

License Simplification



Outdoors NV Made Easy

Transmitted as Bill Draft



- ✧ Agency Request is *confidential* until the Budget Division provides the Agency Request budget (A01) to the LCB Fiscal Analysis Division pursuant to NRS 353.211. This will occur on or before October 15, 2016.
- ✧ Pursuant to NRS 353.211, the G01 adjusted base (B000, M100, and M150) is *confidential* until it is submitted to the LCB Fiscal Analysis Division which must occur on or before December 31, 2016. The G01 enhancement decision units are not part of the adjusted base budget and remain *confidential* within the Executive Branch until they are transmitted to the Legislature.
- ✧ Pursuant to NRS 353.205, the remaining elements of the Governor's Recommends phase (G01) outside of adjusted base are *confidential* until they are transmitted to the Legislature pursuant to NRS 353.230 which must occur not later than 14 calendar days before the commencement of the regular legislative session which will occur on or before January 23, 2017.

Yearlong Process



- ❧ Comparative (last fall)
- ❧ Qualitative (last winter)
- ❧ Quantitative (last spring)
- ❧ Financial analysis after all other aspects complete
- ❧ Sharing with Commission and public (at least fifth time before Commission, three times in front of public, last as five town hall meetings in July)
- ❧ Requesting endorsement of concept

Prior Department Considerations



- ⌘ This differs little from that shown to Commission, CAB workshop, and public at town hall meetings.
- ⌘ Requesting action by Commission for support of considerations.

Improved Customer Service is our Objective



- ❧ Deliver value
- ❧ Ease confusion
- ❧ Reduce mistakes
- ❧ Make it easier for our customers to engage

What about the money?



- ❧ Revenue neutral
- ❧ Difficult to model
- ❧ Changes in value will result in changes in behavior – we can't accurately anticipate all changes
- ❧ Based on all calculations, revenue generated from licenses we are discussing total \$6,835,895.00
- ❧ Expect to see (if no change to purchasing behavior) an increase in revenue of 0.2%, or less than \$15,000
- ❧ Distribution to specific funds

Our Current Structure



Number of Licenses

Nevada

Hunting

- Adult (resident and nonresident)
- PreAdult (resident and nonresident)
- Junior (resident only)
- Senior (resident only)
- Serviceman's (resident only)
- Severe Disability (resident only)
- Apprentice (resident and nonresident)
- 1-Day upland/waterfowl (nonresident, plus +1day)

Fishing

- Adult (resident and nonresident)
- Junior (resident and nonresident)
- 1-day (resident and nonresident; plus +1day)
- Senior (resident only)
- Serviceman's (resident only)
- Severe Disability (resident only)
- Native American (resident only)
- Disabled Vet (resident only)
- NV interstate boundary waters

Combo

- Adult (resident and nonresident)
- PreAdult (resident and nonresident)
- Junior (resident only)
- Senior (resident only)
- Severe Disability (resident only)
- Native American (resident only)
- Disabled Vet (resident only)

Stamps

- Trout stamp
- Colorado River Stamp
- 2-pole
- Upland game (resident and nonresident)
- State waterfowl (resident and nonresident)

Tags

- Deer (resident and nonresident)
- Deer-LandOwner (resident and nonresident)
- Deer -Restricted (nonresident)
- Antelope (resident and nonresident)
- Antelope-LandOwner (resident only)
- Bighorn (resident and nonresident)
- Elk (resident; Antlered and Antlerless nonresident)
- Elk Incentive (resident and nonresident)
- Goat (resident and nonresident)
- Mountain Lion (resident and nonresident)
- Swan (resident and nonresident)
- Turkey (resident and nonresident)
- Bear (resident and nonresident)

Comparative Analyses



- ☞ Six states
- ☞ License structures
- ☞ Efforts to simplify
- ☞ All addressed more recently than Nevada



Qualitative Analyses



- ❧ Focus groups
- ❧ Six cities (Reno, Las Vegas, Henderson, Elko, Ely, and Fallon)
- ❧ Identify issues, opinions, concerns

Quantitative Analyses



- ❧ Specific questions to gauge the proportion and strength of opinion on issues identified in comparative and qualitative analyses
- ❧ Statistically valid sampling of existing customers to determine the concepts regarding license structure and potential simplification ideas

What it could look like



- ❧ Provide a license that includes all relevant stamps and privileges
- ❧ Limit the types of special licenses
- ❧ Combine licenses with similar privileges

What it could look like: Hunting



œ Resident Hunting

œ Hunting License – Valid 365 days from date of purchase

œ No extra fees for upland game stamp, state duck stamp, harvest information program

œ Suggested price: \$40

œ Current price: \$33 for license, \$10 for upland game stamp, \$10 for state duck stamp, \$0 for HIP (\$53 total)

œ Average hunter spends: \$37.83 in 2016

What it could look like: Hunting



❧ Non-Resident Hunting

❧ No Non-Resident Hunting License – see Combination Licenses

What it could look like: Angling



☞ Resident Fishing

- ☞ Fishing License – Valid 365 days from date of purchase
 - ☞ No extra fees for trout stamp, second rod stamp, special use stamp (Colorado River)
- ☞ Suggested price: \$40 – Average angler spent: \$39.64

- ☞ 1-Day Fishing License, with less expensive consecutive days, no limit on number of purchases
 - ☞ No extra fees for trout stamp, second rod stamp, special use stamp (Colorado River)
- ☞ Suggested price: \$9; \$3 for each consecutive (No change)

What it could look like: Angling



☞ Non-Resident Fishing

☞ Fishing License – Valid 365 days from date of purchase

☞ No extra fees for trout stamp, second rod stamp, special use stamp (Colorado River)

☞ Suggested price: \$80 – Average angler spent \$78.06

☞ 1-Day Fishing License, with less expensive consecutive days, no limit on number of purchases

☞ No extra fees for trout stamp, second rod stamp, special use stamp (Colorado River)

☞ Suggested price: \$18; \$7 for each consecutive day (no change)

☞ Boundary Waters Fishing License – Valid 365 days from date of purchase

☞ No extra fees for trout stamp, second rod stamp, special use stamp (Colorado River)

☞ Suggested price: \$30 (was \$29)

What it could look like: Combination



☞ Resident Package

☞ Combo License – Valid 365 days from date of purchase

☞ No extra fees for upland game stamp, state duck stamp, harvest information program, trout stamp, second rod stamp, special use stamp (Colorado River)

☞ Suggested price: \$75 – Average sportsman spent \$72.69

What it could look like: Combination



❧ Non-Resident Package

❧ Combo License – Valid 365 days from date of purchase

❧ No extra fees for upland game stamp, state duck stamp, harvest information program, trout stamp, second rod stamp, special use stamp (Colorado River)

❧ Suggested price: \$155 (was \$142 for hunting and \$199 for combination, but each spent \$143.01 and \$213.34 on average; 18,403 hunters and 408 combination purchases)

❧ 1-Day Non-Resident Package, with less expensive consecutive days, no limit on number of purchases

❧ No extra fees for upland game stamp, state duck stamp, harvest information program, trout stamp, second rod stamp, special use stamp (Colorado River)

❧ Suggested price: \$23 (was \$21); \$8 for each consecutive day (no change)

What it could look like: Combination



- œ Resident or Non-Resident Youth Package
 - œ Valid 365 days from date of purchase
 - œ Valid ages 12-17
 - œ No extra fees for upland game stamp, state duck stamp, harvest information program, trout stamp, second rod stamp, special use stamp (Colorado River)
 - œ If the youth had not completed hunter education, only eligible for fishing at same price, but could be upgraded to combo license if they provided hunter education certification
- œ Suggested price: \$15

What it could look like: Elite Package



- ❧ Elite Package License – Valid 365 days from date of purchase
 - ❧ Includes Senior, Disabled, Military (stationed in Nevada or Nevada resident stationed elsewhere), Native American
 - ❧ One fee that includes hunting and fishing privileges, as well as no extra fees for upland game stamp, state duck stamp, harvest information program, trout stamp, second rod stamp, special use stamp (Colorado River)
- ❧ Suggested price: \$15

Public Feedback



Open Houses



- ❧ Elko - July 14 - 4 attendees
- ❧ Ely - July 15 - 2 attendees
- ❧ Reno - July 18 - 9 attendees
- ❧ Fallon - July 20 - 2 attendees
- ❧ Las Vegas - July 28 - 9 attendees

Feedback



☞ One comment on 365

☞ One comment on Native American Licenses

Considerations



∞ To Recommendations

- ∞ Price points and concept well supported by affected critical stakeholders in this arena
- ∞ Critical because most influenced
 - ∞ Harvest still regulated
 - ∞ No change in expense to those who do not hunt

Questions

