

# License Simplification



Outdoors NV Made Easy

# First question



Why?

# Customer Service



- ∞ 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



## 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



## œ Resident Package

œ Combo License – Valid 365 days from date of purchase

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 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

