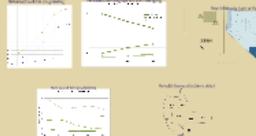


License Simplification

Background



Objective: Simplify the license structure

State Comparison



Qualitative

Las Vegas
Henderson
Reno
Elko
Ely
Fallon

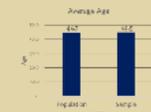


Ideas, not people, are representative

"So, if I do this, in essence, it's going to be a step back to support their jurisdiction. So, if I do this, it's going to be a step back to support their jurisdiction. So, if I do this, it's going to be a step back to support their jurisdiction."

Quantitative

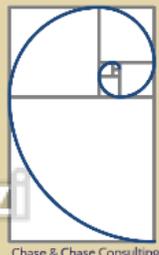
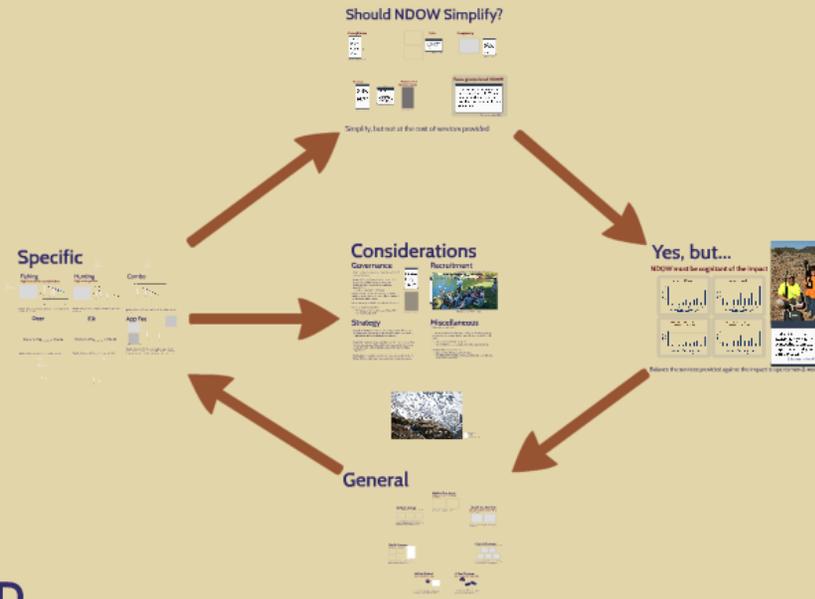
Main mode (N=1,623)



Nonresponse bias



Sample is representative, extends to populations



Loren Chase, PhD

@InjoyTheSilence

HDofWildlife

480.404.0598

LorenChase.webs.com

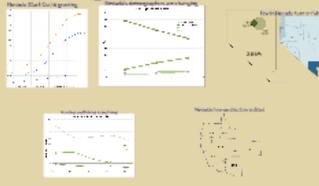
HumanDimensionsofWildlife@gmail.com

Prezi

Chase & Chase Consulting

License Simplification

Background



Objective: Simplify the license structure

State Comparison



Qualitative

Las Vegas
Henderson
Reno
Ely
Fallon

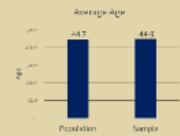


Ideas, not people, are representative

"Can't find all that expensive, if it's gonna cost us \$50 bucks for the year, then I just change \$50 license for the year and stop worrying about extra stamps, extra poles, extra fish and that."

Quantitative

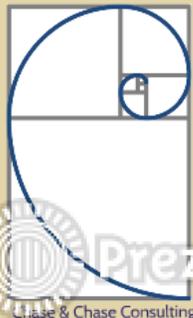
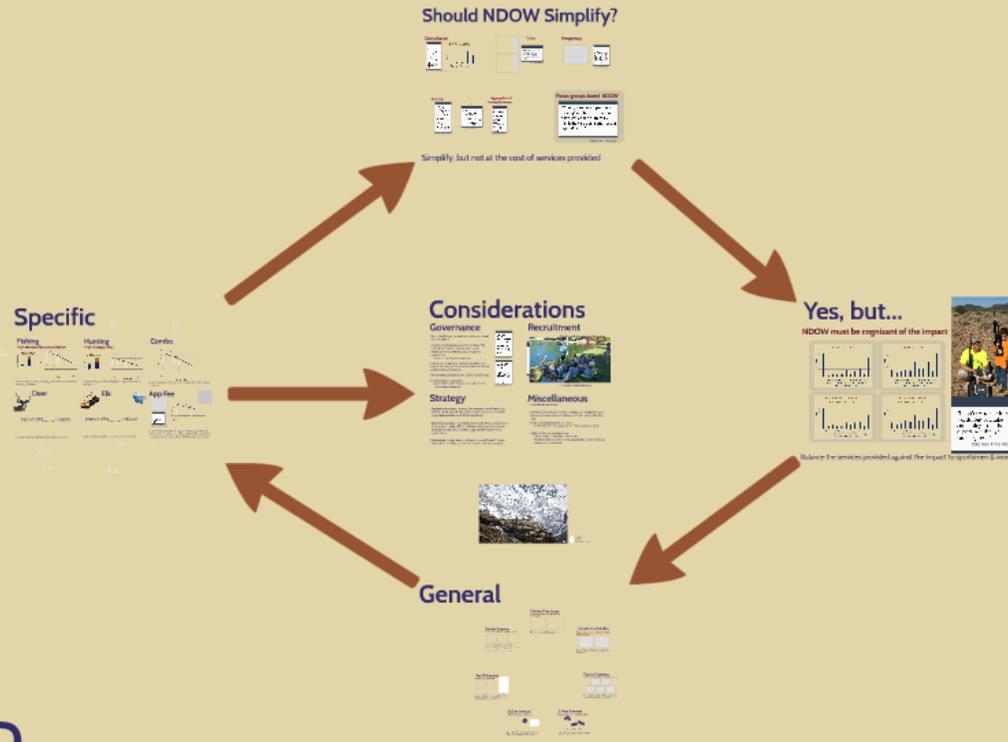
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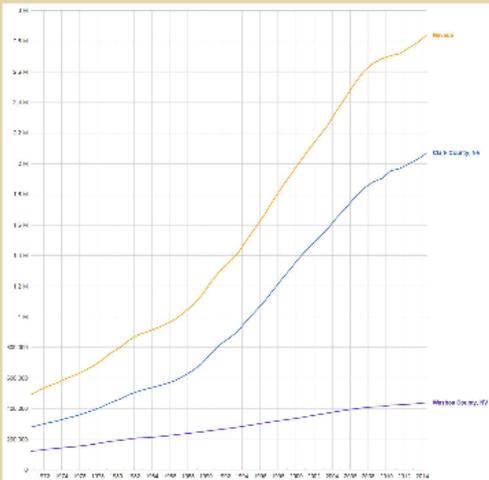
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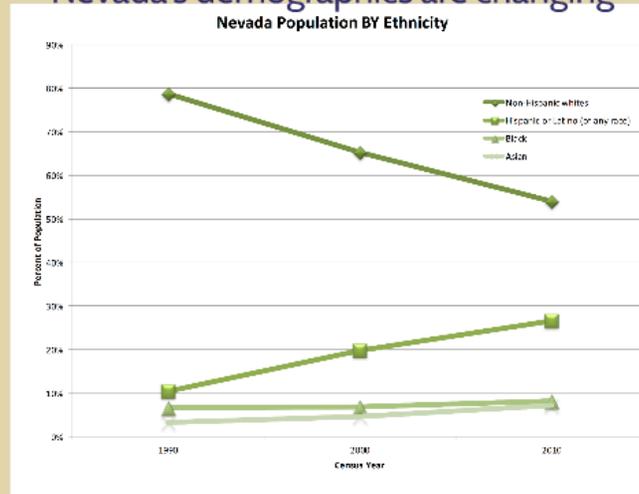
Loren Chase Consulting

Background

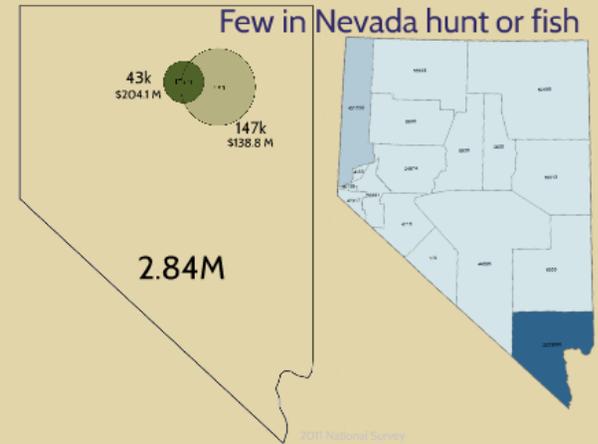
Nevada (Clark Co.) is growing



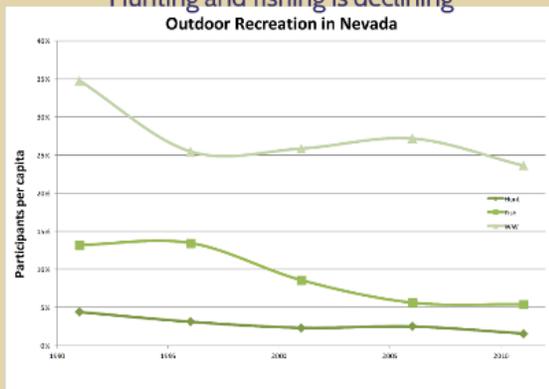
Nevada's demographics are changing



Few in Nevada hunt or fish



Hunting and fishing is declining

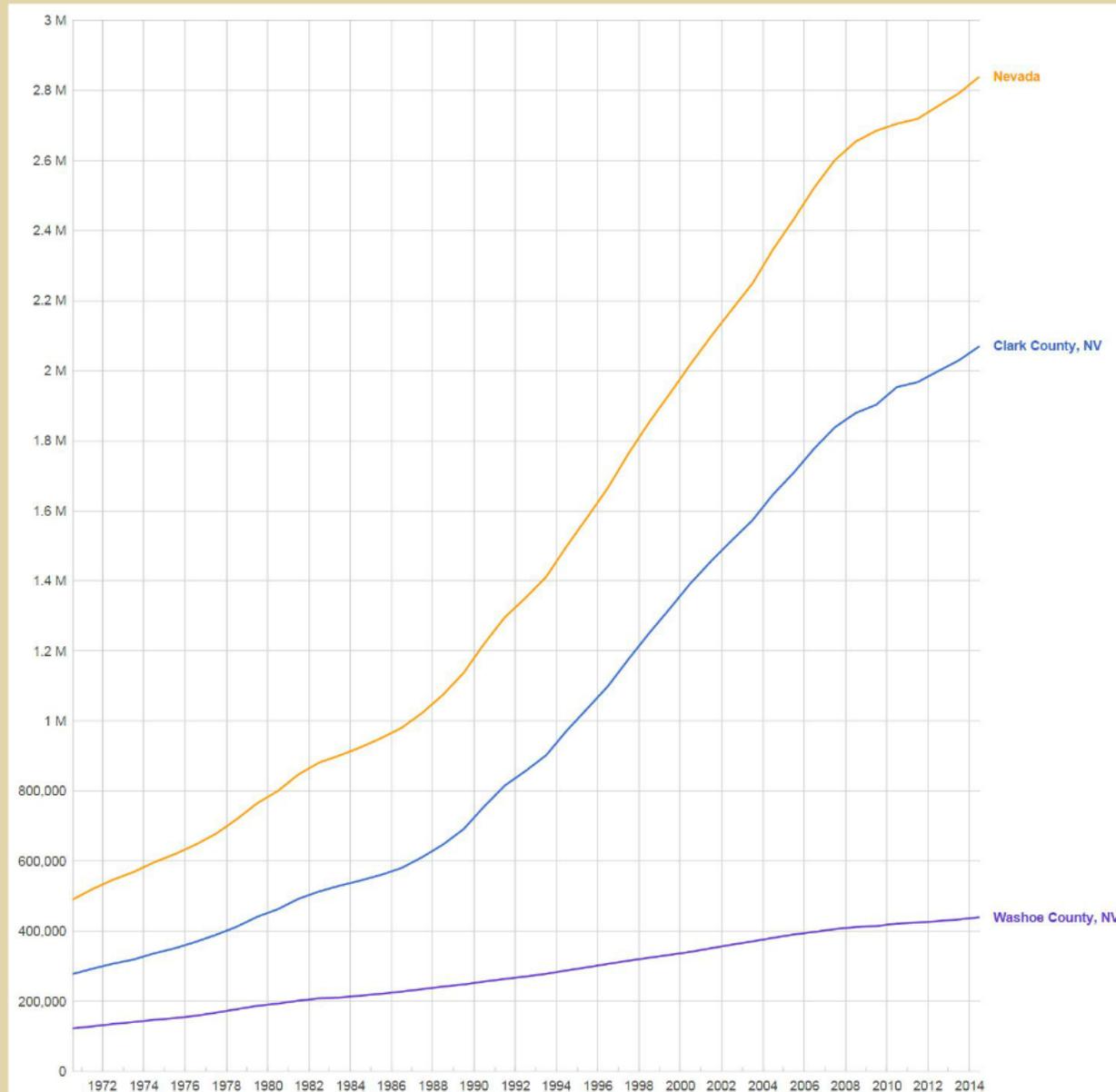


Nevada's license structure is dated



Prezi Objective: Simplify the license structure

Nevada (Clark Co.) is growing

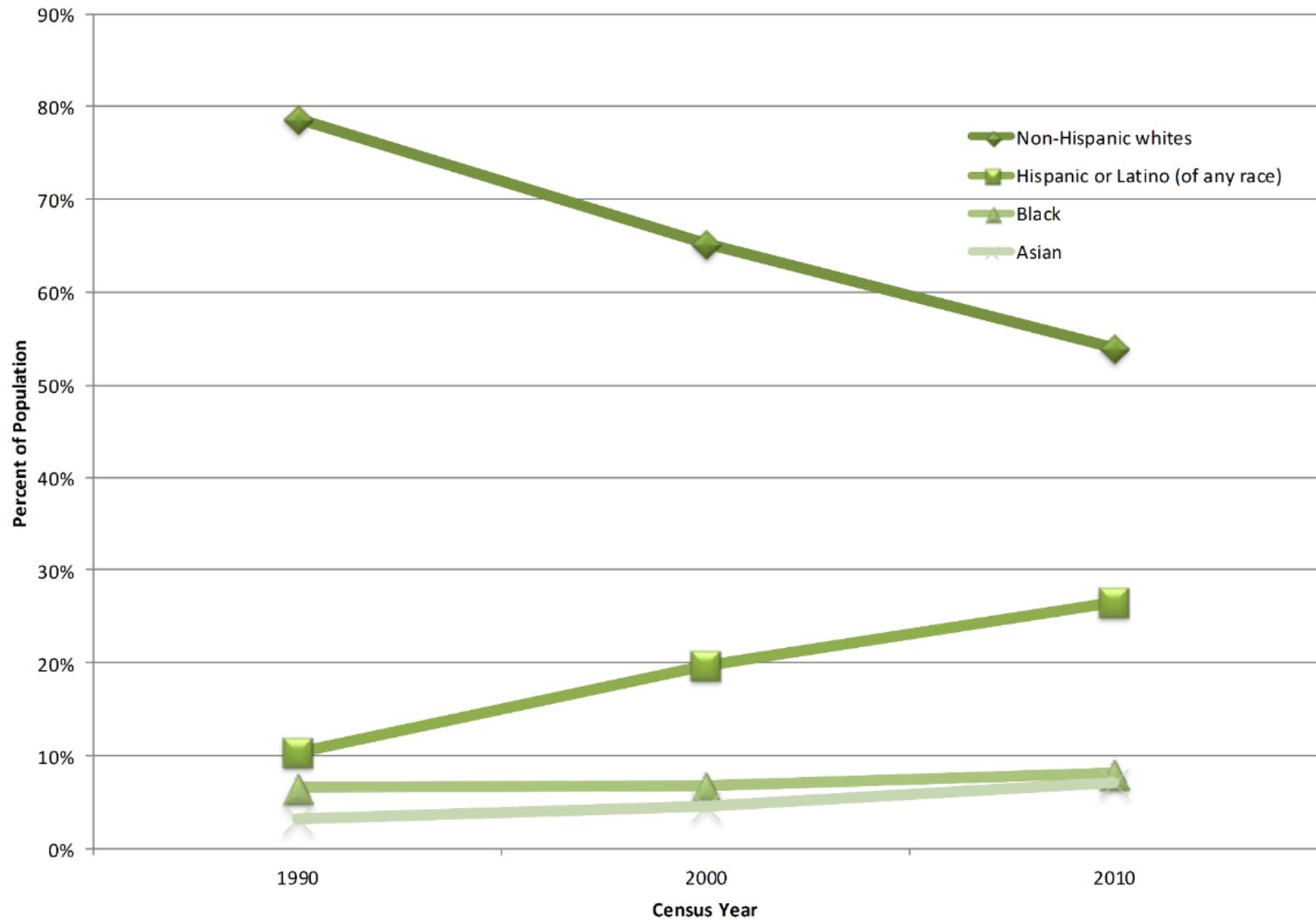


90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Percent of Population

Nevada's demographics are changing

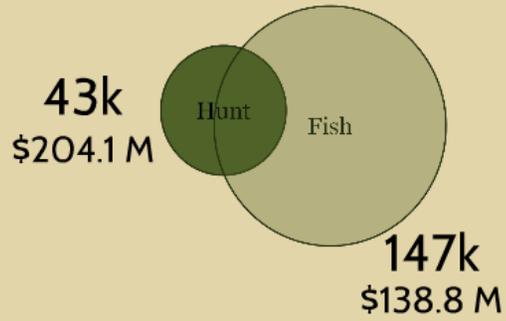
Nevada Population BY Ethnicity



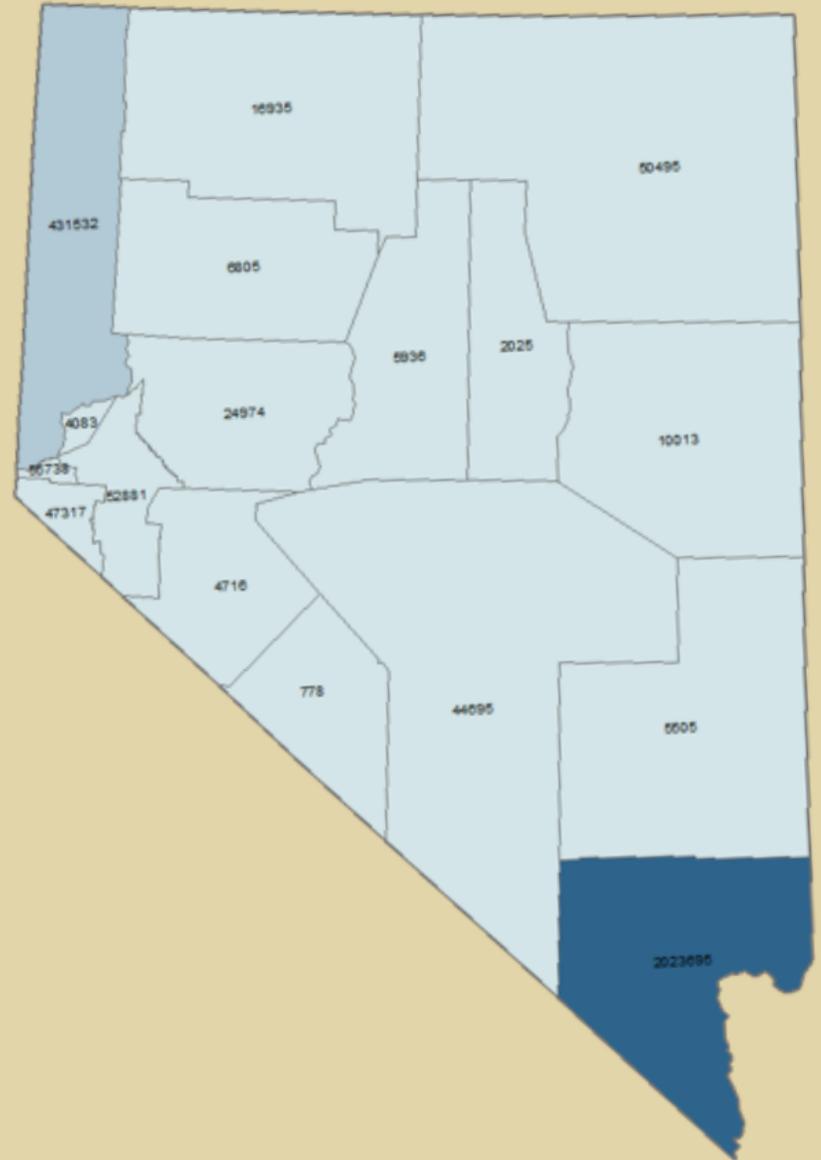
County, NV

County, NV

Few in Nevada hunt or fish



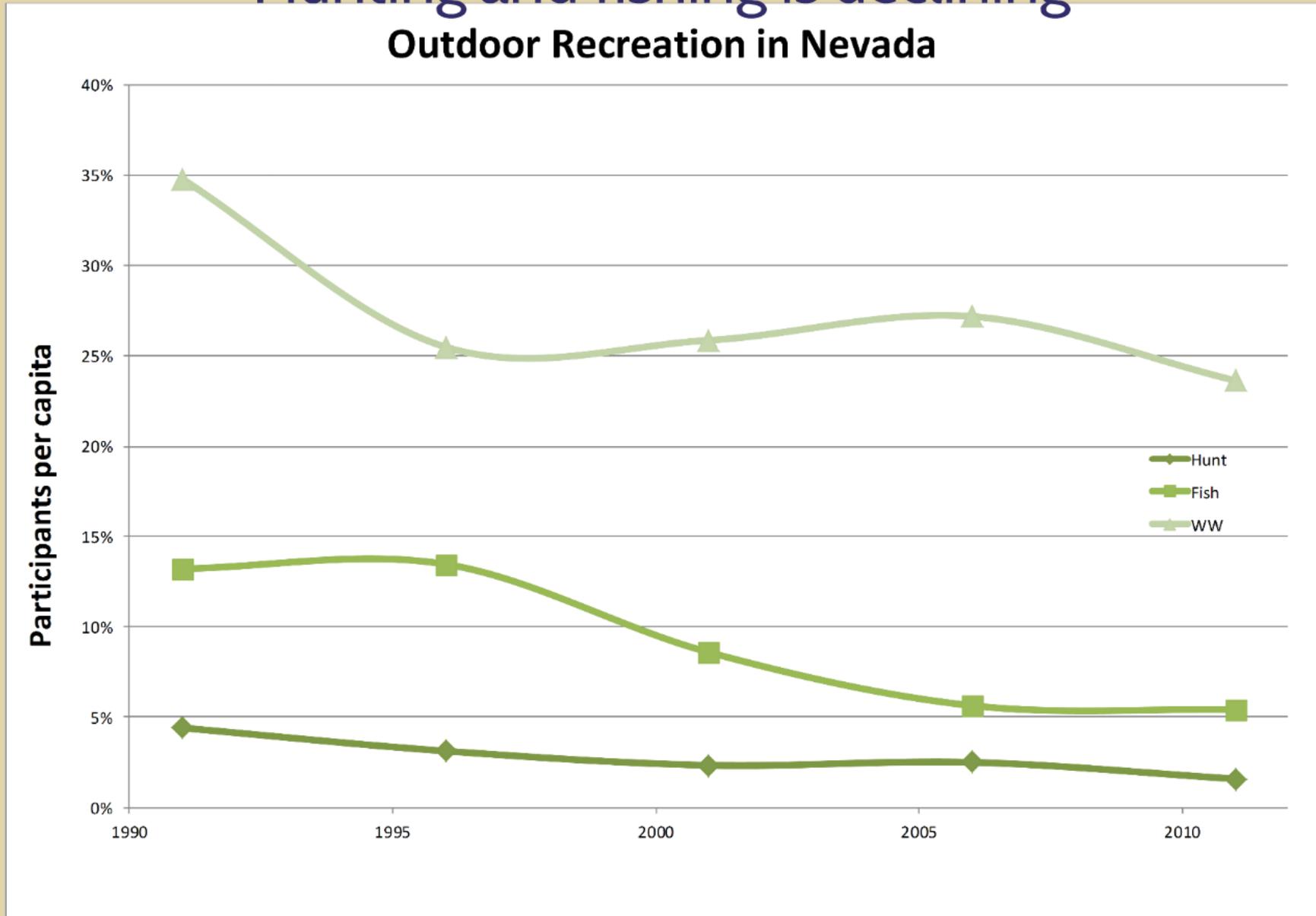
2.84M



2011 National Survey

Hunting and fishing is declining

Outdoor Recreation in Nevada

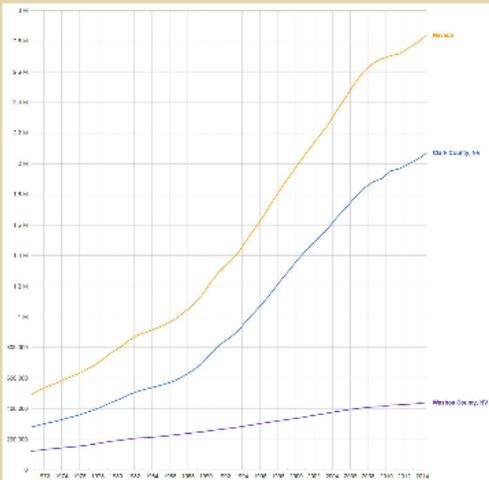


Nevada's license structure is dated

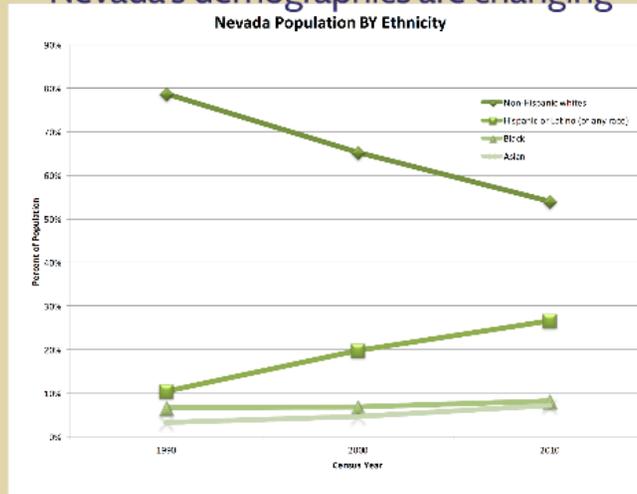


Background

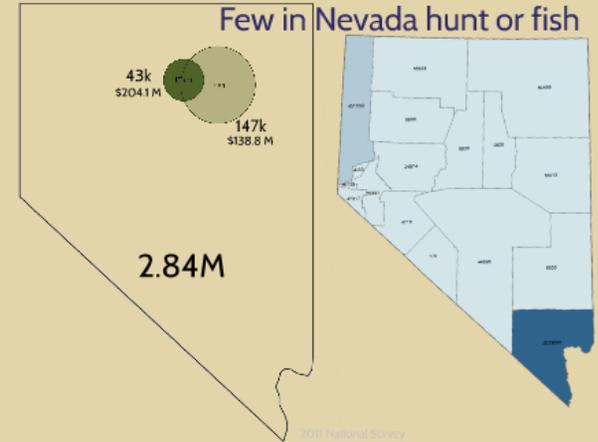
Nevada (Clark Co.) is growing



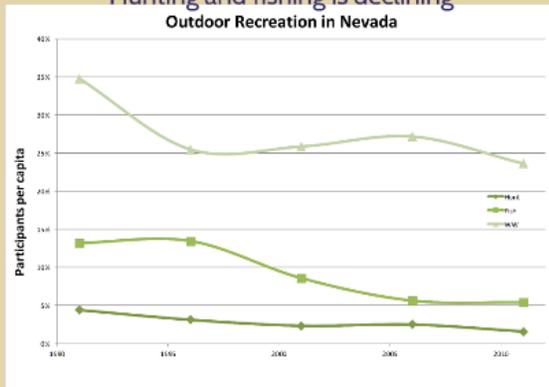
Nevada's demographics are changing



Few in Nevada hunt or fish



Hunting and fishing is declining
Outdoor Recreation in Nevada



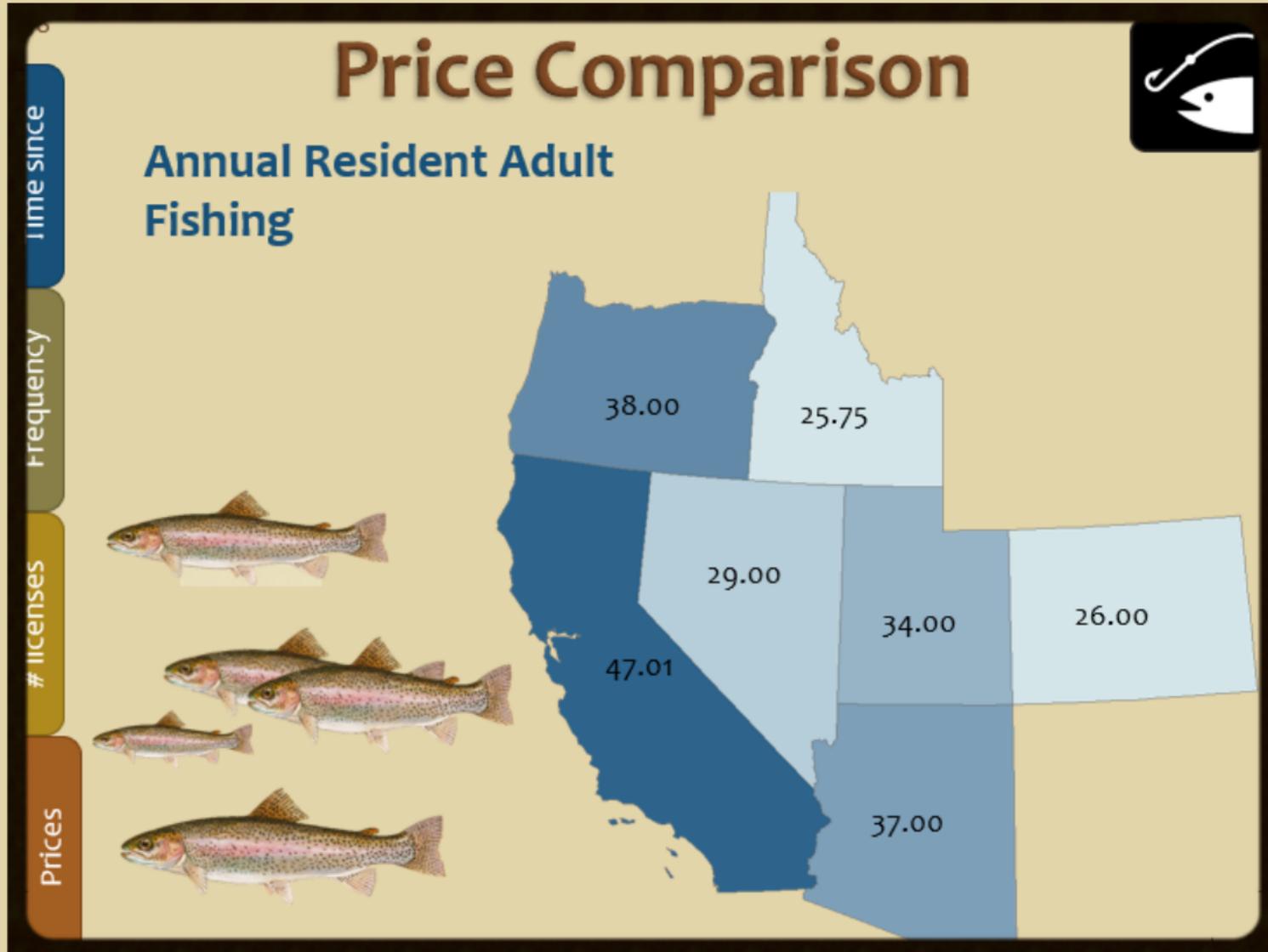
Nevada's license structure is dated



Prezi Objective: Simplify the license structure

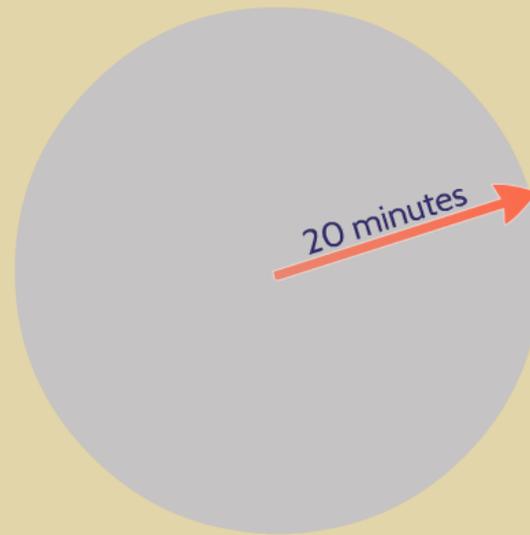
State Comparison

Normative assessment



Qualitative

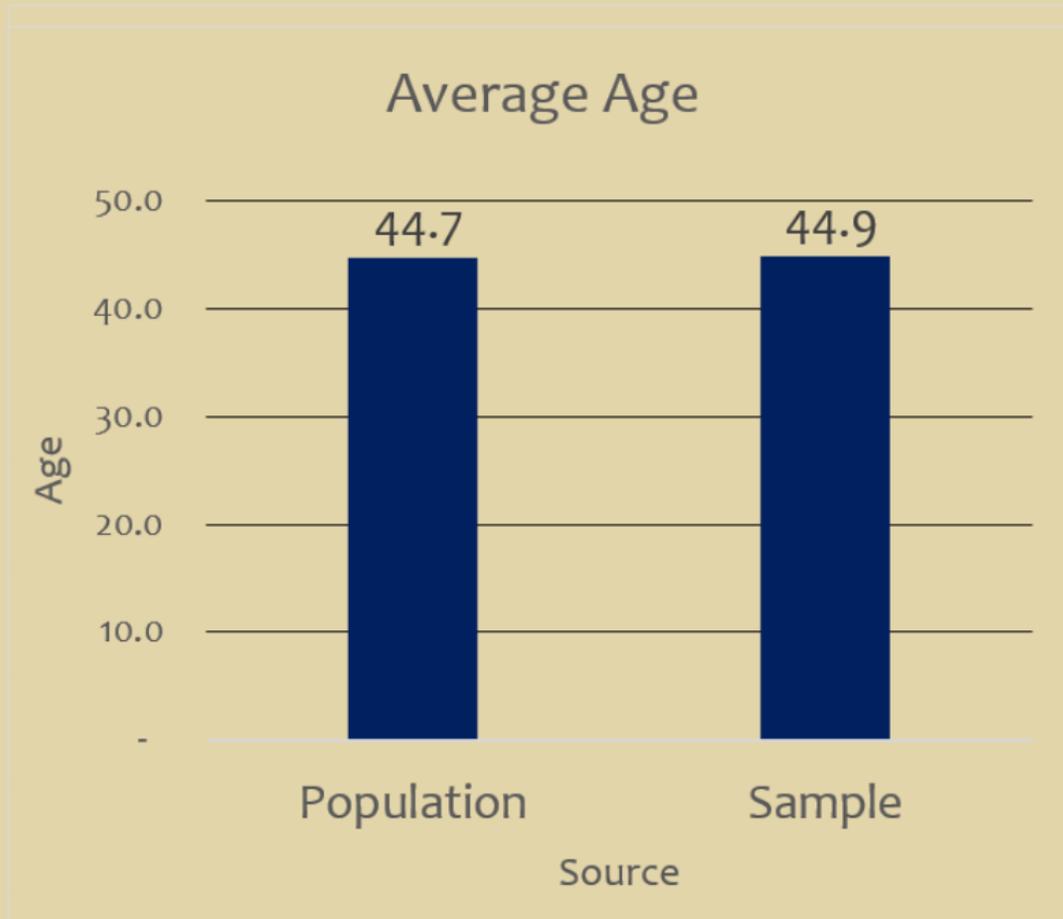
Las Vegas
Henderson
Reno
Elko
Ely
Fallon



“Get rid of all that nonsense, if it’s gonna cost us \$50 bucks for the year, then just charge \$50 bucks for the year and stop worrying about extra stamps, extra poles, extra this and that.”

Quantitative

Main mode (N=1,623)



Nonresponse bias



Wave - Quartile analysis

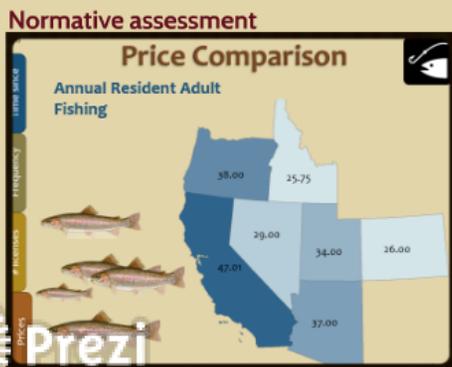
Comparison of sample to population
(e.g.: there are 18% females in the population
and 15% in the response)



Sample is representative, extends to populations

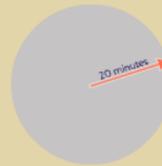
Use Simplification

State Comparison



Qualitative

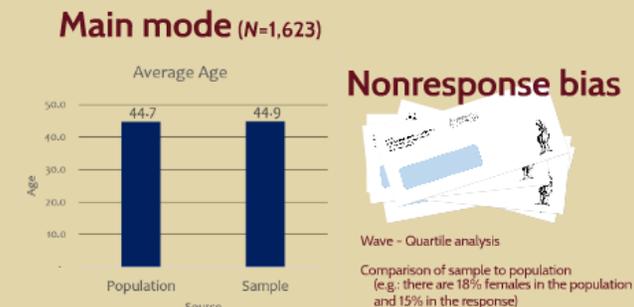
Las Vegas
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"Get rid of all that nonsense, if it's gonna cost us \$50 bucks for the year, then just charge \$50 bucks for the year and stop worrying about extra stamps, extra poles, extra this and that."

Ideas, not people, are representative

Quantitative



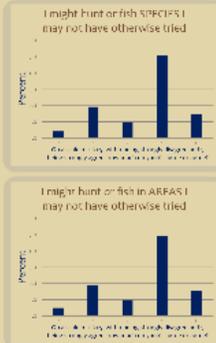
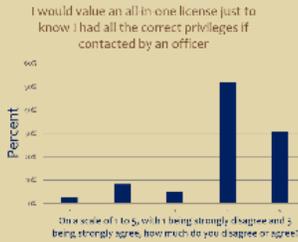
Sample is representative, extends to populations

Should NDOW Simplify?

Compliance

"[It's not a big ticket [...] so I don't know much about it, but one thing that scares me about everything you guys mentioned... is fish... all these different stamps and purchases, suddenly you're breaking the law - if you don't know this and I did not know about any of these licenses and stamps, and that makes me nervous to buy a fishing license and start fishing."

Las Vegas man in his 20s (avid lifelong hunter)

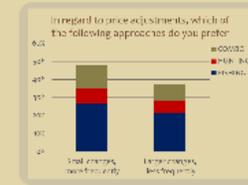


Value

"[A hunting license] is not really good for anything. It's like buying a truck with no tires."

Ely man in his 60s

Frequency



"[Prices of licenses are] something that should be regulated often... There'd have to be a reason and I think we'd [NDOW] would have to justify it... But I don't think for ten years it should be the same, because things change all the time."

Ely man in his 40s

Revenue

"If a tag is \$50, and not \$30, I'm still going to buy it. But I want to know that that \$50 bucks is being used to make sure that I can hunt mule deer with the same level of satisfaction today, as 20 years ago, as 20 year from now."

Henderson man in his 30s

Buffet

"I'd like to have the buffet-style because it would result in a revenue increase for NDOW and they could do some good with it. I don't mind paying a little extra to NDOW"

Ely man in his 50s

Aggregation of license & stamps

A la carte

"I think I do everything that I want to do, so the fact that I would have to buy more stamps or something... I know what I want, that's not what I want."

Reno man in his 60s

Focus groups loved NDOW

"They got some top people in this organization [NDOW] and they stay on top of things... I think they are doing one heck of a good job...."

Elko man in his 50s

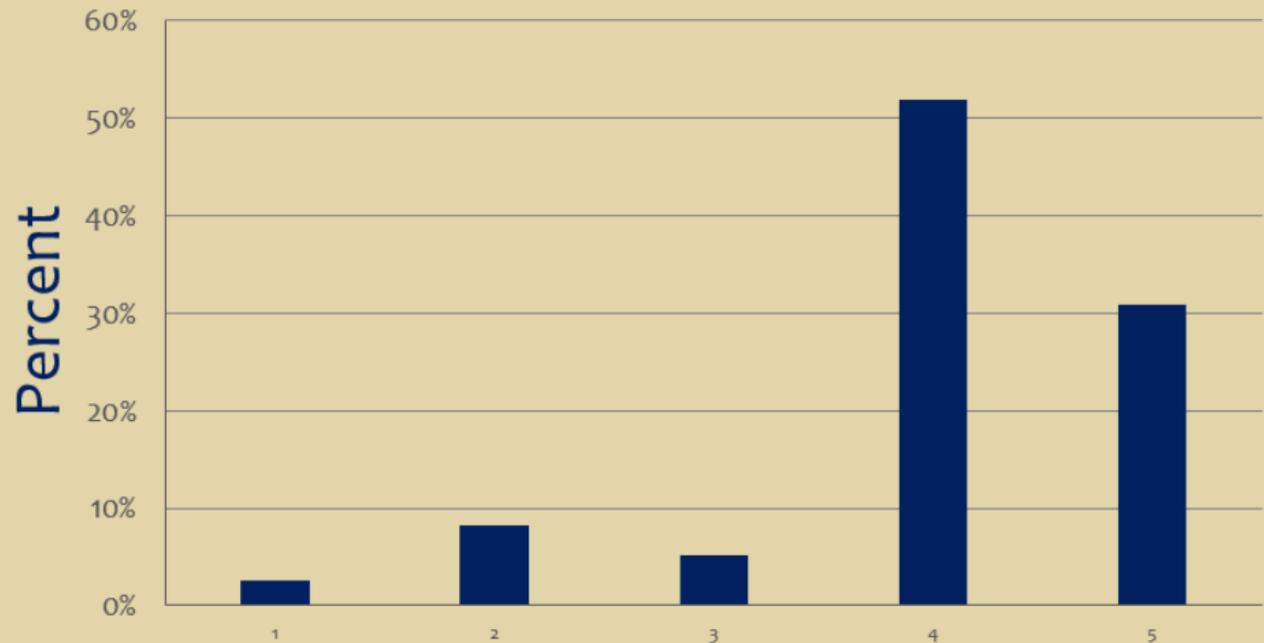


Simplify, but not at the cost of services provided

Compliance

“I’m not a big fisher [...] so I don’t know much about it, but one thing that scares me about everything you guys mentioned... to fish... all these different stamps and purchases, suddenly you’re breaking the law. If you don’t know this and I did not know about any of these [licenses and stamps] and that makes me nervous to buy a fishing license and start fishing.”

I would value an all-in-one license just to know I had all the correct privileges if contacted by an officer

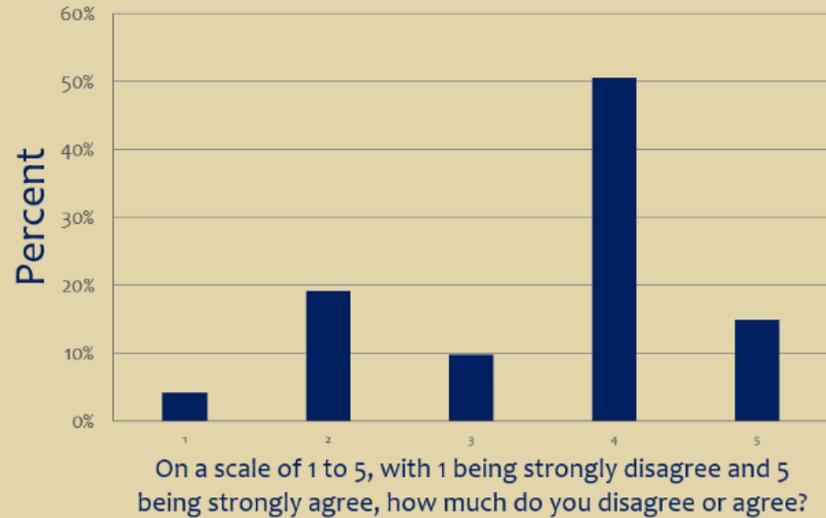


On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, how much do you disagree or agree?

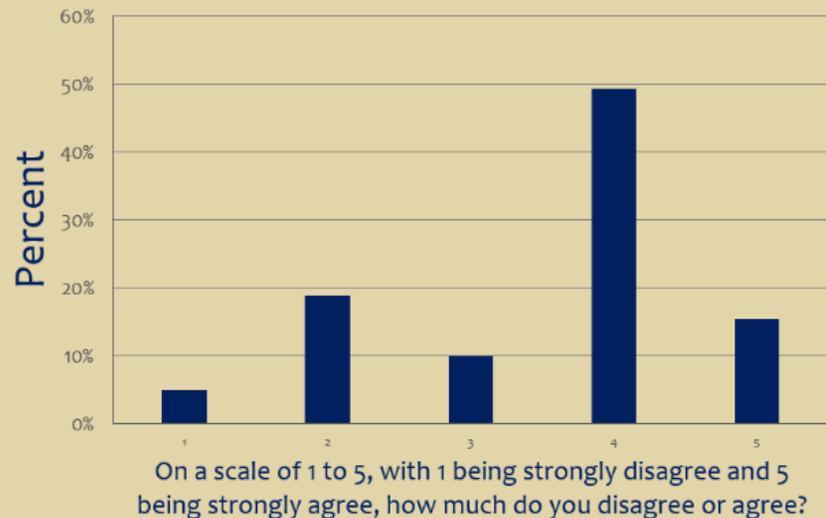
Las Vegas man in his 20s (avid lifelong hunter)

Value

I might hunt or fish SPECIES I may not have otherwise tried



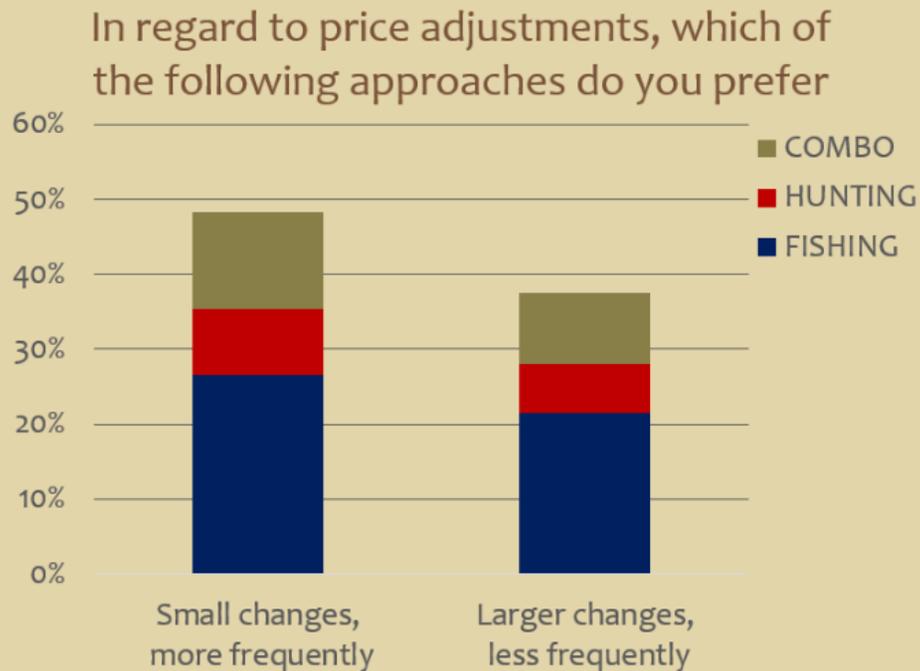
I might hunt or fish in AREAS I may not have otherwise tried



“[A hunting license] is not really good for anything. It’s like buying a truck with no tires.”

Ely man in his 60s

Frequency



“[Prices of licenses are] something that should be regulated often...There’d have to be a reason and I think we’d [NDOW] would have to justify it...But I don’t think for ten years it should be the same, because things change all the time.”

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Ely man in his 50s

Henderson man in his 30s

Aggregation of license & stamps

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À la carte

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Focus groups loved NDOW

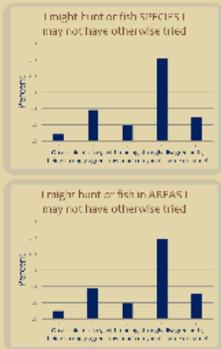
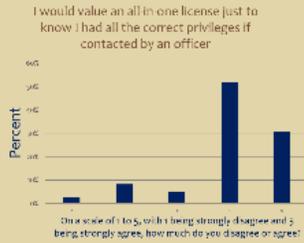
“They got some top people in this organization [NDOW] and they stay on top of things... I think they are doing one heck of a good job....”

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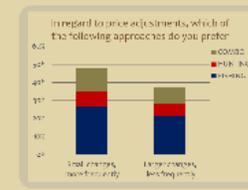


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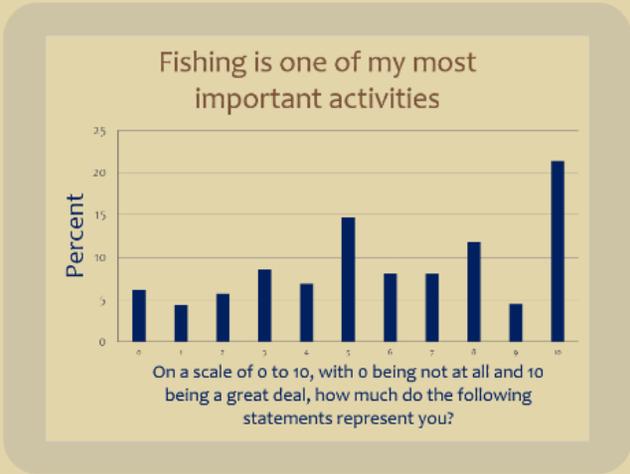
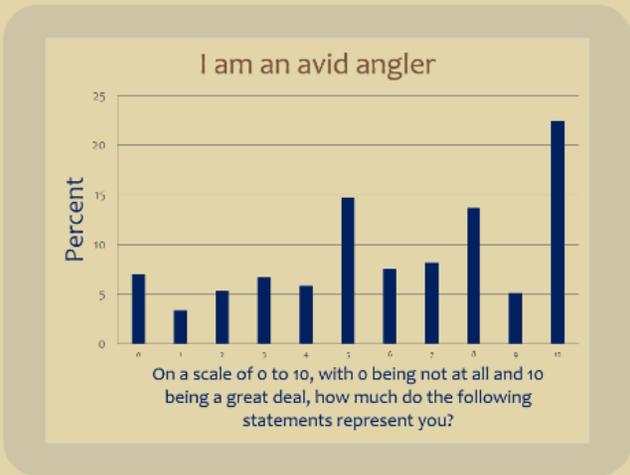
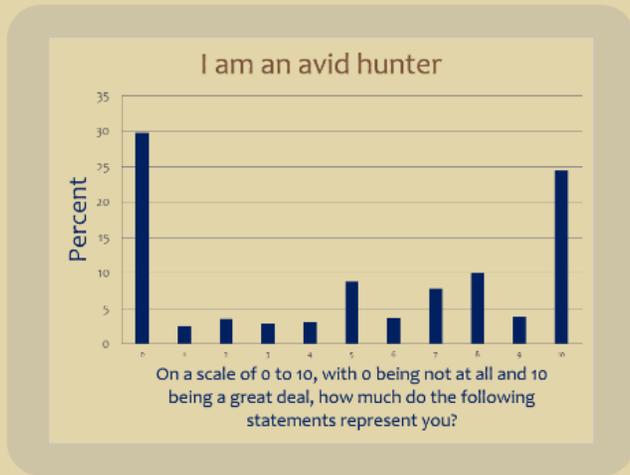
Focus groups loved NDOW

"They got some top people in this organization [NDOW] and they stay on top of things... I think they are doing one heck of a good job...."

Elko man in his 50s

Yes, but...

NDOW must be cognizant of the impact



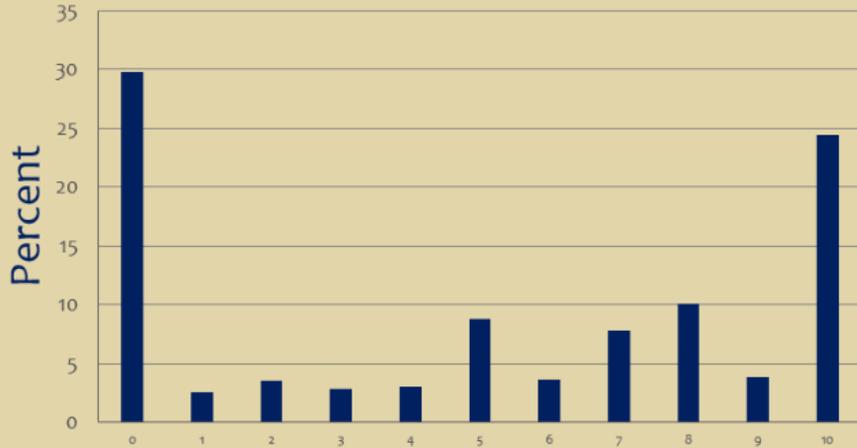
“I don’t try to put it into words, but you take something from the experience that you can’t express.”

Elko man in his 40s



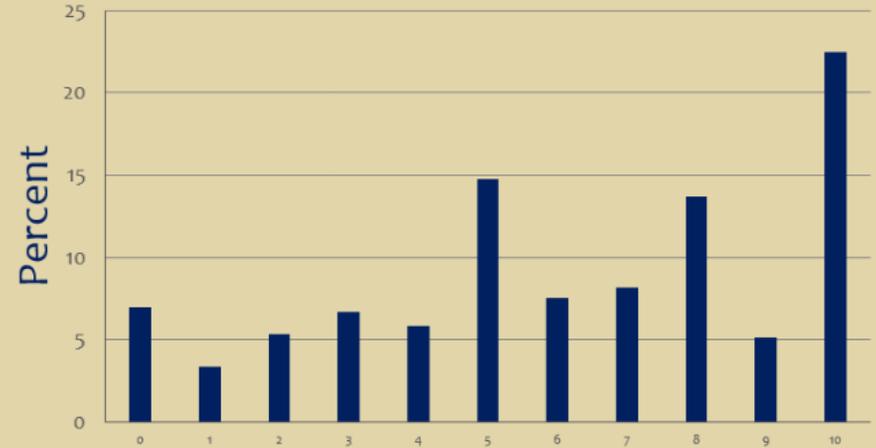
Finance the services provided against the impact to sportsmen & women

I am an avid hunter



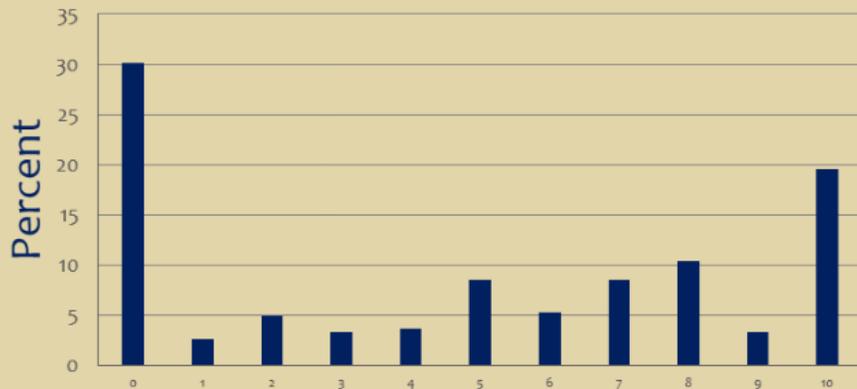
On a scale of 0 to 10, with 0 being not at all and 10 being a great deal, how much do the following statements represent you?

I am an avid angler



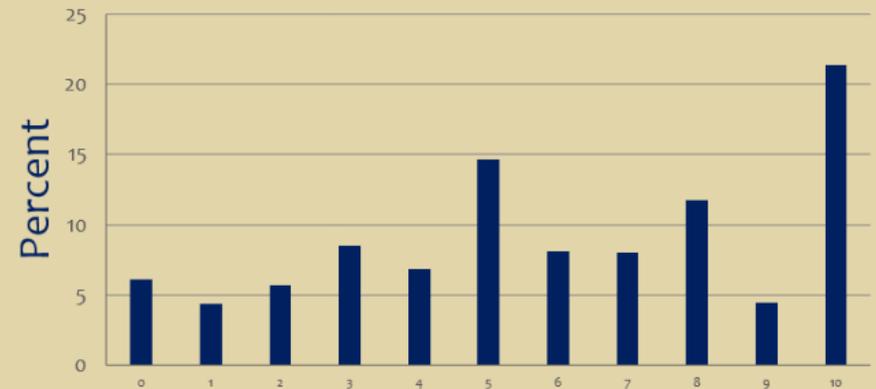
On a scale of 0 to 10, with 0 being not at all and 10 being a great deal, how much do the following statements represent you?

Hunting is one of my most important activities



On a scale of 0 to 10, with 0 being not at all and 10 being a great deal, how much do the following statements represent you?

Fishing is one of my most important activities

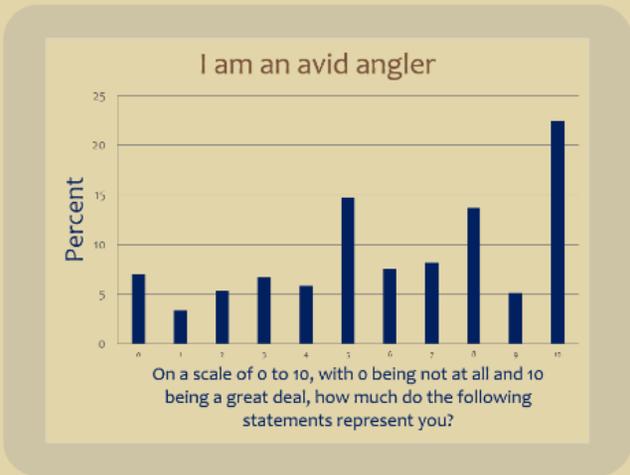
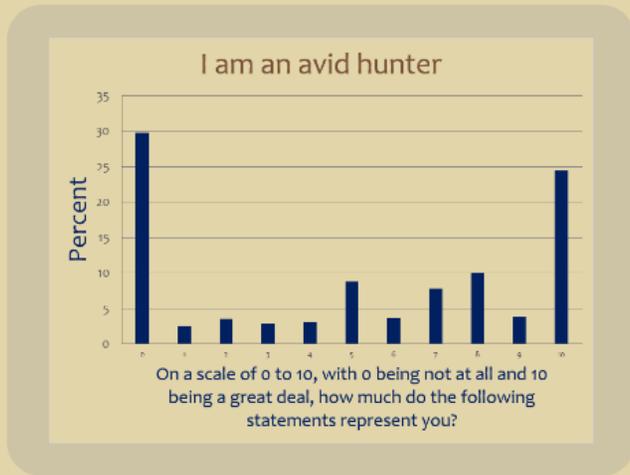


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Yes, but...

NDOW must be cognizant of the impact



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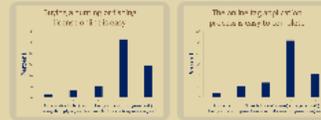


Finance the services provided against the impact to sportsmen & women

General

Online Purchases

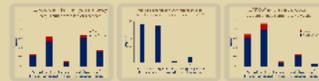
Most people who used the online process found it easy



NDOW should consider switching entirely to online sales to recoup the dealers' apportionment

Senior License

There is very little tolerance for changing the senior license



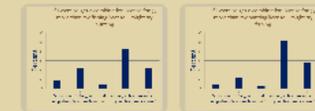
There is not a mandate to eliminate the 5-year requirement.

NDOW should weigh the political capital of more stringent requirements against the revenue that may be generated in the next decade.

NDOW should consider making the senior license \$10-\$20.

Upsell to a Combo

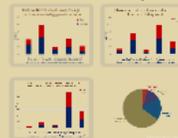
It is easier to convert a hunter to fishing than vice versa



NDOW should consider pricing the fishing license independently, and the hunting & combo license prices strategically, to take full advantage of PR & DJ federal monies

Youth License

Redefine the term youth



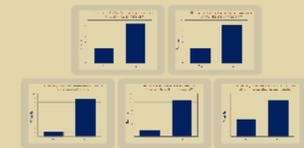
"...the fact that they're changing, is and 17 year olds, some don't think they have jobs or something, I think that is stupid. They're still kids, and especially at that age when they are not there doing straight stuff, I'd rather see them hunting and fishing and not in the basement playing video games or drinking up in the hills."

By man in his 30s

Define youth as 10-18, at time of purchase. Age adjustments have little support, so they should be jettisoned if the bill is an issue. A price decrease may result in increased revenue; consider pricing at \$5-\$10.

Cost of licenses

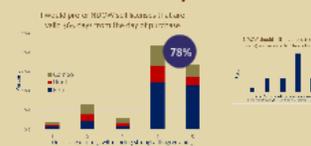
Cost affects behavior, but prevents participation only in a small percentage



NDOW should consider distributing opportunity (e.g. one big game tag a year). Hunting is more central to a person's lifestyle, so changes to hunting & combo licenses will be more resilient to price adjustments.

365 vs Annual

Most want a 365-day license



NDOW should strongly consider switching to a 365-day license to meet the needs of their constituency. Benchmark other states that have 365-day licenses to learn the logistics and prevent gaming the system.

3-Year License

A percentage off is not an incentive

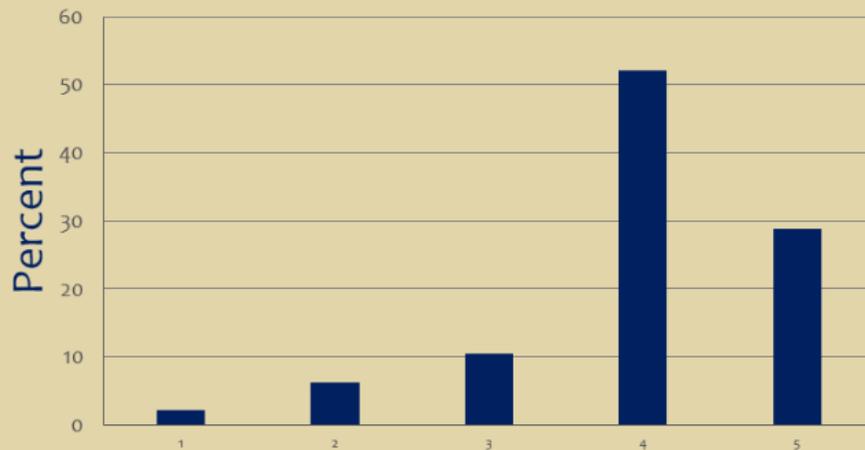


A multi-year fishing license may be viable, but complications from multi-year licenses are not likely offset by the revenue brought in for the convenience to the customer. A better option to consider is an autorenew option.

Online Purchases

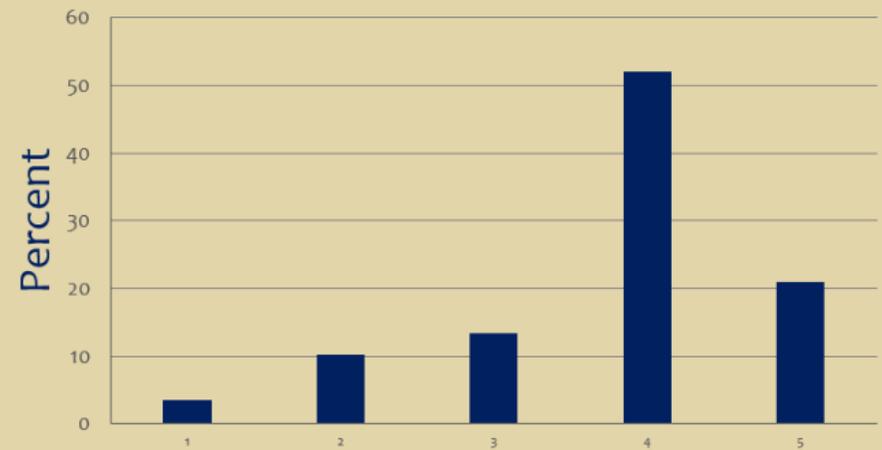
Most people who used the online process found it easy

Buying a hunting or fishing license online is easy



On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, how much do you disagree or agree?

The online tag application process is easy to complete



On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, how much do you disagree or agree?

NDOW should consider switching entirely to online sales to recoup the dealers' apportionment

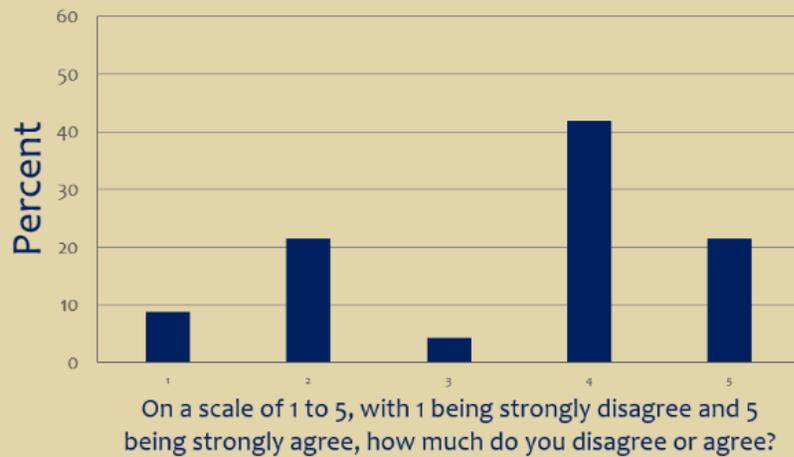


Prezi

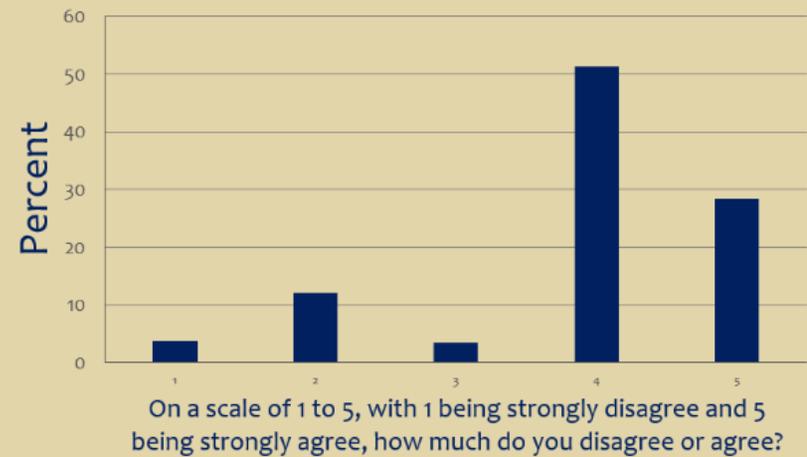
Upsell to a Combo

It is easier to convert a hunter to fishing than vice versa

If I were to get a combination license for \$5 more than my fishing license, I might try hunting



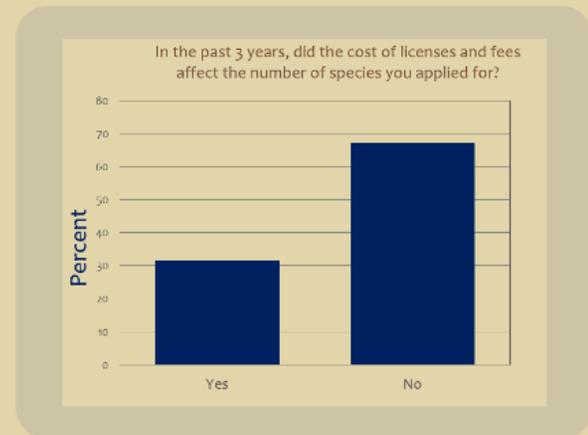
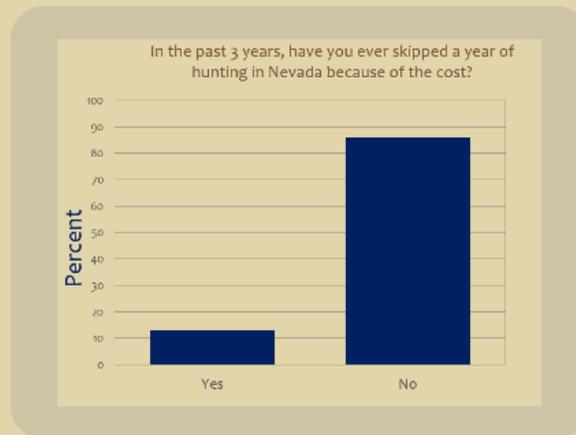
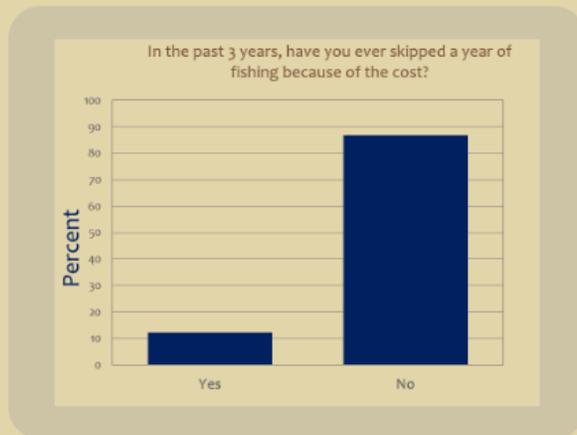
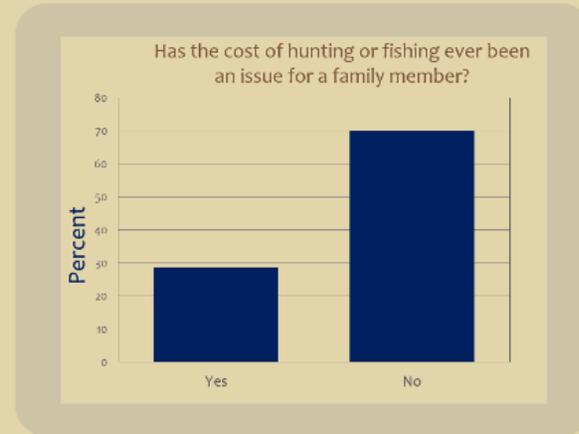
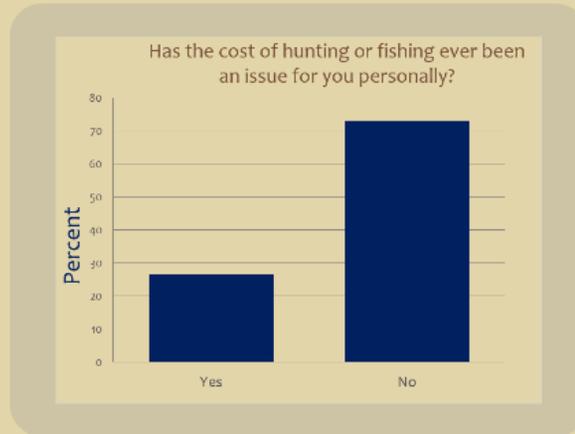
If I were to get a combination license for \$5 more than my hunting license, I might try fishing



NDOW should consider pricing the fishing license independently, and the hunting & combo license prices strategically, to take full advantage of PR &

Cost of licenses

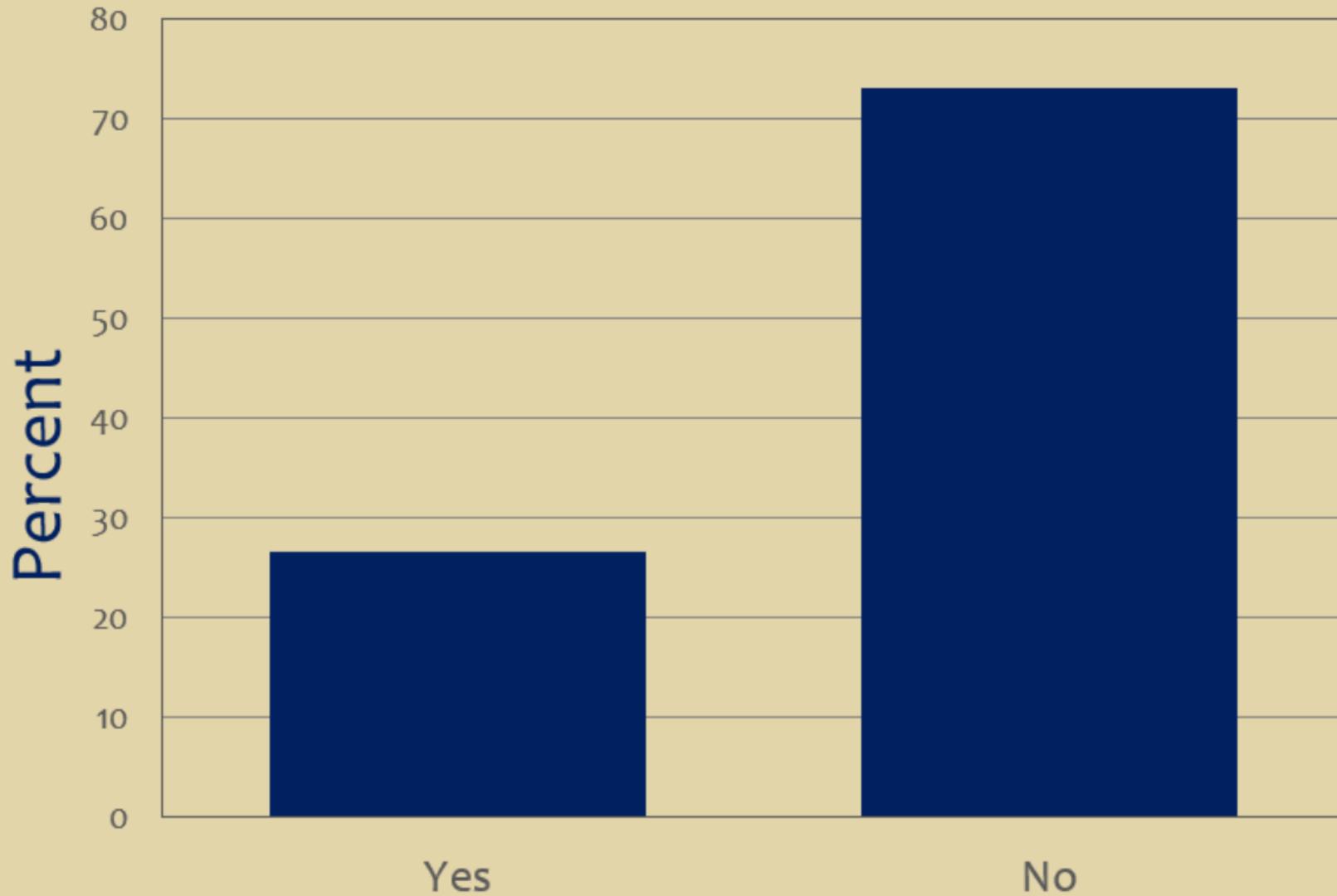
Cost affects behavior, but prevents participation only in a small percentage



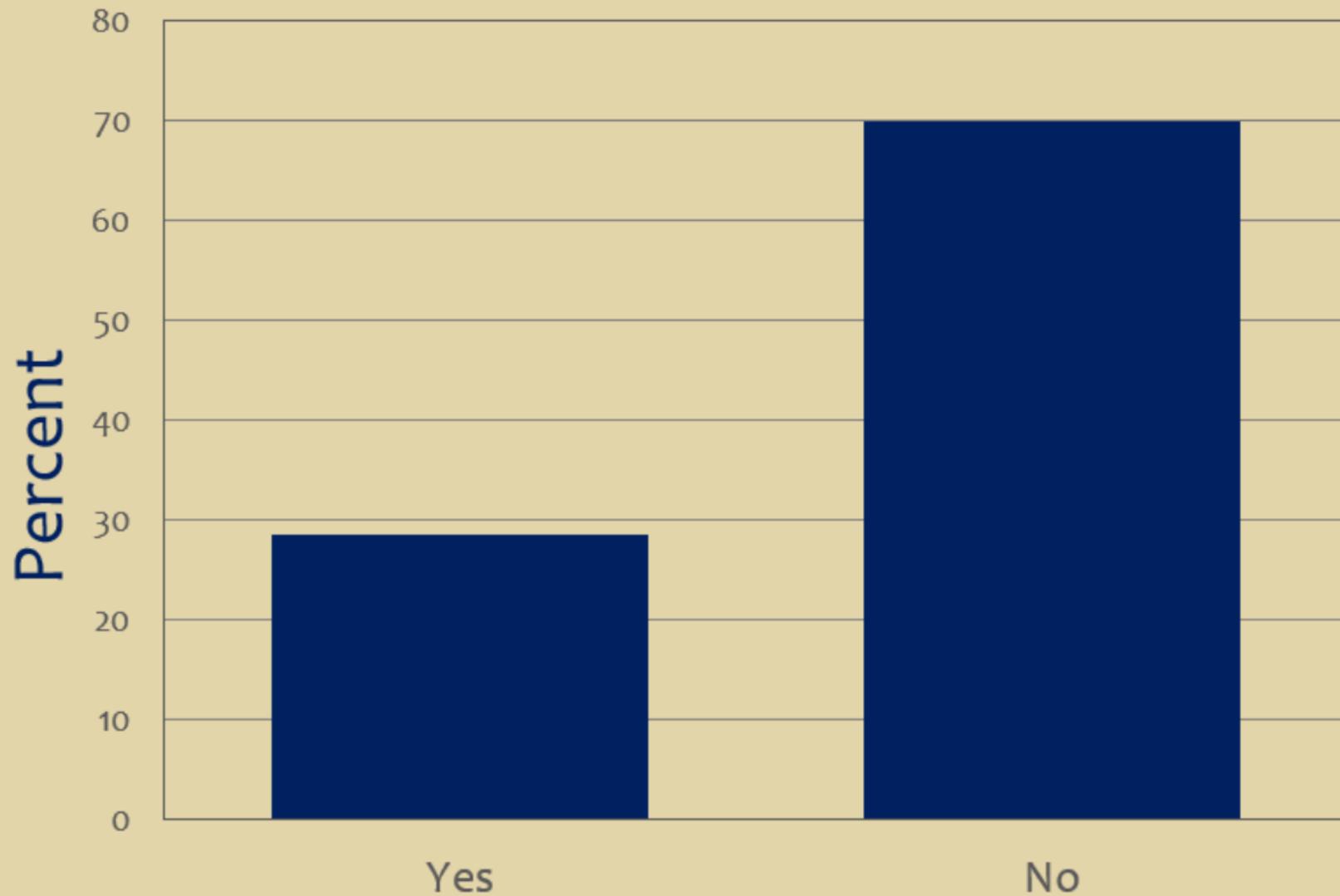
NDOW should consider distributing opportunity (e.g.: one big game tag a year). Hunting is more central to a person's lifestyle, so changes to hunting licenses will be more resilient to price adjustments.



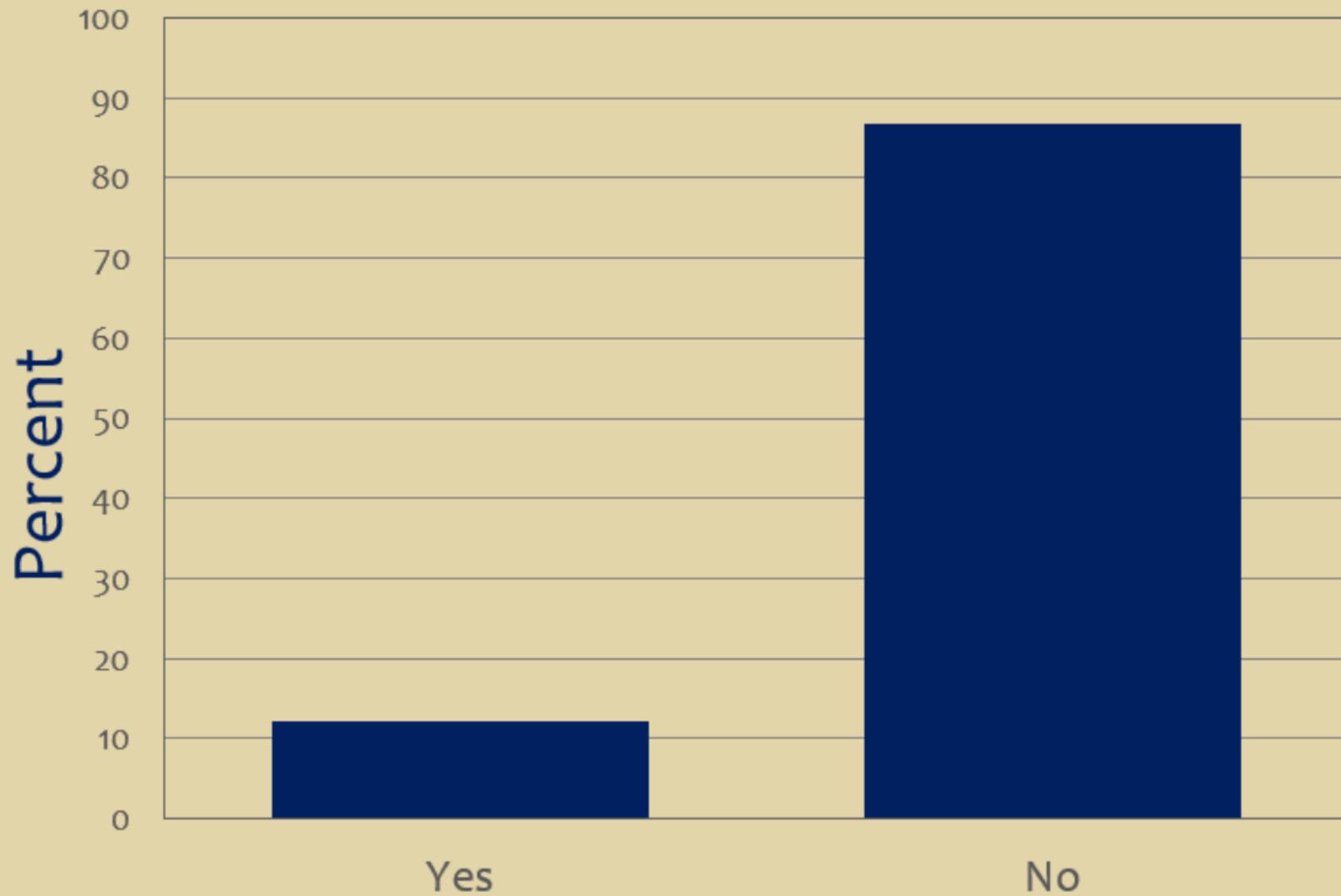
Has the cost of hunting or fishing ever been an issue for you personally?



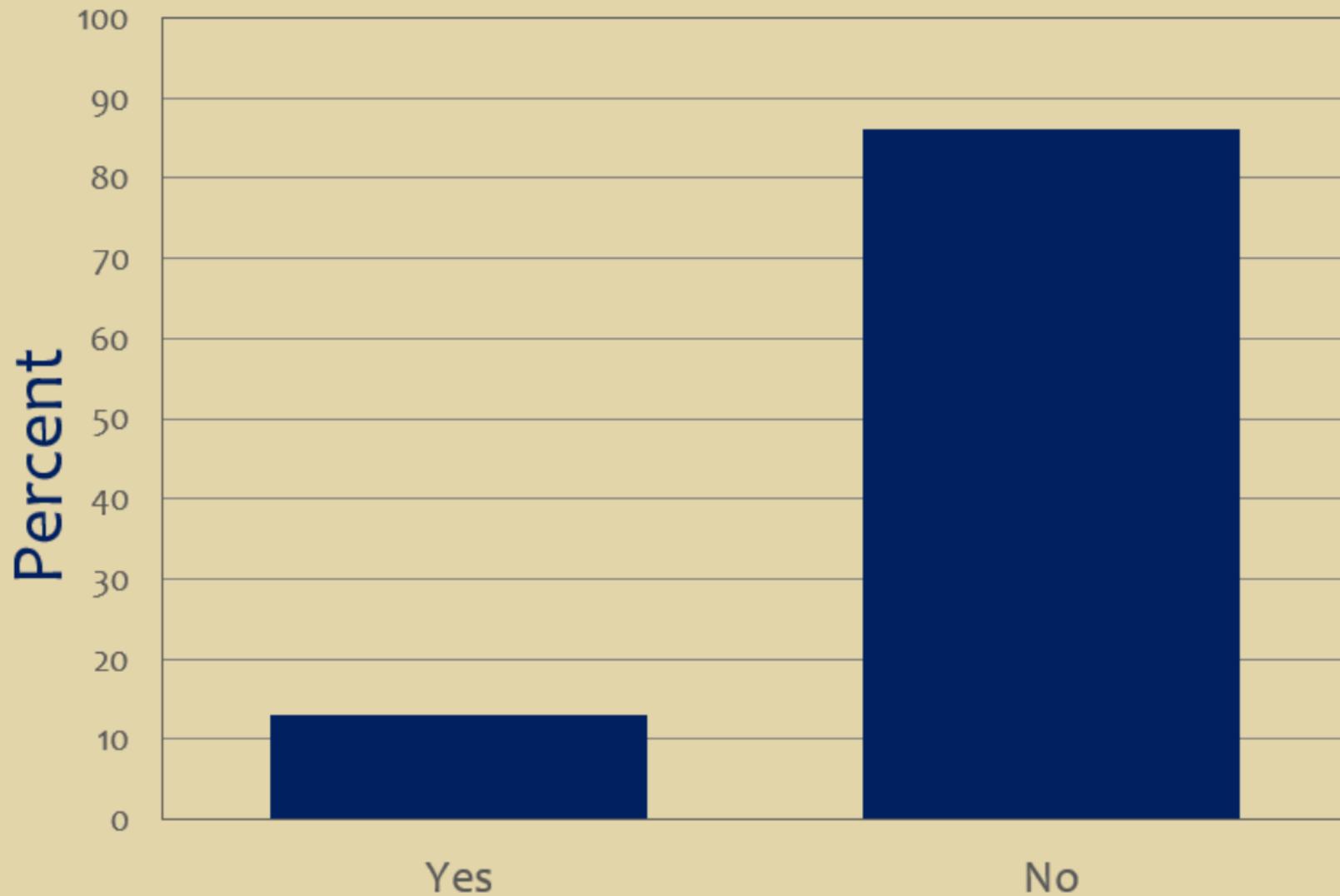
Has the cost of hunting or fishing ever been an issue for a family member?



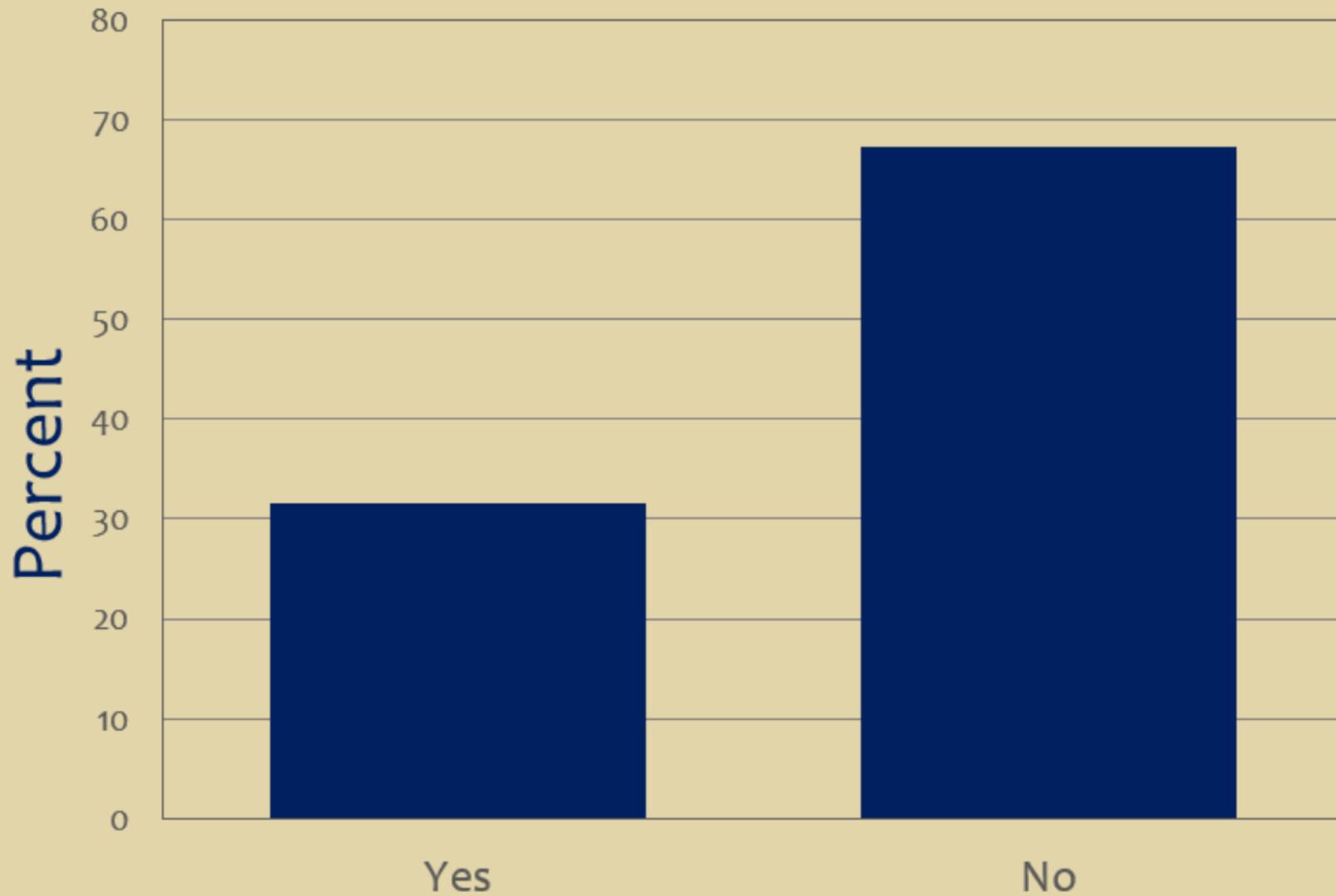
In the past 3 years, have you ever skipped a year of fishing because of the cost?



In the past 3 years, have you ever skipped a year of hunting in Nevada because of the cost?

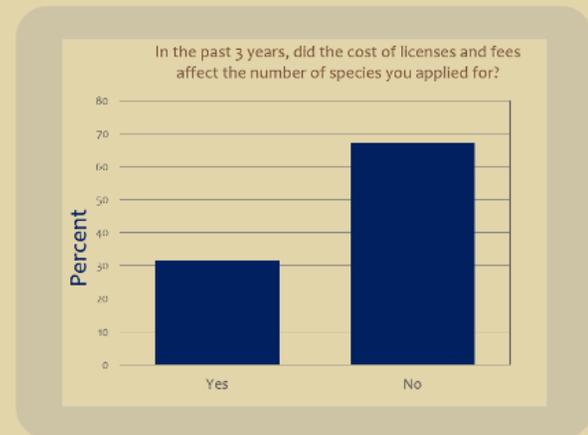
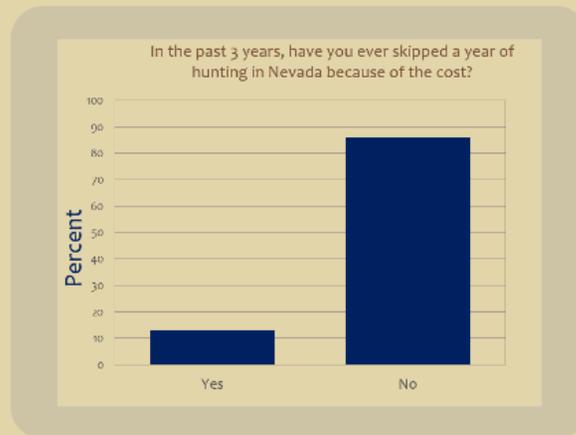
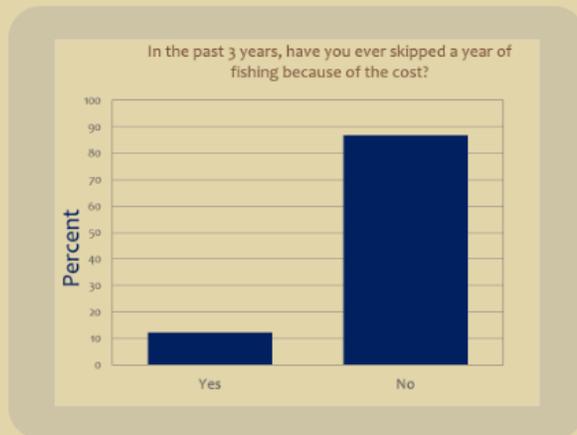
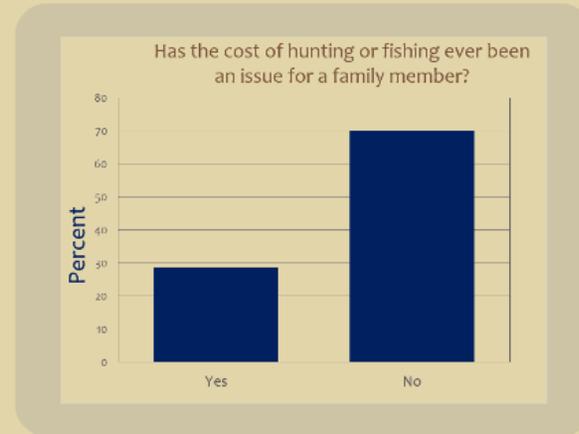
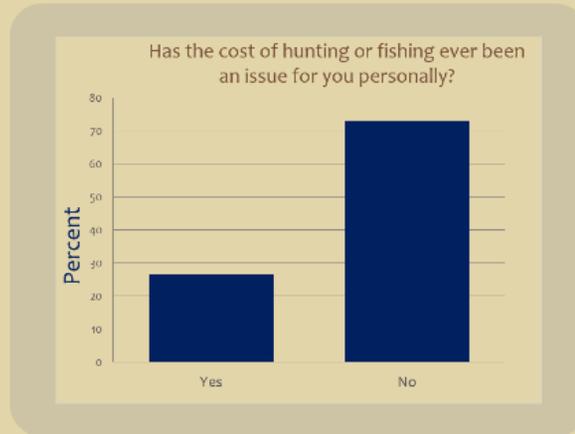


In the past 3 years, did the cost of licenses and fees affect the number of species you applied for?



Cost of licenses

Cost affects behavior, but prevents participation only in a small percentage



NDOW should consider distributing opportunity (e.g.: one big game tag a year). Hunting is more central to a person's lifestyle, so changes to hunting licenses will be more resilient to price adjustments.



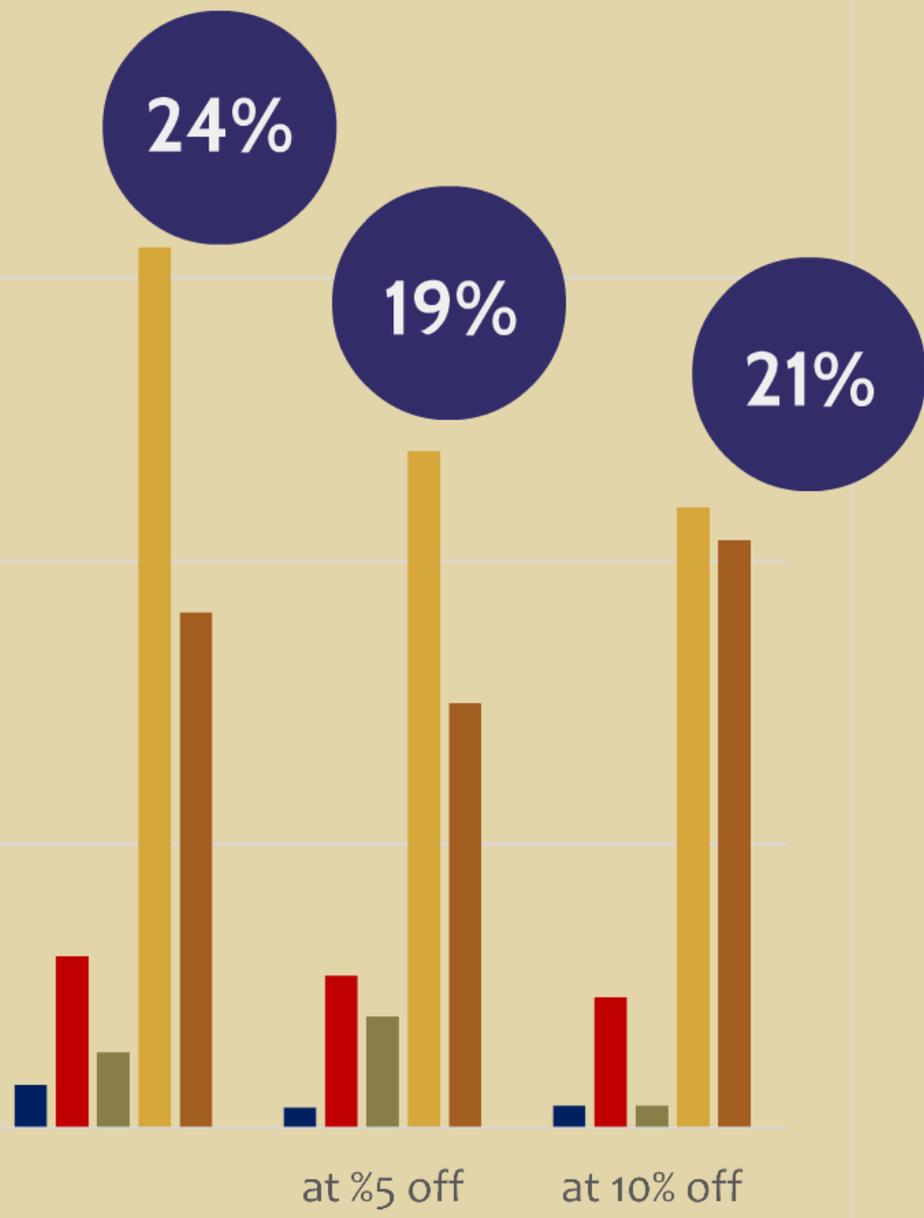
3-Year License

A percentage off is not an incentive

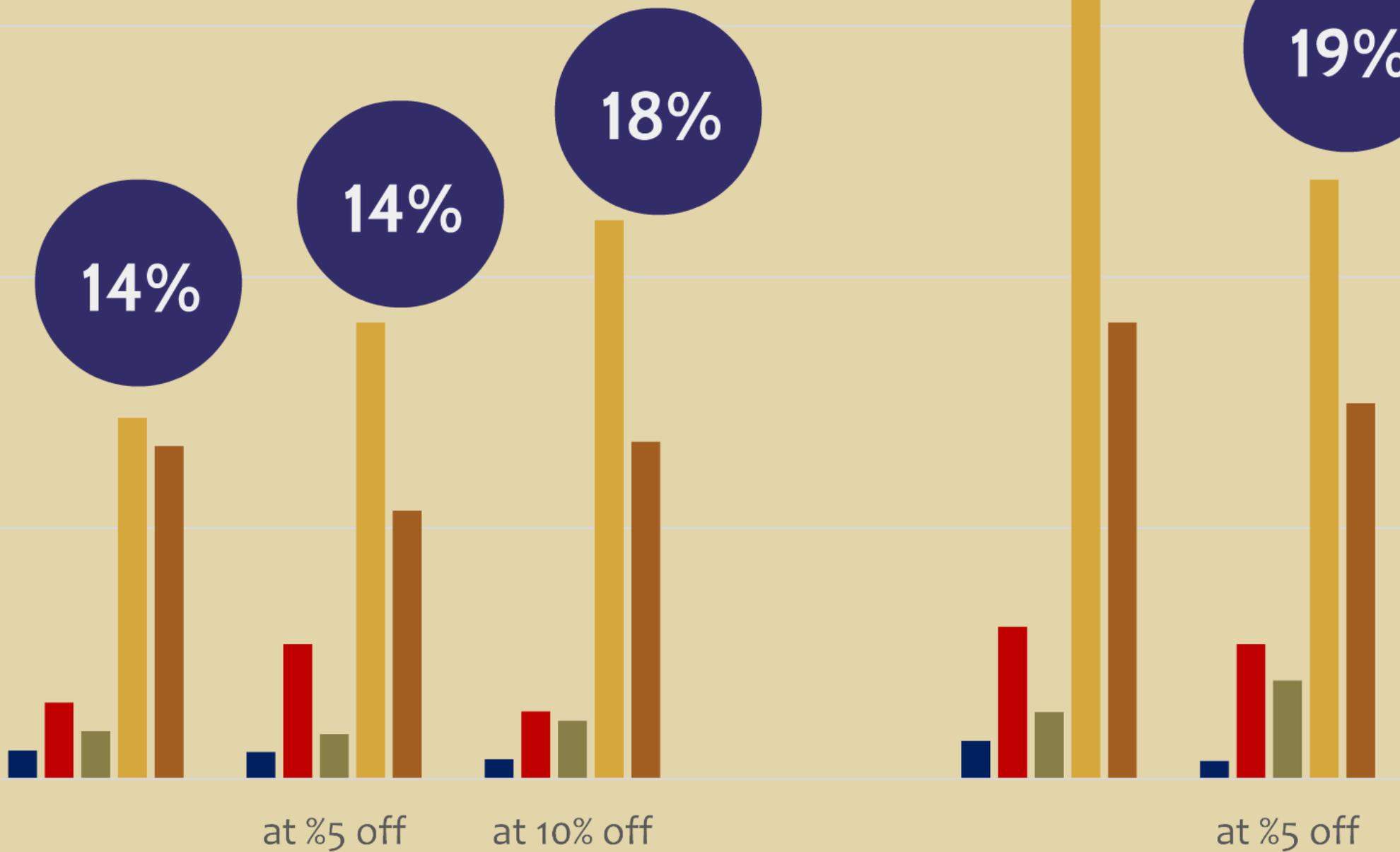


A multi-year fishing license may be viable, but complications from multi-year licenses are not likely offset by the revenue brought in or the convenience to the customer. A better option to consider is an autorenew option.





Combo



Hunting

Combo

46%



49%

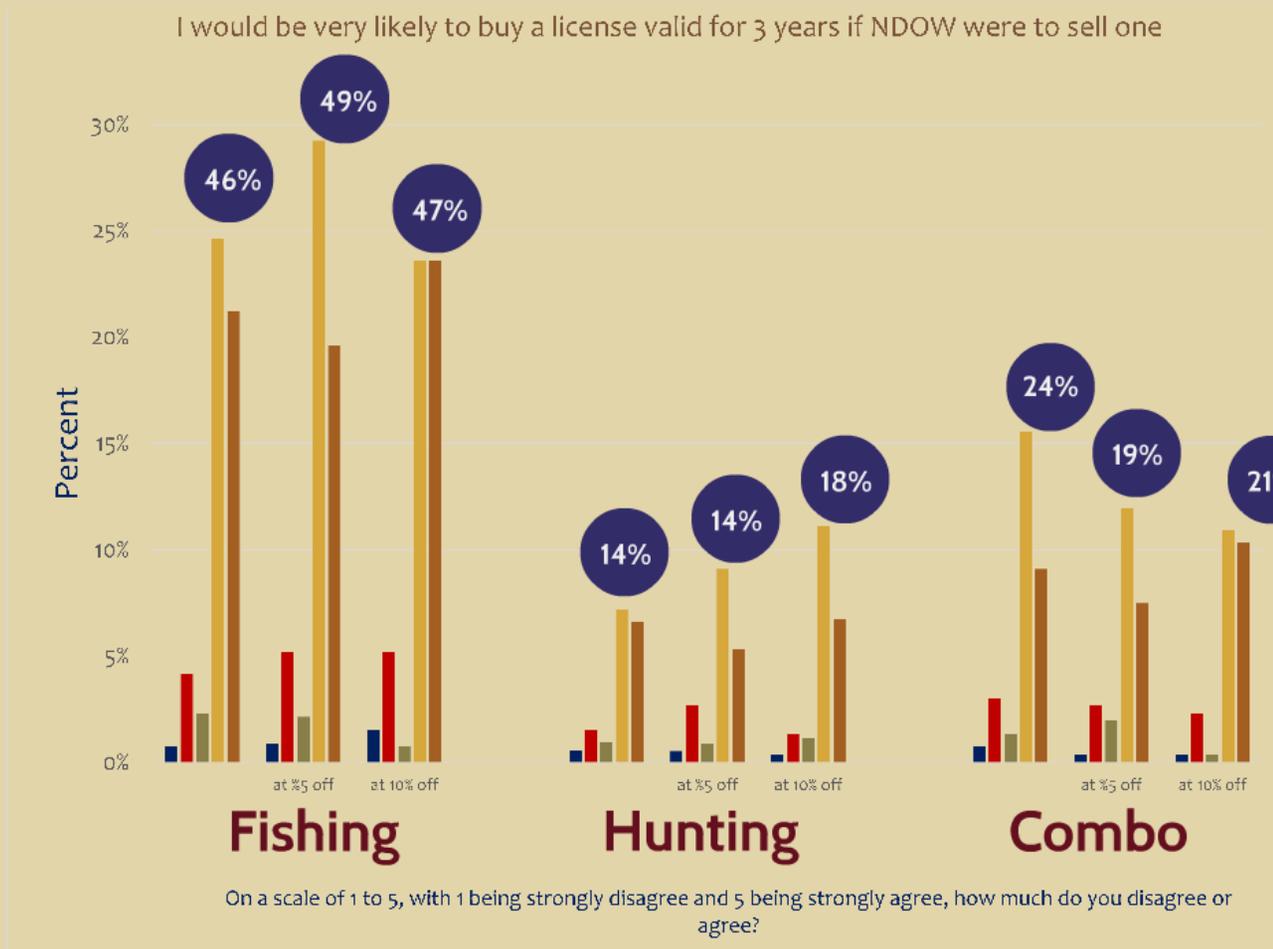


47%



3-Year License

A percentage off is not an incentive



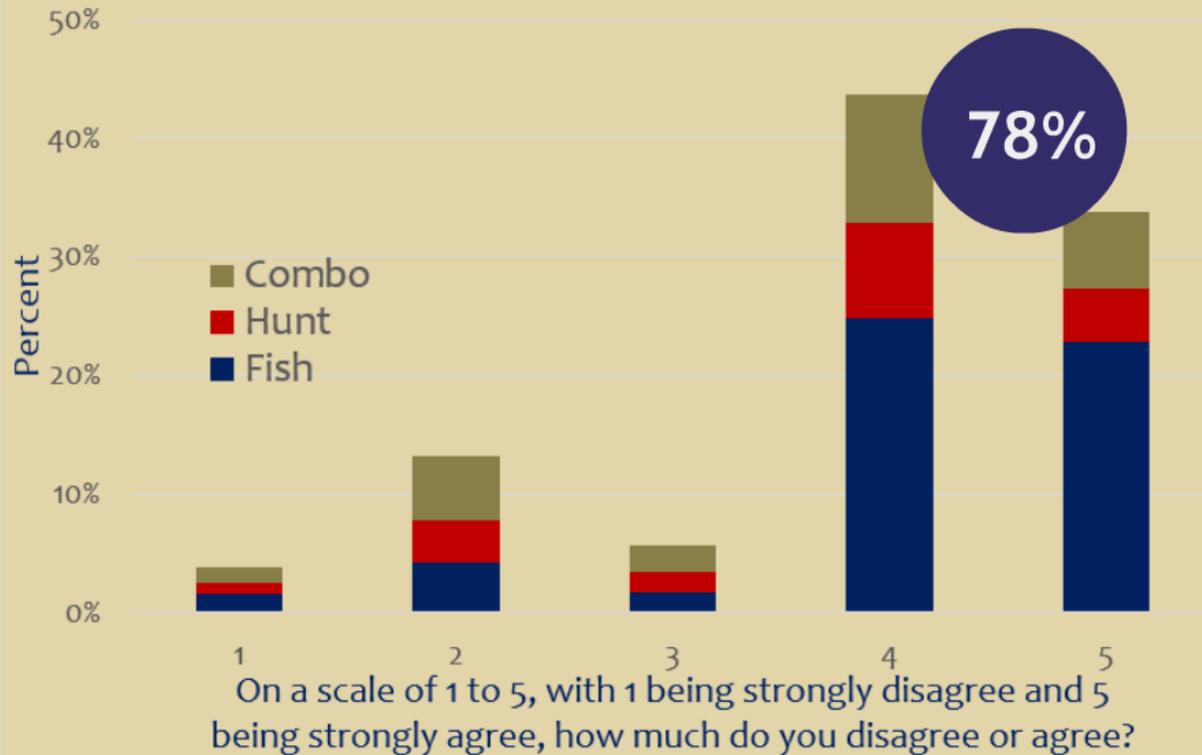
A multi-year fishing license may be viable, but complications from multi-year licenses are not likely offset by the revenue brought in or the convenience to the customer. A better option to consider is an autorenew option.



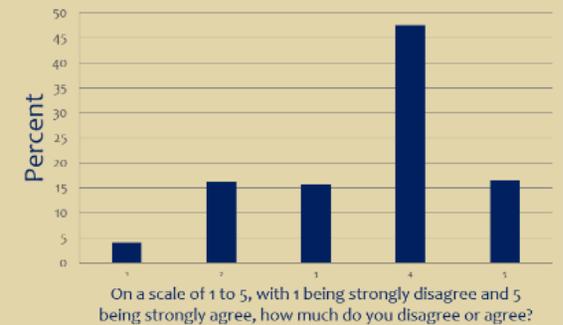
365 vs Annual

Most want a 365-day license

I would prefer NDOW sell licenses that are valid 365 days from the day of purchase



NDOW should sell a reduced fee fishing license valid for Jan & Feb

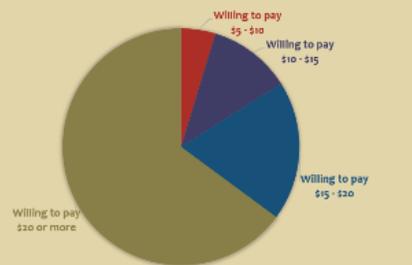
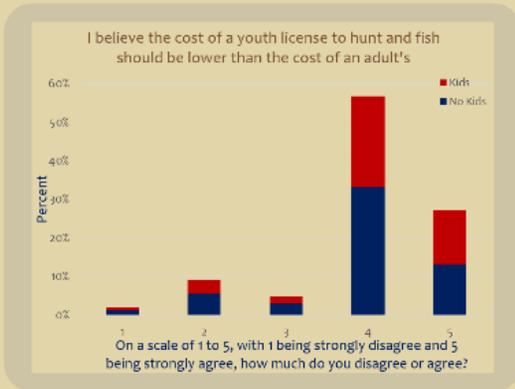
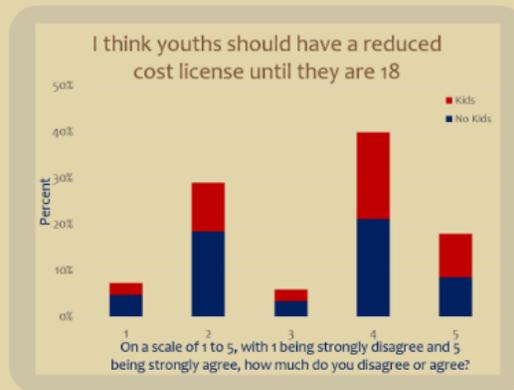
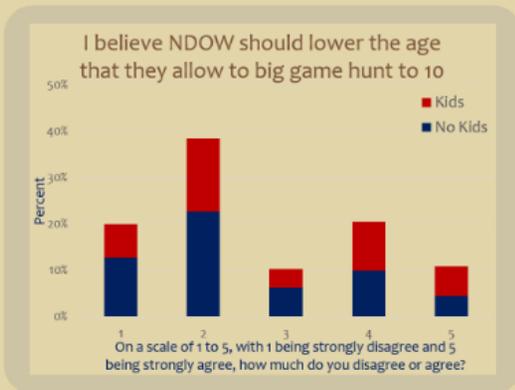


NDOW should strongly consider switching to a 365-day license to meet the needs of their constituency. Benchmark other states that have 365-day licenses to learn the logistics and prevent gaming the system.



Youth License

Redefine the term youth



Analogous to indifference points in the literature

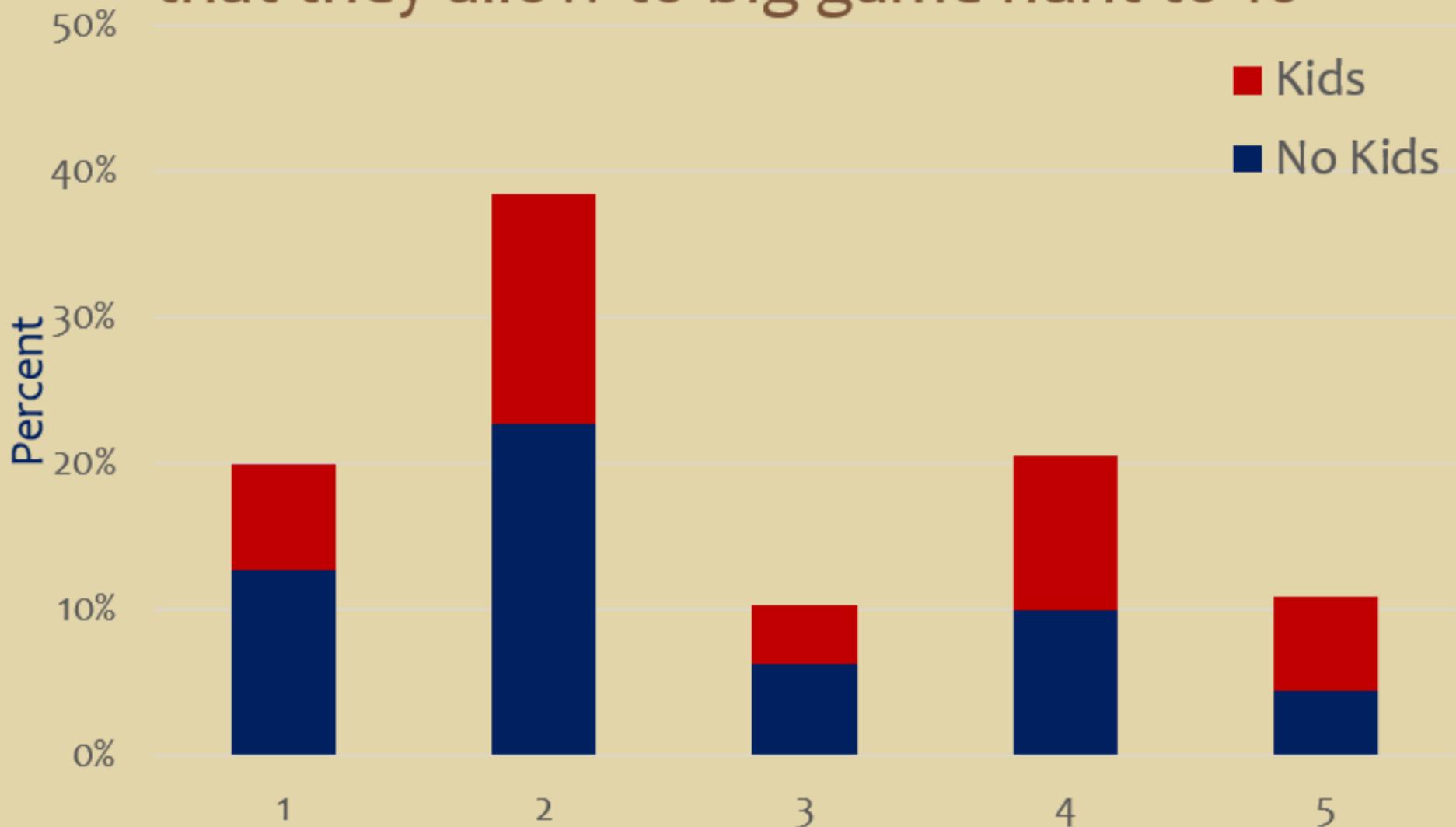
“...the fact that they’re charging 16 and 17 year olds ‘cause they think they have jobs or something, I think that is stupid! They’re still kids, and especially at that age when they are out there doing stupid stuff, I’d rather see them hunting and fishing and not in the basement playing video games or drinking up in the hills.”

Ely man in his 30s

Define youth as 10-18, at time of purchase. Age adjustments have little support, so they should be jettisoned if the bill is an issue. A price decrease may result in increased revenue, consider pricing at \$5-\$10.

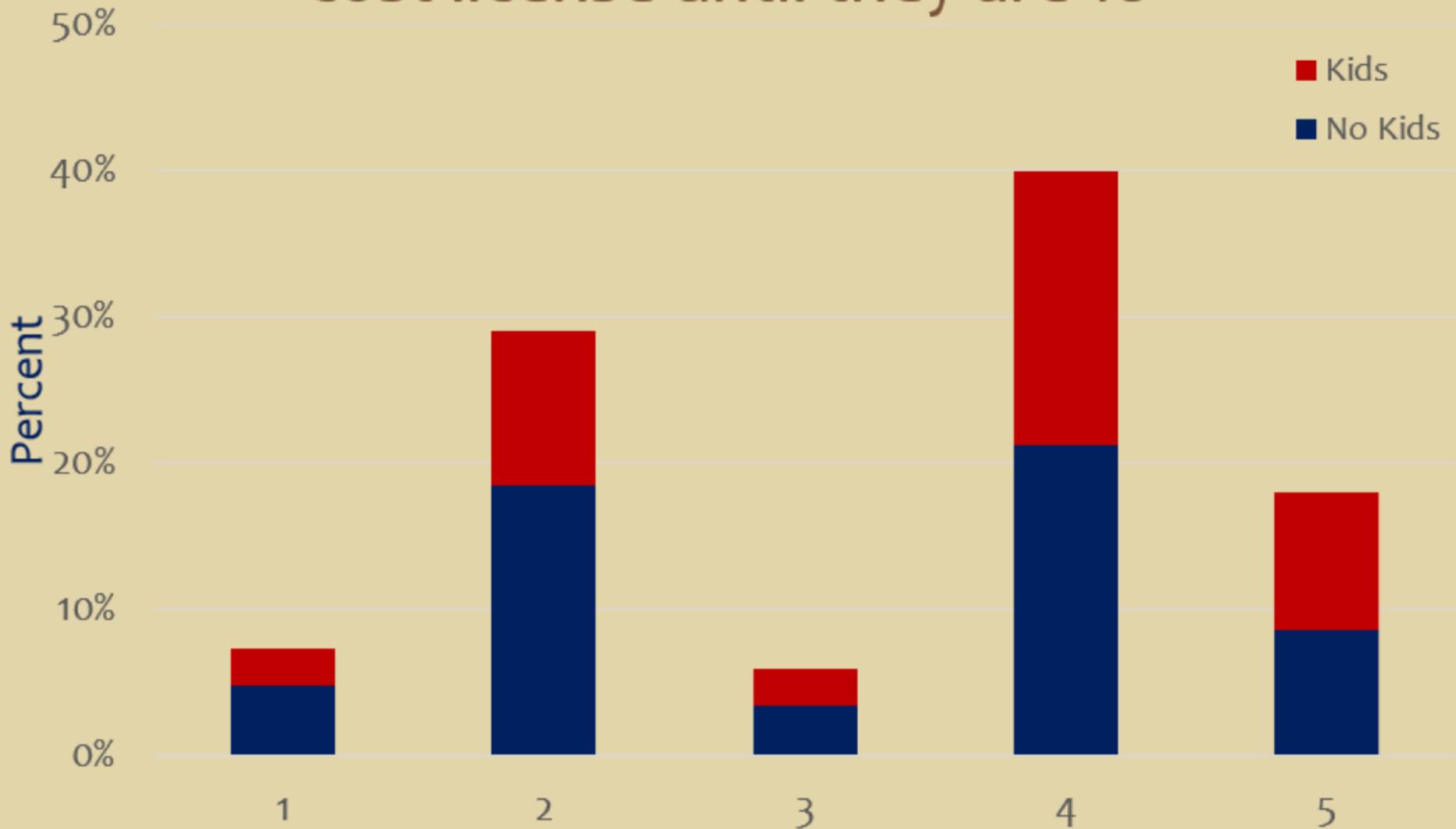


I believe NDOW should lower the age that they allow to big game hunt to 10



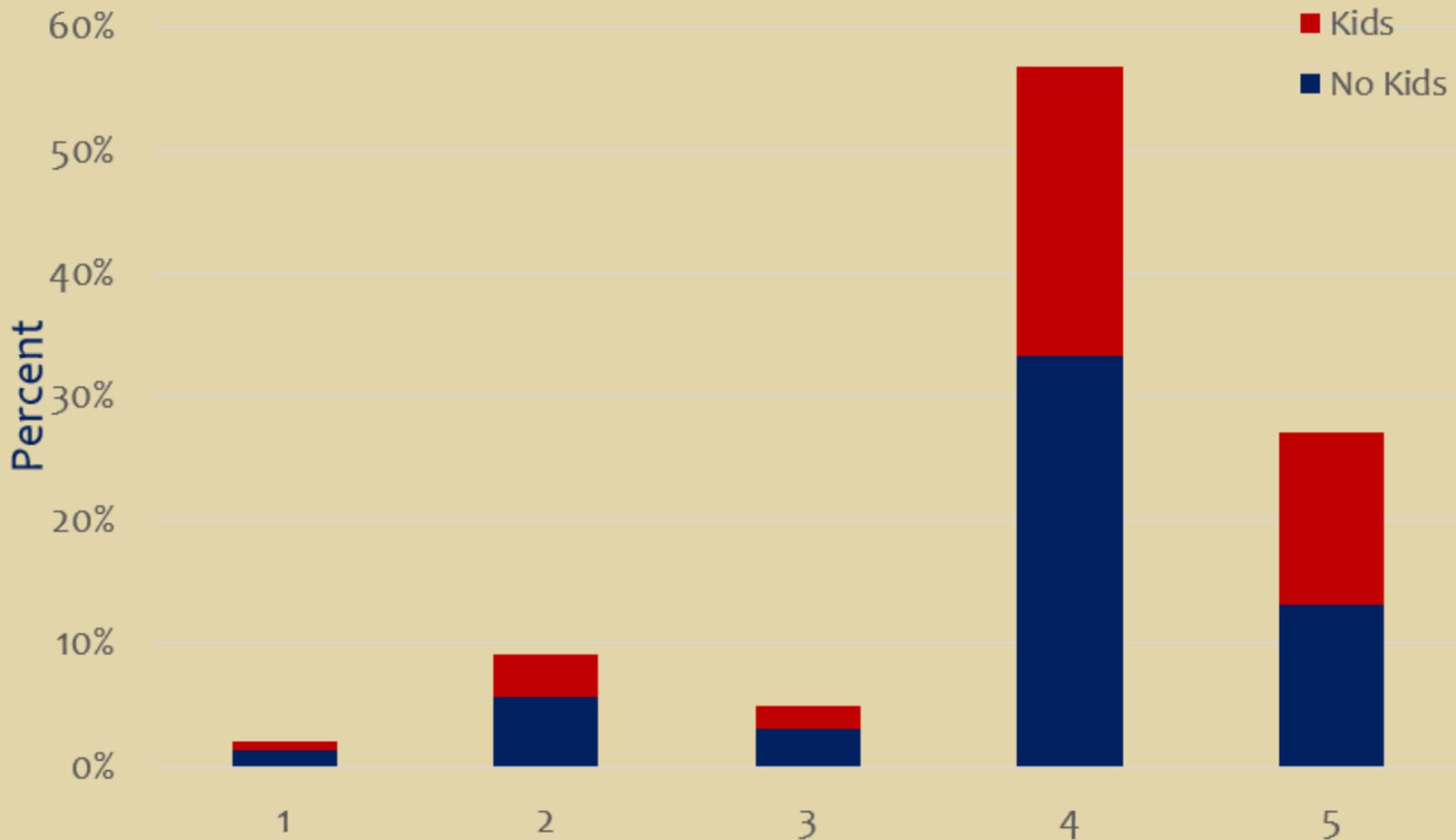
On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, how much do you disagree or agree?

I think youths should have a reduced cost license until they are 18

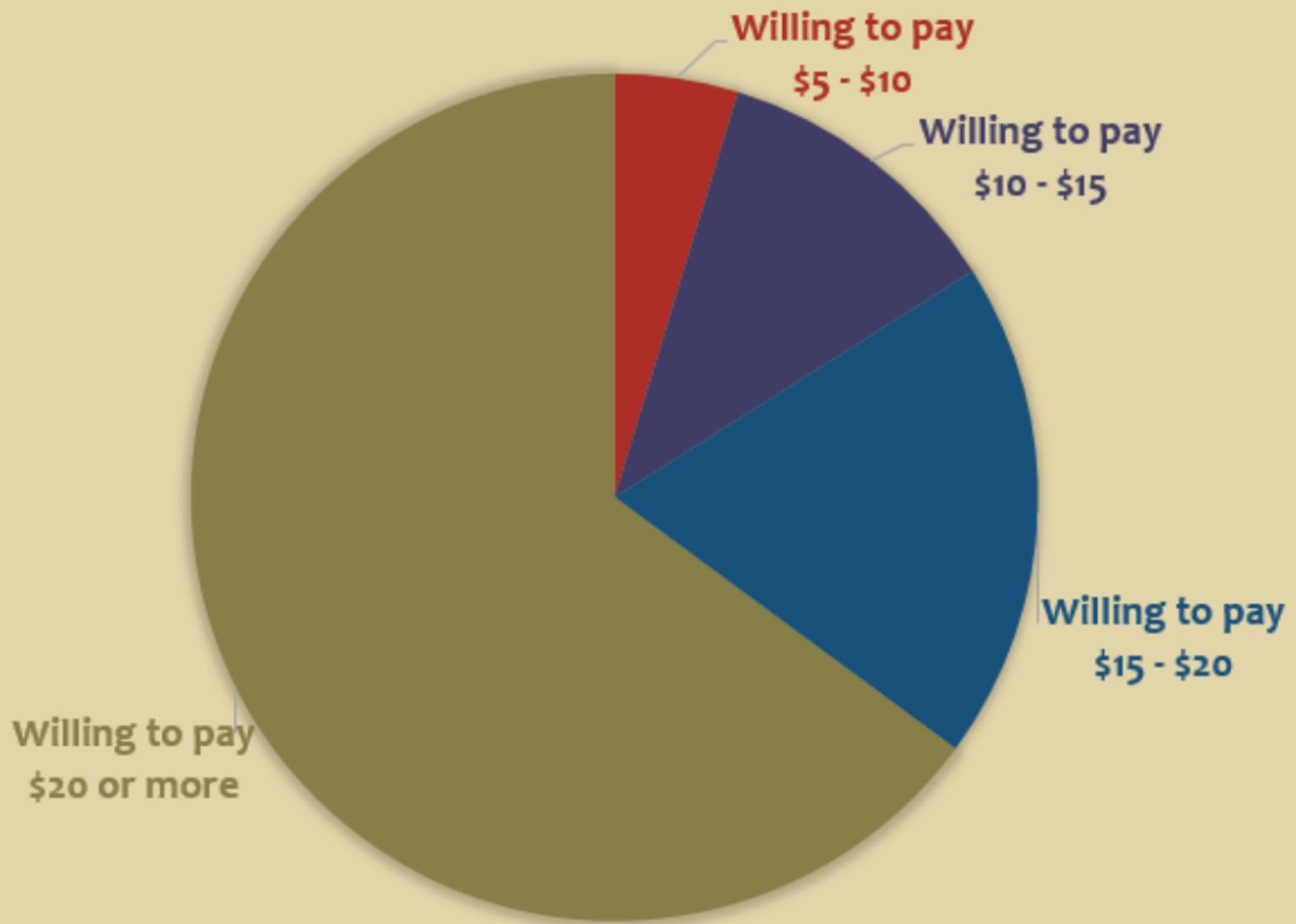


On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, how much do you disagree or agree?

I believe the cost of a youth license to hunt and fish should be lower than the cost of an adult's

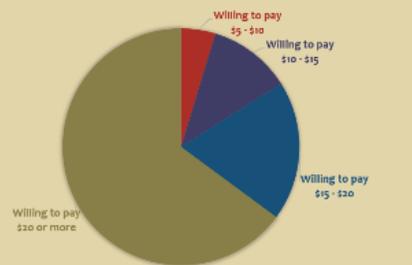
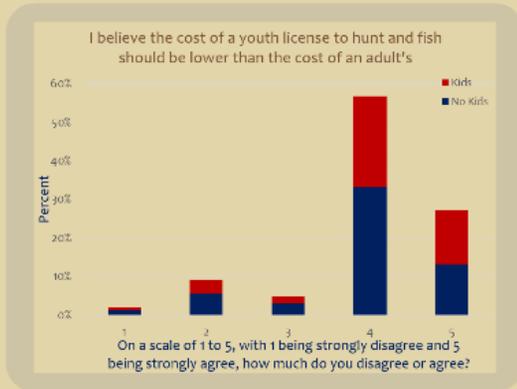
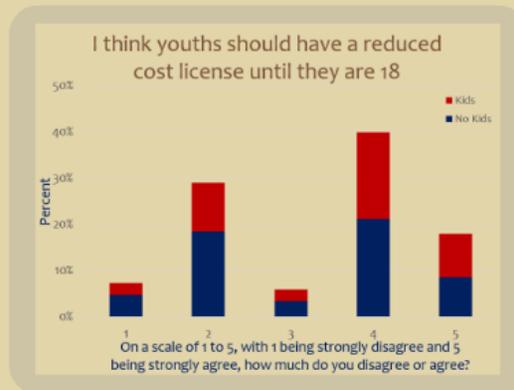
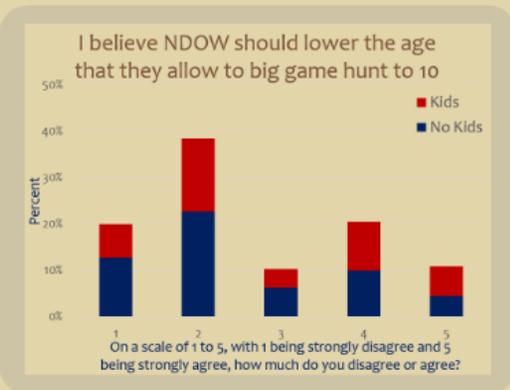


On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, how much do you disagree or agree?



Youth License

Redefine the term youth



Analogous to indifference points in the literature

“...the fact that they’re charging 16 and 17 year olds ‘cause they think they have jobs or something, I think that is stupid! They’re still kids, and especially at that age when they are out there doing stupid stuff, I’d rather see them hunting and fishing and not in the basement playing video games or drinking up in the hills.”

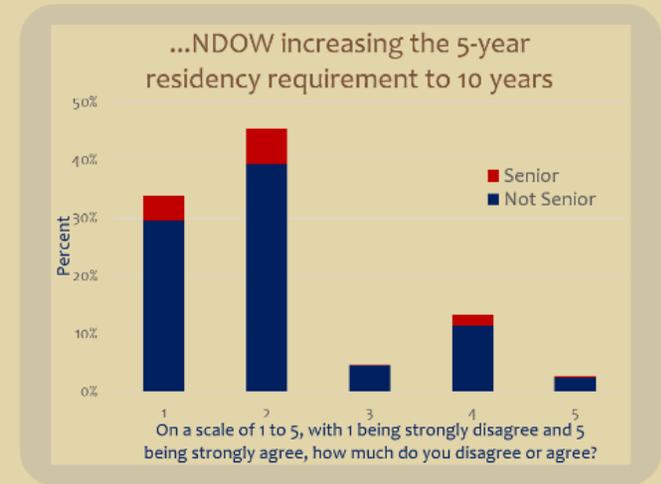
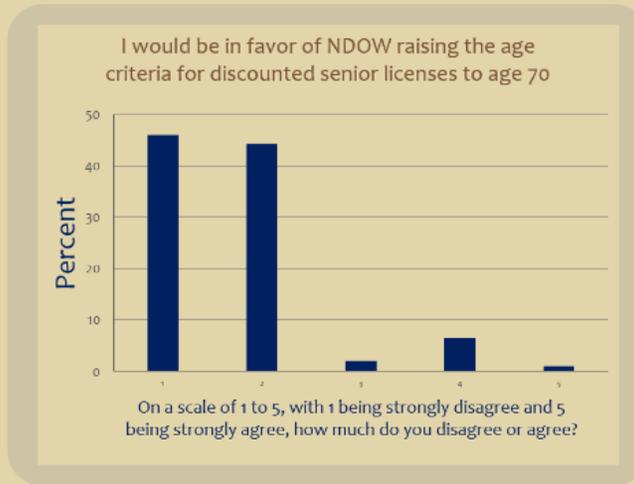
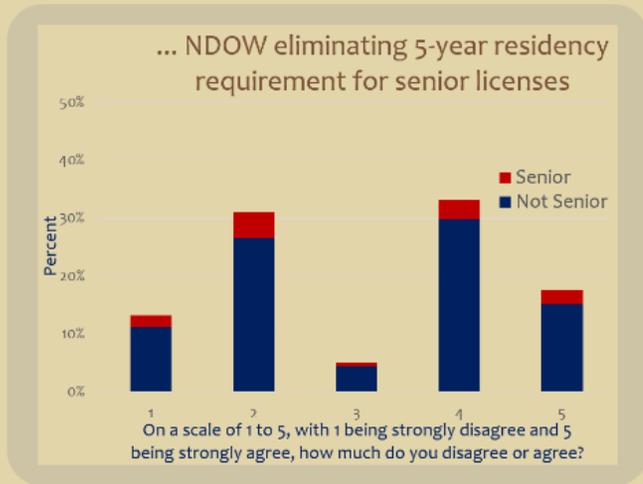
Ely man in his 30s

Define youth as 10-18, at time of purchase. Age adjustments have little support, so they should be jettisoned if the bill is an issue. A price decrease may result in increased revenue, consider pricing at \$5-\$10.



Senior License

There is very little tolerance for changing the senior license

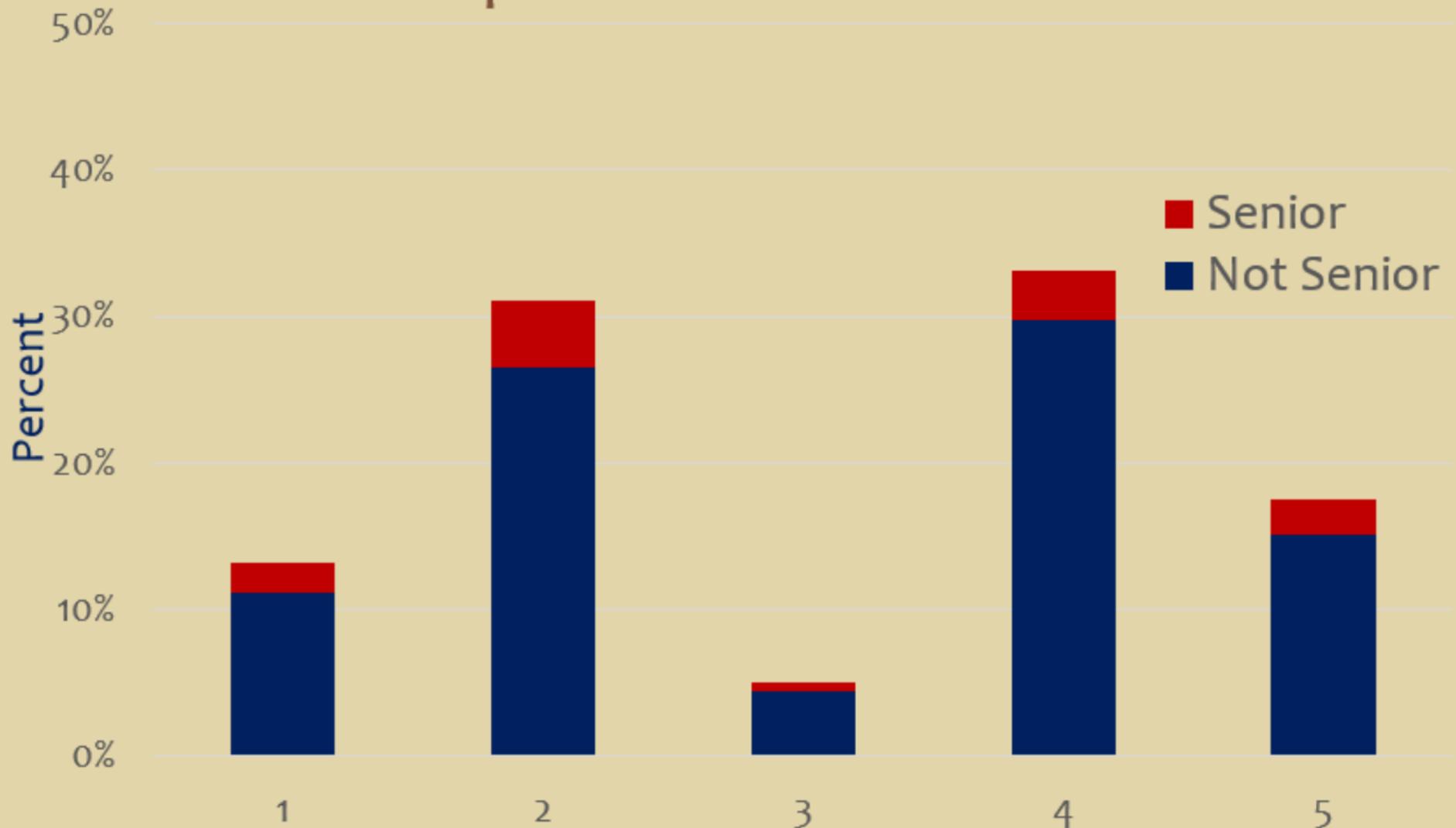


There is not a mandate to eliminate the 5-year requirement.

NDOW should weigh the political capital of more stringent requirements against the revenue that may be generated in the next decade.

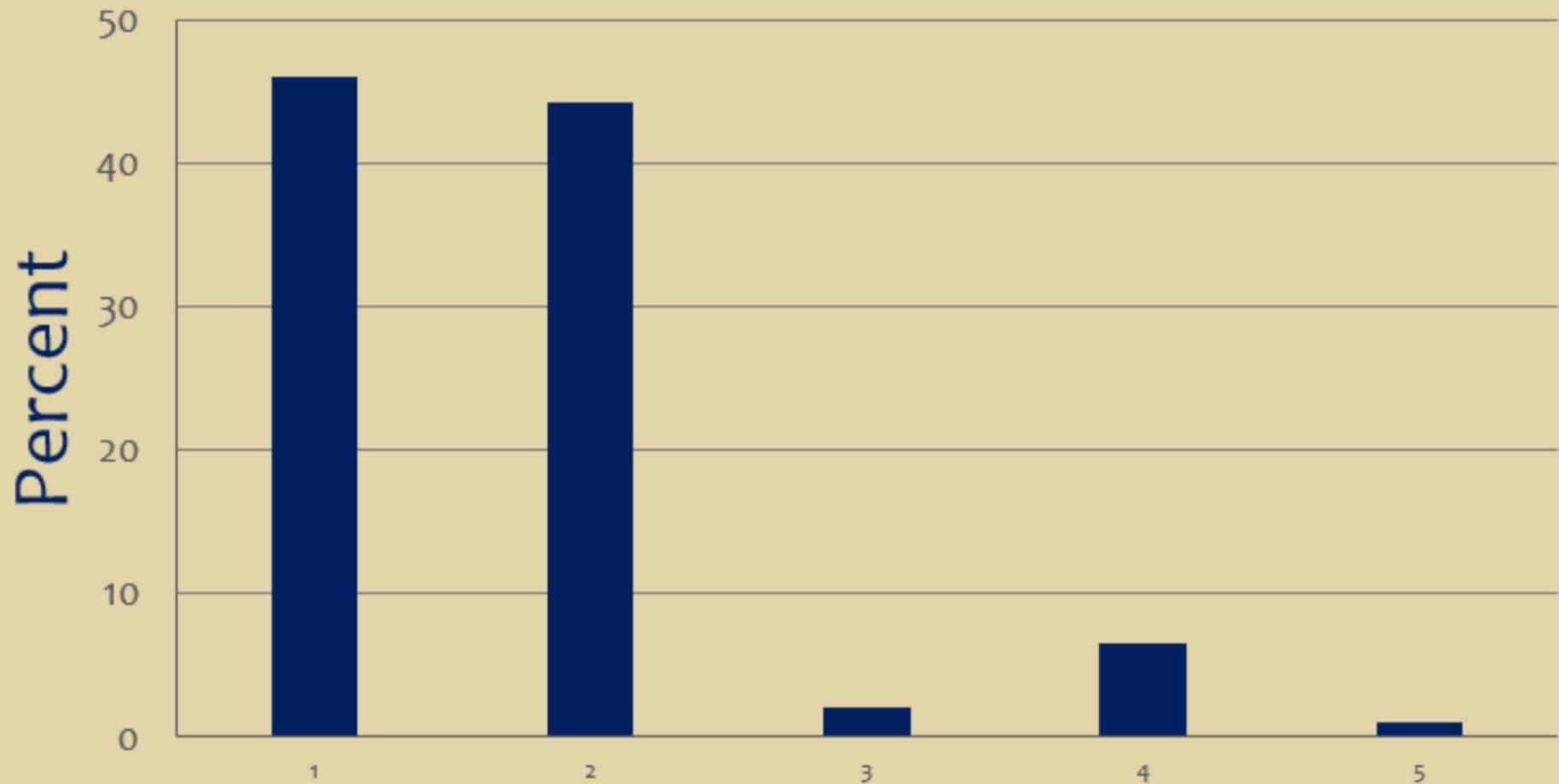
NDOW should consider making the senior license \$10-\$20.

... NDOW eliminating 5-year residency requirement for senior licenses



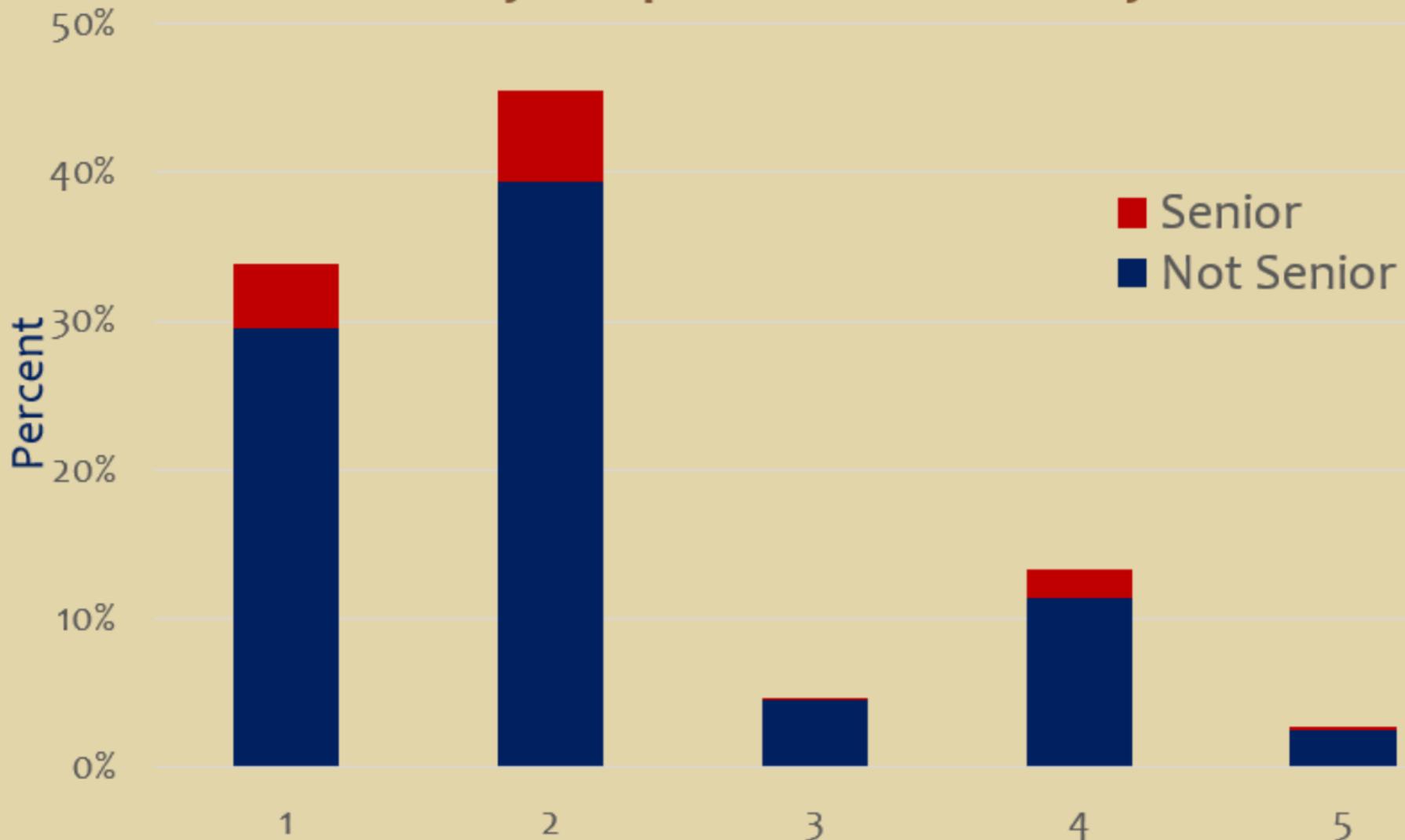
On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, how much do you disagree or agree?

I would be in favor of NDOW raising the age criteria for discounted senior licenses to age 70



On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, how much do you disagree or agree?

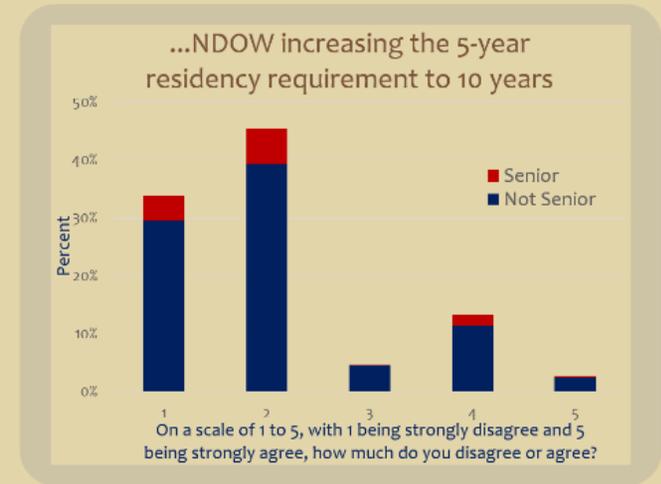
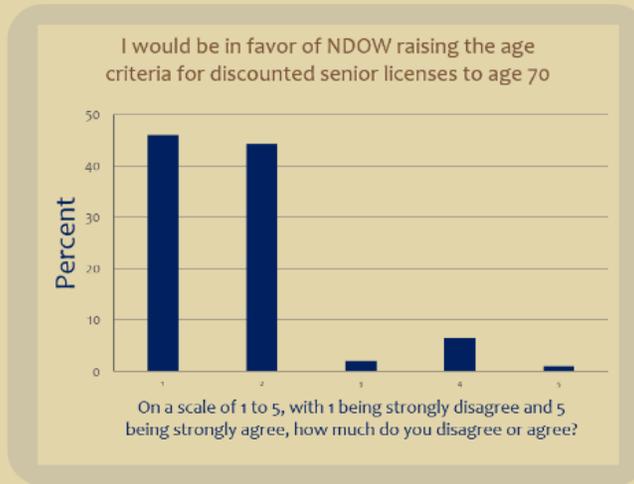
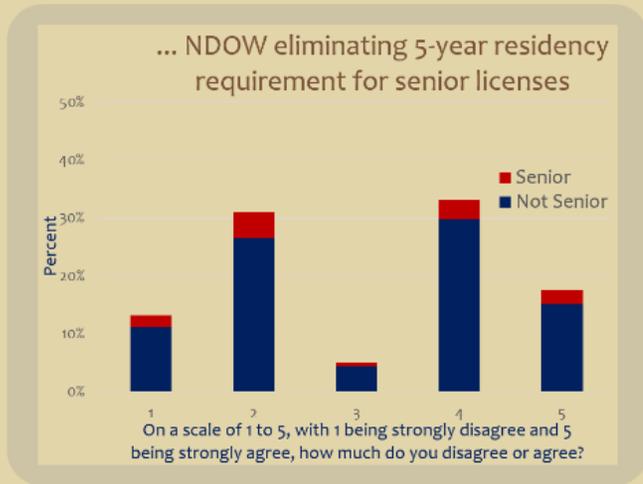
...NDOW increasing the 5-year residency requirement to 10 years



On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, how much do you disagree or agree?

Senior License

There is very little tolerance for changing the senior license



There is not a mandate to eliminate the 5-year requirement.

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NDOW should consider making the senior license \$10-\$20.

Specific

hunting
\$33 current
\$41.42 CPI
\$36.16/\$36.05
Breaks

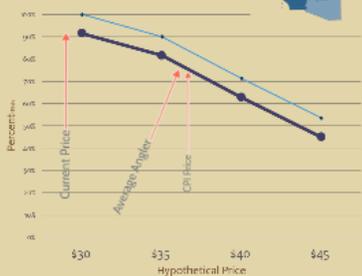
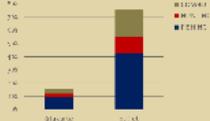
combos
\$54 current
\$67.78
\$71.63/\$71.55
breaks

Fishing

High demand for consolidation



For fishing, please indicate which of the following approaches you prefer



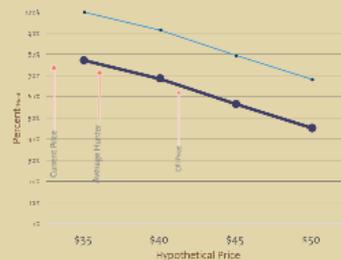
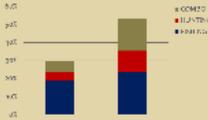
Consider pricing near \$37, and highlight the elimination of the trout stamp to gain support.

Hunting

High strategic bias

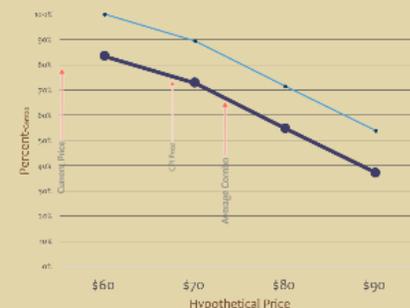


For hunting, please indicate which of the following approaches you prefer



Consider pricing near \$45, and highlight the opportunity to hunt small game.

Combo



Consider pricing near \$72, and emphasize the all-inclusive nature of the license.



Deer



$$\$30 \times 1.2718_{\text{CPI multiplier}} = \$38.15$$

Consider pricing near \$40 to maintain revenue neutrality

Deer
\$30 current
\$37.66 CPI

CPI (1967-100)
2004 188.9
2016 240.236
Multiplier 1.271762837 30
38.15288512



Elk

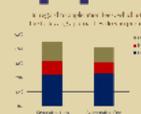


$$\$120 \times 1.2718_{\text{CPI multiplier}} = \$152.61$$

Consider pricing near \$160 to maintain revenue neutrality

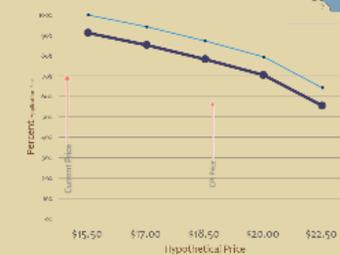
Elk
\$120 current
\$150.63 CPI

App Fee



"I have no problem paying the fee, and NOW making a little money off of it, it just would be nice to see when the money is going."

Elko woman in her 40s



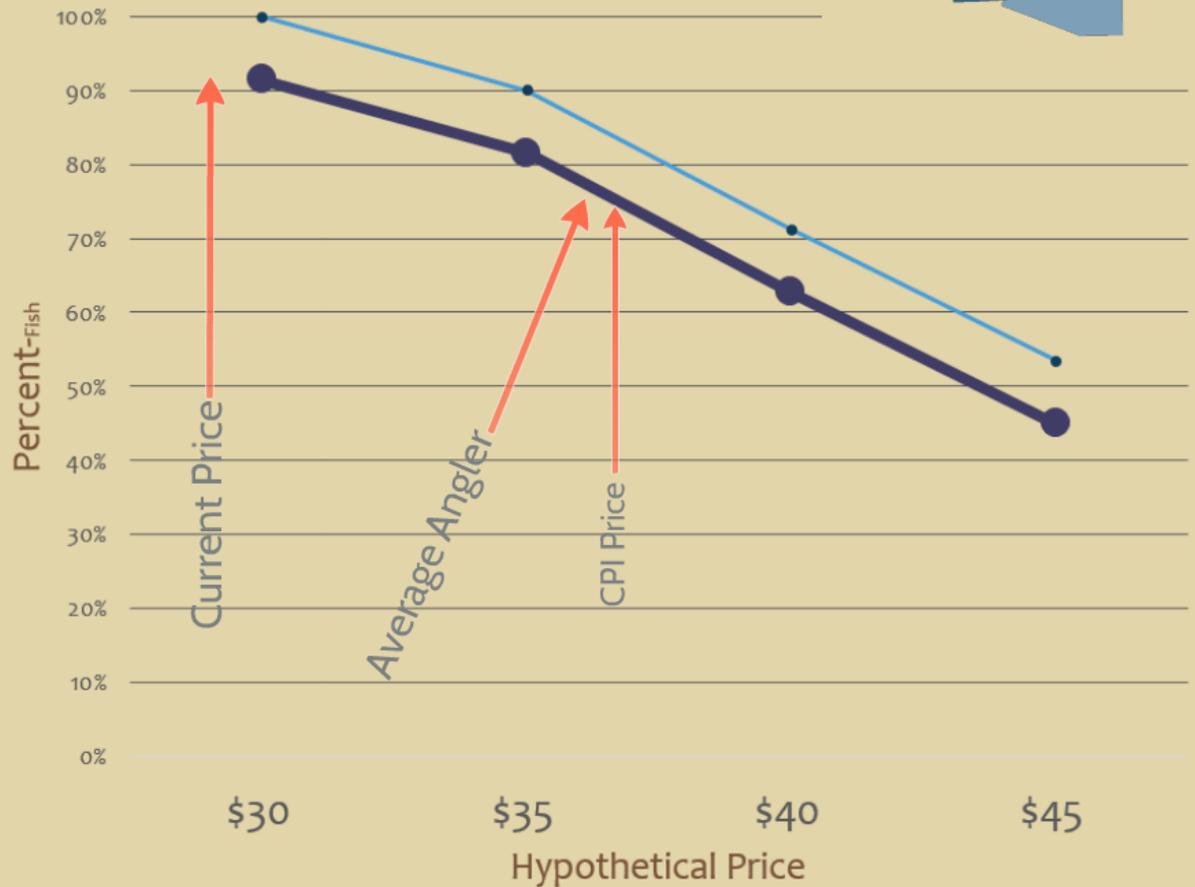
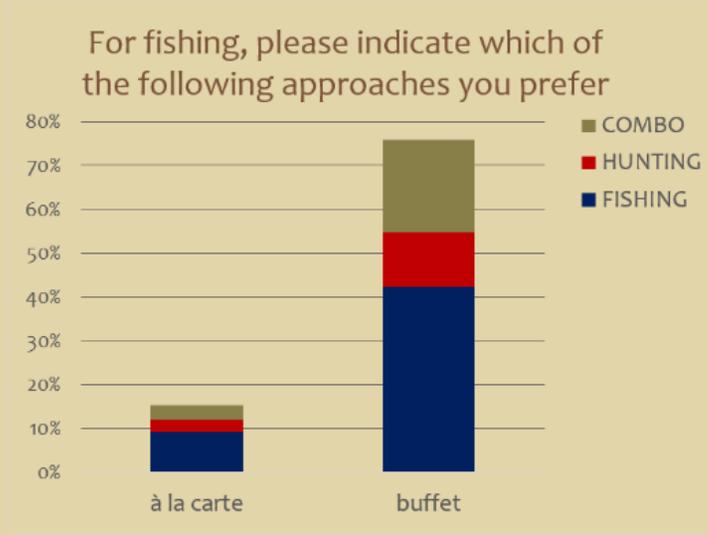
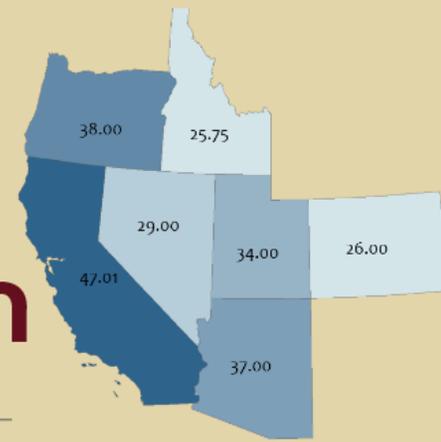
Consider pricing at \$20 for all big game (adjust to keep elk level). Demonstrate the connection between administrative costs and "on the ground" personnel, as field staff is what people seem to value.

App Fee
\$30 current
\$18.83 CPI



Fishing

High demand for consolidation

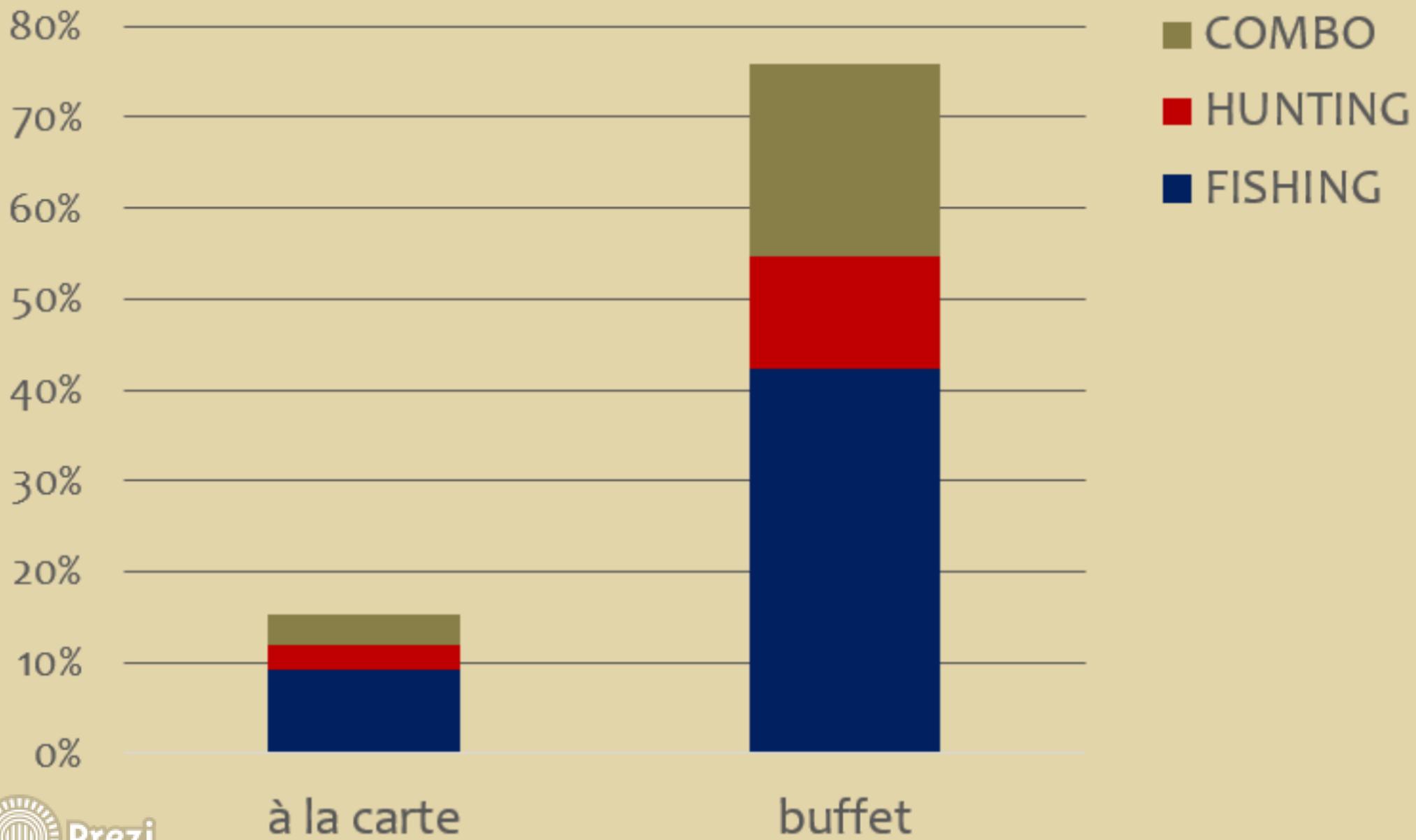


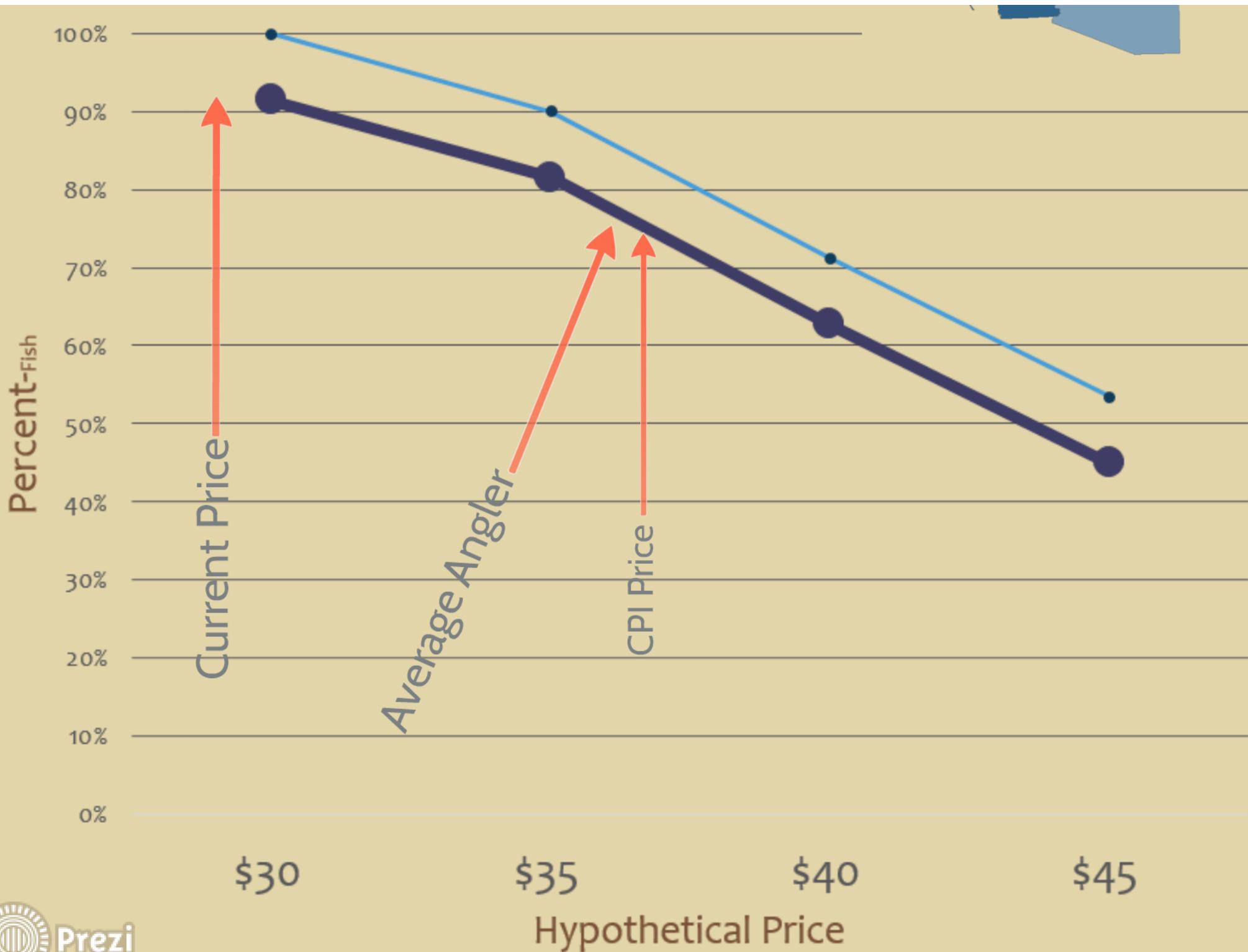
Consider pricing near \$37, and highlight the elimination of the trout to gain support.



Prezi

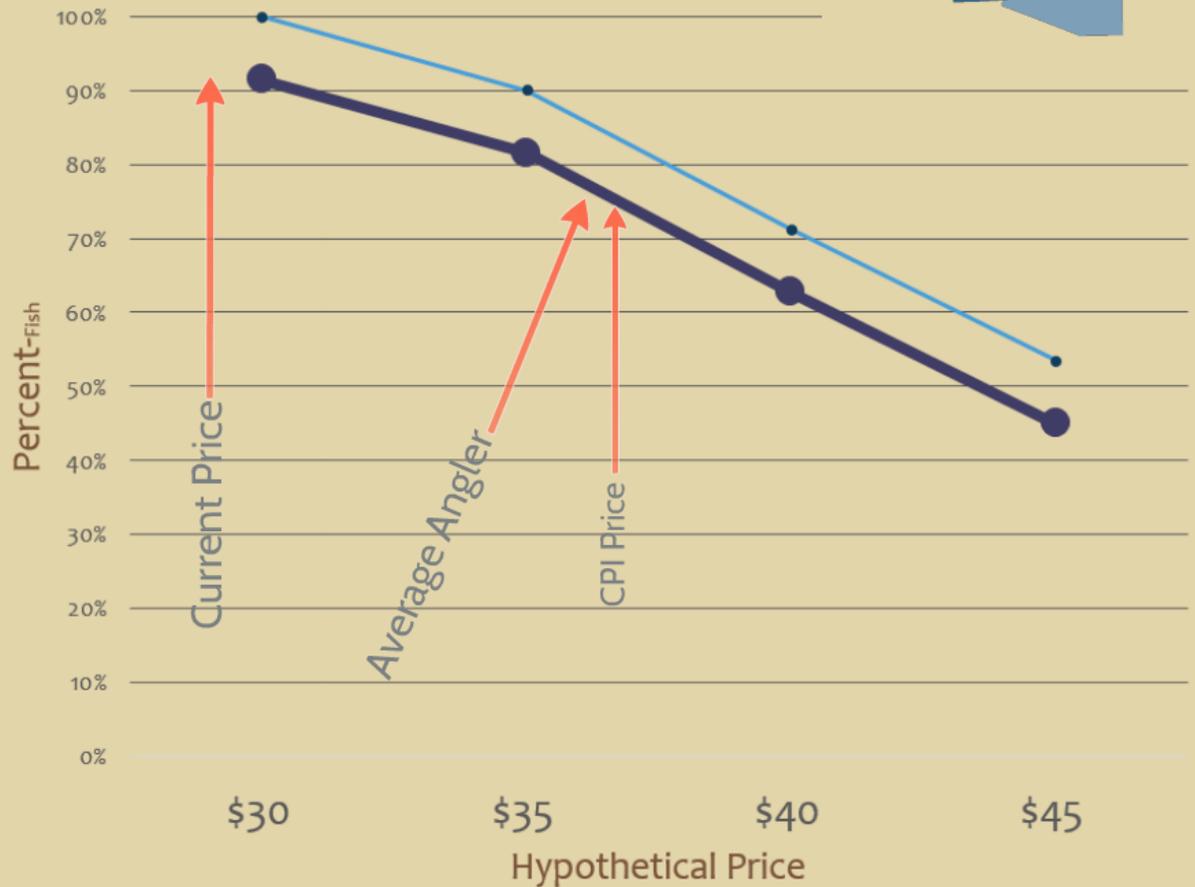
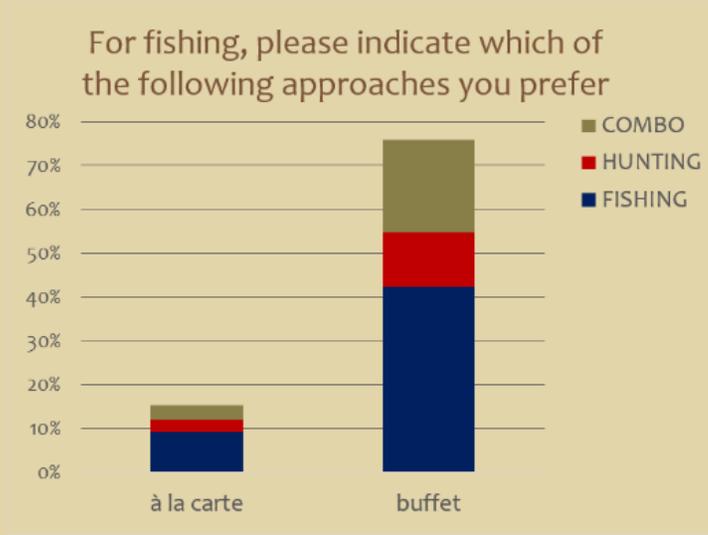
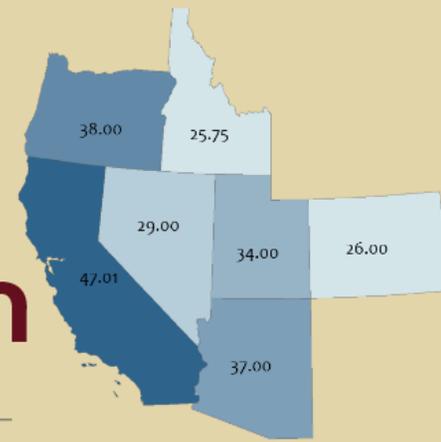
For fishing, please indicate which of the following approaches you prefer





Fishing

High demand for consolidation

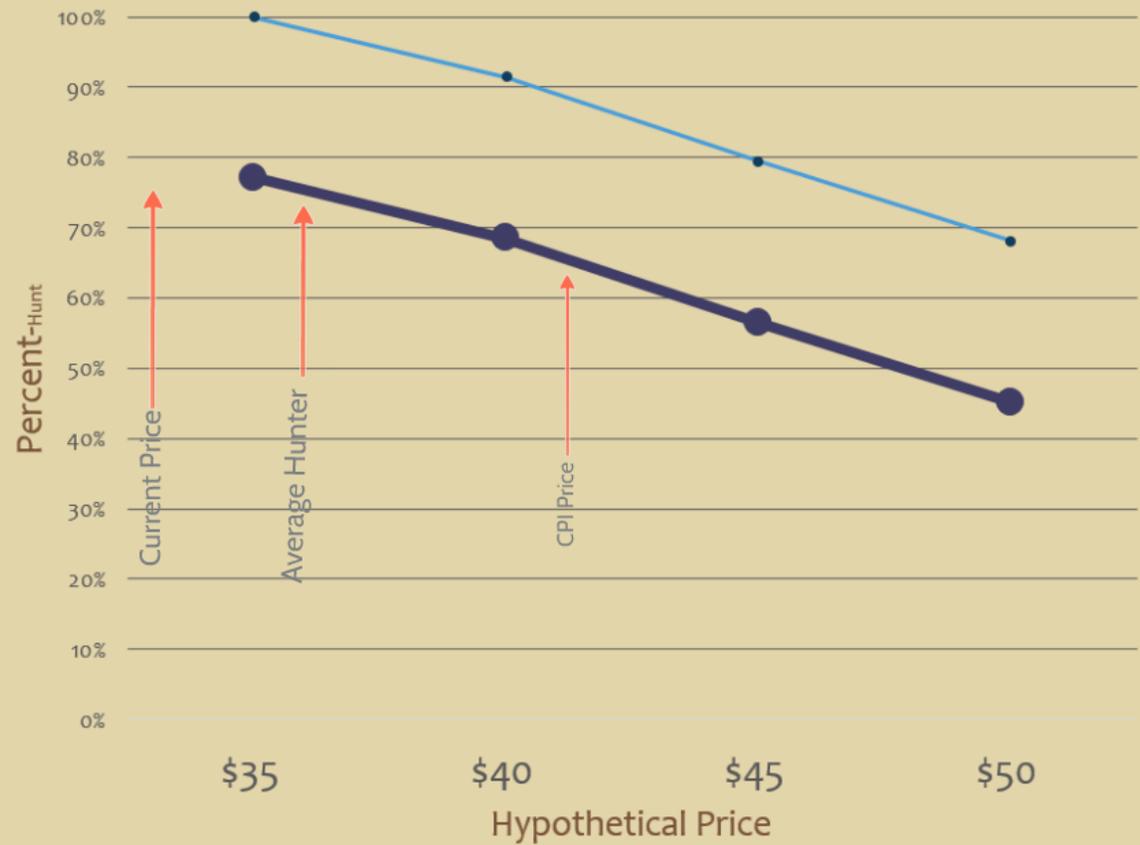
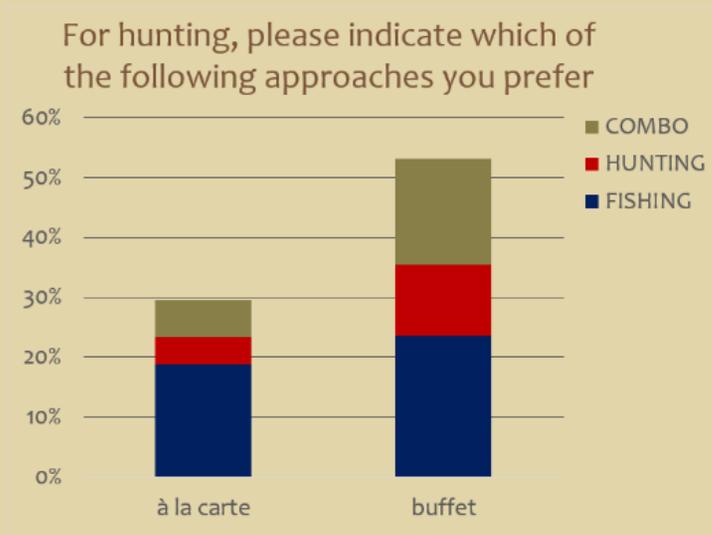
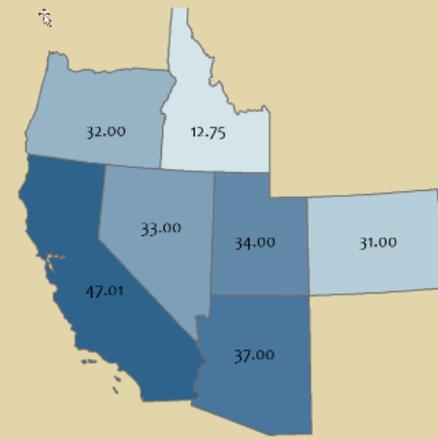


Consider pricing near \$37, and highlight the elimination of the trout license to gain support.



Hunting

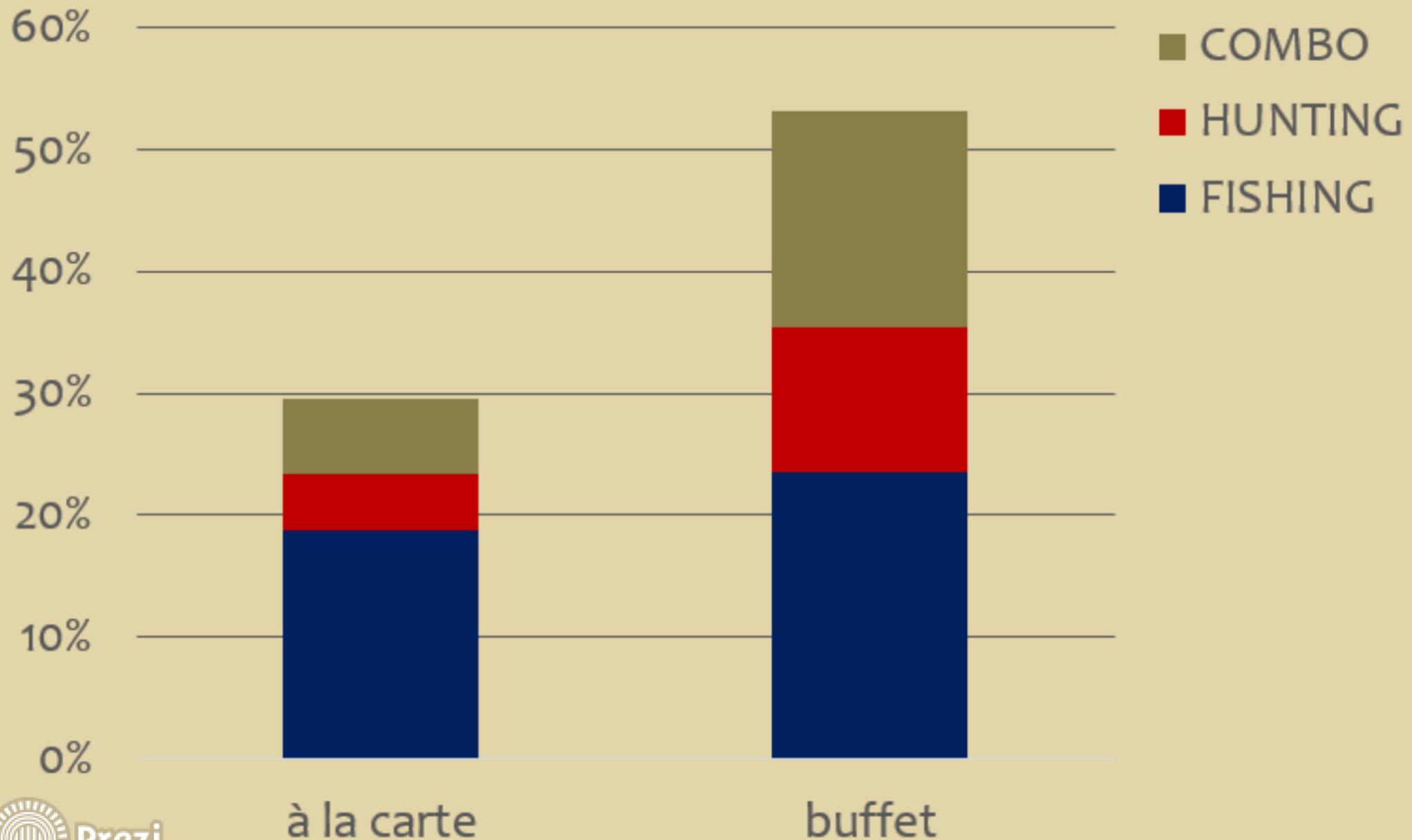
High strategic bias

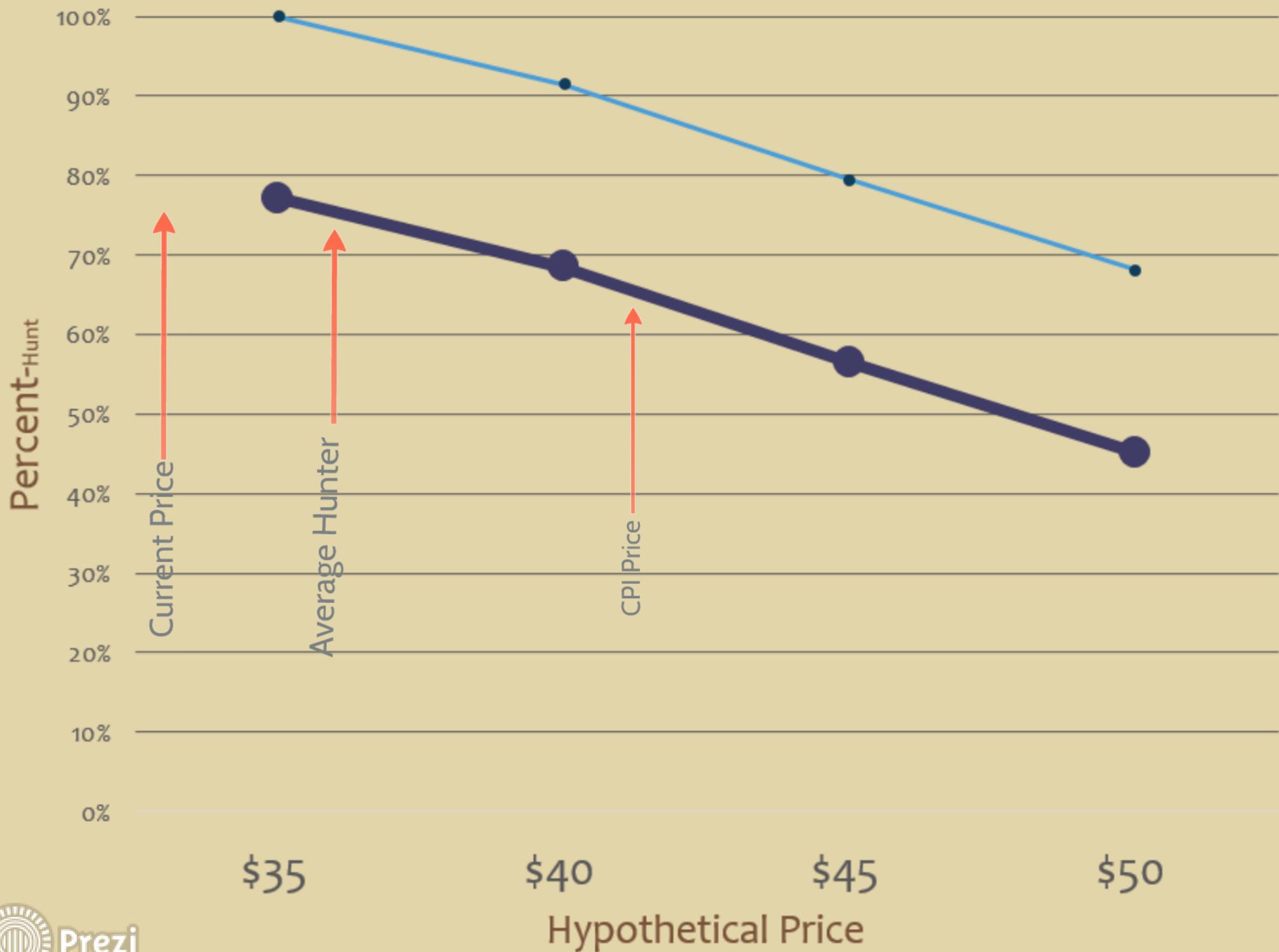


Consider pricing near \$45, and highlight the opportunity to hunt small game.



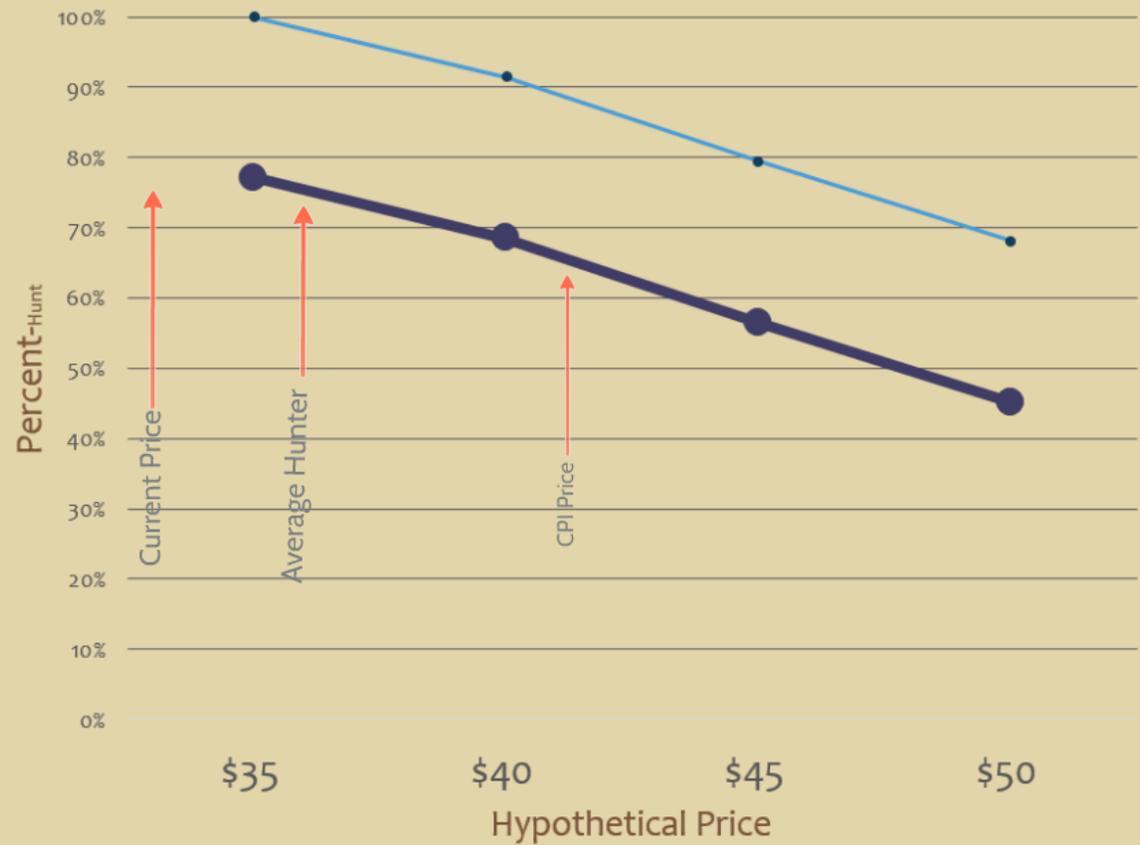
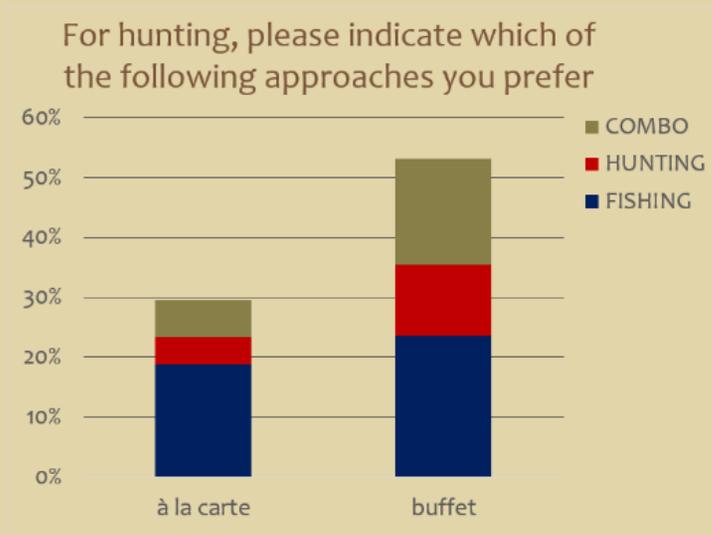
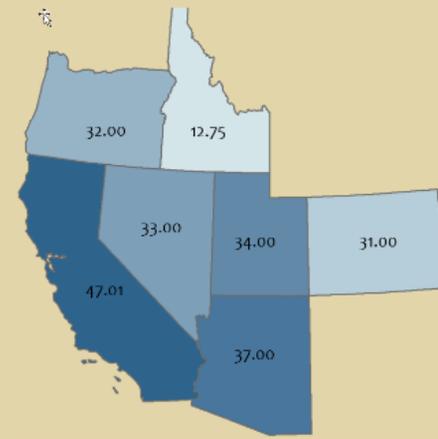
For hunting, please indicate which of the following approaches you prefer





Hunting

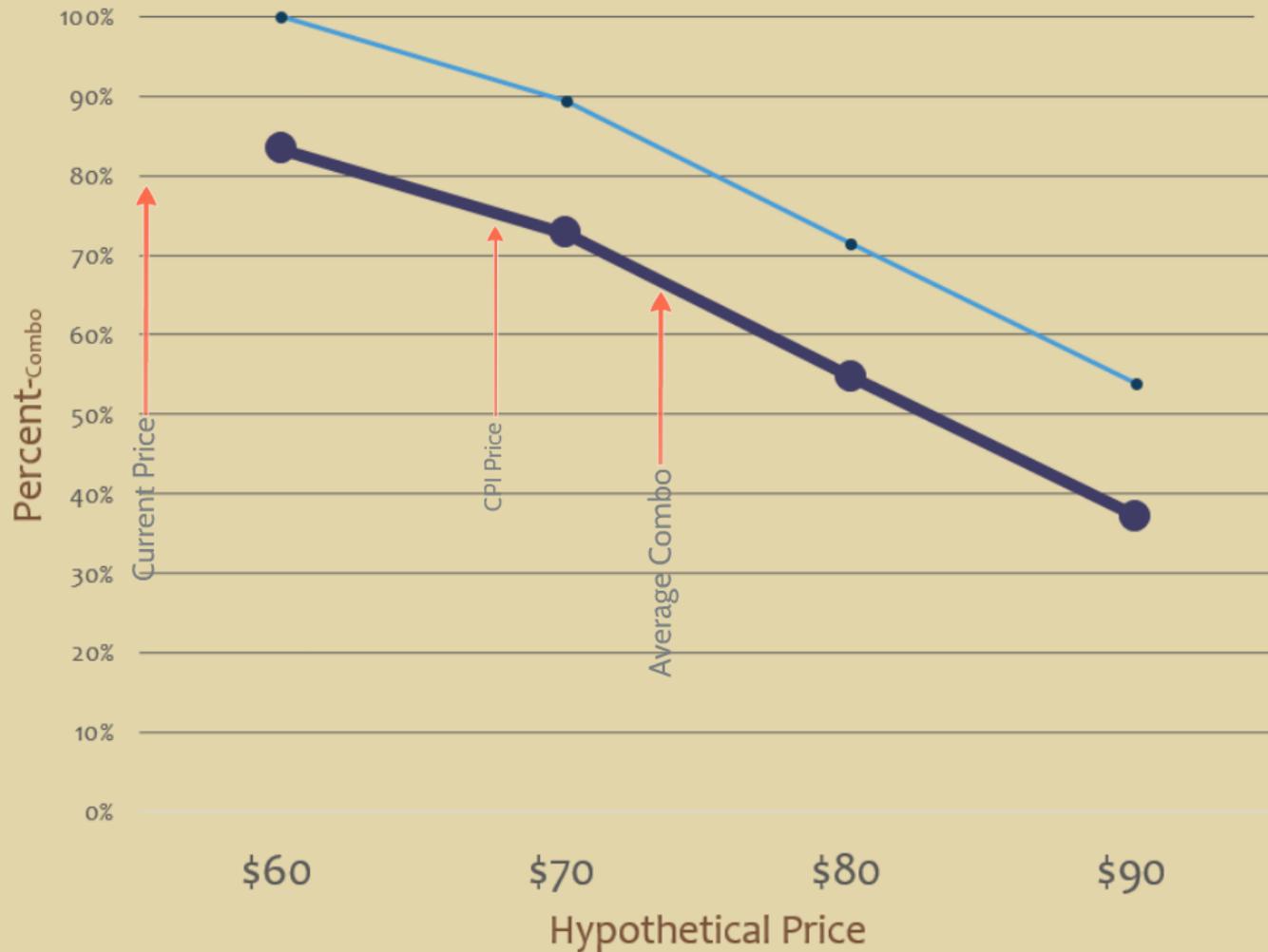
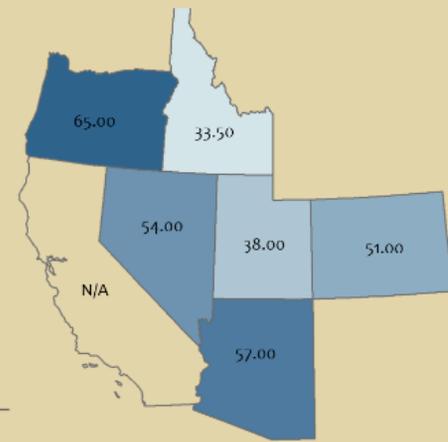
High strategic bias



Consider pricing near \$45, and highlight the opportunity to hunt small game.



Combo

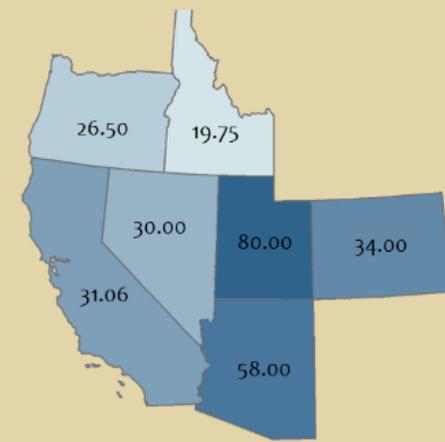


Consider pricing near \$72, and emphasize the all-inclusive nature of the license.





Deer



$$\text{\$30} \times 1.2718_{\text{CPI multiplier}} = \text{\$38.15}$$



Prezi

Consider pricing near \$40 to maintain revenue neutrality



Elk



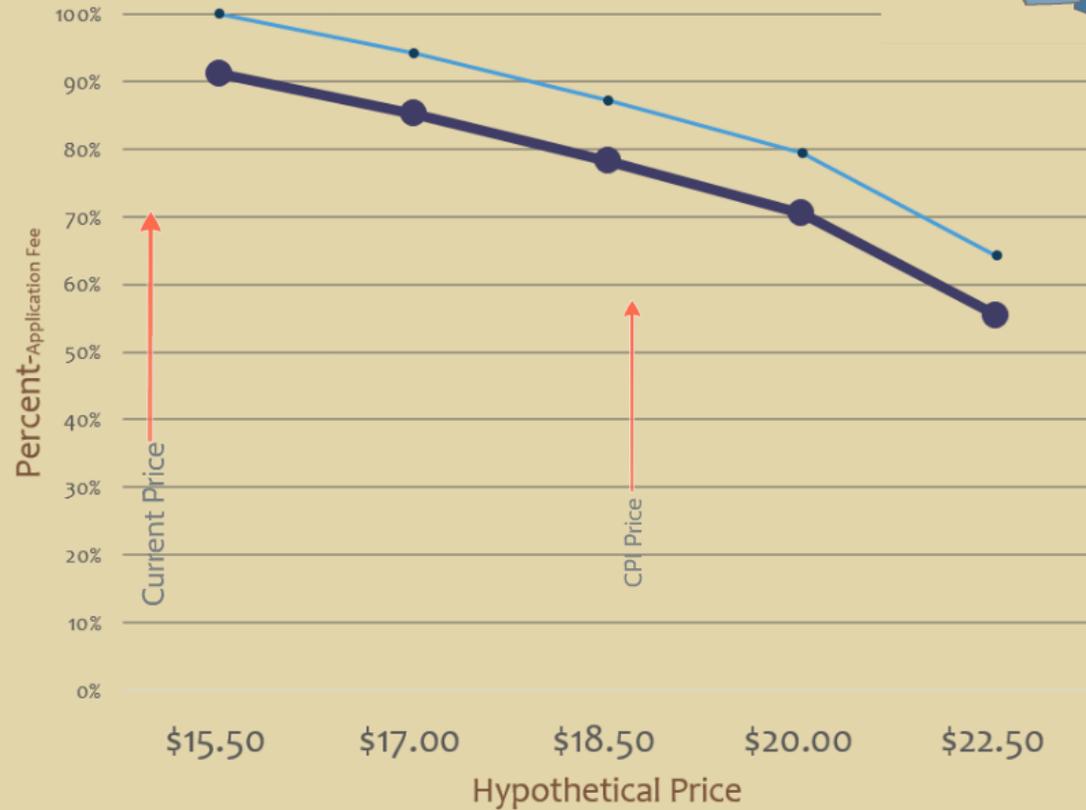
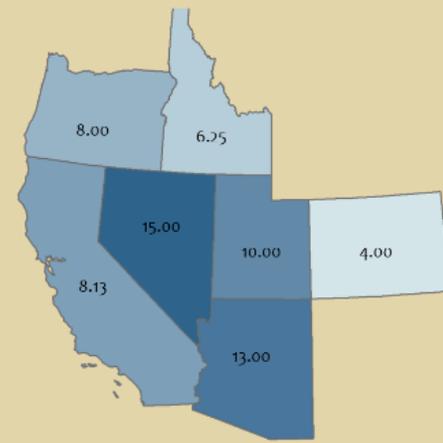
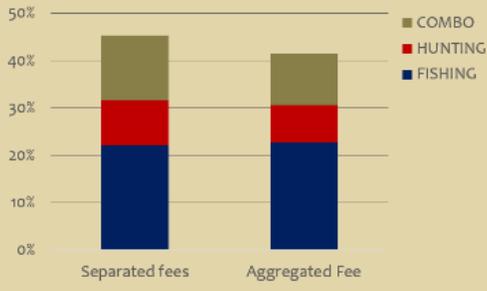
$$\text{\$120} \times 1.2718_{\text{CPI multiplier}} = \text{\$152.61}$$



Consider pricing near \$160 to maintain revenue neutrality

App Fee

In regard to application fees, which of the following approaches do you prefer



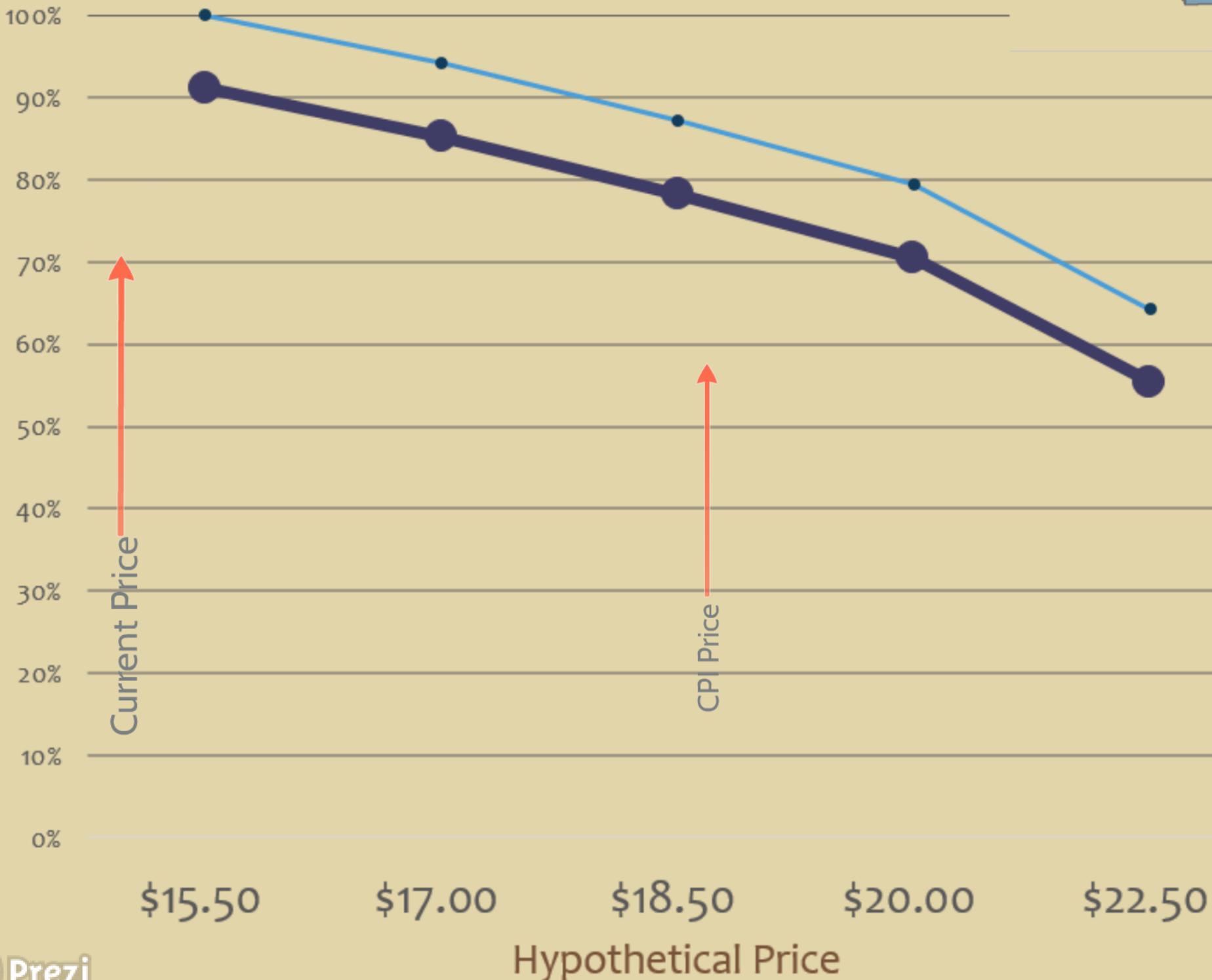
"I have no problem paying the fees, and NDOW making a little money off of it, it just would be nice to see where the money is going."

Elko woman in her 40s

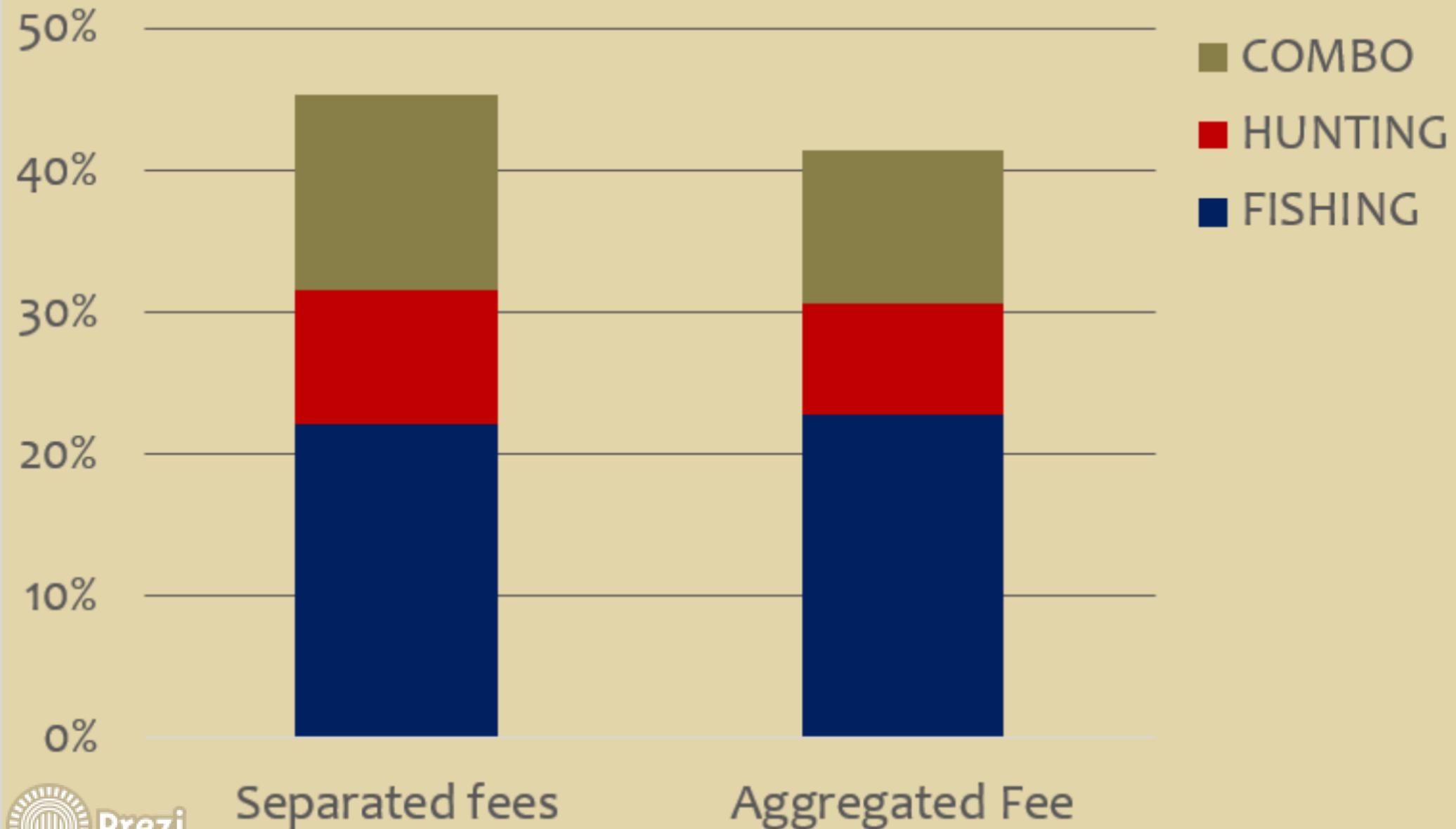
Consider pricing at \$20 for all big game (adjust to keep elk level). Demonstrate the connection between administrative costs and "on the ground" personnel, as field staff is what people seem to value.



Percent-Application Fee



In regard to application fees, which of the following approaches do you prefer

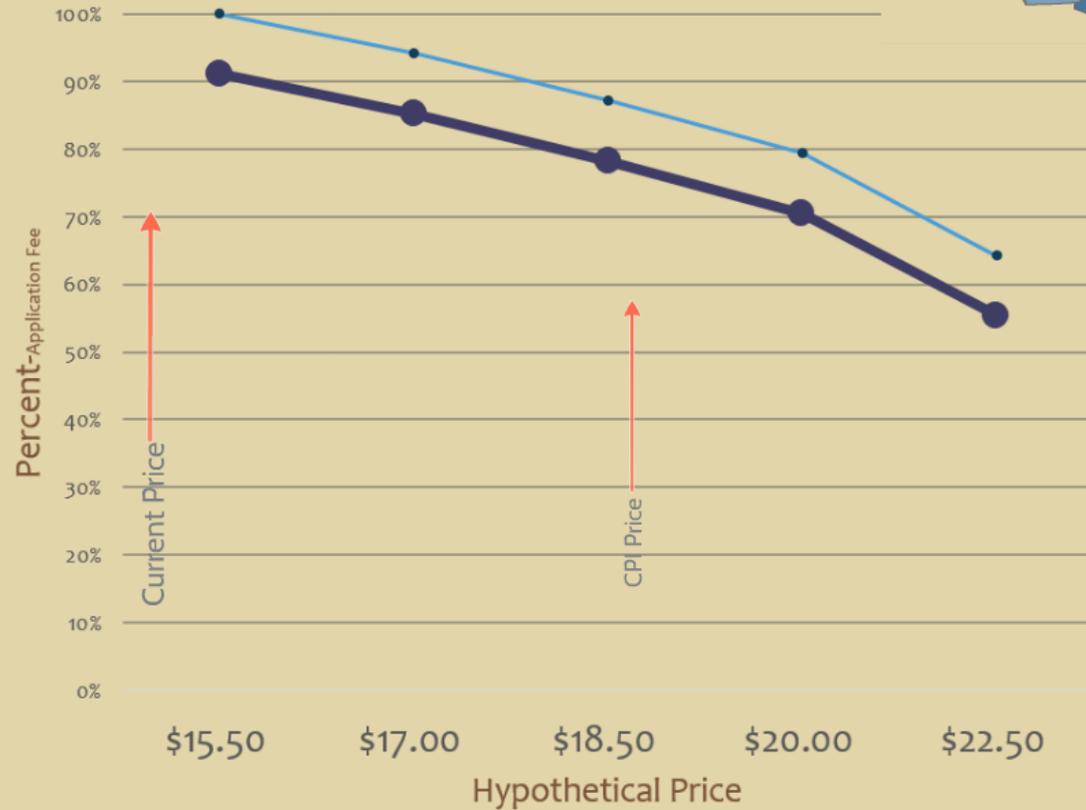
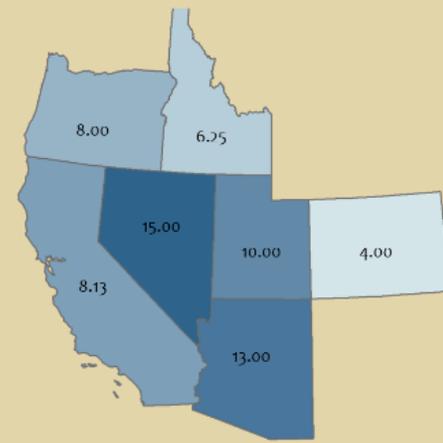
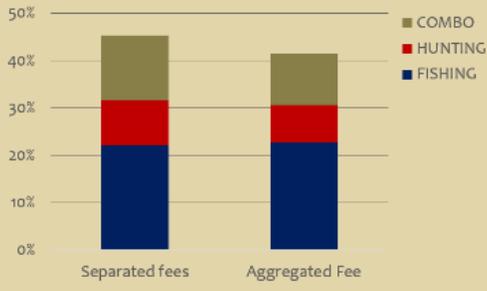


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 Prezi **Elko woman in her 40s**

App Fee

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Elko woman in her 40s

Consider pricing at \$20 for all big game (adjust to keep elk level). Demonstrate the connection between administrative costs and "on the ground" personnel, as field staff is what people seem to value.



Considerations

Governance

- Switch to 365-day licenses to show that you heard your constituents.
- Require a hunting license to enter the draw. The "refund if not drawn" option creates many inadvertent errors and devalues small game opportunities.
 - Initiate a small game campaign.
- Require hunter education for hunting rather than buying a hunting license, it reduces the confusion of youth combination licenses.
- Demonstrate a parallel effort to achieve efficiencies.
- Be as transparent as possible.
 - Immediately after the purchase, indicate how the money is allocated.

"I think I'd really like to have a fishing license but if I buy it right now (Christmas), it's only good for two more months. So I don't buy it and I just wait for the next time around.

Las Vegas woman in her 30s

"I have no problem with spending the money and contributing toward conservation for wildlife, my concern is, is not knowing the efficiencies of the Department of Wildlife. [...] when they can't manage the money well, they have to charge in different ways for that money and 'does the wildlife benefit?'

Henderson man in his 50s

Strategy

- **Legislative champion** - to carry the message of simplification, to highlight youth opportunity, and to broadcast the increased value simplification delivers to NDOW's constituents
- **Sportsman's groups** - for people who are avid, this is a tremendous bargain. Most people affiliated with organized sportsman's groups are avid; therefore, this should be supported by many of these organizations.
- **Stakeholders** - simplification will result in more PR and DJ federal funds, which are often used for conservation of nongame species.

Recruitment

- Simplify, and then advertise the mentor



- Eliminate PreAdult licenses.

Miscellaneous

- Eliminate the online fee.
- Combine senior, Native American, military, and disabled veteran licenses into one combination license with one nominal fee (\$10-\$20).
- Strive to increase revenue, not prices.
 - Don't "stick it to the nonresidents" at the cost of residents.
- Replicate the in-store experience.
 - Store and pre-fill previous information.
 - Mail the Teslin®, or other similar plasticized license, to physical address for nominal fee.

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