HOLIDAY PAY

An employee who is required to work on a legal holiday falling within his or her regularly scheduled tour of duty, shall be paid at the rate of twice his or her regular basic rate of pay for not more than eight (8) hours of such work.

SECTION E: NIGHT DIFFERENTIAL

An employee shall receive night differential pay at a rate of ten percent (10%) in excess of their basic day rate of compensation when they perform night work on a regularly scheduled tour of duty falling between 6:00 p.m. and 6:00 a.m. Employees shall receive night differential in lieu of shift differential.

SECTION F: PAY FOR SUNDAY WORK

A full-time employee assigned to a regularly scheduled tour of duty, any part of which includes hours that fall between midnight Saturday and midnight Sunday, is entitled to Sunday premium pay for each hour of work actually performed which is not overtime work and which is not in excess of eight (8) hours for each tour of duty which begins or ends on Sunday. Sunday premium pay is computed as an additional twenty-five percent (25%) of the employee's basic rate of compensation.

SECTION G: ADDITIONAL INCOME ALLOWANCE FOR CHILD AND FAMILY SERVICES

1. The Additional Income Allowance (AIA) program within the Child and Family Services Agency (CFSA) which was established pursuant to the "Personnel Recruitment and Retention Incentives for Child and Family Services Agency Compensation System Changes Emergency Approval Resolution of 2001", Council Resolution 14-53 (March 23, 2001) and as contained in Chapter 11, Section 1154 of the District Personnel Manual,

“Recruitment and Retention Incentives – Child and Family Services Agency,” shall remain in full force and effect during the term of this Agreement.

2. The Administration of the AIA within CFSA shall be governed by the implementing regulations established in Child and Family Services Agency, Human Resources Administration Issuance System, HRA Instruction No. IV.11-3.
3. **OTHER SUBORDINATE AGENCIES WITH SIGNIFICANT RECRUITMENT AND RETENTION PROBLEMS**
Subordinate agencies covered by this Agreement may provide additional income allowances for positions that have significant recruitment and retention problems consistent with Chapter 11, Part B, Section 1143 of the District Personnel Manual.

ARTICLE 10 MILEAGE ALLOWANCE

SECTION A:

The parties agree that the mileage allowance established for the employees of the Federal Government who are authorized to use their personal vehicles in the performance of their official duties shall be the rate for Compensation Units 1 and 2 employees, who are also authorized in advance, by Management to use their personal vehicles in the performance of their official duties.

SECTION B:

To receive such allowance, authorization by Management must be issued prior to the use of the employee's vehicle in the performance of duty. Employees shall use the appropriate District Form to document mileage and request reimbursement of the allowance.

SECTION C:

1. Employees required to use their personal vehicle for official business if a government vehicle is not available, who are reimbursed by the District on a mileage basis for such use, are within the scope of the District of Columbia Non-Liability Act (D.C. Official Code §§2-411 through 2-416 (2001 Edition)). The Non-Liability Act generally provides that a District Employee is not subject to personal liability in a civil suit for property damage or for personal injury arising out of a motor vehicle accident during the discharge of the employee's official duties, so long as the employee was acting within the scope of his or her employment.

2. Claims by employees for personal property damage or loss incident to the use of their personal vehicle for official business if a government vehicle is not available

may be made under the Military Personnel and Civilian Employees Claim Act of 1964 (31 U.S.C. §3701 *et seq.*).

SECTION D:

No employee within Compensation 1 and 2 shall be required to use his/her personal vehicle unless the position vacancy announcement, position description or other pre-hire documentation informs the employee that the use of his/her personal vehicle is a requirement of the job.

SECTION E:

Employees required as a condition of employment to use their personal vehicle in the performance of their official duties may be provided a parking space or shall be reimbursed for non-commuter parking expenses, which are incurred in the performance of their official duties.

ARTICLE 11
ANNUAL LEAVE/COMPENSATORY TIME BUY-OUT

SECTION A:

An employee who is separated or is otherwise entitled to a lump-sum payment under personnel regulations for the District of Columbia Government shall receive such payment for each hour of unused annual leave or compensatory time in the employee's official leave record.

SECTION B:

The lump-sum payment shall be computed on the basis of the employee's rate at the time of separation in accordance with such personnel regulations.

ARTICLE 12
BACK PAY

Arbitration awards or settlement agreements in cases involving an individual employee shall be paid within sixty (60) days of receipt from the employee of relevant documentation, including documentation of interim earnings and other potential offsets. The responsible Agency shall submit the SF-52 and all other required documentation to the Department of Human Resources within thirty (30) days upon receipt from the employee of relevant documentation.

ARTICLE 13

DUTY STATION COVERAGE

The Fire and Emergency Medical Services employees and the correctional officers at the Department of Corrections and the Department of Youth Rehabilitative Services who are covered under Section 7(k) of the Fair Labor Standards Act shall be compensated a minimum of one hour pay if required to remain at his/her duty station beyond the normal tour of duty.

ARTICLE 14

GRIEVANCES

SECTION A:

This Compensation Agreement shall be incorporated by reference into local working conditions agreements in order to utilize the grievance/arbitration procedure in those Agreements to consider alleged violations of this Agreement.

SECTION B:

Grievances concerning compensation shall be filed with the appropriate agency and the Office of Labor Relations and Collective Bargaining under the applicable working conditions agreement. In the event a grievance alleges a violation affecting all members of Compensation Units 1 and 2, it will be sufficient to file the grievance directly with the Office of Labor Relations and Collective Bargaining within thirty (30) calendar days of knowledge of the alleged violation. Other than this possible variance in the filing deadline and receiving office, the applicable negotiated grievance procedure will remain in full force and effect.

ARTICLE 15

LOCAL ENVIRONMENT PAY

SECTION A:

Each department or agency shall eliminate or reduce to the lowest level possible all hazards, physical hardships, and working conditions of an unusual nature. When such action does not overcome the hazard, physical hardship, or unusual nature of the working condition, additional pay is warranted. Even though additional pay for exposure to a hazard, physical hardship, or unusual working condition is authorized, there is a responsibility on the part of a department or agency to initiate continuing positive action to eliminate danger and risk which contribute to or cause the hazard, physical hardship, or unusual working condition. The existence of pay for exposure to hazardous working

conditions or hardships in a local environment is not intended to condone work practices that circumvent safety laws, rules and regulations.

SECTION B:

Local environment pay is paid for actual exposure to (1) a hazard of an unusual nature which could result in significant injury, illness, or death, such as on a high structure when the hazard is not practically eliminated by protective facilities or an open structure when adverse conditions exist, e.g., darkness, lightning, steady rain, snow, sleet, ice, or high wind velocity; (2) a physical hardship of an unusual nature under circumstances which cause significant physical discomfort in the form of nausea, or skin, eye, ear or nose irritation, or conditions which cause abnormal soil of body and clothing, etc., and where such distress or discomfort is not practically eliminated.

Local environmental pay will only be paid to employees when the employee is in an active duty status. Local environmental pay will not be paid when an employee is on leave or teleworking.

SECTION C:

Employees as listed in Attachment 2, Approved Positions for Local Environmental Pay, of DCHR Instruction No. 11B-90, Premium Pay – Local and Environmental Pay, and any other employee including District Service (DS) employees as determined pursuant to Section D of this Article are eligible for environmental differentials.

SECTION D:

The determination as to whether additional pay is warranted for workplace exposure to environmental hazards, hardships or unusual working conditions may be initiated by an agency or labor organization in accordance with the provisions of DCHR Instruction No. 11B-90, Premium Pay – Local and Environmental Pay. The determination shall be issued by DCHR within ninety (90) calendar days of the submission of the request.

SECTION E:

Employees eligible for local environment pay under the terms of this Agreement shall be compensated as follows:

1. **Severe Exposure.** Employees subject to “Severe” exposure shall receive local environment pay equal to twenty seven percent (27%) of *the rate for RW 10, step 2 on the Compensation Unit 2 pay schedule*. The following categories of work are currently paid the rate for “severe” exposure:

- High Work

2. **Moderate Exposure.** Employees subject to “Moderate” exposure shall receive local environment pay equal to ten percent (10%) of *the rate for RW 10, step 2 on*

the Compensation Unit 2 pay schedule. The following categories of work are currently paid the rate for “moderate” exposure:

- Explosives and Incendiary
Materials – High Degree Hazard
- Poison (Toxic Chemicals)
– High Degree Hazard
- Micro Organisms
– High Degree Hazard

3. **Low Exposure.** Employees subject to “Low” exposure shall receive local environment pay equal to five percent (5%) of *the rate for RW 10, step 2 on the Compensation Unit 2 pay schedule.* The following categories of work are currently paid the rate for “low” exposure:

- Dirty Work
- Cold Work
- Hot Work
- Welding Preheated metals
- Explosives and Incendiary Materials
– Low Degree Hazard
- Poison (Toxic Chemicals)
– Low Degree Hazard
- Micro Organisms
– Low Degree Hazard

ARTICLE 16 NEWLY CERTIFIED BARGAINING UNITS

For units placed into a new compensation unit, working conditions or non-compensatory matters shall be negotiated simultaneous with negotiations concerning compensation. Where the agreement is for a newly certified collective bargaining unit assigned to an existing compensation unit, the parties shall proceed promptly to negotiate simultaneously any working conditions, other non-compensatory matters, and coverage of the compensation agreement. There should not be read into the new language any intent that an existing compensation agreement shall become negotiable when there is a newly certified collective bargaining unit. Rather, the intent is to require prompt negotiations of non-compensatory matters as well as application of compensation (e.g., when pay scale shall apply to the newly certified unit).

ARTICLE 17

TERM AND TEMPORARY EMPLOYEES

The District of Columbia recognizes that many temporary and term employees have had their terms extended to perform permanent services. To address the interests of current term and temporary employees whose appointments have been so extended over time and who perform permanent services, the District of Columbia and the Union representing the employees in Compensation Units 1 and 2 agree to the following:

SECTION A:

Joint labor-management committees established in each agency/program in the Compensation Units 1 and 2 collective bargaining agreement shall continue and will identify temporary and term employees whose current term and or temporary appointments extend through the term of this Agreement, and who perform permanent services in District agency programs.

SECTION B:

Each Agency and Local Union shall review all term appointments within the respective agencies to determine whether such appointments are made and maintained consistent with applicable law. The Union shall identify individual appointments it believes to be contrary to applicable law and notify the Agency. The Agency shall provide the Union reason(s) for the term or temporary nature of the appointment(s), where said appointments appear to be contrary to law. If an employee has been inappropriately appointed to or maintained in a temporary or term appointment, the Agency and the Union shall meet to resolve the matter.

SECTION C:

The agency shall convert bargaining unit temporary and term employees identified by the joint labor-management committees, who perform permanent services, who are in a pay status during the term of this Agreement, and are paid from appropriated funding to the career service..

SECTION D:

Prior to the end of the this Compensation Agreement, to the extent not inconsistent with District or Federal law and regulation, the District shall make reasonable efforts to convert to the career service temporary and term bargaining unit employees identified by the joint labor-management committees who perform permanent services, are in a pay status as of September 30, 2021, are full-time permanent positions, and are paid through intra-district funding or federal grant funding.

SECTION E:

Employees in term or temporary appointments shall be converted to permanent appointments, consistent with the D.C. Official Code.

SECTION F:

District agencies retain the authority to make term and temporary appointments as appropriate for seasonal and temporary work needs.

SECTION G:

A Joint-Labor Management Committee shall consist of one (1) representative from each national union comprising Compensation Units 1 and 2. The District shall appoint an equal number of representatives. The Committee will facilitate the implementation of this Article should difficulties arise in the Joint-Labor Management Committees set forth in Section A.

SECTION H:

District agencies will first post vacant career service positions internal to the Agency for bargaining unit term and temporary employees to apply and compete before posting the positions externally. There shall be no direct appointments.

ARTICLE 18 ADMINISTRATIVE CLOSING

SECTION A:

1. Employees designated as "Essential Employees" are those who work in critical District government operations that cannot be suspended or interrupted, even in the event of declared emergencies. "Essential Employees" must report to work as scheduled even when the government is administratively closed, during emergencies or other government closing. Once an employee has been notified by his/her employing agency that his/her position is designated as "Essential" no further notice is required as long as the employee continues to occupy the position designated "Essential".
2. Employees designated "Emergency Employees" are those who support certain critical government operations and functions necessary for the continuity of operations, including during declared emergencies. "Emergency Employees" may be required to work when a situation or condition occurs and result in early dismissal for other employees, government closing or during other emergencies.

Once an employee has been notified by his/her employing agency that his/her position is designated as "Emergency", the designation will remain in effect until the designation is terminated in writing.

3. As applicable, employees required to work when all other District Government employees are released for administrative closings, shall be compensated in accordance with the minimum standards established by the Fair Labor Standards Act, (FLSA), 29 U.S.C. § 2011, *et seq.*
4. As applicable, employees required to work when all other District Government employee are released as a result of an administrative closings shall be compensated, in addition to their regular pay, one hour for each hour worked during the administrative closing.

SECTION B:

The determination as to whether the employee receives overtime or compensatory time will be at the time employee's election which shall be made before the work is performed. When elected, employees required to work when all other District Government employees are released for administrative closing shall earn compensatory time on an hour for hour basis.

ARTICLE 19 SAVINGS CLAUSE

SECTION A:

Should any provisions of this Agreement be rendered or declared invalid by reason of any existing or subsequently enacted law or by decree of a court or administrative agency of competent jurisdiction, such invalidation shall not affect any other part or provision hereof. Where appropriate, the parties shall meet within 120 days to negotiate any substitute provision(s).

SECTION B:

The terms of this contract supersede any subsequently enacted D.C. laws, District Personnel Manual (DPM) regulations, or departmental rules concerning compensation covered herein.

ARTICLE 20 DURATION

This Agreement shall remain in full force and effect through September 30, 2025. On this ____ day of _____ 2022 , and as witness the parties hereto have set their signature.

APPENDIX 1

Management's Proposal

7/26/10

INSERT DATE

Firstname Lastname

Position/Title

Department/Division

RE: On-Call Notification

Dear Mr./Ms. Lastname:

You are hereby notified that you shall be placed in an "on-call" status effective **On-Call Dates** between the hours of **Start AM/PM** and **End AM/PM**. During the aforementioned hours, you are required to be available to report for work within **a reasonable time (not to exceed two hours)**. You are expected to be available by phone for the duration of the "on-call" period. You are expected to answer when called or return a call from INSERT AGENCY management within a reasonable amount of time (not to exceed **30 minutes**).

Sincerely,

SUPERVISOR/MANAGER NAME

SUPERVISOR POSITION/TITLE

APPROVAL

This collective bargaining agreement between the District of Columbia and Compensation Units 1 and 2, dated 05/14/2022, has been reviewed in accordance with Section 1-617.15 of the District of Columbia Official Code (2001 Ed.) and is hereby approved on this 14 day of May , 2022.



Muriel Bowser
Mayor

Compensation Units One and Two Collective Bargaining Agreement

On this 14 day of May, 2022, as witnesses the parties hereto have set their signatures.

**FOR THE DISTRICT OF COLUMBIA
GOVERNMENT**



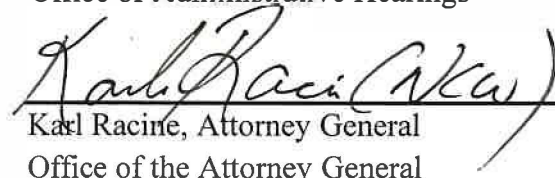
Lindsey Maxwell, Director
Office of Labor Relations and Collective
Bargaining



Asha Bryant, Esq., Chief of Staff
Office of Labor Relations and Collective
Bargaining



M. Colleen Currie, Chief Administrative Law
Judge
Office of Administrative Hearings



Karl Racine, Attorney General
Office of the Attorney General



Barbara J. Bazron, PhD., Director
Department of Behavioral Health

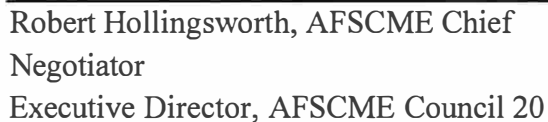


Brendolyn McCarty-Jones, Labor Liaison
Department of Behavioral Health

FOR THE LABOR UNIONS



Lee Blackmon, NAGE Chief Negotiator
Director, NAGE/SEIU, Federal Division



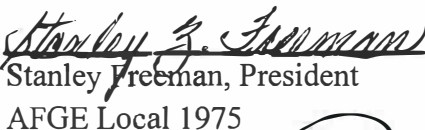
Robert Hollingsworth, AFSCME Chief
Negotiator
Executive Director, AFSCME Council 20



Ottis Johnson, AFGE Chief Negotiator
National Vice President, AFGE District 14



Lisa Blackwell, President
AFGE Local 1000



Stanley Freeman, President
AFGE Local 1975



Kermit Johnson, President
AFGE Local 2725



James Battle, President
AFGE Local 2741

Dr. Robert Holman, Medical Director
Fire and Emergency Medical Services
Department



India Daniels, Labor Liaison
Fire and Emergency Medical Services
Department



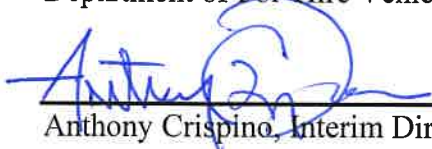
Debbie Knox, President
NAGE Local R3-07



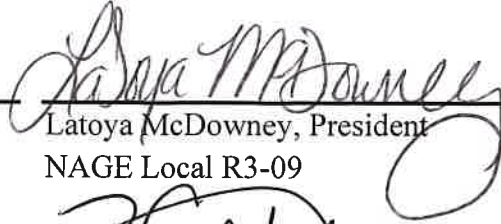
Lisa White, President
NAGE Local R3-08



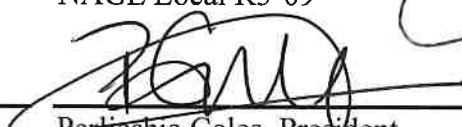
David Do, Director (Interim)
Department of For-Hire Vehicles



Anthony Crispino, Interim Director
Department of Forensic Sciences

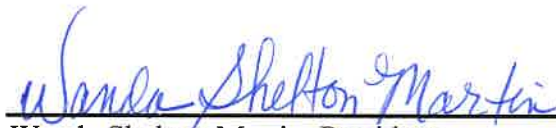


Latoya McDowney, President
NAGE Local R3-09



Perlieshia Gales, President
NAGE Local R3-11

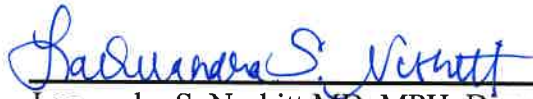
Keith A. Anderson, Director
Department of General Services



Wanda Shelton-Martin, President Executive Director
NUCHHCE 1199

NUCHHCE, 1199 DC, AFSCME

Ronald Thaxton, Labor Liaison
Department of General Services



Laquandra S. Nesbitt MD, MPH, Director
Department of Health

Larry Doggette, President
Public Service Employees Local 572

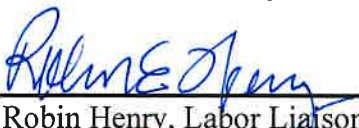


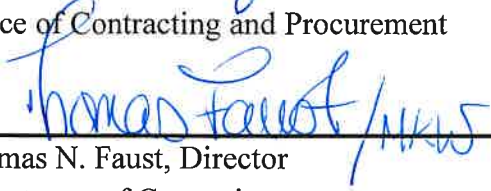
Lisa Wallace, Vice President (Acting)
SEIU 1199

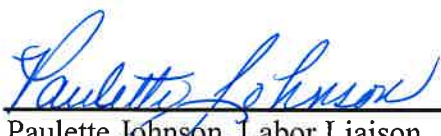
David Memnon, Labor Liaison
Department of Health

John Gibson, President
Teamsters Local 639

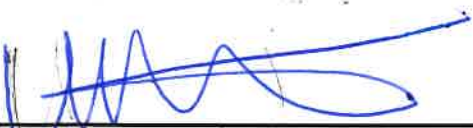

George Schutter, Chief Procurement Officer
Office of Contracting and Procurement


Robin Henry, Labor Liaison
Office of Contracting and Procurement


Thomas N. Faust, Director
Department of Corrections

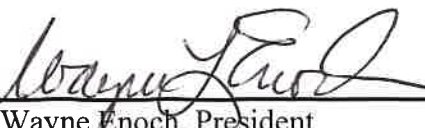

Paulette Johnson, Labor Liaison
Department of Corrections

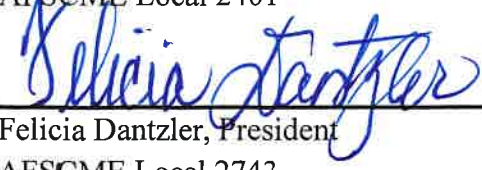

Andrew Reese, Director
Department on Disability Services

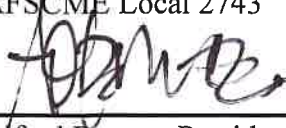

Unique N. Morris-Hughes, Director
Department of Employment Services

Tracey Langley, Labor Liaison
Department of Employment Services

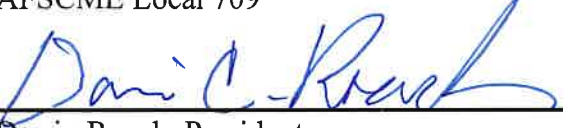
Tommy Wells, Director
Department of Energy and Environment

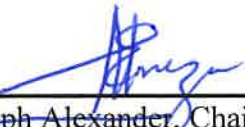

Wayne Enoch, President
AFSCME Local 2401


Felicia Dantzler, President
AFSCME Local 2743

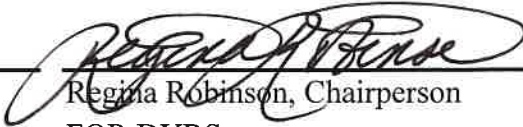

Alfred Barnes, President
AFSCME Local 2776

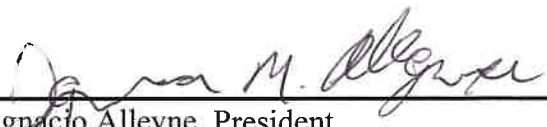

Debra Walker, President
AFSCME Local 709


Darrin Roach, President
AFSCME Local 877


Joseph Alexander, Chairperson
FOP-Corrections **NWAIZUGBO. LIVINUS**

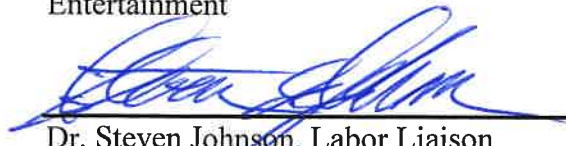

Derrick Hunter, Chairperson
FOP-DC Protective Services


Regina Robinson, Chairperson
FOP-DYRS


Ignacio Alleyne, President
NAGE Local R3-05

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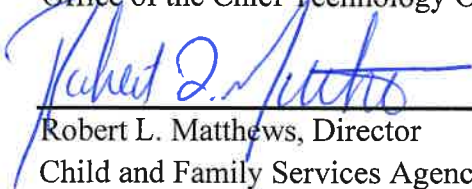
Angie M. Gates, Director
Office of Cable Television, Film, Music and
Entertainment



Dr. Steven Johnson, Labor Liaison
Office of Cable Television, Film, Music and
Entertainment

Lindsey Parker, Director
Office of the Chief Technology Officer

Pamela Brown, Esq., General Counsel
Office of the Chief Technology Officer



Robert L. Matthews, Director
Child and Family Services Agency



Allison Fax, Labor Liaison
Child and Family Services Agency

Ernest Chrappah, Director
Department of Consumer and Regulatory
Affairs



Donald Tatum, Labor Liaison
Department of Consumer and Regulatory
Affairs

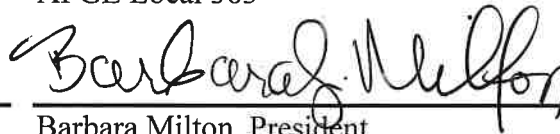
Carrol Ward, President
AFGE Local 2978



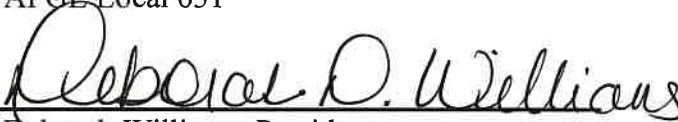
Aretha Lyles, President
AFGE Local 3721



Kenneth Pitts, President
AFGE Local 383



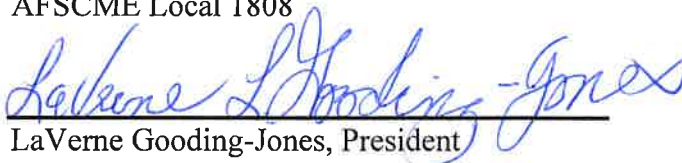
Barbara Milton, President
AFGE Local 631



Deborah Williams, President
AFSCME Local 1200



Mathew Williams, President
AFSCME Local 1808



LaVerne Gooding-Jones, President
AFSCME Local 2087

Kevin Hooks, President
AFSCME Local 2092

Dr. Christopher Rodriguez, Director
Homeland Security and Emergency
Management Agency


Ritchie Brooks, President
Teamsters Local 730

Drew Hubbard, Interim Director
Department of Housing and Community
Development


Kevin Pogue
AFSCME local 2091


Hnin Khaing, Director
Office of Human Rights

Ayanna Lee, Labor Liaison
Office of Human Rights


Laura Green Zeilinger, Director
Department of Human Services

Tammyjo Scriven, Labor Liaison
Department of Human Services

Karima Morris Woods, Commissioner
Department of Insurance, Securities, and
Banking

Katrice Purdie, Labor Liaison
Department of Insurance, Securities, and
Banking



Michael A. Carter, Director
Department of Public Works



Christine V. Davis, Labor Liaison
Department of Public Works



Jed Ross, Chief Risk Officer
Office of Risk Management



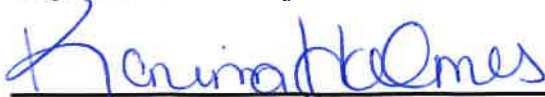
Dr. Christina Grant, State Superintendent of
Education
Office of the State Superintendent of
Education

Quiyana Hall, Labor Liaison
Office of the State Superintendent of
Education



Everett Lott, Director
Department of Transportation

Leah Brown, Labor Liaison
Department of Transportation



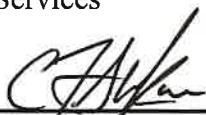
Karima Holmes, Director
Office of Unified Communications



Ingrid Jackson, Labor Liaison
Office of Unified Communications



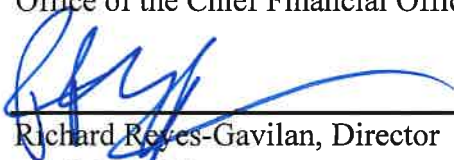
Hilary Cairns
Department of Youth and Rehabilitation
Services



Trey Stanback, Labor Liaison
Department of Youth and Rehabilitation
Services

Fitzroy Lee, Acting Chief Financial Officer
Office of the Chief Financial Officer

LaSharn Moreland, Labor Liaison
Office of the Chief Financial Officer



Richard Reyes-Gavilan, Director
DC Public Library

Veronica Ahern, Executive Director
Public Service Commission

Richard Beverly, Labor Liaison
Public Service Commission

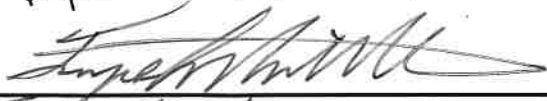


Ronald Mason, Jr., J.D., President
University of the District of Columbia

Wayne Turnage, Director
Department of Health Care Finance

Felicia Rothchild, Labor Liaison
Department of Health Care Finance


Jessica Gray, Labor Liaison / Human Capital Administrator
Department on Disability Services


TANYA L. MITCHELL
LABOR LIAISON
HOMELAND SECURITY AND
EMERGENCY MANAGEMENT
AGENCY

Gabriel Robinson, Director
Department of Motor Vehicles

Odessa Nance, Labor Liaison
Department of Motor Vehicles



Robert J. Contee III, Police Chief
Metropolitan Police Department



Mark Viehmeyer, Labor Liaison
Metropolitan Police Department

Delano Hunter, Director
Department of Parks and Recreation

Amy Caspari, Labor Liaison
Department of Parks and Recreation



Anita Cozart, Interim Director
Office of Planning

Sandra Harp, Labor Liaison
Office of Planning

Lewis D. Ferebee, Chancellor
District of Columbia Public Schools

ATTACHMENT E
Office of Lottery and Gaming
Schedule A

Status	Position #	Title	Filled/	Hire Date	Grade	Step	Salary	Fringe	FTE	Reg/Temp/	Fund	Program	CostCenter
			Vacant							Term			
A	00000176	Chief Of Communications	F	3/14/2022	14	10	162,565	37,227	1	Reg	6062001	100011	20057
A	00001521	Director Communications & Mar	V	Vacant	15	0	169,498	38,815	1	Reg	6062001	200116	20056
A	00002108	Market Research Analyst	F	6/20/2023	11	1	74,893	17,150	1	Reg	6062001	200116	20056
A	00002973	Chief Operating Officer	F	11/21/2022	16	5	199,588	45,706	1	Reg	6062001	100151	20065
A	00003330	Accountant	F	7/6/2021	11	3	79,705	18,252	1	Reg	6062001	150002	10002
A	00004615	Director of Sales	F	8/25/2025	15	1	148,172	33,931	1	Reg	6062001	200135	20070
A	00005466	IT Specialist (Systems Archite	F	9/28/2009	14	10	162,565	37,227	1	Reg	6062001	100070	20055
A	00007286	Chief Of Support Services	F	9/9/2013	12	6	107,046	24,514	1	Reg	6062001	100043	20064
A	00007959	Supervisory Information Techno	F	9/16/2019	13	10	137,565	31,502	1	Reg	6062001	200115	20055
A	00008419	Agency Fiscal Officer	F	6/16/2025	15	8	181,345	41,528	1	Reg	6062001	150002	10002
A	00009258	Sales Manager	F	8/29/2011	13	7	127,297	29,151	1	Reg	6062001	200135	20070
A	00013399	Computer Operator WAE	V	Vacant	07	0	51,456	11,783	1	Temp	6062001	200115	20055
A	00014216	Network Administration Manager	F	9/11/2023	14	10	162,565	37,227	1	Reg	6062001	100070	20055
A	00016813	Accountant	F	10/12/2010	12	9	115,680	26,491	1	Reg	6062001	150002	10002
A	00018583	Lottery Draw Specialist	V	Vacant	11	1	74,893	17,150	0.5	Term	6062001	200111	20062
A	00018642	Accountant	F	8/13/1990	12	10	118,558	27,150	1	Reg	6062001	150002	10002
A	00019757	Lottery Draw Specialist	F	12/16/2024	11	10	48,277	11,055	0.25	Term	6062001	200111	20062
A	00021655	Computer Operator	F	4/23/2012	08	10	72,721	16,653	1	Reg	6062001	200115	20055
A	00024722	Information Technology Special	F	11/6/2023	12	10	118,558	27,150	1	Reg	6062001	200115	20055
A	00024911	Director Resource Management	F	11/1/2004	15	9	186,083	42,613	1	Reg	6062001	100058	20060
A	00000000	Lottery Draw Specialist	V	Vacant	11	1	74,893	17,150	0.5	Term	6062001	200111	20062
A	00028511	Lottery Draw Specialist	F	6/6/2017	11	8	45,870	10,504	0.25	Reg	6062001	200111	20062
A	00028513	IT Support Technician	F	7/14/2025	08	10	72,721	16,653	1	Reg	6062001	200115	20055
A	00032496	Chief of Customer Service	F	9/18/2006	13	10	137,565	31,502	1	Reg	6062001	100058	20060
A	00032709	Communications Specialist	V	Vacant	12	1	92,664	21,220	1	Reg	6062001	100011	20057
A	00032785	IT Network Administration Spec	F	10/6/2025	13	7	127,295	29,151	1	Reg	6062001	200115	20055
A	00033387	Executive Assistant	F	1/14/2013	12	7	109,924	25,173	1	Reg	6062001	100151	20065
A	00034077	Director Information Technolog	F	7/5/2022	15	9	186,083	42,613	1	Reg	6062001	100070	20055
A	00034092	Budget Analyst	F	1/2/2024	12	6	107,046	24,514	1	Reg	6062001	150003	10001
A	00035047	Computer Operator	F	7/18/2022	07	6	60,396	13,831	1	Reg	6062001	200115	20055
A	00000000	Lead Customer Service Specialist	V	Vacant	12	2	95,540	21,879	1	Reg	6062001	100058	20060
A	00035056	Support Services Specialist	F	12/1/2025	09	1	62,159	14,234	1	Reg	6062001	100043	20064
A	00035222	Staff Assistant	F	12/20/2021	09	6	72,088	16,508	1	Reg	6062001	200135	20070
A	00035223	Senior Accountant	F	7/15/2013	13	9	134,142	30,719	1	Reg	6062001	150002	10002
A	00035225	Staff Assistant	F	4/7/2014	09	7	74,074	16,963	1	Reg	6062001	150002	10002
A	00035379	Accounting Officer	F	5/8/2023	14	10	162,565	37,227	1	Reg	6062001	150002	10002
A	00035382	Senior Draw Specialist	F	3/20/2006	12	9	115,680	26,491	1	Reg	6062001	200111	20062
A	00035424	Lottery Product Developer	F	6/16/2014	12	10	118,558	27,150	1	Reg	6062001	200116	20056
A	00035524	Accounts Payable Technician	F	8/2/2010	09	10	80,032	18,327	1	Reg	6062001	150002	10002
A	00035525	Accountant	F	8/15/1989	12	10	118,558	27,150	1	Reg	6062001	150002	10002
A	00035618	Staff Assistant	V	Vacant	11	1	74,893	17,150	0.5	Term	6062001	100151	20065
A	00035621	Special Assistant	F	8/17/2009	13	10	137,565	31,502	1	Reg	6062001	100151	20065
A	00036069	Advertising Manager	F	3/25/2024	13	10	137,565	31,502	1	Reg	6062001	200116	20056
A	00036296	Information Technology Special	F	4/10/2023	12	10	118,558	27,150	1	Reg	6062001	200115	20055
A	00036625	Information Technology Manager	F	6/13/2009	14	10	162,565	37,227	1	Reg	6062001	100070	20055
A	00051129	Investigator	F	8/13/2012	12	8	112,802	25,832	1	Reg	6062001	200127	20059
A	00051132	Investigator	F	6/22/2009	12	10	118,558	27,150	1	Reg	6062001	200127	20059
A	00051133	Program Specialist	F	7/5/1988	12	10	118,558	27,150	1	Reg	6062001	200165	20058
A	00051134	Licensing Program Specialist	F	1/22/2018	12	1	92,664	21,220	1	Reg	6062001	200165	20058
A	00051135	Sales Coordinator	F	8/21/2017	12	8	112,802	25,832	1	Reg	6062001	200135	20070
A	00051136	Program Specialist	F	7/20/2009	12	7	109,924	25,173	1	Reg	6062001	200165	20058
A	00051216	Sales Coordinator	F	4/27/2008	12	10	118,558	27,150	1	Reg	6062001	200135	20070
A	00051218	Sales Coordinator	F	12/30/2013	12	7	109,924	25,173	1	Reg	6062001	200135	20070
A	00051220	Sales Coordinator	F	12/30/2013	12	7	109,924	25,173	1	Reg	6062001	200135	20070
A	00051221	IT Specialist (Quality Assuran	F	11/2/2015	12	6	107,046	24,514	1	Reg	6062001	100070	20055
A	00051421	Customer Service Specialist	F	11/6/2023	11	10	96,554	22,111	1	Reg	6062001	100058	20060
A	00064453	Customer Service Specialist	F	10/23/2023	11	1	74,893	17,150	1	Reg	6062001	100058	20060
A	00065336	Customer Service Specialist	F	6/26/2017	11	6	86,925	19,906	1	Reg	6062001	100058	20060
A	00068380	Digital Content Specialist	F	4/8/2024	13	7	127,297	29,151	1	Reg	6062001	100011	20057
A	00070909	Executive Director- Office of	F	4/21/2025	18	4	240,925	55,172	1	Reg	6062001	100151	20065
A	00071885	Program Specialist	F	6/21/2010	12	9	115,680	26,491	1	Reg	6062001	200165	20058
A	00073579	Sales Coordinator	F	3/14/2011	12	9	115,680	26,491	1	Reg	6062001	200135	20070
A	00073651	Chief of Marketing Partnershi	F	7/5/2011	14	10	162,565	37,227	1	Reg	6062001	200116	20056
A	00074849	Corporate Accounts Coordinator	V	Vacant	12	0	92,664	21,220	1	Reg	6062001	200135	20070
A	00074966	Chief Compliance & Enforcemen	F	8/12/2024	13	2	110,185	25,232	1	Reg	6062001	200127	20059
A	00075154	Events Specialist	V	Vacant	13	1	106,763	24,449	1	Reg	6062001	200116	20056
A	00077962	Support Services Specialist	F	4/24/2023	11	2	77,299	17,701	1	Reg	6062001	100043	20064
A	00077963	Support Services Specialist	F	10/23/2023	09	3	66,131	15,144	1	Reg	6062001	100043	20064
A	00078181	Resource Management Coordinato	F	1/22/2008	12	9	115,680	26,491	1	Reg	6062001	100058	20060

Status	Position #	Title	Filled/	Hire Date	Grade	Step	Salary	Fringe	FTE	Reg/Temp/	Fund	Program	CostCenter
			Vacant							Term			
A	00078336	Public Affairs Specialist	F	5/12/2008	13	10	137,565	31,502	1	Reg	6062001	100011	20057
A	00083565	Systems and Compliance Investi	F	6/16/2014	12	7	109,924	25,173	1	Reg	6062001	200127	20059
A	00085516	Events and Promotions Coordina	F	12/27/2016	11	6	86,925	19,906	1	Reg	6062001	200116	20056
A	00085826	Inventory Management Specialis	F	8/15/2011	12	8	112,802	25,832	1	Reg	6062001	150003	10001
A	00087191	Strategic Development Analyst	F	7/13/2015	12	9	115,680	26,491	1	Reg	6062001	200116	20056
A	00088357	Sales Coordinator	F	1/11/2016	12	7	109,924	25,173	1	Reg	6062001	200135	20070
A	00088372	Licensing Program Specialist	F	5/4/2015	12	7	109,924	25,173	1	Reg	6062001	200165	20058
A	00092024	Instant Product Manager	F	12/17/2012	12	8	112,802	25,832	1	Reg	6062001	200116	20056
A	00092304	Sales Coordinator	F	8/7/2017	12	6	107,046	24,514	1	Reg	6062001	200135	20070
A	00095167	Marketing Assistant	V	Vacant	07	1	51,458	11,784	1	Reg	6062001	200116	20056
A	00099976	Investigations & Enforcement A	F	11/21/2022	12	2	95,540	21,879	1	Reg	6062001	200132	20067
A	00099977	Investigation & Enforcement Of	F	10/28/2019	13	10	137,565	31,502	1	Reg	6062001	200132	20067
A	00100154	Audit & Compliance Officer	F	3/10/2025	13	1	106,763	24,449	1	Reg	6062001	200132	20067
A	00100168	Director Sports Wagering Regu	F	1/21/2020	15	10	190,823	43,698	1	Reg	6062001	200132	20067
A	00100440	Responsible Gaming Program Spe	F	5/11/2020	11	5	84,518	19,355	1	Reg	6062001	200132	20067
A	00101863	Supervisory Computer Operator	F	3/18/2019	11	4	82,111	18,803	1	Reg	6062001	200115	20055
A	00102075	Financial Investigator	F	10/20/2025	12	10	118,558	27,150	1	Reg	6062001	200132	20067
A	00102294	Sports Betting Product Manager	F	8/31/2020	12	5	104,168	23,854	1	Reg	6062001	200116	20056
A	00102864	Compliance Auditor	F	7/18/2022	12	3	98,415	22,537	1	Reg	6062001	200132	20067
A	00102892	Compliance Auditor	F	2/16/2021	12	10	118,558	27,150	1	Reg	6062001	200132	20067
A	00102991	WAE-IT Suppport Technician	F	6/30/2025	07	1	51,458	11,784	1	Reg	6062001	200115	20055
A	00103004	Staff Assistant	V	Vacant	09	0	62,159	14,234	1	Reg	6062001	200132	20067
A	00103101	iLottery Product Manager	F	4/26/2021	12	5	104,168	23,854	1	Reg	6062001	200116	20056
A	00105638	Financial Auditor	F	7/31/2023	12	9	115,680	26,491	1	Reg	6062001	200132	20067
A	00109885	Licensing Program Specialist	F	12/16/2024	09	9	78,046	17,873	1	Term	6062001	200165	20058
A	00111879	Licensing Program Specialist	F	9/11/2023	12	5	104,168	23,854	1	Reg	6062001	200132	20067
A	00114803	Chief Lottery Products	F	9/9/2024	13	10	137,565	31,502	1	Reg	6062001	200116	20056
A	00115349	Graphic Designer	F	12/2/2024	12	9	115,680	26,491	1	Reg	6062001	200116	20056
A	00115529	WAE Product Specialist	F	1/27/2025	12	1	92,664	21,220	1	Temp	6062001	200116	20056
A	00117302	Licensing Program Specialist	V	Vacant	12	0	92,664	21,220	1	Reg	6062001	200132	20067
A	00117303	Compliance Auditor	V	Vacant	12	0	92,664	21,220	1	Reg	6062001	200132	20067
							\$11,116,015	\$2,545,567	97				

**OFFICE OF THE CHIEF FINANCIAL OFFICER
OFFICE OF LOTTERY & GAMING (OLG)
Customer Service Division**



**Retailer Complaints
Standard Operating Procedures (SOP)**

Issue Date: October 29, 2024	Effective Date: Upon approval	Process/SOP Owner: Grant Jackson, Customer Service Specialist
Staff: Customer Service Staff	Approval: Eugene Vlasenko, Interim Executive Director	

DocuSigned by:

Vlasenko, Eugene (OLG)

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A. Purpose

The purpose of this SOP is to outline departmental procedures for the intake of retailer complaints and grievances received by the Customer Service Division (CSD) from the public. The focus areas of these procedures will apply to traditional lottery, machine malfunctions and general retailer complaints.

B. Process

Background

CSD currently receives complaints primarily via phone with occasional emails via the “Contact Us” portal of our website at <https://dclottery.com/> or walk-ins. These complaints are received by CSD and filtered to the appropriate Security Staff (SS), Sales Coordinator (SC), Sales Director (SD) and when warranted, Veterans Services Corp. (current Certified Business Enterprise (CBE) vendor partnered with the gaming system vendor). CSD will make every effort to mitigate issues mentioned by the player and resolve grievances where applicable.

Intake of Complaint

Upon receiving the complaint made by the player, CSD will document essential details required in solving the issue made by the player. CSD will identify the player’s name, phone number, store name and agent ID, the approximate day and time of incident, reason of grievance, what result the player is looking to receive as the solution; and any other details that may assist in resolving the issue such as if there were any OLG machinery, promotional or wager making materials, poor customer service or general misinformation disseminated by the retailer on behalf of OLG.

Handling of Complaint

1. Some complaints can be managed by Customer Service staff. Complaints that should be managed by the CSD are grievances with standard lottery protocol or retailer rights. In instances

where the retailer followed protocol, Customer Service should inform the player why the retailer was correct or within their rights to make the decision that was made. These complaints do not require further escalation to SC or SD.

2. Traditional Lottery complaints are complaints related to retailers such as players not receiving promotional tickets, insufficient amounts of lottery materials such as bet slips, scratch paper or pencils, validation of tickets with insufficient funds to pay players or retailers disseminating inaccurate information to players. These types of complaints are alleging potential rule violations and should be forwarded to SS.
3. Machine malfunctions are to be forwarded to local CBE to correct or otherwise address the malfunction. In addition to the initial details retrieved during intake, CSD will also make note of specific machine that is malfunctioning.
4. If a machine malfunction results in a player needing to be financially reimbursed, CSD can use their discretion to issue player a voucher if amount claimed is up to \$10. If the amount claimed is over \$10, a supervisor or manager's approval is required. If the player contacts Customer Service via telephone, and CSD wishes to issue a voucher in excess of \$10, the player must personally appear at the Prize Center to be issued a voucher. CSD will inform the player of OLG's stance on damaged tickets dispersed by machinery, monetary credits applied to machinery that were not reflected in the balance on the display or tickets that were not dispensed.
5. General retailer complaints regarding the treatment of players by the retailer that consists of allegations of discrimination, threats, harassment, inappropriate gestures or acts should be forwarded to the SS. Such complaints may involve violations of District laws and rules and need to be investigated by SS. CSD will capture and relay the negative behaviors expressed by the player in the write up provided to the SS.

Tracking

1. All retailer complaints are tracked from initial complaint to resolution. Customer Service logs all intake details into the "Retailer Concerns Tracker" shared departmental document along with the resolution status and any pertinent notes/comments regarding the complaint.
2. All vouchers issued will be documented and tracked for purposes of providing an audit trail and identifying potential abuse by players.

C. Other Considerations

D. Superseded SOPs

Complaint Resolution Process

E. Document Change Control Log

This table records any changes and the subsequent approvals made to this document.

Original Issue Date	Revision Date	Nature of Revision	Revised by Name and Title
12/8/2006	10/29/24	Update procedures. Allows Customer Service Specialist to issue a voucher up to \$10.00	Gwen Washington, Director ORM

Approval

DocuSigned by:
Gwen Washington
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Gwen Washington, Director of Resources Management

DocuSigned by:
Peter Alvarado
5545111B98034D1...
Peter Alvarado, Interim Chief Operating Officer

ATTACHMENT G
Office of Lottery and Gaming
Retailer Complaints

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID #27905	7-eleven retailer	Debt/reader not working on Lottery	Weusi Berry	Issue resolved f/u on 2/14	Sent F/U message on 02/14/2024.	n/a
Agent ID #52430	BROOKLAND EXXON	Not compensating players for loss of funds	Linda	Resolved.	Left a message for Player for an update. Update from Linda: Hi Damien, Please close the highlighted lines below. I met with two of the players last week to resolve the complaints. I will follow up with the others before weeks end. Thanks! LC	"Lady Luck"
Agent ID # 52668	NE SUPERMARKET	Retailer not cashing tickets onsite	Daniel Chekol	Issue resolved	Daniel f/u via email 01/30	n/a
Agent ID#52045	Giant food store	Damaged ticket, not compensated for value	Daniel Chekol	Issue resolved.	Left voicemail with Customer for an update 02.22.2024. Daniel Followed up on 01.03.2024 in the am leaving a voicemail for the player.	n/a
Agent ID#75100	HARVARD LIQUORS	retailer didn't give full amount she won.	Daniel Chekol	Resolved.	I spoke with Kathy today (02.22.2024 at 10am) regarding her issue, and she will follow up with us to ensure the issue is resolved. Her husband took over the concern after mentioned to CCS.	Cherry Blossom scratcher ticket
Agent ID# 75100	HARVARD LIQUORS	Employee training concern, manipulating customers by not providing validation slips/receipts.	Daniel Chekol	Issue resolved.	Followed up with Mr. Mackal on 02.22.2024, his issue has been resolved, and he has been made whole.	Money shower ticket.
Agent ID # 52668	NE SUPERMARKET	Retailer not cashing tickets onsite. players money, and put it in his pocket.	Daniel Chekol	Issue resolved.	Spoke with Mr. Barksdale on 02.22.2024, he was contacted by Daniel. He has been back to the retailer, but has yet to win to determine if the retailer will pay him out onsite. He is satisfied with Daniel's response.	"Played Numbers"
Agent ID#41178	KOGOD LIQUORS	*Sent to Security*	Daniel Chekol	Issue resolved.	On 02.22.2024 Left a message for the player to contact me to ensure his issue has been resolved.	"\$2.00 bet"
Agent ID#75276	FAMILY DELI AND MARKET	Printing issue with the retailers machine	Daniel Chekol	Issue resolved as of 02.26.2024	Spoke with Mr. Haskins on 02.22.2024, and the issue has not been resolved, nor has he heard from Daniel. He only heard from myself, and Mike Brown regarding his concern. Resurfacing email to Daniel/Arthur today. 02.22.2024 Daniel Responded on 02.26.2024 with a solution offering \$2.00 coupons to player.	"\$2.00 Bet"
Agent ID#52598	Minnesota Liquor's	Employee mistreating a player, and training opportunities. Employee withholding tickets/ validation slips.	Alemayehu, Gezahegn (Alex)	Alex emailed following up on 01/05/2024.	Attempted to leave a message but the voicemail is full.	"\$3.00 \$2.00 and \$6.00 bet"
Agent ID#51541	COLUMBIA HEIGHTS EXXON	Retailers not redeeming his tickets/ emp. Training opportunity	Shirelle Howze	Shirelle resolved on 01/08/2024 via email.	back to these locations, but he hadn't heard from anyone else outside of me following me regarding his issue. I resurfaced the email to the sales dept. on 02.22.2024	"\$1.00 box tickets"
Agent ID#51793	CAVALIER LIQUOR & WINE	Retailers not redeeming his tickets/ emp. Training opportunity	Shirelle Howze	Shirelle followed up on 01/08/2024 via email.	back to these locations, but he hadn't heard from anyone else outside of me following me regarding his issue. I resurfaced the email to the sales dept. on 02.22.2024	"\$1.00 box tickets"
Agent ID#52540	Alabama Convenience	Over charged for bet amounts	Alemayehu, Gezahegn (Alex)	Resolved.	Left a message asking for an update.	"Money Showers"
Agent ID #52456	7-ELEVEN STORE #37300A	Machine took players \$20.00	Alemayehu, Gezahegn (Alex)	Issue resolved.		n/a
AgentID#52444	Economy Market	Emp. Withholding slips	Yonas	Yonas followed up on 01.05.2024	Issue resolved.	n/a
Agent ID#51503	LEE'S MINI MARKET	Theft Issue retailer withholder players change due	Alemayehu, Gezahegn (Alex)	Followed up with Player on 02.23.2024 via voicemail.	#REF!	"Played numbers"
Agent ID# ID #52494	THOMAS AND SONS MARKET	Retailer not refunding Players loss funds	Yonas	Yonas resolved issue.	Mr. Mungo has not heard anything back from the sales team, and still out the \$2.00 he lost. Email resurfaced and sent to Yonas and Arthur. Update from Yonas 02.28.2024 Good afternoon, I spoke with the customer, I explained to him I was trying to check if we have anything (pending tickets or credits) from the retailer end but couldn't find anything. And suggested to call him back once we get the coupons so that he can get his money back,	2.00 bet wager
Agent ID# 50153	EASTERN AVENUE SHELL STORE	Potential Theft issue	Linda	Resolved on 01.23.2024	Scott followed up regarding this concern.	Scratch ticket
Agent ID# 51776	NEWTON FOOD MARKET	Potential Theft issue	Linda	Resolved.	Update from Security: The agent had the \$10.00 for the voucher that Ms. Foster had won off to the side at his store with a note in case she came back in. He called it a misunderstanding with his clerk. I spoke to Ms. Foster and she was going to get her money.	"Money Showers"
AgentID#52390	7 -Eleven retailer	Damaged tickets	Weusi Berry	resolved.	Followed up with location, their machine is working in good condition.	n/a
Agent ID#41970	FREEDOM CITGO	Not compensating players for loss of funds	Linda	Resolved.	Arthur followed up with Player.	n/a
Agent ID#52466	N&H COMPANY INC.	Not compensating players for loss of funds	Linda	Resolved,	75440	n/a
Agent #ID 75150	NEW NEIGHBORHOOD MARKET	Not compensating players for loss of funds	Linda		Awaiting Linda's update.	n/a
Agent ID# 51541	COLUMBIA HEIGHTS EXXON	Retailers not compensating for refunds onsite.	Shirelle Howze	Resolved.	Awaiting Shirelle response.	\$1.00 bet
Agent ID##75028	BENNING BP	Refused to take her change	Yonas	Resolved.		
AgentID#48355	GIANT FOOD STORE #0378	Damaged tickets	Demond	Resolved	Spoke with Demond in person regarding this issue.	n/a
AgentID# #75128	DC Super Market	Retailer refusing to cash in tickets	Linda	Resolved	Player came to Prize center informing us the retailer did not pay out the \$200.00, he also mentioned the Gambet machine requires \$5.00 and up to play at this location, and is seeking verification on this rule at their location. Update: Linda responded at 2:34pm today indicating she has made contact with the retailer, and the player. It appears he is unstable in her opinion. It was confirmed with the retailer there was no sign on the terminal. The player comes in during a busy time to play \$1.00 bets, when lines for larger bets are being played by other players. Linda is suggested the retailer to advise the player to play at another location.	Gambet

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75198	ABUNAI POKE RESTAURANT	Retailer refusing to cash in tickets	Weusi Berry	Resolved.	I bought a \$20 GameBetDC from a machine at ABUNAI POKE RESTAURANT, 1920 L ST NW SUITE 120 for a soccer game on 2/26 that won (\$47). I went to cash it on the 27th at that same store. Was told to come back another time--only the manager can cash. On the 28th, no one knew when the manager would be in. On the 29th, the employee theorized that if the manager were coming in, it would likely be between 6 and 8 pm (the store closes at 8). So presumably I should stay downtown an extra hour after work and visit every day until the elusive manager appears if I ever want to cash my ticket. Extra metro rides, long walks or Uber trips to another vendor to get what I am already owed should not be necessary. You should either make your vendor serve your players or take the machines out. Letting us think that same location will cash modest winnings is close to fraud. (Email from Player) Update from Weusi: I spoke with the owner upon receipt of the player complaint. She stated they have no knowledge of any player not being paid out for a prize \$600 or less. She alerted other management to the issue and added that she'd reach out to the player, who apparently is a regular customer of the restaurant. I attempted to follow up with the player by phone call and text message without a response. If there is anything I can do in addition to my follow up	Weusi will be reaching out to the player, and retailer. Stated she will let me know her findings once completed on 03.04.2024
Agent ID#48355	GIANT FOOD STORE #0378	Retailer refusing to play numbers for Players	Demond	Resolved.	Ms. Collins stated this occurred three times this week. She waited thirty minutes at the customer service counter to play her numbers. The employee that assisted is a African American male in his mid 40's or early 50's. He informed her that the machine is not working. (Western Union, money order machine and the Lottery terminal). She noticed the sign only stated the western union and money order was not working, but when she questioned him about the lottery terminal; the employee physical wrote Lottery on the paper as well. Update from Demond: I spoke with the Manager and checked with the service desk staff. They do not recall this specific situation, but they did remember the terminals being down for a temporary period of time (30-40 minutes) while someone was working on the network. He assured me that he would notify me if there is a interruption in service with regards to the DC lottery terminal in the future.	DC 4
Agent ID##52698	Ramdass Pharmacy	Sexual harassment from employee	Linda	Resolved.	Today, Customer Service received a telephone call from Ms. Harriett Best complaining she was not receiving service when trying to play her numbers at Ramdass Pharmacy, Lottery Retailer #52698, 475 Ingraham Street NE. On her call, she says she has been repeatedly denied service on multiple occasions. Update from Arthur: Player banned, and instructed to pursue in civil court.	n/a
Agent ID#75082	STANTON SUPERMARKET	Players being overcharged while playing DC3	Alex	Resolved.	STANTON SUPERMARKET. She had her son play DC3, mid-day, evening, and night in the morning. (Occurred 03.12.2024) The employee in question continues to not allow them to play nights. She stated this employee charged her for all three drawings, but she only received the mid-day and evening. She said he continues to over charge her \$1.00 every time she plays. Alex responded 03.13.2024 stating he will follow up.	DC3
Agent ID#45666	GIANT FOOD STORE #375	Potential theft issue	Linda	Resolved	He mentioned the two tickets remaining were worth \$50.00 each. He was assisted by an African American female in her early thirties. She informed him the tickets were good, but she didn't have any funds available to pay him for either ticket. (He mentioned he saw her scan them twice) The employee did give him the two tickets back but did not give him a validation slip. Update: Ed and I visited this store today and confirmed that they were over \$100 on Saturday. They will be paying the customer his money. I called Mr. Andiaide and informed him that I provided his name to the customer service desk, he only needs to bring his ID so they can confirm his identity and they will pay him the \$100.	DC2
Agent ID#41178	KOGOD LIQUORS	Poor customer service experience	Daniel Chekol	Resolved	I met with the agent to find out what happened in the store Friday. He told me a player came to play power ball tickets with a slip but there was a missing numbers and I randomly added the missing numbers and printed tickets and handover to the player. I explained that is not right way to do business you need to let know the situation to the player before you make your decision. Next time he agreed to do with the care while making transactions in the store . I met Ms. Renee and apologized for the inconvenience that happened to her and give her giveaways to compensate her inconvenience situation , she is happy with gift and apology. The complaint is solved amicably today March 19/2024 . Thank you Daniel Chekol	Power ball
Agent ID#44941	Mimi's Convenience Store	Retailer not refunding Players loss funds	Shirelle Howze	Resolved	he had used his debit card to create a \$20 wager using the Lottery machine at Mimi's Convenience Store, 5435 MacArthur Blvd, NW. And while the \$20 was successfully deducted from his account, the credit did not appear on the screen. Update from Sherille Thank you everyone. I spoke to the retailer and the \$20 did not show up in the cashless report. I also told him to contact VSC and the finance department. There is some kind of equipment or finance issue. Have a great rest of the day! Shirelle	\$20.00 wager
Agent ID#75076	Gateway Newsstand	Potential theft issue/Ticket validated	Lee Nelson	Resolved.	Lee Nelson	\$3.00 mega millions

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75020	BENNING LIQUOR	Player over charged	Yonas	Resolved. Arthur resolved 04.03.2024	He stated he lost \$40.00 but should have been charged \$20.00 for the three games he played for race to riches. Update by Arthur: . We believe this may be a player error in that the bet slips were filled out by him directly, to which he admits. I have copies of his bet slips and tickets. I asked for a few days to circle back with him once we investigate more with the owner what may have happened. We should be able to resolve amicably.	Race to riches
Agent ID# 50005	YOUNG GLOBE LIQUOR	Poor treatment	Yonas	Resolved.	He purchased a Gambet ticket totaling \$200.00 and won \$440.00. He attempted to redeem his ticket this morning, but both employees were very dismissive, rude, and Mr. Chandler even mentioned racist behavior shown informing him he would have to wait, and they don't have money. Update 04.03.2024 Quick update. Mr. Chandler called back this afternoon stating that he had another incident occurred around 3:20pm today with the female employee. Mr. Chandler attempted to play but she screamed at him "I am not talking to you" and began to speak Korean. He assumed that she was speaking about him bluntly in front of other employee's, being unprofessional, and looking at him while she was speaking in Korean language. He informed her he would contact the Lottery to report her again, and she told him to go ahead. Update from Yonas: I called in Mr. Chandler again and LVM. I also spoke with the retailer (manager Mrs. Kim) and according to her she remembers the incident, she asked the retailer to wait because they just opened the store and they didn't have enough cash to validate the winner tickets for the customer.	Gambet
Agent ID# #52214	Safeway	Retailer not compensating Player for amount lost.	Demond	resolved.	she put \$20 in the MP machine on Wednesday at 4:23 p.m. and the machine never displayed her credit. Sharon says she informed someone at Safeway and they said its nothing they can do, DC Lottery has to open the machine. I called Safeway and the customer service employee told me the machine has repeatedly been accepting players money but not displaying a credit on the display screen. Demond stated he followed up the same day.3	Fast play
Agent ID# 75388	FLAGLER MARKET	Player not compensated for lost funds	Daniel Chekol	Resolved.	a ticket his nephew purchased at FLAGLER MARKET on 04/06/2024 at 10:51am on his behalf. His nephew informed him that after he purchased ticket from the self-service kiosk, he took the ticket to the cashier to redeem it. The cashier informed him the ticket has already been redeemed. He thinks the funds could have been left on the machine without his nephew realizing it. Update from Daniel: The incident occurred and reported on April 6 ,2024 at Flagler Market has been resolved. When I received the complaint and see the complexity it doesn't look like easily resolved unless I addressed the issue with security team. The security team has provided evidence that the winning ticket is redeemed in other stores. The security team's has discussed the incident with Mr. Williams and he admitted that he gave the tickets to redeem to his son . So we cannot do anything to help you in this circumstances. The customer accepted the decision provided to him with security team and case closed.	n/a
Agent ID#41970	FREEDOM CITGO	Player is not compensated for lost funds	Linda	Resolved.	Arthur's update: Ms. Shanks finally called me back a few min ago, we're working on a resolution and she has my personal mobile number to keep in connection with me.	n/a
Agent ID#75018	ABT LIQUOR	Player not compensated for lost funds	Daniel Chekol	Resolved	Update from Arthur: All – Problem resolved. I spoke to Ms. Darlene, and the owner was able to reimburse her the money.	
Agent ID##52698	Ramdass Pharmacy	Sexual harassment from employee	Linda	Resolved	Update from Arthur: All – I've spoken to the player and the owner. Where we've landed is that for now, Ms. Best may not necessarily return to the retailer. Mr. Ramdass is steadfast on not servicing the player, which as business owner and proprietor he has the right to do. I instructed him that if she "trespasses", then that delves into a civil matter and he should contact the proper authorities. At this point, nothing is due to the player except she's requesting a legal reason as to why she can't return. This should be tentatively closed as a complaint. Respectfully,	n/a
Agent ID# 47571	7-ELEVEN #27905	Retailer not refunded player.	Weusi Berry	Resolved.	Rico attempted to purchase a \$30.00 scratch ticket from their lottery machine using his debt. card, but the machine stated:" Vend failed" and restarted the screen not disbursing the scratch ticket for him to play. Retailer is not compensating player at their location. Update from Weusi: Hi Damien and thank you. I think the vendor can help with this one and I'll reach out- wondering if the player was charged for the failed transaction. Will research to hopefully get to the bottom of this. Thanks again. I'll circle back with findings. Update from Weusi:" Mr. Rico was charged the \$30 and credit was not issued for the attempted transaction. I mailed coupons to cover his loss and he's satisfied with this resolution.	Thank you,

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#52546	GEORGIA AVENUE FOOD BARN	Retailer emp. Poor customer service	Demond	Resolved.	Ms. Coston stated:" she was playing my numbers the guy did it 2 times I took it back and told him he made a mistake he was upset and thrown the money back at me I told him I didn't do that to you, he y old me don't come in his store anymore, I said I only ask you to correct my ticket I am not stealing anything I am not acting loud so what's the problem, he couldn't answer my. I am going to 7 on my side with this complaint as well. Update: Thanks Damien, I will look into this today.	n/a
AgentID#agent ID# 52228	SAFEWAY STORE #1276	Retailer not refunding the players lost funds	Demond	Resolved.	he purchased a damaged scratch ticket for \$10.00 from their machine that came out without a barcode. He bought it to the cashier to see if they could exchange it, open the machine to give him the other piece or give him a refund and told him there was nothing they can do for him and refused to open the machine. Update From DeMond: "I will reach out to him today and use the language access line."	
Agent ID#52400	ABG MART	Player not being compensated	Alex	Resolved.	an employee at ABG Mart due to them refusing to redeem/pay out her Powerball ticket for draw date 05.01.2024, purchased on 04.29.2024. Update from Alex: Thank you Damien, for information . I follow up!	Alex
Agent ID#75054	Brightwood Mart	Retailers refusing to assisting players with wagers	Demond	Resolved	every Saturday on a consistent basis the manager puts a sign on the machine stating it is out of order. Today she went there to play but the employee told her to go to 7-eleven up the street".	
Agent ID#51367	KENILWORTH BP	Retailer refusing to play wagers for players.	Yonas	Resolved.	Darryl requested him to input his wager in as he mentioned, and the employee got frustrated after speaking with the player and informed him he will not be playing his numbers. The employee gave him a refund, ever since Darryl has sent his relatives to play and the player refused to play the numbers with them as well. Update from Yonas 05.14.2024 Hello Damien, I spoke both with Mr. Darryl and the manager of the store Mr. Rezwan. According to Mr. Rezwan the clerk who helped Mr. Daryl is a new hire and he will talk to him. I explained to him the store across the street (Kenilworth Market) lottery is temporarily closed and to expect higher than the usual lottery customers traffic. I also offered to train the new employee if it's a training issue. Mr. Rezwan is going to talk to the clerk and get back to me. I also called Mr. Daryl and update my with follow up.	Thanks, Yonas
Agent ID#49775	Circle 7 Express Customer Complaint	Alleged discrimination from retailer, refusing to assist player.	Yonas	Resolved	Ms. Ray, according to her "There is a disabled person by the name Mr. Tyrone who has been repeatedly discriminated by the owner of the store, Mr. Emanuel, because of his disability. They refused to play lottery for him and finally the owner has barred him from coming to the store. Ms. Ray witnessed the refusals and she even purchased the lottery games for Mr. Tyron. at some point. Ms. Ray is an advocate for disabled persons and she wants to take this matter seriously to see what action can we take to the retailer". Update from Arthur: All – This matter has been resolved and we have reached an amicable conclusion for Ms. Ray. I spoke to both owner and complainant and was provided justification from the owner to have the player (Mr. Tyrone) barred from the location. Please close out this call. Thanks in advance.	
Agent ID#75062	WAWA #6004	Retailer refusing to reimburse player \$4.00	Shirelle Howze	Resolved.	Emailed Shirelle 05/28/2024, awaiting her response. Last week Thursday at the Wawa. Zahid attempted to play at their machine, and lost \$4.00 Update from Sec. Team: Good Morning Everyone, I was able to get Mr. Kahn his \$4.00 back from this agent location. Damien you can close this out on your end as the customer is satisfied. AP, the customer did complain that the machine never seems to have instant tickets in it. FYL... Eric, the customer stated that the machine always seems to eat people's money so can you send someone out to just take a look at it and make sure its ok.	Thanks, Scott
Agent ID#75378	SAMMY'S LIQUORS	Retailer refusing to reimburse player \$20.00	Linda	Resolved.	on 6/22/24 around 11:00 a.m. her husband placed \$20 in the instant scratcher machine and the machine took the money without displaying the \$20 credit. The owner witnessed it this as well, instructing the player to contact the Prize Center. Update from Linda: Good evening, I visited the location on yesterday to speak to owner - PK. He stated he paid the money to the customer. Please close this complaint. Thanks. ☺ LC	
Agent ID#75116	7-ELEVEN #36438	Received damage tickets	Linda	Resolved.	The machine gave her two damage tickets yesterday at 3pm. (one for a \$5.00, and one for a \$1.00 ticket) Update from Linda: she is pleased with my communication. After further conversation and suggestions, she decided to keep the tickets. I obtained her address to send a prize pack for being a loyal lottery customer. Furthermore, I visited the 7-11 in question today and will have VSC do a service check on the Win station dispensing/cutting malfunctions.	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75168 & 75328	Shipley Liquors & Shipley Super Market	Both Retailers are refusing to play numbers for Players.	Alex	Resolved	06.24.2024 she was denied assistance to play her numbers at Shipley Liquors, advising player they don't play after 4pm and last Thursday she went to Shipley Market and they don't allow the players to play at all. Update: Alex responded today informing me he will follow up. Update from Alex: Owners stated: "Thursday through Saturday, however, the machine is on from the morning till about 7pm which is what we would regularly have it at". "Due to staffing constraints on Sunday through Wednesday, I have instructed them explicitly to close down lottery after 4 or 5pm depending on the business flow The machine gave her two damage tickets yesterday at 3pm. (one for a \$5.00, and one for a \$1.00 ticket) Update from Linda: she is pleased with my communication. After further conversation and suggestions, she decided to keep the tickets. I obtained her address to send a prize pack for being a loyal lottery customer. Furthermore, I visited the 7-11 in question today and will have VSC do a service check on the Win station dispensing/cutting malfunctions.	
Agent ID#47621	7-11 #47621	Player(Filbert) lost \$2, issue was the MP terminal took cash but did not give credit	Daniel Chekol	Resolved	Apparently the police have been dispatched and this individual was banned from the location for making these false claims.	
Agent ID# 52230	SAFEWAY STORE #2912	Player claims tickets already validated	Shirelle Howze	Resolved.	Security looked into this, and two tickets is what they have a record for. The player is claiming she had three but was not able to provide proof.	
Agent ID# 75282	WOODRIDGE VET'S LIQUORS	Retailers refusing to reimburse player	Linda	Resolved.	Update from Arthur: @Caple, Linda (OLG) – We can definitely provide the player with some sort of voucher for their inconvenience. Shouldn't be a problem. Respectfully, ARTHUR PAGE DIRECTOR - SALES	
Agent ID#75318	ONE STOP SHOP	Retailer refusing to play pick 3 and pick 4 games	Shirelle Howze	Resolved.	Security sent this in to AP on 07.18.2024, sent email to AP 07.23.2024 requesting an update. Update from Shirelle: I spoke to the retailer and player. The owner said, he was busy and did not have time to play numbers. I told him that he is responsible to play all lottery games. This is issue is resolved.	
Agent ID#52000	Patron Convenience Store	Retailer did not reimburse player amount due from lost funds	Alex	Resolved.	Good morning, All, If I may add a bit of additional context based on the transaction history. We have contacted the player and using the information they provided us; we can confirm that no transactions were made with this players card number within 3-weeks of the timeframe provided. Not a single transaction logged on Wordplays system or Intralot BOS. Due to this, we do not believe this player should be reimbursed. Adding the Payments specialist to provide additional details if requested. Thank you, Direct: 202-817-0830 Personal: 216-407-5250 Office: 202-649-1002 Email: William.smith@vitalcorp.com	
Agent ID#52402	7-ELEVEN STORE #22639B	Retailer did not reimburse player amount due from lost funds	Yonas	Resolved.	regarding him losing \$10.00(Cash) in tickets attempting to play Mega Millions at 7:05am today. After selecting his tickets for the Mega Millions, the player inserted \$10.00 in the machine; right after inputting the money the system stated:" Terminal unavailable, see cashier." Update from Yonas: Good morning, All, If I may add a bit of additional context based on the transaction history. We have contacted the player and using the information they provided us; we can confirm that no transactions were made with this players card number within 3-weeks of the timeframe provided. Not a single transaction logged on Wordplays system or Intralot BOS. Due to this, we do not believe this player should be reimbursed. Adding the Payments specialist to provide additional details if requested. Thank you, Direct: 202-817-0830 Personal: 216-407-5250 Office: 202-649-1002 Email: William.smith@vitalcorp.comHello Damien, I spoke with Michael Jones, he is all set. It is resolved.	
Agent ID#52470	7-ELEVEN STORE #37102A	Player lost \$30.00 in machine	Weusi	Resolved.	Intralot pulled the log to trace the ticket, and Arthur emailed stating In the meantime I spoke to the player and bought us a few days to review. I told him to give me until end of day Wednesday to circle back for a potential refund. Respectfully, ARTHUR PAGE DIRECTOR - SALES	
Agent ID#75028	BP gas station	Received inactive tickets from Retailer.	Yonas/Security	Resolved.	Player received a inactive ticket, the retailer paid out \$25.00 to player, but didn't provide the validation slip. Player suspects he is due \$50.00 Security reached out, but the player never sent the picture of the ticket as requested from multiple team members.	
Agent ID# 51793	Cavalier Liquor and Wine	Player reported her ticket was not validated properly.(According to the Player)	Shirelle Howze	Resolved.	I did my research and the ticket was purchased through the Win station at Columbia Heights Exxon, according to the retailer. The retailer said, he had no further information regarding the scratch ticket. Security did confirm there was not three tickets validated, information was relayed to the player. Thank you, Shirelle	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75340	Silverman Liquors	Ticket was already validated alleged.	Yonas/Security	Resolved.	Good afternoon all, I called Mr. Franklin a couple of times, he is not answering. I also spoke with the clerk who validated the ticket and according to him the customer brought two tickets and he only validated one ticket worth \$250 and returned the other ticket. I have checked the sales report on 08/07 and there is two validation total \$260 in the store. Attached are the sales report and the validation receipt. Thank you, Yonas. Update from Scott: Thank you Yonas. That actually matches with what Ethan found in the system. I don't think this customer is out any money.	
Agent ID#75168 & Agent ID# 75328	Shipley Liquors & Shipley Super Market	Player reported poor customer service from employees.	Alex	Resolved.	FW:- Shipley Liquors So right now, as stated before - it is on my direction that lottery is closed by 5pm on Mon-Wed because we simply don't have the business or the support for my guy to run all three registers at the same time. We open it later Thursday through Saturday because there is support. Lottery business doesn't dictate that I am able to hire a third person to run lottery on those days. That's why we have the lottery set up. If she wants to play her numbers with us, she can come in earlier and the gentlemen will be happy to help. Evening time are rush times and we need to focus on the business side especially being a little short staffed on those days in particular. Hope this helps.(Update from Alex)	
Agent ID# 52400	ABG MART	Status of pending order	Alex/Mike Jones	Resolved.	Gwen reported this request to Mike Jones, order update completed.	
Agent ID# 52400	BROOKLAND EXXON	Retailer not reimbursing player \$10.00	Linda	Resolved.	Customer Service received a telephone call from Tirita Sorgy. Ms. Sorgy stated that on Saturday, August 24, after she put \$10 into the Play N Win machine, an error message popped up saying "the system was unavailable." The machine did not return her \$10. She was instructed by the cashier, Mr. Amisl, to contact the D.C. Lottery. Update from Linda: Good afternoon, I couldn't locate the last email thread on this matter- was having trouble contacting the customer. However, I reached out again this morning and the number was working. I spoke to Ms. Forgy and met her at the location in question. Please close this case- she has been reimbursed and rewarded with a prize pack. Thanks! LC	
Agent ID#52404	FRANKLIN LIQUOR & MARKET	Player claims to have been overcharged for DC5 tickets	Security/Linda	Resolved.	Hey Damien, can you please contact this customer and ask her to send over the validation slip ASAP? Because we really can't do anything until we get it. I won't be able to call her until much later so it would help if you could reach out sooner and ask her to send it over. If she wants to text a pic of it, you can have her text it to me at 202-812-1912. Thanks, Scott. Update from Scott: Customer Service received a telephone call from Tirita Sorgy. Ms. Sorgy stated that on Saturday, August 24, after she put \$10 into the Play N Win machine, an error message popped up saying "the system was unavailable." The machine did not return her \$10. She was instructed by the cashier, Mr. Amisl, to contact the D.C. Lottery. Update from Linda: Good afternoon, I couldn't locate the last email thread on this matter- was having trouble contacting the customer. However, I reached out again this morning and the number was working. I spoke to Ms. Forgy and met her at the location in question. Please close this case- she has been reimbursed and rewarded with a prize pack. Thanks! LCHi Damien, The investigation showed that Ms. Cherry's' tickets were played for both day and evening draws, hence the extra cost for her tickets. I explained this to her and reaffirmed her right to ask for new tickets in the future	
Agent ID#75444	Lions Wine & Sprits	The machine malfunctioned	Shirelle	Resolved.	Thank you Damien. I spoke to the player and I will mail her \$10 coupons to her home address. Everything is resolved. Have a great day! Shirelle W. Howze/ MBA	
Agent ID#51942	Giant	sold a damaged ticket	Daniel	Resolved.	I called the number I don't get response and I follow up and let you update Daniel Chekol Sales coordinator Government of the District of Columbia	
Agent ID#75378	Sammy's Liquors	Retailer not reimbursing player \$1.00	Linda	Resolved.	Good morning, I met Ms. Johnson yesterday at the location-Sammy's Liq. She was refunded by the retailer, and I gave her a bonus coupon for her having to deal with this technical issue. Ms. Johnson is happy at this point. I wished her a winning day! LC	
Agent ID#44990	Exxon	the machine was out of order on both occasions, he informed the employee about the issue and suggested putting a sign up. Last Friday was when the incident got a bit hostile	Yonas	Resolved.	Hello Damien, The case has been addressed to the manager of the store and I also followed up with the customer. Thanks,	
Agent ID#52430	Brookland Exxon	Purchased stolen "Massive Money Blowout"	Linda/Security	Resolved.	Thanks Grant. I also had called him twice and left him a message but never heard back. I believe that tells us everything we need to know as no one is going to walk away from a \$500.00 winning ticket if they purchased it legitimately. Thanks, Scott Update from Grant J: "Scott, I spoke with the player and he is accepting of not receiving payment and is forgoing his option at a claim denial, this matter is closed.	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent #75440	24 HOUR CONVENIENCE & DELI	Selling scratch tickets and not allowing people to cash them in. I've trying to cash tickets in for 2 months.	Alex	Resolved.	Good afternoon everyone, I discussed with the manager 75328-Shiply Super market :- FT. Text "Hi Alex I talk with everyone at the store I don't think we going to have a problem with a customer" Thank you Alex 11.4.2024	
Agent ID#75370	O'CONNORS WINE AND SPIRITS	Retailer selling expired tickets	Yonas	Resolved.	Good afternoon, I spoke with the store manager Mr. Ankush, he confirmed he refunded the customer and they had the ticket in their safe for long and they got it mixed up. I checked all of their inventories and everything is current and they no longer selling the Capital fortune ticket. Thank you, Yonas	
Agent ID#41970	Freedom Citgo	machine lost connection during a credit card transaction.	Linda	Resolved.	Hi Damien, It is my hope that the vendor will resolve the issue pertaining to the cashless refund. I just alerted the sales team on the matter. A retailer shared the sad information. As far as the customer service matters, I will speak to the owner on my next visit. Thank you. Thanks. LC	
Agent ID#75358	Mac Market	machine did not dispense a ticket	Shirelle	Resolved.	Update from Owner:" Hi Shirelle I have the scratch off . It was dispensed, but it got stuck in the machine so when I open the machine, it fell down." Update: HI Damien, Please see below and provide the player the information. They can go back to the store to get their scratcher. Thank you, Shirelle Shirelle W. Howze/ MBA Sales Coordinator	
Agent ID#41970	Freedom Citgo	Machine froze causing player to lose \$9-\$11, emp reset machine without refunded the player.	Linda/Security	Resolved.	Update Jorge followed up 10.15.2024 stating he has not heard anything back from anyone. Update from Linda: Good morning, Damien I spoke to the owner and explained he is responsible. The player sent a snapshot of the \$9.00 balance on the screen to the clerk afterwards and I confirmed. I have called in numerous incidents with this MP and the issues continue to occur. Send compliance or security to handle this retailer please. Muhammad states he has lost so much money on the self-service terminal malfunctions. Update from Scott: A check is being mailed out in the amount he needs to be reimbursed.	
Agent ID#41970	Freedom Citgo	Retailer refused to reimburse lost funds	Linda	Resolved.	Linda informed me she will make contact the player to ensure he is made whole, and will address this concern to the owners. Update from Linda: Good evening, I just spoke to Mr. Walker and I have arranged to meet him shortly for reimbursement. Please close this complaint asap. Thanks. LC	
Agent ID#52186	GIANT FOOD STORE #2379	Retailer selling expired tickets in the machine	Shirelle	Resolved.	This is Giant. I will check it out and get back to you. Thanks, Shirelle Update from Giant Emp Evette Nash:" Good morning, I do not have those tickets in my machine, or in my backstock. As far as expired food, etc., I would recommend that they reach out to management or corporate for any concerns. Thank you, E.J. Harvey	
Reeves Center	n/a	E-Instant machine took \$5.00, not dispensing tickets.	Mark Jones	Resolved.	Left a message for Mark, photo received from player.	
Agent ID#75382	BIG D LIQUORS	Retailer refusing service to players	Yonas/Security	Resolved.	Good afternoon, I spoke with the owner Mr. Kishore regarding the store clerks refusing to sell lottery on the store open hours. The owner stated they shouldn't refuse lottery sales as long as the store is open and he will talk to his employees to address it, Thank you, Yonas	
Agent ID# 51779	South Dakota Ave NE Sunoco / BP Gas Station	Employee refusing to assist player for checking tickets	Linda	Resolved.	Hi Damien, Thanks for the holiday wishes.... it was great! I apologize for the delayed response. This matter was addressed immediately after your first email. I called for VSC for service and the last two times I visited- one last week the counter ticket checker worked fine both times. Now I don't know how fast these customers need it to work but they need to slow down. Everyone seems to be in a rush! And there is a self-service terminal on location for use as well. I could go on and on but please close this complaint. Thank you and Happy Friday! LC	
Agent ID#40642	Kwik Stop	Retailer accused of stealing tickets	DemonD/Security	Resolved.	As of this morning the ticket has not been validated. So it was probably thrown away or whoever has it is waiting a long time to cash it in. I called Mr. Hurt and basically let him know that there was nothing we could do as he didn't sign the back of the ticket and does not have the physical ticket in his possession. Let me know if you need anything else on this one.	
Agent ID#75458	JJ MUTTS WINE AND SPIRTIS	selling Damaged instant ticket	Alex	Resolved.	Thank you, Damon for information. I follow up. Alex	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID# 75100	HARVARD LIQUORS	employees(Mr. Kim) deterring players	Daniel	Resolved.	Good morning Damien There was a compliant on Harvard liquor store the agent refuses to sale lottery products to the player . Based of this compliant I spoke to the complainer to understand what actually has happened . I found out on the day of the complain the store lottery equipment has been deactivated due to NSF. I called the complainer and explained why terminal is not working , With this finding complainer is happy and case is closed . Thank You	
Agent ID#51793	CAVALIER LIQUOR & WINE	Retailer did not reimburse player	Shirelle	Resolved.	Good morning, I'm unable to listen to the message. Does Cavalier Liquors owe them \$12? I would just give the player their \$12 coupons. The owner speaks very little English and he will deny the allegations that the player is accusing him of doing. Shirelle W. Howze, MBA Sales Coordinator Government of the District of Columbia	
Agent ID#75060	FORT DAVIS RETAIL STORE INC	Retailer refused to reimburse player & unethical foul play on site	Alex/Security	Resolved.	Good Afternoon All, The agent has agreed to reimburse the customer for the \$8.00 that she allegedly lost in the machine. He stated that he disagrees with the rudeness part of this complaint as everyone he knows likes Casa (the employee in question) and Casa has been in good employment standing for years. Damien you can close this out on your end. Thanks, Scott	
Agent ID#75458	DMV Liquors, wine & Beer." or JJ MUTTS WINE AND SPIRTIS	Sold damaged ticket	Alex	Resolved.	Thank you, Damien for information ! I follow up this issue . Alex	
Agent ID#51732	UNIVERSITY WINE & SPIRITS/7-Eleven	refusing to reimburse player	Weusi	Resolved.	Update from Weusi: "I left her a message."	
Agent ID#41178	KOGOD LIQUORS	initially refused to assist player	Daniel	Resolved.	Sent an email to Daniel on 12.17.2024, awaiting his response. Sent another email asking for a update 1.2.2025. Update from Daniel: Good morning, Damien, The agent said he did not refuse customers to sale lottery tickets. I tried to reach out the complainer phone is not responding. If you have a better phone to reach out to the complainer, please forward it to me. I tried this morning too. Thank You Daniel Chekol	
Agent ID#41970	FREEDOM CITGO	Retailer allegedly refusing to reimburse player	Linda/Security	Resolved.	Sent an email to Security on 12.17.2024, awaiting their response. Update from Ethan: I just spoke with the Mr. Gray; I still need to follow up with Freedom Citgo as from what I can see there was a \$50 bill inserted into the Win station during the time frame Mr. Gray provided. Thank you, Update from Joshua J 04.30.2025, Hi Damien The issue was resolved yesterday. The customer was paid the amount owed. We verified the I Lottery ticket was valid and belonged to Mr. Clay	
Agent ID#51686	LIFF'S MARKET	Retailer owes \$25 in total from Retailer, no active contact number for retailer. Retailer giving the run around.	Security/Lee	Resolved.	Update from Ethan: "I tried to call Mr. Dildy today but he didn't pick up. I was unable to validate his claim that the machine took his money. After reviewing the camera footage at the store, and reviewing the terminal logs from the Win station it appears that Mr. Dildy inserted four \$5.00 bills and received three tickets, two tickets for \$5.00 and one ticket for \$10.00. The Win station logs show the money in, and ticket purchases, and the video showed Mr. Dildy receiving 3 tickets. Ethan 1.31.2025	
Agent ID#75156	BARMY WINE AND LIQUORS	Bad experience with Retailer, gave him a Mega Millions ticket without the Multiplier option as he requested.	Lee	Resolved.	Mike B. followed up with the store, and sent to Lee. a complaint the Customer Service department received from Douglass Best, a D.C. Lottery player. Mr. Best claimed that when he requested a Mega Millions Multiplier ticket at Barmy Liquors, that the Lottery terminal operator (store clerk) gave him a Mega Millions ticket without the Multiplier option. And when he told the clerk that the ticket was not what he asked for, the clerk told him the ticket could not be canceled. Mr. Best then stated that when he insisted that the clerk cancel the ticket and give him a new one, the clerk used profanity and asked him to leave the store. I subsequently called the store to ask for an explanation. The clerk stated that yes, Mr. Best's ticket did not have the Multiplier option, but he did not use profanity and would be willing to give him a ticket that did contain the Megaplier option and that he would try and sell the Mega Million ticket to another customer. I contacted Mr. Best at (240) 375-6655 and explained to him what the store clerk was willing to do, but he declined. Mr. Best would like to lodge a complaint against the Retailer and for someone to give him a call. Can you	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#41970	Freedom Citgo	Agent ID#41970, Retailer refused to reimburse player after a error occurred on his machine	Linda	Resolved	Sent email to Linda, awaiting her response. Yesterday after 5pm, Karen went in to play DC5 at the machine in his location; after verifying the numbers that she wanted to play were correct she hit "pay" and the ticket came out with a star in front of the other four numbers she inputted. Update from Linda 05.01.2025."Good morning, Damien I need a refresher on Karen Boone-but I think she is handled. I can't find in my notes that I spoke to her. I am thinking I handled this one also. Will you confirm or send me her information. Thanks! LC" Information sent via email.	
Agent ID# 47670	BP	Retailer selling expired tickets	Security	Resolved.	Update from Ethan(Security) Ed was in the field today and he visited this location. He informed them that they need to pull those tickets (along with two other games) out of their Win station immediately. No one in the location had access to open the Win station at the time of the visit, so a sign was placed on the machine informing players it was unavailable at this time. The owner is to contact Ed when the tickets are removed. Thank you,	
Agent ID#75378	Sammy's Liquors	MP machine is not accepting apple pay payments	Linda/Intralot	Resolved.	Wendy Alvis visited Sammy's Liquors #75378 on 1/26/25 at 6:05 p.m. and attempted to apply \$21 from her Apple Pay to the MP machine. She says the amount was withdrawn from her account but no credit transferred to the MP. I called Sammy's Liquors and the employee confirmed her story. Wendy's phone number is 202-341-8205. Wendy was able to be accommodated by the Agent. Update from Lee: "Got it."	
Agent ID#52432	Exxon	Retailer refused to refund player	Lee Nelson	Resolved.	From: Jackson, Grant (OLG) <grant.jackson@dc.gov> Sent: Tuesday, January 28, 2025 10:33 AM To: Nelson, Lee (OLG) <Lee.Nelson@dc.gov> Cc: dclb.customerservice <dclb.customerservice@dc.gov>; Page, Arthur (OLG) <arthur.page@dc.gov> Subject: Exxon #52432 Good morning Shawn, Darcel Stewart says she was at the Exxon located at 2150 M ST NW around 11:00 a.m. yesterday 1/27. She says she used her debit card to deposit \$20 and the Win station withdrew it form her card but never dispensed a ticket. Ms. Stewart said she told a clerk, and the clerk told her to contact DC Lottery and DC Lottery will refund her money to her debit card. I called the store several times but there was no answer, nor can a voicemail be left. Ms. Stewart also provided a series of numbers form her bank account transaction history, POS- 62197001 2485944 and 62189001 2485943. Can you investigate the validity of this statement made by the player with the retailer? Her phone number is 202-910-9348.	
Agent ID#52624	7-Eleven	Retailer refusing to reimburse player.	Weusi/ Shirelle	Resolved.	Sent an email to sales reps providing the details, awaiting their email with results. Update from Weusi: Hi Damien, I'll follow up with the customer today. Thank you for the reminder.	
Agent ID#48355	Giant Food store	Retailer refusing to reimburse player.	Demond	Resolved.	Player reported no supplies and complained about the staff. Hi Damien, Thanks for this information. There were tickets in the store Thursday and the clerk did fill the machine, he just wasn't able to fill it at the time she wanted him to. I will follow up with her on this. She calls to complain every time a ticket is out at that machine. The store does have sufficient stock of tickets. Thanks Demond	
Agent ID#52718	Exxon Tiger Mart	Retailer refused to reimburse player.	Yonas	Resolved.	Mr. Merrick stated that when he attempted to purchase \$50 worth of Instant tickets, the machine initially would not disburse any tickets. He then asked the store clerk for assistance. The store clerk created more confusion by selecting tickets he had not requested. After waiting another 45 minutes for the store manager, he was told there was nothing the store could do for him and that he should contact the Lottery. Update from Yonas: Good morning Damien, Yes the issue has been resolved, Thank you	
Agent ID#52456	7-Eleven	Retailer refused to reimburse her funds.	Alex	Resolved.	Yesterday at approximately 5:12 pm, Marcia Harrison, placed \$10 on the Powerball and Mega Millions Games using the Lottery Machine at the 7-11 located at 3218 Pennsylvania Ave SE. Ms. Harrison complains that she did not receive her tickets. She is asking to be reimbursed for her loss. Update from Alex: Thanks, I will follow up. Good afternoon Michael Brown, Today I discussed with the Customer and retailer, I have solved the complaint . Have a nice weekend!! Alex Get Outlook for iOS	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75492	ZEKI LIQUORS	Complaint on experience with retailer.	Demond	Resolved.	Player inserted a \$10.00 bill in their machine, and the ticket fell at the bottom but was not accessible for her to obtain it. Received the run around from mgr. Update from DeMond: Sure. I'll contact Zeki Liquors and get back with you shortly Get Outlook for iOS Update from Demond: I have her \$10 in coupons for the ticket she lost Sent from my iPhone	
Agent ID#52176	TENART	Player claiming potential theft from retailer.	Security	Resolved.	Player is alluding that this Retailer could potentially be validating tickets keeping the money, while informing the players that their tickets have already been paid out. This incident occurred on 02.17.2025 between 9-10am. Update from Scott: Hi Damien, See the attached report. In this particular case, this ticket was scanned and validated on the Win station (look at the line that states Validation 5217611 as terminal 11 is a win station) before it was brought to the counter. So unfortunately, this customer left her money on the machine. The agent did nothing wrong in this case. I will contact the customer and inform her of what happened. You can close this out on your end. Let me know if you need anything else. Thanks, Scott	
Agent ID#41970	Freedom Citgo	Retailer refusing to reimburse player	Linda	Resolved.	Update: 03.03.2025)No action was taken from Sales Coordinator. Jorge contacted us again regarding the same issue with this same Agent(Freedom Citgo) who is not cooperating with reimbursing him on the \$28.00 (Cash)he is out as he attempted to purchase a \$20.00 scratch ticket.	
Agent ID#52558	Sylvia Liquors	Retailer refusing to reimburse player.	Yonas	Resolved.	Lottery Player, Renee Pinkett, called to complain about not receiving \$10 worth of Lottery Scratch tickets when she put her \$10 into the Lottery Machine located at Sylvia's Liquor, 1818 Benning Rd. NE 20019. Ms. Pinkett stated that when she asked the clerk for assistance, he told her to come back later. Ms. Pinkett says she has returned to the store several times but has not received her refund. Can you follow-up with her? Her number is (202) 297-5332. Thanking you in advance, Michael Brown Update from Yonas: Good morning Mike, I spoke with Ms. Pinkett and I left her 10 dollars coupon with the store and the issue has been resolved Thanks, Yonas Get Outlook for iOS	
Agent ID#41970	Freedom Citgo	Retailer refusing to reimburse player	Linda/Security	Resolved.	Charles Gray called in stating he on 2/20/25 around 5:17 p.m. he placed \$20 in the Win station and the machine didn't display his credit. 03.05.2025 Update from Ethan: Damien, As it did with the last one, this is taking a while for Intralot to get the logs for review. Typically they can remotely access terminal logs, but communications at this particular location appear to be spotty and they can't connect to the terminal long enough to pull them. I'll keep you posted on further developments. Thanks, Ethan. Update from Joshua J. Update from Joshua J 04.30.2025, Hi Damien The issue was resolved yesterday. The customer was paid the amount owed. We verified the 1 Lottery ticket was valid and belonged to Mr. Clay	
Agent ID#75472	Kings Café	Retailer refusing to reimburse player	Alex	Resolved.	Between 10-11am. Mr. Pinkney inserted a \$5.00 to purchase a scratch ticket, and the machine stated: "Sorry system not available" which resulted in him losing his \$5.00. Update from Alex: Good morning Damien, I called too many times (240)709-0815 not responded but I discussed with the owner that money return. Thank you Alex	
Agent ID#52402	7-ELEVEN STORE #22639B	Retailer did not reimburse player	Yonas	Resolved.	she lost \$10 because the machine did not dispense two \$5 Scratch tickets Update from Yonas: Hello Michael, I spoke with Ms. Fuller and left her coupons, the issue has been resolved Thank you,	
Agent ID#41970	Freedom Citgo	Retailer refused to reimburse player.	Linda	Resolved.	Mr. Busari states that when he put \$10 in the Lottery's "Touch Screen" terminal at Freedom Citgo, 1905 V Street NE, the machine did not dispense his Lottery tickets. 04.02.2025 Damien reached out to Player informing him we have \$10.00 in Lottery bucks. Player was happy we followed up, he will be coming in on Friday to pick it up from the Prize Center.	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75272	SHEPHERD ST BEER AND WINE SHOP	Player received a different less amount of what was owed.	Security/Demond	Resolved.	when she presented her winning lottery tickets worth \$40 today to the store clerk at Lottery Agent “Bless 7 to 10 Market, 434 Shepherd St. NW, the store clerk rendered \$14. Update 03.05.2025: Good Morning Damien, I was able to speak with both the customer and the agent. Unfortunately this is a “he said-she said” as far as who knows what about the alleged incident in question and other alleged incidents. The manager (DJ) stated that he was unsure as to why the customer contacted us instead of coming to him if she had an issue or problem. He stated that he would look into it, as they don’t have or want any problems with unsatisfied customers. I informed him that this was an official verbal notice and to please look into it and make sure that these alleged incidents stop IF they are happening. He requested that I give the customer his number and direct her to contact him so he can discuss the incident with her directly. I spoke with Ms. Fournier, who stated in very, very colorful words that DJ is a liar and he was well aware of what happened as she has brought this issue to his attention several times. She said she has taken her business to the Safeway nearby so she won’t go back in the store unless it’s to help other customers who are	
Agent ID#75076	Gateway Newsstand	Retailer refusing to reimburse player	Lee	Resolved.	He did a \$10.00 debit/credit transaction attempting to play in their machine and had issues. The Retailer referred him to us for reimbursement. Update Lee: Good Day – issued resolved. Stil issues regarding the cashless payments at various locations.	
Agent ID#75060	Fort Davis Retail store	Retailer refusing to reimburse player	Alex	Resolved.	Call from Chukia Carter regarding her losing \$10.00 via credit/debit on the machine at Fort Davis Retail store on 03.02.2025 at 11:25pm. The machine did not reflect the funds applied during her visit. (Transaction #4279934253193129142) Update from Alex 03.05.2025: Thank you, Damien for information. I follow up Get Outlook for iOS	
Agent ID#52218	SAFEWAY STORE #1445	Potential theft	Alex/Security	Resolved.	player Malissa alleging that the employee of Safeway paid her \$100.00 cash and returned the ticket to her without providing a validation slip instead of the \$600.00 she believes she is owed. Melissa purchased a .50 DC4(Winning numbers selected 7140 box) ticket that was purchased on 03.02.2025 roughly around 12pm. I am waiting for her to send me pictures of all the tickets in her possession as she is not certain which ticket is the winning ticket for the \$100.00, she received. Update: Good Afternoon Damien, Please see the attached RPTwin report. Based on everything she sent us, the customer’s ticket was validated for \$100.00 and that was the correct amount according to our system. The player won \$100 on the number 7140 for the Evening Draw of 3/2/2025. Her bet was a 24-Way BOX, the payout for that is \$100 on a \$0.50 bet. There doesn’t seem to be any foul play happening here. Let me know if the customer has any issues or problems once you talk to her. Thanks, Scott	
Agent ID#52220	SAFEWAY STORE #1177	Retailer refused to refund player.	Yonas	Resolved.	Good Morning Yonas, Customer Service received a telephone call from Gardenia Walker. Ms. Walker complains that on Monday, March 10, she did not receive her \$2 Instant Scratch Ticket while using the Lottery machine located in the Safeway store located at 322 49th Street NE. Her telephone number is (202) 207-8632. Can you reach out to her for assistance? Thanking you in advance, Michael Brown. Update from Yonas: Hello Damien, I spoke with Ms. Walker, I will leave her a coupon at the store and give her a callback. Thanks	
Agent ID#75118	7-ELEVEN #38711	Retailer refused to refund player.	Daniel/Security	Resolved.	Eric Mills called to report around midnight 3/16 Sunday morning he deposited \$40 into the win station and the machine took his money. Eric claims he has a screenshot and proof of transaction form his bank supporting his claim. Eric says he told the retailer and the retailer said there is nothing they can do about it. Update from Scott: Good morning Scott and thank you. I just reached out to the player and offered him a gift card... He was happy with that and will call me next week to arrange pick up. Thanks again for the reminder- I hope you enjoy the weekend!	
Agent ID#75358	MAC MARKET & DELI	Refund pending, not dropped off acct.	Shirelle	Resolved.	refund via credit for Don Gray, he purchased an instant scratch ticket for \$15.00 at Mac Market on 03.24.2025 between 12:30-1:30pm, which was posted on his account on 03.25.2025. 04.09.2025 Mr. Ray came to the Prize Center to get the \$25.00 gift card left by Shirelle on 04.08.2025	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75098	PENN AVE CITGO	Refund issue & Bad customer service issue	Alex	Resolved.	on 03.27.2025 at 10am. Ms. Chatman inserted \$20.00 attempting to purchase Powerball, Mega Millions, Lucky for Life, and instant scratch tickets. As Ms. Chatman attempted to select the tickets she wanted, the tickets did not dispense from the machine. She informed the clerk about the incident leaving a \$14.00 credit on the machine. The clerk was of African descent, 5'9 medium build, (Beard) and looks to be in his mid-30's. He did attempt to assist her but in doing so, he continued to keep pushing buttons repeatedly for a \$2.00 bingo ticket until it was sold out depleting the credit on the machine(The machine was attempting to dispense but nothing came out) stating to Ms. Chatman " I got it, I got it". He did not provide a time the manager would be available and declined providing a number for her to contact the manager. The employee insisted there is nothing else he can do, and to contact the Lottery board. Ms. Chatman had multiple surgery's recently and depended on Uber to transport her to her destinations. She could not afford to sit and wait due to her recent health conditions without no timeline. She simply wanted a time and number to coordinate coming back for her refund. Update from Alex: Hi Damien, I discussed with the manager and Ms. Chatman. I Solved the problem . Alex	
Agent ID# 52494	THOMAS AND SONS MARKET	System malfunction	Yonas	Resolved.	We received a call from Aaliyah Centena regarding THOMAS AND SONS MARKET, she was playing race to riches at 11:14am today, she chose Quinella with winning numbers #247 and won. The machine printed out a ticket but started the race on its own instead of allowing her to initiate the race. While this was going on, the machine had a message pop up on the monitor stating the "Race has not been held yet" but was clearly in progress. Update from Jon: " Hello Damien, I have attempted to contract Ms. Centena (2) more times and all attempts by both phone and email have gone unanswered or replied. I have called from both the office and my cell - the call gets sent to VM and a message left. I am unsure if she's interested at this point in time - considering she doesn't want to share the tickets from our first communication and unresponsive since. Please let me know how I should proceed. Regards,	
Agent ID#75412	Harris Teeter	Retailers not reimbursing player, cashless transaction.	Intralot/Alex	Resolved.	states he deposited \$60 on the MP machine via cashless transaction at the Harris Teeter #75412 located at 401 M St SE on 4/3/25 around 12:30 p.m. Tyrone said he attempted to purchase several DC5 tickets but the ticket stock started printing with no ink after the first 3 tickets printed correctly. Tyrone says he spoke to a store employee who fixed the issue, but he was still without 7 of his 10 tickets. Tyrone is claiming he is still owed \$45 worth of tickets that did not print correctly and is seeking reimbursement. Update from Jon Z:" Update from Jon 05.20.2025:"Hello Damien, I have been working with Blake for closure and we can confirmed that the full amount owed was returned to the player as of 5/15. Regards, Jon Zajdel, General Manager".	
Agent ID# 41970	Freedom Citgo	owner refused to reimburse player \$10.00	Daniel/Security	Resolved.	Ms. Frances Norris came in to purchase a DC4 ticket between 9-10am, she inserted \$10.00(Cash) in their machine. The machine did not reflect the \$10.00 she inserted inside on the monitor, Ms. Norris mentioned this to the employee first, and he in turn he referred her to the owner for assistance. The owner attempted to help her by opening the machine, and claimed he didn't see anything in a rude manner. Linda's Update 04.09.2025: Hi Damien, I just spoke to Ms. Norris. We will meet at Freedom Citgo to resolve her complaint tomorrow at 11 am. I have asked VSC/Intralot for a full fledged check on all of the self-service terminals at Freedom Citgo as the customer complaints continue.	
Agent ID# 75314	Fairfax Liquors	Player alleges the retailer stole exchange ticket	Daniel/Security	Resolved.	Sonia Foutain contacted the CS dept. at 3:30pm regarding an employee(Female of Korean descent) at Agent ID# 75314, (FAIRFAX LIQUORS) withholding an exchange ticket from her redeeming her DC4 ticket. The bet is for 7 days, and 7 nights totally 21 draws priced at \$10.50. Ms. Foutain is concerned because she thinks if her winning numbers "4445" are selected again they will keep the winnings internally. Update from Scott 04.15.2025: OLG Security conducted a site visit to Fairfax Liquors on April 8th, 2025. The video review showed that the agent did give the customer her exchange ticket. The ticket in question expired without any more wins on the other draws. I spoke to Sonia and told her the results of the investigation. She was satisfied as her ticket did not win again and the agent did not purposely withhold her ticket. "	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75076	GATEWAY MARKET	Retailers not reimbursing player, cashless transaction.	Lee/Intralot	Resolved.	he lost \$6.00 on 3/20/2025(Credit card ending in 2974) roughly around 9am at Gateway News Stand. He attempted to play DC3 & DC4, but the machine didn't acknowledge his transaction. 04.30.2025 Update from Jon:" Hello Damien, This case is closed with the customer. Regards, Jon Zajdel, General Manager".	
Agent ID# 75448	Manny & Olga's Pizza	Bad customer service experience	Alex	Resolved.	She inputted her credit card attempting to purchase the new \$50.00 ticket, in the process of doing so the machine did not dispense the ticket and stated "Jammed" on the screen. She went back and forth with multiple employees to the point where she had to call the police to get her refund after she shown the error message to the employees onsite . The employees offered her \$15.00 or a \$25.00 gift card but she wanted the actual \$50.00 ticket or the full \$50.00 refund to her account. Update from Alex 04.11.2025: I visited yesterday, and I discussed with the owner and the clerk for bad customer service. returned \$50 to the player, and I advised him in the future that good customer service was important. Have a nice Weekend! Alex	
Agent ID#75328	SHIPLEY SUPER MARKET	Poor customer service interactions with multiple employees daily	Alex	Resolved.	Ms. Ball attempted to purchase her numbers from this location this morning, she stated:" while waiting for the employee he was taking his time and choose to do inventory with no customers in the store. Ms. Ball approached him requesting assistance, but the employee(Ethiopian descent, mid- 30's) became frustrated with her responding in a rude demeanor stating "he doesn't know how to work the machine with an attitude" according to Ms. Ball. Two customers walked in, and he assisted them before assisted her. Update from Alex 04.30.2025:" Hi Damien, I Solved this issues with the owner . Thank you Alex"	
Agent ID# 52400	ABG Mart	\$50.00 refund needed for a cashless transaction	Alex/Intralot	Resolved.	she purchased the new \$50.00(Via credit card ending in 6442) Instant scratch ticket on 04.07.2025 around 12pm. The tickets were sold out, but still processed the payment for the instant scratch ticket she didn't receive. The employees referred her to our department to be reimbursed. Update from Jon Z. :-"Good Morning Damien, This case is resolved with the Customer. Regards, Jon Zajdel, General Manager Update 04.30.2025, player happen to contact us today informing us that she is still waiting and has not received her refund. Below is the message from Jon from their interaction with Tabithia:."This Card ending in 6442 on 04/07/25 - is not reflected in our system. My call center manager spoke to the customer who did not accept our research and when asked to also follow up with her financial institution - she's refueling to do so. "	
Agent ID#75068	WINNERS CORNER DC LLC	Potential theft from William Marshall, stealing \$600.00(I-Lottery) from Martin Clay	Lee/Security	Resolved.	Mr. Clay attempted to redeem \$600.00 from an I-lottery claim but the owner decided not to pay him the \$600.00 he was out stating the rep stated he was not responsible to pay out for I-Lottery claims. Pictures, and texts were provided to us from the player. Awaiting update from Security. 04.30.2025. Update from Joshua 04.30.2025 :-"Damien, Thanks for the information. Shawn brought this to my attention this afternoon, and I have contacted Winners Circle and the customer attempting to cash out the I-Lottery ticket today. The Security team will investigate this matter further. Respectfully, Joshua Johnson Chief of Compliance and Enforcement Update from Ethan 06.03.2025 :-" Good Morning Damien, This was resolved on 4/29. There was confusion on the part of the retailer and the customer was paid the amount owed. Thank you,	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75168	Shipley Liquors	Retailer refusing to reimburse player	Alex	Resolved.	Alex, we have a problem that needs attention, and to be resolved immediately. Carolyn Scott went to Shipley Liquors yesterday to purchase a scratch ticket #1620 Extreme 500x Fortune using the Win Station at the store. The ticket Ms. Scott purchased did not dispense and when she informed the store personnel, she was told by the store it was not their problem. This retailer #75168 is located at Savannah Street S.E. Washington, DC 20020. Ms. Scott purchase her ticket with cash she can be reached at 202.421.4930. 04.30.2025 update: "Good morning Michael, Yesterday solved the problem! Thank you Alex	
Agent ID#52690	Union Liquors	Retailer refused to assist player	Alex	Resolved.	We received a call from Mr. Neal regarding his experience at Union Liquors. He went there yesterday attempting to get assistance from the employee to play his numbers in the morning, but the employee refused to assist him. Mr. Neal stating this is a common reoccurrence from the employees at this location. Update from Alex:" Good noon Damien, I Communicated with the Union liquor Owner and promptly resolved the issue. sorry for the delay to respond. Thank you Alex "	
Agent ID# 75474	Comps Mart	Retailer refused to assist player	Yonas	Resolved.	Web Form I am contacting you to complain about the Shell Gas Station on Nannie Helen Burroughs Ave. NE, the 4300 block. The customer service is gets negative 5 stars. They do not help customers play their numbers. The machine is off-line, no paper in the machine, cannot cash tickets. The system is not working. They are so lazy and do not deserve to have the lottery. They have too many people hanging around the store. Furthermore, they are having visits from a lot of people and, they do not want to play the lottery for customers. Update from Yonas 05.14.2025:" Hello Damien, I spoke with the owner of the store Ms. Rediet and LVM to Ms. Adams. The terminal is up and running and they have enough roll of papers. According to the owner, she remembers the customer and mentioned, the customer always cancel her number after printing long lists and they have had arguments about that , they suggested to either use the bet slips or repeat her tickets. "	
Agent ID# 75216	Three Way Spirits	Machine is not dispensing tickets but accepting funds	Demond	Resolved.	Retailer reported his machine was not dispensing tickets but reported the sale on his reports. Update from Retailer: Thank you very much, Damien!! We are happy to let you that the printer has already been replaced with a new one. Once again, we thank you very much now for your prompt action. Will follow with Demond on the reimbursement. Aklilu	
Agent ID#52432	DC EXXON	Web Form Keno game NOT working at 2150 M street NW....Exxon gas station	Lee	Resolved.	WORKFLOW 294 Daniel Haile 5800 Quantrell Avenue 1507 Alexandria VA 22312 tejelab1@gmail.com Web Form Keno game NOT working at 2150 M street NW....Exxon gas station	
Agent ID#45666	Giant food	instant ticket machine is not dispensing tickets	Linda	Resolved.	We received a call from Tamica Thomas regarding her instant ticket machine is not dispensing tickets. Update from Tameca 05.13.2025 Tameca responded informing me she will dispatch a team.	
Agent ID#75130	WAWA #6007	Machine took players money without allowing access to play or dispense tickets	Daniel	Resolved.	On May 10, I deposited \$30 into the DC Lottery machine located at 1 Thomas Cir NW, Washington, DC 20005 to purchase lottery tickets. However, the machine cut off orders and did not dispense any tickets, even though it accepted my money. I did not receive a refund, nor was I able to complete my transaction. I spoke with the store manager, who advised me to reach out directly to DC Lottery for resolution. Please let me know what steps I need to take to receive a refund. I am happy to provide any additional information, including the machine number." Update from Intralot 05.14.2025:" We have reviewed it in our system but could not find any record of a charge or transaction for the card number provided on May 10 at the mentioned location. Since there is no transaction recorded on our end, we are unfortunately unable to process a refund directly. Please find attached the screenshot showing the transaction search result by the card number 3548 provided in related to the claim.	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#46847	TENLEY MARKET	while purchasing, the screen went blank	Intralot/Shirelle	Resolved.	Vanessa Pleiter stating that she had lost \$30 while purchasing Scratch Tickets at Tenley Market Liquors, 4326 Wisconsin Ave, NW. Ms. Pleiter states that while purchasing, the screen went blank. The event took place today at approximately 11:50 AM. The last four digits of her debit card are 1725. Update 05.30.2025 Vanessa did get her refund of \$30.00	
Agent ID#41970	FREEDOM CITGO	Inserted \$40.00, but only \$20.00 credited on acct.	Linda	Resolved	Customer Service received a call this afternoon from Michael Jackson. Mr. Jackson states that he lost \$20 when he attempted to purchase Keno tickets today at Freedom Citgo. Mr. Jackson stated that when he inserted \$40, the machine collected the funds, he was only credited \$20. He asked the store clerk for assistance and was told to contact the Lottery. The incident occurred @2 p.m. Update from Linda: "Hi Mike, I meant with Mr. Jackson today. Hie complaint has been resolved. I am hopeful he will continue to play DC lottery. I wished him luck and hope of seeing him cash real big at the prize center real soon! LC"	
Agent ID#75396	W&S LIQUOUR	lost \$20 when she attempted to purchase a DC3 tickets	Daniel/Weusi	Pending	Ms. Butler states that she lost \$20 when she attempted to purchase a DC3 tickets at Midnight Liquor, 3659 Georgia Ave NW. Ms. Dixon stated that when she inserted \$20, the machine collected the funds, but did not dispense any tickets. Ms. Butler asked the store clerk for assistance, but was told to contact the Lottery. The incident occurred on May 25 @ 5:44 p.m. Good afternoon Yonas,	
Agent ID#75486	BEST PRICE LIQUORS	Retailer refused to reimburse player	Yonas	Resolved.	Customer Service received a call this morning from Johnyce Dixon. Ms. Dixon states that she lost \$30 when she attempted to purchase a \$30 Scratch ticket at Best Price Liquor Store, 5579 Central Ave 3. Ms. Dixon stated that when she inserted \$30, the machine collected the funds, but did not dispense the ticket. Ms. Dixon asked the store clerk for assistance, but was told to contact the Lottery. The incident occurred on Saturday, May 17 between 1-3 p.m. Ms. Dixon visited the store yesterday and said the machine was working. Can you provide assistance? Her number is (202) 892-9780. Update from Yonas:" Hi Mike, I spoke with Ms. Dixon , she is very disappointed with losing her money at the ITVM. I visited the store and the clerks told me the hasn't been no complaints since the last tech visit, however lots of customers lost money with the machine prior. We took the money out with the owner last week hoping there will be excess money in the cash box but the balance in the report matched the money. I will be giving Ms. Dixon coupons with some goodies as soon as I get them , Thank You Yonas "	
Agent ID#51972	7-ELEVEN #34293	Retailer machine malfunction	Linda/Weusi	Resolved.	On 05.27.2025 at 10:23am he inserted his debt card spending \$5.00 card ending in 2493 to purchase quick pick and other games, but the machine screen went white and did not allow him to proceed with playing. Update as of 07.01.2025:" The terminals have been serviced since last communication but was not able to reach customer at that time . Tameca Guerrero Lead Call Center Operator	
Agent ID#75128	DC SUPERMART	Bad experience with Retailer, refusing to assist player.	Linda	Unresolved.	Customer service received a call from Anita Harrison regarding her poor experience at Agent ID# 75168 on 05.24.2025 at 7:15pm. Mrs. Harrison gave the employee her bet slips that was meant for Sat Eve & Sun Day bet type(DC3,4 &5) but received two Sat bet types instead of what she asked for. The employee becomes frustrated with her after she complained about it being wrong, the employee became hostile informing his colleagues not to assist her as well. The have kept this same behavior pattern with other customers as well during her visit. The employee did give her the money back, but she wanted to address this formally with the owner. Can you address this with all parties? Her direct number is 202-431-2347. Update from Linda on 07.01.2025:"My correct response for DC Super Mart is questioning the location ID #..... please confirm the address as that is not the ID # for my location. And furthermore, these customers need to give employee names if at all possible. Thanks. LC Response to Linda:" Hey Linda, I totally understand. For 51972, Tameca responded	
Agent #52224	SAFEWAY STORE #3217	Poor customer service experience	Alex	Resolved	We received a call from Latisha Miller regarding her experience with this Safeway today at 1pm. Their team was rude with her refusing to assist Ms. Miller with redeeming her \$300.00 winnings from her account after the ticket she purchased directed her to come to their store. Update from Alex: "Thank you for information, I follow up. Get Outlook for iOS"	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75456	EYE STREET CELLARS	Retailer selling expired tickets "Game *HOT 8* 1597"	Daniel	Resolved	I spoke with Rova from EYE STREET CELLARS regarding him selling expired instant ticket's(Game#1597) " Hot 8." he is looking to be compensated from paying out the customer he refunded but I informed him those tickets need to be removed asap and should not have been sold past 11/16/2024. Rova mentioned he was not aware as they just took over this year(Not sure of the date), I inquired if the books were closed, he could not confirm as he is not the manager. Update from Daniel:" Hi The tickets have been removed and the issues with customer has been resolved Get Outlook for iOS"	
Agent ID#52492	TONI'S MARKET	Exchange ticket investigation request	Security	Resolved.	Good afternoon Security team, I hope all is well! Attached is a winning ticket for Sat evening/Sun night on 06/5-06/08 from Bernard Davis. Bernard was paid for the 06-07 for the evening draw by the retailer, he requested another exchange ticket for the remaining draw, but the employee said he didn't need it and gave him back his initial ticket. Is it possible to see if there was an exchange ticket printed from this retailer? It appears Bernard's ticket hit Saturday evening and Sunday night draw. Please let me know when you have a moment, Thank you, Update from Security on 07.01.2025:" Hi Damien, We are still waiting to hear back from Intralot about if the exchange ticket was even printed so this issue has not been resolved as of yet. We are working on it though. " Player was accommodated by the Retailer.	
Agent ID#52402	7-ELEVEN STORE #22639B	Retailer not reimbursing player	Yonas	Resolved.	Customer Service received a telephone call this afternoon from Sylvia Butler. Ms. Butler claims that after she put \$40 into the Win Station located in the 7-11 store, 4443 Benning Road NE, an error message appeared saying "currently unavailable". And when she asked the store clerks for assistance, she was told they could not help because they did not have access to the machine. The incident occurred today at 11:40 AM. Can you assist ? Her number is (202) 391-9815. Update from Yonas:" Hello Damien, I spoke Mrs. Butler last week, she is out of town and I am still waiting on the coupon. I will keep you posted. Thank You, Get Outlook for iOS Update from Yonas on 08.19.2025:"Hi Damien, I called Mr. Butler to give her a gift card, she is going to call me to meet her today . Get Outlook for iOS"	
Agent ID#75282	Woodridge Vet's Liquors	Machine error during the time of purchase	Security/Ethan	Resolved.	Tracy Moses called stating she was at Woodridge Vet's Liquors #75282 today 6/11/25 at 1:45 p.m. and placed \$5 in a lottery machine. At the moment I'm not sure which machine, I left a voicemail for her to call me back. Tracy says the machine displayed a "I apologize...." message and displayed a \$0 balance. Tracy says she informed a store employee who restarted the machine twice and did not see any balance on the machine and refused to reimburse her the money. Update from Ethan 06.24.2025:" Grant, Apologies for not acknowledging this email when you sent it. I have spoken with the player, and the manager of Woodridge Vets, this issue is closed out on our end and Miss Moses should have been reimbursed already (told her to call if she wasn't, and she hasn't called). Thank you, ETHAN MURPHY SYSTEMS AND COMPLIANCE INVESTIGATOR"	
Agent ID##75168	Shipley Liquor	Retailer did not reimburse player	Alex/Intralot	Resolved.	Jamal Brown-Denney stated on April 24, 2025 AT 3:13 PM he did a cashless transaction of \$50 at Shipley Liquor #75168. Jamal states the money was not applied to the machine but was withdrawn from his account so the retailer sent him to the Prize Center. His phone number is 202-367-1675 and the last 4 of the debit card used was 8300. Update from Jon:" Good Morning Grant - Please see the below form our payment specialist "I would like to inform you that the transaction has been reviewed and approved. The claim has been accepted, and a full refund has been applied to the customer's account. Kindly advise the customer that the refund may take 3 to 5 business days to appear, depending on their bank's processing time." Please consider this issue resolved. Regards, Jon Zajdel, General Manager"	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#45294	Riggs Liquors	Alleged poor customer service experience with retailer	Linda	Resolved.	Good morning Linda, I hope all is well! We received a call from Ms. White alleging that she contacted Mayor Bowser who provided our number to her. (Please note, Ms. White stated she recorded the conversation, and films it from her residence.) Ms. White stated she visited Riggs Liquors at 10:05 am this morning attempting to play/purchase her day (2pm)numbers, and night(8 pm) numbers. She stated the employee refused to play her night numbers and begin to confuse the draw times. I explained and I reiterated to Ms. White the draw times are held at the specific slots, which is mid-day from 1:50pm, evening at 7:50pm, and night is 11:30pm, all purchases for these specific drawings will need to be purchased prior to each draw time. I informed her we will launch a formal complaint regarding this retailer and your team will investigate this situation and follow up to resolve this issue. Please note, she will probably attempt to monopolize and record the conversation as she did with me. Please follow up with her when you have a moment. Her	
Agent ID#47621	7-11 #3319	Retailer did not reimburse player	Daniel/Weusi	Resolved.	Customer Service received a telephone call from Mr. John Hughes. Mr. Hughes states that on Saturday, June 14, at approximately 8:21 A.M., he went to Lottery Retailer #47621, 7-11 #3319, to cash his Instant Scratch ticket “\$1,00,000 Money Maker”. Mr. Hughes states that when he presented his \$100 prize ticket to the store clerk for cashing, he was instructed by the store clerk that he could not cash the ticket using the Photon terminal and was told to use the Win station. Mr. Hughes states that when he validated the ticket using the Win station (confirmed), he expected to receive cash. And when he asked the store clerk about the cash, the store clerk could not or did not provide an answer. Mr. Hughes subsequently took his ticket to a different Lottery store for cashing (Agent #51972), but of course the terminal message was “previously paid”. Mr. Hughes returned to the 7-11 store and was instructed by the store owner that he could not pay the ticket because it was previously paid. Weusi, due to the clerk not cashing Mr. Hughes ticket using the Photon terminal as Mr. Hughes requested, I am asking if the Agency can provide Mr. Hughes a \$100 Amazon gift card. His number is (301) 636-0750. Update from	
Agent ID#52214	Safeway Store #2808	Retailer refused to reimburse player	Demond/Security	Resolved.	Janette Marin called in she states that she lost her \$10.00 in the Win Station at the Safeway Store #2808 3830 Georgia Avenue, NW, Washington DC 20011. She asked the store to reimburse her the money she spent she was told to call the Lottery. Her phone number is 202.602.9032. M: Update from Luis :" •Played \$10 and ticket did not print out. •Used her Bank of America card. He account was charged the \$10. Safeway Customer Service stated that they must call lottery. •Retail store: Safeway on Georgia Ave. :" This was handled and the customer was called so that she can be refunded her \$10. Thanks all! Respectfully, Luis	
Agent ID##51820	Woodward Liquors	Retailer refused to reimburse player	Linda/Intralot	Resolved	Charlie Foreman says he was at Woodward Liquors #51820 on 6/27/25 after 4:00 p.m. and made a cashless transaction by placing \$20 on a scratch machine. Charlie says he was able to purchase one \$10 instant ticket but the machine wouldn’t dispense any more tickets at all. Charlie says he talked to a store employee and was directed to call DC Lottery, so he is now owed \$10. The last four of the card used was 8823. Charlies phone number is 240-268-4333. Update from Tameca on 07.30.2025:" Based on the information provided, we’ve conducted a thorough transaction search in our system but were unable to locate any record matching the customer’s claim or the specified amount. Tameca Guerrero Lead Call Center Operator VSC"	
Agent ID#75378	Sammy’s Liquors	Cashless transaction	Linda/Intralot	Resolved.	Toni Thomas visited Sammy’s Liquors this morning at 10:19am attempting to play her numbers on their machine, in the interim of the transaction the machine went down with her \$2.50 balance remaining on the monitor. After the employee rebooted the machine, the funds were no longer displayed or available to use. Her credit card # is 4985-0311-4514-1764. Can someone investigate and refund this player? Her direct number is 571-242-8062, email address is: Toni.thomas06@gmail.com. Update from Tameca on 07.30.2025:"The claim for retailer #75378 has been successfully resolved, and the adjustment has been applied. Tameca Guerrero Lead Call Center Operator	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#51910	7-ELEVEN STORE #36441	Sold damaged ticket	Lee	Pending	On 07-03-2025 at 2:30pm Vernice Williams daughter purchased a \$20.00 fortune (Game # 1629) ticket that was cut off at the bottom where there is no barcode displayed. After a few days of attempts to rectify this issue with the retailer, Mrs. Williams request for a refund or request to be given the exact ticket purchased that is not damaged has not been granted but greeted with a rude combative approach from the employee's according to Mrs. Williams. Can someone follow up with all parties to resolve this concern? Her direct contact numbers are 202-355-4499(Cell preferred) or via landline 202-575-3617. Thanking you in advance,	
Agent ID#47498	7-Eleven (Agent ID#47498)	Potential scam	Linda/ Security	Resolved.	Amanda Thorton purchased a \$20.00 Fortune ticket (Game #1629) on 07/03 between 8:30-9pm from Agent ID#52470. The following day(07/04) around 8:30-9pm Amanda visited another 7-Eleven (Agent ID#47498) on Hawaii Ave where she attempted to redeem the winning ticket of \$250.00, during this interaction with an employee who she believes is of Ethiopian descent (Tall and skinny, Mid-40's, did not know his name but will go back if necessary) he became disgruntle and rude with her saying it was already paid without giving her a validation slip stating it was paid out. Amanda went to another retailer (24/7 Convenience store) attempting to redeem it again, but this time the employee mentioned it was already paid off and she proceeded to redeem other tickets that she had. Update from Security on 07.11.2025:"Good Afternoon Damien! After a quick check of the pack, it looks like the 7-eleven she purchased it from never activated the pack. The ticket when scanned is showing "No Cashes" I'm guessing the clerks were unaware what the error message meant when it showed on the Photon, I believe it would have should showed "Pack Status Invalid" or "Invalid for Cashing", something along those lines.	
Agent ID#51779	SOUTH DAKOTA BP	refused to reimburse player	Linda/Intralot	Resolved.	Mr. Robert Rikard purchased a \$50.00(Cash) Fortune 500x Ticket yesterday at 6:20pm at Agent ID#51779(SOUTH DAKOTA BP) in the process of making the purchase the machine malfunctioned. The employee refused to open the door to obtain the ticket, replace the ticket with a duplicate at the same value or reimburse him. Please follow up with him at 202-841-5769. Thanking you in advance, Update from Jon on 07.11.2025:"Good Morning - We will create a dispatch to have the ITVM inspected and preform a PM. Regards, Jon Zajdel, General Manager. Update from Tameca on 07.24.2025:"Call center dispatched a tech to #51779 on 7/11/25 , upon arrival the keys to Win station were no available, tech monitored terminal while onsite as customers were playing without any issues. Tameca Guerrero	
Agent ID#52078	SIMPLY SMILES	Machine malfunction	Lee	Resolved	Update from Lee & Jon from Intralot Update from Lee: "This was already addressed. " Jon : "Hello All, The Agent is Simply Smiles, and they called yesterday and a dispatch was set for this morning and the tech has been advised. Regards, Jon Zajdel, General Manager 55 M Street SE	
Agent ID#75060	Ft. Davis Retail Store	Machine malfunction	Alex	Resolved.	Mr. Walter Holmes called today regarding the loss of \$1.00 in the Lottery machine at Ft. Davis Retail Store #75060. Mr. Holmes stated that the machine at this location is not working and he bought the matter to the attention of the store owner about getting the machine fixed and in the interim placing an out of order on the machine. So he was able to push his Lucky for Life ticket out with his hand by buying another ticket and his DC-3 ticket is stuck in the machine. Mr. Holmes number contact information is 301.532.5004. While the amount of money that he is owed is small, Mr. Holmes is more upset that the store has not been aggressive in getting maintenance on the machine. Update from Alex on 07.15.2025:" Good afternoon I visited today and spoke with the manager, and player resolved the issue . Thank you Alex Get Outlook for iOS"	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75118 & 52236	SAFEWAY STORE 2737 & 7-ELEVEN #3871	not able to redeem tickets due to no funds available	Daniel	Resolved	Lisa Bervard contacted us about two locations not being able to redeem her \$400.00 ticket this morning. The locations are SAFEWAY STORE 2737(52236) Agent ID# and 7-ELEVEN #3871 (Agent ID# 75118). Update from Daniel on 07.16.2025:" Good morning, Damien Both are corporate stores . If designated person collect cash for bank deposits, the money won't available . To get the exact information I will talk to the respective mangers, and I will update you . Update from Daniel om 11.4.2025:"Hi Damien Both managers have said if money is available in their cash book always validate the winner and paid to the winners . Please close this case Daniel Chekol Sales coordinator Thank You Daniel C"	
Agent ID#45526	Town & Country Market	No funds available to redeem ticket	Demond	Resolved.	We received a call from a player who declined to share his information but wanted to launch a formal complaint about Town & Country Market(Agent ID# 45526) not having funds available to redeem his lottery ticket. I did manage to obtain his number, (202-793-9752) but he wanted to ensure this issue can be addressed to ensure redeeming tickets under \$600.00 won't be an issue in the future. Update from Demond on 07.16.2025:"Received. Good afternoon, I spoke with the retailer Mr. Teshome today and he remembers the player. He said he in fact did not have enough cash to redeem at the time.. It was early in the day and they hadn't collected enough money. Sent from my iPhone y Sent from my iPhone"	
Agent ID#52494	Thomas and Son's Mini Groceries	won a free \$5 Mega Millions trailing ticket but the MP did not disperse a ticket.	Rodney	Resolved.	Kevin Washington called stating he was at Thomas and Son's Mini Groceries today 7/17/25 and purchased a DC4 ticket from the MP machine. Kevin said he received a message on the ticket saying he won a free \$5 Mega Millions trailing ticket but the MP did not disperse a ticket. He purchased a DC4 ticket at 1:49 p.m. Kevin says he spoke to a store employee and was directed to call DC Lottery. His phone number is 202-867-5849. Update from Jon on 07.25.2025:" I was able to purchase a \$5 QP Mega millions ticket from the DTS. The Mega ticket is for tonight's draw 7/25/25. In an effort for transparency, I called Kevin and left a voicemail letting him know his ticket has printed and if he calls me back before we close today I can get his email and send him an image of the ticket. For the time being, I read his ticket number off in the voicemail so he would know what numbers to look for. The ticket has been placed in a labeled envelope in the vault. "	
Agent ID#51910	7-ELEVEN STORE #36441	Agent ID#51910 giving JEROME BAUDRY the run around	Lee Nelson	Resolved.	Jerome Baudry regarding the 7-ELEVEN STORE #36441located at 908 17TH STREET NW WASHINGTON DC 20006. Jerome recently purchased \$26.00 worth of scratch tickets that are cut in the middle. Every time he went to speak with a manager about this, he has been told to come back when the manager is available. As of today, he has gone back three times with the same message with no resolution to exchange the tickets that are no whole or given a refund. Update from Lee on 07.22.2025:"This was resolved. "	
Agent ID#51793	CAVALIER LIQUOR & WINE	Refused to reimburse Wanita Hall from machine malfunction	Shirelle	Resolved.	Wanita Hall contacted us today regarding a bad experience with one of the employees from CAVALIER LIQUOR & WINE refusing to corporate and reimburse her the \$20.00 she is out. Ms. Hall stated this incident occurred on Monday (7/21/2025 between 5-6pm), she entered \$45 (cash) in the machine, selected a scratch ticket valued at \$20.00. At that moment, the machine acted as if it was dispensing the ticket; but nothing came out during the glitch. She stated the employee was very rude with her, dismissive, and told her she needs to call us before instructing her to leave. Ms. Hall stated this is the second time she had an issue with this location within the past week; she couldn't remember all the details requested from her recent visit last week but plans to call us back once she has all the information as she recalls the previous transaction was a credit/debit card transaction. Update from Shirelle on 07.24.2025:"Thank you for the information. I was just there yesterday and the retailer did complain about their WS and I told them to call the hotline. I will reach out to the player thank you. Jon please have your team repair WS. Update from Shirelle 09.02.2025:" Good morning Damian, I spoke with the player and will meet with her tomorrow to give her coupons regarding the machine	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#44990	CONGRESSIONAL EXXON	Retailer did not validate ticket to pay out player	Resolved.	Security/Yonas	Karen Scott purchased this \$5.00 ticket below(Game No.1618, Pack # 08803) on 07.24.2025 roughly around 2:30pm at a Liquor store.(Not certain of the name and/or location) today at 12:20pm, she attempted to redeem it at CONGRESSIONAL EXXON but unfortunately, she was informed by the employee it was already redeemed. Mrs. Scott was embarrassed on how the employee treated her, and made her feel stupid as she was not aware how this happened being she just purchased it and is now out \$20.00. Update from Scott: "Damien, Per our phone conversation, you can close this out. I spoke to the manager, and the cashier only validated 2 of the 3 tickets the customer brought in. They validated the 3rd ticket on the phone with me and they have her money waiting for when she comes back in. Let me know if you need anything else. Thanks, Scott "	
Agent ID#75412	HARRIS TEETER #383	Retailers machine did not print tickets	Resolved.	Alex	Customer Service received a telephone call from Marvis Bowers. Mr. Bowers claims that when he purchased tickets today at Harris Teeter, 401 M Street SE, the machine did not print tickets for the DC4 numbers that he inputted. And when he asked the Store Clerk for assistance, he was told by the clerk "because the tickets were purchased from the machine and not the photon terminal, they could not be canceled, Mr. Bowers is vehement that the machine did not print tickets for the numbers he inputted (\$12.00)." Update from Alex on 07.29.2025:"Good afternoon everyone, I resolved the issue with the player and the store manager this morning. Thank you Alex"	
Agent ID#52432	DC Exxon	Retailer sold redeemed ticket	Resolved.	Security/Lee	Regina Merritt contacted us to report the DC Exxon located at 2150 M STREET NW WASHINGTON DC 20037 (Agent ID# 52432) sold her a \$10.00 scratch ticket(Game No. 1586, Pack # 16353) that was already redeemed worth \$1000.00 in winnings. Ms. Merritt stated:" This incident took place at 12pm today through their machine, and she went up to the employee at multiple locations to discover the ticket was already validated". Update from Scott: "Per our phone conversation, I believe the Barmy scanned this ticket on their regular terminal and NOT their agent plus terminal which would account for the ticket saying "already claimed" as opposed to "already paid." If you check the instant audit validation report (attached) you will see that the ticket does not appear to have actually been validated. The customer is going back to Barmy at 2:30 and they will scan the ticket on their agent plus terminal and see what happens and we will go from there. I explained to her that if the ticket was already paid that she will have to visit the PC and put in a claim since she has the actual ticket. I will update the chain after I hear from barmy or the customer. Update from 2:30pm on 08.01.2025:"UPDATE The ticket was validated on the agent plus terminal just now at Barmy and the customer was paid and is happy.	
Agent ID#75076	GATEWAY NEWSTAND	Retailer validated keno ticket without player authorization	Resolved.	Security	request by a player to have Gateway Newsstand investigated for validating his Keno ticket valued at \$2.00 when he wasn't there according to him. Silas says he was not at the store at 7:04 p.m. on 8/2/25 but he was there several hours earlier. I included a RPT Win report, and the report states it has been previously paid at Gateway. I informed him that he will not be paid on a previously paid ticket. I offered Silas \$3 in Lottery bucks for the time that he took to come to the Prize Center. Silas refused the lottery bucks and was adamant about having the retailer investigated. I also informed him the store isn't obligated to show OLG their security footage, he said he didn't care and wants an investigation. Update from Security 08.27.2025:"Good Morning Grant, We conducted a site visit to this agent last week. CCTV review with the agent showed that Mr. Silas was the one who purchased the ticket as well as the one who had it validated later in the day. I have already spoken to Mr. Silas's daughter (he requested that she take over the communication while we were investigating) and informed them of the result of the investigation. You can close this out on your end. "	
n/a	n/a	Machine took players money without allowing access to play or dispense tickets	Resolved.	Lee Nelson	Customer Service received a telephone call from Gardenia Walker. Ms. Walker states that on Thursday, August 7, she used her debit card to purchase \$30 worth of Lottery Scratch tickets. However, one of the tickets, the Washington Commanders (\$5), was stuck in the machine and did not come out. She asked the store clerk for assistance and was told to return when the Store Manager was available. Ms. Walker states she has returned on several occasions, but the store manager is never there. Can you assist? Her number is (202) 207-8632. Prize Center staff contacted Ms. Walker reported the incident to Intralot for repairs, and mailed Ms. Walker 5 Lottery coupons via mail.	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#51776, Agent ID# 52066 & Agent ID# 75320	NEWTON FOOD MART,AST SUPER MARKET, and WHELANS LIQUORS	Bad customer service experience	Resolved.	Linda	The first location was Newton Market,(Agent ID# 51776) she mentioned they have stopped selling \$1.00 & \$2.00 tickets but she went to play requesting two of the same ticket for \$2.00, but the employee sold her one different ticket hidden behind the ticket from what she selected.(I informed her it is the retailers choice to select the type of tickets for their machine, and to check her it is her responsibility to check her tickets before the leaving the store to eliminate this from reoccurring) The second and third location was WHELANS LIQUORS(Agent ID# 75320), and AST SUPER MARKET (Agent ID# 52066)for these locations she mentioned she would give the employee's her bet slip and every time is not entered correctly, and they are confused on a frequent basis. Update from Linda on 08.20.2025:"I will certainly call her and discuss the issues as reported with each location. But for Ms. Beverly she needs to ask for exactly what she wants, if its not available go to the next location. And again, check tickets at the transaction counter before leaving. The bet slip prints the ticket as per each section filled in?????-not sure about this one. As far as language barriers-unless there are new employees just learning the system, I will check with each location as well. I will send a confirmation email once I connect with the customer. Thanks!	
Agent ID#52402	7-ELEVEN STORE #22639B	Retailer is not paying or validating tickets for players.	Resolved.	Yonas	Mrs. Turner contacted us regarding Agent ID# 52402(7-ELEVEN STORE #22639B) not validating tickets on a frequent basis. Mrs. Turner has become frustrated over time with patronizing their business daily from purchasing regular products and purchasing lottery tickets. Every time she the employee inform her the machine is down when she goes to attempts to validate the tickets or gets frustrated with her and threatens to call the police when she questions them. Update from Yonas on 08.27.2025:"Good morning, I left a voice mail for Mrs. Turner, and spoke with the owner of the store Mr. Fikadu, he said he will direct his employees to validate winning tickets for the customers consistently. Thank you, Yonas "	
Agent ID#75254	UPTOWN EXXON	Retailers machine malfunctioned and took players money via debit card	Resolved.	Shirelle	Abebe Chiqala reported a malfunction with Agent ID#75254 lottery machine that occurred on 08.26.2025 between 9:36-9:37 pm via debit card ending in 0231. (Please note, Mr. Chiqala declined to provide his full credit card number with Capital one bank.) The retailer referred him to contact us to be reimbursed. Is it possible to have a team dispatched to inspect and repair as necessary and investigate for this player? He has been informed to dispute the charges with his financial institution in the interim and that is could potentially drop off his account. Update from Shirelle on 08.28.2025:"Good morning Damien, I spoke with the player this morning. I will drop off coupons to reimburse him due to the malfunction of the lottery machine. Thank you, Shirelle"	
Agent ID#51423	7-ELEVEN #23723	Retailer had tickets place in the wrong slot for advertising on the machine.	Resolved.	Shirelle	We received a call from Monesha Samuels regarding the ticket she purchased yesterday at 12pm was not the ticket that is being advertised on their machine. I asked if she went back to speak with a manager to exchange the ticket, and she will do that today and let us know. She mentioned they don't speak English at all and was wondering if this is why the tickets that are printing don't match what is selected. Update: the player went back to the store and had a successful exchange the ticket for the one she wanted and the employee manually switched everything to its rightful place.	
Agent ID#52230	SAFEWAY STORE #2912	Retailer machine malfunction	Pending	Shirelle	Message from Player: "Hi I put \$20 in the dc lottery machine at the Safeway on Wisconsin in Georgetown today. I purchased one \$3 Powerball ending in 29740 05885. I then selected four \$4 Powerball tickets. Only one came out ending in 32085 96396 The machine indicated I had 1\$ left so I bought a \$50 Mayhem ending in 5-116. When I looked at the second Powerball ticket I realized that only one \$4 ticket was there. I went and got the store clerk but when we got back to the machine someone had put \$20 in. The clerk said she could not help. Please refund me my \$12 Thank you," Update: Sent multiple emails inquiring about the status of this claim to rep and Intralot. (Awaiting their response)	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75076	GATEWAY NEWSTAND	Retailer machine malfunction, refund pending	Resolved.	Lee Nelson	WORKFLOW 294 PHILIP RYAN 313 KENT DR Cocoa Beach FL 32931 pryan1965@gmail.com4012614487 Web Form "I used a debit card for a \$100.00 deposit at a lottery kiosk at Gateway newsstand today and the machine did not credit me the funds. The machine obviously malfunctioned as it stayed on "thank you for your purchase" for 5 minutes until the manager restarted the machine. So I did it again on the machine next to it. I have a screenshot of the 2 transactions if you would like me to send them to you." Thank you, next email sent from player:" "Here is a pic of the 2 charges. The one on the bottom is the one that didn't go through. I just disputed the charge, it occurred on September 3rd approximately 2:30 pm" Update from Intralot: "Per our Sr. Cashless Analyst, please see the update below: We were unable to locate a retailer or terminal number associated with this transaction. Additionally, since the	
Agent ID#75256	CAPITOL HILL WINE AND SPIRITS	Poor Customer service experience	Resolved.	Alex	We received a call from John Tapps regarding his experience from Agent ID# 75256(CAPITOL HILL WINE AND SPIRITS) today right before 3pm today. Mr. Tapp requested to purchase a Powerball ticket from the 15th-20th, the employee/Owner input the 15th-17th(Excluding weekends) despite Mr. Tapp informing him of the numbers he wanted, and the days preferred with the owner sitting right there(According to him) the employee brushed him off and claims he didn't hear him. I encouraged him before exchanging money to verify his numbers are exactly the way he wanted them before leaving the store, and/or to use the machine where it warrants a self-service kiosk to avoid this from reoccurring. Is it possible to address this with all parties at 227-259-8460? Mr. Tapp is adamant to inform us about how he was treated at their establishment. I encouraged him to patronize and suggested other retailers for him to try, if he was not satisfied with the service provided at their location. Thank you,, Update from Alex: "Good morning, Damien The Great! I apologize for the delayed answer. I resolved the problem the same day I spoke with the owner and the player.	
Agent ID#46961	SPORTSMAN WINE & LIQUOR	Retailer sold expired ticket	Resolved	Security	Kayla Stevens called reporting her ticket would not validate. I asked for the instant ticket number and saw it was expired. Kayla states she just bought the ticket a week ago at Sportsman Wine and Liquor #46961 located at 3249 Mt Pleasant St NW 20010. The ticket number is 1539-02449-1-080 and her phone number is 202-492-7822. Update from Security:" Hi Grant, FYI I think sales is headed to this location today to check and see if the ticket is still in the location. Please note that if the pack isn't physically there anymore, and so far this is the only complaint we have received on this pack its going to be hard to make the agent refund the ticket price or pay out any winnings as the customer waited a week to report this and we have no proof that she actually bought the ticket a week ago. Thanks, Scott " Sent an email asking for an update on the status of this refund 10.1.2025	
Agent ID#52402	7-ELEVEN ##22639B	Retailers machine malfunctioned and took players money via debit card	Resolved	Yonas	Alice Ardoleba called today stating on Thursday 9/18/25 she lost \$10 in a machine. She said she spoke to an employee who told her it wasn't their problem and to call DC Lottery. I spoke to an employee this morning inquiring about the situation and asked if they have called to report the broken machine in which he said no. I told him they cannot have improper functioning machinery that potentially owes players money and not call to have it fixed. The employee told me to all back this afternoon to speak to the manager which I did. The manager confirmed one of his machines is not working properly and cut the machine on to see if there was a balance, in which he said there was not. I called Alice to find out if it was the MP or DTS that she lost money in but I had to leave a message. At the moment 7-11 is not seeing any balance or owed money on the machine but the player says she is owed \$10. In the likely event she calls back tomorrow someone can update the thread with which machine the player claims to have lost \$10. Update from Yonas: "Hello Damien, I spoke with the Mrs. Ardoleba husband (he is the one who played at the MPNG) and I will be leaving him coupons at the store later on today. You can close this out Thank You,	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID# 52066	AST SUPER MARKET	Bad customer service experience	Resolved.	Linda	We received a call from Ms. Rawlings regarding her experience at Agent ID# 52066. There are two incidents she mentioned that she wanted to report but the most recent one took place this past Tuesday. Ms. Rawlings purchased a DC4 ticket for evening draw for the 15th. The employee(older Koran lady) is giving the wrong draw numbers on their board for the public to review their numbers. Roughly three months ago, she was purchasing tickets and gave the employee \$20.00, but the employee claimed she gave her \$10.00 which warranted her not to return any money. I provided Ms. Rawlings the number to the Lott line so she can verify her numbers from the comfort of her home. Update: Emailed rep to get the status on this incident. Update on 10.2.2025:"Good morning, I addressed the matter with the retailer-they really didn't remember the incident. I've attempted to call the customer twice and no return call yet. When and if she responds, I will certainly give her and adjustment for the funds she reported loss-but such a long-time lapse. Another red flag for me was a Korean lady.....no	
Agent ID#51936	Takoma Park Liquors	Machine malfunctioned, and took players \$20.00	Resolved	Linda	Valencia called stating she has been waiting on \$20 that she is owed form a Takoma Park cashless transaction. She mentioned speaking to a female DC Lottery employee about the matter but does not know her name. Is this something you were handling? She would like to be contacted/reimbursed. Her phone number is 240-528-1337 Update from Linda: "Thanks, I will follow up. But I don't remember speaking to her. When customers approach me with an issue, I share my business card to have them follow up with me if I can't resolve the matter on the spot. I will call her asap! LC" Update from Linda 12.11.2025:"Good evening all, I contacted the customer earlier today. She has been reimbursed, along with some prizes and is satisfied. I certainly apologized for the time lapse with my communication and she understood . She was pleased and is wanting to visit the prize center real soon! LC	
Agent ID#47019	ROSE'S LIQUOR	Retailer allegedly cheated player out of money	Resolved	Daniel	Response from Player: "Today I cashed in two Powerball tickets at Roses liquor store on Bladensburg road in NE and the female clerk cheated me out of \$ 2 dollars paying me \$ 7 dollars for each minus One dollar pre each ticket, because I can't attach a photo right now and I play the same numbers every 12 draws The numbers on each ticket for the past 11 draws are as follow 18 25 36 48 63 pb 21. and 13 26 32 49 61 pb 25 And when questioned, I was wrong, never got the machines winning amount ticket just attitude over \$2 dollars so I left to fight another day I would love for you guys to set up another similar ticket to be cash at this place by the same young lady I had today I have the two replacement tickets for tonight's 12th drawing for your inspection This is disgusting I don't see any \$7 dollar payout in the game Please help me help you remove this cheat from the system ASAP" Update from Daniel: Good morning Damien	
Agent ID#52238	SAFEWAY STORE #2892	selling damaged tickets, player requests \$30.00 reimbursement or being made whole	Resolved	Lee Nelson	Cythia Lester contacted our department to report she purchased a \$10.00 instant scratch "Money Bag Showers" ticket last week between Thursday or Friday. She spoke with a couple of Representatives in Safeway who referred her to Henretta. After speaking with her today(Henretta) Mrs. Lester was informed there was nothing they could do but offered her a \$5 or \$10.00 scratch ticket in exchange for the damaged ticket. Update from Weusi: Ms. Lester agreed to accept coupons by mail. I'll drop something extra in in appreciation for her patience. Hope you have a great day! ~Weusi	
Agent ID#75116	7-ELEVEN #36438	Machine malfunction/ Reimbursement denied	Resolved.	Linda	Rochelle Barnes contacted us about her \$25.00 refund request she is attempting to get back from 7-ELEVEN #36438. She initially patronized this location on Sunday in the evening when the incident took place. Ms. Barnes inserted \$25.00 and was informed by the employee it was out of order, and someone removed the out of order signage. He covered the monitor and the machine to ensure no one would use it and instructed Ms. Barnes to come back on Monday when the manager was available. On Monday Ms. Barnes goes back attempting to collect the money she is out and was told by the manager there was nothing she could do. update from Linda on 10.07.2025:" Good morning, Please close this case. I met with Ms. Barnes yesterday evening at the location. She has been reimbursed and left the scene with some lottery swag! Thanks. LC"	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#47621	7-ELEVEN #33192	Reimbursement request/Machine malfunction	Pending	Daniel/Security /VSC	Jacqueline Reid contacted us about receiving her \$25.00, she is out due to the machine at 7-ELEVEN #33192 that not dispensing tickets when she made her multiple purchases. Ms. Reid initially used the “Fab five” fast play ticket on the machine as a credit to purchase draw games, and Lotto America. During the time of this transaction (Today @ 10:50am) she noticed \$22.00 was missing from the monitor without her purchasing any other games within that time, and no tickets were dispensed as well. I spoke with Security to confirm and obtain this history of this transaction, and it appears the main usage of the \$23.00(Around 11:35am today) was used on a variety of fast play tickets that Ms. Reid did not purchase or receive according to her. Update from Daniel on 10.08.2025:"Good afternoon Damien As soon as get your email I spoke to the store manger and compliant both have different opinions. Please let me get the opinion of security and VSC technician options to make a decision on this matter Daniel Chekol Sales coordinator " Update: 11.5.2025 emailed Security for an update. Update from Security:" I should hear	
Agent ID#75098	Penn Avenue Citgo	Retailer selling expired tickets	Resolved.	CS/Security	Mr. Henderson came in just now with three expired 5 Star Crossword Instant Tickets that have expired, the last day to claim on this ticket was June 24, 2025. Mr. Henderson purchased the tickets this morning at Penn Avenue Citgo agent #75098. I reimbursed him with \$9.00 in lottery coupons. Mr. Henderson can be reached at 301.704.4945.	
Agent ID#52045	GIANT FOOD STORE #2376	employee validated ticket allegedly from Adam Taylor	Resolved.	Daniel/Security	We received a call from Charlotte, whose calling in on behalf of her boyfriend Adam Taylor. Adam purchased a \$30.00” Titanium” instant scratch ticket on 11.6.2025 at 10:35am via cash at GIANT FOOD STORE #2376. (Ticket number 1642-15637-2-007) Adam attempted to redeem the ticket, but the employee stated it was already paid out and mentioned a manager would reach out. In the interim, the employee did not obtain his information but referred him to the Prize Center to be paid out. I advised the player to speak with the manager directly regarding this situation to ensure he is made whole, and that they are held responsible to ensure the player is compensated. They will be going back today to attempt to speak with the manager to be compensated for the amount due. Is it possible to investigate this issue ? Her direct number is 771-233-9218. I have requested pictures of the ticket(Front & Back), but it has not been received yet. Once received, I will share with you right away. Update from security 11.7.2025:" Hello everyone! Great news for the player, the Giant Food Store #2376 can't pay the prize because it's too big! The ticket in question is a \$700 winner, when Giant	
Agent ID#75578	COLUMBIA ROAD MARKET	Retailer selling non activated tickets	Resolved	Shirelle	Agent 75578 needs to activate a pack issued to them that they are currently selling. Pack 1636-9733 is currently being sold and in a “issued” status. The number provided in IntraSell does not work. Update from Shirelle: I'm trying to get in touch with the owner to access the pack for activation. Shirelle W. Howze/ MBA	
Agent ID#75412	HARRIS TEETER #383	Retailer refusing to refund player amount due	Resolved	Alex	We received a call from Gretta Fuller about Agent ID# 75412(Harris Teeter) owing her \$8.00 from a cash transaction of \$20.00, the machine dispensed a \$10.00 & \$2.00 scratch ticket. In the interim, the machine began to malfunction. (This occurred on 12.01.2025 roughly around 7:30-7:45pm) The machine did reflect the \$8.00 balance she had on a credit but disappeared from the screen as if it was rebooting or having a malfunction, however ten minutes later the machine started to act normal; but the touch screen functions did not work. She attempted to resolve this with the manager, but the manager just ran a report and told her there is nothing she could do. Update from Alex: Thank you, Damien for information. I follow up. Get Outlook for iOS	
Agent ID#75512	KIF MARKET LLC	Retailer refusing to refund player	Pending	VCS	call from Justice Copper requesting a refund because of a Lottery machine malfunction. Specifically, Mr. Cooper used his debit card to purchase Scratch tickets at Lottery Retailer Kif Market, 2713 Martin Luther King Jr. Ave. on 12/1/25 @8:25 AM. Instead of issuing the Scratch tickets the machine gave him an error message “Balance Error/IGS Not Found”.	
Agent ID# 42994	AVONDALE COFFEE SHOP	Cashless transaction refund request from player, machine malfunction	Pending	VSC	We received a call from Imi Akpaeno requesting a refund from a cashless transaction that occurred on 12.2.2025 between 5-6pm at Agent ID# 42994.(Card ending in 7003) He mentioned the machine had a malfunction during his transaction removing the \$10.00 that was credited on the monitor and froze. The payment is still reflected on his account as of today. Update 12.4.2025:" Hi Damien, Thank you for this information. I will forward it to our Senior Cashless Analyst. For reference, here is his information Mesfin. Woldearegay@vitalcorp.com Best, Teri Tennille Call Center Manager	

Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75062	WAWA #6004	Retailer requesting refund on behalf of player	Resolved	Shirelle	We received call from Nicole from Wawa store #6004 about a player named Renee who continues to come to their store daily requesting a refund. Renee inserted a \$20.00 bill in the win station around 8:30pm-9pm on 12.2.2025.(Requested an update 1.7.2026) Update from Shirelle 1.7.2026:" Happy New Year Damien! I am just returning back to work today. It will be resolved today. You may close out. Thank you, Shirelle Get Outlook for iOS	
Agent ID#75116	7-ELEVEN #36438	Machine took players money without allowing access to play or dispense tickets	Resolved	Linda	A player by the name of Rochelle states on Saturday 12/13/25 at 10:30 p.m. she placed \$20 in the win station at 7-Eleven agent #75116 located on Brentwood RD. Rochelle was able to purchase one \$10 ticket but her other \$10 Ultimate Blowout (instant) ticket did not properly dispense. She says she could hear the machine dispensing the ticket but the ticket never dropped. Rochelle spoke to an employee who told her to come back in the morning when a manager is there for the ticket. Rochelle says she has been calling all morning but nobody answers the store phone, I called myself a couple times and nobody answered as well. According to Rochelle she says she has interacting with you in the past regarding a ticket at this same store and is requesting for you to give her a call, she said she can meet you at the store to pick up the ticket if needed. Her phone number is 240-455-8154. Update from Linda 12.16.2025:"Good afternoon, I reached out to Rochelle this morning. We agreed to meet at the location at 2 pm. I'm happy to report the matter has been resolved. She has been reimbursed and hopefully has tomorrow's winning Powerball ticket. Please close this complaint. Thanks. LC Get Outlook for iOS	
Agent ID#75448	MANNY & OLGA'S PIZZA	Employee training opportunities	Pending	Alex	Ms. Metts believes the employees do not know how to work the machines to play numbers, the employee often informs her the machines are not working every time she comes according to her. She did decide to go another place and not go back there to purchase DC Lottery products, after numerous issues mentioned to patronize their business.	
Agent ID#51793	CAVALIER LIQUOR & WINE	Machine took players money without allowing access to play or dispense tickets	Resolved.	Shirelle/Security	We received a call from Ms. Mathew regarding Agent ID#51793 refusing refund the \$50.00 she is out.(One for \$30.00 & for \$20.00) She paid cash attempting to purchase scratch tickets yesterday between 1:30-1:35. She provided the owners cell 202-387-3335 but he is not cooperated with her. She will be out of town after Monday, but she is available anytime your available to follow up with her. Her direct number is 202-845-2278. Thank you so much, please let me know how this goes. Update from Scott: 12.24.2025 I spoke to the owner and he stated that there was no \$50.00 tickets in the machine at this time, and the word bar below the ticket button clearly said "out." DC Ops was able to confirm that there was a \$30.00 ticket validation added to the screen around that time and then there was a \$20.00 bill inserted but they cannot explain why her balance disappeared when she selected a ticket that wasn't there as opposed to prompting her to select other tickets that were in the machine. Shirelle is giving the customer some lottery coupons for the inconvenience, and Ops will look into what happened if there was a malfunction. Shirelle is actually	
Agent ID#14043	RODMAN'S DRUGS	Lotto America ticket did not print during promotion.	Pending	Shirelle	Web Form Hi DC Lotto Team, I recently requested a Jackpot Bundler on Dec 23 at 6:01pm from a lottery retail location, Rodman's (5100 Wisconsin Avenue NW, Washington, DC 20016) and they had no idea what that was. I mentioned that by buying 1 Powerball and 1 mega millions ticket for \$7 I was to receive the free Lotto America ticket. However providing \$7 cash they only provided me the Powerball and mega millions ticket and not the Lotto America I was entitled to. I don't fault the workers for not knowing but I am requesting if you can issue me a free Lotto America ticket. I can provide photo evidence of purchase. Thanks!	

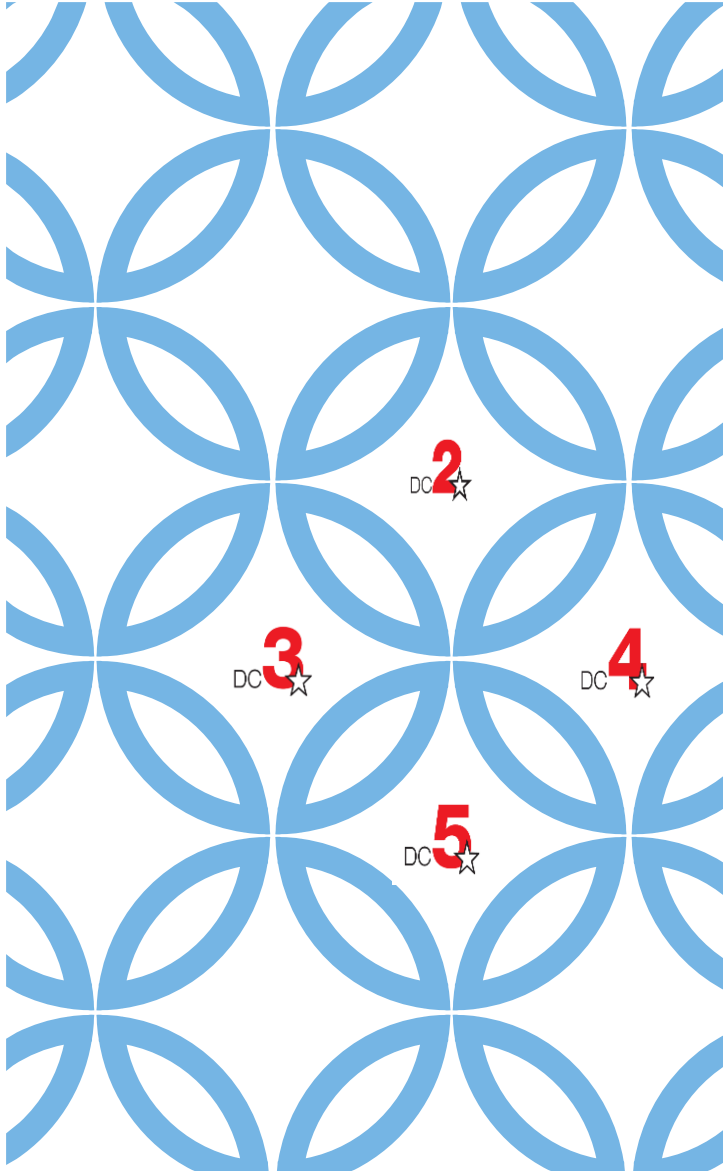
Retailer ID#	Name of Retailer	Type of concern	Sales representative	Resolution status	Comments	Game
Agent ID#75448	MANNY & OLGAS PIZZA	Potential Theft, employee training opportunity	Pending	Security/Alex	! We received a call from Wynter Gudger regarding an incident that occurred on 12.31.2025 at 10:01pm at Manny & Olgas Pizza. (Disabled, paralyzed player) Wynter expressed she has experienced the same consistent concerns at this location(\$50.00 scratch ticket selection on the machine gets stuck and took her money) but there is a language barrier when she attempts to convey this to their employees. Wynter stated she started with a balance of \$190.00 from tickets that were winners according to her, purchased (3x) \$30.00 “ Money maker” instant scratch tickets, attempted to purchase another \$50.00 scratch ticket and the machine did not dispense the ticket. When she attempted to inform the employee, who in turns reset the machine with her \$50.00 remaining on the monitor. Shortly after, there was a dispute that occurred where she contacted the police was called because the employees told her and the police there was no balance on the terminal. Wynter is alleging she used one of her winning tickets worth \$40.00 to purchase a medium size pizza(Pizza costs \$13.00 plus tax) and received a large pizza, no change was given back (or no validation slip was provided to confirm transaction) to her which	
Agent ID#52060	7-ELEVEN STORE #34582A	Machine took players money without allowing access to play or dispense tickets	Resolved.	VSC	Customer Service received a call today from Sharon Brown requesting a refund from a cashless transaction that occurred on January 6, 2026 @11:30 AM. Ms. Brown states that when she attempted to play \$10 worth of Scratch Tickets the machine had a malfunction. She states that the transaction debited her card \$10.00, but the machine did not disburse the Scratch tickets. And that the payment is still reflected on her account as of today. Can someone follow up with Ms. Brown to ensure she is refunded the amount due? Ms. Brown used her M & T Bank Debit Card and her number is 202-733-0115. Thank you in advance, Update from Tameca(VSC): Thank you will reach out to customer for more information. Tameca Guerrero Lead Call Center Operator VSC 55 M Street, SE Washington DC 20003 202-649-1000 ext.1061	

ATTACHMENT H
Office of Lottery and Gaming
Electronic Databases

Name	Description	Age in Years	Upgrades	Public Access
Central Gaming System	Contains lottery's players wagers and validations.	15 years	2026/2027	Partial public access through self-service terminals
Back Office System (BOS)	Contains the data reporting portion of the Central Gaming System.	15 years	2026/2027	Not available to public
Back Office System partial backups	Contains partial backup to BOS for data inquiries from outside parties.	13 years	2026/2027	Partial public access through FOIA
Internal Control System	Contains sales, payments and agent commissions for verification and validation.	15 years	2026/2027	Not available to public
Interactive Voice Response	Contains winning numbers and jackpot information to public via telephone, website, and SMS texts.	7 year	Plan to replace in 2026	Public Access
Agent Management	Contains lottery retailer data.	14 years	No plans to replace	Partial public access provided through website
Sales Rollup - Retailer Sales Analysis	Contains lottery retailer sales and commissions, and lottery sales liability data.	17 years	No plans to replace	Not available to public
Investigations	Contains security incident analysis and investigations data	18 years	No plans to replace	Not available to public
Automated Claims Processing	Contains winning ticket claims data.	18 years	No plans to replace	Not available to public
Agent License	Contains Lottery retailer licensing information.	17 years	No plans to replace	Not available to public
Charitable Game Event data	Contains licensing data for charitable game events.	17 years	No plans to replace	Not available to public
dclottery.com	Contains data including player's club membership information.	17 years	New Website deployed	Not available to public
Time Matters Legal Case Management System	Contains OGC's legal case management data.	18 years	No plan to replace	Not available to public
Limbic Sport Betting Licensing System	Contain regulatory information on Sport Betting licensing	5 year	No plan to replace	Not available to public

EXPLORING THE FACTORS AND CHALLENGES IMPACTING DC LOTTERY DRAW GAMES

ANALYZING THE DECLINE



OVERVIEW

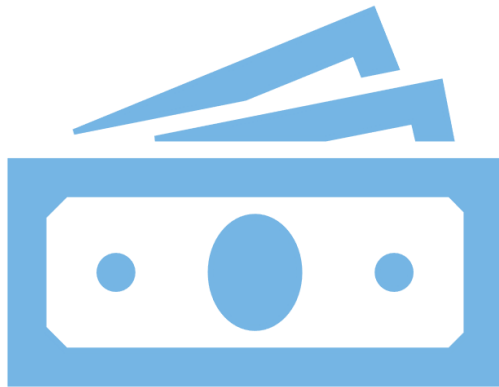
This presentation examines key factors and challenges, as well as analyzes trends in the decline of DC Lottery Draw Games sales between FY 22 and FY 24.

Innovative strategies and recommendations are provided to overcome these challenges, drive growth, and increase sales.

RESEARCH METHODOLOGY USED

Data Collection Matrix

Primary Research	Secondary Research
• NASPL Matrix • Lottery Gaming Operators (Scientific Games, Intralot)	• Lottery reports and publications • Government data sources • Economic and demographic data
• Retail partner visits • Surveys	• Case studies & News articles • Players and customers



A survey held in August 2023 found that out of 2,002 respondents aged 21 years or older, the most common form of gambling in the United States was playing the lottery.

Published by [Statista Research Department](#), December 9, 2024

DEEP DIVE



Factors and Challenges
Uncovered



Sales Trend Analysis

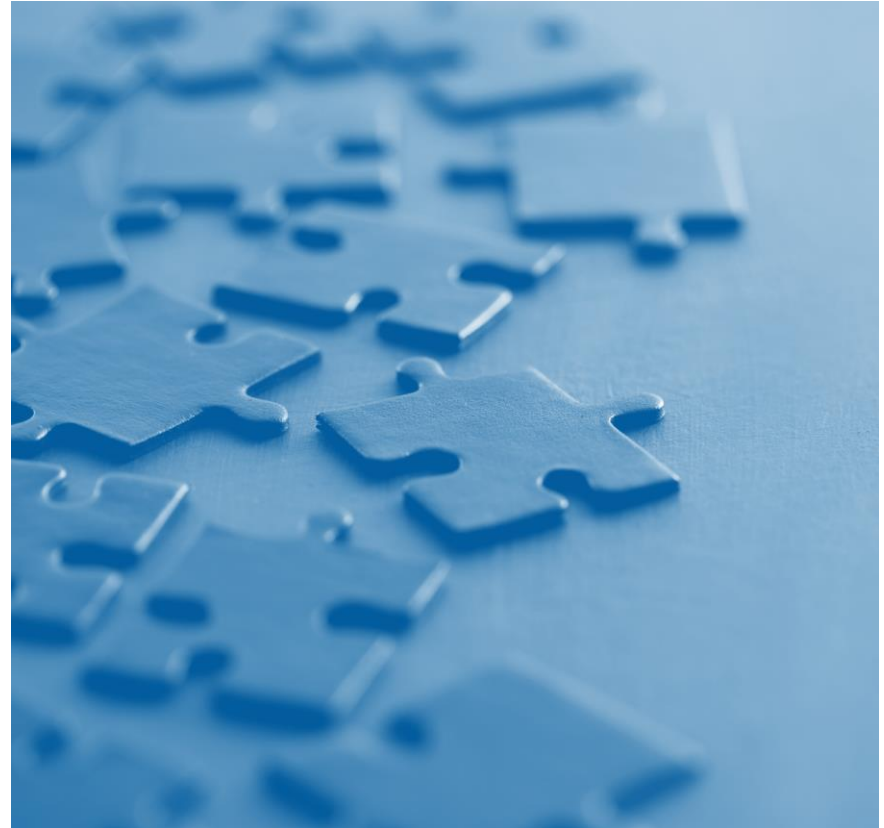


Innovative Strategies

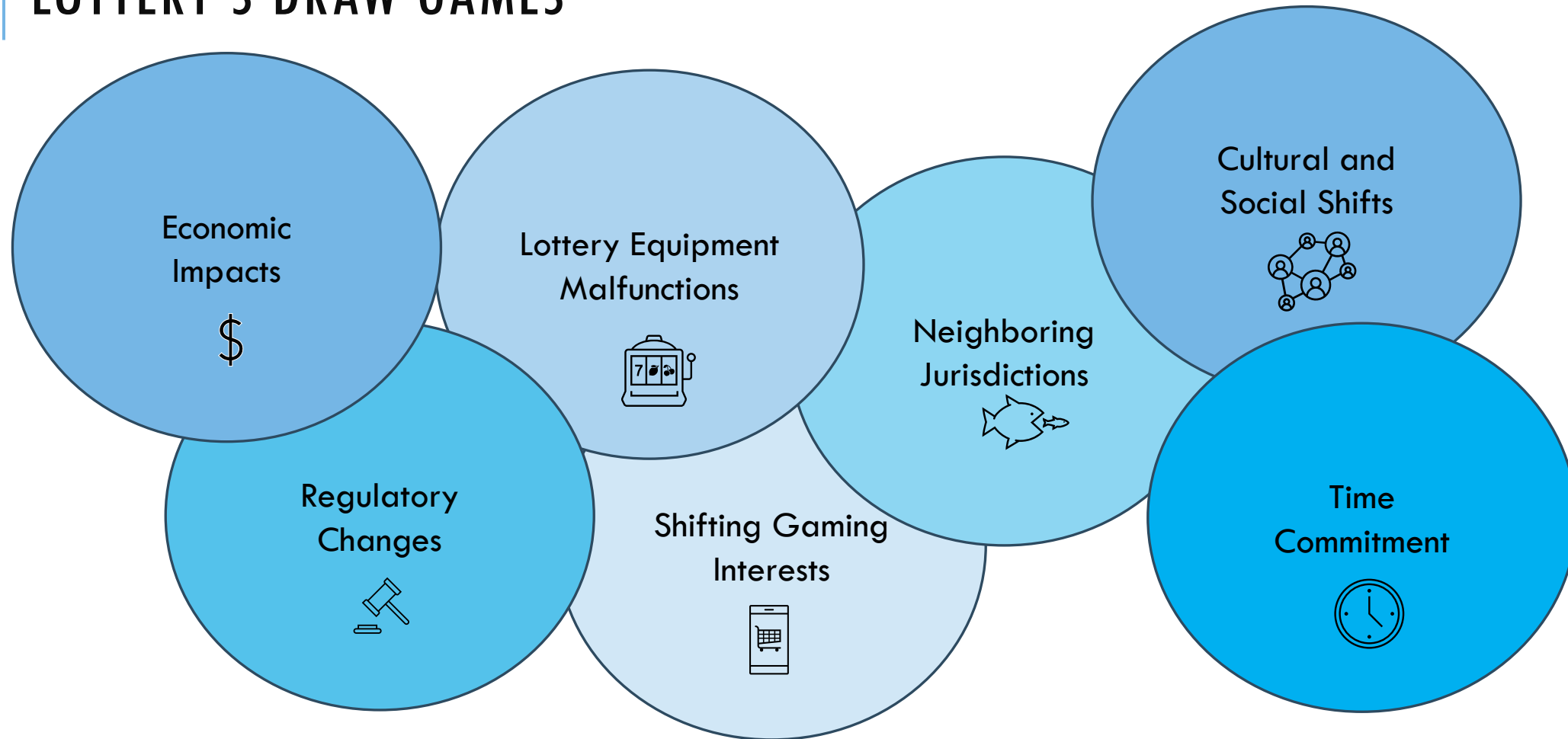


Recommendations

FACTORS AND CHALLENGES UNCOVERED



7 KEY FACTORS AND CHALLENGES CONTRIBUTING TO THE DECLINE OF DC LOTTERY'S DRAW GAMES



ECONOMIC IMPACTS AND REGULATORY CHANGES

Record Inflation, gas prices & economic uncertainty about the future

FY 22

*Flavored Tobacco Product Prohibition Amendment Act of 2021

*Retail Partner Challenges: Lack of retail traffic (commuters/flavored cigarette customers) & loss of retailers

FY 23

*Long-term Unemployment

FY 24

Ongoing & planned federal workforce reduction

*Retail Partner Challenges: Reduced customer demographic due to Immigration Policies

FY 25 YTD

LOTTERY EQUIPMENT MALFUNCTIONS



Hillcrest Exxon

- From router issues to malfunctioning scratcher ticket vending machines, issues can disrupt the lottery process, sales, and potentially deter customers from playing.
- Out of the **eight retailers** surveyed, **six** were currently experiencing a lottery equipment issue and mentioned that they have experienced the same problems in the past.

SHIFTING GAMING INTERESTS AND PREFERENCES

This shift reflects and presents a dynamic trend in the gambling industry, where interactive and data-driven betting experiences attract younger audiences and those seeking extra income.

DC iLottery e-Instants

- Offers quick results and immediate winnings
- Increased engagement among younger demographics who prefer mobile and online gaming draws them away from traditional lottery formats.



Sports Betting in the District

- As sports betting gains more popularity, many players find sports wagering more engaging and skill-based compared to traditional lottery games, which rely purely on chance.



NEIGHBORING JURISDICTIONS



- Draw Game winners can stay anonymous under the Maryland State Law.
- Memorable Draw Game promotions.
- *Group Play for jackpot drawings.
- My Lottery Rewards program.



- First in the US to offer V Lottery (virtual reality gaming launching mid-2025).
- *Ignited draw games play with the option to add on the FIREBALL feature for more chances to win. (Ex. Pick 3, Pick 4, Pick 5 with FIREBALL).
- Virginia Lottery Rewards program.

CULTURAL, SOCIAL, AND TIME-COMMITMENT SHIFTS



Generational Gambling Shift: Players are aging out, communal time is declining, and the generational passing of the draw game torch is vanishing.



Instant Gratification Culture: Players are shifting from playing daily Draw Games to playing faster-paced games for instant wins instead of waiting for announcements.



18-34 Demographic: More impulsive and motivated by immediacy; doesn't follow a defined strategy or historical pattern. Less willing to play traditional draw games.*



Failure to evolve or modernize traditional draw numbers games with the onset and popularity of skill-based gaming, online sports betting, and e-Instant games.



Draw games often require a longer commitment and are perceived to be more complex to play.

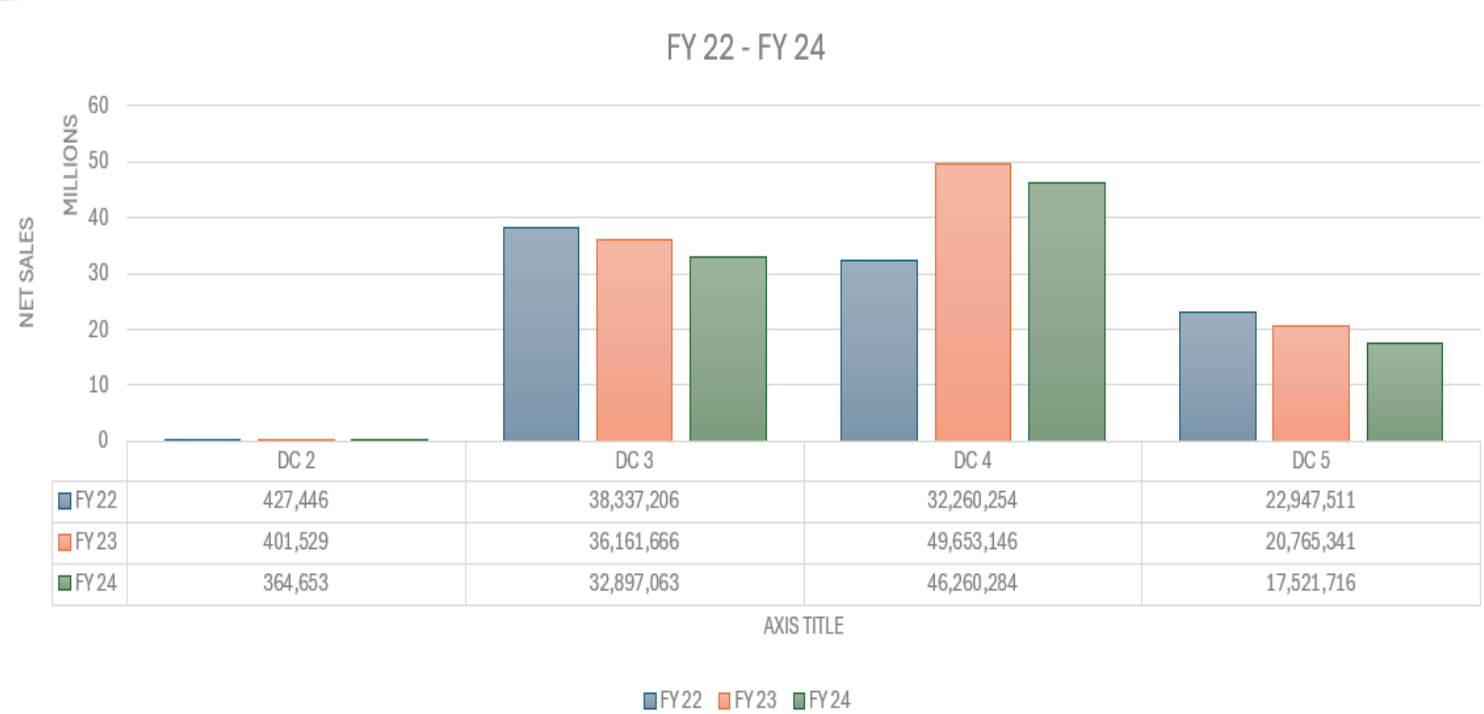
SALES TREND ANALYSIS

FY 22, FY 23, FY 24

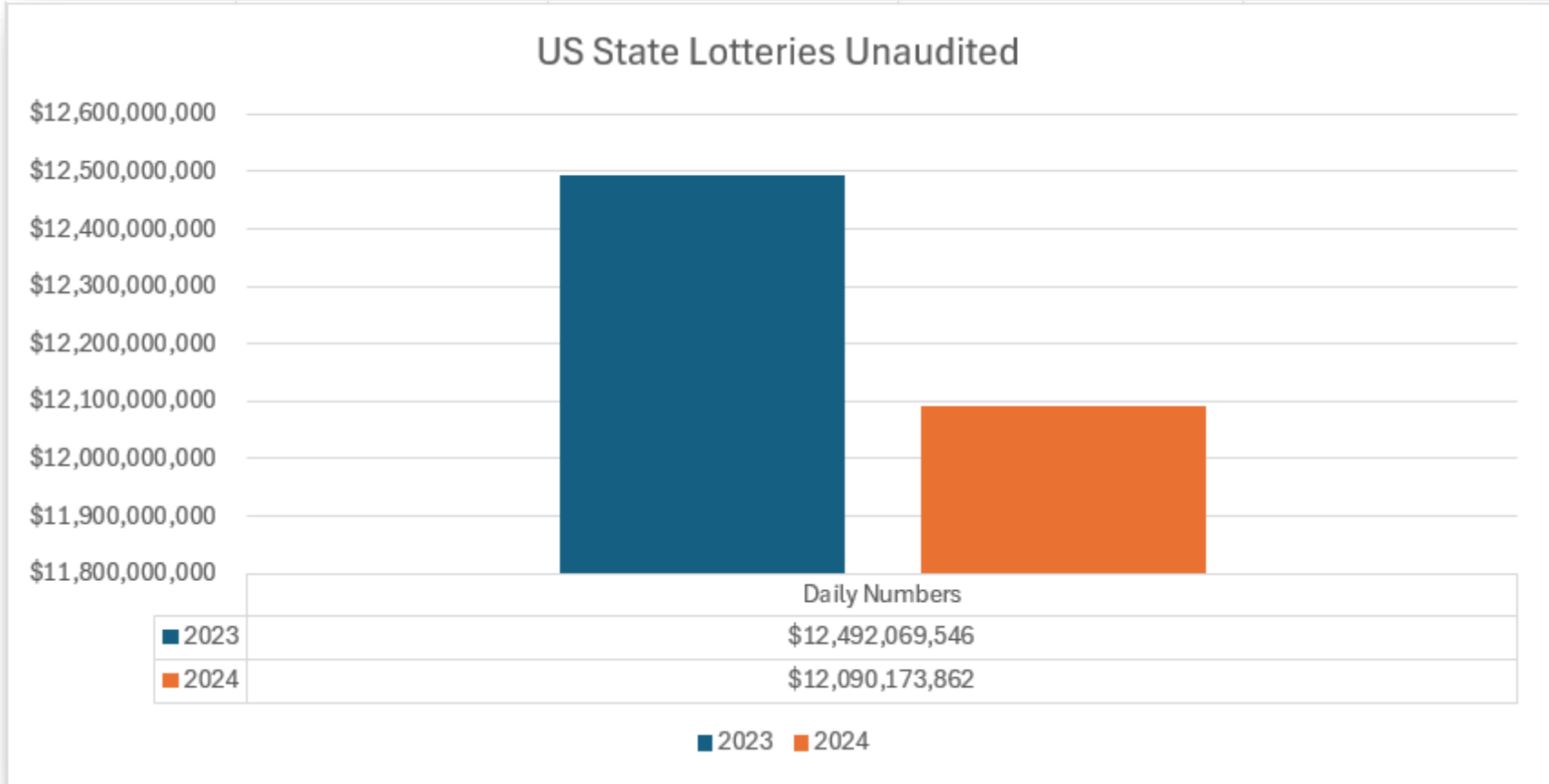


Game	FY 22	FY 23	Difference	PCT Change
DC 2	427,446	401,528	(25,918)	-6.06%
DC 3	38,337,206	36,161,666	(2,175,540)	-5.67%
DC 4	32,260,254	49,653,146	17,392,892	53.91%
DC 5	22,947,511	20,765,341	(2,182,170)	-9.51%
Grand Total	93,972,417	106,981,681	13,009,264	13.84%

Game	FY 23	FY 24	Difference	PCT Change
DC 2	401,529	364,653	(36,876)	-9.18%
DC 3	36,161,666	32,897,063	(3,264,603)	-9.03%
DC 4	49,653,146	46,260,284	(3,392,862)	-6.83%
DC 5	20,765,341	17,521,716	(3,243,625)	-15.62%
Grand Total	106,981,681	97,043,715	(9,937,966)	-9.29%



Game	2023	2024	Difference	PCT Change
Daily Numbers	\$ 12,492,069,546	\$ 12,090,173,862	(401,895,684)	-3.22%



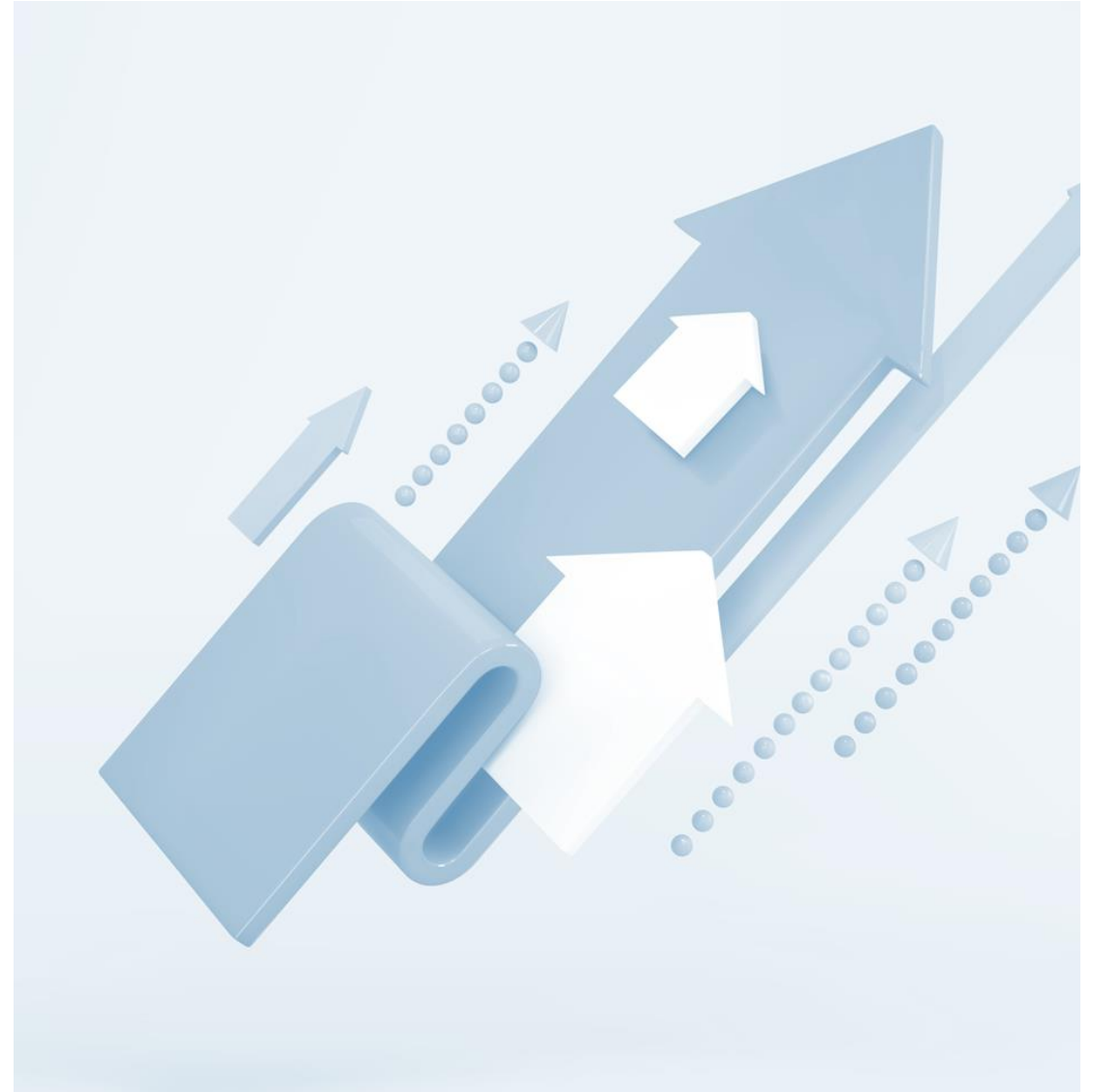


“Why did [insert game here] not perform well? This should’ve been a top seller! What did players not like about it? Was it the color, the name, the prize? What??”

Kayla Kassis, Research Manager, California State Lottery

INNOVATIVE STRATEGIES

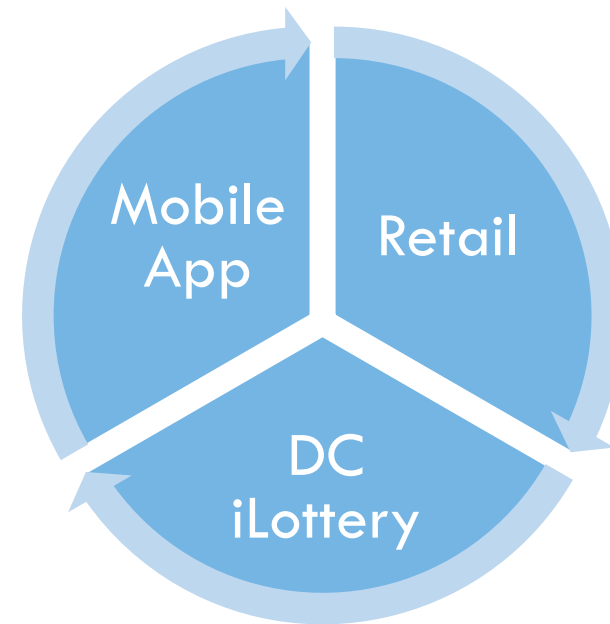
Revitalize and Reshape Draw Game Participation



INVEST IN BLENDING IN-STORE ENGAGEMENT WITH DIGITAL ENGAGEMENT

Retailers are the most important link between DC Lottery products and players. By merging stores with mobile interactions, we can excite players and re-engage them to revisit stores to play.

- **Merge In-Store and Digital*:** Integrate digital convenience with physical store experiences, encouraging customers to engage with products and loyalty apps.
- **Use the Starbucks App as a Model:** The Starbucks mobile app exemplifies how digital tools can enhance brick-and-mortar experiences, influencing customer behavior and store visits.
- **Digital Engagement:** Implementing features like mobile ordering and store inventory visibility empower consumers, making shopping more efficient and personalized.



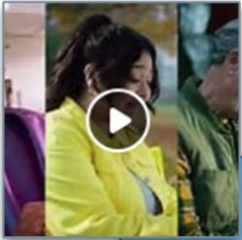
CUSTOMIZE MARKETING EFFORTS TO APPEAL TO MILLENNIALS AND GEN Z

- Enhance social media presence by creating more relatable and authentic content, utilizing local Influencers, and incorporating interactive campaigns.
- Expand on Experiential Promotions by offering exclusive events and contests for draw game participation to create a sense of community and excitement.
- Partner with DC Culture Leaders in the areas of local music, art, and sports at events to promote DC Numbers games.

MILLENNIALS	GEN Z
 Esports	 Esports
 Gambling	 Gaming
 Adventure & Extreme Sports	 Dance
 Business	 Adventure & Extreme Sports
 Cars/Motoring	 Urban & Modern Art
 Vegan Food	 Photography
 Entrepreneurship	 Fine Art
 Investment	 Computers & Coding
 Reality TV	 Playing Sport
 Beauty & Cosmetics	 Fashion

GWI Core Q1 2022 : 82,819 millennials (26-39) and 61,939 Gen Z (16-25)

ENHANCE ADVERTISING AND COMMERCIALS TO RE-ENGAGE, MOTIVATE, AND DRIVE SALES



Focus on Humor and Hope

Craft ads that spark excitement, joy, the “what-if” moment, and the irresistible thrill of purchasing a draw game ticket, and whether in-store, online, or through the App—weaving in humor will leave a memorable impression.



Incorporate DC Culture

Highlight themes that resonate with DC Residents, such as art, culture, festivals, neighborhoods, and music, while connecting them to the excitement of draw games.



Focus on Accessibility and Convenience

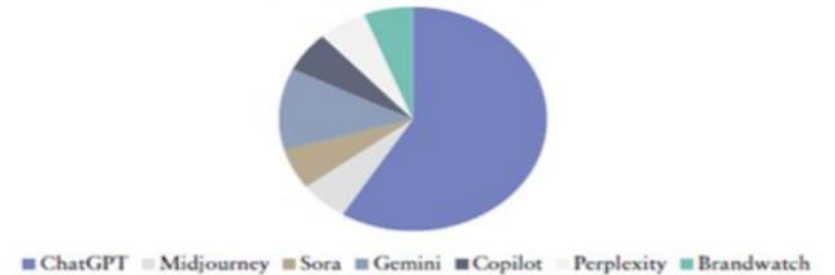
Creatively highlight and emphasize the ease of purchasing tickets in-store, online, and on the App.

UTILIZE AI AS A THOUGHT PARTNER

Currently, there are AI Tool restrictions in place. However, once the OCTO has properly vetted and approved AI tools, the following items could enhance how the DC Lottery creates games and markets its products.

- Design and plan new draw and instant-ticket games.
- Assist with understanding and analyzing data, identifying player behaviors, and personalizing gaming experiences.
- Generate eye-catching game design and promotional visuals, engaging marketing copy, and creative social media content.

Which AI Services Are Lotteries Using?



Is Your Lottery Banning AI Tools Like ChatGPT?

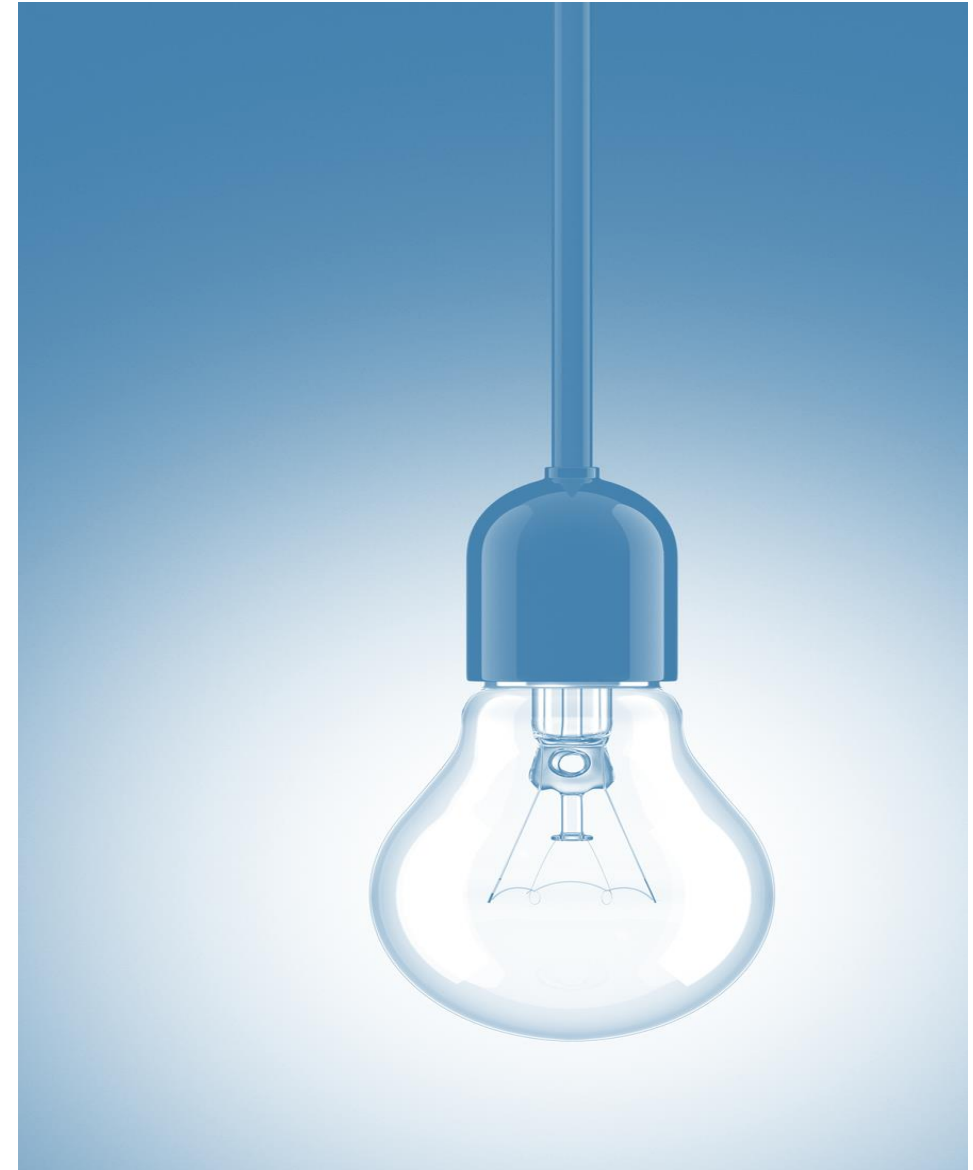


Are Lotteries Integrating AI Into Their Workflows?



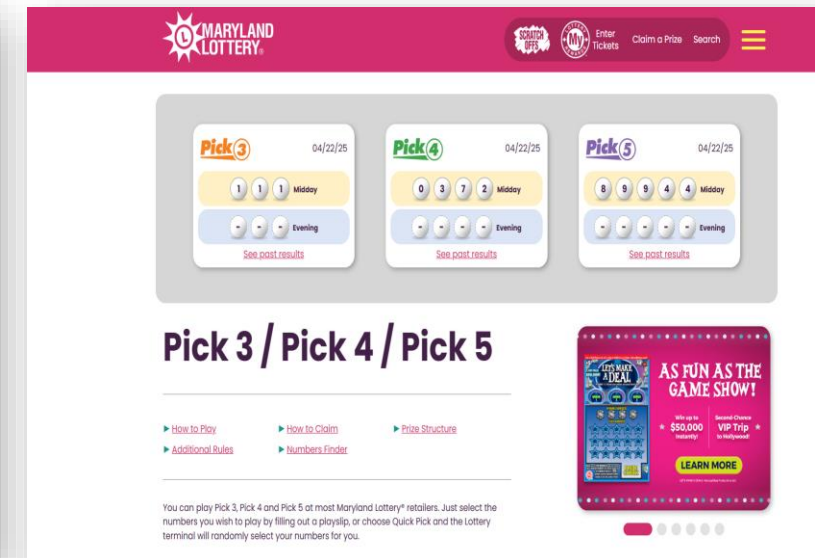
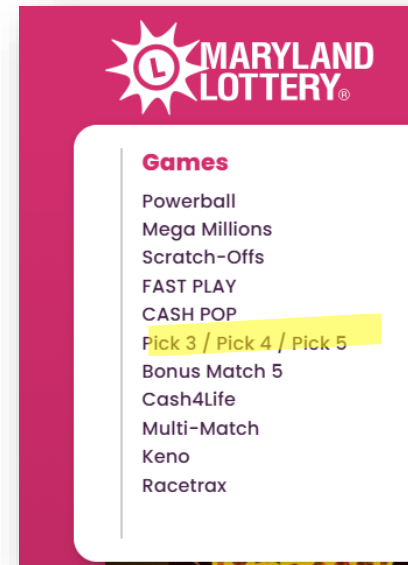
RECOMMENDATIONS

Strategies Ready for Immediate Implementation



CREATE A WEBPAGE WITH COMBINED DC NUMBERS GAMES AND REFRESH THE GAMES MENU BAR

- Create a row on the website menu combining DC 2, DC 3, DC 4, and DC instead of showcasing each game on an individual page. This substantial change will showcase the DC Numbers game, be a one-stop shop for players to locate and play their favorite game, and encourage the trial of other games in the group.
 - Ex. Site menu title: DC 2/ DC 3/DC 4/ DC 5
 - Ex. Web page: Design a new page with combined DC Numbers games.
 - Ex. [The Maryland Lottery](#)



RENAME DC NUMBERS GAMES AND ADD A SLOGAN

- Renaming the numbers games will attract new players, re-engage current and lapsed players.
- September 1, 2018, a new look for DC Lottery daily draws debuted. However, there has never been a refresher on the names of the daily draws.
- Adding a slogan will enhance draw game recognition and create a deeper connection with players.

New name suggestions:

- Pick 2, Pick 3, Pick 4, Pick 5
- Play 2, Play 3, Play 4, Play 5
- Win 2, Win 3, Win 4, Win 5
- Match 2, Match 3, Match 4, Match 5

New slogan suggestions:

- Dream big, play daily!
- Your chance to win daily!
- Don't miss your daily chance to win!

STRATEGICALLY EVALUATE UNDERPERFORMING GAMES

Assess

Review game performance data to identify the games with the highest underperformance

Discontinue

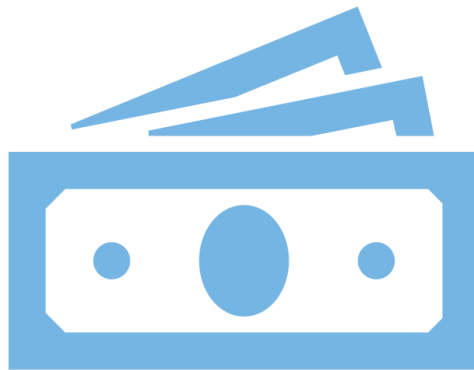
Phase out ineffective games with declining popularity or profitability

Innovate

Introduce new concepts with standout, one-of-a-kind games inspired by DC Culture that evoke a sense of urgency

Engage

Conduct player surveys/focus groups for new game ideas



“Well, you can’t win the lottery if you don’t have a ticket.”

Andy Gray

THANK YOU

Elissa Dunston | Product Specialist | elissa.dunston@dc.gov

Appendix

Slide #8

- The DC Council passed a bill prohibiting the sale of flavored tobacco products, including menthol cigarettes and flavored e-cigarettes, throughout the District, which went into effect on October 1, 2022. DLCP. (2022) <https://dlcp.dc.gov/release/advisory-new-law-bans-sale-flavored-tobacco-and-menthol-cigarettes-district>
- During tough times, escapism can drive lottery sales, especially with numbers game tickets; however, limited disposable income could constrain them, resulting in less spending on non-essential activities.
- Long-term unemployment in D.C. has affected men, women, and individuals with varying levels of education attainment, but it has mainly affected Black residents. In 2023, Black residents made up 67 percent of the unemployed, and a little more than 80 percent of the long-term unemployed. Burge, D. (2024). D.C. Policy Center. <https://www.dcpolicycenter.org/publications/long-term-unemployment-in-the-district-of-columbia/>
- OLG's retail partners have been challenged by the lack of retail traffic from both commuters and flavored cigarette customers. This has made it difficult to maintain and grow OLG's retailer base. As a matter of fact, OLG's retailer network has had a net decline from 354 retailers at the start of Fiscal Year 2023 to 334 at the end of the fiscal year, which equates to a loss of \$1.9 million in Lottery sales. The lack of traffic and loss of retailers, combined with significantly lower jackpot amounts, has continued to negatively impact sales in Fiscal Year 2024. Lottery sales year-to-date in Fiscal Year 2024 (as of December 31, 2023) are \$51.4 million, which is down \$4.8 million, or 8.5%, compared to \$56.2 million in Fiscal Year 2023. Lottery's Fiscal Year 2024 year-to-date transfer (as of December 31, 2023) is \$10.9 million, which is \$943,208, or 8.0%, less than Fiscal Year 2023's transfer of \$11.8 million through the same period. The year-to-date Fiscal Year 2024 decrease in transfer is primarily the consequence of lower overall sales compared to the same period in Fiscal Year 2023. OLG Public Oversight Hearing. (2024). https://cfo.dc.gov/sites/default/files/dc/sites/ocfo/release_content/attachments/OLG%202023-2024%20Performance%20Hearing%20Testimony.pdf
- FY 2025 local source revenue forecast. ORA Staff. (2025). <https://ora-cfo.dc.gov/blog/district-columbia-faces-revenue-decline-amid-changing-economic-outlook-due-federal-workforce>
- Draw Game research study revealed that player behavior and perceptions are more *global* and related to circumstances and financial struggles, and not an issue with DC Numbers games themselves. DC Lottery Final Research Readout - Paragraph Project (2024)

Slide #9

- DC Keno Spin X – Falls under the Draw Game category, under the concept that a player must select numbers to be drawn to win.

Slide #10

- La Fleur Vendor Story. (2025) <https://lafleurs.com/magazine-feature/vendor-story/2025/02/27/challenges-opportunities-lotteries-face-in-the-digital-age-ev/>
- <https://www.msn.com/en-us/health/medical/lottery-ticket-sales-on-the-decline-while-sports-betting-ramps-up/ar-AA1zIKfc>

Slide #11

- Maryland Lottery Group Play – <https://www.mdlottery.com/player-tools/group-play/>

Appendix

Slide #11 contd.

- The Virginia Lottery is the first in the US to offer V-line products. <https://www.lotteryusa.com/news/virginia-lottery-levels-up-player-experience>
- Pick 3, Pick 4, and Pick 5 games with Fireball feature: The Fireball add-on allows players to create additional number combinations for another chance to win. [Pick 3 - Play and Check Winning Numbers | Virginia Lottery](#)

Slide #12

- How Age Affects Lottery Playing Styles. The Lottery House. (2024). <https://thelotteryhouse.com/blog/how-age-affects-lottery-playing-styles/>

Slide #18

- Making Retail Exciting Again (and Again): Re-engaging Players in the In-Store Experience. (2025) Scientific Games

Slide #19

- Different Generations graphic. Plug and Play SM

Slide #20

- Focus on Humor and Hope icon, Michigan State Lottery Commercial. https://www.youtube.com/watch?v=yln_Ddn1iVo
- Incorporate DC Culture icon, District of Columbia Office of Planning. <https://planning.dc.gov/publication/dc-cultural-plan>
- Focus on Accessibility and Convenience icon. DC Lottery Website. <https://dclottery.com/player-resources/where-to-play>

Slide #21

- <https://lafleurs.com/magazine-feature/compilation/2025/04/16/the-roundup-lottery-and-ai-fru/>

Slide #23

- The Maryland Lottery. <https://www.mdlottery.com/games/pick-3-pick-4-pick-5/>

Appendix

Slide #18

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Slide #21

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Slide #23

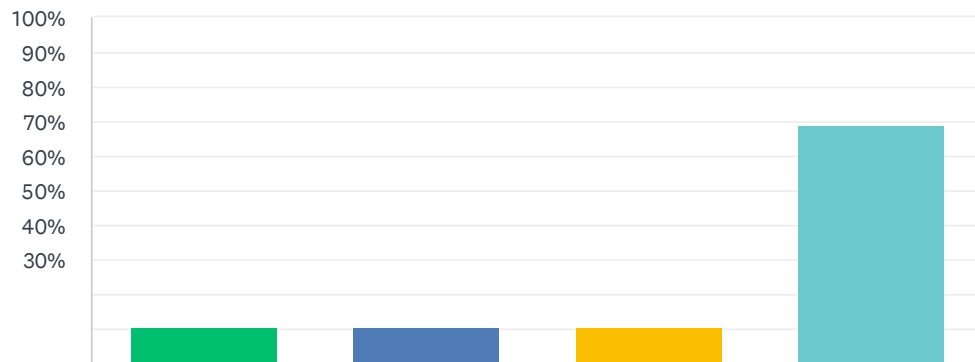
- The Maryland Lottery. <https://www.mdlottery.com/games/pick-3-pick-4-pick-5/>

ATTACHMENT J
Office of Lottery and Gaming
Retailer Feedback

DC Lottery Retailer Feedback Survey

Q1 How long have you been a DC Lottery retailer?

Answered: 29 Skipped: 0



ANSWER CHOICES

Less than 1 year

1 - 3 years

RESPONSES

10.34%

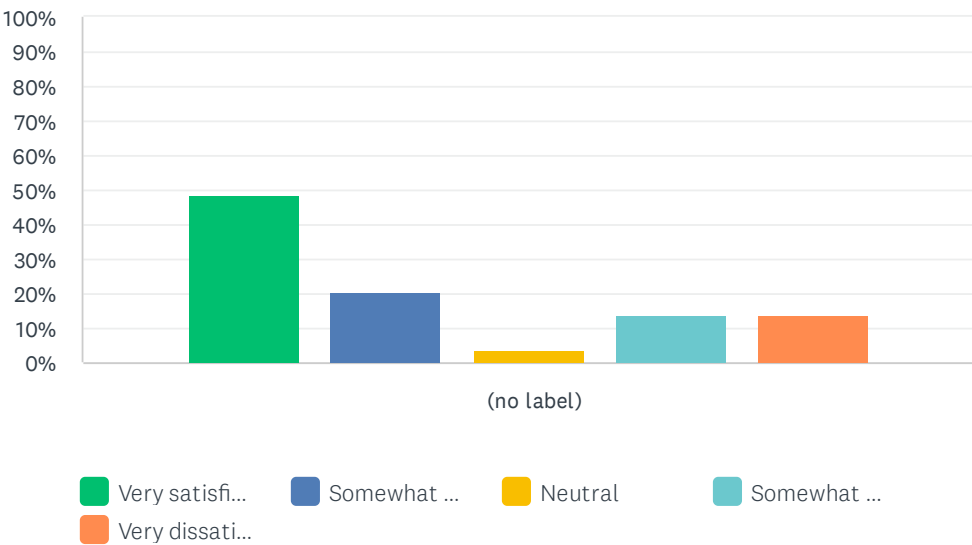
3

10.34%

3

Q2 Overall, how satisfied are you with your experience as a DC Lottery retailer?

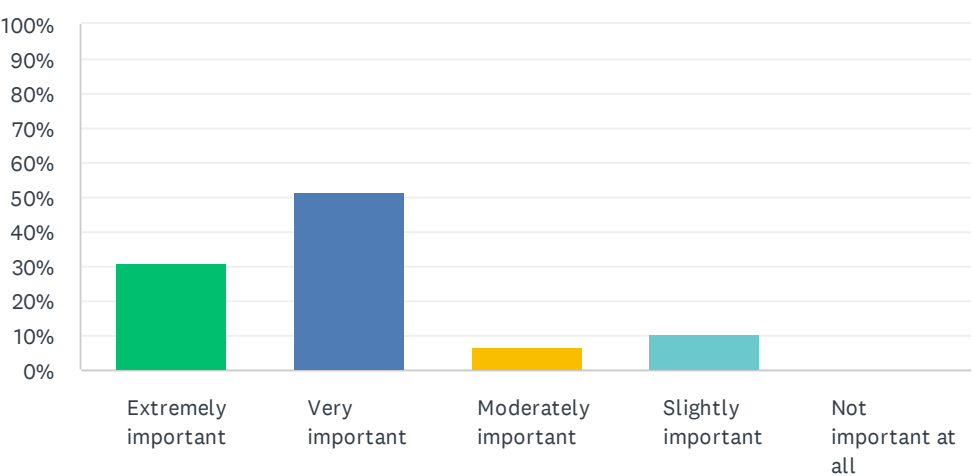
Answered: 29 Skipped: 0



	VERY SATISFIED	SOMEWHAT SATISFIED	NEUTRAL	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	48.28% 14	20.69% 6	3.45% 1	13.79% 4	13.79% 4	29	0.00

Q3 How important is the DC Lottery to your overall business revenue?

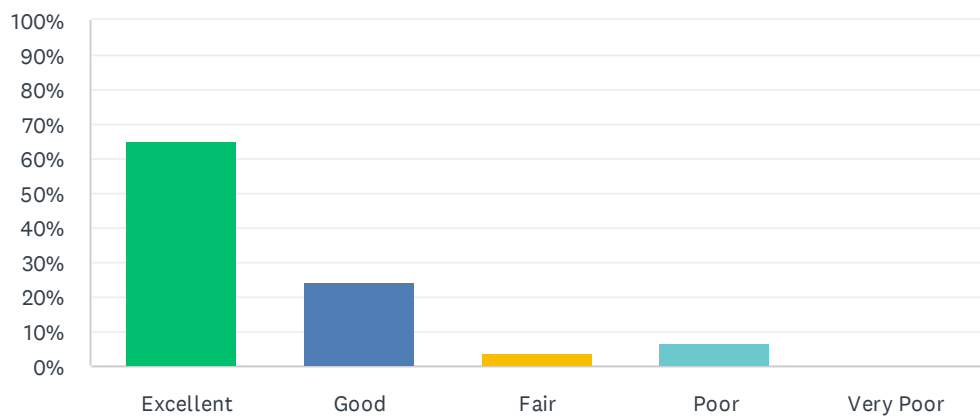
Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely important	31.03%	9
Very important	51.72%	15
Moderately important	6.90%	2
Slightly important	10.34%	3
Not important at all	0.00%	0
TOTAL		29

Q4 How would you rate communication from DC Lottery representatives?

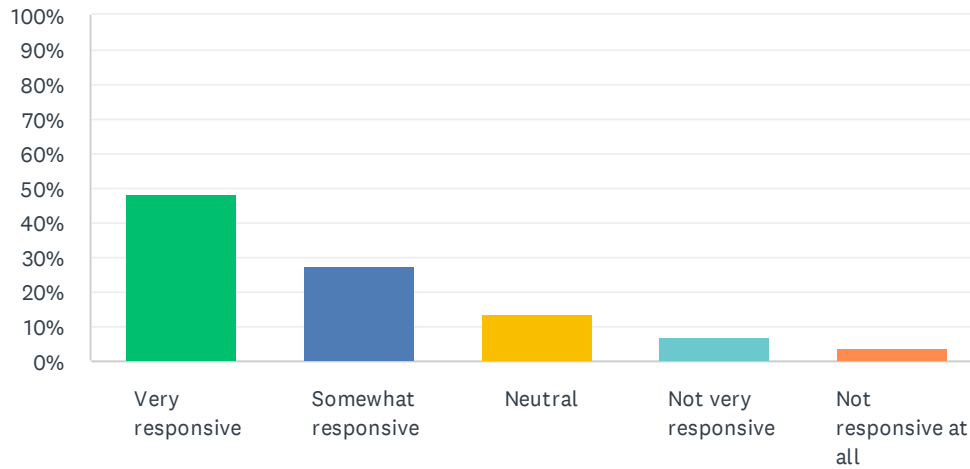
Answered: 29 Skipped: 0



ANSWER CHOICES		RESPONSES	
Excellent		65.52%	19
Good		24.14%	7
Fair		3.45%	1
Poor		6.90%	2
Very Poor		0.00%	0
TOTAL			29

Q5 If you have an issue, how responsive is DC Lottery in addressing your concerns?

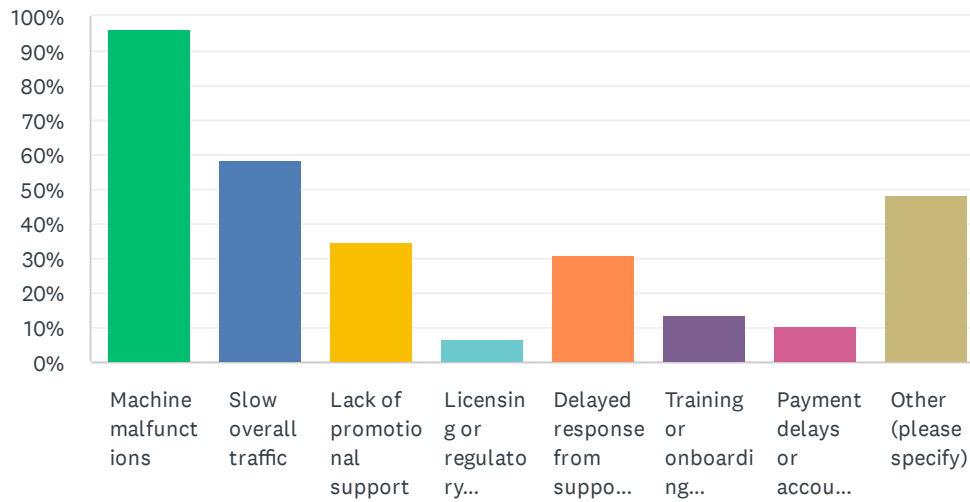
Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very responsive	48.28%	14
Somewhat responsive	27.59%	8
Neutral	13.79%	4
Not very responsive	6.90%	2
Not responsive at all	3.45%	1
TOTAL		29

Q6 What are the top 3 challenges you face as a DC Lottery retailer?

Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES	
Machine malfunctions	96.55%	28
Slow overall traffic	58.62%	17
Lack of promotional support	34.48%	10
Licensing or regulatory issues	6.90%	2
Delayed response from support staff	31.03%	9
Training or onboarding challenges	13.79%	4
Payment delays or accounting issues	10.34%	3
Other (please specify)	48.28%	14
Total Respondents: 29		

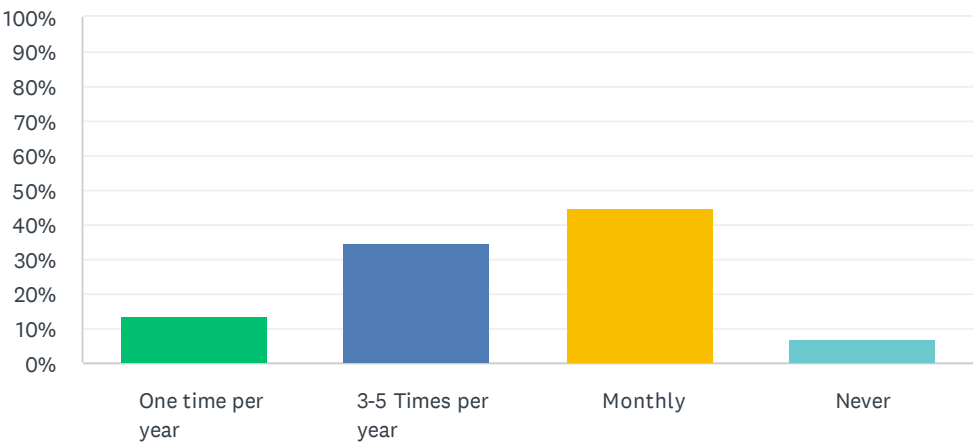
#	OTHER (PLEASE SPECIFY)	DATE
1	Nothing to report as 3rd	5/14/2025 4:17 PM
2	New games not being updated in thr machine at the time when we aew suppose to load them in the machine	5/10/2025 6:36 PM
3	Some time scratch card machine problems	5/9/2025 12:22 PM
4	Slow	5/9/2025 11:14 AM
5	We been requesting to resolve the scratch machine issue. We having a problem all the time some of them the dont dispute the ticket.	5/9/2025 11:09 AM
6	Machine are down most of time	5/9/2025 10:39 AM
7	None	5/8/2025 8:57 AM
8	Network problem, and support staff coming many time to fix mission	5/6/2025 3:06 PM
9	Specified games for a time period, consistent planograms, refund options (voucher system),	5/6/2025 10:39 AM

DC Lottery Retailer Feedback Survey

	retailer incentives, simplified auto replenishment of scratch offs, shared financials/goals	
10	The 11:30 game for 3 and 4 digit has caused a lot of our players not to come here anymore because they can't afford to play all drawings their numbers come out on one of the drawings and they get upset about that	5/6/2025 10:37 AM
11	Dated machines	5/6/2025 10:34 AM
12	Na	5/6/2025 10:30 AM
13	N/A	5/3/2025 1:01 PM
14	Net Work Problem. Ticket Jaming, Money disappear, Software not update, setting problem This whole year I have lost 50 to 75 sale	5/2/2025 8:54 AM

Q7 Have you experienced technical issues with your lottery equipment in the last 12 months?

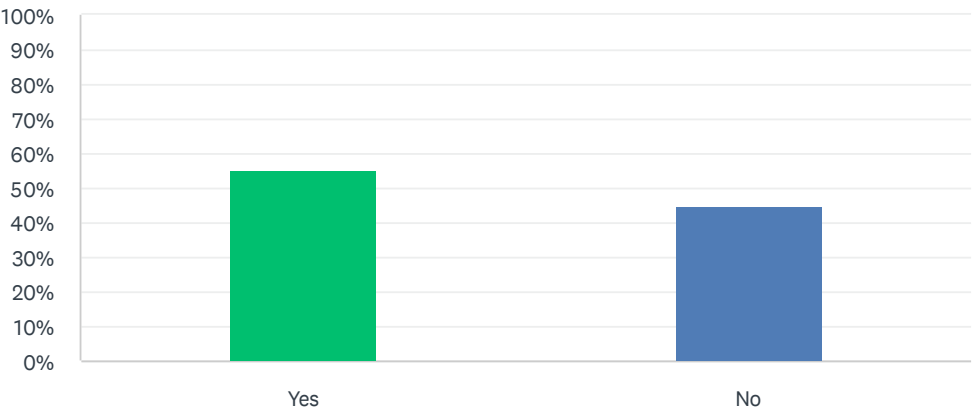
Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES	
One time per year	13.79%	4
3-5 Times per year	34.48%	10
Monthly	44.83%	13
Never	6.90%	2
TOTAL		29

Q8 Would you attend a special retailer event to learn more about DC Lottery’s updates, best practices, and initiatives?

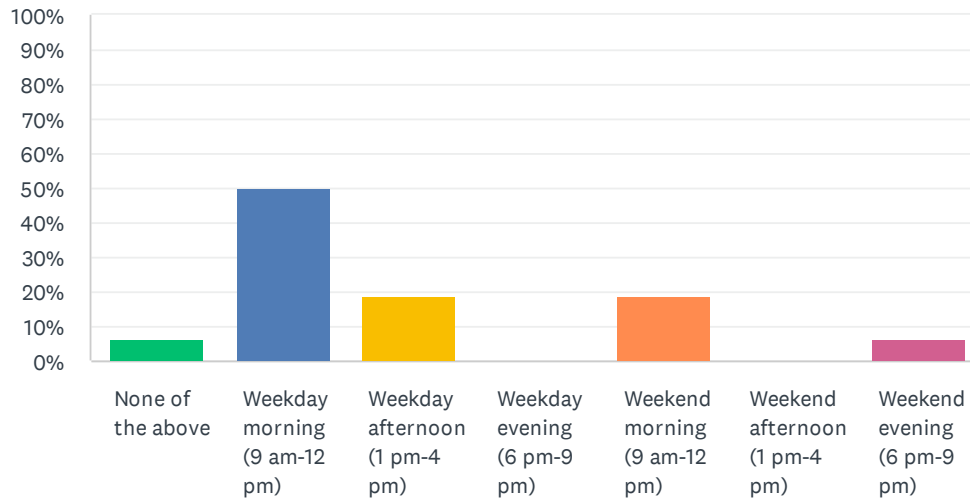
Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	55.17%	16
No	44.83%	13
TOTAL		29

Q9 Select the timeframe that works best for you to attend the special event based on your availability,

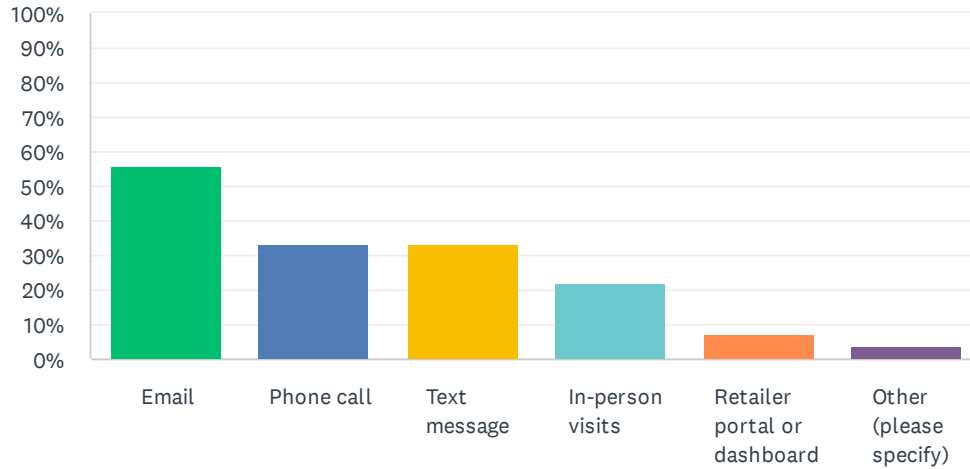
Answered: 16 Skipped: 13



ANSWER CHOICES	RESPONSES	
None of the above	6.25%	1
Weekday morning (9 am-12 pm)	50.00%	8
Weekday afternoon (1 pm-4 pm)	18.75%	3
Weekday evening (6 pm-9 pm)	0.00%	0
Weekend morning (9 am-12 pm)	18.75%	3
Weekend afternoon (1 pm-4 pm)	0.00%	0
Weekend evening (6 pm-9 pm)	6.25%	1
TOTAL		16

Q10 How do you prefer to receive updates or communication from DC Lottery?

Answered: 27 Skipped: 2



ANSWER CHOICES	RESPONSES	
Email	55.56%	15
Phone call	33.33%	9
Text message	33.33%	9
In-person visits	22.22%	6
Retailer portal or dashboard	7.41%	2
Other (please specify)	3.70%	1
Total Respondents: 27		

#	OTHER (PLEASE SPECIFY)	DATE
1	2022523585	5/9/2025 11:10 AM

Q11 Any additional comments, concerns, or suggestions you'd like to share?

Answered: 27 Skipped: 2

#	RESPONSES	DATE
1	n	7/31/2025 3:08 PM
2	All good	5/14/2025 4:17 PM
3	No comments	5/13/2025 2:08 PM
4	It's better if you guys let us know before you put any per motion in the system.	5/12/2025 2:58 PM
5	No	5/10/2025 6:36 PM
6	No	5/9/2025 12:23 PM
7	The DC Lottery ticket machines often take customers' money without crediting it for ticket purchases. This issue forces store owners to cover the loss out of their own pockets, which is unfair and unacceptable. These machines need urgent maintenance or replacement to ensure they function properly and don't create financial losses for both customers and retailers	5/9/2025 12:08 PM
8	No	5/9/2025 11:33 AM
9	tap n play machines too much problem	5/9/2025 11:24 AM
10	I have issues since installing the debit card payment my balance is always negative because of that not accurate it I need some one fixed the problems please Thank you for your understanding me	5/9/2025 11:21 AM
11	Safety since we dealing with cash and helping with damages due to break ins	5/9/2025 11:15 AM
12	No	5/9/2025 11:10 AM
13	None	5/9/2025 10:44 AM
14	Need get more technical help	5/9/2025 10:44 AM
15	No	5/9/2025 10:43 AM
16	Machines needs to be updated	5/9/2025 10:30 AM
17	Our commission is low it's been the same for a little over a decade, if it increase a little more will be appreciated thank you	5/9/2025 10:22 AM
18	None	5/8/2025 8:57 AM
19	My CSR is most helpful	5/6/2025 4:40 PM
20	Need new machines	5/6/2025 2:08 PM
21	Need new scratch machines	5/6/2025 2:07 PM
22	Better kiosk	5/6/2025 10:54 AM
23	No	5/6/2025 10:40 AM
24	Servicing the machines on a regular basis the only other thing I could say is to get this three digit and four digit back to day and evening only That's what a lot of our customers are saying	5/6/2025 10:39 AM
25	This is our first time as lottery retailer. Wanted to mention we had great support from DC lottery staff . Our representative Mr.Vinson is really helpful when it is needed. Thank you for all your help	5/6/2025 10:33 AM
26	Improve the rate of the commission	5/6/2025 10:29 AM



DC Lottery Player Roundtable

Analysis and Retrospective

Session #2: In-Store Retail Experience

Session Date: November 12, 2025

Facilitator: Elissa Dunston, OLG

Session Recording

[Click here to Watch](#)



Purpose: Gather player feedback and insights on in-store lottery experiences



Attendees: 9 Players' Club Members, OLG staff observers



Time: 10:00 - 10:45 AM

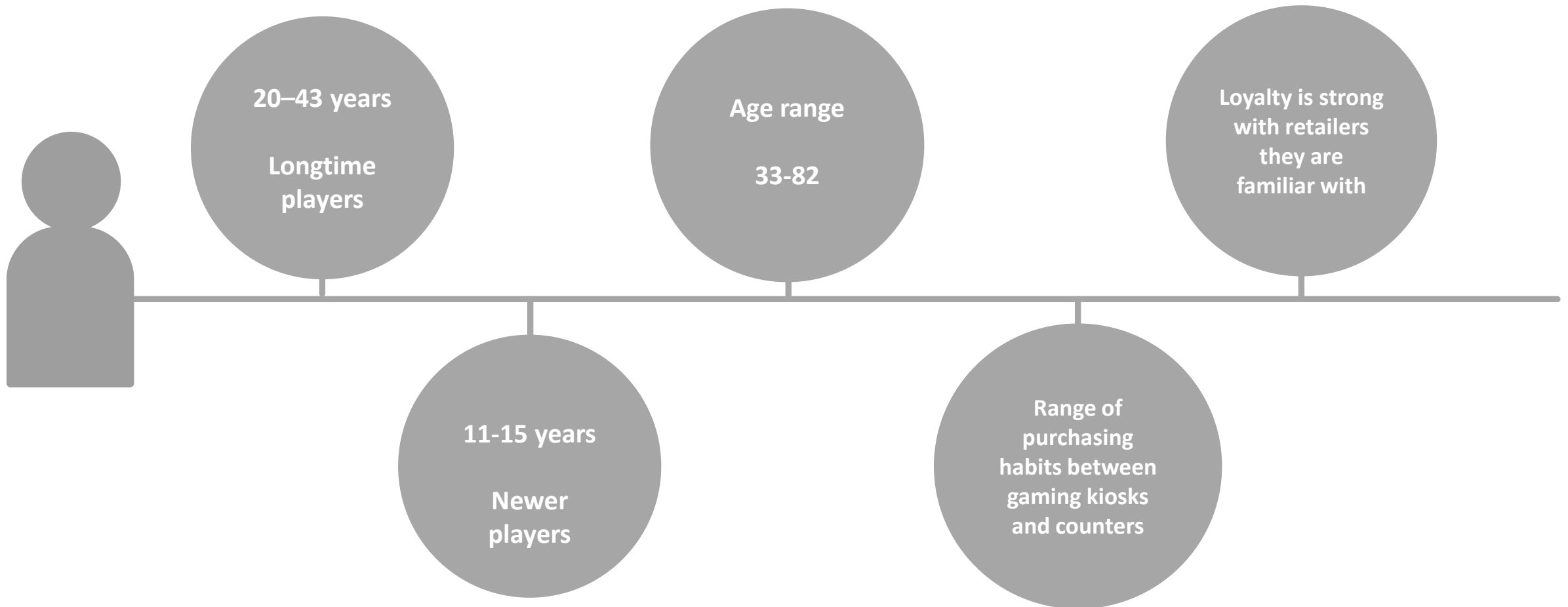


Location: Virtual, Teams Meeting



Content: 12 Topics discussed

Participant Snapshot



Clerk and Staff Knowledge

- Generally knowledgeable about games when asked
- Occasional gaps: promotions, bonuses, and offers are not always mentioned at the time of purchase
- Participants appreciate guidance on marking play slips and resolving mistakes

Greeting Experience

- Most participants voiced that they are **not regularly greeted** by a store clerk or staff member and would value recognition.

Store Atmosphere and Loyalty

- **Convenience is key**
 - (gas stations, grocery stores, corner stores)
- **Positive interactions encourage repeat visits**
- **Negative experiences deter return visits**
 - (political talk, poor attitude)
- **Purchasing at Kiosks = faster service**

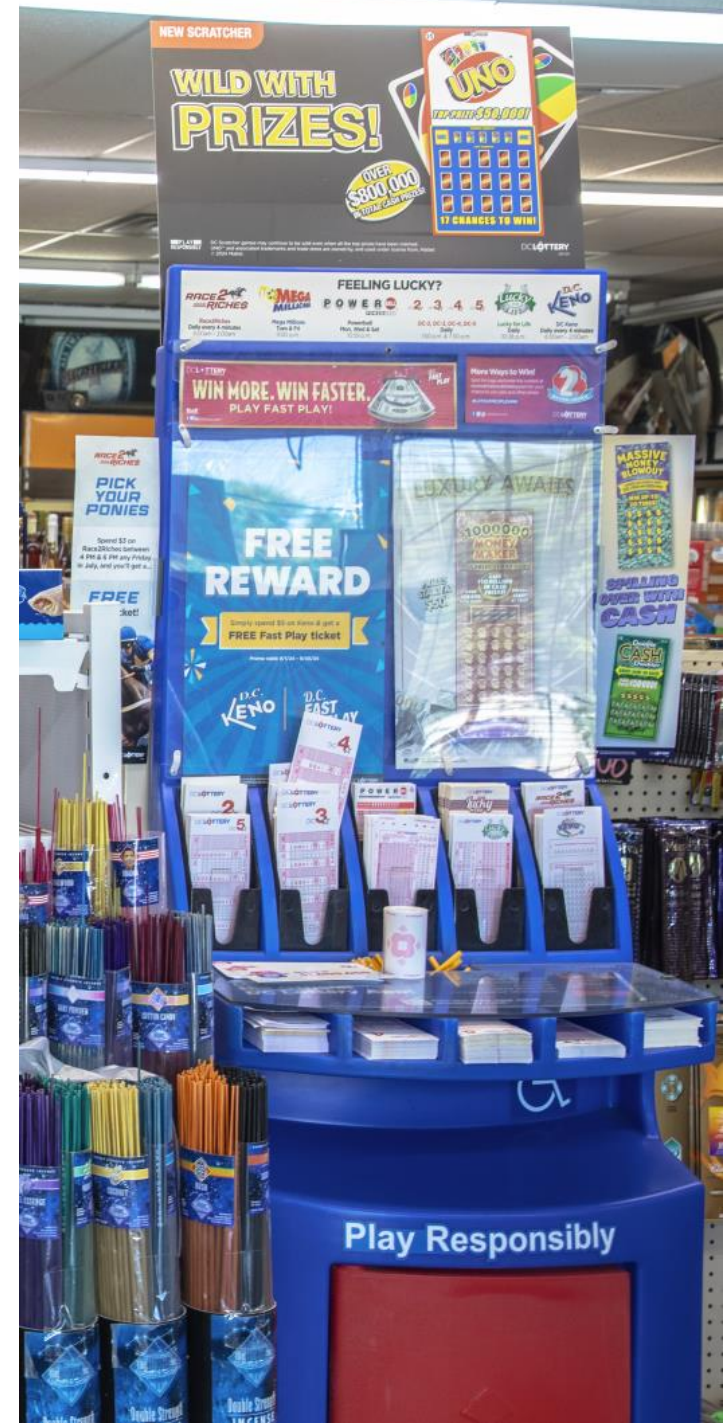
Player Challenges

- **System issues:** machines down, debit card failures, limited game availability (e.g., Mega Millions, Powerball)
- **Clerk errors:** mistakes when inputting numbers from play slips
- **Attitude problems:** rare but memorable negative staff interactions



Marketing and Advertising

- Most participants did not recall encountering promotional signage
- Suggestions for improving promotional signage visibility would encourage more gameplay (e.g., Second Chance signage for numbers games)
- Voiced issues with entering codes for the Second Chance contests
- Very familiar with the First Wednesdays campaign
- Mostly learns about promotions/new games through Players' Club emails and on social media
- Did not recall seeing DC Lottery commercials



Feedback Survey Results



**8 out of 9 participants completed the survey*

100%

strongly agreed that they were satisfied with the overall experience, found the discussion topics relevant and engaging, and felt the facilitator guided the discussion effectively

87.5%

strongly agreed that their expectations were met

100%

said they would attend the roundtable if it were held in person

What improvements would you suggest for future Roundtables and DC Lottery?

The opportunity to provide input on Second Chance contests

Let players know how they can join and subscribe to receive Players' Club emails

Make it easier to access the Player Roundtable session and contribute

Have sessions in person with lunch provided

Key Takeaways

1

Players value **convenience, speed, and positive interactions**

2

Having a functional operating system is **critical in ensuring gameplay and ticket purchases**

3

Promotional signage visibility can be improved at store locations

Next Steps

- Enhance clerk and staff member training on promotions and customer service
- Address system issues at kiosks
- Improve signage visibility in stores

Retrospective

What Went Well?

- Participants logged in on time
- Participants were engaged
- Offering compensation
- Having cameras on as a requirement

What Could Have Gone Better?

- Using a different meeting platform (Zoom)
- Managing participants in the waiting room

What Can We Try In The Future?

- In-person session
- Using a different meeting platform (Zoom)

What Questions Do We Have?

- How can we reduce promotional messages to make slots look less crowded?
- Can we design horizontal 6-8 inch play slip holders?

Thank you

Elissa Dunston, Product Specialist

Slide deck design - Isabella Carmenate, Graphic Designer

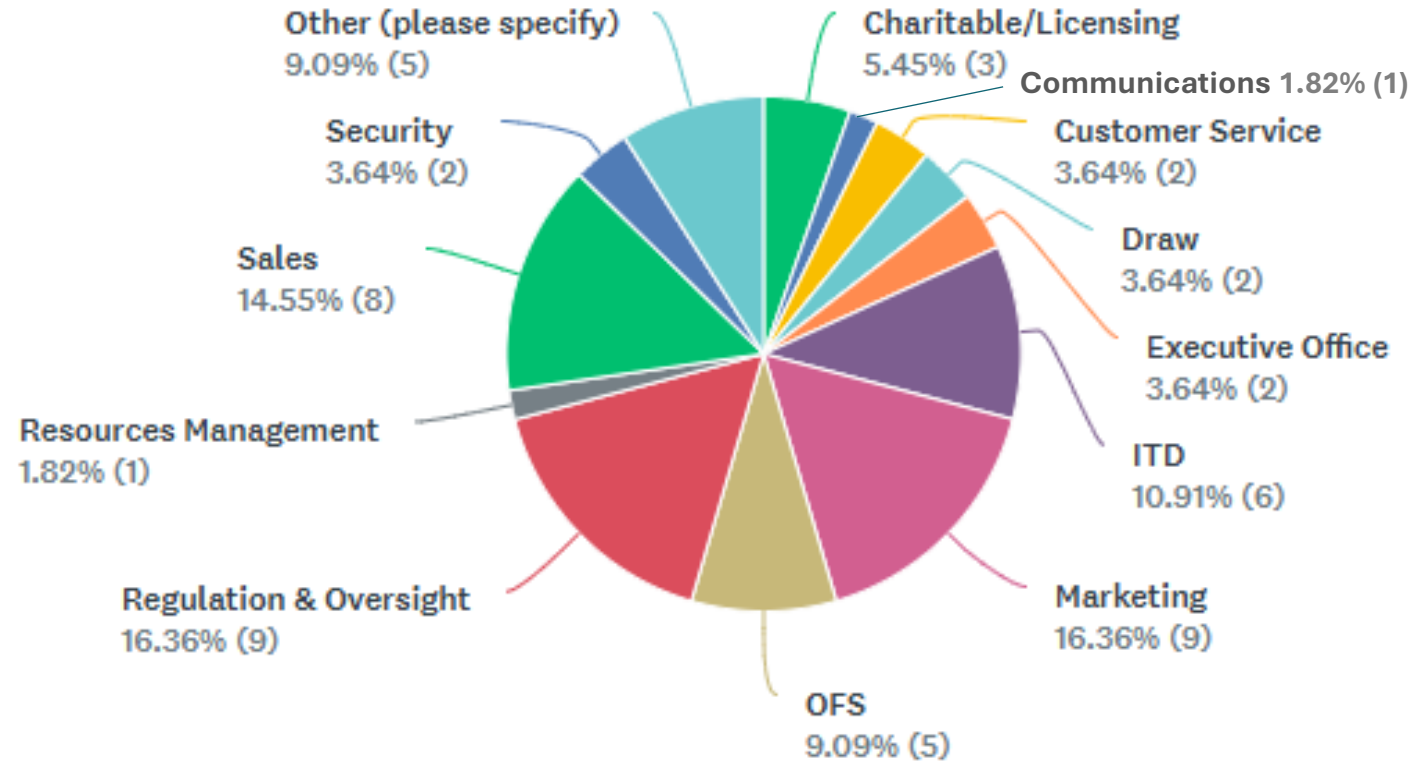


DC Lottery Employee Engagement FY26 Survey Results



Response Rate Insights

- 63% employee participation
- Typical time spent: 11m:30s
- 84% completion rate
- 7-day timeframe: October 17 – October 24, 2025



*Other: IT (2), Finance (1), Anonymous (2)

* Support Services: 0

Work Engagement: 15 Questions

Overall, the Work Engagement section shows that employees are generally motivated, involved, and focused, though there is room for improvement in the areas of resources and materials.

- **Most employees report high engagement:** For questions about being inspired, involved, excited, and giving their best effort at work, the majority of respondents selected "Agree" or "Strongly Agree." For example, 79.6% feel inspired to meet their goals, and 89.8% are determined to give their best effort each day.
- **Focus and involvement are strong:** 87.8% say they are completely focused on their job duties, and 85.7% feel completely involved in their work.
- **Excitement and time perception:** 61.2% get excited about going to work, and 75.5% say their day goes by quickly due to involvement.
- **Customer focus is very strong:** 95.9% think about customers at least a moderate amount in their job.

- **Use of skills and resources:** 65.3% agree their job makes good use of their skills, but only 46.9% feel they have the materials and resources needed to do their job effectively.

Relationship Management: 6 Questions

Overall, the relationship management section indicates strong coworker and supervisor relationships, high levels of respect among employees, and generally positive—though somewhat mixed—perceptions of communication between management and employees.

- 
- **Supervisor relationships:** 83.7% of respondents agree or strongly agree that they have a good working relationship with their supervisor.
 - **Coworker relationships:** 97.96% agree or strongly agree that they have a good working relationship with their coworkers, with no respondents disagreeing.
 - **Respect among employees:** 81.6% agree or strongly agree that employees treat each other with respect, and no one strongly disagrees.



Communication: 57.15% agree or strongly agree that communication between management and employees is good, while 18.37% disagree and 20.41% are neutral.

Work Environment: 7 Questions

Overall, the work environment section reflects positive perceptions of safety, social responsibility, and impact, with most employees feeling secure and understanding their role in the organization's goals. There is also a strong sense of dedication to diversity and inclusiveness, though satisfaction with workplace culture is somewhat lower.

- 
- **Safe work environment:** 83.67% of respondents agree or strongly agree that their organization has a safe work environment, with only 6.12% disagreeing or strongly disagreeing.
 - **Positive impact:** 85.71% agree or strongly agree that their organization's work positively impacts the residents of the District of Columbia.
 - **Social responsibility:** 89.79% agree or strongly agree that their organization operates in a socially responsible manner.
 - **Understanding business goals:** 97.96% agree or strongly agree that they understand how their work impacts the organization's business goals.
 - **Diversity and inclusiveness:** 79.59% agree or strongly agree that their organization is dedicated to diversity and inclusiveness.

- 
- **Workplace culture:** 65.3% are satisfied or strongly satisfied with the culture of their workplace, while 20.4% are dissatisfied or strongly dissatisfied.
 - **Job security:** 67.35% are satisfied or strongly satisfied with their overall job security, while 12.24% are dissatisfied and 20.41% are neutral.

Compensation: 1 Question

Overall, the majority of employees are satisfied with their compensation, but nearly a quarter are dissatisfied, and a significant portion remain neutral. This suggests that while compensation is generally viewed positively, there is room for improvement to increase overall satisfaction.



- 46.94% of respondents are satisfied with their compensation, and an additional 8.16% are very satisfied, totaling 55.1% expressing satisfaction.
- 20.41% are dissatisfied, and 4.08% are very dissatisfied, totaling 24.49% expressing dissatisfaction.
- 20.41% are neutral, indicating neither satisfaction nor dissatisfaction with their compensation.

Employee Feedback

Questions asked:

"In your opinion, what does the DC Lottery do well, and what can we do better?"

Sentiment breakdown:
34.88% Negative, 34.88% Neutral, and 30.23% Positive.

"How could management change to improve the employee experience?"

Sentiment breakdown:
50% Neutral, 26.19% Negative, and 23.81% Positive.

Most Common Themes Mentioned

Organizational Communication – 12 mentions

Employee Recognition – 9 mentions

Employee Development – 7 mentions

Team Collaboration – 7 mentions

Career and Skill Development – 5 mentions

Marketing Strategy – 5 mentions

Organizational Strategy – 5 mentions

Workplace Culture – 5 mentions

Community Engagement – 4 mentions

Customer Experience – 4 mentions

Product and Equipment Innovation – 4 mentions

Employee Autonomy – 3 mentions

Employee Compensation and Benefits – 3 mentions

Financial Management – 3 mentions

Management Structure – 3 mentions

Operational Execution -3 mentions

Player Engagement – 3 mentions

Regulatory Compliance – 3 mentions

Talent Management – 3 mentions

Workplace Inclusivity – 3 mentions

Q31 In your opinion, what does the DC Lottery do well, and what can we do better?

Answered: 46 Skipped: 9

#	RESPONSES	DATE
1	Strives to be proactive and anticipate upcoming changes in the workplace.	10/24/2025 4:24 PM
2	D.C Lottery has a lot of good people with vast amount of experience and ideas. What we could do better is providing the our team with better case manager system that can unify our efforts and see data in real time. I believe more cross functionality would be beneficial with other agencies like DCLP and OTR especially related to licensing matters. Lastly, having cross functionality with other neighboring jurisdictions would also help gain insight on what benefits and issues our neighboring states have and helps with enhancing our services or addressing issues we may not have eyes on.	10/24/2025 10:28 AM
3	Offer incentives or bonuses to retain employees (positive reinforcement). Employee retention is awful. Managers MUST be placed at a DS 13/14 level. ALL Directors should all be at the DS 15 level. Compensation is paramount to maintaining quality employees. This is specific to the Regulation and Oversight Division.	10/24/2025 10:06 AM
4	I like the working environment in DC Lottery and its initiative to do all its best for the attainment of its objective. But as we know DC Lottery is contributing to the General Fund of the DC government which is used to finance the different services the government provides to residents. Currently, the revenue is declining due to different reasons. This decline in revenue will affect Lottey's ability to contribute as expected unless it reduces its spending. Again, reduction in spending may affect the smooth working condition of the Lottery. In my opinion it is good to let the public know where the money goes, so that whenever they play a game they know even if they don't win, the money they spend is indirectly to their advantage through the services they get from the government. In addition, it is good to give annual training to workers and retailers on how to comply with the lottery practices and procedures to reduce complaints by players.	10/24/2025 9:56 AM
5	In my opinion, the DC Lottery excels in its commitment to regulatory integrity, community engagement, and the consistent delivery of gaming services that generate revenue for vital public programs. The Lottery Licensing Department, in particular, demonstrates strong subject matter expertise, responsiveness to stakeholders, and a collaborative approach to compliance and enforcement. However, one area where we can improve is in modernizing our operational infrastructure—specifically, the implementation of a comprehensive Licensing Management System (LMS). Currently, many of our licensing processes are manual or rely on outdated tools, which can lead to inefficiencies, data silos, and increased administrative burden. A centralized LMS would streamline application intake, automate renewals and notifications, enhance data accuracy, and provide real-time reporting capabilities. This would not only improve internal workflows but also enhance the experience for licensees and stakeholders by offering greater transparency and faster service delivery. Investing in such a system would align with our broader goals of innovation, accountability, and operational excellence.	10/24/2025 9:44 AM
6	Na	10/24/2025 9:07 AM
7	The DC Lottery does a good job of following instructions and guidance issued by management. However, it can do better in taking a proactive approach to their duties and responsibilities, keeping in mind that despite being part of the DC government, we are running a business whose purpose or goal is to make a profit i.e., generate revenue for the District.	10/23/2025 5:37 PM
8	I think our marketing and branding need more zest, because that is our bottom line, and we need to grow, expand, to meet	10/23/2025 5:26 PM

	expectations.	
9	Strong games portfolio but need better awareness and penetration too. Step increases are not connected with employee's annual evaluation results. That does not help to increase motivation and devalue annual performance review.	10/23/2025 5:20 PM
10	There's room for improvement in communication and recognition across departments. At times, information doesn't flow efficiently between teams, which can impact planning and execution. In addition, while many employees take on expanded responsibilities, there could be clearer structures for acknowledging and rewarding that work — whether through formal reclassification, professional development, or other recognition efforts. Continued investment in staff growth, collaboration, and timely decision-making would go a long way toward improving morale and efficiency.	10/23/2025 3:47 PM
11	The DC Lottery's greatest strength lies in its people. The agency's employees are highly talented, well-educated, and possess invaluable institutional knowledge—yet their skills remain underutilized. To achieve its full potential, the DC Lottery must recognize and invest in its workforce, empowering employees as the essential drivers of organizational success. A prevailing perception that external hires are inherently more capable undermines employee morale and devalues the wealth of expertise within the agency. Prioritizing internal growth, mentorship, and advancement opportunities would demonstrate confidence in the existing talent pool and foster greater engagement and retention. Additionally, the DC Lottery should make a concerted effort to reconnect with the culture and residents of the District. The current marketing focus on targeting new, gentrifying audiences has proven ineffective—resulting in declining sales, weakened brand affinity, and diminished community engagement. Refocusing marketing and outreach toward the core audience that consistently supports the Lottery will strengthen both brand loyalty and business performance. These recommendations are offered to help the DC Lottery better leverage its human capital, rebuild trust with its community, and realign its strategy for sustainable growth.	10/23/2025 12:22 PM
12	Making lemonade with lemons. The organization has a good track record of rolling with the punches	10/23/2025 11:39 AM
13	I believe the transparency is lacking and overall communication needs improvement. There should be monthly agency-wide meetings and including the vendor' presence.	10/23/2025 10:53 AM
14	Update drawing equipment.	10/21/2025 6:34 PM
15	None.	10/21/2025 3:59 PM
16	I believe the DC Lottery adapts well to the current political environment. The DC Lottery does need to market the games in a better way and try to bring a younger generation. There is a lack of direction on where the DC Lottery is going in the next five years. There are still several silos and a lack of communications between the departments.	10/21/2025 9:57 AM
17	x	10/21/2025 9:50 AM
18	Sell Lottery	10/20/2025 3:33 PM
19	Some management is not held accountable as the employees are in many situations. There are employees that work hard and are reliable, but some managers still exclude them in certain activities.	10/20/2025 3:18 PM
20	Training is very important for each department	10/20/2025 2:27 PM
21	COmmunication flow is excellent. Create a robust internal recognition program. For example, recognition for employee or team member (7 for supervisors & Management) on a regular basis, i.e., monthly, quarterly, or yearly in each department as feasible. Will keep the teams energized and valued.	10/20/2025 11:57 AM
22	If you collect monthly feedback from employees, it will be good.	10/20/2025 10:30 AM

23	More interaction out in the field with are customers like it used to more company celebrations and acknowledgements of employees in all departments and not just certain departments	10/20/2025 10:10 AM
24	Brainstorming new ideas for products and events. Following up with customer complaints and issues in a timely fashion.	10/20/2025 9:54 AM
25	Well: retain loyal players Areas of improvement: recruit new players (younger) & adapt to the times (tech driven) - our social media can be greatly improved if it was used to actually engage with players/community as opposed to just marketing promotions and new games	10/20/2025 9:13 AM
26	More teambuilding would be good. Also continue holding all-staff meetings to connect overall org goals to employees' day-to-day, explain plans for the future, etc.	10/20/2025 9:09 AM
27	We can do better with community engagement.	10/20/2025 9:03 AM
28	Do better - More communication with other departments	10/20/2025 8:34 AM
29	try new games/products. pinpoint what works and focus on that.	10/20/2025 8:29 AM
30	The DC lottery does well with getting the message out with new products out to the community. The dc lottery needs to do better with hiring the staff within the agency. They do not hire within the organization for growth within the organization. There are no promotions.	10/20/2025 8:16 AM
31	DC Lottery makes efforts to serve the community, especially the seniors which I love. DC Lottery can bring camaraderie back within its employees by having celebrations where the employees actually feel appreciated. For instance, DC Lottery will pull out all the stops to celebrate retailers with catered celebrations down at the wharf, but will serve its employees horrible sandwiches each year during the employee yearly meeting at the wharf. There's no yearly holiday celebrations for thanksgiving or christmas. The lottery could be a much happier work environment if there wasn't so much favoritism, boy's club mentality, and more opened minded to change.	10/20/2025 8:15 AM
32	There is a family feel from security to upper management and I appreciate that in my job experience so far. I would say there should be more training to ensure we are up to date with industry standards.	10/20/2025 8:14 AM
33	learn how to let employees have voices and actually listen to those voices.	10/20/2025 8:13 AM
34	Do better: consistently put the customer at "the center of our universe" where every decision, action, game, policy, etc., is made with them at the forefront. ** It's great to see that a climate survey was finally created for the organization**	10/20/2025 8:10 AM
35	We create well but we do not execute well.	10/20/2025 7:59 AM
36	Each department operates well independently but communication and involvement needs to improve between departments. Employees should know when events are, they should know when new Multi State Games are launching. Management needs to involve the whole agency and not rely on top down dissemination of information.	10/18/2025 5:07 PM
37	DC Lottery is a well-oiled machine, but we've lost our direction. We need to engage with players and create more excitement internally/externally.	10/18/2025 1:06 PM
38	Treat our customers and employees with respect. Give employees parking passess when working after hours until 1am. Safety is very important to everyone.	10/18/2025 9:47 AM
39	What can we do better? We can get back into the community and show all players and retailers we care about them. Rewards the retailers for their hard work. Create challenge were agents can compete with their zip code.... Have better prize structure to benefit agents. What do we do well? I am think on this	10/18/2025 1:10 AM

40	More best hard workers , I need better equipments.	10/17/2025 9:12 PM
41	DC Lottery serves the community very well with engaging community activities, programs, and Lottery initiatives. DC Lottery can do better promoting from within the organization if the employee meets the qualifications and would be an asset in the new role. It is disheartening to see so many employees overlooked for internal positions. DC Lottery could do much better in communicating with employees as well.	10/17/2025 8:24 PM
42	What we do well: Perseverance and steadfast commitment to the organization's mission. Area of improvement: Greater understanding of shared goals, objectives, and motivation to better facilitate employee buy-in.	10/17/2025 7:21 PM
43	For the past three to five years we have failed to deliver a robust of money to the general fund and we have had a high turnover at the Executive Director's position so we are missing a general who has a roadmap to that has a strategy to achieve high goal for well performing DC Lottery.	10/17/2025 6:20 PM
44	N/A	10/17/2025 6:11 PM
45	Departments work well re: interaction. Get rid of the law re: not operating in federal space.	10/17/2025 6:02 PM
46	We work together well to make things work. We have a lot of processes that slow things up or may need changing	10/17/2025 5:59 PM

Q32 How could management change to improve the employee experience?

Answered: 46 Skipped: 9

#	RESPONSES	DATE
1	Would like to see more automation when it comes to mining data used in managing and cataloging our work.	10/24/2025 4:24 PM
2	Speaking solely on my experience, I have not had any negative issues with my management team. I feel I have a good working relationship with my management team.	10/24/2025 10:28 AM
3	Offer incentives or bonus to retail employees who perform well. Management MUST ensure HR complies with the OLG's requests. HR should not dictate employee actions when it comes to promotions/bonus/step-grade increases.	10/24/2025 10:06 AM
4	In DC Lottery, there is good working environment and employees respect and help each other when a need arises. To develop this working environment more, management should develop trust in the employees' minds. Trust to my understanding it is to let employees get what they deserve in their area of expertise based on their performance evaluation. This develops trust and confidence in what management is doing. In addition, there should be effective communication in what is going on in the lottery by sending monthly reports on main activities. It is also important to give training or make employees attain some GFOA courses in their area of expertise. It is also important for management to have training on how to change so that it improves the employee's experience.	10/24/2025 9:56 AM
5	To improve the employee experience, management could focus on several key areas that foster a more supportive, engaging, and growth-oriented work environment: 1.) Professional Development Opportunities. 2.) Workload Management and Process Modernization. 3.) Regular office town halls, leadership updates, and open-door policies can help employees feel informed and valued. 4.) Fair pay for department managers.	10/24/2025 9:44 AM
6	Na	10/24/2025 9:07 AM
7	Following up on my prior response, employees need to be engaged, in a proactive manner, for the lottery to be a successful business. In turn, we (management) need to show our appreciation to employees that are performing at a high level. We recently received 3% pay raise. This was nice but I would have preferred this 3% "bundle of cash" to be used for year-end bonuses for our top performing employees. Other lotteries such as Virginia have an employee bonus structure to incentivize and reward those employees that perform at high levels. At the other end of the spectrum, general office conditions impact the employee experience. We do not provide employees some of the basics every business provides to their employees such as water, coffee, tea, snack items. I understand DC government rules do not allow us to spend gov funds on these items but, again, we are operating a business as opposed to offering government services. Rather, we are an economic entity not a cost center of the DC government. Taxpayer funds are not being used to pay our salaries. As a Director I would even be willing to split the cost with other Directors/managers and above to provide our employees water, coffee, tea, and a few basic items. Our employees primarily come into the office once a week so I don't suspect this would be a high cost. Why not make it special for them when they come into the office.	10/23/2025 5:37 PM
8	I think we should have more frequent team building exercises, as well as hold more frequent all hands meetings. And we need to have more internal social meetings to build tighter bonds across units.	10/23/2025 5:26 PM

9	Return to pre-pandemic modus operandi	10/23/2025 5:20 PM
10	Management could improve the overall employee experience by fostering more transparent communication, offering clearer guidance on expectations, and ensuring consistent follow-through on feedback and initiatives. At times, decisions are made without fully communicating the reasoning or timeline, which can leave employees feeling disconnected from the process. There's also an opportunity for management to better recognize employees who consistently take on additional responsibilities or perform higher-level duties. Creating more structured pathways for advancement and fair compensation adjustments would help employees feel valued and motivated. Lastly, encouraging a more collaborative culture — where ideas and input from all levels are genuinely considered — would strengthen trust, engagement, and morale across the agency.	10/23/2025 3:47 PM
11	Foster a culture that values employee talent, expertise, and initiative by empowering staff to contribute ideas that support and advance the organization's goals. Encourage constructive dialogue and diverse perspectives rather than discouraging or penalizing employees for offering innovative recommendations. Over the past four years, a pervasive micromanagement style has significantly impacted employee morale, stifled creativity, and hindered overall business performance. As a result, many employees have become disengaged, focusing only on meeting minimum role requirements rather than striving for excellence. Additionally, during this period, the organizational culture has shifted toward an exclusionary environment that marginalized women's voices. Female employees were often excluded from strategic discussions and viewed primarily as implementers rather than strategic contributors, which further undermined inclusivity and organizational effectiveness. Work towards creating a fair and equal playing field for all OLG employees where both male and female employees are respected and valued.	10/23/2025 12:22 PM
12	More all-hands meetings in which the executive reminds the entire staff of policy and procedures	10/23/2025 11:39 AM
13	The turnover of management positions needs to stop. Pound down and select the right person for the position.	10/23/2025 10:53 AM
14	Update drawing equipment.	10/21/2025 6:34 PM
15	None	10/21/2025 3:59 PM
16	Management needs to communicate better with the employees. The employees are starving for more information on where the lottery is going in the next couple of years. Management needs to be seen more and interact with the employees.	10/21/2025 9:57 AM
17	x	10/21/2025 9:50 AM
18	Hold people that are not doing the job accountable for their actions and not make everyone else suffer for them.	10/20/2025 3:33 PM
19	Acknowledge EVERYONE for what they contribute. Some managers speak down to the people that report to them and sometimes berate employees in front of others which is totally unacceptable.	10/20/2025 3:18 PM
20	Change is dynamic and it is imperative to be with it	10/20/2025 2:27 PM
21	This management team is already exceptional. Based on my experience to date, management is tuned in to the employees interests and ideals. I believe more internal recognition programs will elevate the teams to higher levels of performance and job satisfaction.	10/20/2025 11:57 AM
22	I've observed that sometimes there's a distinction made between contractors and full-time employees. While roles may differ, treating all team members equally—regardless of employment type—can foster a more inclusive and collaborative environment. When everyone feels equally valued, it encourages knowledge sharing, stronger teamwork, and a unified effort toward our agency's goals. This approach not only helps individuals grow but also contributes to the overall success and development of our organization.	10/20/2025 10:30 AM

23	Some managers need more training and need to get from behind their desk and interact with employees we shouldn't just see them coming in morning or leaving in the evening it's okay to come out and Mengal with the staff. Hire managers that are truly qualified not just because they have degrees some of these mangers aren't qualified to manage a dog.	10/20/2025 10:10 AM
24	Thus far, management has been great at listening to and working with employees whenever an issue arises. However, there appears to be uneasiness amongst the veteran employees (those working before 2022 and the newer employees (those arriving after 2022). The culture is toxic, with some of the veterans coming off as entitled, only doing the bare minimum, and exhibiting unbearable attitudes at times when in office. I do not know if management can fix this problem. Just wanted to let it be known that it makes it hard for those employees who really do care about their jobs, and are not there to simply "collect a paycheck," to work at times and stay focused on the main thing.	10/20/2025 9:54 AM
25	more efficient processes. Not every day-to-day decision should go through the Executive Director's desk. Allow mid-managment to make business decisions and trust in their judgement. Find ways of building team camaraderie, employee outings, off-site retreats. give the employees something to look forward to while at work.	10/20/2025 9:13 AM
26	Allow more autonomy to decisionmake without going up the ranks--this would build morale, plus make us faster/more efficient	10/20/2025 9:09 AM
27	Engage in more share discussions.	10/20/2025 9:03 AM
28	N/A	10/20/2025 8:34 AM
29	Be more inclusive with agency-wide decisions, campaigns, etc...	10/20/2025 8:29 AM
30	By having a better understanding of the new trends in the city. To promote within the organization.	10/20/2025 8:16 AM
31	Management could be more open to truly listening to change. Majority of the time management doesn't do the tasks in which their employees are and are quick to criticize, and change the needs based on their own opinions. Licensing, specifically, has a hands-on direct supervisor who will get in the trenches and learn what each unit does in order to be knowledgeable of the work we implement. Overall management needs to hone in on their employees talents and efforts and create a space where everyone feels appreciated for their work.	10/20/2025 8:15 AM
32	Management has been very accommodating since I began working over three years ago. I would say the only thing that would help would be training development. "Tune ups" in training would help to ensure we are staying on top of industry trends.	10/20/2025 8:14 AM
33	learn how to recognize employees for their birthdays and anniversaries and work milestones. there is NONE of that now. Learn how to push promoting from within for higher up positions instead of bringing in outsiders for positions and it never works out.	10/20/2025 8:13 AM
34	Create an overarching 3-year strategy with cascading goals that flow down throughout the entire organization and guide decisions and work.	10/20/2025 8:10 AM
35	Listen	10/20/2025 7:59 AM
36	Communicate effectively with everyone.	10/18/2025 5:07 PM
37	Balance/Review workloads to prevent burnout.	10/18/2025 1:06 PM
38	Having a set schedule would be great. Management should be have an open mind to something different before shooting an idea down that could possibly change for the better.	10/18/2025 9:47 AM

39	To be more involved and engage with the employees.	10/18/2025 1:10 AM
40	Modern management systems and training.	10/17/2025 9:12 PM
41	I hope management will improve internal communication and find ways to incentivize employees when going above and beyond or just to say good job and we appreciate you. Incentives could include small monetary gift cards supervisors/management could give out throughout the year and not just at a ceremony. Incentives could also include earning a comp day, Lottery swag gear, and other small but effective ways to show appreciation and value of an employee	10/17/2025 8:24 PM
42	New leadership has invited a welcomed return to greater engagement.	10/17/2025 7:21 PM
43	Look to promote from within when there is the opportunity to do so and providing the internal worker meets all of the qualifications.	10/17/2025 6:20 PM
44	N/A	10/17/2025 6:11 PM
45	no comment/recommendation	10/17/2025 6:02 PM
46	I think they do the best already	10/17/2025 5:59 PM



Positive Sentiment (Measure of Happiness)

Across All Survey Questions

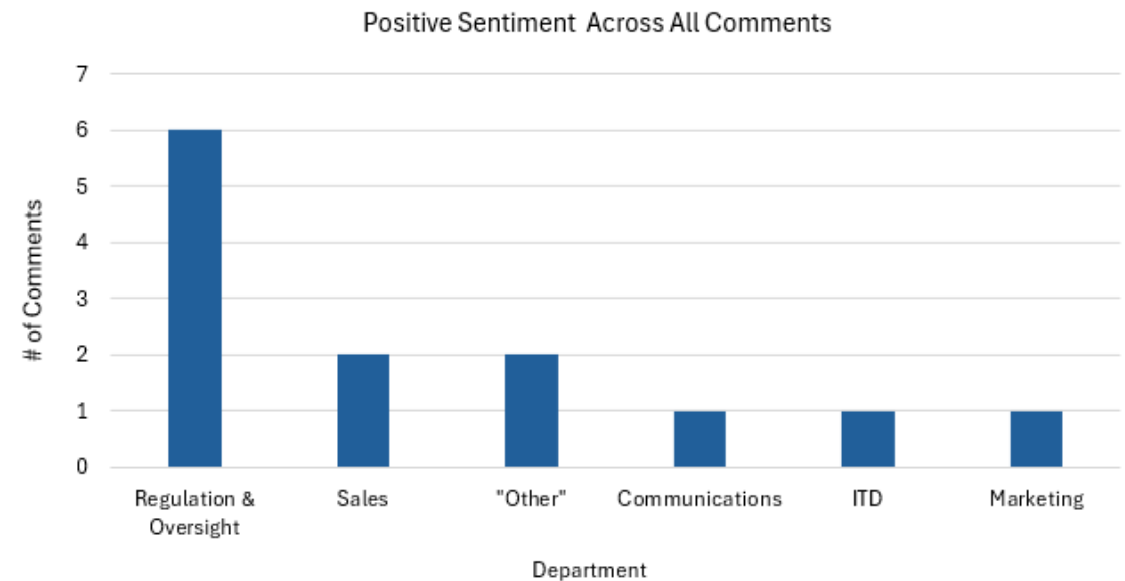
Customer Service is the most positive department, with 100% positive responses across all survey questions. Draw follows with 92.86%, and Security and Other are close behind at around 76%. Among larger departments, Regulation & Oversight leads with 74.21% positive responses.

Department	Positive Response %	Respondent Count
Customer Service	100	2
Draw	92.86	2
Security	76.79	2
Other	76.43	5
Resources Management	75	1
Regulation & Oversight	74.21	9
Communications	67.86	1
ITD	62.5	6
OFS	58.57	5
Charitable/Licensing	58.33	3
Marketing	55.16	9
Sales	54.46	8
Executive Office	41.07	2

Across All Comments

Regulation & Oversight has the highest number of positive sentiment in their comments (6), followed by Sales (2), Other (2), and one each in Communications, ITD, and Marketing.

This indicates that positive sentiment is most concentrated in the Regulation & Oversight department.





Thank You

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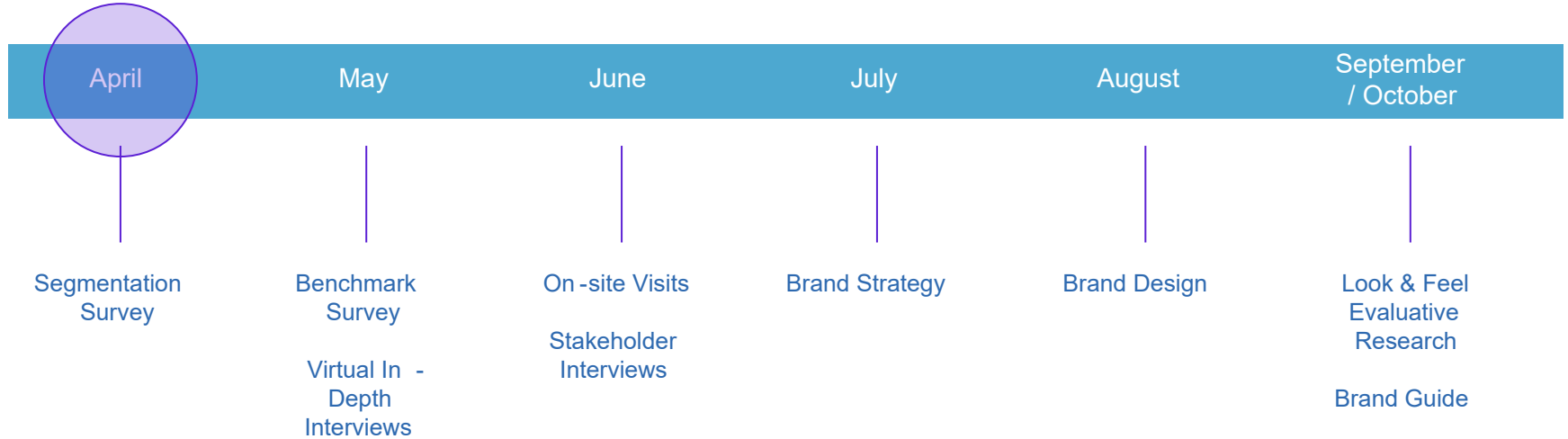


Segmentation Study

April 2025

Project Timeline

WE ARE HERE



Study Timeline

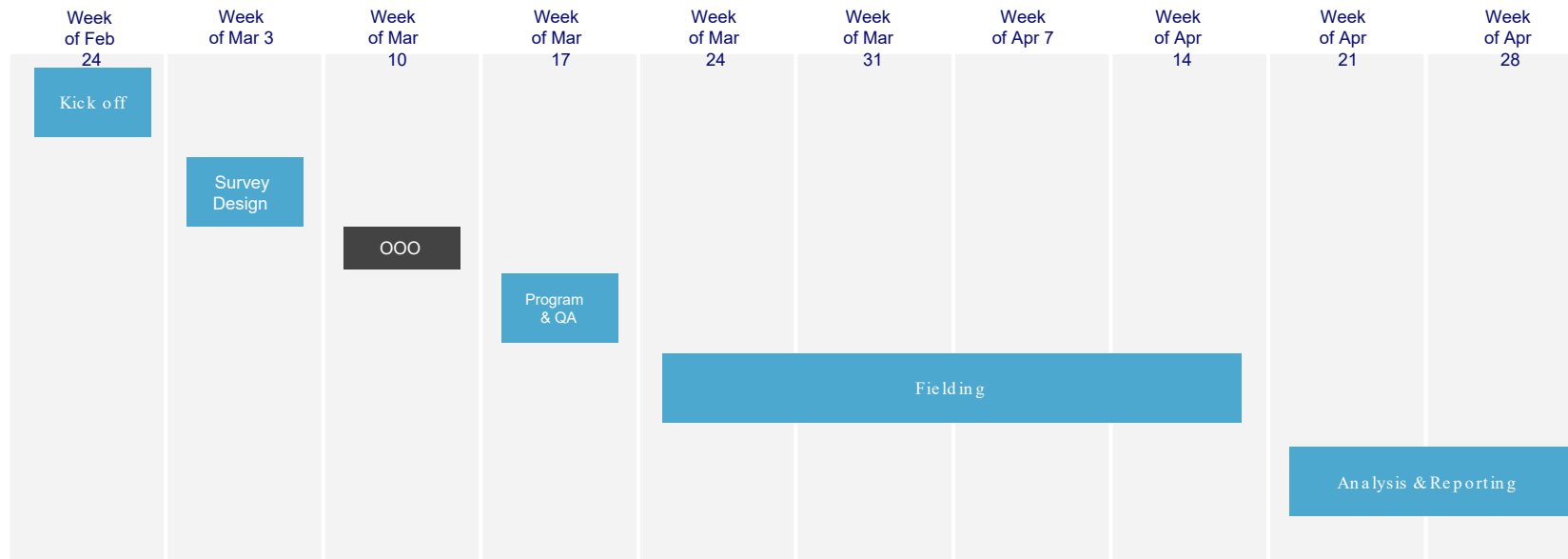


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- Using the Segmentation
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Study Objectives

The Segmentation Survey is part of a broader initiative to understand the DC Lottery audience, and will pair with the Benchmark Survey and Virtual In -depth Interviews.

The overarching objectives of the Segmentation are to:

- Understand the DC Lottery audience (usage, attitudes, perceptions, demographics)
- Define DC Lottery segments within the total addressable market

Key Research Questions

- Which games do they play?
- How frequently do they play?
- What influences their game play?
- What are their attitudes (about risk-taking, community, etc.)?
- What are their perceptions of the DC Lottery brand?
- Do they expect their frequency of play to change in the future?

Using the Segmentation

The DC Lottery Segmentation will be used for...

Benchmark Survey

- Leverage the survey screener (make adjustments if desired)
- Determine which survey questions to include, remove, adjust, or add for benchmarking purposes

Virtual In -depth Interviews

- Leverage the survey screener (make adjustments if desired)
- Dig deeper in qualitative conversations on
 - The 'why' behind behaviors, attitudes, and perceptions
 - Surprising findings from Segmentation
 - Gaps in knowledge, or things not covered in Segmentation

Brand Redesign

- Leverage insights for early brand redesign ideation

Study Methodology

15-minute online survey with market sample.

Attitudinal, demographic, geographic, and other factors from the survey are analyzed in the context of the identified segments.

Segmentation Evaluation Approach

- Multiple models were evaluated based on frequency, geography, attitudes, demographics
- Decision was made to use frequency as a base of the segments based on where the most difference could be found

Participants

Participants were recruited from market sample, and qualified based on geographical and behavioral criteria.

Sample is representative of the percent of people who qualified for the study, not representative of the DC Area population overall.

n=504 Total

Residence

- n=250 in Washington DC
- n=254 outside DC area (MD or VA) but travel to DC at least once a month

Player Type

- n=455 Lottery Players
- n=49 Non -Lottery Players/Never Played (but play other games for money)

Other criteria for all participants:

- Not working in competitive industry
- Not opposed morally to the lottery
- Open to playing DC Lottery in the future



Executive Summary

Segment Distribution

There are 4 Segments based on frequency of DC Lottery play.

Weekly

n=105

Plays once a week

21%

Monthly

n=99

At least once a month

20%

Highest Frequency

n=172

Plays multiple times per week

34%

Light/Never

n=128

At least once in the last year (35%)

Played DC Lottery games, but not in the last year (27%)

Never played DC Lottery games before (6%)

Never played state lottery games before (32%)

26%

Segment Highlights

SemiDaily 34%

Optimism, risk-taking, spontaneity.

Highest differentiation from all segments, especially in terms of high play behaviors, high DC Lottery perceptions, and being more motivated by fun than by winning. Also highest DC residence.

Weekly 21%

Stability, nostalgia, comfort.

Most similar to SemiDaily in play behaviors and generally high perceptions of DC Lottery, but has less general interest in and usage of gaming (types and future play).

Monthly 20%

Researched decisions, calm demeanor.

Some similarities to others, but different in lower NPS, lower interest in future play, and lower interest in and support for all gaming, except charity. Motivated by winning and entertainment.

Light/Never 26%

Living in the present, risk-averse.

Least interest in and support of lottery and gaming, lowest NPS and interest in playing in the future. Motivations are similar to Monthly.

KEY FINDINGS

SemiDaily Players

Plays multiple times per week

Optimism, risk-taking, spontaneity.

SemiDaily is very different from others:

Twice the share of the Players' Club

Highest in DC Scratchers but lowest in Powerball

Highest moral support for all gaming businesses

Highest in playing to relieve stress, and lowest in caring about winning

Highest interest in playing more often in future

Highest playing casino, poker, racetrack

Highest influence by friends

Highest in:

Hope for the future

Actively volunteering in their community

Extroversion and being social

Risk-taker

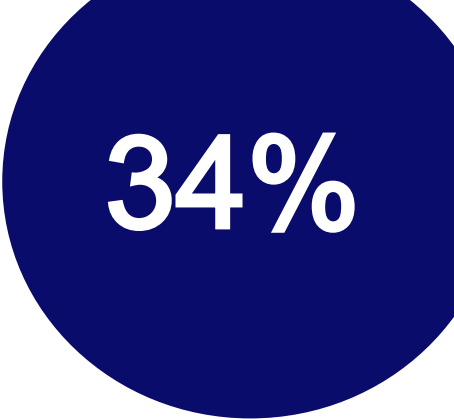
Spontaneous

Also high in: Buy things online

More likely to see DC

Lottery as trustworthy, having lots of winners, having good odds to win, has games they like to play, and is important to the community.

Highest NPS for DC Lottery



34%

KEY FINDINGS

Weekly Players

Plays once a week

Stability, nostalgia, comfort.

More Similar to SemiDaily than others:

Play history of 3-10 years

Equal interest in playing lottery in a year

Motivated to play because it's "fun to talk about"

Different to SemiDaily:

Highly motivated by winning, "seeing people win"

Highest influence by online ads

Less interest in casino and racetrack

Lower "moral" support for all gaming

Less interest in playing more often in future

Highest in:

Hope for the future

Also high in:

Buying items in-store

Comfortable with things as they are

Feeling stable and grounded

Childhood memories and nostalgia

21%

Shares many DC Lottery perceptions with SemiDaily:

DC Lottery as trustworthy, having lots of winners, having good odds to win, has games they like to play, and is important to the community.

Higher NPS for DC Lottery than Monthly, Light/Never

KEY FINDINGS

Monthly Players

At least once a month

Researched decisions, calm demeanor.

Similar to other segments:

Agreement that the DC Lottery is “easy to play”

Motivated by winning and entertainment (Light/Never)

Different to other segments:

Lower interest in all gaming, except bingo

Less moral support for gaming except charity

Less likely to play less in the future

More influenced by coworkers and other (e.g. billboards, local news).

Lottery seen as way to pass time

Similar to other segments, but highest in:

Researching before making decisions

Finding it easy to stay calm

Only focusing on what’s in their control

Introversion

Using free time to rest

Comfortable using technology



20%

More likely to see DC Lottery as neutral on trust, high on ease of play, neutral on lots of winners, more negative on odds to win, fairly positive on games I like to play and on community.

Lower NPS for DC Lottery (but still positive average).

KEY FINDINGS

Light/Never Players

Played at least once in the last year, or never played

Living in the present, risk-averse.

Similar to other segments:

Has played the DC Lottery almost as long

Same level of interest in charity/bingo and sports

Motivated by winning and entertainment (Monthly)

Different to other segments:

Less moral support for all types of gambling

Lowest interest in playing the Lottery in a year

Less likely to recall what influenced their decision to play.

Similar to other segments, but highest in:

Live in the present moment

Worry about the future

Very excitable

Care deeply about things (even out of their hands)

Don't have time for volunteering

More likely to see DC Lottery

as slightly less trustworthy, neutral on ease of play, not seen as having lots of winners or good odds to win, less appealing overall, neutral on games I like to play, and negative on community.

Lowest NPS for DC Lottery (negative average).



26%

Location & Demographics Highlights

Location

SemiDaily is highest in DC, lowest in VA

Weekly, Monthly, and Light/Never have equal residence in VA

For MD/VA, SemiDaily, Weekly, and Light/Never have higher travel to DC

DC residents have higher:

- Lottery play
- Frequency of play
- Players club membership
- More recent play
- Higher mean spend (but slightly lower median spend)

Demographics

Segments are distinct across several dimensions but have similarities...

- SemiDaily and Weekly more likely male, have one child, own a home
- Weekly and Monthly more likely middle income and aged 55-64
- Monthly and Light/Never more likely aged 18-24, female, unemployed, rent home, and make \$25-49k

Location Comparison

Because half of the sample for the study included MD and VA residents, it was important to look at how location correlated with playing behaviors. DC showed the highest play behaviors and Players' Club membership, but relatively similar median spend.

	DC	MD	VA
Lottery play, frequency, and recency	Highest	Lower, No differences	Lower, No differences
Players' Club Member	Highest	Lower, No differences	Lower, No differences
Median Spend*	\$30 / month	\$50 / month	\$40 / month
Mean Spend*	\$1615 / month	\$126 / month	\$93 / month

*It is recommended to prioritize Median Spend over Mean Spend when interpreting results. Mean Spend calculation includes a handful of high outliers in each group, whereas Median Spend represents the midpoint of all responses.

Interpreting Summary Slides

INTERPRETATION

The table below shows a **relative comparison** across the segments and the purpose of these tables is to **show differences at a high level**. Each cell contains a very abbreviated description of how that segment is **statistically different** than other segments, or in absence of statistical difference, where there are **trends** toward one characteristic or another. **show either stronger**

	SEMI DAILY	WEEKLY	MONTHLY	LIGHT/ NEVER
Age	35-54	55-64	18-24, 55-64	18-24
Gender	Male	Male	Female	Female

EXAMPLE

For example, **SemiDaily is statistically higher in players aged 35-54 and statistically higher in male players** than one or more of the other segments. Whereas **Light/Never is statistically higher in players aged 18-24 and statistically higher in female players**. So SemiDaily skews older and more male than Light/Never, overall.

More specific data on the differences between segments can be found in the detailed findings.

Segment Location Summary

SemiDaily differs most in statistically higher DC residency. MD residency is relatively equal across segments. VA residency is higher in Weekly, Monthly, and Light/Never. More frequent players in MD and VA also travel more to DC.

	SEMI DAILY	WEEKLY	MONTHLY	LIGHT/ NEVER
Residence	DC = 66% MD = 25% VA = 9%	DC = 45% MD = 33% VA = 22%	DC = 43% MD = 35% VA = 21%	DC = 36% MD = 33% VA = 31%
Residence Trend	Highest DC <i>No difference MD</i>	More VA <i>No difference MD</i>	More VA <i>No difference MD</i>	More VA <i>No difference MD</i>
Lives in MD or VA and Travels to DC	> 1x/week	> 1x/week	< once/3 weeks	< once/month

Each cell contains a very abbreviated description of how that segment is either statistically different than other segments, or in absence of statistical difference, where there are stronger trends toward one characteristic or another.

More specific data on the differences between segments can be found in the detailed findings.

Segment Demographic Summary

Semi Daily and Weekly trend higher in older players, whereas Light/Never trends younger and Monthly is split between younger and older. Semi Daily and Weekly trend toward male players, Light/Never toward female players, and each segment is higher in a different ethnicity.

	SEMI DAILY	WEEKLY	MONTHLY	LIGHT/ NEVER
Age	35-54	55-64	18-24, 55-64	18-24
Gender	Male	Male	Female	Female
Ethnicity	White	Asian	Black	Latino
Marital status	Married	Partner, Separated	Married, Partner	Never married
Children	One	One	Two	None

Each cell contains a very abbreviated description of how that segment is either statistically different than other segments, or in absence of statistical difference, where there are stronger trends toward one characteristic or another.

More specific data on the differences between segments can be found in the detailed findings.

Segment Demographic Summary

SemiDaily and Weekly are higher in home ownership and both higher in mid-high income ranges, with Weekly showing statistically higher in the \$200k+ range. Monthly and Light/Never show trends in more unemployment and students, as well as renters.

	SEMI DAILY	WEEKLY	MONTHLY	LIGHT/ NEVER
Employment	Full-time	Part-time	Unemployed, Student	Part-time, Unemployed, Student
Home-ownership	Own	Own	Rent	Rent
Annual income	\$75-99k, high	\$200k+, mid	\$25-49k, mid	\$25-49k, low
Education	Associates/Technical	Grad/Professional	No differences	Grad/Professional

Each cell contains a very abbreviated description of how that segment is *either statistically different* than other segments, or in absence of statistical difference, where there are *stronger trends* toward one characteristic or another.

More specific data on the differences between segments can be found in the detailed findings.

Segment Player Behavior & Interests Summary

More frequent segments also trend toward more recent play and higher median spend. There are no differences in sports interest except for Weekly trending toward higher interest in basketball.

	SEMI DAILY	WEEKLY	MONTHLY	LIGHT/ NEVER
Most Recent Play	More recent (within 7 days)	Higher in past 2-3 weeks	Higher 3 days - month ago	Least recent (more month ago or longer)
Interest in Sports	No differences	Higher basketball	No differences	No differences
Median spend*	\$78 / month	\$70 / month	\$25 / month	\$10 / month
Mean Spend*	\$2,344 / month	\$145 / month	\$49 / month	\$71 / month

*It is recommended to prioritize Median Spend over Mean Spend when interpreting results. Mean Spend calculation includes a handful of high outliers in each group, whereas Median Spend represents the midpoint of all responses.

Each cell contains a very abbreviated description of how that segment is *either statistically different* than other segments, or in absence of statistical difference, where there are *stronger trends* toward one characteristic or another.

More specific data on the differences between segments can be found in the detailed findings.

Segment Player Behavior & Interests Summary

More frequently players trend toward higher Players' Club membership and longer history of play. Less frequent players tend to focus game play on Scratchers and Powerball, and Light/Never have the lowest reported play for 'other games for money'.

	SEMI DAILY	WEEKLY	MONTHLY	LIGHT/ NEVER
Players' Club	Higher	Medium	Low	Lowest
History of Play	3-10 years	3-10 years	No differences	Not sure / Never
Most Played Games	Higher Scratchers, Numbers, Lower Powerball	Similar to Ultra, Higher Powerball	Majority Scratchers, then Powerball	Majority Powerball, then Scratchers
Other Game Play for Money	Highest except Bingo	High sporting, fantasy sports	No differences	Lowest all

Each cell contains a very abbreviated description of how that segment is *either statistically different* than other segments, or in absence of statistical difference, where there are *stronger trends* toward one characteristic or another.

More specific data on the differences between segments can be found in the detailed findings.

Segment Player Influences Summary

Weekly and Monthly are most highly influenced by seeing people win. The less frequent segments are also statistically higher in motivation ‘to win money’ than SemiDaily. SemiDaily is statistically higher in motivation to ‘relieve stress’ relative to others.

	SEMI DAILY	WEEKLY	MONTHLY	LIGHT/ NEVER
Influence Decision to Play	High Friend, spouse, TV	High spouse, TV, Online ads, Seeing people win	High spouse, coworker, seeing people win	Highest “not sure”
Reasons to Play	Most differs in “Relieve stress”	High “win money” and “fun to talk about”	High “win money”	High “win money”
Most Preferred Media	<i>Social media / TV No differences</i>	<i>Social media / TV No differences</i>	<i>Social media / TV No differences</i>	<i>Social media / TV No differences</i>

Each cell contains a very abbreviated description of how that segment is either statistically different than other segments, or in absence of statistical difference, where there are stronger trends toward one characteristic or another.

More specific data on the differences between segments can be found in the detailed findings.

Segment Player Attitudes & Perceptions Summary

More frequent player segments have statistically higher perceptions of the lottery overall, the of the DC lottery specifically, and higher expectation to play 'more often' in the future.

	SEMI DAILY	WEEKLY	MONTHLY	LIGHT/ NEVER
"Moral" support for lottery, casinos, etc.	Highest	Lower	Low, but Charity OK	Lowest
Perceptions of DC Lottery	Highest <i>No differences "Easy to play"</i>	No differences	No differences except <i>Low "Good odds to win"</i>	Lowest for all
NPS (overall +38)	+71	+53	+12	-32
Future play expectation	Highest for 'More often'	High for 'About the same'	Highest for 'About the same'	High for 'About the same', higher than others for 'Less often'

Each cell contains a very abbreviated description of how that segment is *either statistically different* than other segments, or in absence of statistical difference, where there are *stronger trends* toward one characteristic or another.

More specific data on the differences between segments can be found in the detailed findings.

Segment Player Future Play Quotes

Won't play

"I just haven't won anything so I don't see the point in spending money on it."

"The budget's getting a bit tighter with the economy turning down."

Will Play Less

"The chances of winning are too low, it feels like a waste of money."

"Because I'm getting older and would have more important things to do."

Same / Not Sure

"I am on Social Security and my yearly raises are not a lot."

"It's just when the jackpot is big, so I think that will stay the same."

Will Play More

"The jackpot keeps increasing, to being able to win more money."

"Because I'm trying to win so I can retire to that island off the coast of Costa Rica."



Detailed Findings

Interpreting Segment Differentiation

Here is an example of a table that displays differentiation among segments and how it is interpreted.

INTERPRETATION

The chart shows the percent of selection to each survey question response **overall and by segment**, and where the **statistical significance of segment responses fall in relation to one another**. The arrows indicate whether a particular percentage of responses is statistically significantly higher or lower **than other segments in the row**.

Ethnicity

	Overall n=504	Sem iDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
White or Caucasian	49%	62% ▲	46% ▼	37% ▼	42% ▼
Black or African-American	43%	35% ▼	41%	53% ▲	46%

S3: What is your race and/or ethnicity?

▲ Index is significantly higher

▼ Index is significantly lower

EXAMPLE

For example, 62% of Sem iDaily participants responding “White” is statistically significantly higher than Weekly, Monthly, and Light/Never response percentages. 53% of Monthly responding “Black” is statistically significantly higher than Sem iDaily’s percentage.



Segment Differentiation Detailed Findings

SEGMENT DIFFERENTIATION

Location



Residence (DC, VA, MD)

	Overall n=504	Sem iDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Lives in DC	50%	66% ▲	45%	44%	36%
Lives in MD	30%	25%	33%	35%	33%
Lives in VA	20%	9% ▼	22% ▲	21% ▲	31% ▲

Travel to DC from MD/VA

**base size for MD/VA residents only*

	Overall n=254	Sem iDaily n=58	Weekly n=58	Monthly n=56	Light / Never n=82
More than once a week	43%	67% ▲	60% ▲	16% ▼	33% ▲
Once a week	20%	17%	21%	18%	22%
Once in 2 -3 weeks	22%	12% ▼	17% ▼	34% ▲	26%
Once a month	15%	3% ▼	2% ▼	32% ▲	20% ▲

S5: You mentioned that you reside in . How frequently do you travel to the District of Columbia/ Washington DC? It could be for any purpose.

▲ Index is significantly higher

▼ Index is significantly lower

Residence (DC, VA, MD)

View of lottery play/spend by state (not segment)

	DC n=250	MD n=155	VA n=99
Played state lottery	90% ▲	88%	84%
Play multiple times/week	47% ▲	32%	18%
Players' Club Member	39% ▲	21%	20%
Last played today/yesterday	35% ▲	24%	15%
Median Spend*	\$30 / month	\$50 / month	\$40 / month
Mean Spend*	\$1615 / month	\$126 / month	\$93 / month

*It is recommended to prioritize Median Spend over Mean Spend when interpreting results. Mean Spend calculation includes a handful of high outliers in each group, whereas Median Spend represents the midpoint of all responses.

S10: Which of the following types of games have you ever played for money? ONLY STATE LOTTERY RESPONSE

S11: How frequently do you play DC Lottery games?

S15: Are you a DC Lottery Players' Club Member?

Q1: When was the last time you played [pipe:hid_pipeQ1] (including online)?

Q2: On average, how much do you spend playing [pipe:hid_pipeQ2] in a typical month?

▲ Index is significantly higher

▼ Index is significantly lower

SEGMENT DIFFERENTIATION

Demographics



Age & Gender

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
18-24	9%	2% ▼	8% ▲	12% ▲	15%
25-34	30%	28%	35%	25%	32%
35-44	33%	44% ▲	31% ▼	27% ▼	24% ▼
45-54	18%	20% ▲	10% ▼	19%	20%
55-64	10%	6% ▼	15% ▲	15% ▲	9%
65+	0%	0%	0%	1%	1%
Male	59%	77% ▲	63% ▲	46% ▼	41% ▼
Female	41%	23% ▼	37% ▲	54% ▲	59% ▲

S1: What is your age?
S2: What is your gender?

▲ Index is significantly higher

▼ Index is significantly lower

Ethnicity

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
White or Caucasian	49%	62% ▲	46% ▼	37% ▼	42% ▼
Black or African -American	43%	35% ▼	41%	53% ▲	46%
Hispanic or Latino	13%	9% ▼	15%	11%	18% ▲
Asian	4%	2% ▼	8% ▲	3%	5%
American Indian or Alaska Native	2%	0%	2%	3%	4%
Middle Eastern or North African	1%	1%	0%	1%	2%
Native Hawaiian or Pacific Islander	0%	0%	0%	1%	0%
Other racial group not listed	0%	0%	0%	1%	1%



Index is significantly higher



Index is significantly lower

Marital Status

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Presently married	35%	45% ▲	31% ▼	38% ▲	21% ▼
Living with partner	15%	15%	20% ▲	15%	9% ▼
Engaged	1%	1%	2%	1%	2%
Widowed	1%	0%	0%	1%	2%
Divorced	7%	3% ▼	8%	10% ▲	7%
Separated	3% ▼	1%	8% ▲	2%	3%
Never married	39%	34%	31%	32%	56%

▲ Index is significantly higher

▼ Index is significantly lower

Children Living in Household

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
None	51%	47% ▼	47% ▼	49% ▼	63% ▲
1	27%	37% ▲	30% ▲	21% ▼	17% ▼
2	16%	12% ▼	17%	25% ▲	13% ▼
3	3%	2%	4%	3%	5%
4	1%	2%	2%	1%	1%
5 or more	1%	1%	1%	1%	1%

▲ Index is significantly higher

▼ Index is significantly lower

Employment Status

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Em ployed full-tim e	62%	74% ▲	60% ▼	58% ▼	50% ▼
Self-em ployed	8%	9%	9%	8%	5%
Em ployed part-tim e	11%	5% ▼	16% ▲	8%	16% ▲
Retired	3%	2%	5%	3%	4%
Temp orarily unem ployed	5%	3%	4%	6%	7%
Unem ployed (not disabled, not retired)	3%	0% ▼	2% ▼	3% ▲	9% ▲
Disabled	3%	3%	1%	5%	2%
Full-tim e student	3%	3%	0% ▼	5% ▲	4% ▲
Military	0%	0%	1%	0%	0%
Full-tim e parent / hom emaker	3%	1%	3%	4%	4%
Never worked	0%	0%	0%	0%	0%

D1: Which of these situations best describes your current employment status?



Index is significantly higher



Index is significantly lower

Homeownership

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Own	54 %	75% ▲	61% ▲▼	42% ▼	27% ▼
Rent	43 %	24% ▼	37% ▲▼	53% ▲	65% ▲
Live rent-free (for example, with parents)	4 %	1% ▼	2% ▼	5%	8% ▲

▲ Index is significantly higher

▼ Index is significantly lower

Household Income

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Less than \$25,000	9%	8%	8%	8%	12%
\$25,000 - \$49,999	13%	8% ▼	14%	17% ▲	15%
\$50,000 - \$74,999	21%	18%	21%	19%	25%
\$75,000 - \$99,999	20%	30% ▲	16% ▼	15% ▼	13% ▼
\$100,000 - \$149,999	19%	19%	19%	19%	19%
\$150,000 - \$199,999	11%	13%	9%	14%	9%
\$200,000 or more	7%	5% ▼	13% ▲	7%	5% ▼
Prefer not to say	0%	0%	0%	0%	2%

▲ Index is significantly higher

▼ Index is significantly lower

D7: And finally, what was your total household income last year?

Education Level

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Less than a high school degree	1%	1%	0%	0%	2%
High school graduate or equivalency (GED)	17%	16%	15%	19%	20%
Some college (but no degree)	19%	17%	22%	16%	22%
Associate's degree or Technical School Certification	15%	26% ▲	8% ▼	14% ▼	8% ▼
Bachelor's Degree	34%	34%	38%	37%	28%
Graduate or Professional Degree	13%	6% ▼	17% ▲	13%	20% ▲
Prefer not to say	0%	0%	0%	0%	1%

▲ Index is significantly higher

▼ Index is significantly lower

D5: What is the highest level of education you've completed?

Adults (Including Self) Living in Household

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
1	34 %	33 %	28 %	35 %	38 %
2	46 %	55 % ▲	44 %	43 %	39 % ▼
3	13 %	8 % ▼	18 % ▲	14 %	13 %
4	5 %	3 %	9 %	5 %	5 %
5 or more	2 %	1 % ▼	2 %	2 %	5 % ▲

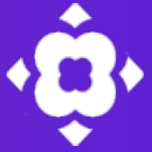
D3: How many adults – 18 years of age or older – live in your household, including yourself?

▲ Index is significantly higher

▼ Index is significantly lower

SEGMENT DIFFERENTIATION

Player Behaviors & Interests



Players' Club Distribution

SemiDaily and Weekly players have a much higher incidence of Players Club membership.

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Players' Club Member	30%	59% ▲	28% ▲	10% ▼	7% ▼
Non-Member	66%	38% ▼	70% ▲	87% ▲	86% ▲
Not Sure	4%	3%	2%	3%	7%

DC Lottery Games by Segment

Game	Overall n=463	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=87
DC Scratchers	74%	81% ▲	77% ▲	66% ▼	63% ▼
Powerball or Mega Millions	65%	56% ▼	70% ▲	70% ▲	69%
DC Numbers games	54%	81% ▲	55% ▼	37% ▼	21% ▼
DC Fast Play	41%	70% ▲	44% ▼	19% ▼	2% ▼
DC Keno	37%	67% ▲	36% ▼	16% ▼	3% ▼
The Lucky One	31%	53% ▲	32% ▼	15% ▼	1% ▼
DC e-Instant games	30%	56% ▲	30% ▼	9% ▼	1% ▼
Lucky for Life	26%	28% ▲	33% ▲	28% ▲	9% ▼
Tap-N-Play,	19%	30% ▲	23% ▼	11% ▼	0% ▼
Race2Riches	18%	32% ▲	17% ▼	10% ▼	1% ▼

S12: Which of the following DC Lottery games have you ever played? This includes both in

-person and online play.

▲ Index is significantly higher

▼ Index is significantly lower

DC Lottery Games by Ethnicity

Game	Overall n=463	White n=234	Black n=192	Latino n=57	Other n=35
DC Scratchers	74%	74%	74%	70%	71%
Powerball or Mega Millions	65%	56% ▼	69% ▲	68%	74%
DC Numbers games	54%	59% ▲	52%	44% ▼	34% ▼
DC Fast Play	41%	53% ▲	30%	40%	20%
DC Keno	37%	49% ▲	30% ▲	30% ▲	11% ▼
The Lucky One	31%	41% ▲	20% ▼	26% ▼	17% ▼
DC e-Instant games	30%	45% ▲	14% ▼	37% ▲	17% ▼
Lucky for Life	26%	24%	29%	33% ▲	14% ▼
Tap-N-Play,	19%	21% ▲	19%	16%	6% ▼
Race2Riches	18%	23% ▲	15% ▼	18%	6% ▼

S12: Which of the following DC Lottery games have you ever played? This includes both in

-person and online play.

▲ Index is significantly higher

▼ Index is significantly lower

Playing History

There are few differences by segment in the length of their playing histories, including Light/Never players (30% have played 6+ years).

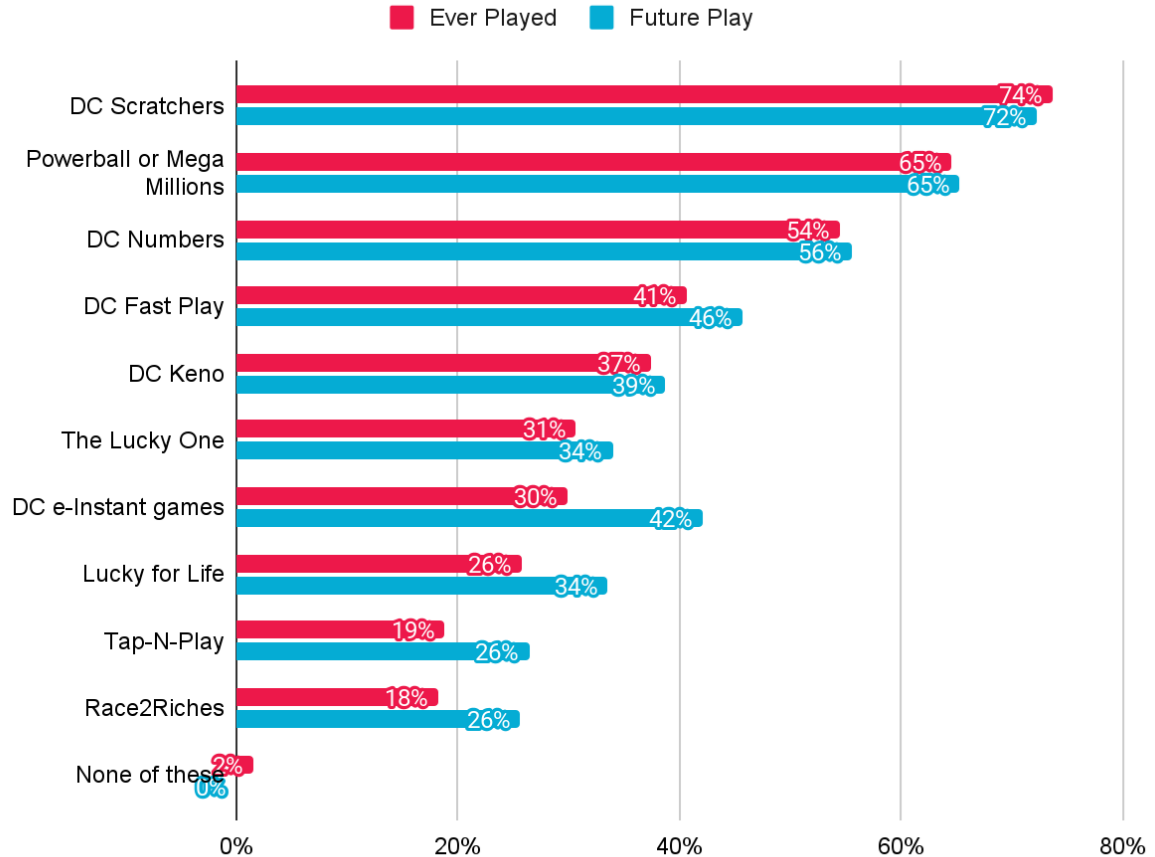
	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Less than one year	5%	3%	5%	8%	7%
1 to 2 years	21%	19%	18%	20%	27%
3 to 5 years	33%	36% ▲	43% ▲	31%	23% ▼
6 to 10 years	14%	17% ▲	17% ▲	14%	7% ▼
More than 10 years	23%	24%	16%	25%	23%
Not sure	2%	0%	1%	1%	7% ▲
Never played	1%	0%	0%	0%	5% ▲

▲ Index is significantly higher

▼ Index is significantly lower

Overall Usage and Interest in DC Lottery Games

The games that are currently being played less often have the greatest potential to grow – as defined by their “interest in playing in the future.”



n=504

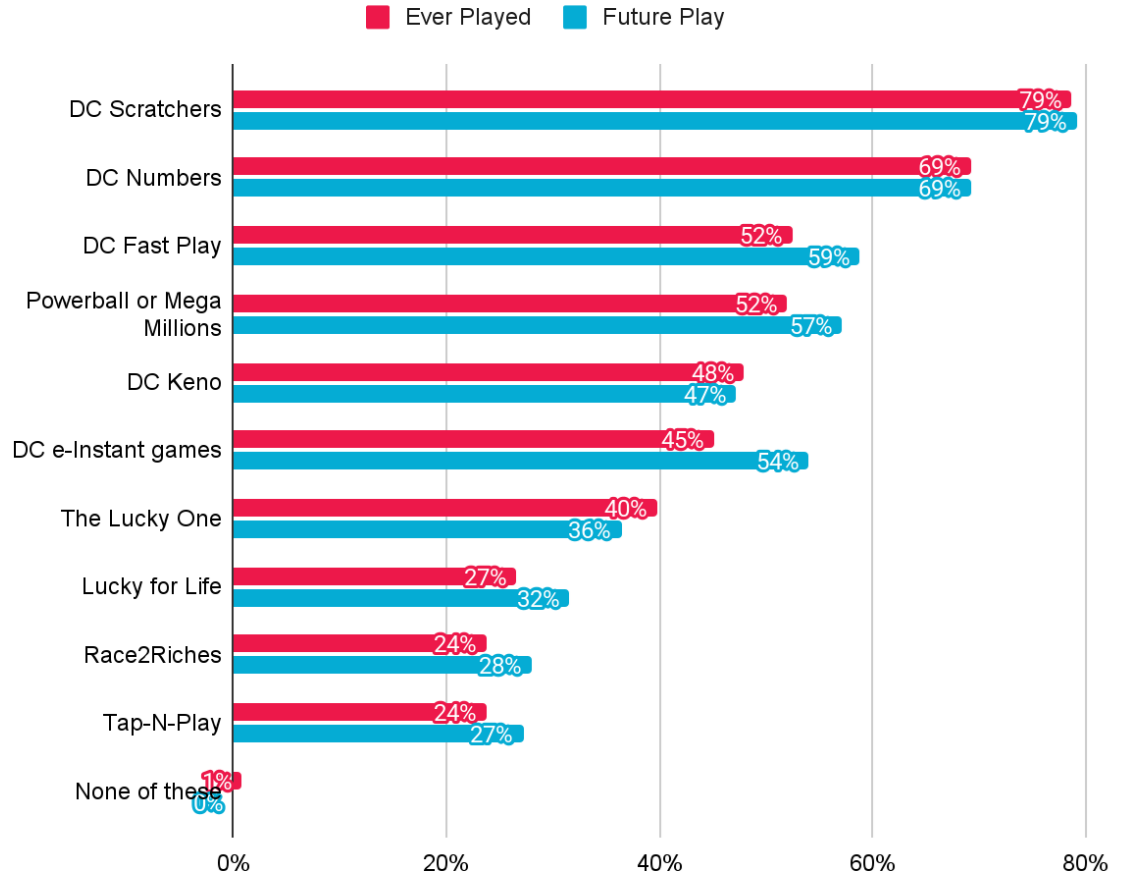
S12: Which of the following DC Lottery games have you ever played? This includes both in -person and online play.

S14: Which of the following types of DC Lottery games are you interested in playing in the future? This includes both in person and online play.

DC Resident Usage and Interest in DC Lottery Games

DC Residents have highest
use and interest in
Scratchers, Numbers, and
Fast Play.

Powerball play and interest
is lower among DC
Residents than Overall.



Sn=250

12: Which of the following DC Lottery games have you ever played? This includes both in -person and online play.

S14: Which of the following types of DC Lottery games are you interested in playing in the future? This includes both in person and online play.

Overall vs DC Resident - Usage & Interest

	Overall n=504		DC Residents n=250	
	Ever Played	Future Play	Ever Played	Future Play
DC Scratchers	74%	72%	79%	79%
Powerball or Mega Millions	65%	65%	52%	57%
DC Numbers	54%	56%	69%	69%
DC Fast Play	41%	46%	52%	59%
DC Keno	37%	39%	48%	47%
The Lucky One	31%	34%	40%	36%
DC e-Instant games	30%	42%	45%	54%
Lucky for Life	26%	34%	27%	32%
Tap-N-Play	19%	26%	24%	27%
Race2Riches	18%	26%	24%	28%
None of these	2%	0%	1%	0%

S12: Which of the following DC Lottery games have you ever played? This includes both in-person and online play.

S14: Which of the following types of DC Lottery games are you interested in playing in the future? This includes both in-person and online play.

Future Game Interest

Game	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
DC Numbers games	56%	83% ▲	63% ▲ ▼	38% ▼	27% ▼
Powerball or Mega Millions	65%	52% ▼	68% ▲	77% ▲	73% ▲
Lucky for Life	34%	33% ▼	49% ▲	31% ▼	23% ▼
DC Keno	39%	70% ▲	43% ▲ ▼	18% ▼	9% ▼
Race2Riches	26%	41% ▲	26% ▲ ▼	18% ▼	10% ▼
The Lucky One	34%	48% ▲	42% ▲ ▼	28% ▲ ▼	13% ▼
DC Fast Play	46%	76% ▲	54% ▲ ▼	24% ▼	15% ▼
Tap-N-Play	26%	38% ▲	35% ▲	16% ▼	12% ▼
DC Scratchers	72%	82% ▲	79% ▲ ▼	63% ▼	61% ▼
DC e-Instant games	42%	68% ▲	45% ▲ ▼	25% ▼	18% ▼

▲ Index is significantly higher

▼ Index is significantly lower

S14: Which of the following types of DC Lottery games are you interested in playing in the future? This includes both in-person and online play.

Other Game Play for Money

The higher frequency of playing the DC Lottery translates into a greater level of usage of other types of games, with the exception of bingo.

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
State Lottery games	92%	100%	100%	100%	68% ▼
Casino gambling	74%	91% ▲	73%	66%	56% ▼
Sporting event bets	64%	83% ▲	75% ▲	45%	45% ▼
Bingo	54%	56%	62%	55%	45% ▼
Poker / card games	44%	60% ▲	48%	33%	30% ▼
Fantasy sports	41%	52% ▲	55% ▲	30%	23% ▼
Racetrack events	38%	62% ▲	39%	23%	19% ▼

▲ Index is significantly higher

▼ Index is significantly lower

S10: Which of the following types of games have you ever played for money? This could be either in a physical location (casino, racetrack, convenience store, etc.) or online.

-person at

Most Recent Play

The most frequent Lottery customers have also played more recently, led by the SemiDaily segment, which mainly consists of players who last played today or yesterday.

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Today or yesterday	28%	65% ▲	17% ▲	3% ▼	5% ▼
The past 3 -7 days	33%	30% ▲	63% ▲	30% ▲	15% ▼
2 to 3 weeks	16%	4% ▼	17% ▲	44% ▲	9% ▼
A month ago	6%	1%	1%	15% ▲	10% ▲
2 to 11 months	6%	0%	0%	4%	22% ▲
A year	3%	0%	1%	0%	12% ▲
Longer than a year	6%	0%	0%	1%	23% ▲
Not sure	2%	0%	1%	2%	4%

▲ Index is significantly higher

▼ Index is significantly lower

Q1: When was the last time you played [any DC Lottery game / any game for money] (including online)?

Monthly DC Lottery Spend

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Median*	\$40.00	\$77.50	\$70.00	\$25.00	\$10.00
Mean*	\$858.30	\$2344.59	\$145.37	\$49.03	\$71.84

*It is recommended to prioritize Median Spend over Mean Spend when interpreting results. Mean Spend calculation includes a handful of high outliers in each group, whereas Median Spend represents the midpoint of all responses.

Interest in Sports

On the other hand, there is little correlation between the heavier use of the DC Lottery and major sporting events.

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Football	70%	67%	76%	75%	64%
Basketball	60%	58%	73% ▲	60%	52%
Baseball	40%	40%	50%	41%	32%
Soccer	35%	33%	42%	35%	33%
Hockey	25%	19%	30%	25%	28%
Golf	17%	22%	23%	11%	10%
No sports	9%	10%	8%	5%	12% ▲

Q10: Which of the following sports do you watch in -person, on a TV or online?

▲ Index is significantly higher

▼ Index is significantly lower

SEGMENT DIFFERENTIATION

Psychographics



Interpreting Psychographics

Here is an example of the psychographic statement exercise and how it is interpreted.

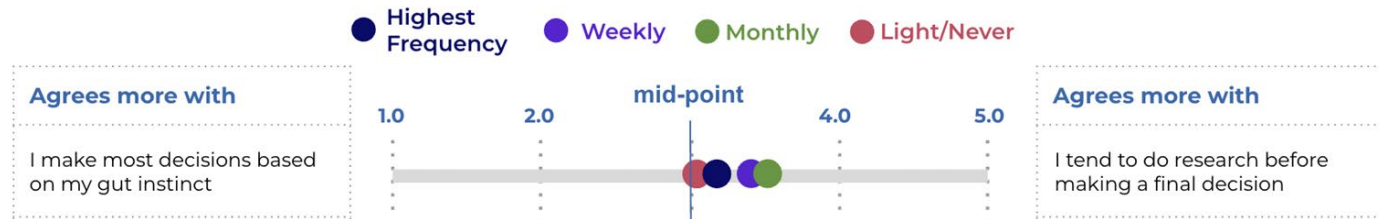
EXERCISE

You will see paired descriptions of how people might see themselves. For each pair, please indicate whether you personally, lean more toward the description on the left or the right.

	← Agree more with					Agree more with →	
I make most decisions based on my gut instinct.	1	2	3	4	5	I tend to do research before making a final decision.	

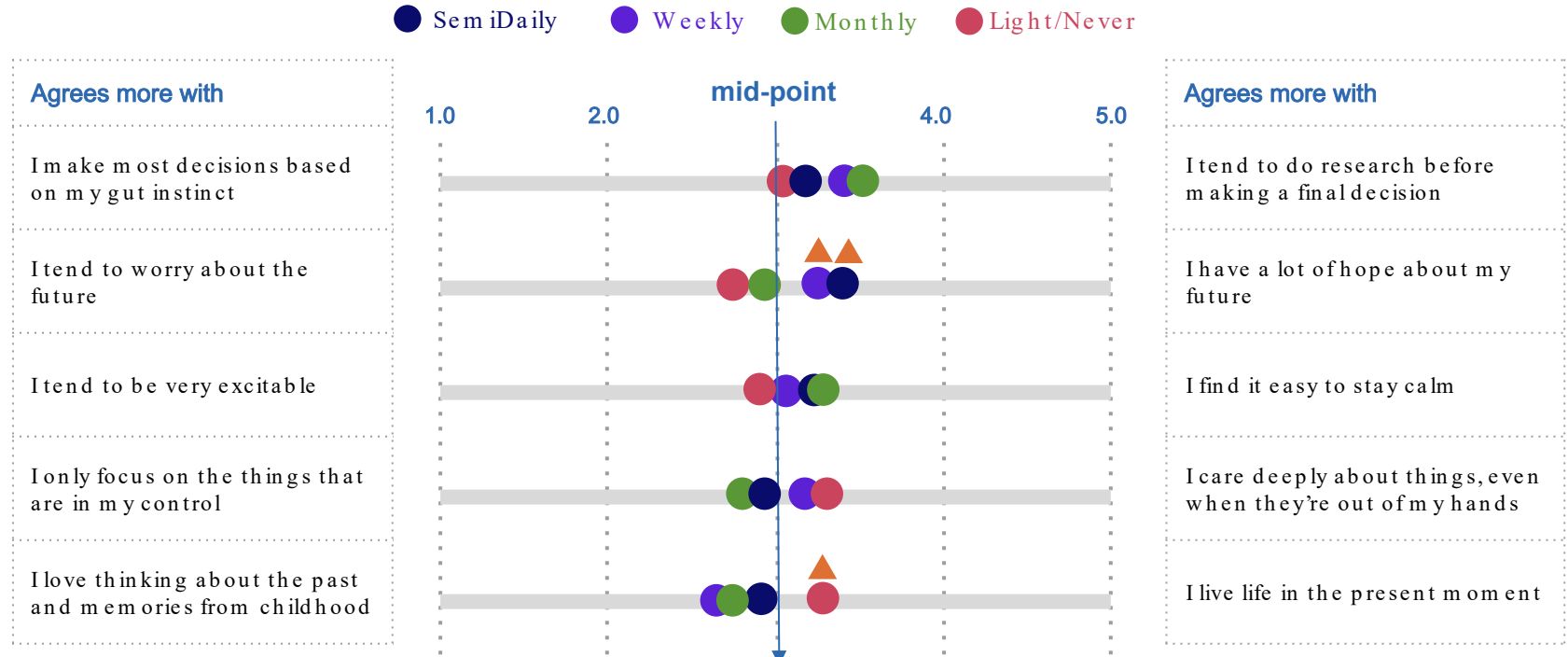
INTERPRETATION

The dot-line chart shows where the **average agreement** falls on the 5 -point scale overall, and where the **segment averages** fall in relation to one another .



Psychographic Statements by Segment

The more frequently they play, the more likely they “have a lot of hope about the future” and “live life in the present moment.” The midpoint represents an equal balance between these pairs.

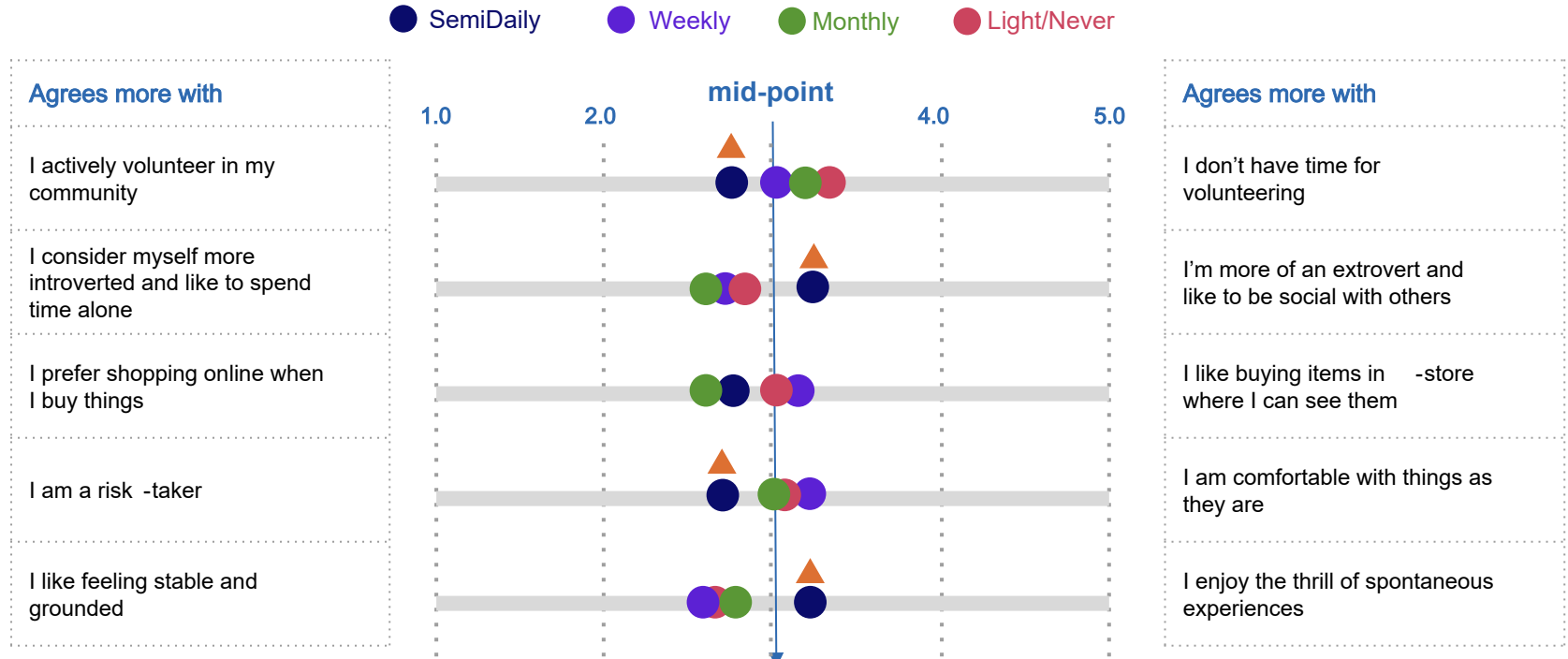


Q9: Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.

▲ Significantly higher % of people agreeing

Psychographic Statements by Segment

The more frequently they play , the more likely they: “actively volunteer”; are “an extrovert” or “a risk taker”; and “enjoy the thrill of spontaneous experiences.” The midpoint represents an equal balance between the pairs.

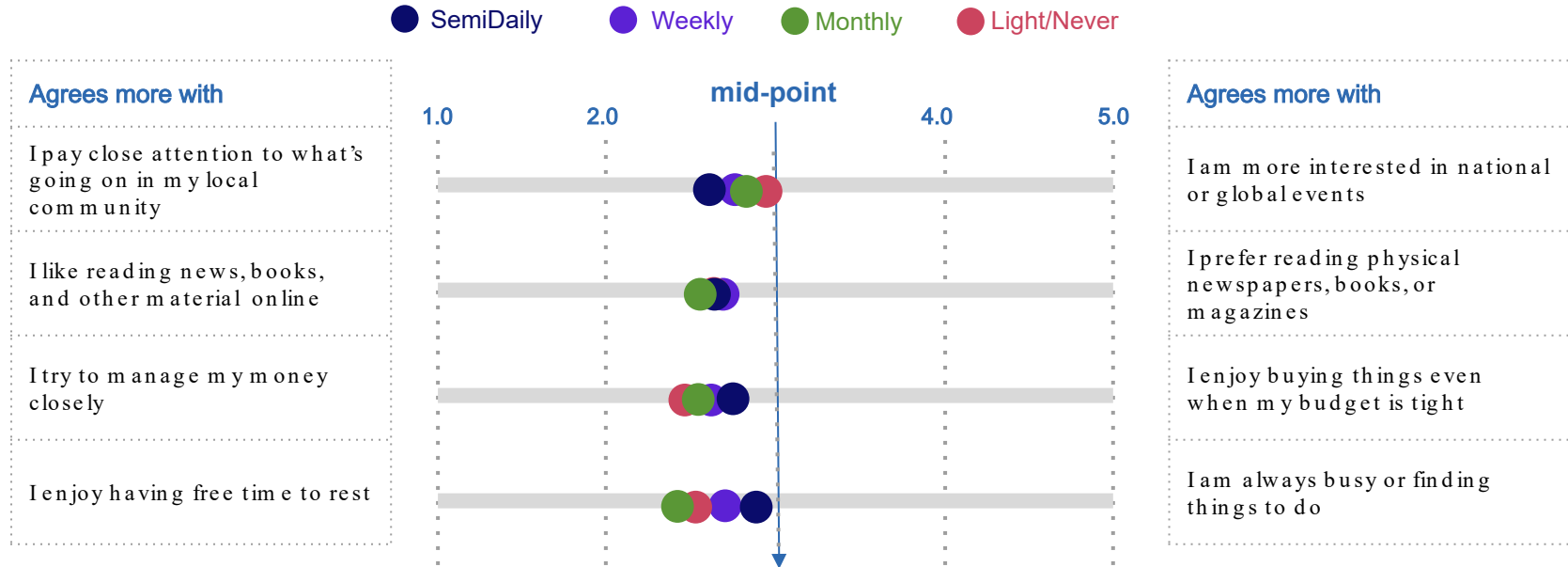


Q9: Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.

▲ Significantly higher % of people agreeing

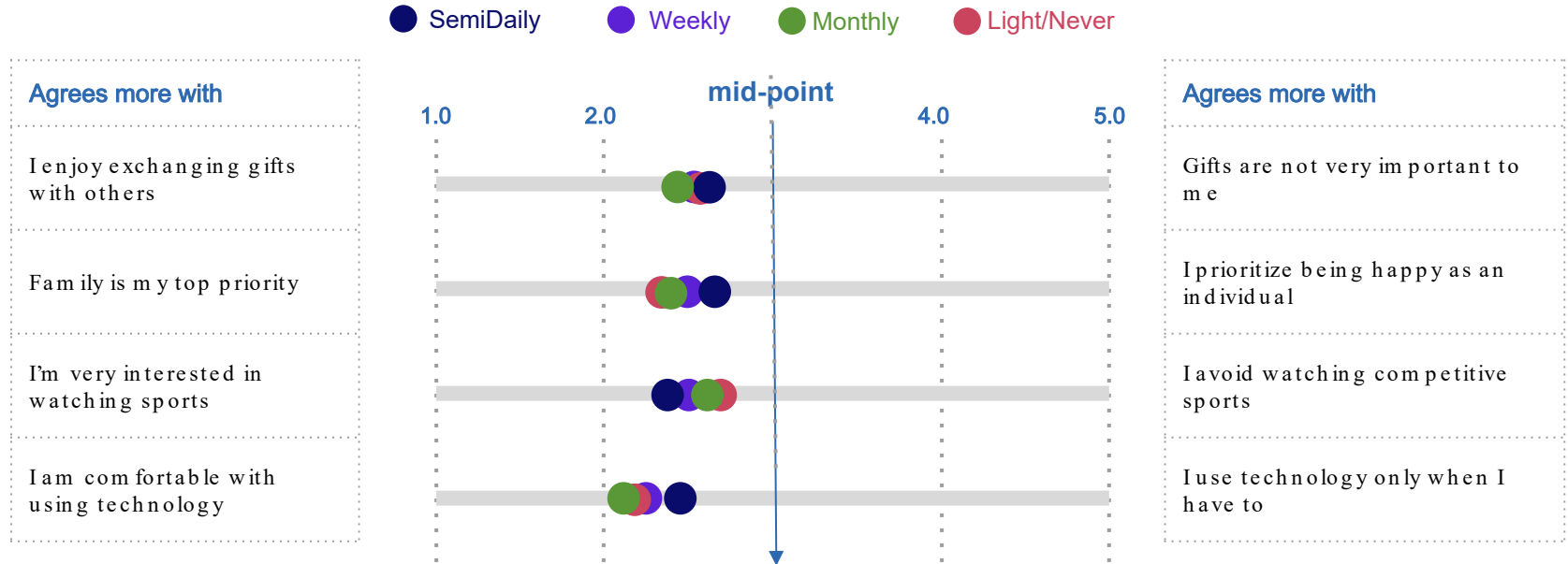
Psychographic Statements by Segment

The more frequent players are *slightly* more likely to: “pay close attention” to their community; “enjoy having free time”; and “manage (their) money closely.” The midpoint represents an equal balance between the pairs. (There are no significance differences.)



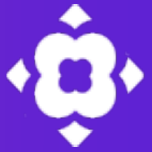
Psychographic Statements by Segment

The more frequent players are *slightly* more likely to say “family is my top priority”; are “very interested in sports”; and “use technology only when (they) have to.” The midpoint represents an equal balance between the pairs. (There are no significance differences.)



SEGMENT DIFFERENTIATION

Player Attitudes & Perceptions



Moral Attitudes Towards Gaming Industries

Respondents who “morally speaking, strongly support these types of businesses” are much more likely to belong to the SemiDaily segment.

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Charitable Gaming	52%	75%▲	44%	46%	32%▼
Lottery	50%	76%▲	52%	36%▼	22%▼
Casinos	43%	76%▲	41%	26%▼	16%▼
Horse racing	34%	62%▲	29%	20%	11%▼

▲ Index is significantly higher

▼ Index is significantly lower

Perception of DC Lottery*

Respondents who “ **strongly agree** ” with each of these statements about the DC Lottery are more likely to be the more active players.

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Is easy to play	53%	60% ▲	56% ▲	55% ▲	40% ▼
Appeals to people like me	43%	59% ▲	46% ▲▼	35% ▼	26% ▼
Has the games I like to play	42%	62% ▲	41% ▲▼	41% ▲▼	18% ▼
Is trustworthy	36%	46% ▲	40% ▲	29% ▼	23% ▼
Important part community	27%	46% ▲	25% ▲▼	19% ▼	11% ▼
Has lots of winners	26%	35% ▲	30% ▲	19% ▼	15% ▼
Has good odds to win	26%	44% ▲	30% ▲▼	12% ▼	8% ▼

*ONLY STRONGLY AGREE SHOWN - Other agreements shown in individual sections

Q6: Indicate whether you agree or disagree with the following statements. Please use this scale: strongly agree, somewhat agree, neither agree or disagree, somewhat disagree, or strongly disagree. The DC Lottery ...

▲ Index is significantly higher

▼ Index is significantly lower

Follow -up on “easy to play” and “good odds”

Of the 9 who disagree / strongly disagree that the DC Lottery is easy to play...

3 cite “Issues with the machines working”

1 cites “Games are too complicated”

1 cites “Retailer terminals close too early for me (limited hours)”

2 cite “ Retailers can’t answer questions to help me learn how to play”

2 cite “Other”

“I don't know anyone that has ever won more than \$100”

Of the 79 who disagree / strongly disagree that the DC Lottery has good odds to win...

10 cite “Other lotteries have better odds to win than DC Lottery”

19 cite “There are not as many winners as there used to be”

33 cite “I personally have never won”

17 cite “Other”

“The Powerball and mega millions have close to zero odds of winning big.”

“Because otherwise the lottery wouldn't be profitable for the District. It's voluntary taxes.”

ONLY FOR THOSE WHO DISAGREE OR STRONGLY DISAGREE

Q7. What is the top reason you [PIPE IN RESPONSE FROM Q6_2] that the DC Lottery is easy to play? Please select one.

Q8. What is the top reason you [PIPE IN RESPONSE FROM Q6_4] that the DC Lottery has good odds to win? Select one.

Net Promoter Score

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
10 Extremely likely	38%	66% ▲	38% ▲ ▲	24% ▲ ▲	12% ▼
9	12%	13% ▲	22% ▲	8% ▼	5% ▼
8	19%	9% ▼	18% ▲ ▲	32% ▲	21% ▲
7	10%	2% ▼	14% ▲	15% ▲	14% ▲
6	6%	3% ▼	3% ▼	8%	10% ▲
5	8%	4% ▼	3% ▼	6% ▼	18% ▲
4	2%	1% ▼	0% ▼	1% ▼	6% ▲
3	2%	0% ▼	1%	3% ▲	4% ▲
2	1%	0% ▼	0%	0%	3% ▲
1	1%	0% ▼	0% ▼	0% ▼	4% ▲
0 Not at all likely	2%	1%	1%	2%	3%

Q11: How likely are you to recommend DC Lottery to a friend, relative or colleague? Please select a score between 10 (extremely likely) and 0 (not at all likely).

▲ Index is significantly higher

▼ Index is significantly lower

Expected Future Play of DC Lottery

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Will play a year from now	87%	99% ▲	97% ▲	89%	60% ▼
Will not play a year from now	3%	0% ▼	1% ▼	3% ▲	9% ▲
Not sure	10%	1% ▼	2% ▼	8% ▲▼	31% ▲

Q12: A year from now, do you think you will be playing DC Lottery?

▲ Index is significantly higher
▼ Index is significantly lower

Expected Future Frequency of DC Lottery Play

	Overall n=489	SemiDaily n=172	Weekly n=104	Monthly n=96	Light / Never n=117
Play more often in a year	38%	62% ▲	41% ▲	14%	20% ▼
Play “about the same”	53%	34% ▲	56%	76% ▼	60% ▼
Less often	7%	4% ▼	2% ▼	9% ▲	15% ▲
Not sure	2%	0% ▼	1% ▼	1%	6% ▲

Q14: If you assume your life remains the same as today, then in a year from now, would you expect to be playing DC Lottery more often, less often or about the same?

*Q14 only asked to non-lapsed, DCL players

▲ Index is significantly higher
▼ Index is significantly lower

Explanation of future DC Lottery play

Sample of Responses

Key Themes affecting future play include: economy/politics, individual financial situation, chances of winning, jackpot size, perceived fun of playing

Won't play

"I just haven't won anything so I don't see the point in spending money on it."

"I will be moving further away from Dc and won't have access to it anymore."

"The budget's getting a bit tighter with the economy turning down."

Will Play Less

"The chances of winning are too low, it feels like a waste of money."

"Money is tight due to Trump."

"Because I'm getting older and would have more important things to do."

"I will probably be busier with my kids."

Same / Not Sure

"I am on Social Security and my yearly raises are not a lot."

"It's just when the jackpot is big, so I think that will stay the same."

"Cause I haven't changed my habits since I started playing."

"I usually set aside a certain amount in my budget for lotto and I stick with it! UNLESS I win the mega millions then I may be spending more."

Will Play More

"The jackpot keeps increasing, to being able to win more money."

"Because I'm trying to win so I can retire to that island off the coast of Costa Rica."

"Because I love playing it's very fun. It's fun to imagine what you may win. But more or less it's just a fun thing to do. I enjoy buying tickets when I know that my proceeds are going to the DC community."

Q13. And why do you think you won't be playing the DC Lottery a year from now?

Q15a. And why do you think you'll be playing the DC Lottery...

Q15b. And why are you not sure if you'll be playing the DC Lottery in the future?

SEGMENT DIFFERENTIATION

Player Influences



Most Preferred Media

All segments prefer social media and television roughly equally.

	Overall n=501	SemiDaily n=171	Weekly n=105	Monthly n=98	Light / Never n=127
Social media sites	47%	50%	49%	46%	43%
Television stations	38%	37%	41%	35%	39%
Podcasts	6%	5%	5%	8%	9%
Local newspaper	5%	6%	3%	6%	4%
Radio stations	4%	2%	3%	5%	6%

▲ Index is significantly higher

▼ Index is significantly lower

News sources



facebook (89)

instagram (54)

youtube (39)

fox (78)

tiktok (37)

washington post (22)

cnn (49)

twitter (34)

nbc (39)

abc (24)

reddit (13)

cbs (18)

fox5 (12)

msnbc (8)

local (9)

podcast (6)

google (5)

nbc4 (6)

bbc (6)

npr (5)

Base=504
Q18.

Which specific [PIPE IN RESPONSE FROM Q17] do you get most of your news from?

Who/What influenced your decision to play

Seeing winners is much more influential for Weekly and Monthly than SemiDaily and Light. TV commercials and Online ads are more influential for more frequent player segments.

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
Seeing people win	37%	31% 	50% 	43% 	28% 
Friend	32%	35% 	34%	32%	24% 
TV commercials	28%	37% 	34% 	21% 	16% 
Social Media	28%	32%	32%	22%	23%
Online advertisements	19%	19%	25% 	19%	14% 
A relative besides spouse or partner	19%	16%	23%	15%	22%
Spouse or partner	13%	16% 	14% 	15% 	6% 
Radio commercials	12%	13%	14%	8%	10%
Coworker	9%	8%	10%	14% 	5% 
I'm not sure	7%	6%	4%	2%	13% 
Other	2%	1%	0%	4%	4%

Q5. Who or what has influenced your decision to play [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"]? Select all that apply.

 Index is significantly higher

 Index is significantly lower

Top Reasons to play (DCL or games for money)

SemiDaily players are less motivated to play by winning money, and more motivated by fun and reducing stress.

	Overall n=504	SemiDaily n=172	Weekly n=105	Monthly n=99	Light / Never n=128
To win money	73%	58% ▼	79% ▲	86% ▲	80% ▲
It's entertaining	40%	42%	40%	43%	34%
It's fun to talk about	13%	19% ▲	17% ▲	8% ▼	7% ▼
It's just something to do to pass the time	13%	13%	12%	16%	11%
To relieve stress	8%	13% ▲	5% ▼	7%	3% ▼
To compete with friends, coworkers, or relatives	7%	9%	10%	3%	7%
It's a family tradition	7%	11%	5%	5%	5%
To spend quality time with people in my life	5%	8%	6%	0%	4%
Any other reason	0%	0%	0%	0%	2%

Q4. What are the top reasons you play [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"]?
Please select up to two responses.

▲ Index is significantly higher

▼ Index is significantly lower



Individual Segments Detailed Findings



SemiDaily Detailed Findings

KEY FINDINGS

SemiDaily Players

Plays multiple times per week

Risk-taking, spontaneity, optimism.

SemiDaily is very different from others:

Twice the share of the Players' Club

Highest in DC Scratchers but lowest in Powerball

Highest moral support for all gaming businesses

Highest in playing to relieve stress, and lowest in caring about winning

Highest interest in playing more often in future

Highest playing casino, poker, racetrack

Highest influence by friends

Highest in:

Hope for the future

Actively volunteering in their community

Extroversion and being social

Risk-taker

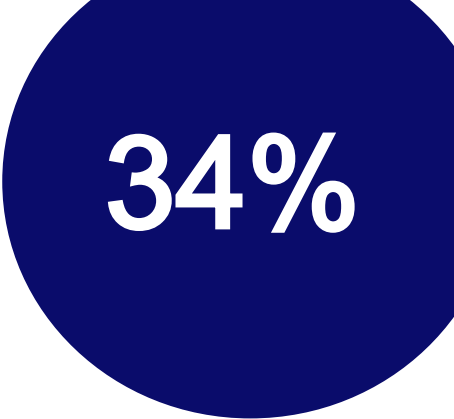
Spontaneous

Also high in: Buy things online

More likely to see DC

Lottery as trustworthy, having lots of winners, having good odds to win, has games they like to play, and is important to the community.

Highest NPS for DC Lottery



34%

SemiDaily Segment: Demographic Profile

Plays multiple times per week

Lives in MD/VA, Travels to DC (n=58)	
More than 1x a week	67% H ▲
1x a week	17%
1x in 2-3 weeks	12% L ▼
1x a month	3% L ▼

Age	
18-24	2% L ▼
25-34	28%
35-44	44% H ▲
45-54	20%
55+	6% L ▼

Income	
<\$50K	16% L ▼
\$50-\$74.9K	18%
\$75-\$99.9K	30% H ▲
\$100-\$149.9K	19%
\$150K+	18%

Education	
HS or less	17%
Some college	17%
Associate's	26% H ▲
Bachelor's	34%
Grad degree	6%

Gender	
Male	77% H ▲
Female	23% L ▼

Homeownership	
Own	75% H ▲
Rent	25%

Location	
DC	66%
Maryland	25%
Virginia	9%

Ethnicity	
White	62% H ▲
Black	35% L ▼
Latino	9% L ▼
Others	3%

Employment	
Full-time	74% H ▲
Part-time	5% L ▼
Self	9%
Not	12% L ▼

Children in Home	
None	47%
One	37% H ▲
Two	12%
Three+	2%

Marital Status	
Married	45% H ▲
Never	34%
Partner	15%
Single	6%



Index is significantly higher or lower



H L Highest or Lowest of all segments

Types of games played for money

Types of Games	%
State Lottery games (e.g., Scratchers, Powerball, Mega Millions, number games 3, 4, and 5, Keno)	100%
Casino gambling (e.g., table games, slot machines, poker room)	91%
Sporting event bets (e.g., football, baseball)	83%
Racetrack events (e.g., horses)	62%
Poker or other card games (not at a casino)	60%
Bingo	56%
Fantasy sports	52%
Other (e.g., office pools, bets among friends)	19%
None of the above	0%

Base = 172

S10. Which of the following types of games have you ever played for money? This could be either in location (casino, racetrack, convenience store, etc.) or online. Please select all that apply.

-person at a physical

Frequency of DC Lottery play, Players' Club

DC Lottery Frequency of Play *	%
Multiple times a week	100 %
Once a week	0 %
At least once a month	0 %
At least once in the last year	0 %
I have played DC Lottery games, but not in the last year	0 %
I have never played DC Lottery games	0 %

Players' Club	%
Yes	59%
No	38%
Not Sure	3%

Base = 172

S11. How frequently do you play DC Lottery games? Please think about all DC Lottery games, including numbers games, multi-state lottery games (e.g., Powerball, Mega Millions played in DC), DC Keno, instant win terminal games, and scratchers. Please select one.

-style draw

S15. Are you a DC Lottery Players' Club Member?

*Frequency of play is the basis of the segments

Last time played, amount spent monthly

Last Time Played (DCL or any game for \$)	%
Today or yesterday	65%
The past 3-7 days	30%
2 to 3 weeks	4%
A month ago	1%
2 to 11 months	0%
A year	0%
Longer than a year	0%
Not sure	0%

Monthly Spend (DCL or any game for \$)	\$
Median *	\$77.50
Mean *	\$2344.59

*It is recommended to prioritize Median Spend over Mean Spend when interpreting results. Mean Spend calculation includes a handful of high outliers in each group, whereas Median Spend represents the midpoint of all responses.

Base = 172

Q1. When was the last time you played [PIPE IN: IF S10=7 "any DC Lottery game"; IF S10≠7 "any game for money"] (including online)?

Q2. On average, how much do you spend playing [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"] in a typical month?

Frequency of play by DC Lottery game type

Game	Total *	Multiple times a week	Once a week	Less than once a week, but at least once a month	Multiple times in the last 12 months	Once in the last 12 months	Haven't played in the last 12 months
DC Scratchers	140	53%	38%	6%	1%	1%	1%
DC Numbers games	139	50%	40%	9%	1%	0%	1%
DC Fast Play	121	37%	53%	9%	0%	0%	1%
DC Keno	116	55%	34%	6%	3%	1%	1%
Powerball or Mega Millions	96	51%	34%	9%	2%	2%	1%
DC e-Instant games	96	48%	42%	6%	3%	0%	1%
The Lucky One	92	41%	45%	12%	1%	1%	0%
Race2Riches	55	42%	38%	13%	4%	0%	4%
Tap-N-Play	52	44%	35%	12%	4%	4%	2%
Lucky for Life	48	44%	44%	8%	2%	0%	2%

S13. How frequently do you play each of the following DC Lottery games? Again, please think about both in and online play. Please select one for each option.

-person

*Base size dependent on S12 (which DC Lottery games you ever played)

DC Lottery brand perception

Perceptions	Strongly Agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
Has the games I like to play	62%	35%	1%	0%	2%
Is easy to play	60%	30%	8%	1%	2%
Appeals to people like me	59%	33%	6%	2%	1%
Is trustworthy	46%	42%	9%	1%	2%
Is an important part of our community	46%	37%	12%	2%	3%
Has good odds to win	44%	44%	6%	3%	3%
Has lots of winners	35%	49%	10%	3%	2%

Base = 172

Q6. Indicate whether you agree or disagree with the following statements. Please use this scale: strongly agree, somewhat agree, neither agree or disagree, somewhat disagree, or strongly disagree. The DC Lottery ...

ree, neither agree

DC Lottery Net Promoter Score

NPS Response	%
10 - Extremely Likely	66%
9	13%
8	9%
7	2%
6	3%
5	4%
4	1%
3	0%
2	0%
1	0%
0 - Not at all Likely	1%

Base = 172

Q11. How likely are you to recommend DC Lottery to a friend, relative or colleague? Please select a score between 10 (extrem

ely likely) and 0 (not at all likely).

Future DC Lottery play

Will be playing DC Lottery a year from now?	%
Yes	99%
No	0%
Not Sure	1%

Frequency of playing DC Lottery a year from now?	%
More often	62%
About the same	34%
Less often	4%
Not sure	0%

Base = 172

Q12. A year from now, do you think you will be playing DC Lottery?

Q14. If you assume your life remains the same as today, then in a year from now, would you expect to be playing DC Lottery more often or about the same?

re often, less

Top reasons to play, who/what influenced decision

Reason for Playing DC Lottery or games for money	%
To win money	58%
It's entertaining	42%
It's fun to talk about	19%
To relieve stress	13%
It's just something to do to pass the time	13%
It's a family tradition	11%
To compete with friends, coworkers, or relatives	9%
To spend quality time with people in my life	8%
Any other reason	0%

Influenced decision to play DC Lottery or games for money	%
TV commercials	37%
Friend	35%
Social Media	32%
Seeing people win	31%
Online advertisements	19%
Spouse or partner	16%
A relative besides spouse or partner	16%
Radio commercials	13%
Coworker	8%
I'm not sure	6%
Other	1%

Base = 172

Q4. What are the top reasons you play [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"]? Please select up to two responses.

Q5. Who or what has influenced your decision to play [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"]? Select all that apply.

Information Sources

Social media and television are the most important information sources, while the others (radio, newspapers, podcasts) used mostly as secondary sources.

Information Sources	Top source	All sources
Social media	50%	67%
Television	37%	58%
Radio	2%	25%
Local newspaper	6%	27%
Podcasts	5%	20%
Other	n/a	1%

Base = 172

Q17. Where do you get most of your news from? Select one

Q16. Where do you get your news from? Please select your top three.

SemiDaily Segment: Plays multiple times per week

Sports watched

Sport	%
Football	67%
Basketball	58%
Baseball	40%
Soccer	33%
Golf	22%
Hockey	19%
Don't watch any sports	10%
Other	3%

Base = 172

Q10. Which of the following sports do you watch in -person, on a TV or online? Please select all that apply.

Interpreting Psychographics

Here is an example of the psychographic statement exercise and how it is interpreted.

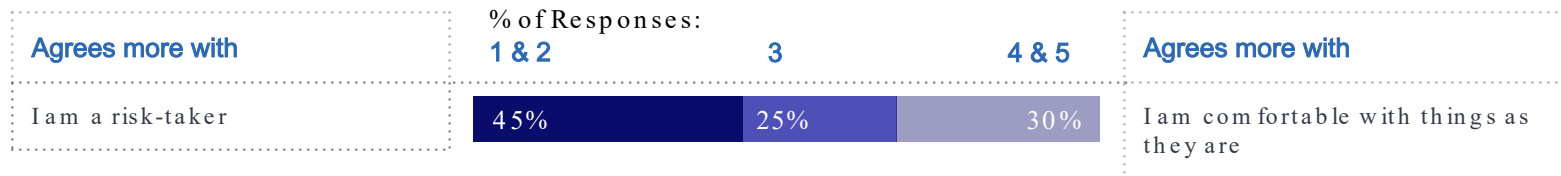
EXERCISE

You will see paired descriptions of how people might see themselves. For each pair, please indicate whether you personally, lean more toward the description on the left or the right.

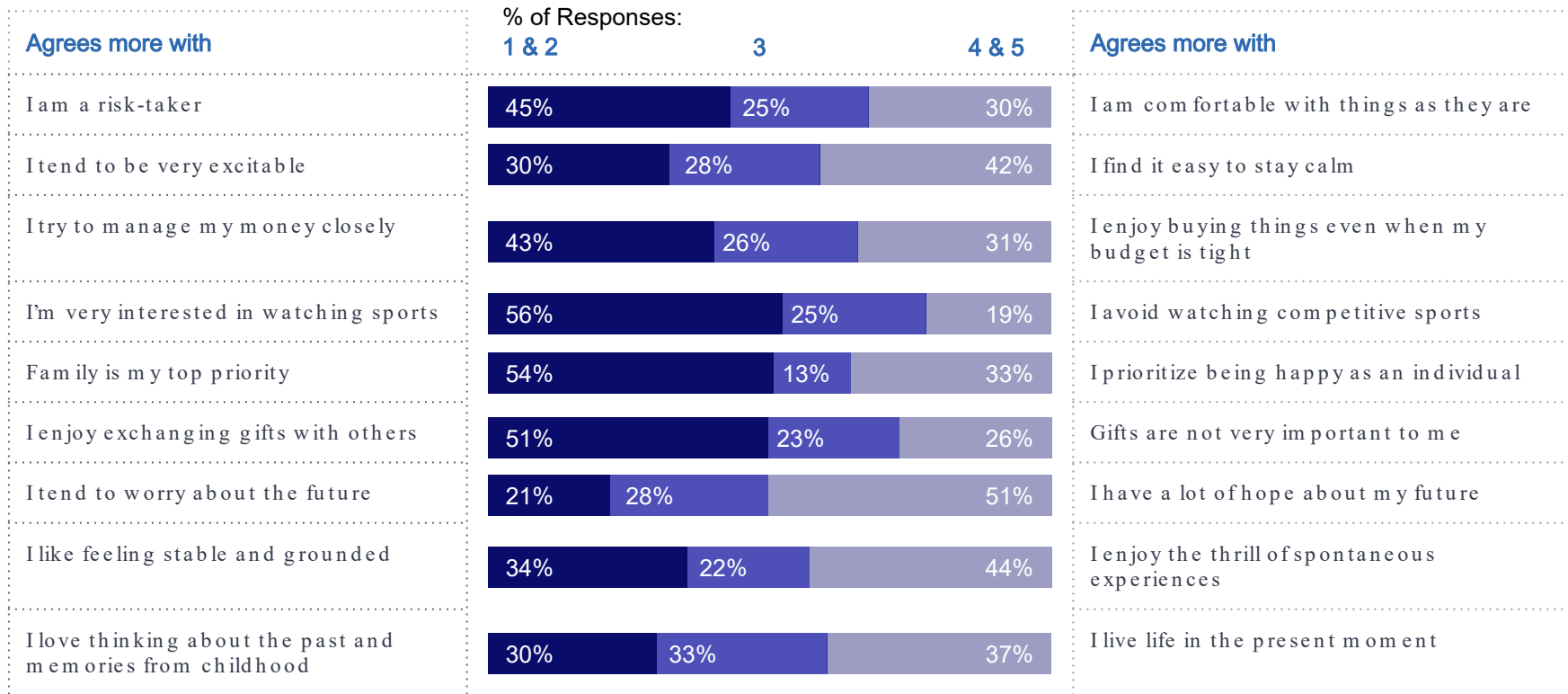
	← Agree more with					Agree more with →	
I make most decisions based on my gut instinct.	1	2	3	4	5	I tend to do research before making a final decision.	

INTERPRETATION

The stacked bar chart shows the percentage of responses. These have been grouped into those responding 1 and 2, those responding 3 (midpoint), and those responding 4 and 5., and where the segment averages fall in relation to one another.



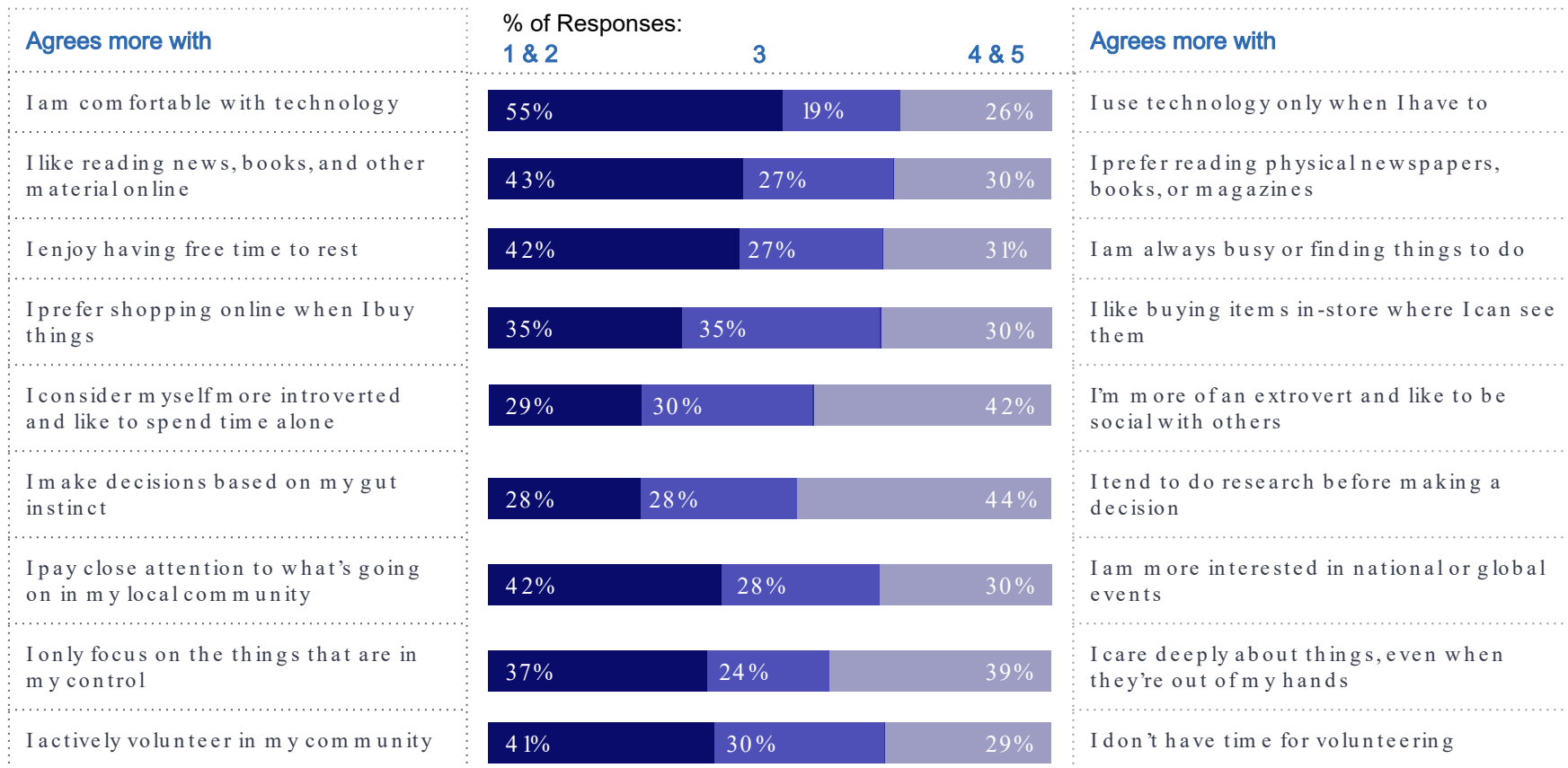
Psychographic Statements



Base = 172

Q9. Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.

Psychographic Statements



Q9. Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.



Weekly Detailed Findings

KEY FINDINGS

Weekly Players

Plays once a week

Stability, nostalgia, comfort.

More Similar to SemiDaily than others:

Play history of 3-10 years

Equal interest in playing lottery in a year

Motivated to play because it's "fun to talk about"

Different to SemiDaily:

Highly motivated by winning, "seeing people win"

Highest influence by online ads

Less interest in casino and racetrack

Lower "moral" support for all gaming

Less interest in playing more often in future

Highest in:

Hope for the future

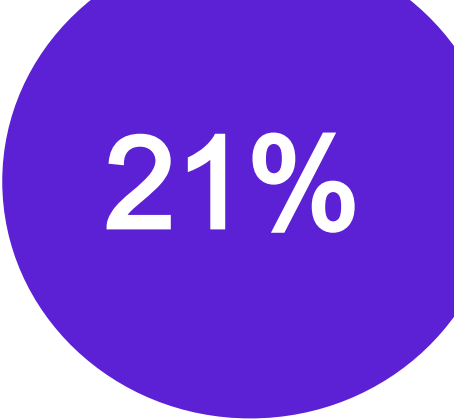
Also high in:

Buying items in-store

Comfortable with things as they are

Feeling stable and grounded

Childhood memories and nostalgia



21%

Shares many DC Lottery perceptions with SemiDaily:

DC Lottery as trustworthy, having lots of winners, having good odds to win, has games they like to play, and is important to the community.

Higher NPS for DC Lottery than Monthly, Light/Never

Weekly Segment: Demographic Profile

Plays once a week

Lives in MD/VA, Travels to DC (n=58)		
More than 1x a week	60%	▲
1x a week	21%	
1x in 2-3 weeks	17%	
1x a month	2%	L ▼

Age		
18-24	8%	
25-34	35%	
35-44	31%	
45-54	10%	L ▼
55+	15%	H ▲

Income		
<\$50K	22%	
\$50-\$74.9K	21%	
\$75-\$99.9K	16%	
\$100-\$149.9K	19%	
\$150K+	22%	H ▲

Education		
HS or less	15%	
Some college	22%	
Associate's	8%	L ▼
Bachelor's	38%	▲
Grad degree	17%	▲

Gender		
Male	63%	▲
Female	37%	

Homeownership		
Own	61%	▼ ▲
Rent	39%	

Location		
DC	45%	
Maryland	33%	
Virginia	22%	

Ethnicity		
White	46%	
Black	41%	
Latino	15%	
Others	8%	H ▲

Employment		
Full-time	60%	
Part-time	16%	H ▲
Self	9%	
Not	15%	

Children in Home		
None	47%	▲
One	30%	
Two	17%	
Three+	7%	

Marital Status		
Married	31%	
Never	31%	
Partner	20%	
Single	18%	



Index is significantly higher or lower



H L Highest or Lowest of all segments

Types of games played for money

Types of Games	Percentage
State Lottery games (e.g., Scratchers, Powerball, Mega Millions, number games 3, 4, and 5, Keno)	100%
Sporting event bets (e.g., football, baseball)	75%
Casino gambling (e.g., table games, slot machines, poker room)	73%
Bingo	62%
Fantasy sports	55%
Poker or other card games (not at a casino)	48%
Racetrack events (e.g., horses)	39%
Other (e.g., office pools, bets among friends)	29%
None of the above	0%

Base = 105

S10. Which of the following types of games have you ever played for money? This could be either in location (casino, racetrack, convenience store, etc.) or online. Please select all that apply.

-person at a physical

Frequency of DC Lottery play, Players' Club

DC Lottery Frequency of Play *	%
Multiple times a week	0%
Once a week	100%
At least once a month	0%
At least once in the last year	0%
I have played DC Lottery games, but not in the last year	0%
I have never played DC Lottery games	0%

Players' Club	%
Yes	28%
No	70%
Not Sure	2%

Base = 105

S11. How frequently do you play DC Lottery games? Please think about all DC Lottery games, including numbers games, multi-state lottery games (e.g., Powerball, Mega Millions played in DC), DC Keno, instant win terminal games, and scratchers. Please select one.

-style draw

S15. Are you a DC Lottery Players' Club Member?

*Frequency of play is the basis of the segments

Last time played, amount spent monthly

Last Time Played (DCL or any game for \$)	%
Today or yesterday	17%
The past 3-7 days	63%
2 to 3 weeks	17%
A month ago	1%
2 to 11 months	0%
A year	1%
Longer than a year	0%
Not sure	1%

Monthly Spend (DCL or any game for \$)	\$
Median *	\$70.00
Mean *	\$145.37

*It is recommended to prioritize Median Spend over Mean Spend when interpreting results. Mean Spend calculation includes a handful of high outliers in each group, whereas Median Spend represents the midpoint of all responses.

Base = 105

Q1. When was the last time you played [PIPE IN: IF S10=7 "any DC Lottery game"; IF S10≠7 "any game for money"] (including online)?

Q2. On average, how much do you spend playing [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"] in a typical month?

Frequency of play by DC Lottery game type

Game	Total *	Multiple times a week	Once a week	Less than once a week, but at least once a month	Multiple times in the last 12 months	Once in the last 12 months	Haven't played in the last 12 months
DC Scratchers	81	19%	51%	22%	5%	4%	0%
Powerball or Mega Millions	74	16%	54%	19%	8%	3%	0%
DC Numbers games	58	17%	48%	28%	5%	2%	0%
DC Fast Play	46	11%	46%	30%	13%	0%	0%
DC Keno	38	8%	42%	37%	11%	0%	3%
Lucky for Life	35	14%	43%	31%	9%	3%	0%
The Lucky One	34	12%	50%	24%	9%	6%	0%
DC e-Instant games	32	16%	47%	31%	6%	0%	0%
Tap-N-Play	24	25%	29%	33%	8%	4%	0%
Race2Riches	18	0%	28%	39%	28%	6%	0%

S13. How frequently do you play each of the following DC Lottery games? Again, please think about both in and online play. Please select one for each option.

-person

*Base size dependent on S12 (which DC Lottery games you ever played)

DC Lottery brand perception

Perceptions	Strongly Agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
Is easy to play	56%	32%	11%	0%	0%
Appeals to people like me	46%	45%	8%	1%	1%
Has the games I like to play	41%	49%	8%	2%	1%
Is trustworthy	40%	37%	19%	3%	1%
Has lots of winners	30%	42%	23%	5%	1%
Has good odds to win	30%	38%	24%	8%	1%
Is an important part of our community	25%	46%	24%	4%	2%

Base = 105

Q6. Indicate whether you agree or disagree with the following statements. Please use this scale: strongly agree, somewhat agree, neither agree or disagree, somewhat disagree, or strongly disagree. The DC Lottery ...

ree, neither agree

DC Lottery Net Promoter Score

NPS Response	%
10 - Extremely Likely	38%
9	22%
8	18%
7	14%
6	3%
5	3%
4	0%
3	1%
2	0%
1	0%
0 - Not at all Likely	1%

Base = 105

Q11. How likely are you to recommend DC Lottery to a friend, relative or colleague? Please select a score between 10 (extrem

ely likely) and 0 (not at all likely).

Future DC Lottery play

Will be playing DCL a year from now?	%
Yes	97%
No	1%
Not Sure	2%

Frequency of playing DCL a year from now?*	%
About the same	56%
More often	41%
Less often	2%
Not sure	1%

Base = 105

Q12. A year from now, do you think you will be playing DC Lottery?

Base = 104

Q14. If you assume your life remains the same as today, then in a year from now, would you expect to be playing DC Lottery more often, less often or about the same?

*Q14 only asked to non-lapsed, DCL players

Top reasons to play, who/what influenced decision

Reason for Playing DC Lottery or games for money	%
To win money	79%
It's entertaining	40%
It's fun to talk about	17%
It's just something to do to pass the time	12%
To compete with friends, coworkers, or relatives	10%
To spend quality time with people in my life	6%
To relieve stress	5%
It's a family tradition	5%
Any other reason	0%

Influenced decision to play DC Lottery or games for money	%
Seeing people win	50%
TV commercials	34%
Friend	34%
Social Media	32%
Online advertisements	25%
A relative besides spouse or partner	23%
Spouse or partner	14%
Radio commercials	14%
Coworker	10%
I'm not sure	4%
Other	0%

Base = 105

Q4. What are the top reasons you play [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"]? Please select up to two responses.

Q5. Who or what has influenced your decision to play [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"]? Select all that apply.

Information Sources

Social media and television are the most important information sources, with the others (radio, newspapers, podcasts) used mostly as secondary sources.

Information Sources	Top source	All sources
Social media	49%	71%
Television	41%	76%
Radio	3%	23%
Local newspaper	3%	27%
Podcasts	5%	21%
Other	n/a	0%

Base = 105

Q17. Where do you get most of your news from? Select one

Q16. Where do you get your news from? Please select your top three.

Sports watched

Sport	%
Football	76%
Basketball	73%
Baseball	50%
Soccer	42%
Golf	23%
Hockey	30%
Don't watch any sports	8%
Other	4%

Base = 105

Q10. Which of the following sports do you watch in -person, on a TV or online? Please select all that apply.

Interpreting Psychographics

Here is an example of the psychographic statement exercise and how it is interpreted.

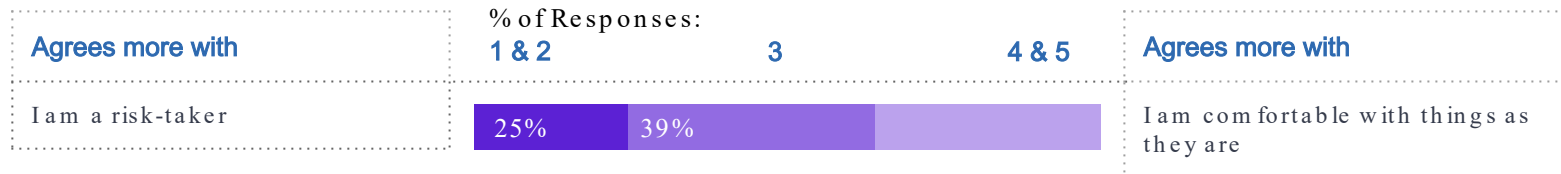
EXERCISE

You will see paired descriptions of how people might see themselves. For each pair, please indicate whether you personally, lean more toward the description on the left or the right.

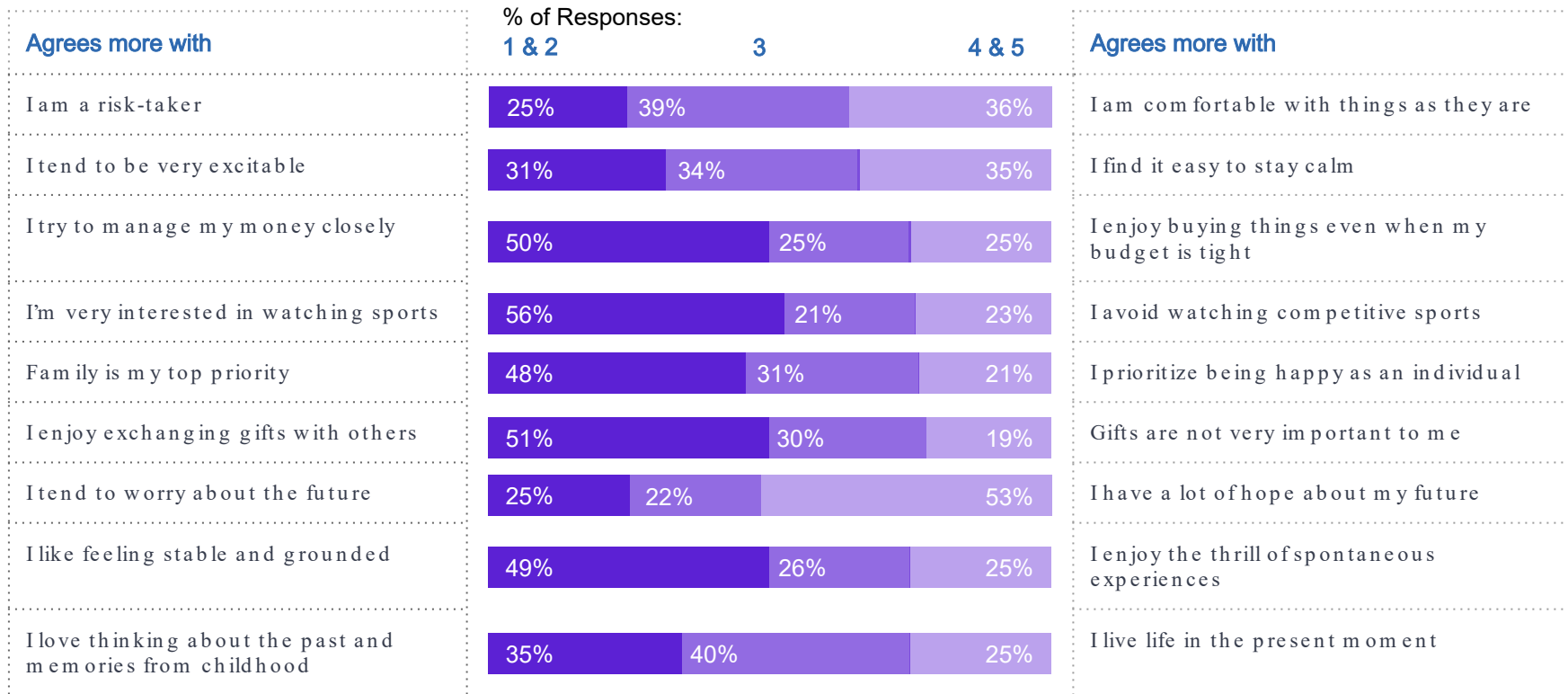
	← Agree more with					Agree more with →	
I make most decisions based on my gut instinct.	1	2	3	4	5	I tend to do research before making a final decision.	

INTERPRETATION

The stacked bar chart shows the **percentage of responses**. These have been grouped into those responding **1 and 2**, those responding **3 (midpoint)**, and those responding **4 and 5**, and where the **segment averages** fall in relation to one another.



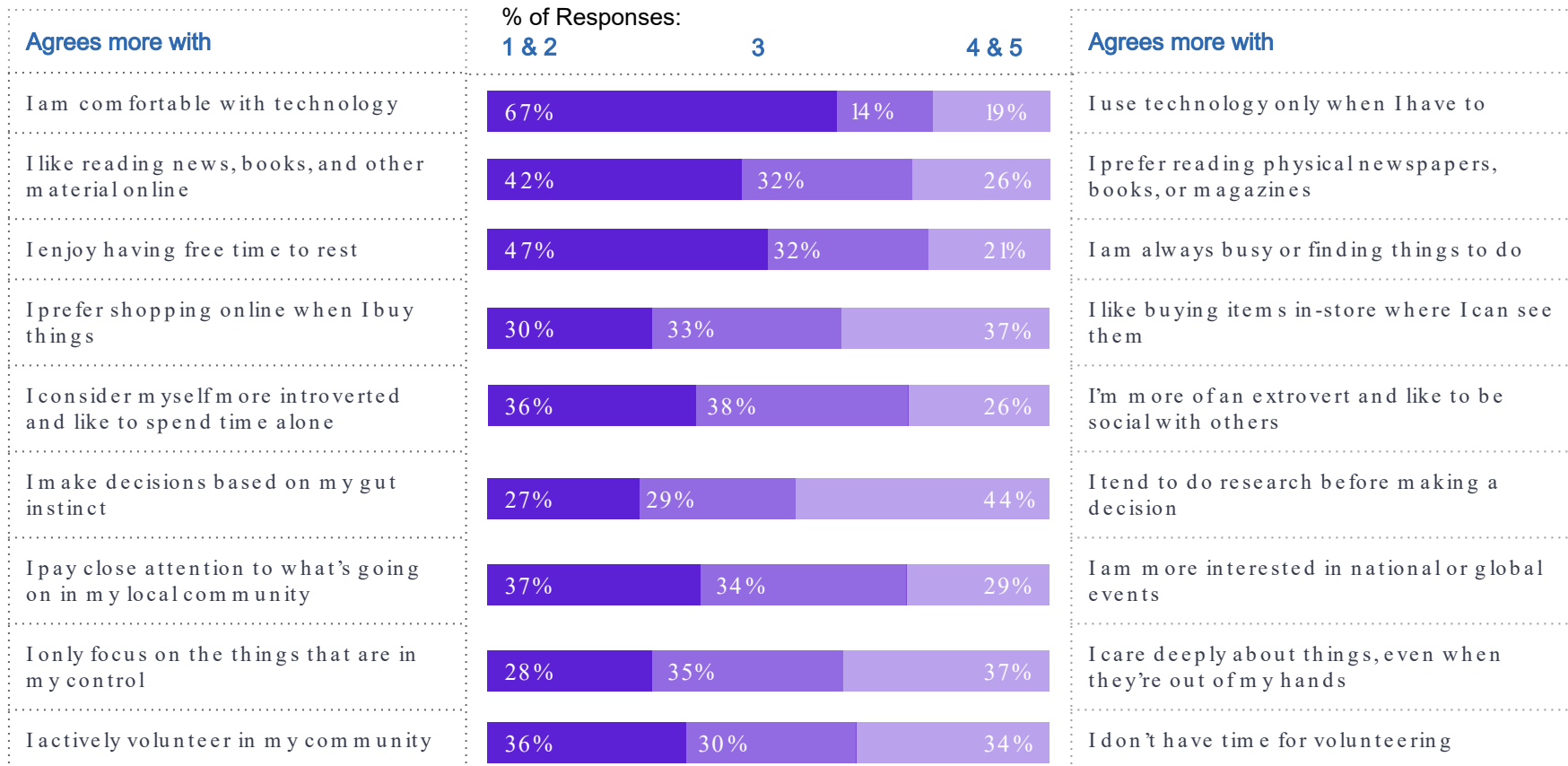
Psychographic Statements



Base = 105

Q9. Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.

Psychographic Statements



Q9. Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.



Monthly Detailed Findings

KEY FINDINGS

Monthly Players

At least once a month

Researched decisions, calm demeanor.

Similar to other segments:

Agreement that the DC Lottery is “easy to play”

Motivated by winning and entertainment (Light/Never)

Different to other segments:

Lower interest in all gaming, except bingo

Less moral support for gaming except charity

Less likely to play less in the future

More influenced by coworkers and other (e.g. billboards, local news).

Lottery seen as way to pass time

Similar to other segments, but highest in:

Researching before making decisions

Finding it easy to stay calm

Only focusing on what’s in their control

Introversion

Using free time to rest

Comfortable using technology



20%

More likely to see DC Lottery as neutral on trust, high on ease of play, neutral on lots of winners, more negative on odds to win, fairly positive on games I like to play and on community.

Lower NPS for DC Lottery (but still positive average).

Weekly Segment: Demographic Profile

At least once a month

Lives in MD/VA, Travels to DC (n=56)	
More than 1x a week	16% L ▼
1x a week	18%
1x in 2-3 weeks	34% H ▲
1x a month	32% H ▲

Age	
18-24	12%
25-34	25%
35-44	27%
45-54	19%
55+	16%

Income	
<\$50K	25%
\$50 - \$74.9K	19%
\$75 - \$99.9K	15%
\$100 - \$149.9K	19%
\$150K+	21%

Education	
HS or less	19%
Some college	16%
Associate's	14%
Bachelor's	37%
Grad degree	13%

Gender	
Male	46%
Female	54% ▲

Homeownership	
Own	43%
Rent	57% ▲

Location	
DC	44%
Maryland	35%
Virginia	21%

Ethnicity	
White	37%
Black	53% H ▲
Latino	11%
Others	9%

Employment	
Full -time	58%
Part -time	8% ▲
Self	8%
Not	26% H ▲

Children in Home	
None	49%
One	21%
Two	25% H ▲
Three+	4%

Marital Status	
Married	38%
Never	32%
Partner	15% ▲
Single	15%



Index is significantly higher or lower



H L Highest or Lowest of all segments

Monthly Segment: At least once a month

Types of games played for money

Types of Games	%
State Lottery games (e.g., Scratchers, Powerball, Mega Millions, number games 3, 4, and 5, Keno)	100%
Casino gambling (e.g., table games, slot machines, poker room)	66%
Bingo	55%
Sporting event bets (e.g., football, baseball)	45%
Poker or other card games (not at a casino)	33%
Other (e.g., office pools, bets among friends)	31%
Fantasy sports	30%
Racetrack events (e.g., horses)	23%
None of the above	0%

Base = 99

S10. Which of the following types of games have you ever played for money? This could be either in location (casino, racetrack, convenience store, etc.) or online. Please select all that apply.

-person at a physical

Monthly Segment: At least once a month

Frequency of DC Lottery play, Players' Club

DC Lottery Frequency of Play *	%
Multiple times a week	0%
Once a week	0%
At least once a month	100%
At least once in the last year	0%
I have played DC Lottery games, but not in the last year	0%
I have never played DC Lottery games	0%

Players' Club	%
Yes	10%
No	87%
Not Sure	3%

Base = 99

S11. How frequently do you play DC Lottery games? Please think about all DC Lottery games, including numbers games, multi-state lottery games (e.g., Powerball, Mega Millions played in DC), DC Keno, instant win terminal games, and scratchers. Please select one.

-style draw

S15. Are you a DC Lottery Players' Club Member?

*Frequency of play is the basis of the segments

Monthly Segment: At least once a month

Last time played, amount spent monthly

Last Time Played (DCL or any game for \$)	%
Today or yesterday	3%
The past 3-7 days	30%
2 to 3 weeks	44%
A month ago	15%
2 to 11 months	4%
A year	0%
Longer than a year	1%
Not sure	2%

Monthly Spend (DCL or any game for \$)	\$
Median *	\$25.00
Mean *	\$49.03

*It is recommended to prioritize Median Spend over Mean Spend when interpreting results. Mean Spend calculation includes a handful of high outliers in each group, whereas Median Spend represents the midpoint of all responses.

Base = 99

Q1. When was the last time you played [PIPE IN: IF S10=7 "any DC Lottery game"; IF S10≠7 "any game for money"] (including online)?

Q2. On average, how much do you spend playing [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"] in a typical month?

Monthly Segment: At least once a month

Frequency of play by DC Lottery game type

Game	Total *	Multiple times a week	Once a week	Less than once a week, but at least once a month	Multiple times in the last 12 months	Once in the last 12 months	Haven't played in the last 12 months
Powerball or Mega Millions	69	0 %	16 %	43 %	36 %	4 %	0 %
DC Scratchers	65	9 %	17 %	35 %	37 %	2 %	0 %
DC Numbers games	37	3 %	5 %	35 %	51 %	5 %	0 %
Lucky for Life	28	0 %	11 %	46 %	39 %	4 %	0 %
DC Fast Play	19	5 %	16 %	42 %	16 %	21 %	0 %
DC Keno	16	6 %	13 %	31 %	31 %	13 %	6 %
The Lucky One	15	0 %	13 %	33 %	47 %	7 %	0 %
Tap-N-Play	11	0 %	9 %	64 %	9 %	18 %	0 %
Race2Riches	10	10 %	10 %	30 %	50 %	0 %	0 %
DC e-Instant games	9	11 %	11 %	44 %	33 %	0 %	0 %

S13. How frequently do you play each of the following DC Lottery games? Again, please think about both in and online play. Please select one for each option.

-person

*Base size dependent on S12 (which DC Lottery games you ever played)

DC Lottery brand perception

Perceptions	Strongly Agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
Is easy to play	55%	33%	10%	2%	0%
Has the games I like to play	41%	40%	16%	1%	1%
Appeals to people like me	35%	42%	21%	1%	0%
Is trustworthy	29%	41%	27%	1%	1%
Has lots of winners	19%	35%	33%	9%	3%
Is an important part of our community	19%	33%	42%	1%	4%
Has good odds to win	12%	38%	28%	17%	4%

Base = 99

Q6. Indicate whether you agree or disagree with the following statements. Please use this scale: strongly agree, somewhat agree, neither agree or disagree, somewhat disagree, or strongly disagree. The DC Lottery ...

ree, neither agree

Monthly Segment: At least once a month

DC Lottery Net Promoter Score

NPS Response	%
10 - Extremely Likely	24%
9	8%
8	32%
7	15%
6	8%
5	6%
4	1%
3	3%
2	0%
1	0%
0 - Not at all Likely	2%

Base = 99

Q11. How likely are you to recommend DC Lottery to a friend, relative or colleague? Please select a score between 10 (extrem

ely likely) and 0 (not at all likely).

Monthly Segment: At least once a month

Future DC Lottery play

Will be playing DCL a year from now?	%
Yes	89%
No	3%
Not Sure	8%

Frequency of playing DCL a year from now?*	%
About the same	14%
More often	9%
Less often	76%
Not sure	1%

Base = 99

Q12. A year from now, do you think you will be playing DC Lottery?

Base = 96

Q14. If you assume your life remains the same as today, then in a year from now, would you expect to be playing DC Lottery more often, less often or about the same?

*Q14 only asked to non-lapsed, DCL players

Top reasons to play, who/what influenced decision

Reason for Playing DC Lottery or games for money	%
To win money	86%
It's entertaining	43%
It's just something to do to pass the time	16%
It's fun to talk about	8%
To relieve stress	7%
It's a family tradition	5%
To compete with friends, coworkers, or relatives	3%
To spend quality time with people in my life	0%
Any other reason	0%

Influenced decision to play DC Lottery or games for money	%
Seeing people win	43%
Friend	32%
Social Media	22%
TV commercials	21%
Online advertisements	19%
A relative besides spouse or partner	15%
Spouse or partner	15%
Coworker	14%
Radio commercials	8%
Other	4%
I'm not sure	2%

Base = 99

Q4. What are the top reasons you play [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"]? Please select up to two responses.

Q5. Who or what has influenced your decision to play [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"]? Select all that apply.

Monthly Segment: At least once a month

Information Sources

Social media and television are the most important information sources, although radio stations are significant sources for this segment

Information Sources	Top source	All sources
Social media	46%	69%
Television	35%	71%
Radio	5%	38%
Local newspaper	6%	28%
Podcasts	8%	21%
Other	n/a	2%

Base = 99

Q17. Where do you get most of your news from? Select one

Q16. Where do you get your news from? Please select your top three.

Monthly Segment: At least once a month

Sports watched

Sport	%
Football	75%
Basketball	60%
Baseball	41%
Soccer	35%
Hockey	25%
Golf	11%
Don't watch any sports	5%
Other	3%

Base = 99

Q10. Which of the following sports do you watch in -person, on a TV or online? Please select all that apply.

Interpreting Psychographics

Here is an example of the psychographic statement exercise and how it is interpreted.

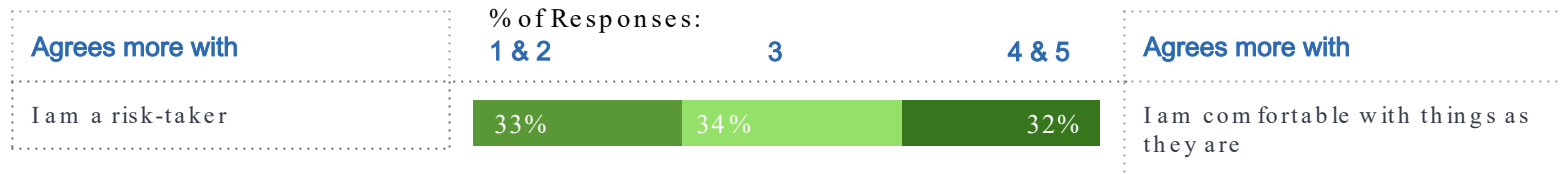
EXERCISE

You will see paired descriptions of how people might see themselves. For each pair, please indicate whether you personally, lean more toward the description on the left or the right.

	← Agree more with					Agree more with →	
I make most decisions based on my gut instinct.	1	2	3	4	5	I tend to do research before making a final decision.	

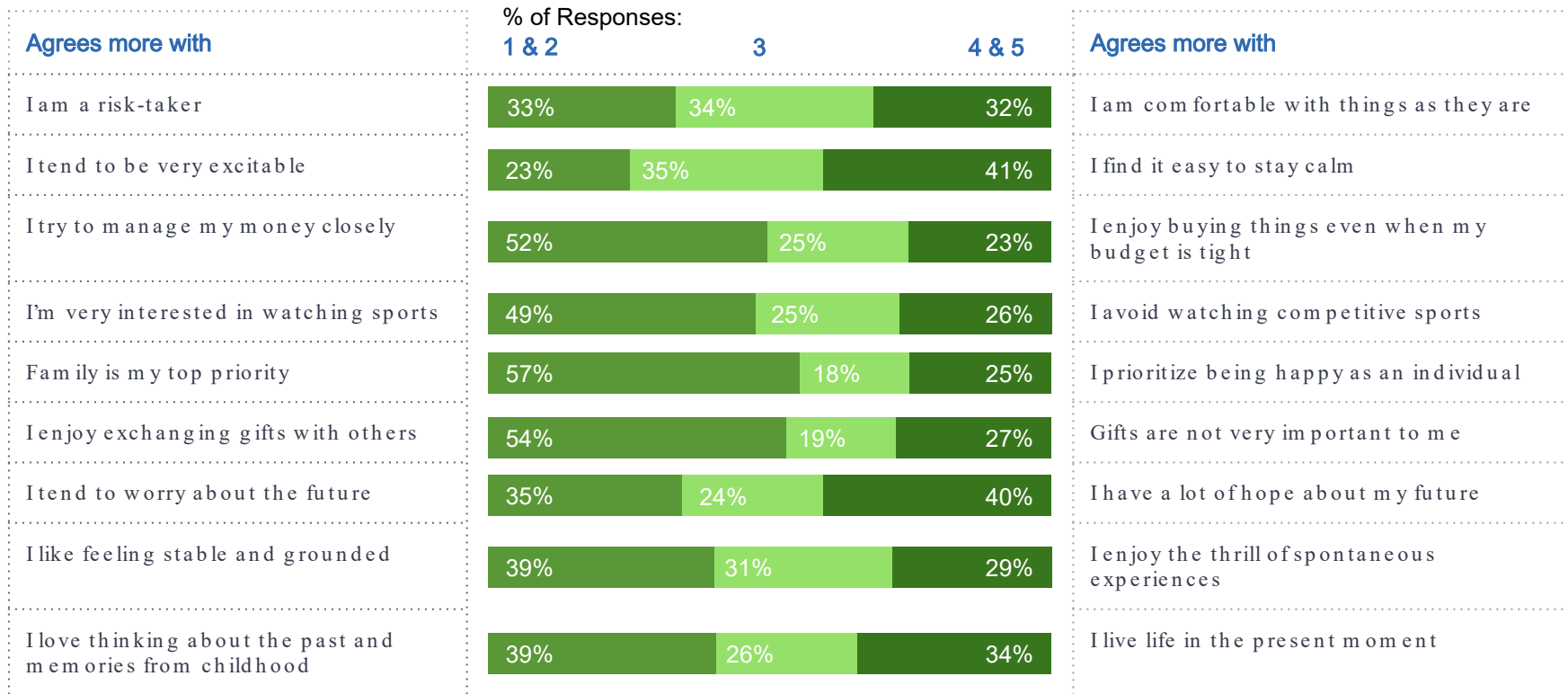
INTERPRETATION

The stacked bar chart shows the percentage of responses. These have been grouped into those responding 1 and 2, those responding 3 (midpoint), and those responding 4 and 5., and where the segment averages fall in relation to one another.



Monthly Segment: At least once a month

Psychographic Statements



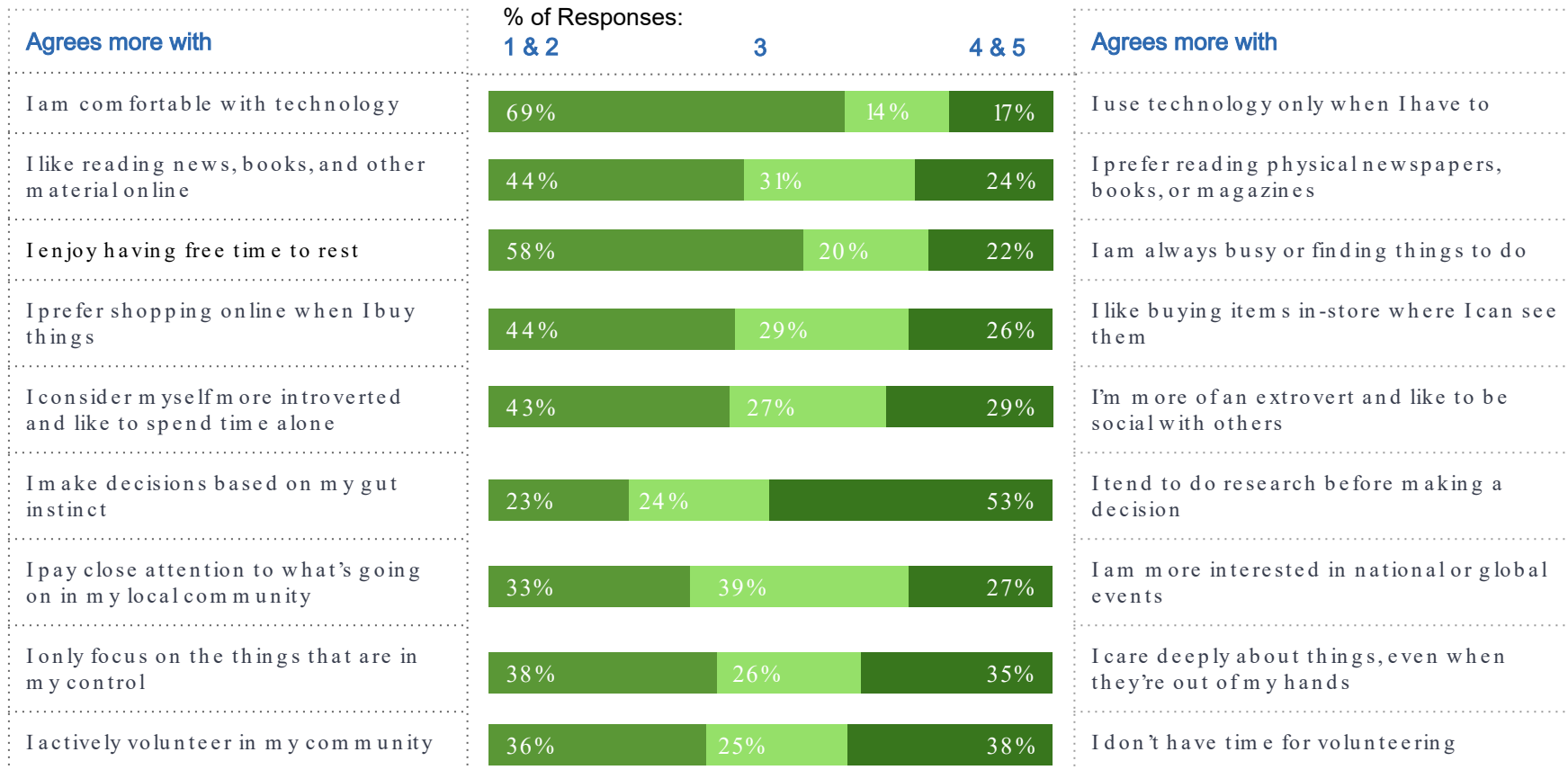
Base = 99

Q9. Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.

*Some scales = 99 due to rounding

Monthly Segment: At least once a month

Psychographic Statements



Q9. Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.

*Some scales = 99 due to rounding



Light & Never Play

Detailed Findings

KEY FINDINGS

Light/Never Players

Played at least once in the last year, or never played

Living in the present, risk-averse.

Similar to other segments:

Has played the DC Lottery almost as long

Same level of interest in charity/bingo and sports

Motivated by winning and entertainment (Monthly)

Different to other segments:

Less moral support for all types of gambling

Lowest interest in playing the Lottery in a year

Less likely to recall what influenced their decision to play.

Similar to other segments, but highest in:

Live in the present moment

Worry about the future

Very excitable

Care deeply about things (even out of their hands)

Don't have time for volunteering

More likely to see DC Lottery

as slightly less trustworthy, neutral on ease of play, not seen as having lots of winners or good odds to win, less appealing overall, neutral on games I like to play, and negative on community.

Lowest NPS for DC Lottery (negative average).



26%

Light/Never Segment: Demographic Profile

Played at least once in the last year, or never played

Lives in MD/VA, Travels to DC (n=82)	
More than 1x a week	33%
1x a week	22%
1x in 2-3 weeks	26% ▲
1x a month	20% ▲

Age	
18-24	15% H ▲
25-34	32%
35-44	24%
45-54	20%
55+	10%

Income	
<\$50K	27% ▲
\$50-\$74.9K	25%
\$75-\$99.9K	13% L ▼
\$100-\$149.9K	19%
\$150K+	16%

Education	
HS or less	22%
Some college	22% H ▲
Associate's	8% L ▼
Bachelor's	28% L ▼
Grad degree	21% H ▲

Gender	
Male	41%
Female	59% H ▲

Homeownership	
Own	27% L ▼
Rent	73% H ▲

Location	
DC	36%
Maryland	33%
Virginia	31%

Ethnicity	
White	42%
Black	46%
Latino	18% H ▲
Others	12%

Employment	
Full-time	50% L ▼
Part-time	16%
Self	5% L ▼
Not	29% H ▲

Children in Home	
None	63% H ▲
One	17% L ▼
Two	13%
Three+	8% H ▲

Marital Status	
Married	21% L ▼
Never	56% H ▲
Partner	9% L ▼
Single	14%



Index is significantly higher or lower



H L Highest or Lowest of all segments

Types of games played for money

Types of Games	Percentage
State Lottery games (e.g., Scratchers, Powerball, Mega Millions, number games 3, 4, and 5, Keno)	68%
Casino gambling (e.g., table games, slot machines, poker room)	56%
Bingo	45%
Sporting event bets (e.g., football, baseball)	45%
Poker or other card games (not at a casino)	30%
Other (e.g., office pools, bets among friends)	30%
Fantasy sports	23%
Racetrack events (e.g., horses)	19%
None of the above	0%

Base = 128

S10. Which of the following types of games have you ever played for money? This could be either in location (casino, racetrack, convenience store, etc.) or online. Please select all that apply.

-person at a physical

Light & Never Segment: Played at least once in the last year, or never played

Frequency of DC Lottery play, Players' Club

DC Lottery Frequency of Play *	%
Multiple times a week	0%
Once a week	0%
At least once a month	0%
At least once in the last year	52%
I have played DC Lottery games, but not in the last year	39%
I have never played DC Lottery games	9%

Players' Club	%
Yes	7%
No	86%
Not Sure	7%

Base = 87

S11. How frequently do you play DC Lottery games? Please think about all DC Lottery games, including numbers -style draw games, multi-state lottery games (e.g., Powerball, Mega Millions played in DC), DC Keno, instant win terminal games, and scratchers. Please select one.

Base = 128

S15. Are you a DC Lottery Players' Club Member?

*Frequency of play is the basis of the segments

Last time played, amount spent monthly

Last Time Played (DCL or any game for \$)	%
Today or yesterday	5%
The past 3-7 days	15%
2 to 3 weeks	9%
A month ago	10%
2 to 11 months	22%
A year	12%
Longer than a year	23%
Not sure	4%

Monthly Spend (DCL or any game for \$)	\$
Median *	\$ 10.00
Mean *	\$ 71.84

*It is recommended to prioritize Median Spend over Mean Spend when interpreting results. Mean Spend calculation includes a handful of high outliers in each group, whereas Median Spend represents the midpoint of all responses.

Base = 128

Q1. When was the last time you played [PIPE IN: IF S10=7 "any DC Lottery game"; IF S10≠7 "any game for money"] (including online)?

Q2. On average, how much do you spend playing [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"] in a typical month?

Light & Never Segment: Played at least once in the last year, or never played

Frequency of play by DC Lottery game type

Game	Total *	Multiple times a week	Once a week	Less than once a week, but at least once a month	Multiple times in the last 12 months	Once in the last 12 months	Haven't played in the last 12 months
Powerball or Mega Millions	60	2%	2%	5%	32%	33%	27%
DC Scratchers	55	2%	2%	13%	25%	31%	27%
DC Numbers games	18	0%	0%	0%	22%	33%	44%
Lucky for Life	8	0%	13%	0%	38%	25%	25%
DC Keno	3	0%	0%	0%	0%	0%	100%
DC Fast Play	2	0%	0%	0%	0%	0%	100%
The Lucky One	1	0%	0%	0%	0%	100%	0%
Race2Riches	1	0%	0%	0%	0%	0%	100%
DC e-Instant games	1	0%	0%	0%	100%	0%	0%
Tap-N-Play	0	0%	0%	0%	0%	0%	0%

S13. How frequently do you play each of the following DC Lottery games? Again, please think about both in and online play. Please select one for each option.

-person

*Base size dependent on S12 (which DC Lottery games you ever played)

DC Lottery brand perception

Perceptions	Strongly Agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
Is easy to play	40%	41%	18%	1%	1%
Has the games I like to play	18%	45%	31%	5%	1%
Appeals to people like me	26%	37%	26%	9%	2%
Is trustworthy	23%	39%	28%	9%	0%
Has lots of winners	15%	28%	37%	13%	7%
Is an important part of our community	11%	20%	42%	20%	7%
Has good odds to win	8%	25%	37%	20%	11%

Base = 128

Q6. Indicate whether you agree or disagree with the following statements. Please use this scale: strongly agree, somewhat agree, neither agree or disagree, somewhat disagree, or strongly disagree. The DC Lottery ...

ree, neither agree

Light & Never Segment: Played at least once in the last year, or never played

DC Lottery Net Promoter Score

NPS Response	%
10 - Extremely Likely	12%
9	5%
8	21%
7	14%
6	10%
5	18%
4	6%
3	4%
2	3%
1	4%
0 - Not at all Likely	3%

Base = 128

Q11. How likely are you to recommend DC Lottery to a friend, relative or colleague? Please select a score between 10 (extrem

ely likely) and 0 (not at all likely).

Light & Never Segment: Played at least once in the last year, or never played

Future DC Lottery play

Will be playing DCL a year from now?	%
Yes	60%
No	9%
Not Sure	31%

Frequency of playing DCL a year from now?*	%
Less often	60%
About the same	20%
More often	15%
Not sure	6%

Base = 128

Q12. A year from now, do you think you will be playing DC Lottery?

Base = 117

Q14. If you assume your life remains the same as today, then in a year from now, would you expect to be playing DC Lottery more often, less often or about the same?

*Q14 only asked to non-lapsed, DCL players

Top reasons to play, who/what influenced decision

Reason for Playing DC Lottery or games for money	%
To win money	80%
It's entertaining	34%
It's just something to do to pass the time	11%
It's fun to talk about	7%
To compete with friends, coworkers, or relatives	7%
It's a family tradition	5%
To spend quality time with people in my life	4%
To relieve stress	3%
Any other reason	2%

Influenced decision to play DC Lottery or games for money	%
Seeing people win	28%
Friend	24%
Social Media	23%
A relative besides spouse or partner	22%
TV commercials	16%
Online advertisements	14%
I'm not sure	13%
Radio commercials	10%
Spouse or partner	6%
Coworker	5%
Other	4%

Base = 128

Q4. What are the top reasons you play [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"]? Please select up to two responses.

Q5. Who or what has influenced your decision to play [PIPE IN: IF S10=7 "DC Lottery"; IF S10≠7 "games for money"]? Select all that apply.

Light & Never Segment: Played at least once in the last year, or never played

Information Sources

Social media and television are the most important information sources, although this segment is less influenced by television commercials.

Information Sources	Top source	All sources
Social media	43%	63%
Television + commercials	39%	68%
Radio + commercials	6%	30%
Local newspaper	4%	28%
Podcasts	9%	26%

Base = 128

Q17. Where do you get most of your news from? Select one

Q16. Where do you get your news from? Please select your top three.

Light & Never Segment: Played at least once in the last year, or never played

Sports watched

Sport	%
Football	64%
Basketball	52%
Soccer	33%
Baseball	32%
Hockey	28%
Other	14%
Don't watch any sports	12%
Golf	10%

Base = 128

Q10. Which of the following sports do you watch in -person, on a TV or online? Please select all that apply.

Interpreting Psychographics

Here is an example of the psychographic statement exercise and how it is interpreted.

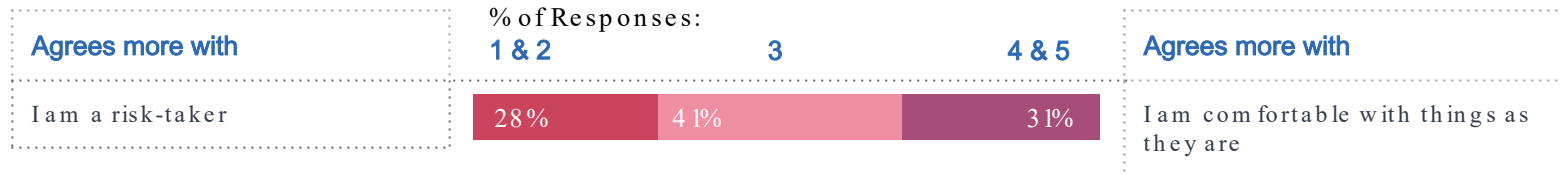
EXERCISE

You will see paired descriptions of how people might see themselves. For each pair, please indicate whether you personally, lean more toward the description on the left or the right.

	← Agree more with					Agree more with →	
I make most decisions based on my gut instinct.	1	2	3	4	5	I tend to do research before making a final decision.	

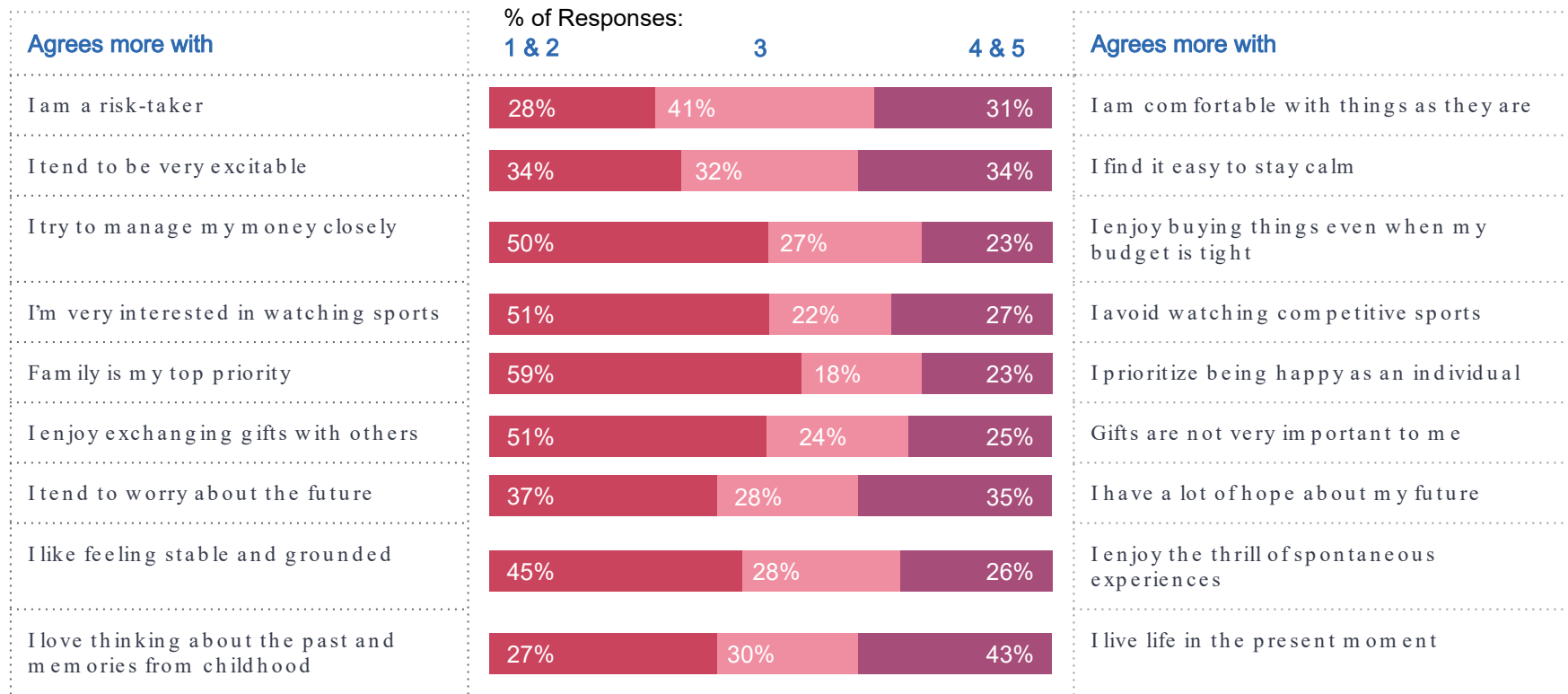
INTERPRETATION

The stacked bar chart shows the percentage of responses. These have been grouped into those responding 1 and 2, those responding 3 (midpoint), and those responding 4 and 5., and where the segment averages fall in relation to one another.



Light & Never Segment: Played at least once in the last year, or never played

Psychographic Statements

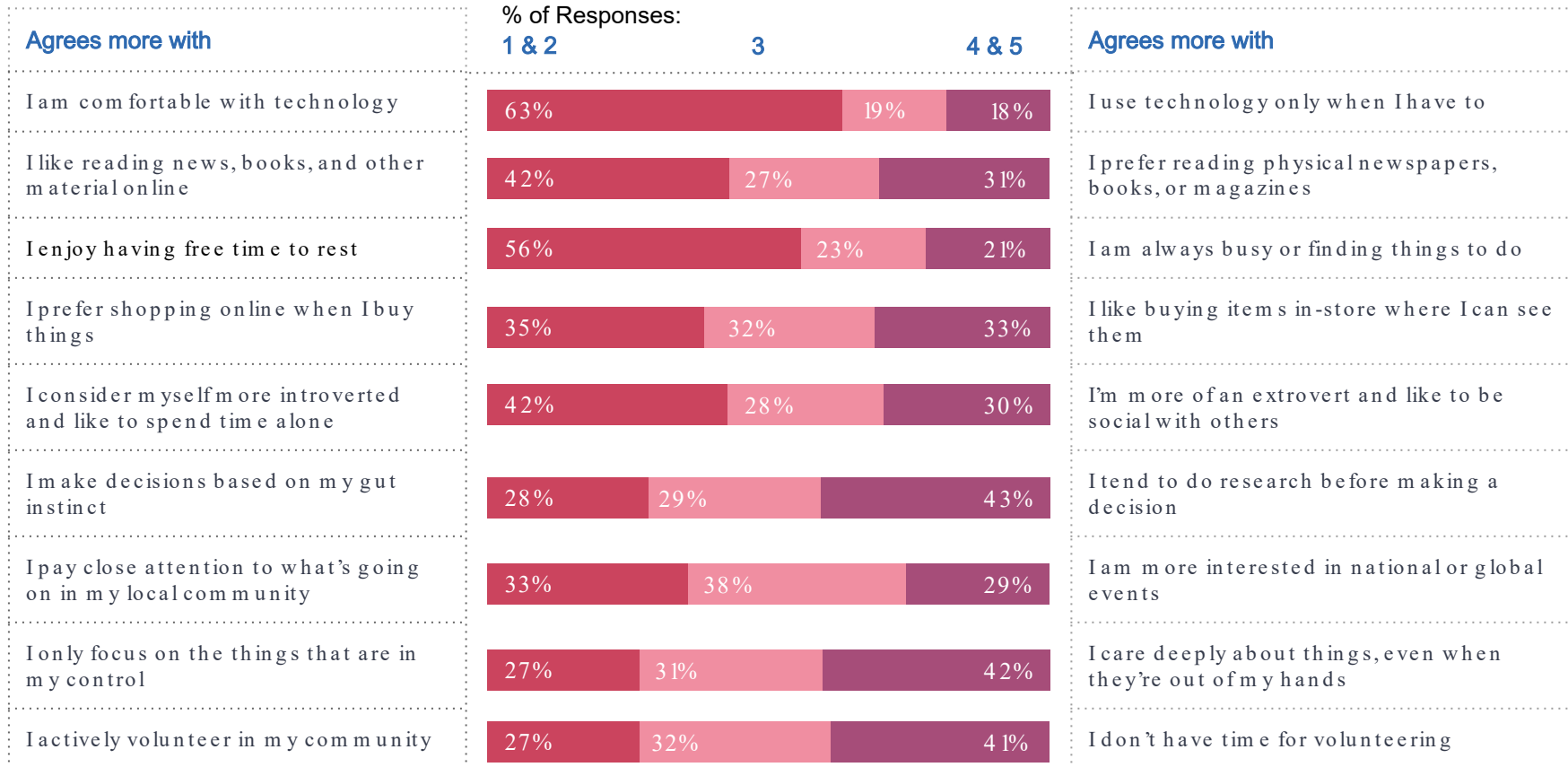


Base = 128

Q9. Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.

Light & Never Segment: Played at least once in the last year, or never played

Psychographic Statements



Q9. Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.



Appendix

Interpreting Psychographics

Here is an example of the psychographic statement exercise and how it is interpreted.

EXERCISE

You will see paired descriptions of how people might see themselves. For each pair, please indicate whether you personally, lean more toward the description on the left or the right.

	← Agree more with					Agree more with →	
I tend to be very excitable	1	2	3	4	5	I find it easy to stay calm	

INTERPRETATION

The **higher the average number**, the stronger the agreement with the **statement on the right**.
The **lower the average number**, the higher the agreement with the **statement on the left**.

Agrees more with	Overall	SemiDaily	Weekly	Monthly	Light/Never	Agrees more with
I tend to be very excitable	3.15	3.23	3.13	3.22	3.00	I find it easy to stay calm

Psychographic Averages by Segment

Numbers indicate average point on 1 to 5 agreement scale. Closer to 1 means agrees more with statement on the left. Closer to 5 means agrees more with statement on the right.

Agrees more with	Overall	SemiDaily	Weekly	Monthly	Light/Never	Agrees more with
I am a risk-taker	2.94	2.72 ▲	3.11	3.00	3.03	I am comfortable with things as they are
I tend to be very excitable	3.15	3.23	3.13	3.22	3.00	I find it easy to stay calm
I try to manage my money closely	2.66	2.80	2.61	2.61	2.55	I enjoy buying things even when my budget is tight
I'm very interested in watching sports	2.46	2.30	2.42	2.55	2.63	I avoid watching competitive sports
Family is my top priority	2.53	2.70	2.56	2.45	2.31	I prioritize being happy as an individual
I enjoy exchanging gifts with others	2.55	2.60	2.56	2.47	2.54	Gifts are not very important to me
I tend to worry about the future	3.25	3.47 ▲	3.46 ▲	3.05	2.93	I have a lot of hope about my future

Q9. Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.

Psychographic Averages by Segment

Numbers indicate average point on 1 to 5 agreement scale. Closer to 1 means agrees more with statement on the left. Closer to 5 means agrees more with statement on the right.

Agrees more with	Overall	SemiDaily	Weekly	Monthly	Light/Never	Agrees more with
I like feeling stable and grounded	2.85	3.12 ▲	2.66	2.79	2.69	I enjoy the thrill of spontaneous experiences
I love thinking about the past and memories from childhood	3.03	3.03	2.87	2.89	3.25 ▲	I live life in the present moment
I am comfortable with using technology	2.21	2.37	2.15	2.04	2.16	I use technology only when I have to
I like reading news, books, and other material online	2.76	2.77	2.77	2.66	2.84	I prefer reading physical newspapers, books, or magazines
I enjoy having free time to rest	2.61	2.81	2.63	2.41	2.45	I am always busy or finding things to do
I prefer shopping online when I buy things	2.94	2.88	3.08	2.77	3.04	I like buying items in-store where I can see them

Q9. Next, you will see paired descriptions of how people might see themselves. For each pair, please indicate whether you, personally, lean more toward the description on the left or the right.

Psychographic Averages by Segment

Numbers indicate average point on 1 to 5 agreement scale. Closer to 1 means agrees more with statement on the left. Closer to 5 means agrees more with statement on the right.

Agrees more with	Overall	SemiDaily	Weekly	Monthly	Light/Never	Agrees more with
I consider myself more introverted and like to spend time alone	2.95	3.18 ▲	2.84	2.79	2.85	I'm more of an extrovert and like to be social with others
I make most decisions based on my gut instinct	3.27	3.20	3.35	3.38	3.19	I tend to do research before making a final decision
I pay close attention to what's going on in my local community	2.82	2.70	2.83	2.84	2.95	I am more interested in national or global events
I only focus on the things that are in my control	3.09	3.03	3.15	2.96	3.20	I care deeply about things, even when they're out of my hands
I actively volunteer in my community	3	2.81 ▲	3.02	3.1	3.16	I don't have time for volunteering

Outlier Participants

Weekly

- 1 who doesn't play DCL but plays games for money at high frequency

Monthly

- 3 who don't play DCL but plays games for money at high frequency

Light/Never

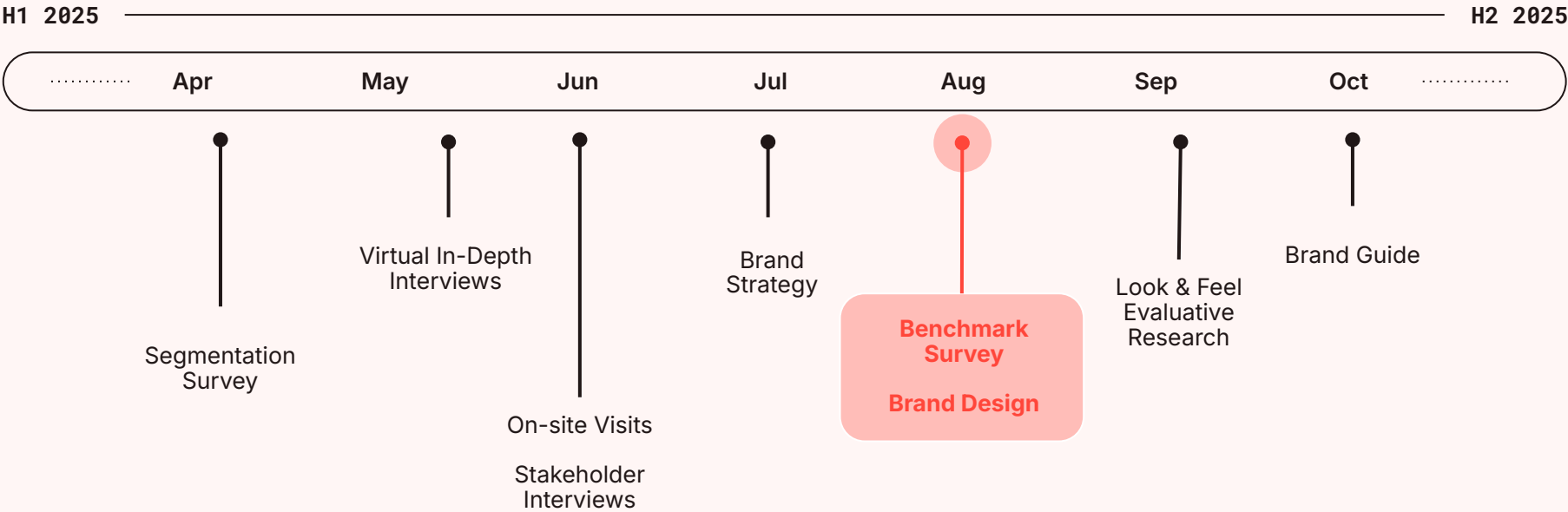
- 11 who don't play DCL but plays games for money at high frequency

DC Lottery

Benchmark Survey Report
August 2025



Project Timeline



Agenda

4	Study Background
10	Executive Summary
16	Detailed Findings Brand Insights Logo Insights Demographic Insights
64	Appendix

Study Background

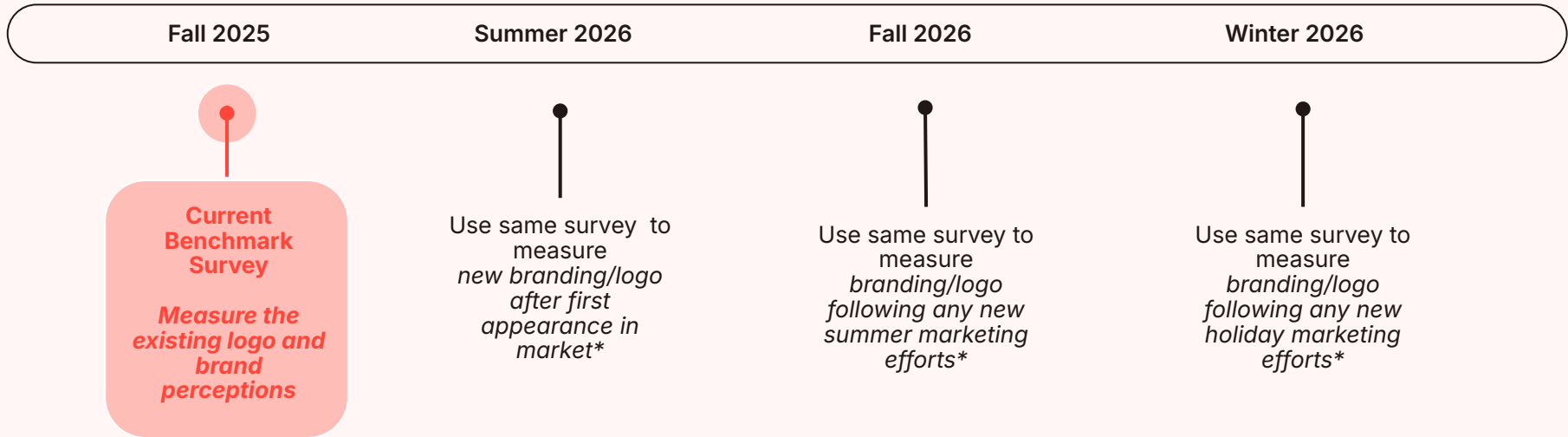
Study Objectives

Swink has partnered with Mirth Research to deliver a research-driven rebranding effort for DC Lottery. The research activities will help Swink and DC Lottery gain deep, actionable insights into consumer perceptions and behaviors, which will serve as both foundation and guideposts for the branding work.

The Benchmark Survey provides an objective, baseline portrait of our consumers' understanding and expectations for our brand. The team can use this survey to measure the impact of any branding change made by using follow up surveys once branding is in the market (comparing pre-rebrand to post-rebrand results).

Potential Brand Measurement

The Benchmark Survey provides an initial measurement of the brand/logo, and can evolve into a brand tracking survey over time, at whatever cadence makes sense for marketing and advertising efforts. For example...



Study Methodology

Benchmark Survey

- 364 total respondents (DC, MD, VA)
- ~15 min survey with market sample
- Weighted sample aligned with district demographics

Survey Approach

- Measure overall positive/negative perception of the DC Lottery brand and branding/logo
- Measure potential drivers of perception to learn why people who like the lottery do so / why people who dislike the lottery don't
- Understand what drives positive/negative perception for different types of players to recommend branding elements tailored to them

Note on Sample Weighting

Sample demographics have been weighted to more closely match the Census population demographics of the DC-Baltimore-Arlington Combined Statistical Area (CSA).

- Weighted on age bracket and race
- Not weighted for gender because natural fallout in our survey sample aligned with the population
- Not weighted for income because federal data use a different unit of analysis (household as opposed to individual)

Participants

n=364 total

91 SemiDaily

plays multiple times weekly

64 Weekly

plays once weekly

84 Monthly

plays once monthly

125 Light/Never

at least once in the last year

OR played DC Lottery games, but not in the last year

OR never played DC Lottery games before

Executive Summary

Brand Insights

Summary

- Overall brand perception is relatively high (avg. 3.80 out of 5)
- Factors that are correlated with higher brand perception:
 - Higher frequency of play
 - Players' Club membership
 - Has ever played Numbers or Fast Play games
 - Sports betting (and Fantasy betting players, slightly)
 - MD and VA residents
 - Male players (slightly)
- 'Other races' correlate with a lower brand perception

Recommendations:

- Build on positive existing relationships with high frequency players and Players' Club Members
- Consider new branding/marketing investments that bridge lottery games with sports/fantasy betting
- Include MD and VA commuters in future brand/market studies
- Investigate factors outside of branding that may be contributing to lower brand perception (e.g. language/cultural barrier, media consumed, etc)

Brand Insights

Summary

- Overall, there were meaningful similarities across brand drivers that rolled up to the themes of:
 - Joy of playing
 - Ease of playing
 - Financial rewards of playing
- Top brand perception drivers:
 - DC Lottery is a good stress reliever (joy)
 - DC Lottery is easy to play (ease)
 - *To a lesser extent*, DC Lottery has good cash prizes (financial reward)

Recommendations:

- Consider which concepts are most important to your goals/strategy and invest in branding/marketing to increase those perceptions (then measure in future testing):
 - Joy of playing
 - Ease of playing
 - Financial rewards of playing
- To attract new players, consider placing particular focus on “ease of play” (as game complexity came up as a barrier in past research)

Brand Insights Summary

- Increased Gameplay drivers (qualitatively):
 - Availability of deals / pricing
 - Awareness of online play opportunities
 - Understanding of revenue connection to DC community

Recommendations:

- Consider business strategy and rebranding/marketing opportunities to raise awareness of:
 - Deals
 - Online/app gameplay
 - How their dollars fund DC community initiatives

Logo Insights

Summary

- Overall logo perception is relatively high (avg. 3.87 out of 5)
- Factors correlated with higher logo perception:
 - Higher frequency of play
 - Players' Club Membership
 - VA residents
 - Male players (slightly)
- 'Other' races correlate with a lower logo perception
- No specific design attributes drive logo perceptions, statistically

Recommendations:

- In Look & Feel testing...
 - Evaluate 1-3 new designs against the current branding to measure relative perceptions before determining a direction
 - Keep an eye on strong opinions / divisiveness particularly with high freq and Players' Club who are most familiar with the logo)

Logo Insights Summary

- Positive themes from qualitative analysis of open ends:
 - Recognizable in DC
 - Colorful / pop of color in center symbol
 - Attractive design / legible
- Negative themes:
 - Generic logo / not lottery-related
 - Cherry blossom is not highly recognizable
 - Not DC-related enough

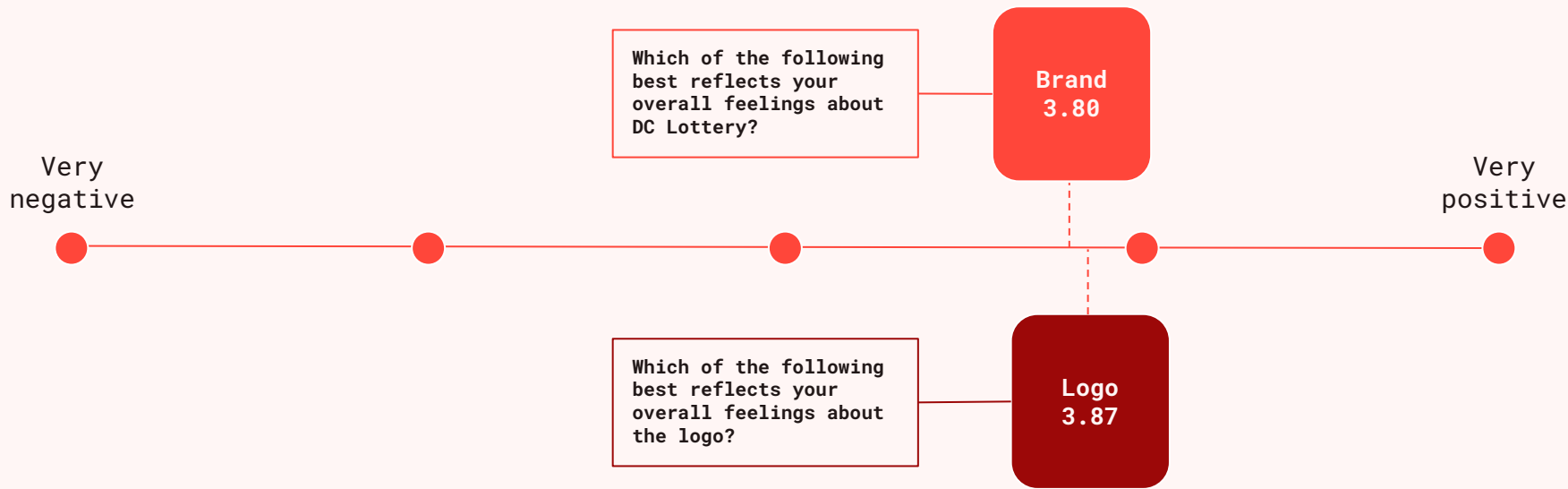
Recommendations:

- Rebrand should prioritize:
 - DC connections (recognizable DC locations and word “DC”)
 - Vibrancy and presence of multiple of colors
 - Connection to “Lottery” play
- Ensure simplicity of design does not become abstraction (cherry blossom too abstract in original)
- If a large stylistic departure from the current logo is desired by DCL leadership, include a more similar design in Look & Feel testing also

Detailed Findings

Brand perception benchmark vs. logo perception benchmark

Brand perception and logo perception are similarly positive



Brand Insights

What are player's
perceptions of
the DC Lottery
brand?

Brand perception benchmark

Players in the DC area rated their perception of the DC Lottery **3.80** on a 5-point scale, on average

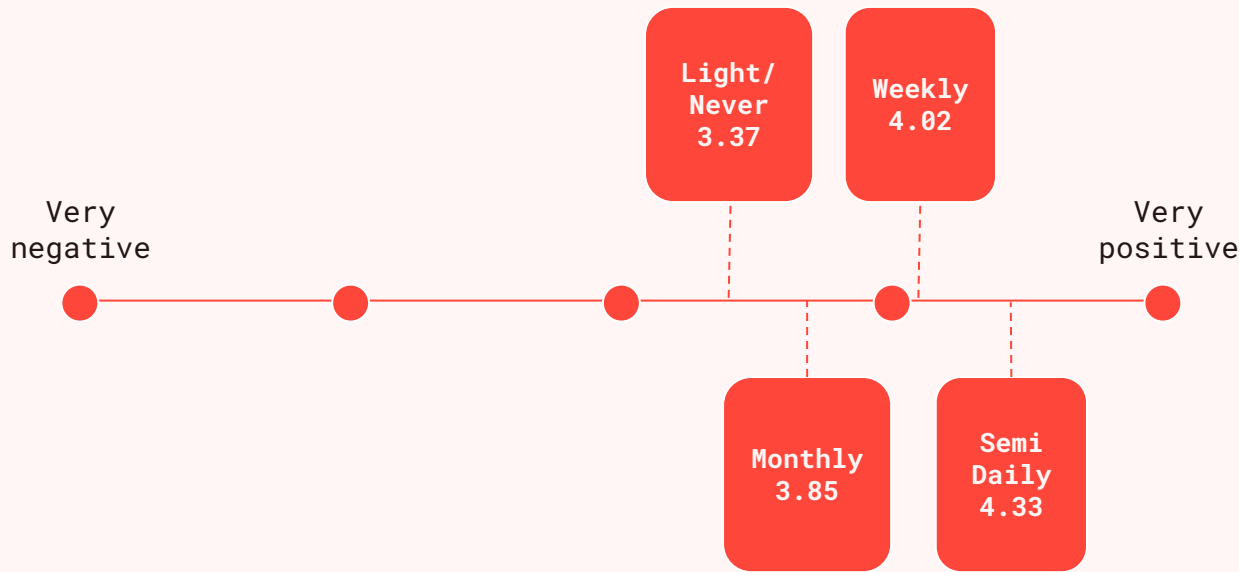


*"I would say it offers a **fun and engaging experience** with a wide variety of games and **convenient ways to play**."*

-Weekly Player

Brand perception by segment

Brand perception is higher among those who play the DC Lottery more frequently



*"I've only brought the scratchers I seemed to have a little luck with them so overall **I'm very excited** when I purchased them."*

-Light/Never Player

Players' Club Membership

Players' Club members are also more likely to hold a more positive view of the DC Lottery Brand than non-members

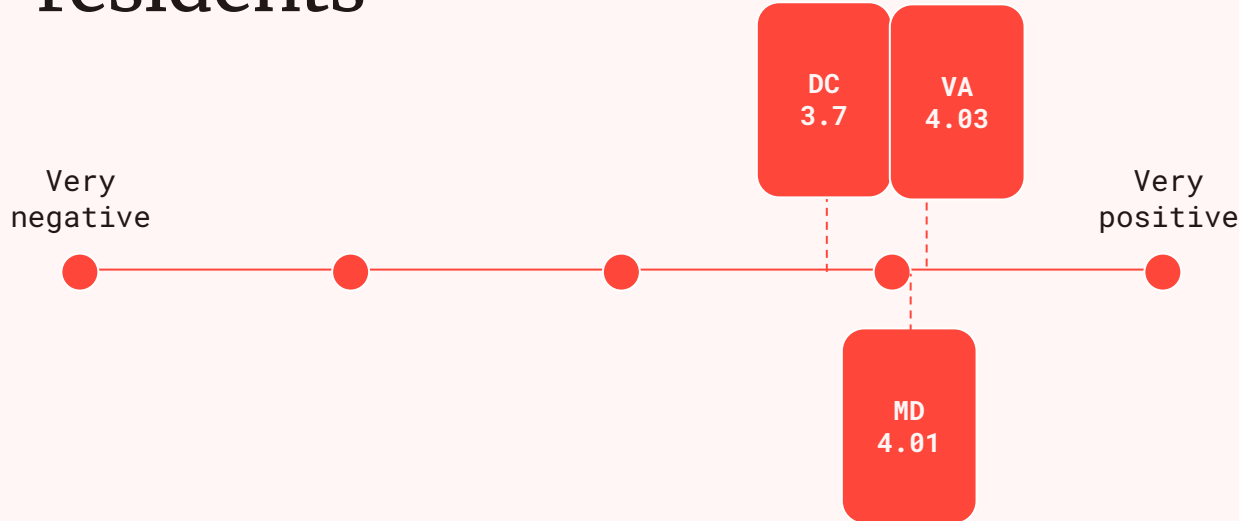
*"It's very positive because **I make good money** on DC gambling."
-SemiDaily, Player's Club*

*"My overall feelings about DC Lottery are **very positive** because **it offers fun games, support local programs** through its revenue."
- Monthly, Player's Club*

*"I have faith in playing the lottery because **I won before.**"
- SemiDaily, Player's Club*

State of residence

Maryland and Virginia residents had higher opinions of the DC Lottery brand than DC residents



"DC lottery has **fun games and good odds.**"
-MD, SemiDaily Player

"I love the **excitement** in it. **I have won in the past.**"
-VA, Weekly Player

Brand perception by demographics

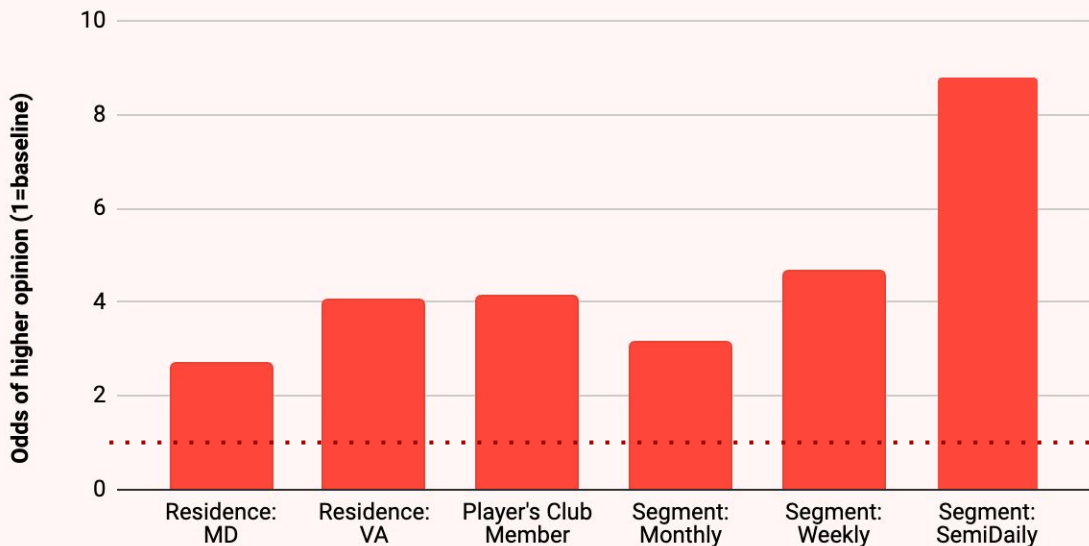
SemiDaily has about
8x odds of a higher
brand opinion vs.
baseline

Weekly, Players' Club
members, and VA residents
have about
4x odds

Monthly and MD residents
have about **3x odds**

Odds of higher brand opinion

for demographic factors that are *statistically significant*



Note: The odds shown above are coefficients from one of many statistical models examined during analysis. Coefficients changed from model to model; the one selected for this slide illustrates the overall trend observed.

Brand Insights

What drives
player brand
perception?

Brand perception drivers

During analysis, we found meaningful similarity between the statements grouped around these three concepts:

- joy of playing
- ease of playing
- financial rewards of playing

This means perception of DC Lottery's brand is driven overall by statements connected to these concepts

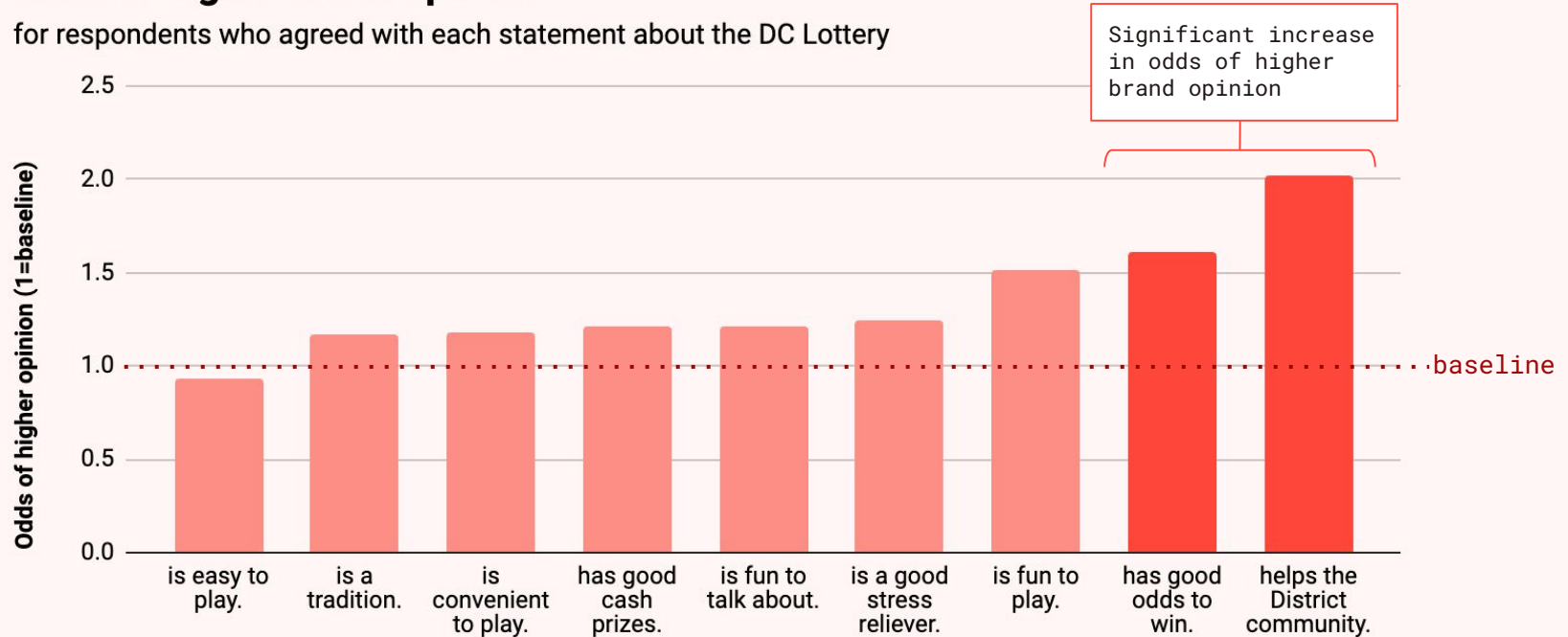
Brand perception drivers

Only two driver statements stand out as having consistently significant and positive correlation with brand perception: "has good odds to win" and "helps the District community"

This does not indicate that other statements are not important - only that the other statements are similarly important as drivers within the three overall themes: joy of playing, ease of playing, financial rewards of playing .

Odds of higher brand opinion

for respondents who agreed with each statement about the DC Lottery



Note: The odds shown above are coefficients from one of many statistical models examined during analysis. Coefficients changed from model to model; the one selected for this slide illustrates the overall trend observed.

Brand perception drivers

"I don't have a lot of experience but I've **enjoyed the few times I've interacted**. The games are easy but not a lot of actual money making chances I feel like."

- Light/Never Player

"I feel positive about the DC Lottery because it adds a sense of fun and excitement while also **supporting good causes in the community**."

- Monthly Player

"DC Lottery's user - friendly app and website **make it super easy** to buy tickets and check results anytime."

- Weekly Player

"It helps **raise money for DC budget** and also makes **playing games fun**."

- SemiDaily Player

Brand Insights

How is game play
connected to
brand
perceptions?

Brand perception by gameplay

Players who have ever **bet on sports** demonstrated opinions of the DC Lottery brand more than **twice as high** as those who had not.

There is also some directional evidence that younger age groups are more likely to bet on sports.

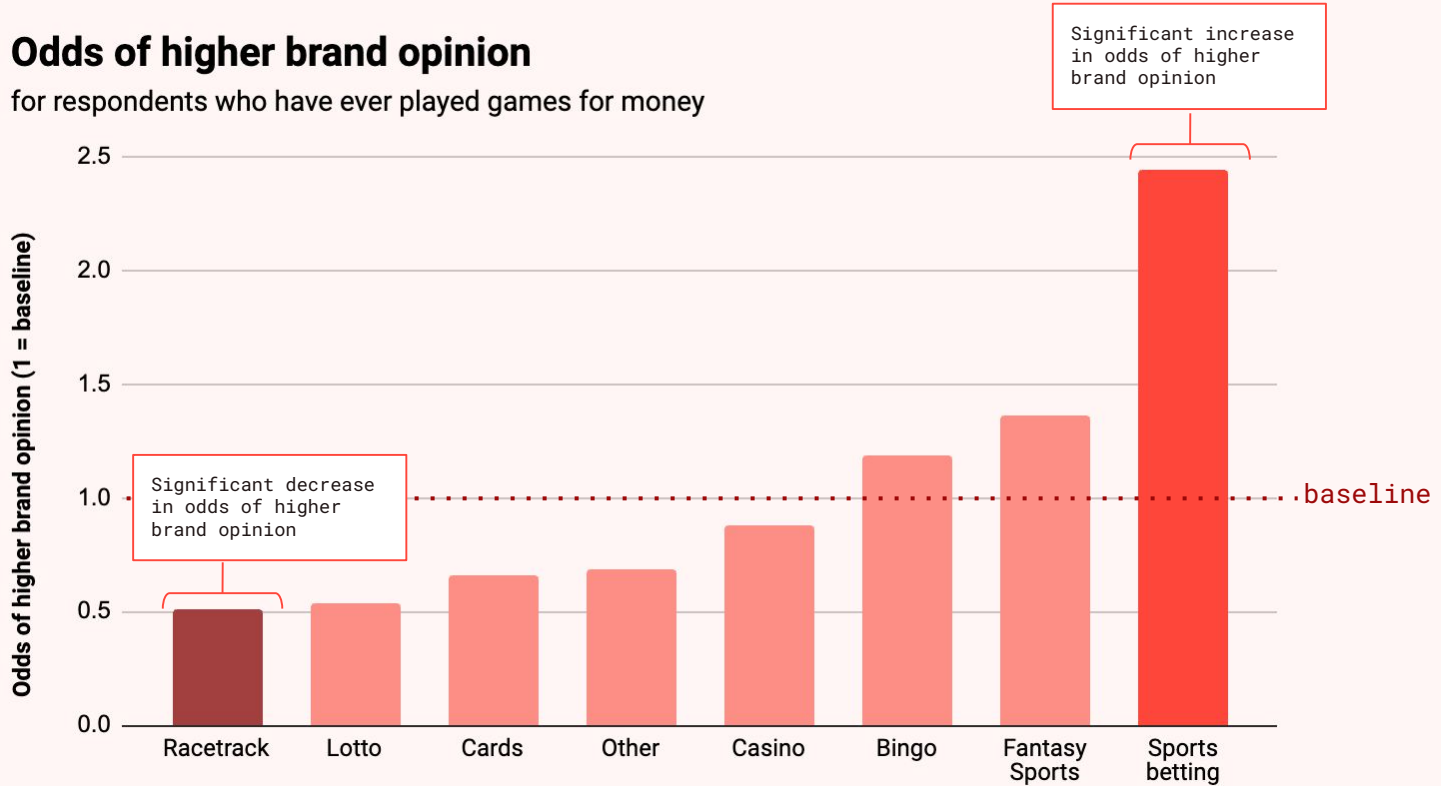
Brand perception by gameplay

By contrast, those who had **bet at racetracks** in the past had **half as high** brand perception as those who had not

No other type of game had a significant association with brand perception

Odds of higher brand opinion

for respondents who have ever played games for money



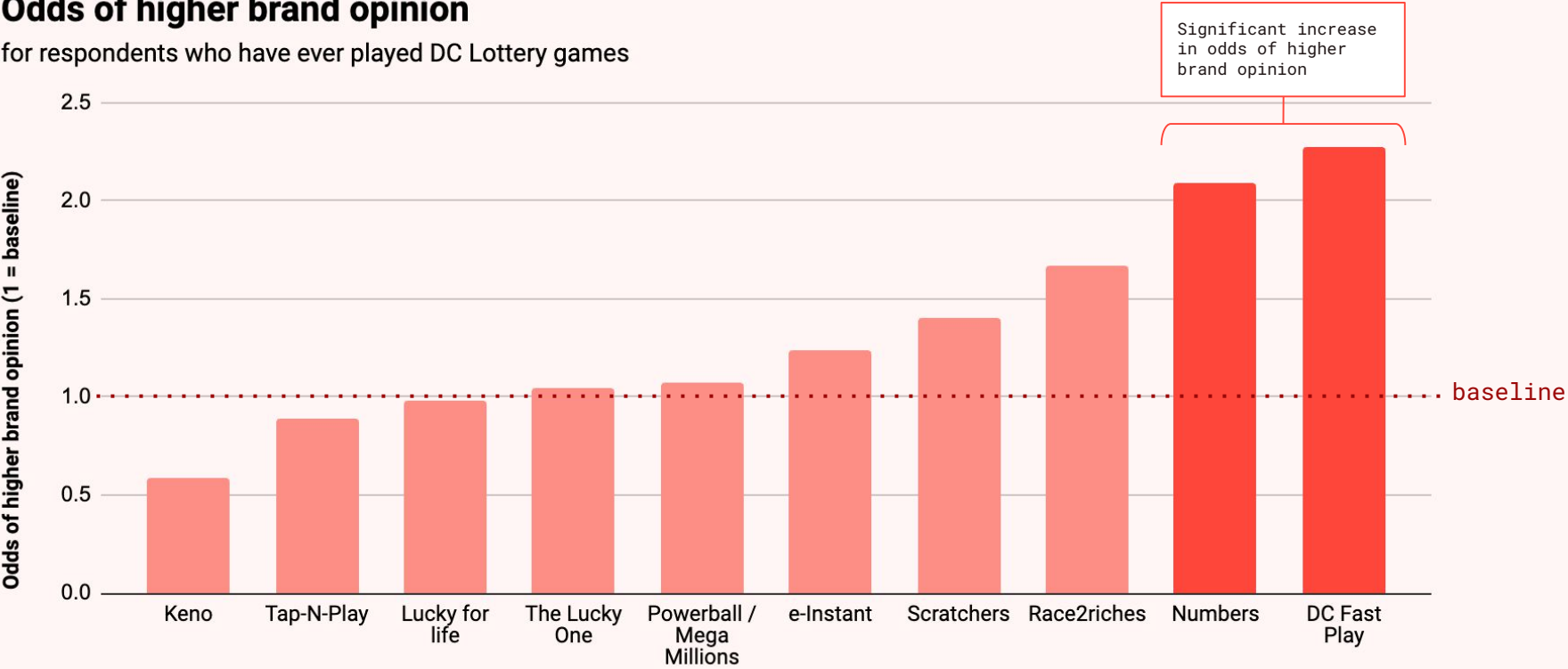
Note: The odds shown above are coefficients from one of many statistical models examined during analysis. Coefficients changed from model to model; the one selected for this slide illustrates the overall trend observed.

Brand perception by gameplay

Those who had **ever played Numbers** and/or **Fast Play** show a higher correlation with a more positive brand perception

Odds of higher brand opinion

for respondents who have ever played DC Lottery games



Note: The odds shown above are coefficients from one of many statistical models examined during analysis. Coefficients changed from model to model; the one selected for this slide illustrates the overall trend observed.

Gameplay by age

Directionally, **younger people** (25–44) tend to be more likely to play **games with fast results** including: DC Fast Play, TapNPlay, the Lucky One, & e-instant games

Conversely, older people (55–65+) are less likely to play games with fast results

Brand Insights

What might
increase
gameplay &
positive brand
perceptions?

*Findings in this section are directional. We do not have statistically significant results, but highlight some top qualitative takeaways.

Drivers of increased gameplay

Players of all segments may be driven to play more DC Lottery games **based on deals** (e.g. 'buy one, get one free'), on average

*"Somewhat positive. It's a fun app to play. **Wish there were more deals** though."*

- SemiDaily Player

*"It's fun to fantasize about winning but **I also have to balance not spending too much money** on lottery games."*

- Monthly Player

*"It's been around for at least my whole life. **They also offer great deals.**"*

- Light/Never Player

***Findings in this section are directional. We do not have statistically significant results, but highlight some top qualitative takeaways**

B4. What would make you more likely to increase your DC Lottery game play?

B2. Why are your overall feelings about DC Lottery [PIPE IN B1 RESPONSE]?

n=364

Drivers of increased gameplay

Information about **how revenue from games benefits the District** may drive **Monthly** and **Light/Never** players to play more

*"I feel positive about the DC Lottery because it adds a sense of fun and **excitement while also supporting good causes in the community.**"*

-Monthly Player

"If it helps the programs that it is intended to help it is okay."

- Monthly Player

*"I thought the lottery was supposed to help the education system, but **I am not sure** that is happening. **Where does all that money go?**"*

- Light/Never Player

***Findings in this section are directional. We do not have statistically significant results, but highlight some top qualitative takeaways**

B4. What would make you more likely to increase your DC Lottery game play?

B2. Why are your overall feelings about DC Lottery [PIPE IN B1 RESPONSE]?

n=364

Drivers of increased gameplay

After ‘more deals’, **Weekly** players may be most driven to play more DC Lottery games with access to information about **how to play using the DC Lottery’s website and app**

*“Because it’s fun to play especially online but **it’s hard trying to figure out how to withdraw the money you won.**”*
- Weekly Player

*“The gameplay is ordinary and **there are no particularly outstanding features.**”*
- Weekly Player

*Findings in this section are directional. We do not have statistically significant results, but highlight some top qualitative takeaways

Online / in-person gameplay

Unrelated to brand perception, we found that players in **Weekly** and **SemiDaily** segments may be more likely to play some or all DC Lottery games **online**

*Findings in this section are directional. We do not have statistically significant results, but highlight some top qualitative takeaways



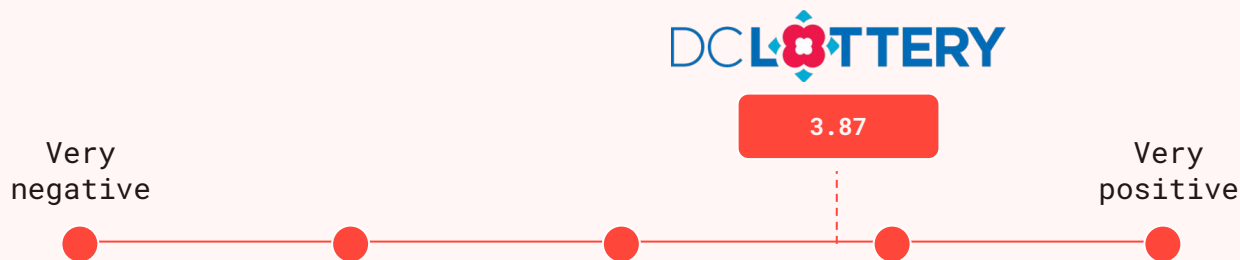
S11. Where have you typically played DC Lottery games? Please select one.
n=364

Logo Insights

What are player's
perceptions of
the DC Lottery
logo?

Logo perception benchmark

Players in the DC area rated their perception of the logo a **3.87** on 5-point scale, on average

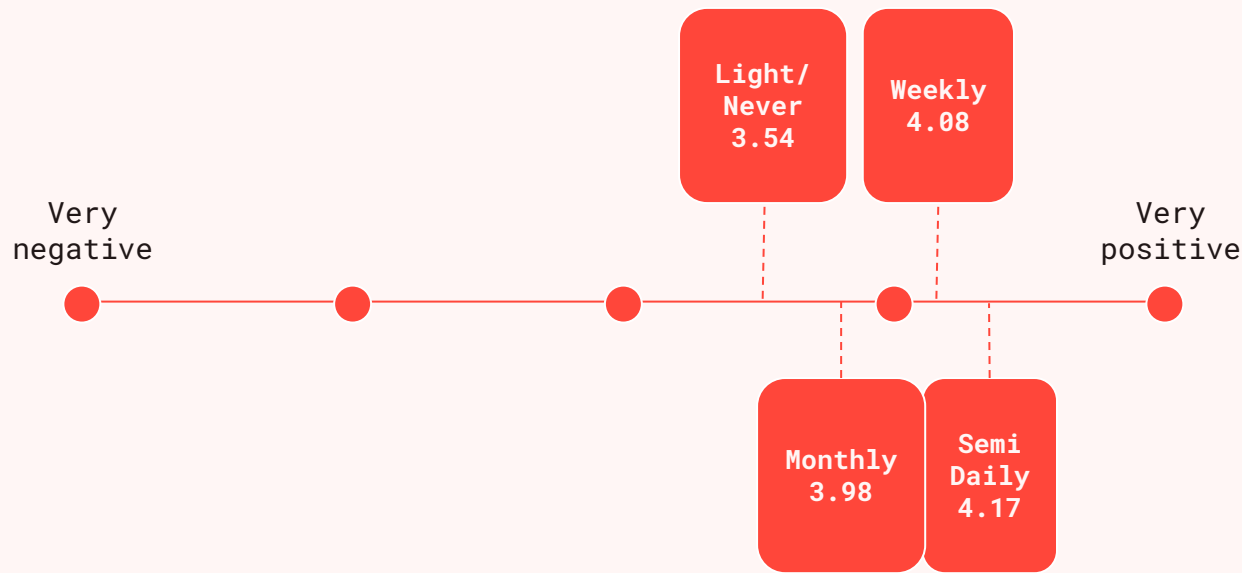


*"It's a nice logo honestly. **It describes what the brand is and makes sense.** The colors are attractive and it caught my attention."*

- Monthly Player

Logo perception benchmark by segment

Logo perception is a bit higher among those who play the DC Lottery more frequently



"I like the logo, I think it **reflects the patriotic feeling** with the blue and red colors."

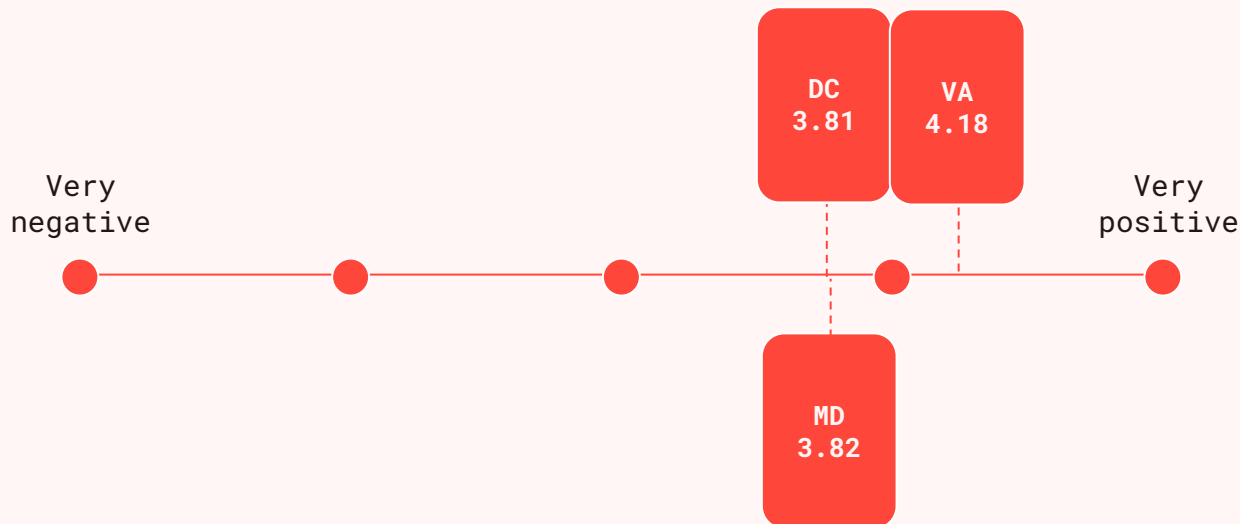
- SemiDailyPlayer

"Good color. Easy to know it's DC Lottery."

- SemiDaily Player

State of residence

Virginia residents are more likely to have higher DC Lottery logo perceptions overall



*"My overall feelings about the DC Lottery logo are very positive because it looks **modern, clean and easy to recognize.**"*

-VA, Monthly Player

Players' Club Membership

Players Club members are more likely to hold a more positive view of the DC Lottery Logo than non-members

*"I love this logo, I **always** see it in grocery stores."*

-SemiDaily, Player's Club

*"It's simple design, **bright colors, and unique emblem** are very powerful and easy to remember."*

- Weekly, Player's Club

*"My eyes go straight to the central symbol it **feels like a winning moment.**"*

- SemiDaily, Player's Club

Logo perception by demographics

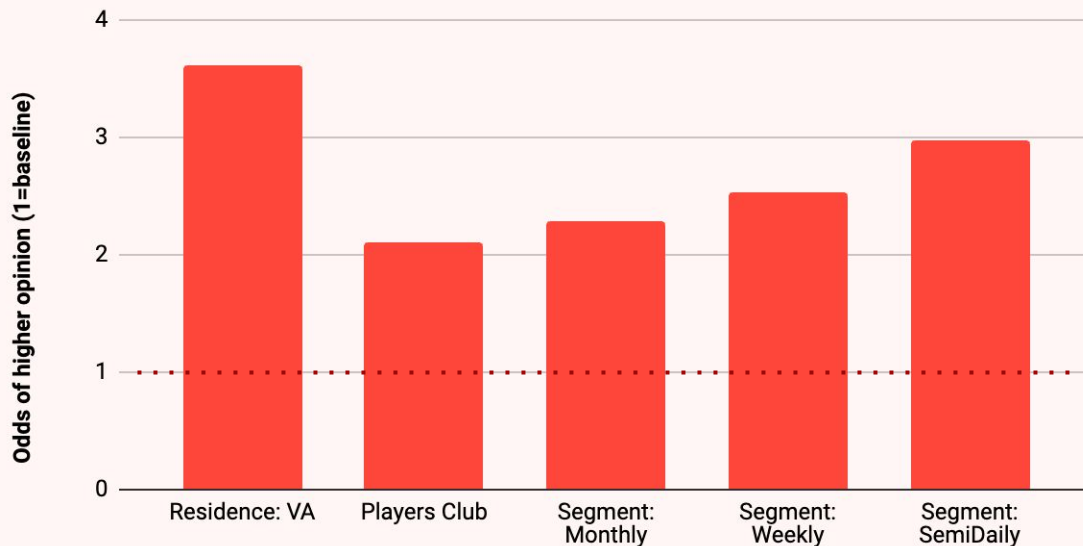
VA residents have about **4x odds** of a higher logo perception vs baseline

SemiDaily and Weekly have about **3x odds**

Monthly and Players' Club members have about **2x odds**

Odds of higher logo opinion

for demographic factors that are *statistically significant*



Note: The odds shown above are coefficients from one of many statistical models examined during analysis. Coefficients changed from model to model; the one selected for this slide illustrates the overall trend observed.

Logo Insights

Which design
attributes drive
positive logo
perception?

Drivers of logo perception

No one specific design attribute is driving positive perceptions of the logo more than others

During analysis, we found meaningful similarity between all the dimensions below.

- Modern
- Entertaining
- Trustworthy
- Exciting
- Unique
- Hopeful
- Classy
- Memorable
- Relatable
- Appealing design
- DC spirit
- Good times

Logo perception qualitative open-ends

Qualitatively, most positive descriptions of the logo group into themes: **colorful, attractive, and recognizable**

*"It looks really pretty.
Its a lot **prettier than
VA's lottery sign.**"
- Weekly Player*

*"The logo is very **creative
and has a pop** to it that
makes it more noticeable."
- Light Player*

*"I see it all the time so
it's easy to recognize."
- Monthly Player*

*"It is a cool logo with **a good
color scheme.** It is inviting."
- SemiDaily Player*

*"It's a nice logo, **very
memorable.**"
- SemiDaily Player*

Logo perception qualitative open-ends

The logo elements that stand out to players are the **red, white, and blue colors** and **the symbol** in the 'O' of the word 'Lottery'

However, more people **referred to the symbol as something other than a cherry blossom** (e.g. flower, clover, etc.)

*"It looks good and **colorful with the red in the center.**"*

- Monthly Player

*"I like the **colors and the overall pattern**"*

- Light/Never Player

*"It is very unique and specifically relevant, especially to Washington, DC. **I love the cherry blossom icon and its beautiful color combination of red, blue, and white.**"*

- SemiDaily Player

Logo Insights

Which design
attributes detract
from positive
logo perception?

Change or keep the logo

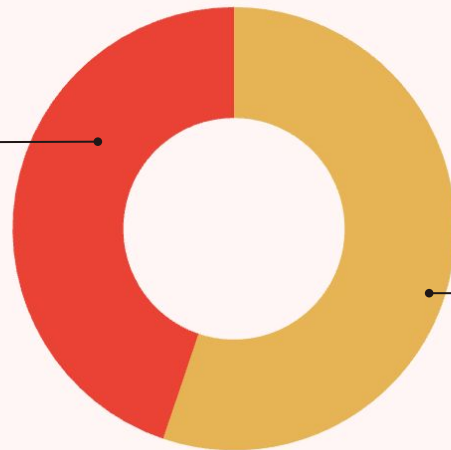
Overall, players are split almost 50/50 on whether the logo should change or stay the same

If you had the opportunity to change the logo to best represent your ideal version of DC Lottery, would you...

(Weighted responses from entire sample)

**Replace it totally &
Change it a bit**

44.8%



Keep it the same

55.2%

Change or keep the logo

Within those who would change the logo, slightly more would “change it a bit” than those who would “replace it totally”

If you had the opportunity to change the logo to best represent your ideal version of DC Lottery, would you...

(Weighted responses from entire sample)

Replace it totally

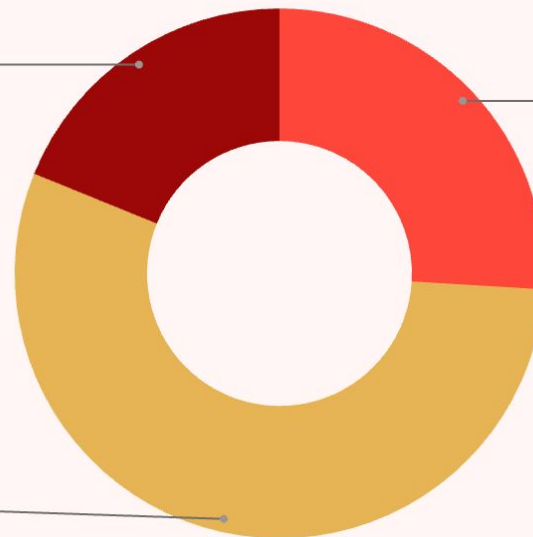
18.9%

Change it a bit

26.0%

Keep it the same

55.2%



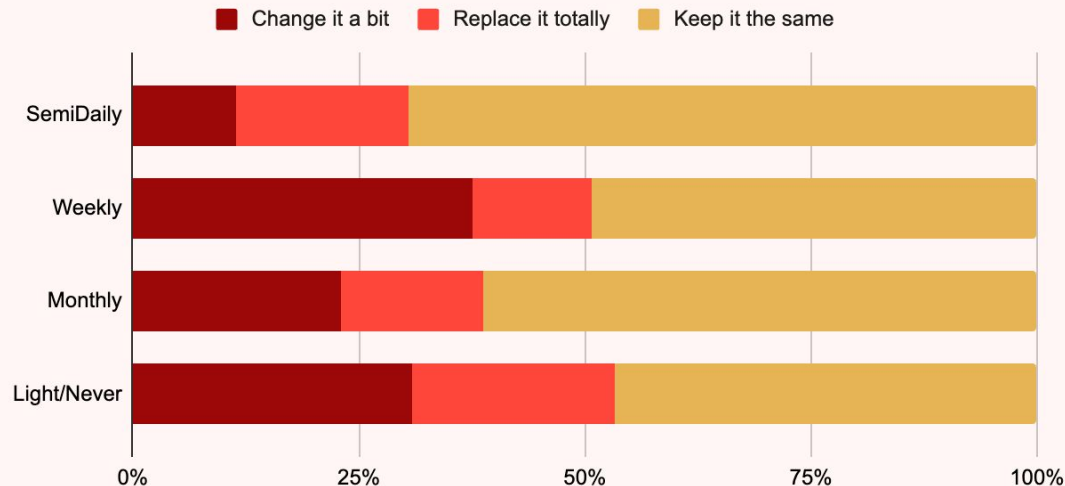
Change or keep the logo

There are no statistically significant indicators of which players are more likely to want to keep or change the logo

Paired with the open end responses, we might extrapolate that the logo is seen as generally fine - but not garnering extreme emotional responses either way

If you had the opportunity to change the logo to best represent your ideal version of DC Lottery, would you...

(Weighted responses from entire sample)



Logo perception qualitative open-ends

The most frequent neutral or negative sentiment came from **Light/Never Players** and included responses that the logo is “generic” and that the ‘O’ symbol is not recognizable

“No real feelings about it, u **don’t see how the flower relates to the district, but the blue feels kinda on brand.**”

- Light/Never Player

“It seems **kind of generic.** I feel like the red flower is supposed to symbolize something but **not sure what.**”

- Light/Never Player

“**It doesn't scream I want you to win.** As funny as that might sound it's very much true.”

- Light/Never Player

“It seems fine. It's easy to read but **maybe DC could stand out more.**”

- Light/Never Player

Logo perception qualitative open-ends

The most frequent negative sentiment from **Monthly Players** or **Weekly Players** was that the logo needed to be more 'DC-related' or that a logo "doesn't matter"

"I think the logo can have **more of a DC representation**. This is the nation's capital one of the most important places in the world with many landmarks and history. The lottery sign could express that a lil more basically the logos kind of boring."
- Monthly Player

"The logo is **recognizable but not special**."
- Monthly Player

"I feel as though DC Lottery **hasn't really changed** over the years."
- Weekly Player

"I like the colors and overall look of the logo. I think it **should have more to do with DC**, though."
- Weekly Player

Logo changes qualitative open-ends

When asked to make changes to the logo, **‘DC-related’** meant incorporating the DC flag, local monuments, the outline of the District, etc.

*“Something involving maybe a building in DC like the **White House or the Washington monument** or even cherry blossoms.”*

- Monthly Player

*“Colors of the state/city flag. More bold fonts. **DC is bold, loud and strong it should resemble that.**”*

- Light/Never Player

*“Have something involving the city design or **something that makes it feel more “DC”.**”*

- Weekly Player

*“Get rid of that middle with the arrows and **replace it with a pic of the Washington monument or capitol.**”*

- Weekly Player

A6. If a graphic designer asked your advice on how to improve the logo to best represent your ideal version of DC Lottery, what would you suggest they change?

Milk A7. What would you imagine would replace the current logo to best represent your ideal version of DC Lottery and why?

Logo changes qualitative open-ends

Many suggestions were made to **adjust colors** (e.g. use more green to indicate money/luck, gold/metallic to indicate luxury, brighter colors, more colors)

*"I would change it completely! Different font and lettering as well as **better colors or something with metallic** if it remains blue and red."
- Monthly Player*

*"The new logo needs better color. **Change the blue.**"
- Monthly Player*

*"I think the 'DC' should be emboldened. **'Lottery' could have a different color.**"
- Weekly Player*

*"I would make the font have sharper edges. I would also **change the color to incorporate more gold. Gold spells luxury**, and humans desire luxury because it's captivating."
- Light Player*

A6. If a graphic designer asked your advice on how to improve the logo to best represent your ideal version of DC Lottery, what would you suggest they change?

A7. What would you imagine would replace the current logo to best represent your ideal version of DC Lottery and why?

Demo Insights

How do player
demographics
play into brand
and logo
perception?

Race/Ethnicity

There is no clear difference in brand or logo perception between **White** and **Black** players

However, players in the **‘Other race’** category reported markedly lower perceptions of brand and logo

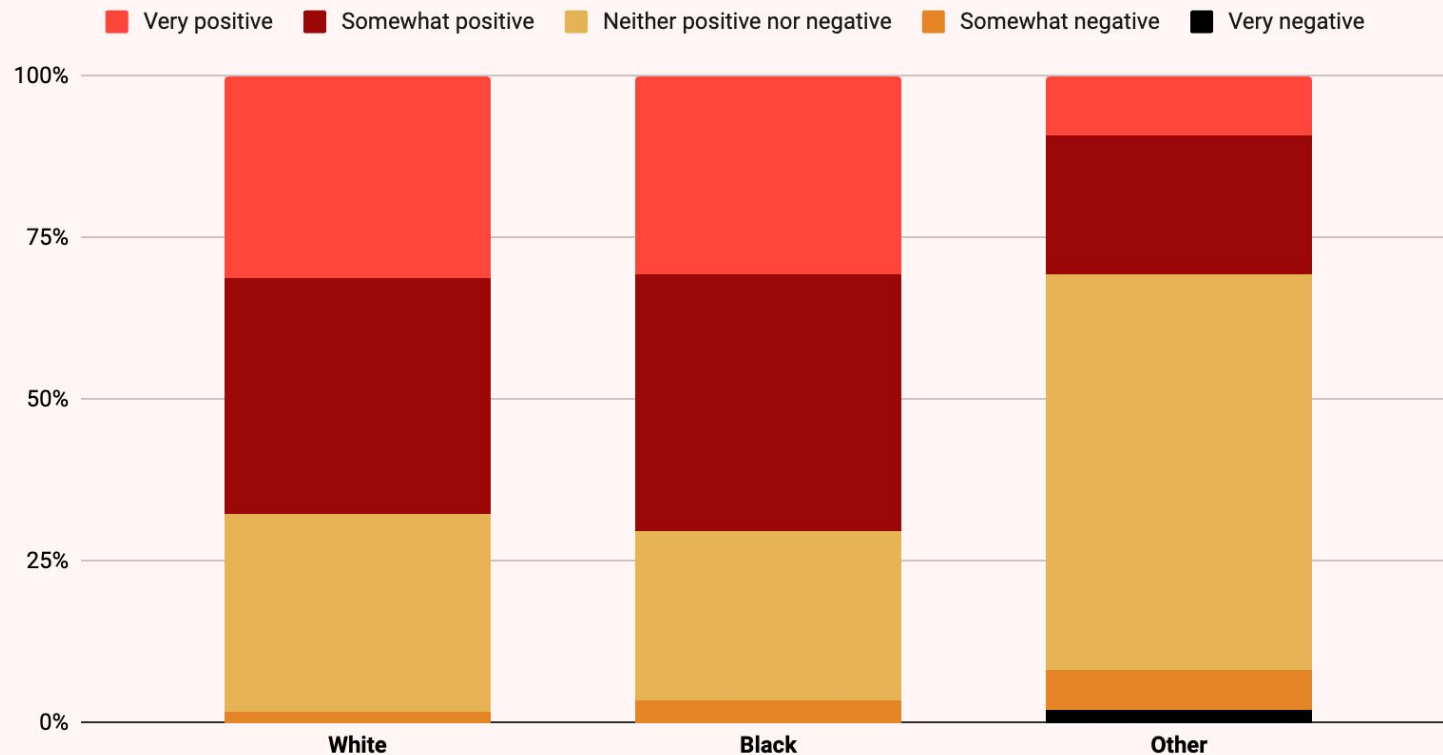
S3. What is your race and/or ethnicity? Please select all that apply.

n=364

“Other race/ethnicity” included respondents who identified as Asian, Latino, Middle Eastern and North African, Native American, Hawaiian and Pacific Islander, or 2+ races/ethnicities).

Brand Perception by Race/Ethnicity (1-5 Scale)

Weighted % of responses



Gender

There is no clear difference in perceptions of brand and logo between **men** and **women**

Men have only a very slightly higher brand/logo perception than women

Other factors

Brand and logo perception do not differ by players' age, education, household income, nor who they play DC Lottery games with

S1. What is your age?

D1. What is the highest level of education you've completed?

D2. What was your total household income last year?

S13. Who do you play DC lottery games with? [e.g. Alone, or with others]

n=364

Appendix

All Respondents

n=364



All Respondents: Demographic Profile (weighted)

n=364

Location	
DC	71%
Maryland	15%
Virginia	14%

Lives in MD/VA, Travels to DC	
More than 1x a week	39%
1x a week	15%
1x in 2-3 weeks	22%
1x a month	24%

Age	
18-24	11%
25-34	18%
35-44	19%
45-54	17%
55-64	16%
65+	19%

Race / Ethnicity	
White	49%
Black	24%
Other	27%

Education	
HS or less	14%
Some college	18%
Associate's	8%
Bachelor's	34%
Grad degree	25%
Prefer not to say	0%

Gender	
Male	49%
Female	51%

Income	
<\$25K	10%
\$25K-\$49.9K	16%
\$50K-\$74.9K	15%
\$75K-\$99.9K	19%
\$100K-\$149.9K	14%
\$150K-\$199.9K	14%
\$200K +	12%

*Rounding of percentages may result in </>100% total

SemiDaily Players

n=91



SemiDaily Segment: Demographic Profile (weighted)

Plays multiple times per week, n=91

Location	
DC	74%
Maryland	18%
Virginia	8%

Lives in MD/VA, Travels to DC	
More than 1x a week	56%
1x a week	20%
1x in 2-3 weeks	24%
1x a month	0%

Age	
18-24	0%
25-34	29%
35-44	13%
45-54	30%
55-64	13%
65+	17%*

Race / Ethnicity	
White	27%
Black	54%
Other	19%

Education	
HS or less	18%
Some college	18%
Associate's	11%
Bachelor's	32%
Grad degree	21%

Gender	
Male	70%
Female	30%

Income	
<\$25K	9%
\$25K-49.9K	11%
\$50K-\$74.9K	21%
\$75K-\$99.9K	20%
\$100K-\$149.9K	14%
\$150K-\$199.9K	19%
\$200K +	6%

*Rounding of percentages may result in >100% total

Weekly Players

n=64



Weekly Segment: Demographic Profile (weighted)

Plays once weekly, n=64

Location	
DC	75%
Maryland	6%
Virginia	20%*

Lives in MD/VA, Travels to DC	
More than 1x a week	67%
1x a week	14%
1x in 2-3 weeks	8%
1x a month	10%*

Age	
18-24	22%
25-34	17%
35-44	25%
45-54	8%
55-64	17%
65+	12%*

Race / Ethnicity	
White	50%
Black	25%
Other	26%

Education	
HS or less	19%
Some college	16%
Associate's	7%
Bachelor's	30%
Grad degree	29%

Gender	
Male	35%
Female	65%

Income	
<\$25K	4%
\$25K-49.9K	19%
\$50K-\$74.9K	9%
\$75K-\$99.9K	17%
\$100K-\$149.9K	15%
\$150K-\$199.9K	17%
\$200K +	19%

*Rounding of percentages may result in </>100% total

Monthly Players

n=84



Monthly Segment: Demographic Profile (weighted)

Plays once monthly, n=84

Location	
DC	71%
Maryland	15%
Virginia	15%

Lives in MD/VA, Travels to DC	
More than 1x a week	29%
1x a week	22%
1x in 2-3 weeks	36%
1x a month	14%

Age	
18-24	11%
25-34	13%
35-44	17%
45-54	18%
55-64	19%
65+	22%

Race / Ethnicity	
White	42%
Black	30%
Other	28%

Education	
HS or less	13%
Some college	19%
Associate's	15%
Bachelor's	31%
Grad degree	23%

Gender	
Male	54%
Female	46%

Income	
<\$25K	10%
\$25K-\$49.9K	19%
\$50K-\$74.9K	20%
\$75K-\$99.9K	15%
\$100K-\$149.9K	17%
\$150K-\$199.9K	14%
\$200K +	5%

*Rounding of percentages may result in >100% total

Light & Never Players

n=125



Light/Never Segment: Demographic Profile (weighted)

Plays once yearly/ not in the last year/ never, n=125

Location	
DC	68%
Maryland	18%
Virginia	15%

Lives in MD/VA, Travels to DC	
More than 1x a week	28%
1x a week	8%
1x in 2-3 weeks	20%
1x a month	45%

Age	
18-24	12%
25-34	15%
35-44	21%
45-54	14%
55-64	16%
65+	22%

Race / Ethnicity	
White	51%
Black	19%
Other	31%

Education	
HS or less	11%
Some college	19%
Associate's	2%
Bachelor's	40%
Grad degree	28%
Prefer not to say	1%

Gender	
Male	68%
Female	33%

Income	
<\$25K	14%
\$25K-49.9K	16%
\$50K-\$74.9K	11%
\$75K-\$99.9K	20%
\$100K-\$149.9K	13%
\$150K-\$199.9K	10%
\$200K +	16%

*Rounding of percentages may result in >100% total

THANK YOU

Mirth Research:

Margaret Becker

Molly McClurg

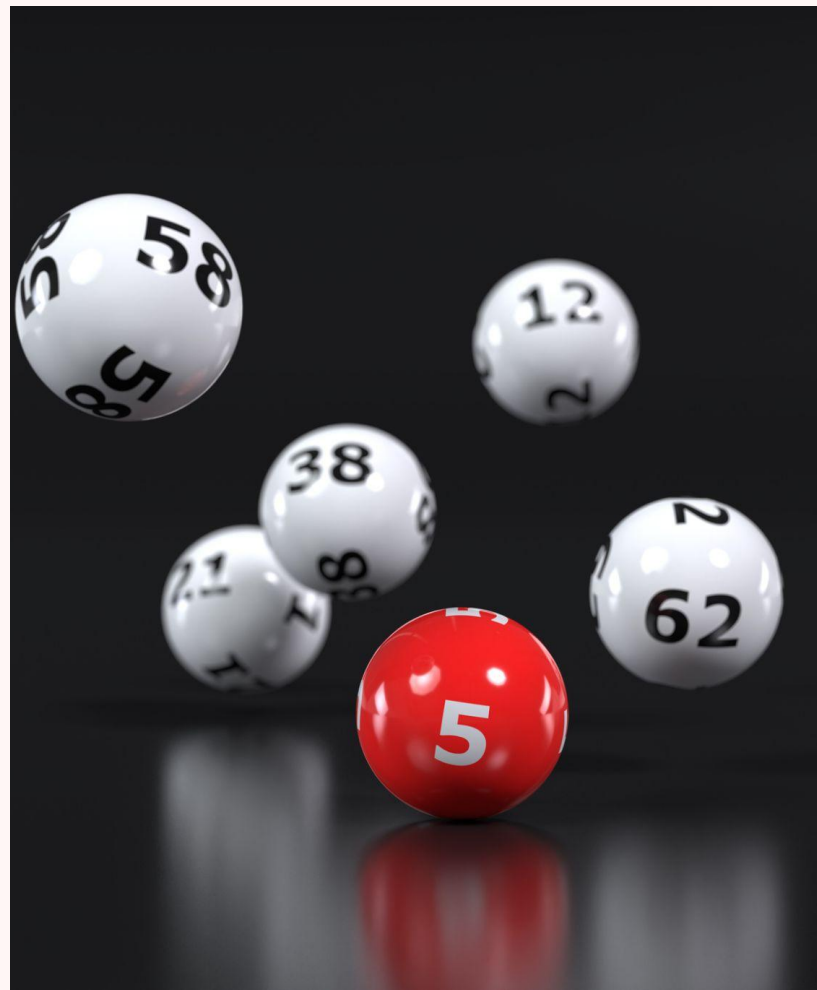


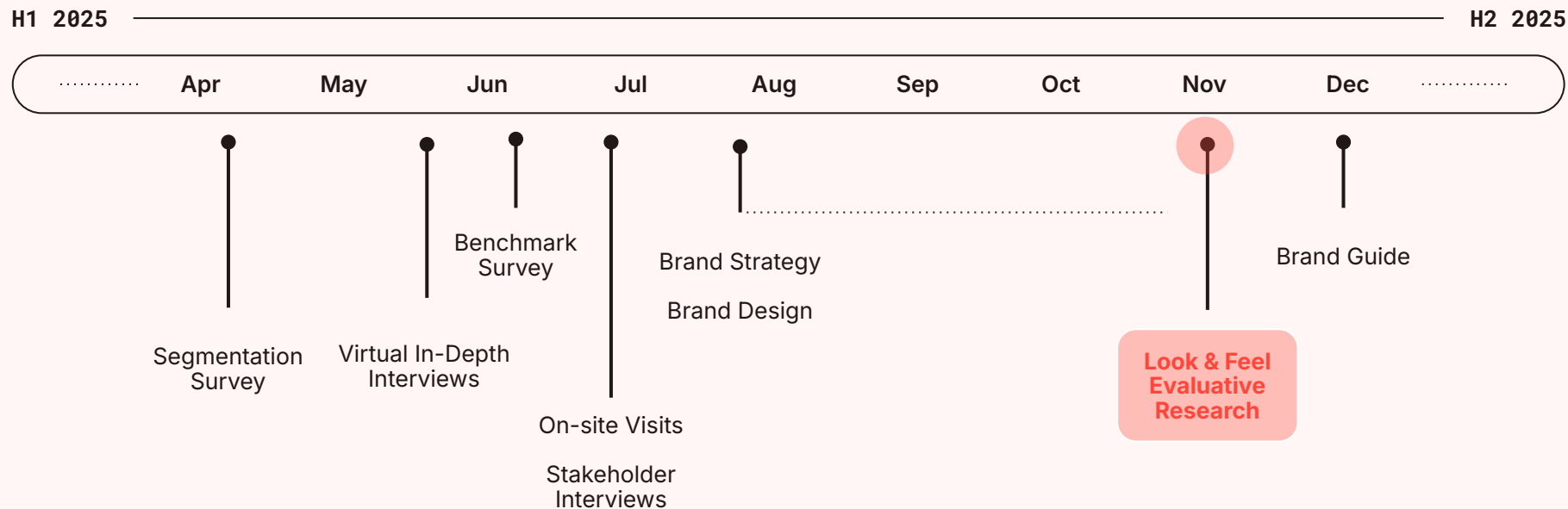
ATTACHMENT O

Office of Lottery and Gaming
Look & Feel Evaluative
Testing Survey

DC Lottery

Look & Feel Evaluative Testing
Survey and Virtual Interviews
Dec. 3, 2025





Agenda

4

Study Background

12

Executive Summary

25

Detailed Findings

Study Background

Study Objective

What are the risks of moving forward with the proposed logo and brand?

The Look & Feel Survey pairs with the Look & Feel Virtual In-Depth Interviews to help DC Lottery Leadership understand player perceptions of the new branding direction compared to the current branding.

Results from this survey can be triangulated with other inputs to the rebrand decision making process to help optimize and de-risk the final rebrand decision.

Study Methodology

Survey

Field Dates: November 8-18, 2025

Sample Size: n = 100

- Ages 21+
- Reside in DC ZIP Codes
- All participants either play or are open to playing DC lottery games

Method: Online panel

Design: Monadic sequential test with randomized presentation order to control for order bias. 50% saw Current branding first, 50% saw Proposed branding first.

Virtual Interviews

Field Dates: November 5-14, 2025

Sample Size: n = 12

- Ages 21+
- Reside in DC ZIP Codes (except 2 who live in VA, MD and commute regularly)
- All participants either play or are open to playing DC lottery games

Method: Virtual 1:1 60-min interviews

Design: To control for order bias, 50% saw Current branding first, 50% saw Proposed branding first

Study Design

To answer the question of what risk to changing DC Lottery's brand exists, we asked questions to gather the following answers across the quantitative survey and qualitative interviews and combined them into this report.

Gauge Customer Preference

- Uncover which brand treatment is more appealing and, critically, which is more likely to drive positive brand associations.
- Determine which logo and branding package players prefer overall, and the specific reasons for that preference.
- Assess the relative impact of the new versus current branding on overall favorable impression of the organization.

Evaluate Brand Perception and Association

- Understand the emotional and cognitive associations consumers form with each set of branding elements. A successful new brand should align with the company's desired attributes.
- Measure the difference in perceived brand personality evoked by the new versus current branding.
- Identify key positive and negative attributes and associations linked to each logo and branding direction.
- Assess whether the new branding effectively communicates the organization's core values or mission as intended.

Survey Participants

Player Segment Quota	Total
SEMIDAILY	40
WEEKLY	24
MONTHLY	20
LIGHT	10
NEVER	6
Total	100



Players Club Membership	Total
PLAYERS CLUB MEMBER	35
NOT A PLAYERS CLUB MEMBER	56
NOT SURE	3
Total	94

*See Appendix for demographics

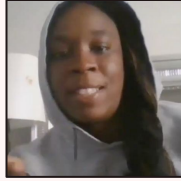
Virtual Interview Participants



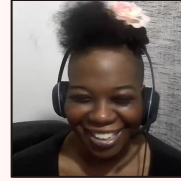
Brian, 48,
SemiDaily



Jonathan, 27,
Weekly



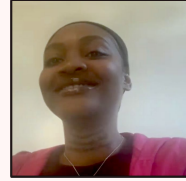
Vanessa, 37,
SemiDaily



Bernadine, 46,
SemiDaily



Gerhard, 48,
Monthly



Hadez, 26,
Weekly



Elzoria, 37,
SemiDaily



Shaleyah, 22,
Monthly



Allyson, 35,
Light (VA)



Lorn, 76,
Monthly



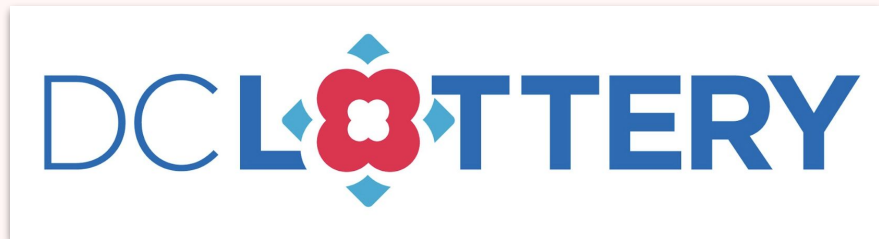
Mike, 58,
Monthly (MD)



Melissa, 47,
Light

Logos Tested

Current

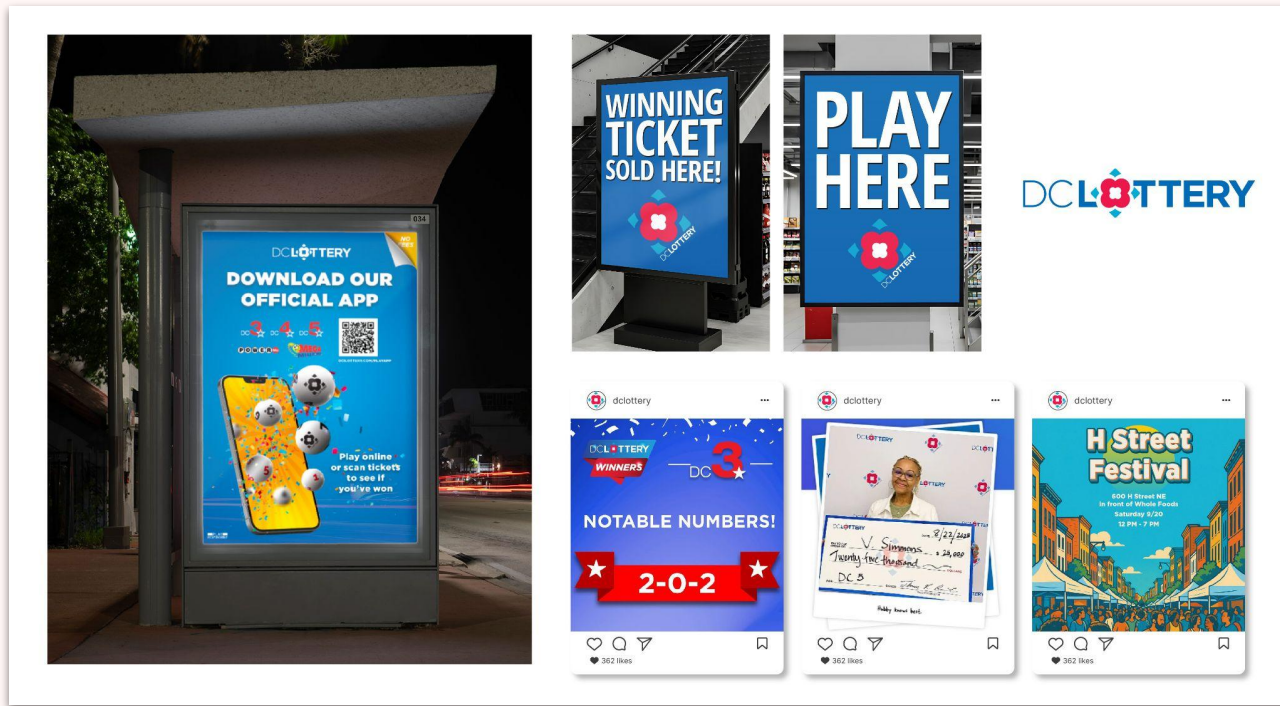


Proposed



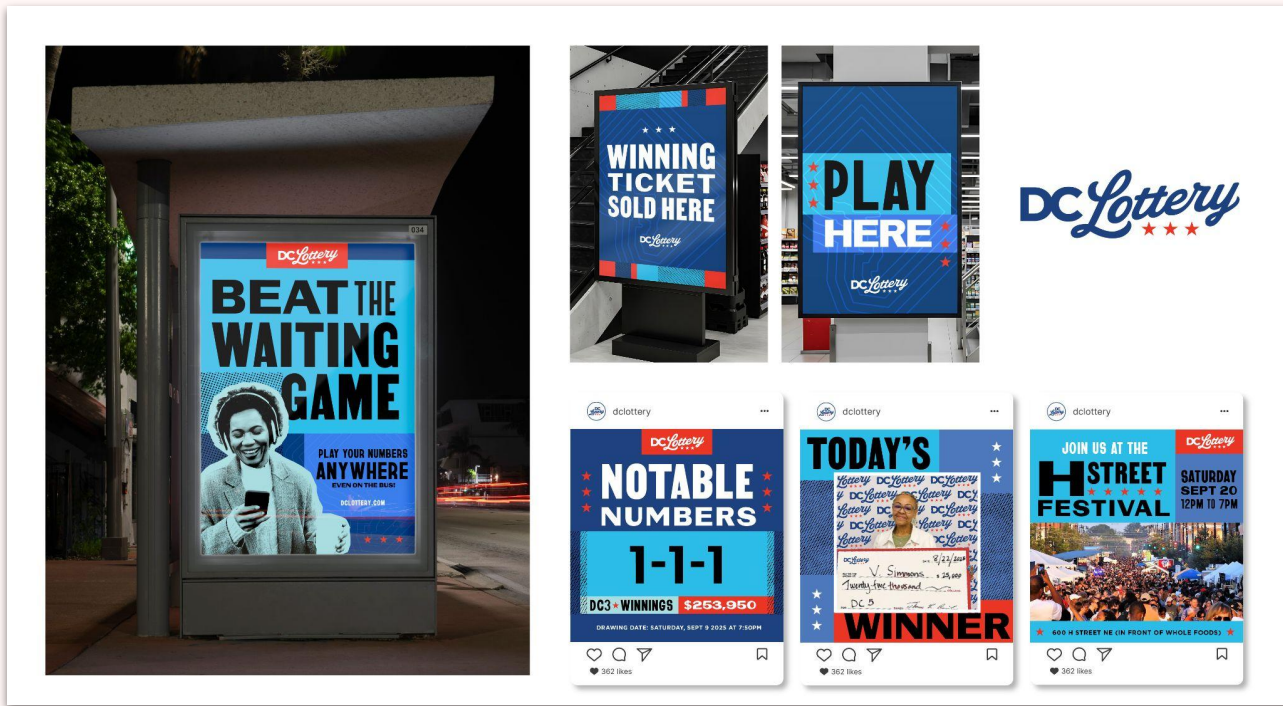
Branding Suites Tested

Current



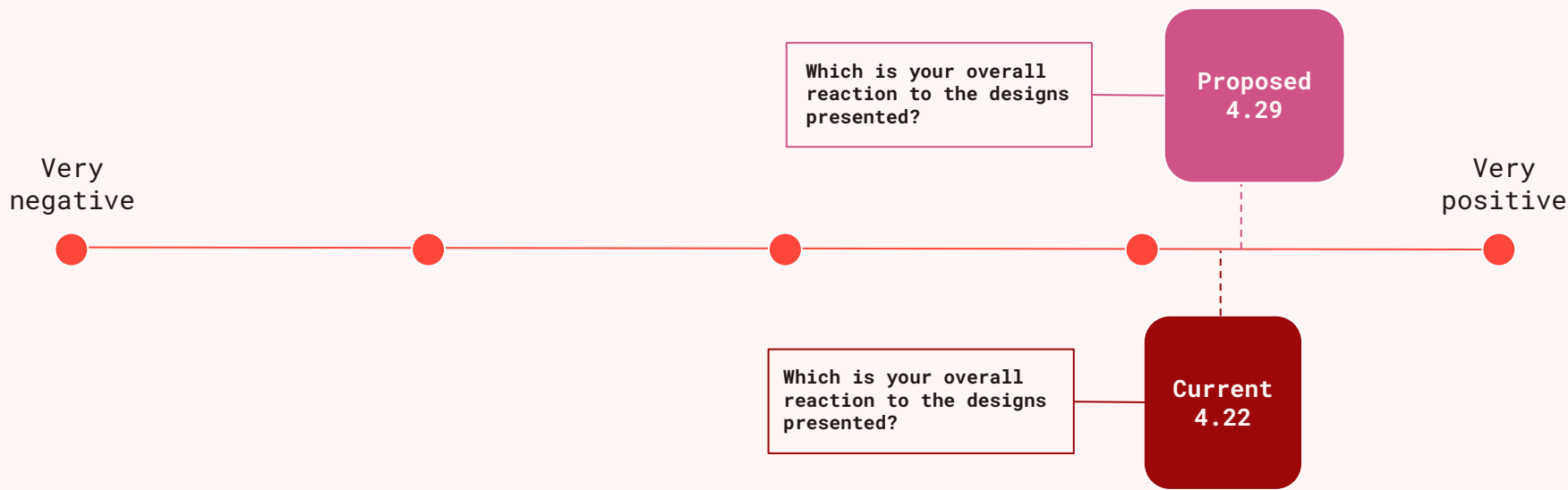
Branding Suites Tested

Proposed



Executive Summary

Overall, both proposed and current designs receive
mostly positive to neutral ratings and feedback.



What are the **risks** of moving forward with the proposed logo and brand?

- There are no red flags to moving forward.
- The proposed logo is more favored when seen as part of the 'cohesive' proposed design suite.
- Similar split of reaction and preferences to both logos and suites.

There is a directionally **stronger connection to the current branding** for more frequent players.

This may be because many frequent players have a positive association with DC Lottery games.

Even frequent, longtime players like the cohesion and certain elements of the **proposed branding** direction.

In qualitative interviews, even those who did not initially prefer the proposed logo or branding indicated that it **wouldn't change their playing habits much** if proposed branding appeared tomorrow.

An adjustment period is expected. Some say they don't notice the branding much today. Whether the change would be initially perceived as positive or negative – none say it would completely change their playing frequency.

"I might actually be like, oh, well let me go play some, some lottery now. I'm like, they clearly got something going on or like they're trying to switch up."

- Elzoria, SemiDaily

"In terms of when you're comfortable with something, you're so used to seeing it that you expect it at that point. So for me to see something else, it would take time for me to actually register to say, like, 'Okay, this is the new logo.' But still, it's just like, whoa. Like, what made the other one not so good enough to stay?"

- Shaleyah, Monthly

"You know...the product is the product, so it's not gonna deter me one way or another."

- Brian, SemiDaily

Given the nearly 50/50 split of preferences, absence of highly negative reactions, and lack of statistically significant differences—the results indicate that **either direction can be pursued without meaningful risk** to brand perception or customer engagement.

Based on this, DC Lottery could pursue either:

- the proposed logo/branding (with or without minor updates)
- or, an update to the current logo/branding, focusing on cohesion

Preferences on logos are mixed in surveys vs. interviews – and stronger opinions emerged when directly comparing logos

REACTION TO LOGOS INDIVIDUALLY

SURVEY

4.20 ★★☆☆☆
Average score **proposed**

4.31 ★★★★★
Average score **current**

Q1a: What is your overall reaction to the logo presented? 1- Strongly Negative to 5-Strongly Positive

The **proposed logo** leads slightly on all desired attributes:

Exciting*, Vibrant, Entertaining, Hopeful, DC Spirit

PREFERRED LOGO WHEN COMPARED DIRECTLY

SURVEY

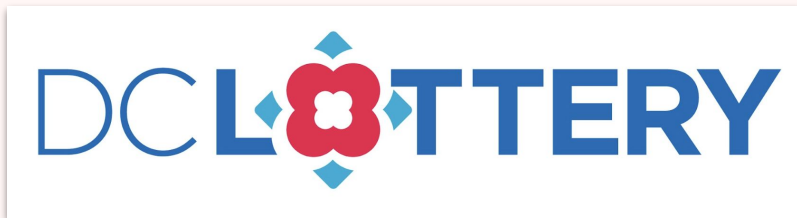
57% prefer **proposed**
39% prefer **current**

INTERVIEWS

4 prefer **proposed**
8 prefer **current**

Q7a: Which of these logos do you prefer more?

Both logos have relatively high visual appeal and associations with DC.



It feels overall more familiar. The current logo is more associated with the district shape and cherry blossom or four leaf clover. In interviews, the symbol was very appealing to many but unclear what it is exactly.



The proposed logo elicits more comments about America, DC flag and baseball/sports. 'DC' lettering is seen as bold. In interviews, cursive was problematic for half (legibility and consistency with 'DC' font).



"It feels more familiar...it does feel more connected to DC. With the DC typeface. Because that's something that DC government uses across the board. So it's kind of, it's more connected to DC"

- Vanessa, SemiDaily

"The color and font is appealing. I'm not even sure what the symbol is in the other option, a flower? Maybe it's a cherry blossom, not colored like one, which makes it confusing."

- Survey participant

"I like the quadrant as part of the logo."

- Survey participant



"It has the DC colors and stars. Also the stars in the logo are more vibrant."

- Survey participant

"Like our baseball team? Because I feel as though they have like a similar writing and the three, what is it?...I feel as though it's similar to like some logo in DC. I know I've seen it before. I cannot remember what though."

- Elzoria, SemiDaily

"I like this logo more as it favors the DC flag with the 3 red stars."

- Survey participant

Preferences on design suites are mixed – but proposed has a slightly stronger lead

REACTION TO SUITES INDIVIDUALLY

SURVEY

4.29 ★★☆☆☆

Average score **proposed**

4.22 ★★★★★

Average score **current**

Q2a: What is your overall reaction to the designs presented? 1- Strongly Negative to 5-Strongly Positive

PREFERRED SUITE WHEN COMPARED DIRECTLY

INTERVIEWS

9 prefer **proposed**

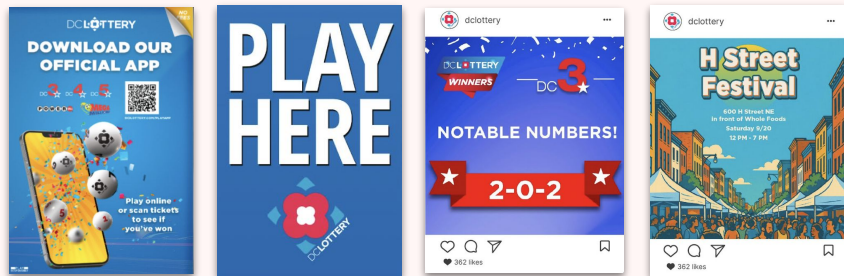
3 prefer **current**

Q7a: Which of these logos do you prefer more?

No statistical significant difference found

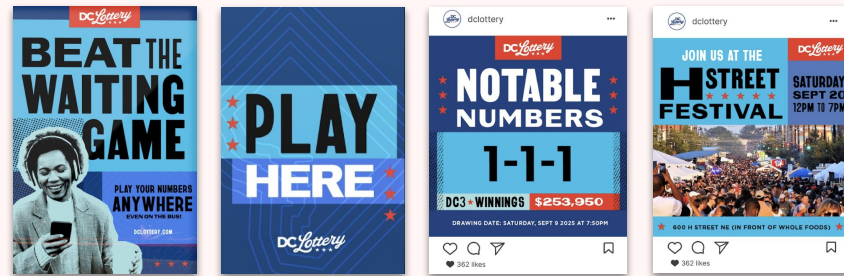
Reactions to branding suite directions overall were more positive than to logos alone.

Interestingly, both branding suites seemed familiar to Players – even though the proposed suite had not yet been released.

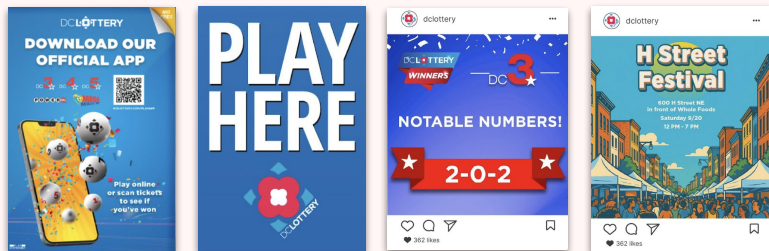


The current branding suite was seen as more generic / like other lotteries. In interviews, the phone with lottery balls image is highly attention-catching.

Mrth



The proposed branding suite was seen as more cohesive and “fresh”. In interviews, logo perception increased as part of branding suite.



"I would say generic and typical or predictable. Like, it doesn't really wow me."

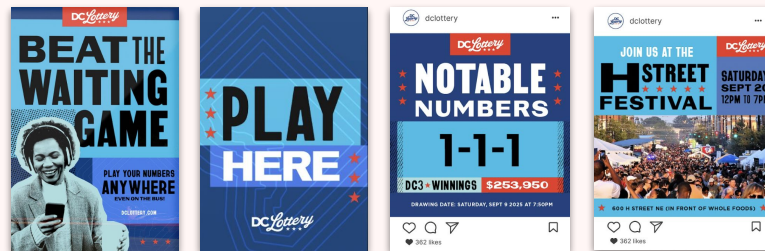
- Shaleyah, Monthly

"This is very generic-y. This could be anywhere in the country."

- Lorn, Monthly

"The advertisement, or the phone with the confetti and the balls coming out, it's more attractive than the one, the woman with the headphones and the coffee."

- Gerhard, Monthly



"It just looks funner. It looks more exciting, so when I see that, I'd be like, oh, let me see what they got for me to play now, versus when I see the other one, and it just looks like regular lottery tickets I'd probably get from anywhere, so."

- Elzoria, SemiDaily

"Absolutely, I feel like it all fits in really well: the fonts are consistent, the visual elements all feel the same to me, like the backgrounds are all that same bluish color and it's all kind of like built on top of that. It feels very consistent to me."

- Jonathan, Weekly

Overall strengths of each direction to consider for rebrand



- Familiar to current players
- Strong symbol/mark
- Brighter colors
- Active/bright Powerball image



- Cohesive branding draws attention
- Stars (Recognized as DC Flag)
- "DC" bold/legible
- Local baseball/sports association (if desired)

Overall weaknesses* of each direction to consider for rebrand

* Of two design suites that ranked 4+/5 'positive' for overall reaction



- 'DC' lettering weak/thin
- Lack of cohesion / disjointed (especially H Street Festival)
- Reads as 'generic lottery'



- May not stand out from local "America"/political ads
- Cursive (legibility and cohesion)
- Stars don't feel like a logo mark
- No one noticed DC shape pattern (may not be an issue, but notable)

Considerations for Rebrand:

- Continue plan for logo/branding testing with Players' Club Members and triangulate those results with these findings to help guide final rebranding strategy
- Capitalize on “unified” proposed brand positivity by ensuring rebrand launch is introduced in a cohesive way (both logo and other design assets) to capture Player attention
- Once new logo/rebranding is in the market, continue to measure against benchmark findings to understand impact on the brand

Detailed Findings

Logo Perceptions

Which logo do players prefer and why?
What unaided attributes/associations
do they have with the logos?

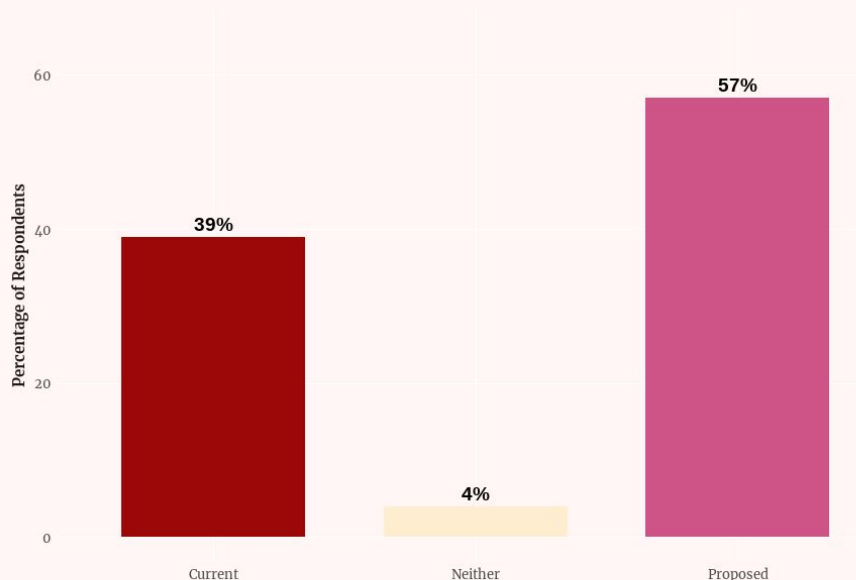
When asked directly to pick between the logos, Player preference of the logo are mixed

Quantitatively,
57% prefer **proposed** vs.
39% who prefer **current**

Qualitatively,
4 prefer **proposed** vs.
8 who prefer **current**

When asked directly: proposed wins

57% prefer proposed vs 39% current — but not stat-sig



Q7a: Which of these logos do you prefer more?
No significant preference ($p = 0.0822$, binomial test, $n = 96$ who expressed preference)

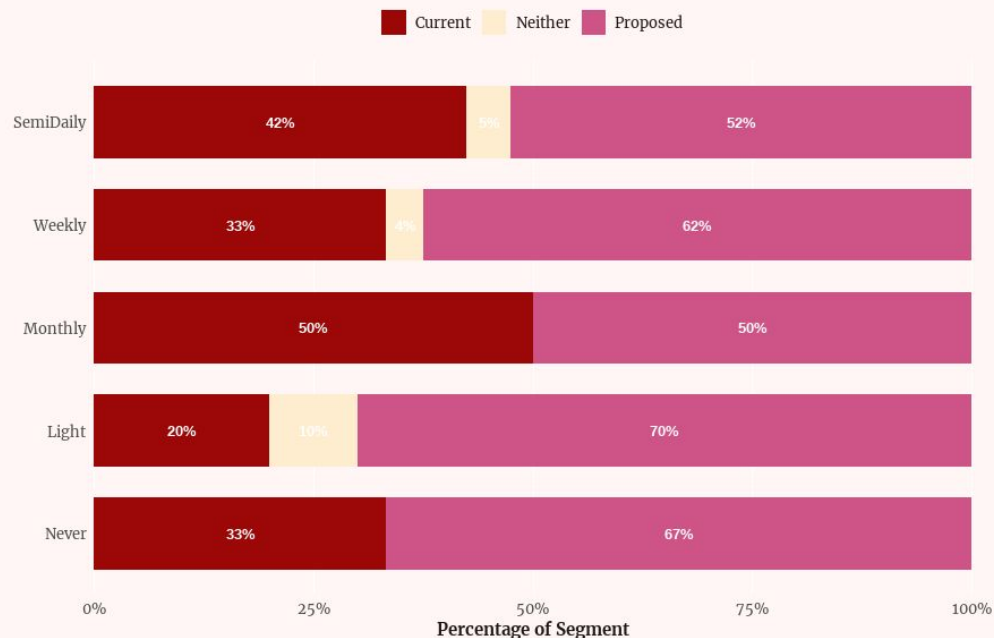
But overall,
preference for the
proposed logo is
fairly high when
seeing them side by
side.

Light/Never Players have
the highest preference for
the **proposed logo**.

*They also have higher preference across
more dimensions (individual logo
exposure, direct comparison, and NPS).

Preference splits by player frequency

Frequent players favor current; lighter players favor proposed

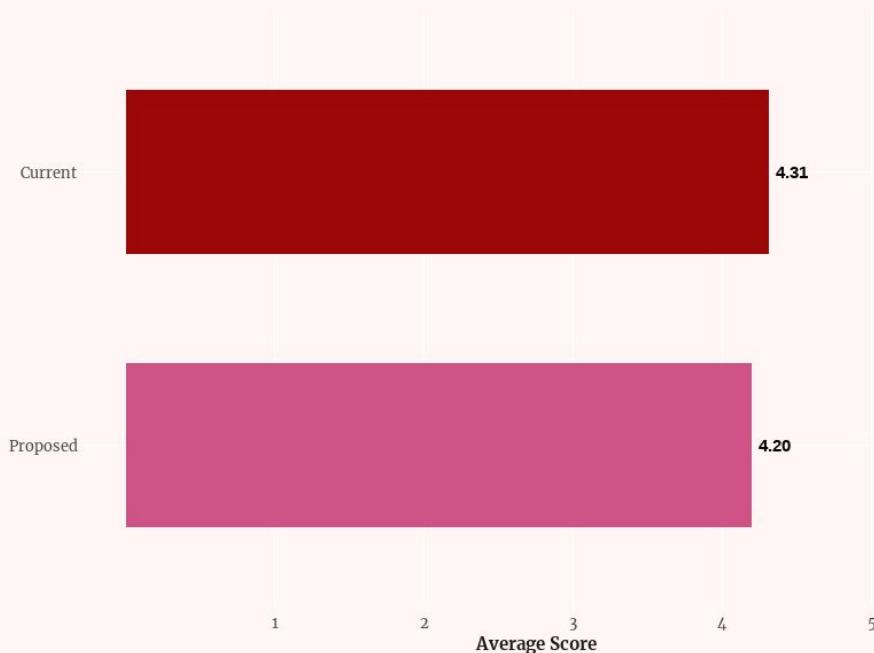


Q7a: Which of these logos do you prefer more?
Within-segment test: Binomial test (Current vs Proposed, excluding Neither)
0 of 5 segments show significant preference
No significant difference in preference across segments (χ^2 test, $p = 0.7791$)

When shown logos individually, Players have a slightly stronger initial reaction to the **current logo**, overall.

Current logo has a directional advantage on first impression

Not statistically significant; both score above 4.0



Question: Q1a: What is your overall reaction to the logo presented?

Difference: -0.11 (negative indicates proposed scored worse)

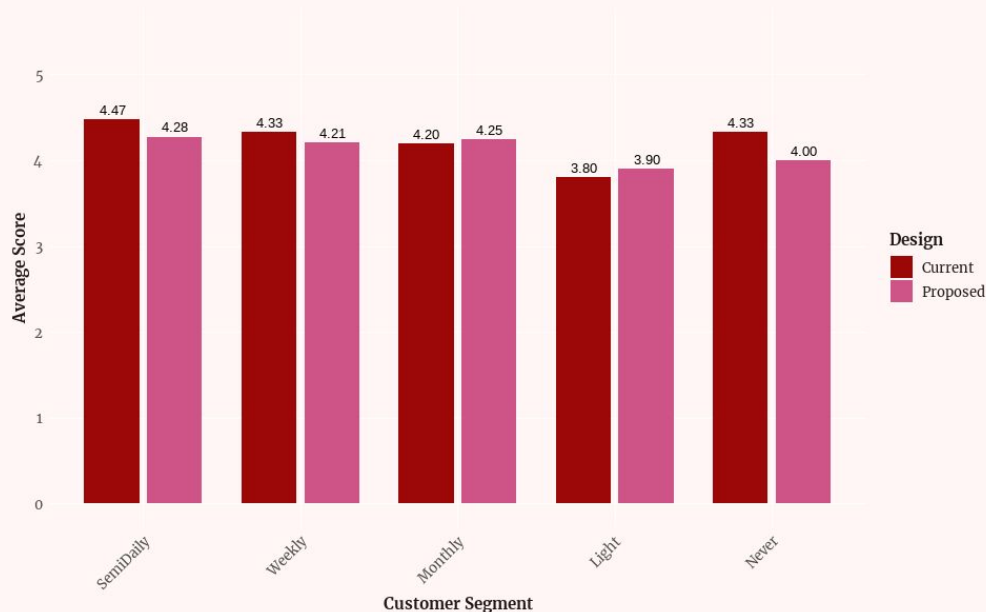
Statistical test: Wilcoxon signed-rank test (appropriate for ordinal data)

Not statistically significant ($p = 0.2729$)

When asked about each logo individually, SemiDaily, Weekly, and Never Players reacted more positively to the **current logo**.

On average, Monthly and Light players reacted more positively to the **proposed logo**.

Current logo advantage is strongest among frequent players
Lighter segments show less differentiation



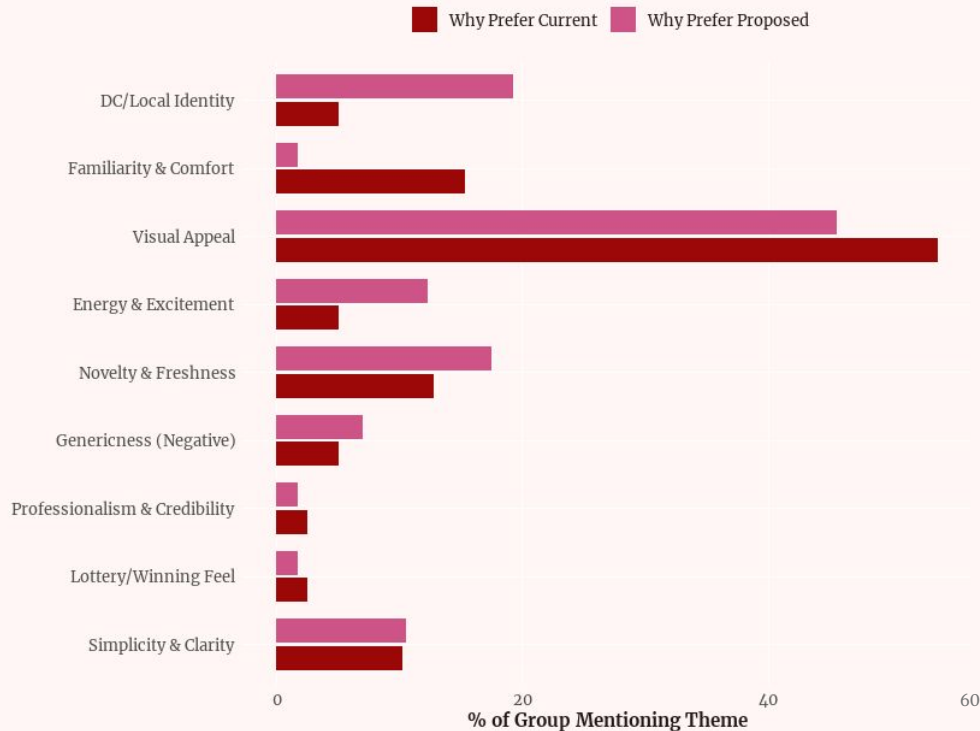
Question: Q1a: Overall reaction to logo
No significant differences within any segment ($p \leq 0.05$, Wilcoxon signed-rank test)
n = 100

Both logos are seen as having visual appeal, with **current** slightly ahead.

The **proposed logo** is more likely to elicit themes of energy/excitement, DC identity, novelty, and genericness.

Whereas the **current logo** is more likely to elicit themes like familiarity & comfort.

What's driving the choice?



Q7b: Why do you prefer the logo you selected?
 Themes identified via keyword matching across 9 categories
 Current choosers: n=39 | Proposed choosers: n=57

The most directionally distinct unaided themes included 'familiarity and comfort' and 'DC/local identity'

Current logo is more distinct for 'Familiarity & Comfort'

"It looks classic."

"I can identify the logo from afar and I can know it's about lottery."

"I'm used to seeing it."

Proposed logo is more distinct for 'DC/Local Identity'

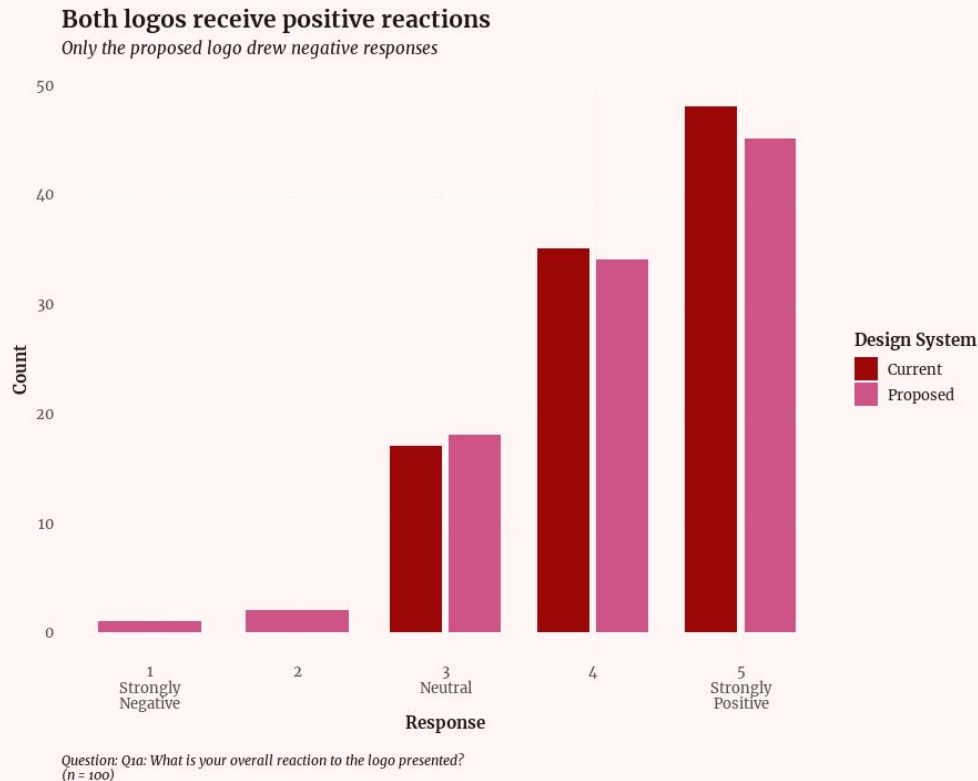
"DC with bold letter identifies that your in DC and there is a chance for you to win money."

"I like this logo more as it favors the DC flag with the 3 red stars."

"It represents DC more with the 3 stars."

Quantitatively, the **proposed logo** had a few negative reactions.

No survey open-end responses capture the specific reasons, but qual interviews highlight some possible reasons for negative perceptions (slide 34).



When comparing side by side, Players perceive the **proposed logo** as modern, updated, and patriotic.

- Many (5 of 12) say the logo reminds them of a baseball team, the Washington Nationals, or sports - largely due to the cursive font. This feedback is neutral to positive
- The colors are described as more serious and patriotic; that makes it feel like it connects to DC capitol and America.
- The stars are very recognizable as elements of the DC flag. Stars are recognized by all but one (in MD) as part of the DC flag
- Nostalgia is driven primarily by the cursive font and association with sports teams

*"The [new] logo kind of feels like a baseball jersey in some ways. Like the lettering of 'lottery' feels like...the team names are written and that is a pretty old thing...I would say that the way that it looks doesn't immediately feel old to me. **It feels like what a lot of like modern design feels like.**"*

- Jonathan, Weekly

The font, stars, and colors of the **proposed logo** look particularly 'DC' to many Players.

"This reminds me of the Nationals. The Washington Nationals. That's what it reminds me of. Like **as soon as I see it, it reminds me of the font that's like on the hats. And that's not a bad thing.** And it, you know, also, of course, it reminds me of the flag. Like that reminds me of the Nationals and the DC flag at the same time."

- **Melissa, Light**

"I like the logo. **I like the three stars for DC the colors it's pretty American type logo** And gives you the feeling of you know nation's capital."

- **Vanessa, SemiDaily**

"It reminds me a lot of DC. **The stars, the colors, especially, are DC.** It's very homey, I should say."

- **Gerhard, Monthly**

"Well, the fact that it has DC in it it makes it makes it official...It's it's really hard to explain, you know, being from here...We're big melting pot, so **there's only a few things that you you kind of can hold on-identity wise-so we see those those letters ...DC. You see the three stars and the two stripes, you know it's DC.**"

- **Brian, SemiDaily**

Even though many prefer the **proposed logo**, some Players say it lacks legibility and an identifiable symbol.

- Opinions are mixed about the cursive lettering
 - 2 interviewees said they found it difficult to read
 - 4 were not fans of the cursive or mixed bold sans serif/cursive fonts
- Some described it as modern and updated but some mentioned it seems to lack a “symbol” like the cherry blossom.
 - It’s seen as having “potential”
- Authenticity of this logo is mixed, but the stars make it feel more authentic because of the flag association and the lettering makes it feel authentic because of the Nationals association

"I don't, I don't particularly seek out fancy pants, cursive, flourished, whatever fonts. The straightforwardness and the ease of readability, the accessibility to everyone is not a bad thing, by any means."
-Allyson, Light

"[The new logo] is something that maybe it's not catching my eye...The [current logo] symbol is catching my eye."
-Bernadine, SemiDaily

"I really like the [current]. I feel as though it's, I see the potential of the [new]. But...[the current is] just so nostalgic."
- Shaleyah, Monthly

For many Players, the **current logo** is familiar due to its prevalence, symbol, and feelings of nostalgia.

- Many Players have seen it around the city a lot, including every time they play
- Many feel it's nostalgic because it's been the logo a while - some even misremember it being the logo for longer than it has
- Many say it is very easy to read, though a few note that DC is in a lighter stencil (neutral statement)
- Its colors are described as brighter, lighter, 'more comfortable' and trustworthy - especially the lighter blue tone
- The symbol evokes a lot of positive feelings and associations. It is very recognizable even if they interpret it differently - diamond, clover, blossom, shape of DC

*"Yeah, I would say I always liked the colors... I never understood about the O being, well, I guess if it's like a diamond, but I don't know. Cause at first I used to think that that was like a flower or something. So I truly don't know what the O signifies...**Again, the O is sticking out to me. I just don't know what it is.**"*

- Shaleyah, Monthly

The colors and symbol of the **current logo** stand out to many Players.

"I think that the cherry blossoms can be a much more fun design element in terms of, like... **Overall, if I could only use one or the other forever I think that there's a lot more fun that can be had with cherry blossom designs.**"

- Jonathan, Weekly

"Oh, I like the colors. They're really, **I like the fact that there are two blues**, at least...I think it's kind of, like I said, I think it's cuter and it's...I don't want to say more modern, but it's...almost like, I don't know.

Like the other one looked official. Like, specifically like the government said, 'Let's make a logo, we're the government.' And [the current] one is more fun."

- Melissa, Light

"It looks more fun than the [new] one. The [new] one looks very like serious, has like a serious overtone. This one gives you a lighter feel to it....**The colors are what gives it a lighter feel. They're not so dark.** The blue is not so dark. "

- Vanessa, SemiDaily

"Lottery part is OK. **The DC is a little too thin to me...**The lottery is what pulls you right to it, but then you see DC is like an afterthought on the left."

- Mike, Monthly

Branding Suite Perceptions

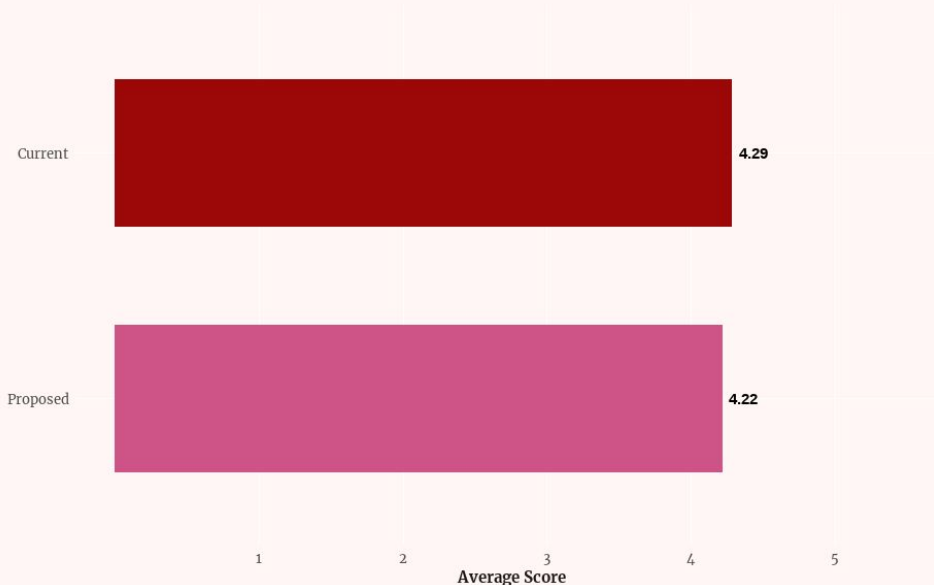
Which suite do players prefer and why?

Which unaided attributes/associations do they have?

Similar to their initial and overall reactions to the logos, Players very slightly prefer the **current design suite** initially.

Branding suite follows a similar pattern

Current suite has a slight edge — not statistically significant



Question: Q2a: What is your overall reaction to the branding suite presented?

Difference: -0.07 (negative indicates proposed scored worse)

Statistical test: Wilcoxon signed-rank test (appropriate for ordinal data)

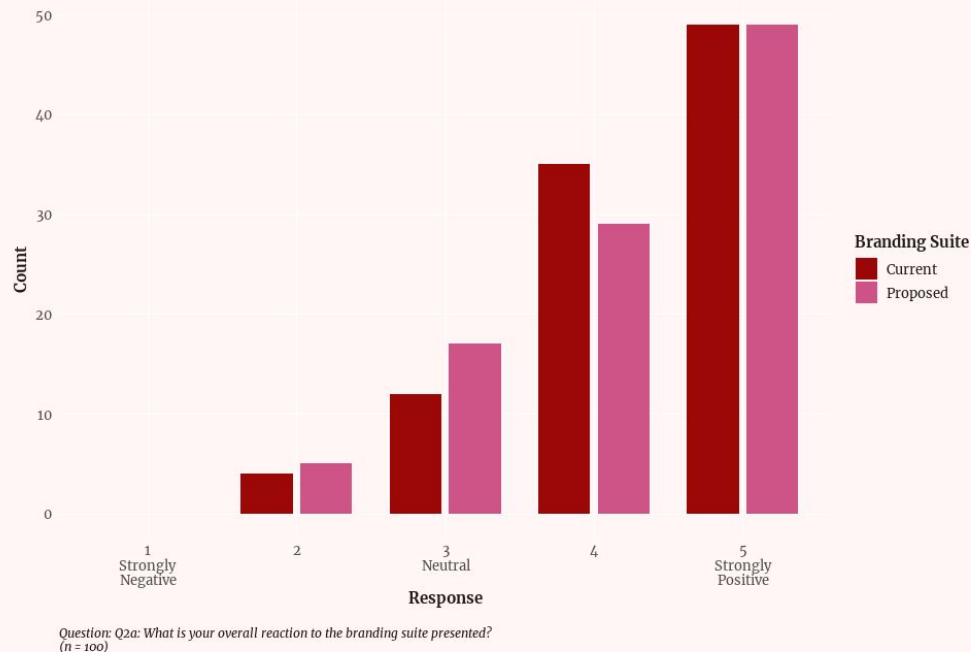
Not statistically significant ($p = 0.4799$)

Player reactions to both design suites were overall more positive.

- There were no “strongly negative” reactions to either design suite.
- Qualitatively, 9 of the 12 Players preferred the **proposed design** direction.
- Qualitatively, Players’ perception of the **proposed logo** also increased when presented as a part of the new design suite.

Branding suite reactions mirror the logo findings

Fewer negative responses for current; no strongly negative reactions



Overall preference for the **proposed suite** is driven by perceived 'new-ness' and suite cohesion.

"[My perception has] changed just because...it's new and, you know, when you're used to this one thing and you see something new, it's like, 'I'm not sure.'"

But when you put it together, **put [the new logo] with the branding, it makes more sense.** It's more cohesive to the branding."

- Vanessa, SemiDaily

"I would say, like, now comparing the two, like, [the new] definitely does have really great potential...Yeah, because, like I said, **I'm used to the [current], but the [new] is definitely is up to date.** I would say, yeah, the one on the left is a bit outdated...and like I said, there's nothing wrong with change, honestly."

- Shaleyah, Monthly

"So I would say, I would say that. Yeah, I would say [the new suite] would definitely be, it would just feel like something new."

I wouldn't have like a bad opinion or...necessarily good opinion about it—my first time seeing it in the store. **I would just be like, this is something new though.** I know it's something new going on with the lottery."

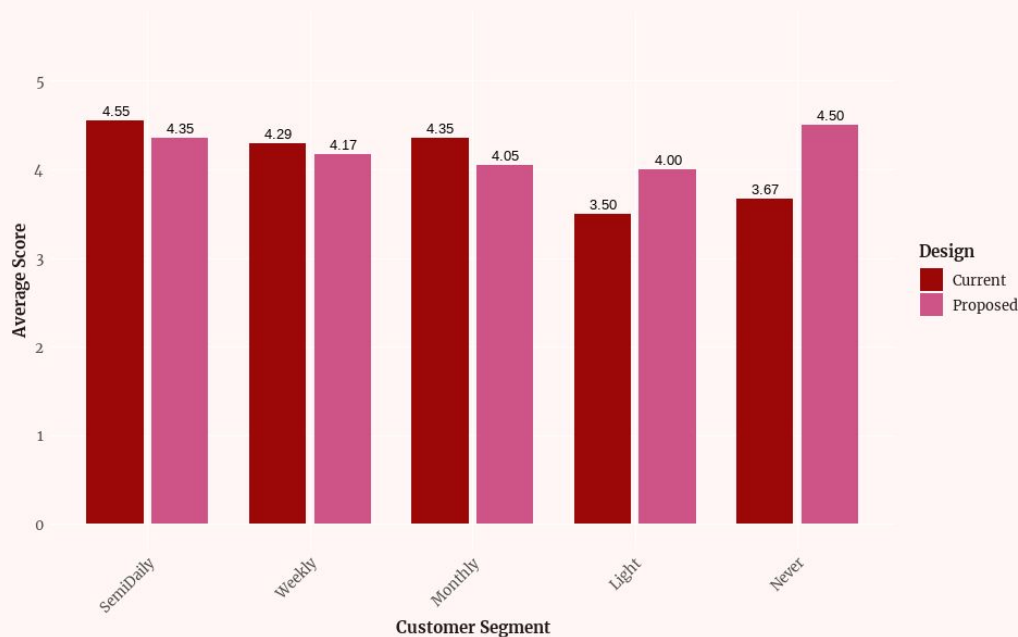
- Hadez, Weekly

On average, SemiDaily, Weekly, and Monthly Players reacted more positively to the **current design suite**.

On average, Light/Never players reacted more positively to the **proposed design suite**.

Branding suite reactions follow the same segment pattern

Frequent players rate current higher; lighter players are split



Question: Q2a: Overall reaction to branding suite
No significant differences within any segment ($p \leq 0.05$, Wilcoxon signed-rank test)
 $n = 100$

When comparing side by side, Players feel the **proposed design suite** is consistent and unified.

- Players like the playful colors, feel they are more playful than the logo alone, suite feels patriotic
- Bold fonts are legible and appealing
- Some notice and mention the stars; they like that they're incorporated
 - One said there should never be more than 3 stars (to reflect the DC flag)
 - Most don't mention them until asked, but they feel they're a nice part of the design
- The unified brand direction is recognized as something that would help them quickly identify the brand (especially in a market near other lotteries)

If the *Proposed Design Suite* had a personality, how would Players describe it?

- *Washingtonian*
- *Fun, upbeat*
- *Frenetic, hyper*
- *Hard working*
- *Organized, chipper executive assistant*

Even though many prefer the **proposed design suite**, most say it does not necessarily feel ‘authentically DC’

- A few say this actually makes the DC Lottery stand out - and feel not as generic as other lotteries
- One says it does not feel authentic to DC because it's not connected to the people overcoming struggles
- One says the use of “DC” is the one element that makes it feel authentic
- Some players did not think the stylized photography was authentically DC (vs. live shots)
- No one noticed the DC shape pattern in background

*“I do like having actual... a DC resident as part of it, because **there's a difference between having a stock photo of a person versus someone who actually feels like a resident.**” - Allyson, Light*

*“**I don't know if it's like authentically DC...**When I think about DC, I think about struggle. We have a lot of struggle..I think about Black people overcoming things. I think about communities, like community of people. So it would have to be something that—some illustration showing me that's the community, the actual community, of people that DC Lottery is supporting.” - Hadez, Weekly*

Players have mixed perceptions of the **current design suite**. The most positive sentiments expressed are familiarity and fun.

- The current's font is also seen as bold and easy to read
- The colors are described as 'fun'
 - Yellow and purple are seen as exciting and attract attention, but maybe don't fit in
- For some, the smartphone with powerballs popping out catches attention, feels fun
 - QR code makes it feel 'real' and useful
- Feels familiar; Nostalgia is tied to H Street and seeing a local winner, and seeing familiar signs like these in stores

*If the **Current Design Suite** had a personality, how would Players describe it?*

- *Playful*
- *Straightforward*
- *Vibrant*
- *Bland*
- *Attention grabbing*
- *Upbeat, active*
- *Safe, not a scammer*

Others think the **current design suite** feels disjointed, outdated, and something they expect from the lottery (or any lottery, meaning it seems more generic).

- Reactions are mixed on if the current design suite is authentic to DC
 - Some say it feels authentic because it's familiar and they're used to seeing it around town
 - Others say that they think it feels more generic
- Most say this does not feel unified
 - This becomes more pronounced when they compare design suites side by side

"I don't think that it matters to me in like a day-to-day basis, like I'm not sure that I would really notice it if, if it weren't all like laid out in front of me.

*But I think that that also calls out the fact that **I don't know how much I would notice DC lottery ads if there's no like unified vision.** Because I feel like you start noticing ads more and more when there is like, when it keeps popping up places and you keep kind of seeing it in your everyday life." - **Jonathan, Weekly***

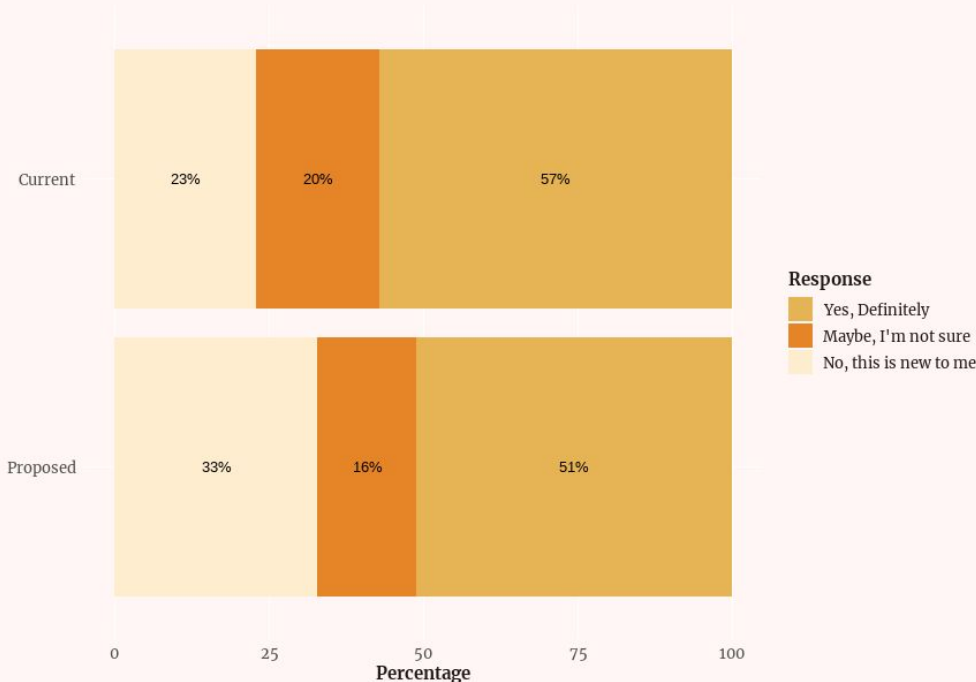
Quantitatively, half of all respondents felt they'd seen the **proposed design suite** before – even though they've not yet been released.

In qual, this was not as common of a perception.

"I feel as though it's similar to like some logo in DC. I know I've seen [the new logo] before. I cannot remember what though."

- Elzoria, SemiDaily

Half felt they'd seen the proposed designs before
High false recognition suggests the new designs may lack distinctiveness



Question: Q2b: Have you seen designs like this representing the DC Lottery before?
(n = 100)

Logo and Suite Desired Attributes

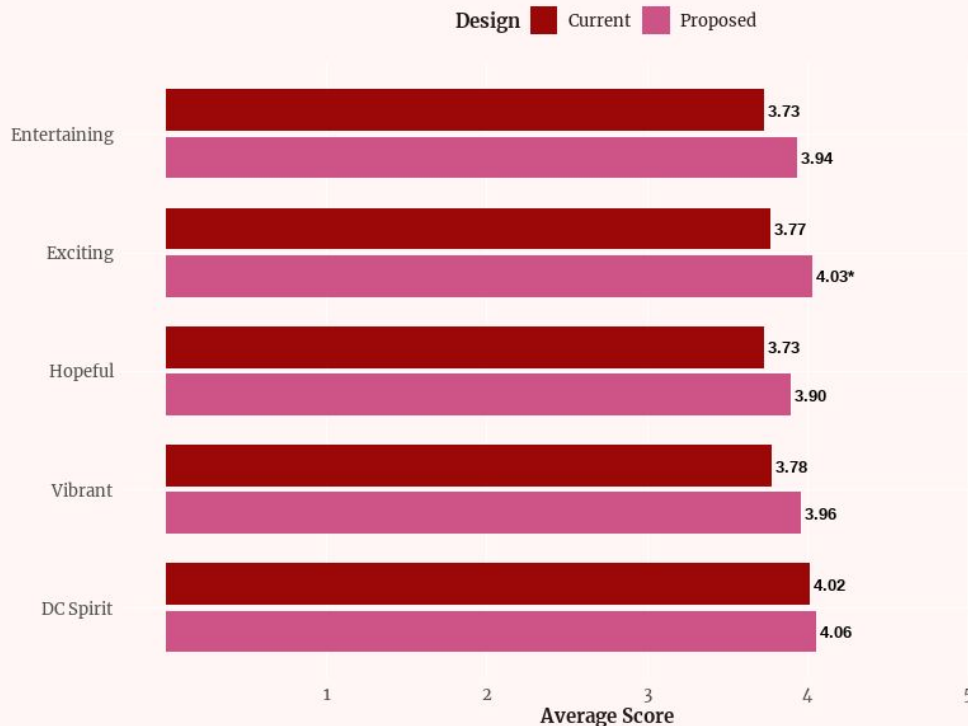
Which aided attributes do players
associate with these?

The proposed logo leads on all 5 aided attributes:

- Entertaining
- Exciting*
- Hopeful
- Vibrant
- DC spirit

*Only the attribute of "Exciting" is statistically significant, but still not a landslide difference.

Proposed logo leads on desired brand attributes
Only 'Exciting' reaches statistical significance



Question: Q1b: How much do you agree or disagree that the logo is...
* = Statistically significant difference ($p \leq 0.05$, Wilcoxon signed-rank test)
1 of 5 attributes show significant differences | $n = 100$

Players found the two design suites more closely matched to each attribute than the logos are.

Proposed suite, slightly more:

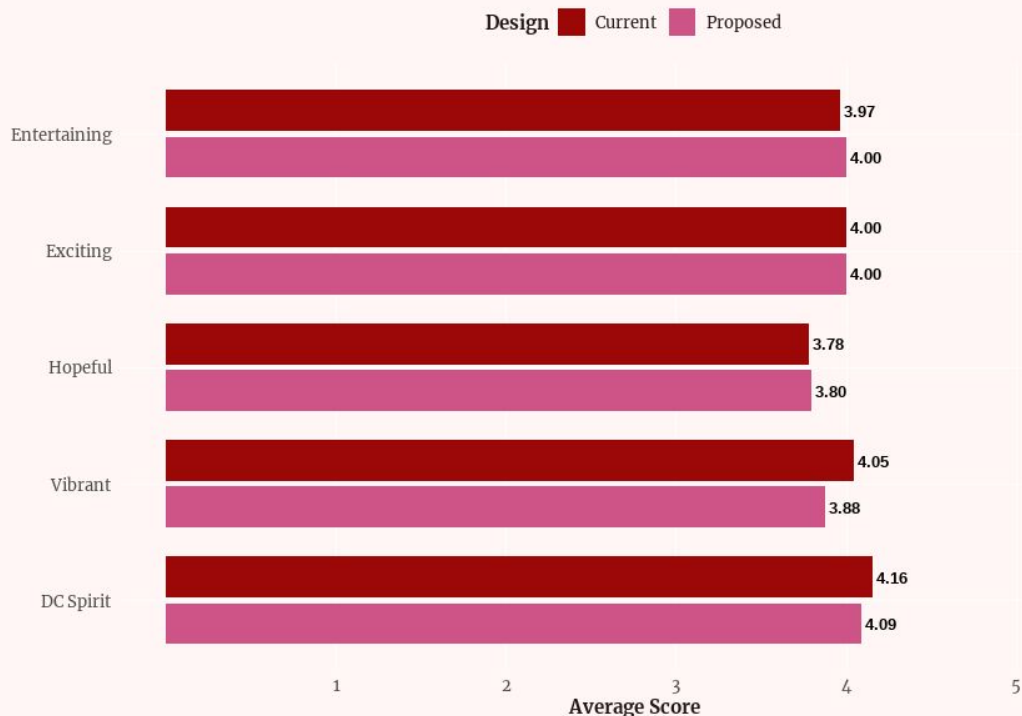
- Entertaining
- Hopeful

Current suite, slightly more:

- Vibrant
- DC spirit

Exciting is the same for both.

Branding suite attributes are closely matched



Question: Q2c: How much do you agree or disagree that the branding suite is...
 * = Statistically significant difference ($p \leq 0.05$, Wilcoxon signed-rank test)
 0 of 5 attributes show significant differences | $n = 100$

Many Players found the **proposed design suite** more effectively exhibited the desired attributes including “has better games*.”

“Like I said, [new] just looks funner. It looks more **exciting**, so when I see that, I'd be like, ‘Oh, let me see what they got for me to play now.’ Versus when I see the **[current] one just looks like regular lottery tickets I'd probably get from anywhere.**”

- Elzoria, SemiDaily

“DC spirit. The colors. **The colors, the stars**, the colors and the stars [of the new].”

-Vanessa, SemiDaily

“Yeah, even like the ‘Winning ticket sold here’ and ‘Play here’ images, they are the same message being put across on both sides...but there's a playful energy to [the new] that **feels like there's more opportunity.**

And I think that's true across the entire thing where it feels like you're being welcomed in a way that makes you want to participate in a way that the [current] does not.”

- Jonathan, SemiDaily

“Maybe the whole, maybe just the whole vibe of the [new] one on the left makes me feel **hopeful.** Um, but you know any, any, anybody winning, anything is is hopeful, you know it. It makes you feel like you could be that person as well.”

-Bernadine, SemiDaily

Players were more split on attributes of 'trustworthy', 'reliable'*

Proposed design suite

"The [new one]. Something about the font makes it just seem more...and **the coherence makes it seem more business-like**...you know, trustworthy business-like." - **Melissa, Light**

"Like perfect, yeah, yeah, the [new] kinda seems like they have their stuff together. **The [new] seems like they have their stuff together... seems reliable...consistent with support.**

Just looking on it from side to side, in terms of like branding, the [new] is definitely much better than [the current.]" - **Shaleyah, Monthly**

Current design suite

"The [current] one, the flower diamond. Just the calmness, the, like, steadiness. **It doesn't have that kind of high energy, but because of that, it just feels a little bit more reliable.**" - **Allyson, Light**

"**Part of me would say the [current is more trustworthy] just because that's what I've known...pretty much all my life.** I'm going in and out of the stores with my mom and my aunts and seeing that symbol. I know that's DC lottery." - **Elzoria, SemiDaily**

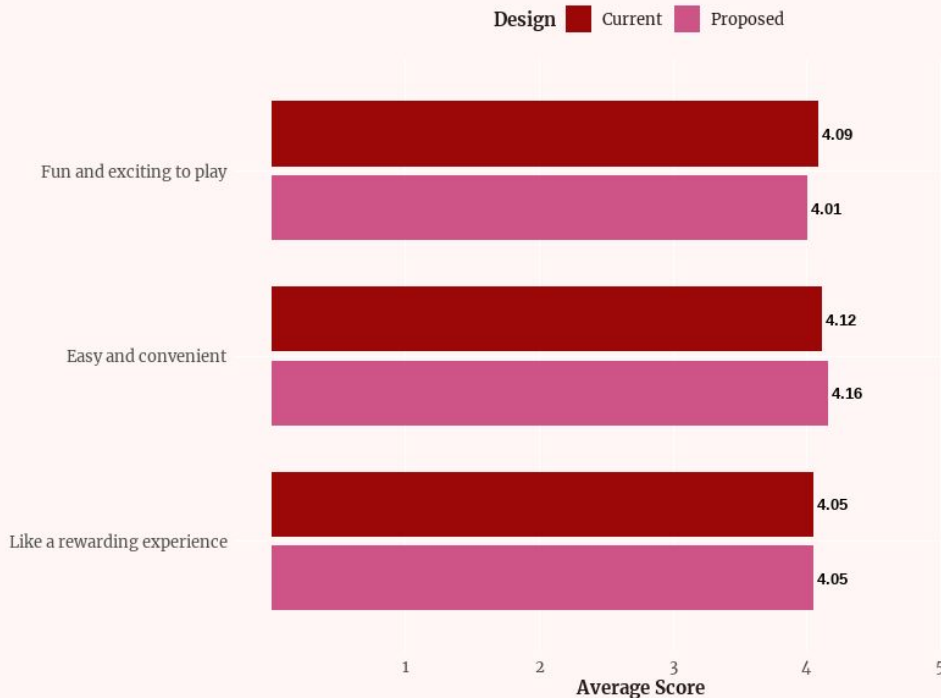
“Brand Feel” attributes are also very close and relatively high in rating for both design suites.

*“I think that **the [current] one feels very, like, ‘lottery’ to me. Like, historical...** There is, like, a sense, I guess on the [current] one...like, this is the way lottery brands work and how their branding guide would look like.*

*I do think that **the [new] one feels a lot fresher and a lot more unique and fun.**”*

- Jonathan, SemiDaily

Brand feel is statistically indistinguishable



Question: Q3: How much do you agree the design makes DC Lottery feel...
 * = Statistically significant difference ($p \leq 0.05$, Wilcoxon signed-rank test)
 0 of 3 attributes show significant differences | $n = 100$

Impact on Future Play

How does the logo / branding impact
future play?

Players are likely to recommend DC Lottery at the same level for each suite.

A few more players are less likely to recommend DC Lottery based on the **proposed design suite**.

The **current design suite** generated slightly more passive responses.

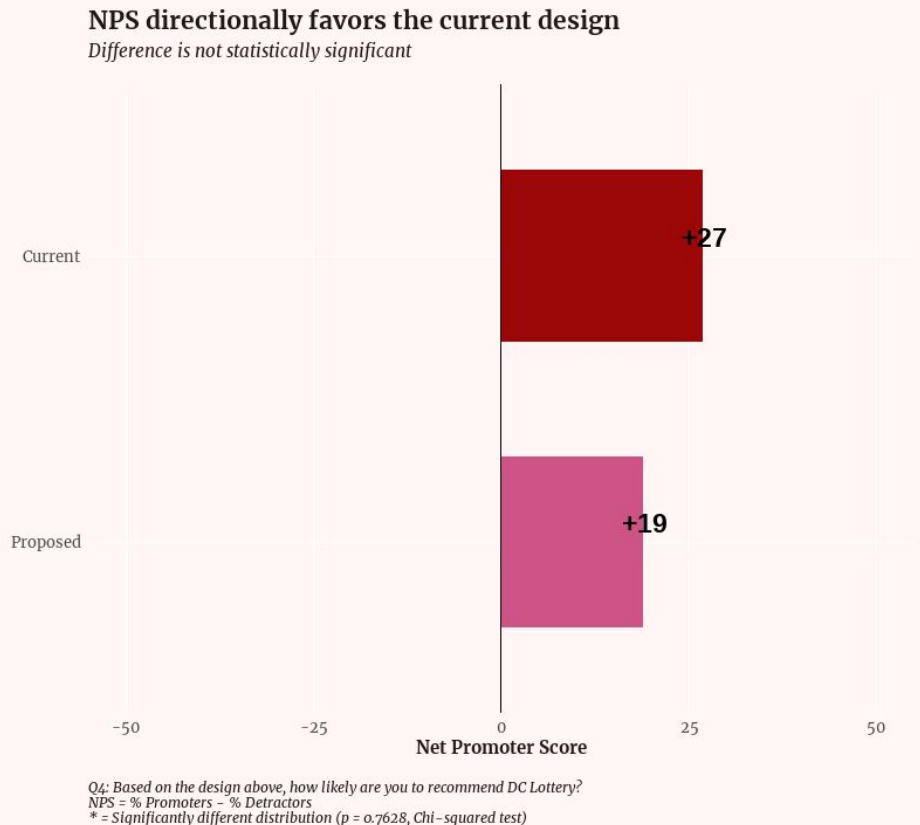
Both brand suites have the same level of promoters

Current logo generates fewer negative associations



Q4: Based on the design above, how likely are you to recommend DC Lottery?
Detractors (0-6) | Promoters (9-10) | Passives (7-8)
(n = 100)

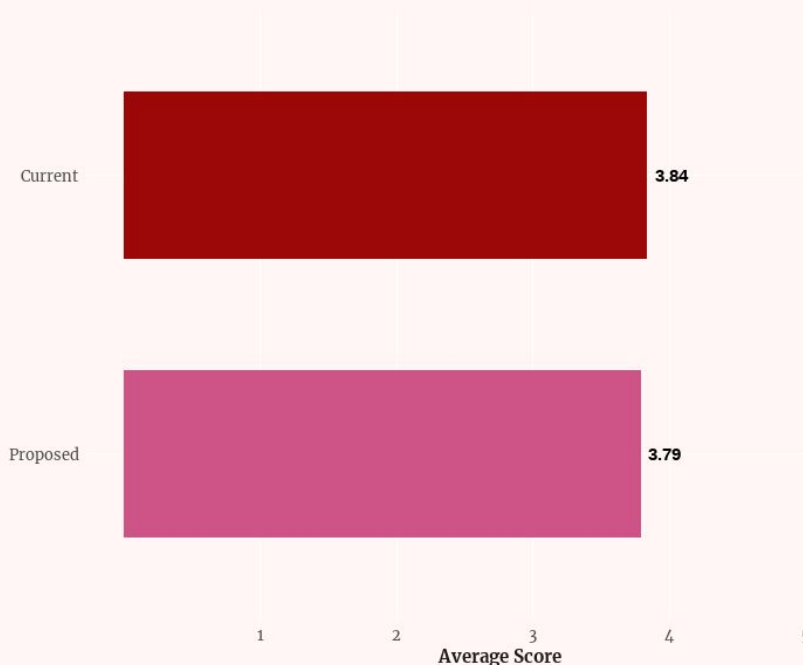
NPS score is directionally higher for DC Lottery with the **current design**.



Participants also report directionally higher likelihood of playing DC Lottery games when presented the **current design suite**.

Current brand suite drives slightly higher intent to play

Not statistically significant — both hover near 'likely'



Question: Q5: Based on the design above, how likely are you to play DC Lottery in the future?

Difference: -0.05 (negative indicates proposed scored worse)

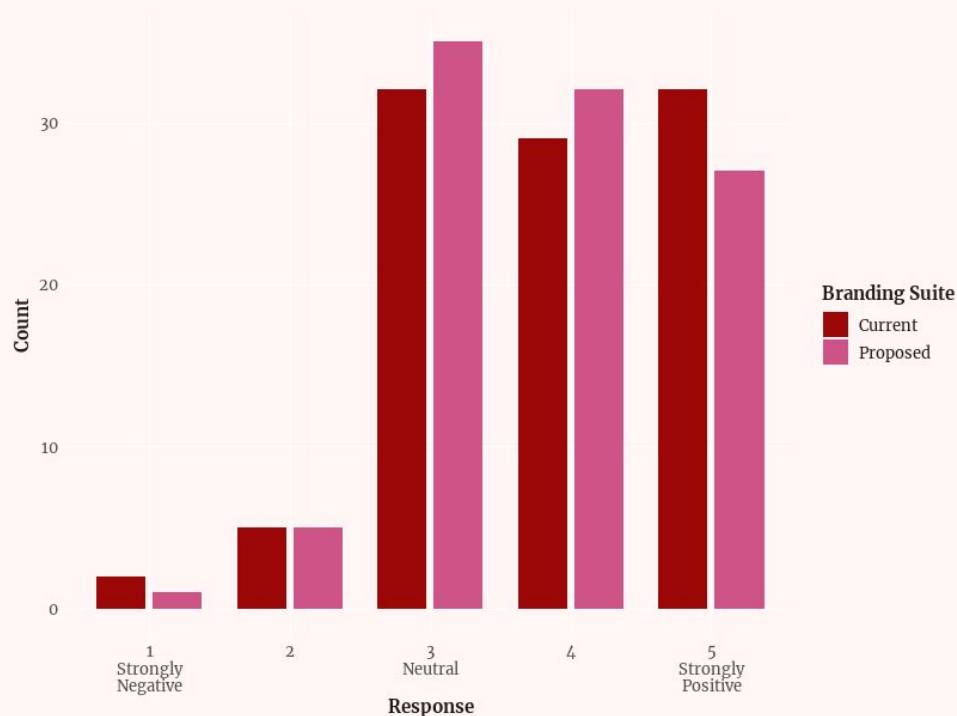
Statistical test: Wilcoxon signed-rank test (appropriate for ordinal data)

Not statistically significant ($p = 0.6192$)

Majority put 'intent to play' at neutral to positive.

'Intent to play' is statistically indistinguishable

Neither branding suite clearly outperforms on behavioral intent



Question: Q5: Based on the design above, how likely are you to play DC Lottery in the future?
(n = 100)

Players are mixed on how they would feel if the designs changed tomorrow, but **none say they'd stop playing.**

"[The current suite] is more nostalgic on this side for me because I grew up seeing these signs, but I feel like it would show me the shift and the pivot if I go in the store and see the [new suite] automatically. Like **it would show me ...something has evolved over time.**"
- Hadez, Weekly

"I'll be happy. I would look at it more, you know, I would look at it in its entirety. **It wouldn't upset me to see that it changed.**"
-Vanessa, SemiDaily

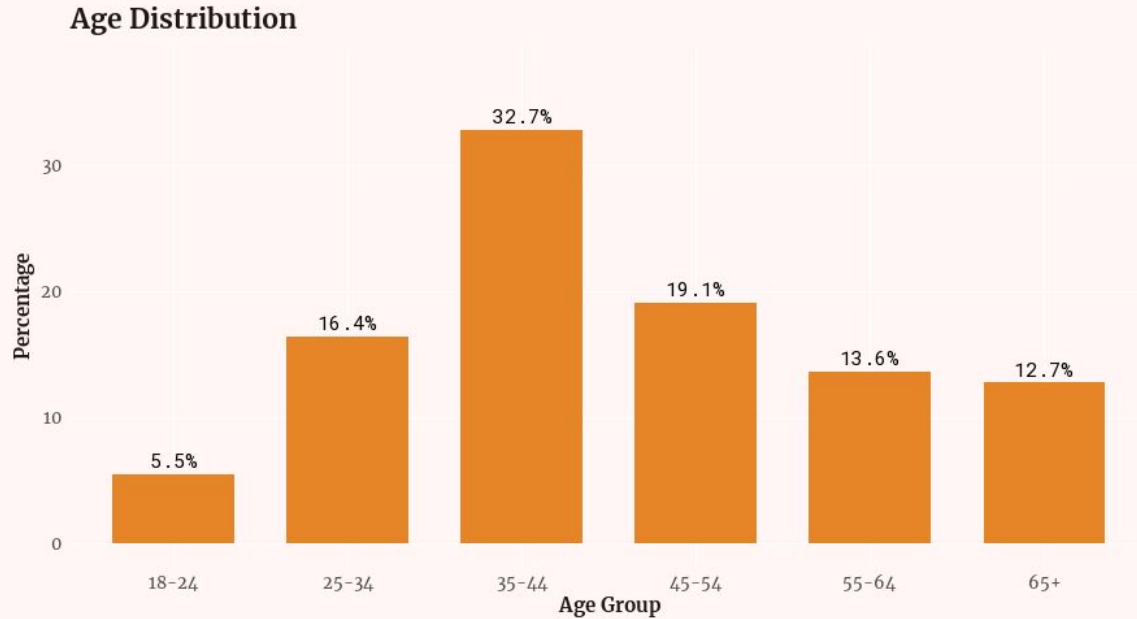
"I might actually be like, 'Oh, **well let me go play some lottery now.**' I'm like, they clearly got something going on or like they're trying to switch up. They're doing something different now."
- Elzoria, SemiDaily

"For me...encountering it, I like [the new design] less...If I was encountering it in the wild, **[I] would probably be less likely to be interested.**"
-Allyson, Light

"I'm so used to just seeing the [current design] that, of course, in terms of when you're comfortable with something, you're so used to seeing it that you expect it at that point. So for me to see something else, it would take time for me to actually register to say, 'Okay, this is the new logo'...But yeah, **to see it change just drastically and automatically, it definitely will raise questions in my head.**"
-Shaleyah, Monthly

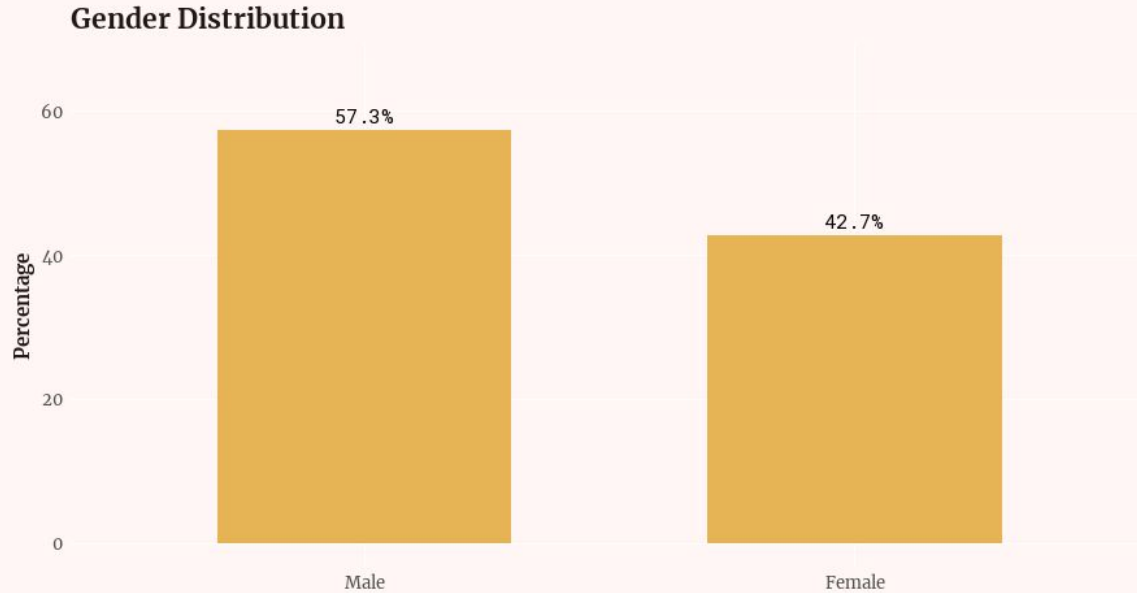
Appendix

Survey Demographics: Age



S1: What is your age?

Survey Demographics: Gender



S2: What is your gender?

Survey Demographics: Race/Ethnicity



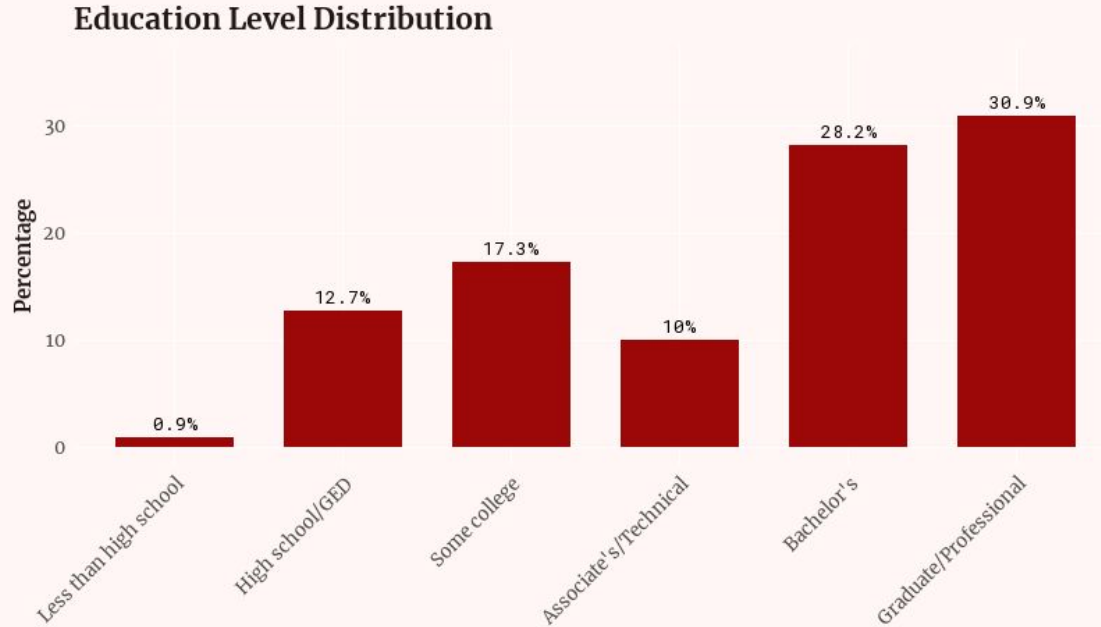
S3: What is your race/ethnicity? (Multiple selections allowed)
Note: Percentages may sum to >100% due to multi-select

Survey Demographics: HH Income



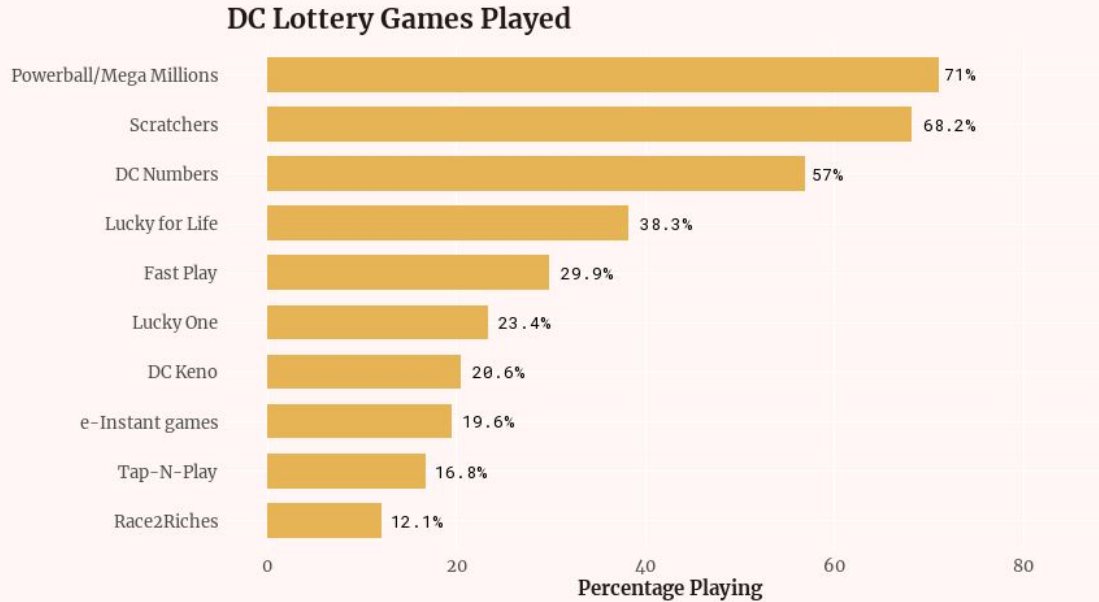
D2: Total household income last year

Survey Demographics: Education Level



D1: Highest level of education completed

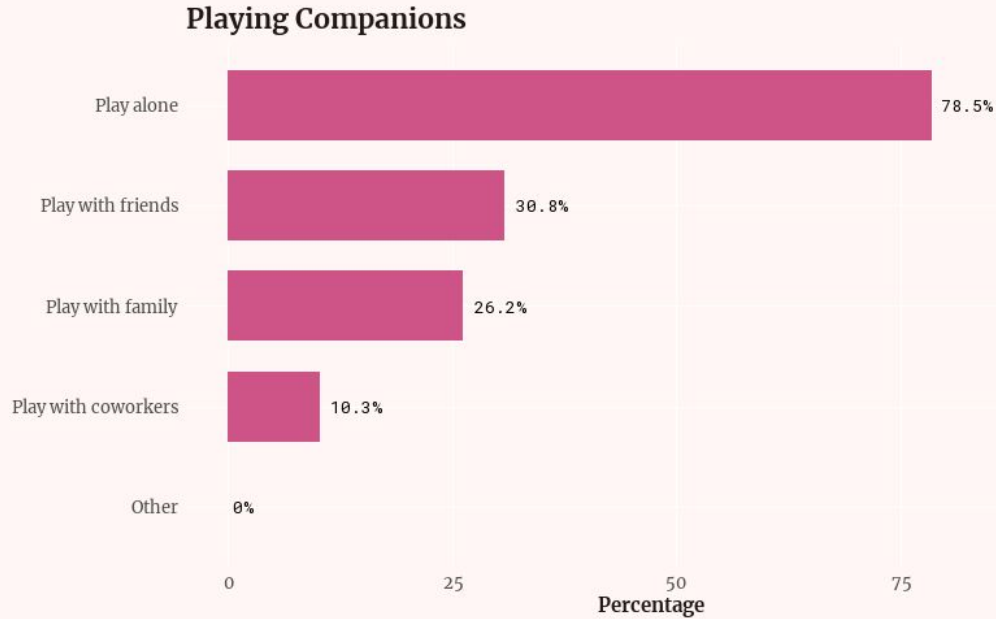
Survey Demographics: Games Played



S10: Which DC Lottery games have you played? (Among players only)

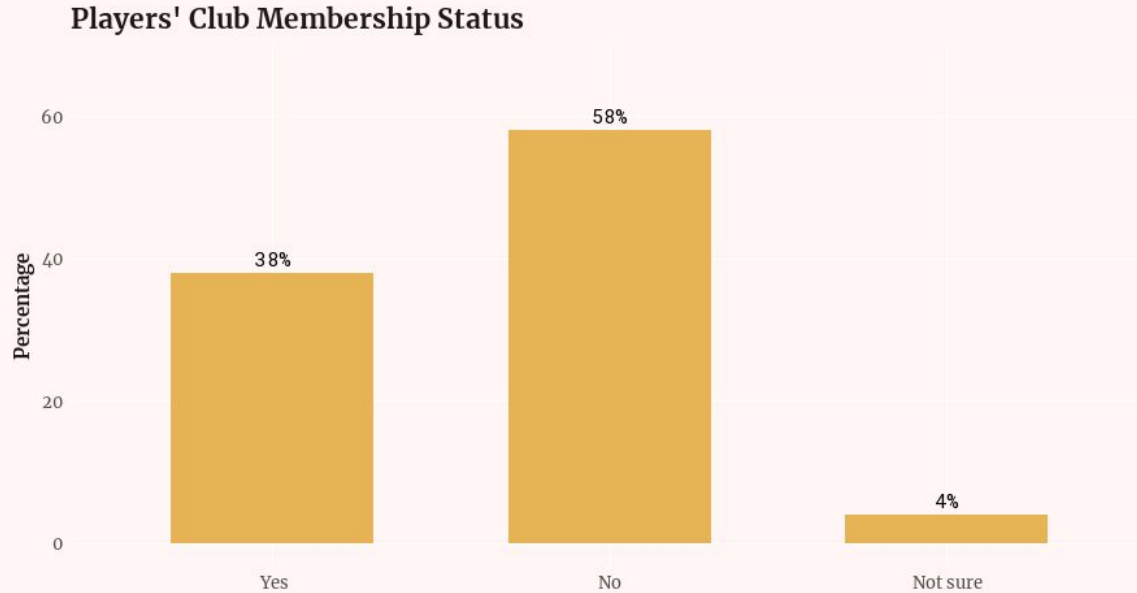
Note: Multiple selections allowed

Survey Demographics: Playing Companions



S13: Who do you play DC lottery games with? (Multiple selections allowed)

Survey Demographics: Players' Club Membership



S14: Are you a DC Lottery Players' Club Member?

Virtual Interview Participants

NAME	AGE	GENDER	RACE	INCOME	SEGMENT
Brian	48	Male	Black	\$100-149k	SemiDaily
Jonathan	27	Male	White	\$100-149k	Weekly
Vanessa	37	Female	Black	\$100-149k	SemiDaily
Bernadine	46	Female	Black	\$60-79k	SemiDaily
Gerhard	48	Male	White	\$30-39k	Monthly
Hadez	26	Female	Black	<\$30k	Weekly
Elzoria	37	Female	Black	<\$30k	SemiDaily
Shaleyah	22	Female	Black	<\$30k	Monthly
Lorn	76	Male	Black	\$75-100k	Monthly
Allyson	35	Female	White	\$150-199k	Light
Mike	58	Male	White	Not disclosed	Monthly
Melissa	47	Female	White	\$100-149k	Light

THANK YOU

Mirth Research:

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Molly McClurg

