



FY 2012 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 MEASURE

Measure	FY 2009 Actual	FY 2010 Actual	FY 2011 YTD*
Number of new licenses and permits Issued	1,377	1,432	1,149

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 700 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 three preventive measures designed to reduce underage drinking in the District. These measures include: (1) sending compliance letters and certificates congratulating licensees who do not sell alcoholic beverages to minors during compliance checks, and (2) sending warning letters to licensees who commit first time sale to minor violations. Third, ABRA will continue its efforts to train merchants in identifying fake identifications by holding a minimum of two training classes on this topic. This initiative will be completed by September 30, 2012.

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, 2012.

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 continue 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 90% of these cases to be processed within fifteen (15) days. This measure shall be completed by September 30, 2012.

PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY2010 Actual	FY2011 Target	FY2011 YTD*	FY2012 Projection	FY2013 Projection	FY2014 Projection
Number of new licenses and permits issued	1,432	850	1,149	900	1000	1000
Number of establishments inspected to ensure compliance with underage drinking laws	1,277	600	688	700**	700**	700**
Number of inspections, investigations, and monitoring activities conducted by Enforcement Division	11,266	7000	5,279	7,000	7,000	7,000
Amount of revenue generated by licenses and permits	\$5.5M	\$3.7M	\$3.5M	\$3.7M	\$3.7M	\$3.7M
Amount of revenue generated by Fines	\$488,735	\$290,000	\$317,850	\$290,000	\$290,000	\$290,000
Total number of citations issued	503	250	279	250	250	250
Number of one-day and substantial change permits issued within 15 days or less***	N/A	80%	94%	90%	90%	90%

*These numbers are current through the end of Q3 on June 30, 2011.

**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.

*** Measure is an industry standard based on the average of 19 processing days for seventeen states.