



**FY 2011 PERFORMANCE PLAN**  
**Alcoholic Beverage Regulation Administration**

**MISSION**

The mission of the Alcoholic Beverage Regulation Administration (ABRA) is to support the public's health, safety, and welfare through control and regulation of the sale and distribution of alcoholic beverages.

**SUMMARY OF SERVICES**

ABRA conducts licensing, training, adjudication, and community outreach and enforcement efforts to serve licensees, law enforcement agencies, Advisory Neighborhood Commissions, civic associations, and the general community so that they understand and adhere to all District laws, regulations, and ABRA policies and procedures.

**AGENCY WORKLOAD MEASURES**

Measure	FY2008 Actual	FY2009 Actual	FY2010 YTD
Number of new licenses and permits issued	1,057	1,377	900

**OBJECTIVE 1: Prevent the sale of alcoholic beverages to underage individuals.**

**INITIATIVE 1.1: Ensure business compliance with underage drinking laws.**

ABRA will be conducting a minimum of 600 underage compliance checks. ABRA's underage compliance checks involve a person under the legal drinking age of 21 attempting to purchase an alcoholic beverage. These compliance checks are coordinated under the supervision of an ABRA investigator. Additionally, ABRA will continue to implement four preventive measures designed to reduce underage drinking in the District. These four measures include: (1) sending compliance letters and certificates congratulating licensees who do not sell alcoholic beverages to minors during compliance checks, (2) sending warning letters to licensees who commit first time sale to minor violations, (3) continuing the ABRA/MPD unit initiated in June 2010 by visiting establishments at least fifteen times to combat minors using fake identifications to either purchase alcoholic beverages or gain entry to a licensed establishment. Fourth, ABRA will continue its efforts to train merchants in identifying fake identifications by holding a minimum of four training classes on this topic. This initiative will be completed by September 30, 2011.

**OBJECTIVE 2: Ensure that licensed establishments are in compliance with the ABC laws and regulations.**

**INITIATIVE 2.1: Conduct a minimum of two regulatory inspections or investigations at each licensed establishment.**

ABRA investigators will conduct a minimum of two regulatory inspections, monitoring, or investigations at each licensed establishment to verify compliance with the District's laws and regulations. ABRA will be conducting a minimum of 7,000 regulatory



inspections, monitoring, or investigations at licensed establishments located in the District. This initiative will be completed by September 30, 2011.

**OBJECTIVE 3: Issue licenses to qualified applicants in an efficient manner.**

**INITIATIVE 3.1: Process temporary and one-day substantial change applications within fifteen (15) days.**

ABRA will begin measuring the length of time taken by the agency to process temporary and one-day substantial change applications. ABRA’s licensing division shall be responsible for processing temporary and one-day substantial change applications within fifteen (15) days of being received. ABRA’s goal is for a minimum of 80% of these cases to be processed within fifteen (15) days. This measure shall be completed by September 30, 2011.

**PROPOSED KEY PERFORMANCE INDICATORS**

Measure	FY2009 Actual	FY2010 Target	FY2010 YTD	FY2011 Projection	FY2012 Projection	FY2013 Projection
Number of new licenses and permits issued	1377	1000	900	850	900	1000
Number of establishments inspected to ensure compliance with underage drinking laws	752	400 <sup>1</sup>	791	600 <sup>1</sup>	700 <sup>1</sup>	700 <sup>1</sup>
Number of inspections, investigations, and monitoring activities conducted by Enforcement Division	6764	4000	7336	7,000	7,000	7,000
Amount of revenue generated by licenses and permits	\$3.7M	\$3.7M	\$4.4M	\$3.7M	\$3.7M	\$3.7M
Amount of revenue generated by Fines	\$526,843	\$385,000	\$333,885	\$290,000	\$290,000	\$290,000
Total number of citations issued	366	110	363	250	250	250
Number of one-day and substantial change permits issued within 15 days or less <sup>2</sup>	Not Available	Not Available	Not Available	80%	90%	90%

<sup>1</sup> Grant funding for this program is expected to fluctuate in the out-years, therefore the number of inspections have been adjusted to reflect future funding expectations.

<sup>2</sup> Measure is an industry standard based on the average of 19 processing days for seventeen states.