

LICENSE SIMPLIFICATION

Delivering Value

WHY?

LICENSE SIMPLIFICATION

- NDOW initiated this concept development about 11 months ago
- Leadership Team has engaged in careful planning and discussions
- Development has included many informal discussions within agency and with customers
- Evaluation of existing human dimensions data regarding support for wildlife-oriented recreation, wildlife conservation, and participation

WHY NOW?

- We can improve product quality even if we aren't doing poorly
- We can reduce inadvertent errors by making it easier to comply with regulation
- We can eliminate features that may intimidate those that are unfamiliar with our processes
- We can make it easier to participate while ensuring that we have the necessary data to manage wildlife populations
- We can eliminate barriers to hunter and angler recruitment, retention, and reactivation
- We can increase voluntary compliance with existing regulations

WHY ENGAGE IN EFFORT?

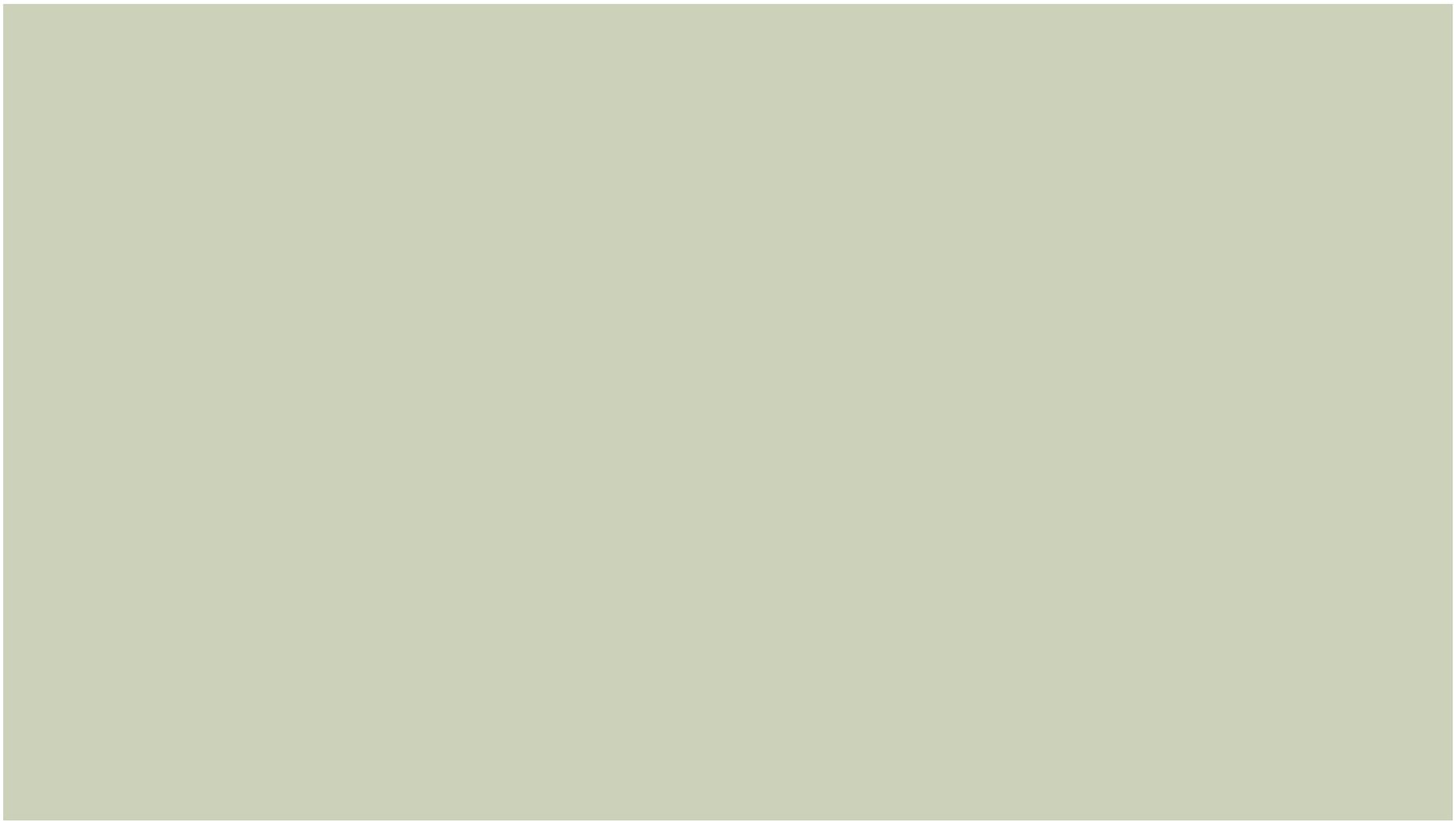
- License simplification primarily affects hunters and anglers
- NDOW enjoys the support from most customers
- Measures of satisfaction remain high
- Increasing demand for our resources

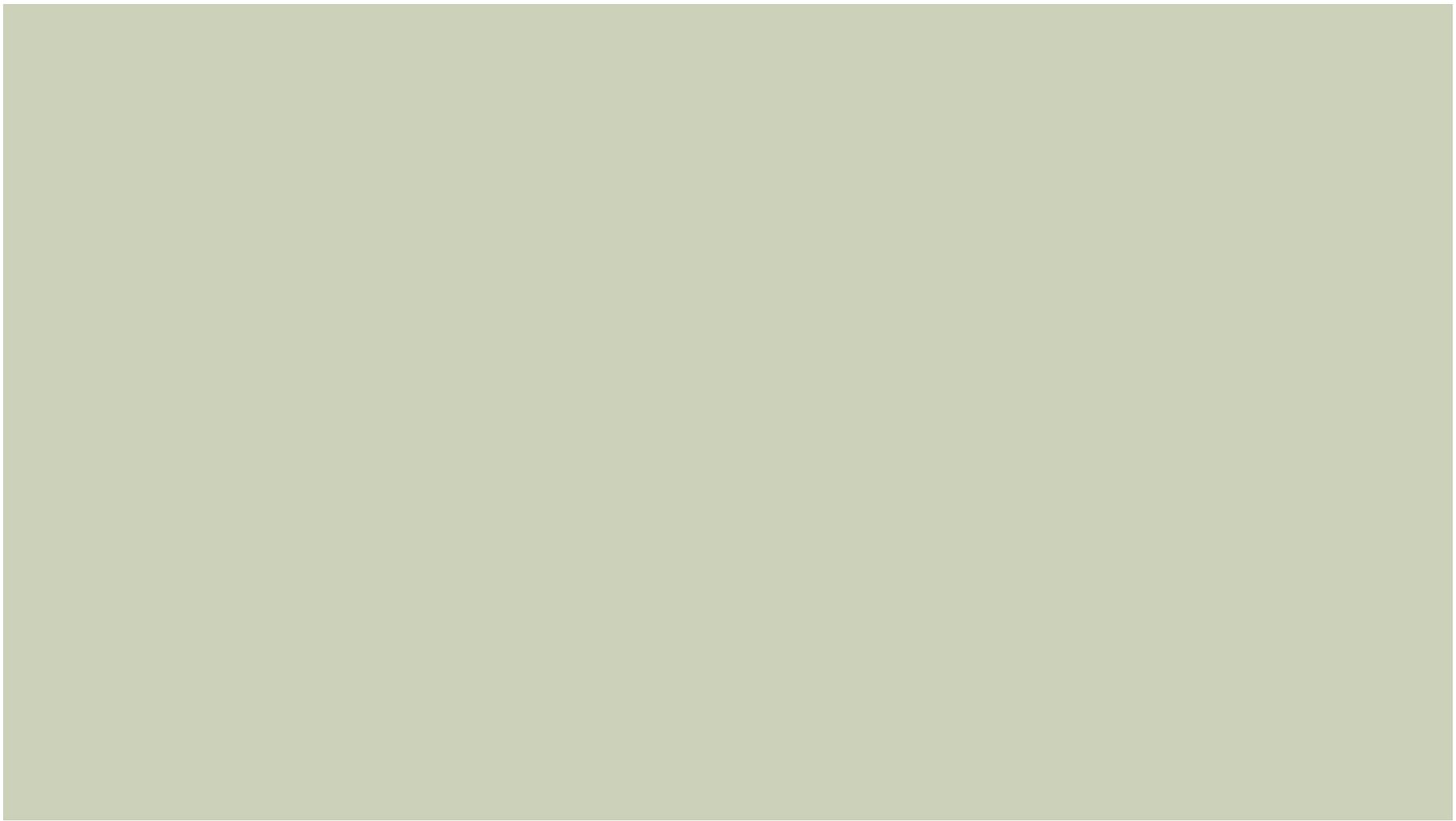
- Nevertheless, data indicates nationally the traditional customers are aging with fewer youth being recruited
- Similar trends have been detected in Nevada – comparative data

- For conservation to remain relevant, the public must remain engaged in outdoor recreation
- For conservation to remain relevant, wildlife must remain important to citizens

WHAT AND HOW

- We have struggled with nomenclature throughout this effort. Our intent is to simplify license structure to improve customer service, but superior customer service may at time dictate greater complexity.
- **Our goal is to increase customer satisfaction with the product we deliver and how we deliver it.**
- Chase and Chase Consulting is a professional organization that provides services to help natural resource agencies understand the influence of human dimensions and demographics on the products they provide.





NEXT STEPS

- Chase and Chase Consulting have provided comparative, qualitative, and quantitative data that indicate considerations for change that our public and customers may value
- Leadership will continue in depth dialogue with consultant, customers, and each other
- Goal is focus on what (what does the customer want), not our current system or limitations (what we do now)
- We can develop systems to accommodate those innovations we decide to pursue – other states do

NEXT STEPS

- From these considerations and feedback from Commission, NDOW will develop recommendations
- Community meetings are scheduled for further input from hunters and anglers – third round of input
 - July 14 – Ely
 - July 15 – Elko
 - July 18 – Reno
 - July 20 – Fallon
 - July 28 – Las Vegas
- Finalize recommendations
- Develop bill draft resolution language
- Submit draft for consideration in legislative session
- Further updates to Commission on progress and status

QUESTIONS, COMMENTS, AND FEEDBACK

Delivering Value

WHY?