



## STATE OF NEVADA

# 11

## DEPARTMENT OF WILDLIFE

## Game Division

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## MEMORANDUM

October 24, 2016

**To:** Nevada Board of Wildlife Commissioners, County Advisory Boards to Manage Wildlife, and Interested Publics

**From:** Brian Wakeling, Administrator, Game Division 

**Title:** Nevada Department of Wildlife License Simplification Strategy Update – For Possible Action

**Description:** The Department has conducted substantial data analysis and public input since the effort to simplify hunting and angling license structures was initiated about one year ago. The Department will provide an overview of the information obtained to date, along with suggestions for bundled privileges and fees. The Commission may vote to support the Department's license structure proposal.

**Presenter:** Game Division Administrator Brian F. Wakeling

**Agenda No:** X11

Summary:

The Department initiated License Structure Simplification about one year ago, and public input and involvement have remained forefront in this effort throughout. The Department has involved an outside consultant to ensure thorough and complete evaluation of the structures. Recently, the Department has completed its third effort at public input by hosting Community Open Houses in Elko, Ely, Fallon, Reno, and Las Vegas. The CABs and the Commission will be briefed on the development of the simplified license structure, the considerations for pricing, and the feedback from the public that attended these open houses. The Department has prepared a draft of licenses for simplification and a proposed fee schedule to keep the license revenue neutral with that obtained with existing license sales if no changes occurs to purchasing by the

hunting and angling public. A simplified comparison of new and existing license structures is appended to this mem. The Department will ask the Commission to endorse their proposed license and fee structure.

Recommendation:

The Department recommends that the Commission **VOTE TO ENDORSE THE DEPARTMENT'S DRAFT LICENSE AND FEE STRUCTURE SIMPLIFICATION PROPOSAL.**

Existing License Structure and Stamp Privileges									Proposed License Structure and Stamp Privileges						
Existing License Class	Number of 2015 License buyers	Current Price <small>(Includes \$3.00 Habitat Cons. Fee &amp; \$1.00 Agent Fee)</small>	Stamp Privileges					Historic Max w/all stamps	New License Class	Suggested Price	Stamp Privileges				
			Trout Stamp	2nd Rod Stamp	River Stamp	Colorado Game Stamp	Upland				Duck Stamp	Trout Stamp	2nd Rod Stamp	River Stamp	Colorado Game Stamp
Resident Fishing	32,019	\$29.00	\$10.00	\$10.00	\$3.00			\$52.00	Resident Fishing	\$40.00	All Stamp and Fee Privileges Included				
Resident Hunting	16,823	\$33.00				\$10.00	\$10.00	\$53.00	Resident Hunting	\$40.00	All Stamp and Fee Privileges Included				
Resident Combo	20,125	\$54.00	\$10.00	\$10.00		\$10.00	\$10.00	\$94.00	Resident Combination	\$75.00	All Stamp and Fee Privileges Included				
Boundary Waters Fishing	1,324	\$29.00	\$10.00	\$10.00	\$3.00			\$52.00	Boundary Waters Fishing	\$30.00	All Stamp and Fee Privileges Included				
Apprentice Licnese	56	\$4.00				\$10.00	\$10.00	\$24.00	Apprentice Licnese	\$15.00	All Stamp and Fee Privileges Included				
Resident Youth Hunt	1,613	\$13.00				\$10.00	\$10.00	\$33.00	Youth 12-17 Combo	\$15.00	All Stamp and Fee Privileges Included				
Resident Pre Adult Hunt	1,083	\$33.00				\$10.00	\$10.00	\$53.00							
Resident Junior Combo	2,148	\$21.00	\$10.00	\$10.00		\$10.00	\$10.00	\$61.00							
Resident Pre Adult Combo	421	\$54.00	\$10.00	\$10.00		\$10.00	\$10.00	\$94.00							
Resident Junior Fishing	2,412	\$13.00	\$10.00	\$10.00	\$3.00			\$36.00							
Nonresident Pre Adult Hunt	43	\$142.00				\$10.00	\$10.00	\$162.00							
Nonresident Pre Adult Combo	2	\$199.00	\$10.00	\$10.00		\$10.00	\$10.00	\$239.00							
Nonresident Junior Fish	142	\$21.00	\$10.00	\$10.00	\$3.00			\$44.00							
Resident Senior Hunt	1,598	\$13.00				\$10.00	\$10.00	\$33.00	Specialty Combo	\$15.00	All Stamp and Fee Privileges Included				
Native American Hunt	21	\$0.00				\$10.00	\$10.00	\$20.00							
Severely Disabled Hunt	49	\$13.00				\$10.00	\$10.00	\$33.00							
Serviceman Hunt	40	\$9.00				\$10.00	\$10.00	\$29.00							
Disabled Vet Hunt	57	\$0.00				\$10.00	\$10.00	\$20.00							
Senior Combo	4,152	\$21.00	\$10.00	\$10.00		\$10.00	\$10.00	\$61.00							
Native American Combo	813	\$0.00	\$10.00	\$10.00		\$10.00	\$10.00	\$40.00							
Severely Disabled Combo	264	\$21.00	\$10.00	\$10.00		\$10.00	\$10.00	\$61.00							
Disabled Vet Combo	974	\$0.00	\$10.00	\$10.00		\$10.00	\$10.00	\$40.00							
Resident Senior Fishing	4,563	\$13.00	\$10.00	\$10.00	\$3.00			\$36.00							
Resident Servicemen Fishing	134	\$9.00	\$10.00	\$10.00	\$3.00			\$32.00							
Resident Disabled Vet Fishing	623	\$0.00	\$10.00	\$10.00	\$3.00			\$23.00							
Resident Severely Disabled Fishing	302	\$13.00	\$10.00	\$10.00	\$3.00			\$36.00							
Native American Fishing	240	\$0.00	\$10.00	\$10.00	\$3.00			\$23.00							
Nonresident Hunt	18,397	\$142.00				\$10.00	\$10.00	\$162.00	Nonresident Combo	\$155.00	All Stamp and Fee Privileges Included				
Nonresident Combo	408	\$199.00	\$10.00	\$10.00	\$3.00			\$222.00	Nonresident Fishing	\$80.00	All Stamp and Fee Privileges Included				
Nonresident Fish	1,687	\$69.00	\$10.00	\$10.00	\$3.00			\$92.00							
<b>Daily Licenses - (Does not have Habitat Conservation Fee)</b>															
1 Day Fishing - Resident		\$9.00		\$10.00				\$20.00	1 Day Fishing - Resident	\$9.00	All Stamp and Fee Privileges Included				
1 Day Fishing - NonResident	5956	\$17.00		\$10.00				\$28.00	1 Day Fishing - NonResident	\$18.00	All Stamp and Fee Privileges Included				
1 Day Hunting - NonResident	1577	\$20.00				\$10.00	\$10.00	\$41.00	1 Day Combo - NonResident	\$23.00	All Stamp and Fee Privileges Included				

# 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 fourth 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 is exactly as 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

# 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)

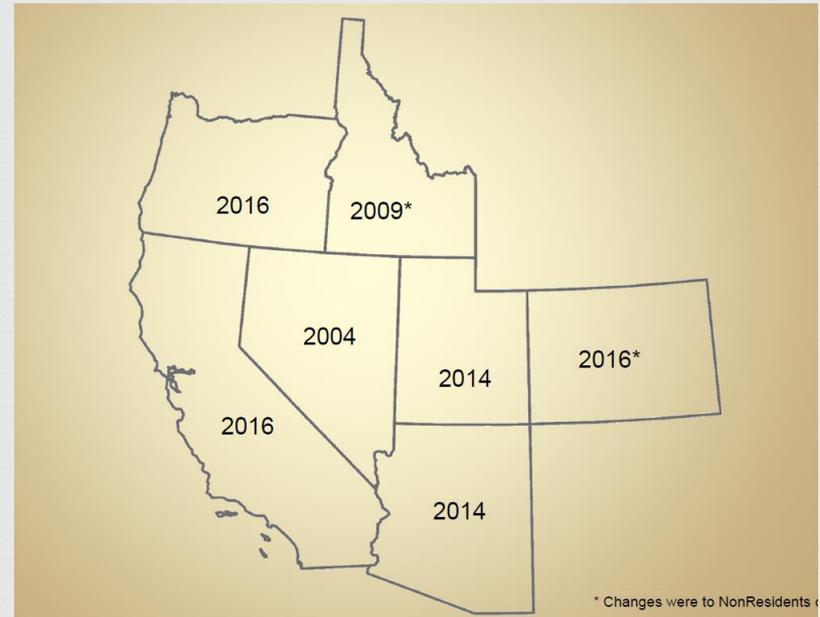
#### Tags

- 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



## Resident Hunting

- ☞ Hunting License – Valid 365 days from date of purchase
  - ☞ No extra fees for upland game stamp, state duck stamp, harvest information program
- ☞ Suggested price: \$40
- ☞ Current price: \$33 for license, \$10 for upland game stamp, \$10 for state duck stamp, \$0 for HIP (\$53 total)
- ☞ 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



- ❧ Resident or Non-Resident Youth Package
  - ❧ Valid 365 days from date of purchase
  - ❧ Valid ages 12-17
  - ❧ No extra fees for upland game stamp, state duck stamp, harvest information program, trout stamp, second rod stamp, special use stamp (Colorado River)
  - ❧ 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
- ❧ 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

