

Agency Mission To promote the public interest through the responsible sale and service of alcoholic beverages.

KPM #2	LICENSE PROCESSING TIME	Measure since: 2005
	Average days from receipt of application to license issuance	
Goal	ECONOMIC DEVELOPMENT – Enable business people to be viable in their sale of alcohol, supporting the Oregon economy.	
Oregon Context	Oregon Benchmark #1, #2, #3, #4 – Oregon benchmarks relating to Growth of Oregon’s Economy and Job Growth. Governor’s Guiding Principles of Business and Job Growth.	
Data source	OLCC license processing records	
Owner	OLCC Public Safety Services Program – Licensing Division, Rudy Williams Director – OLCC Deputy Director, 503.872.5017	

1. OUR STRATEGY

The OLCC’s strategy for meeting this goal is to streamline, simplify, and automate the liquor licensing process. In pursuing this strategy, the OLCC hopes to achieve many positive outcomes, including the reduction in the number of days to issue a license.

2. ABOUT THE TARGETS

Targets are based historical averages and expected workloads. Previous reports have indicated the target for this measure as a range; this due to a number of external factors that influence the time to issue a license (e.g. local government review or receipt of license fees). The 2007 Legislature asked the agency to change the target to a fixed level, and to set that level to 90-days beginning in FY 2008. The agency strives to issues liquor licenses to responsible and safe businesses faster than the measure’s target, i.e. it is desirable to report actual that are below the target.

3. HOW WE ARE DOING

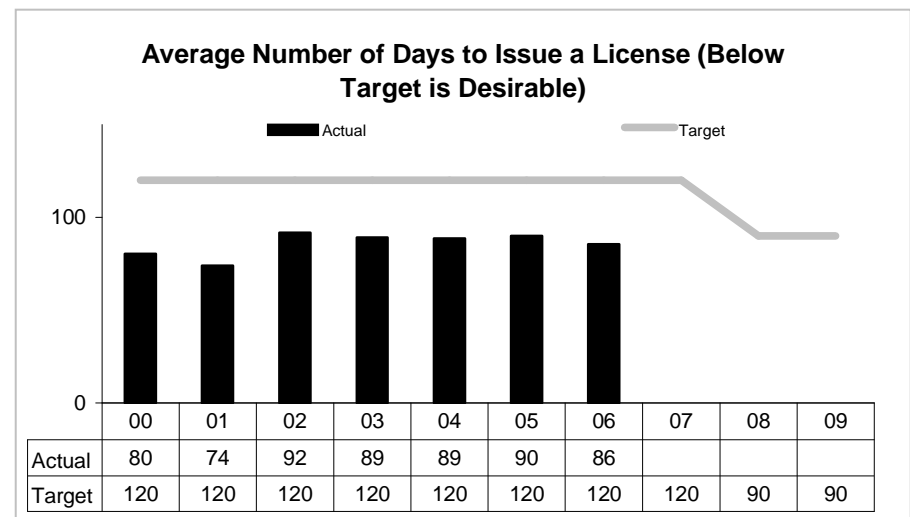
The OLCC has been meeting its target for this measure since it was established in 2005. Technological and procedural changes, in the spirit of Continuous Process Improvement, are being implemented to maintain this output level with static FTE and increasing license applications received. The number of license applications is expected to increase annually into the foreseeable future, while licensing staff has remained relatively constant. Streamlining and automation are being implemented to do more with less staff, while maintaining controls over public safety concerns. The OLCC expects that these improvements can reasonably hold the targets at the current level.

4. HOW WE COMPARE

It is difficult to make direct comparisons due to the investigative and legal review aspects of the Oregon licensing process that do not translate to other licensing bodies.

5. FACTORS AFFECTING RESULTS

There are many factors affecting the number of days it take to issue a liquor license; some internal and some external. Internal factors continue to be identified and streamlined through process improvements and technological solutions (automations). External factors are difficult to control. The primary



AGENCY NAME Oregon Liquor Control Commission

II. KEY MEASURE ANALYSIS

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external factor affecting how quickly a liquor license can be issued is the license application review by the local governing body (city or county). This application review process can last up to 45 days (as mandated by statute). Processing by the OLCC cannot be completed until the local government review is completed.

6. **WHAT NEEDS TO BE DONE**

The results of this measure indicate that the OLCC should continue with its effective strategy for meeting this target.

7. **ABOUT THE DATA**

The data supporting this measure are compiled by the OLCC licensing unit and reported on a calendar year basis.