

Agency Summary
 LLA 0.0
 DEPARTMENT OF LIQUOR LICENSES AND CONTROL
 John Cocca, Director
 (602) 542-9020
 A.R.S. § 4-111 et seq.
 Plan Contact: Jeffery Trillo, Assistant Director
 (602) 364-1952

Mission:

To protect public safety and support economic growth through the responsible sale and consumption of liquor, and to efficiently license qualified applicants.

Description:

The department licenses and regulates the production, distribution, and sale of alcoholic beverages throughout the State of Arizona.

In instances involving allegations against licensees, the department investigates complaints, develops police reports, and enforces civil and criminal violations. State liquor laws are found in Arizona Revised Statutes, Title 4 with supporting rules in Arizona Administrative Code, Title 19.

The department maintains key partnerships in and outside government with emphasis on youth education and outreach addressing underage drinking.

◆ **Goal 1** To realize the Governor's vision of "Government at the speed of business" by offering agency services online

Objective: 1 FY2018: Increase the number of online services
 FY2019: Increase the number of online services
 FY2020: Increase the number of online services

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
To increase the number of on line services	0	73	0

Program Summary
 LLA 1.0
 ADMINISTRATION
 Jeffery Trillo, Assistant Director
 (602) 364-1952
 A.R.S. § 4-111 et seq.

Mission:

To ensure all divisions in the Department of Liquor Licenses and Control operate in a cost-effective and efficient manner, all operational activities conform to statutory requirements and other guidelines, and staffing is provided to the state liquor board.

Description:

Daily departmental operations include communications, budget preparation, human resources, payroll, insurance, accounting for and distribution of revenues, accounts payable, accounts receivable, accounting for all authorized funds, purchasing, the operation of the department's automated and electronic data banks, records retention, and information flow. The program also provides personnel to staff the state liquor board, a separate quasi-judicial body appointed by the Governor. The division maintains relationships with governmental agencies as well as businesses dealing with spirituous liquor.

◆ **Goal 1** To enrich technology tools and opportunities

Objective: 1 FY2018: NA
 FY2019: Grow customer e-license system use to 15% for those who are existing customers with an email address on record
 FY2020: NA

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Percent of Capable Customers Using E-License System	NA	15	NA

Objective: 2 FY2018: NA
 FY2019: Increase the number of licensing services offered on-line from 3% to 60%
 FY2020: NA

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Percent of licensing services on-line (up to a maximum of 60% available)	3	60	NA

Objective: 3 FY2018: NA
 FY2019: Identify five (5) system enhancements and implement
 FY2020: Identify five (5) system enhancements and implement

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Number of licensing system enhancements implemented	NA	5	5

◆ **Goal 2** To accelerate agency performance

Objective: 1 FY2018: NA
 FY2019: Identify five continuous improvement wins (from anywhere across the department) and implement
 FY2020: Identify five continuous improvement wins (from anywhere across the department) and implement

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Number of continuous improvement wins implemented	NA	5	5

Objective: 2 FY2018: NA
 FY2019: Seek outside professional development training for 30% of civilian staff
 FY2020: Seek outside professional development training for 30% of civilian staff

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Percent of civilian employees who received professional development training	NA	30	30

Program Summary
 LLA 2.0
 INVESTIGATIONS
 Michael Rosenberger, Deputy Director
 (602) 542-9076
 A.R.S. § 4-111 et seq.

Mission:

To investigate liquor law violations and maintain open lines of communication with licensees and the law enforcement community in order to obtain the maximum level of compliance with state statutes and rules.

Description:

The Investigations Division conducts criminal and administrative liquor law related investigations in order to promote public safety and ensure that licensees are complying with A.R.S. Title 4 and departmental rules; provides training and support to local law enforcement agencies enhancing their ability to enforce liquor laws; conducts criminal background checks through fingerprint records of individuals associated with liquor licenses as required by law; liaisons with state and federal law enforcement agencies, as well as city, town, and tribal police departments, and sheriff's offices; conducts covert operations and collaborates with other law enforcement agencies to investigate Title 4 violations; conducts routine liquor inspections of licensed establishments; and maintains an investigative database accessible to police agencies. The Audit Unit conducts compliance audits of restaurant and hotel license-types as required by law. The Compliance Unit receives actionable reports of liquor law violations and resolves those cases through communication with licensees and issues formal compliance actions when appropriate.

◆ **Goal 1** To accelerate agency performance

Objective: 1 FY2018: NA
 FY2019: Identify five continuous improvement wins (from anywhere across the

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department) and implement
 FY2020: Identify five continuous improvement wins (from anywhere across the department) and implement

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Number of continuous improvement wins implemented	NA	5	5

Objective: 2 FY2018: NA
 FY2019: Seek outside professional development training for 30% of civilian staff
 FY2020: Seek outside professional development training for 30% of civilian staff

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Percent of civilian employees who received professional development training	NA	30	30

Objective: 3 FY2018: NA
 FY2019: Complete site inspections within 56 days of receipt from Licensing
 FY2020: NA

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Average number of days to complete a site inspection	72	56	NA

◆ Goal 2 To promote and act to create safe communities

Objective: 1 FY2018: Reduce the repeat sale of alcohol to underage persons by licensed establishments

FY2019: Reduce the repeat sale of alcohol to underage persons by licensed establishments
 FY2020: NA

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Percent of licensed establishments that repeat sold alcohol to persons under 21-years of age	25	20	NA

Objective: 2 FY2018: NA
 FY2019: Execute 235 youth outreach and education training deliveries targeting abstinence of alcohol
 FY2020: NA

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Number of youth outreach and education trainings delivered	NA	235	NA

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Percent of capable customers using e-license system	NA	15	NA

Objective: 2 FY2018: NA
 FY2019: Increase the number of licensing services offered on-line from 3% to 60%
 FY2020: NA

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Percent of licensing services on-line (up to a maximum of 60% available)	3	60	NA

◆ Goal 2 To accelerate agency performance

Objective: 1 FY2018: NA
 FY2019: Identify five continuous improvement wins (from anywhere across the department) and implement
 FY2020: Identify five continuous improvement wins (from anywhere across the department) and implement

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Number of continuous improvement wins implemented	NA	5	5

Objective: 2 FY2018: NA
 FY2019: Seek outside professional development training for 30% of civilian staff
 FY2020: Seek outside professional development training for 30% of civilian staff

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Percent of civilian employees who received professional development training	NA	30	30

Objective: 3 FY2018: NA
 FY2019: Reduce the average time (recorded in minutes) spent with walk-in customers
 FY2020: NA

Performance Measures	FY 2018 Actual	FY 2019 Estimate	FY 2020 Estimate
Average time in minutes Licensing staff spent with walk-in customers	39	28	NA

LLA 3.0	Program Summary
	LICENSING
Jeffery Trillo, Assistant Director	
(602) 364-1952	
A.R.S. § 4-111 et seq.	

Mission:

To efficiently license capable, qualified, and reliable applicants and deliver exceptional customer service.

Description:

The Licensing Section, made up of customer service representatives and Records Unit staff, is responsible for issuing liquor licenses to qualified applicants. Customer service representatives assist licensees with the documents required by A.R.S. Title 4 to operate an Arizona liquor-licensed business or temporary event. Records Unit staff create forms and instructions, process payments, provide for the secure transfer of documents between local governments and the department, and ensure liquor license records are safe, legible, and readily accessible.

◆ Goal 1 To enrich technology tools and opportunities

Objective: 1 FY2018: NA
 FY2019: Grow customer e-license system use to 15% for those who are existing customers with an email address on record
 FY2020: NA