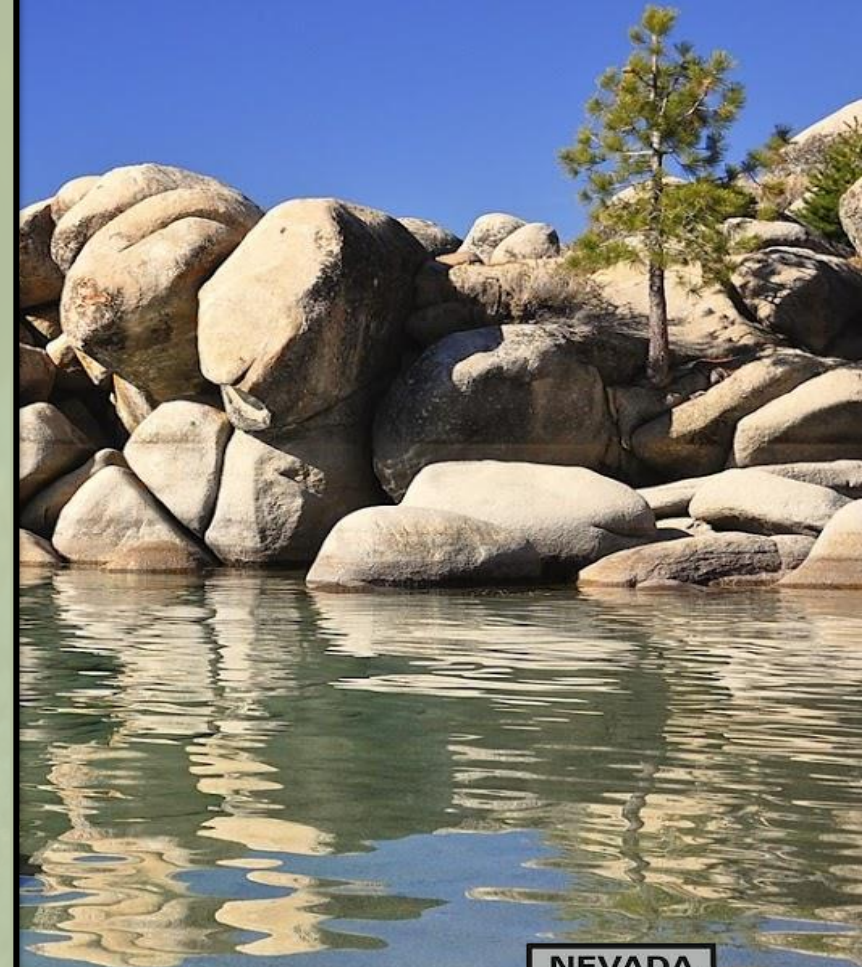


How Nevada Simplified Licenses To Change The Game

December, 2018



Nevada Department of Wildlife, Deputy Director, Jack Robb



**NEVADA
DEPARTMENT OF
WILDLIFE**



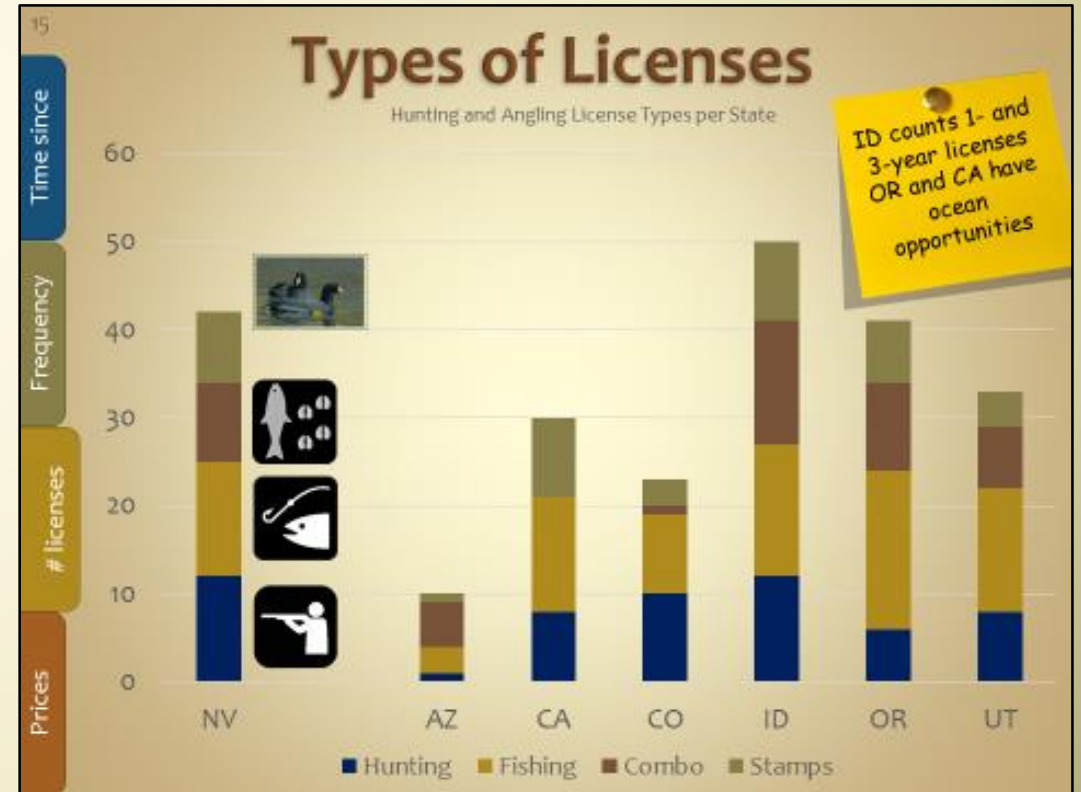
- New License structure and vendor
- A multi year effort
- Proud of what we have accomplished



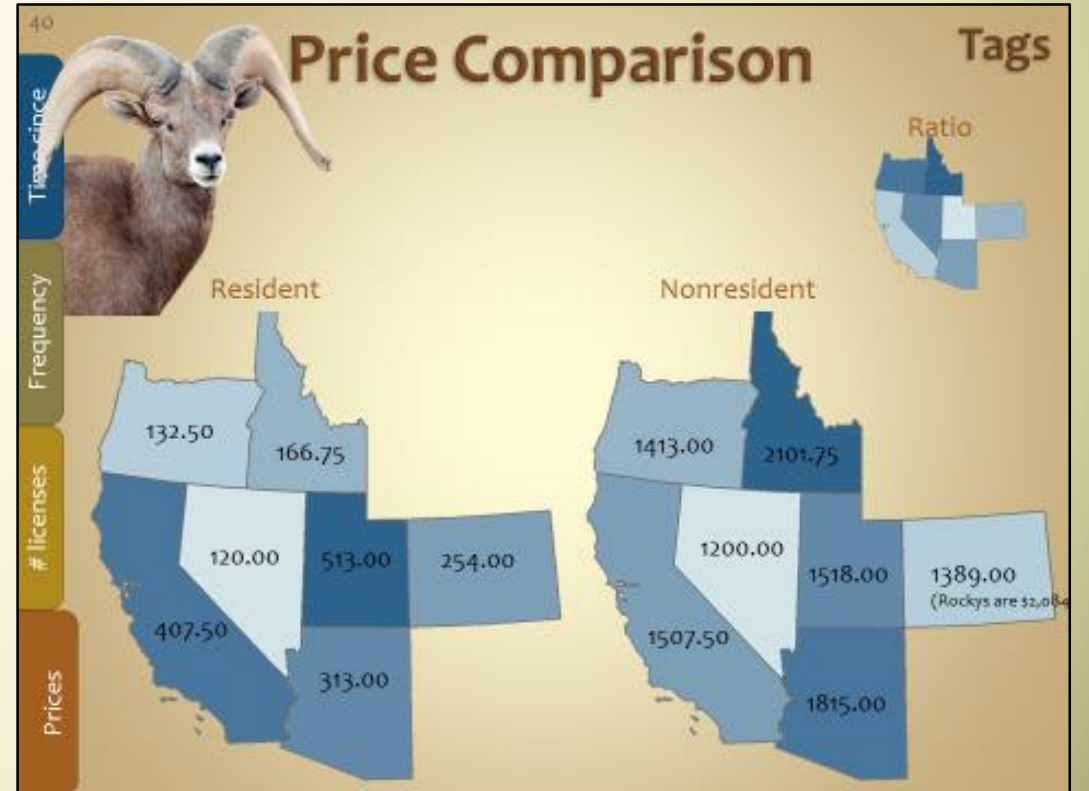
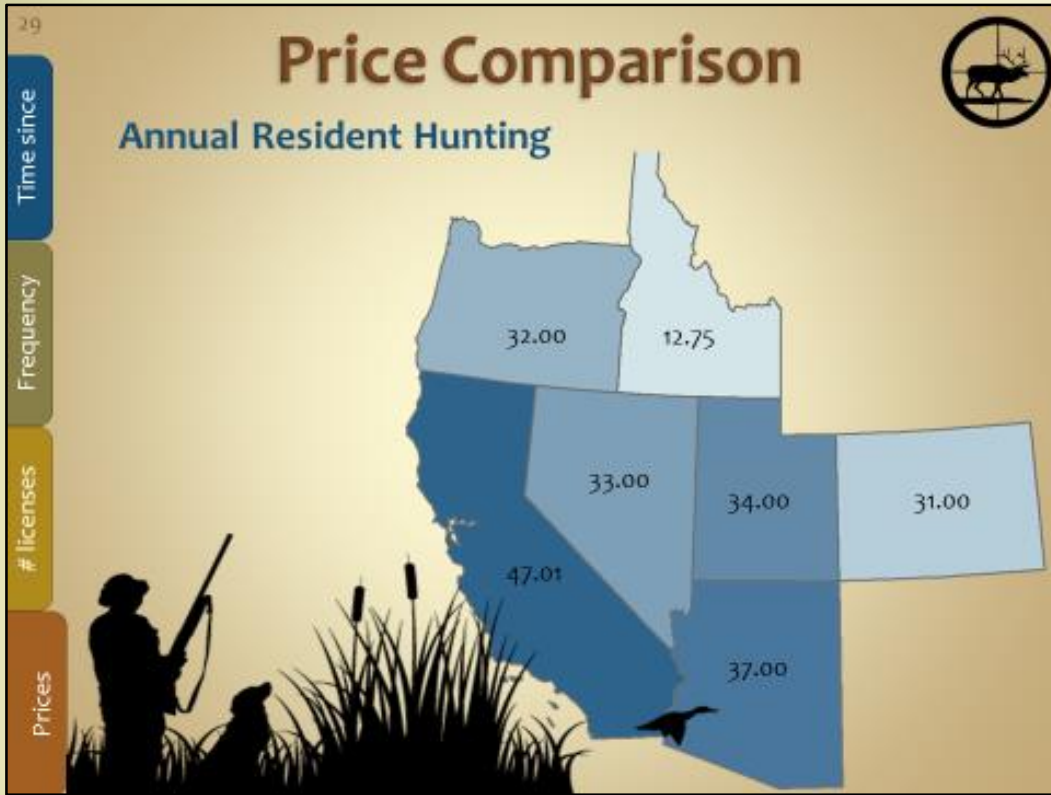
4 Steps in Simplification Research

- Comparative Analysis
 - To see how Nevada compared in price to other states
- Data Mining
 - To see how current prices compared to historical trends
- Focus Groups
 - To answer the why's behind customers' decisions
- Survey
 - To predict what customers would do in the aggregate

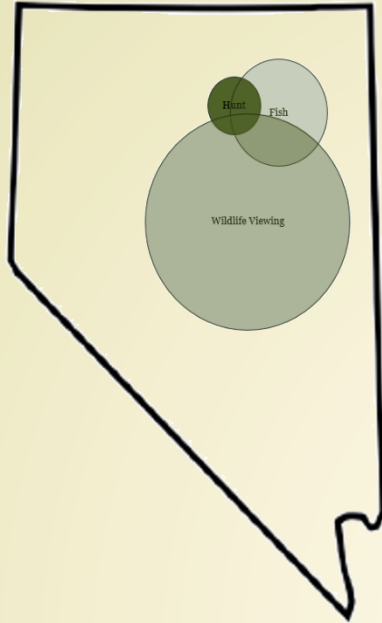
Comparative Analysis



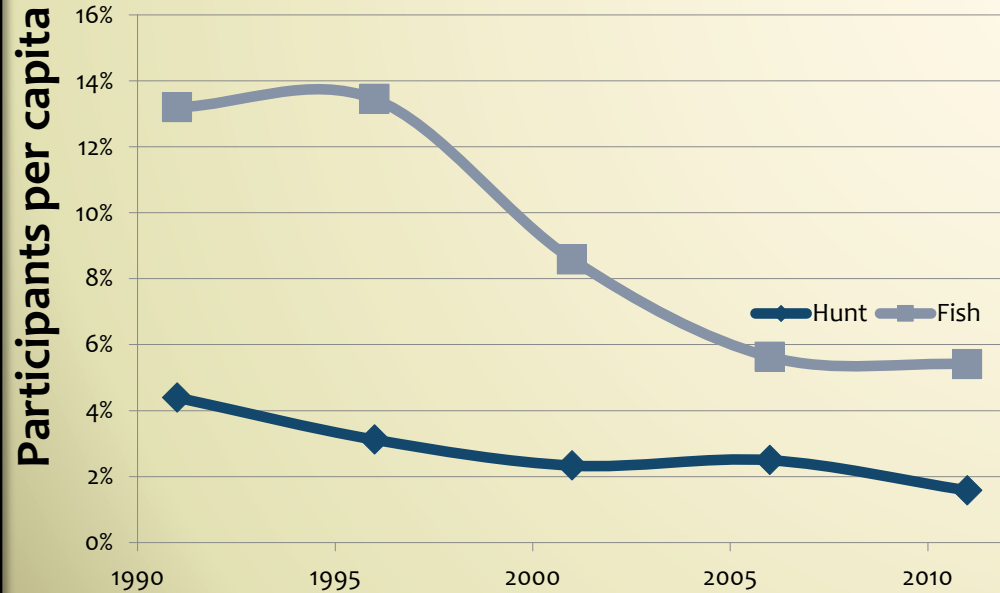
Comparative Analysis



Data Mining

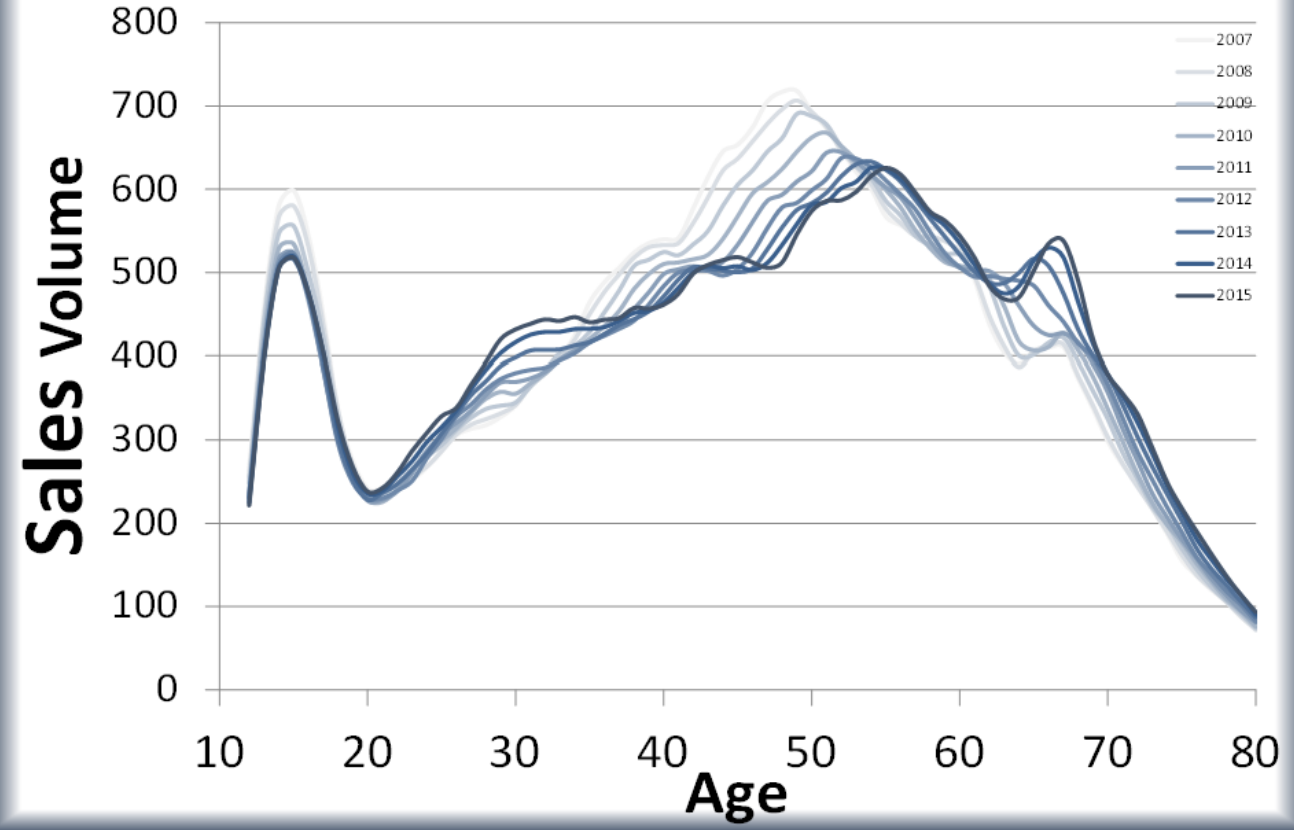


Outdoor Recreation in Nevada



Age-Period-Cohort Analysis

Resident Combo



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

“I like the idea of bundling because... I want to obey the law and there are 6 different [regulations] and there might be a 7th thing that I don’t know about; I’d avoid it [fishing] altogether.”

HUNTING LICENSES AND TAG FEES

Purchase online at www.ndowlicensing.com

Resident Hunting Licenses

LICENSE	FEES
Combination & Hunting	
Adult Combination - 18 years of age and older	\$75.00
Youth Combination - 12-17 years of age	\$15.00
Adult Hunting - 18 years of age and older	\$38.00
Apprentice Hunting License - 12 years of age and older (Available only at NDOW offices)	\$15.00
Specialty Combination (Verification Required)	
Senior Specialty Combination - At least 65 years of age and five years residence in Nevada	\$15.00
Serviceman Specialty Combination	\$15.00
Severely Disabled Specialty Combination	\$15.00
Disabled Veteran Specialty Combination	\$15.00
Native American Specialty Combination	\$10.00

Nonresident Hunting Licenses

LICENSE	FEES
Combination & Hunting	
Adult Combination - 18 years of age and older	\$155.00
Youth Combination - 12-17 years of age	\$15.00
Apprentice Hunting License - 12 years of age and older (Available only at NDOW offices)	\$15.00
1-Day Combination Permit to Fish & Hunt Upland Game and Waterfowl - 18 years of age and older	\$23.00
Consecutive Day	\$8.00

2018

We simplified from 28 license options down to 8.
No state stamps.
Combo option for nonresident, senior, and junior license holders only.

HUNTING LICENSES, TAGS AND STAMP FEES

The current license year is March 1, 2017–February 28, 2018 – Purchase online

Resident Hunting Licenses

LICENSE	CLASS	FEES
General Hunting License — For persons 18 years or older.	20	\$33.00
Pre-Adult Hunting License — For Persons 16-17 years of age at the time of purchase. (Parental/legal guardian signature required)	60	\$33.00
Junior Hunting License — For persons 12-15 years of age. (Parental/legal guardian signature required)	21	\$13.00
Senior Hunting License — For persons 65 years of age or older with 5 years of continuous Nevada residency at the time of purchase.	22	\$13.00
Serviceman's Hunting License — For Nevada residents who are on active military duty outside of Nevada.	23	\$9.00
Severe Disability Hunting License — For persons with a severe physical disability that materially limits gainful employment. Applicant must show reasonable proof per NRS 502.245. (Initial application available at NDOW offices.)	04	\$13.00
Native American Hunting & Fishing License — For resident Native Americans as defined in NRS 502.280. First-time applicants must contact a Nevada tribal council to complete the certificate of eligibility. (Initial application available at NDOW offices.)	01	Free
Disabled Veteran Hunting & Fishing License — For Nevada resident veterans who have incurred a service-connected disability of 50 percent or more and must show reasonable proof per NRS 502.072. (Initial application available at NDOW offices.)	03	Free
Combo Hunting & Fishing License — For persons 18 years of age or older at the time of purchase.	24	\$54.00
Pre-Adult Combo Hunting & Fishing License — For persons 16-17 years of age at the time of purchase. (Parental/legal guardian signature required)	61	\$54.00
Junior Combo Hunting & Fishing License — For persons 12-15 years of age at the time of purchase. (Parental/legal guardian signature required)	26	\$21.00
Senior Combo Hunting & Fishing License — For persons 65 years of age or older with 5 years of continuous Nevada residency at the time of purchase.	25	\$21.00
Severe Disability Combo Hunting & Fishing License — For persons with a severe physical disability that materially limits gainful employment. Applicant must show reasonable proof per NRS 502.245. (Initial application available at NDOW offices.)	06	\$21.00
Apprentice Hunting License — For persons 12 years of age or older at the time of purchase who have not held a hunting license.	5501	\$4.00

Nonresident Hunting Licenses

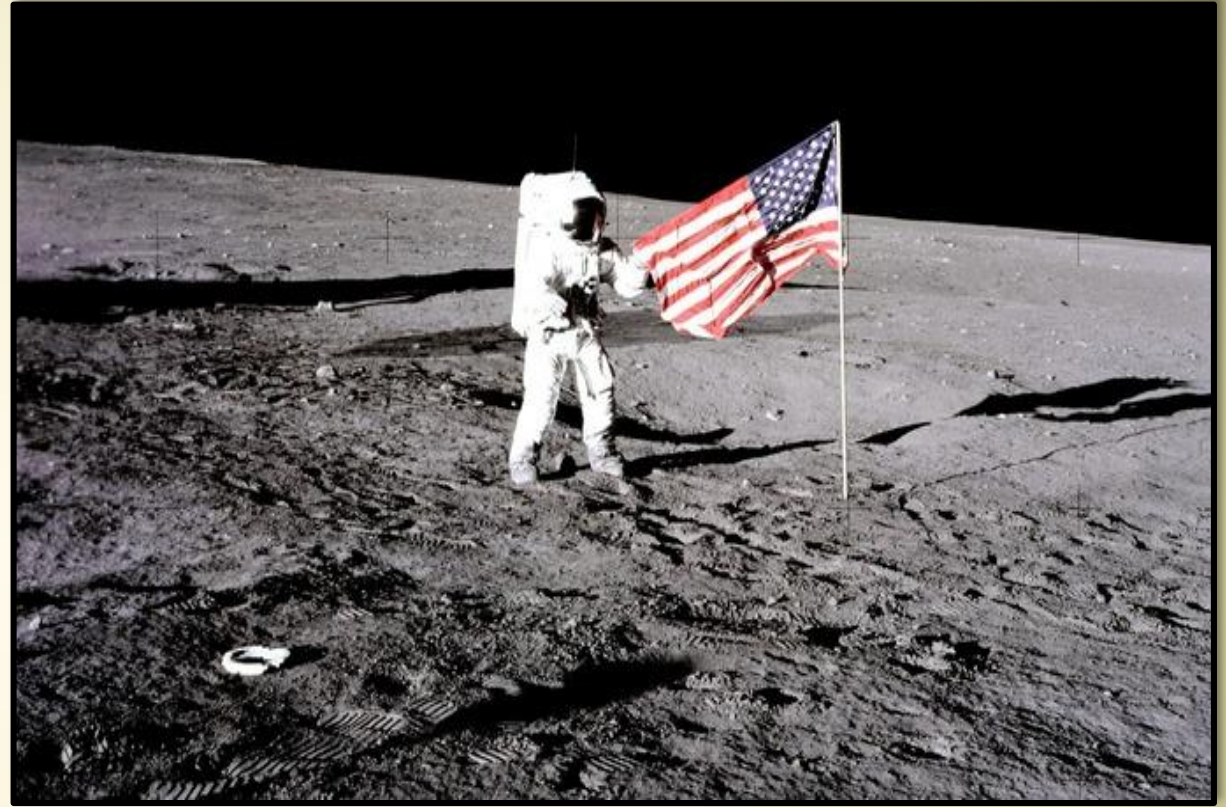
LICENSE	CLASS	FEES
General Hunting License — For persons 18 years of age or older at the time of purchase.	28	\$142.00
Pre-Adult Hunting License — For persons 17 years of age or younger at the time of purchase. (Parental/legal guardian signature required.)	62	\$142.00
Combo Hunting & Fishing License — For persons 18 years of age or older at the time of purchase.	40	\$199.00
Pre-Adult Combo Hunting & Fishing License — For persons 17 years of age or younger at the time of purchase. (Parental/legal guardian signature required.)	27	\$199.00
Apprentice Hunting License — For persons 12 years of age or older at the time of purchase.	5502	\$4.00

2017

RFP Process

< = >

LESS IS MORE.



They said it'd be a difficult task to accomplish...

Data Transfer



HuntNevada.com


1-800-576-1020

2016 Emergency Depredation Draw

Withdrawn
Successful
Successful Applicants By Hunt And Choice
Unsuccessful
Rejected

2016 Swan Draw	2016 2nd Draw
Withdrawn Successful Successful Applicants By Hunt And Choice	Withdrawn Successful Successful Applicants By Hunt And Choice Unsuccessful Rejected Bonus Point
2016 Main Draw	2016 Dream Tag Draw
Withdrawn Successful Successful Applicants By Hunt And	Successful Ticket Purchases All Ticket Purchases

- Online Application
- Report Your Harvest
- Hunter Education Confirmation Lookup
- My Hunt Nevada Account
- Tag Results
- Guide Page
- Nevada Hunt Pictures
- Nevada Outdoorsmen in Wheelchairs
- Nevada Wildlife Record Book
- Nevada Department



Nevada Department of Wildlife

Explore Licenses Vessel Registration AIS Decal Get Certified

Sign Up Login

Get Online

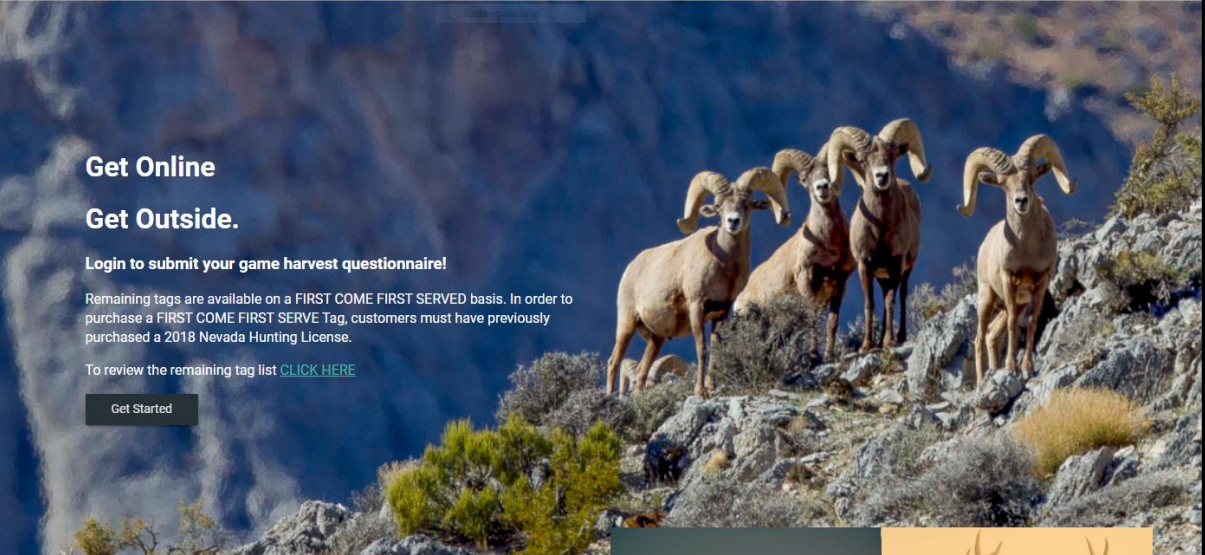
Get Outside.

Login to submit your game harvest questionnaire!

Remaining tags are available on a FIRST COME FIRST SERVED basis. In order to purchase a FIRST COME FIRST SERVE Tag, customers must have previously purchased a 2018 Nevada Hunting License.

To review the remaining tag list [CLICK HERE](#)

Get Started



[Click here to download the partial list of 2018 big game draw results. This list includes only those hunters who opted to remain on sellable and publically available lists.](#)

TUTORIALS

Learn how to submit your tag application and more!

HUNT

Resident, Non-Resident, and Specialty hunting licenses.

NEW VENDOR

NDOW FAQ

QUESTION:

I hunt and fish. Do I still need to pay additional extra fees for additional stamps?

Answer:

Our new fishing and combination hunting and fishing licenses include all State stamps at no additional cost. However, a federal duck stamp is still required to hunt waterfowl.



Nevada Department of Wildlife
Published by Nevada Dept Of Wildlife [?]
Page Liked · March 20 · ⚙

We want to make it as easy as possible for you to buy your license, so over the next few months we're going to be answering frequently asked questions about our new license structure and system. Today we're talking about stamps! #NDOW #licensesimplification #hunt #fish

Tag Photo Add Location Edit

24 17 Comments 5 Shares

Like Comment Share

Oldest ▾

View 11 more comments

Pete Rissler So basically Nevada no longer has stamps, just a license to hunt or fish, not including the Federal duck stamp or big game tags. So why not just say Nevada no

Write a comment...

Nevada Department of Wildlife
April 15 at 2:43pm · ⚙

Here's the NDOW crew that's been working diligently throughout the evenings and weekends of the application period. They're committed to assisting anyone who has a question on our new data system and license simplification. If you have questions please contact any one of them at [855-542-6369](tel:855-542-6369). You may also request assistance by selecting the convenient orange 'Support' button on the lower right hand corner of ndowlicensing.com. We're here if you need us!

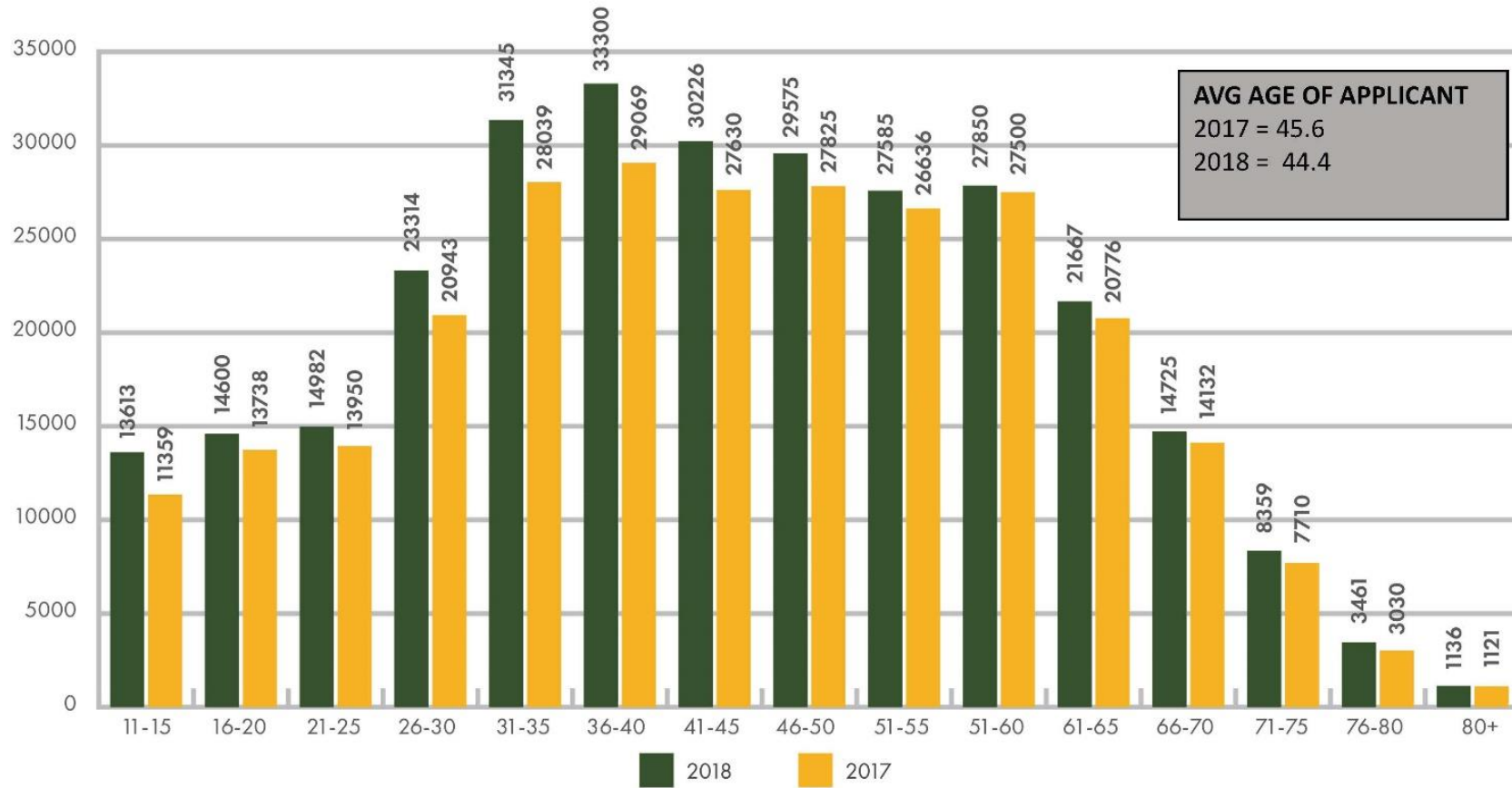
NEW LICENSE VENDOR ROLL-OUT

Find a good partner to make it work



Team approach from RFP thru build

BIG GAME APPLICATIONS BY AGE GROUP



Money saved with new vendor

PRIOR VENDOR

- \$5.70 per application
- 300,506 applications
- Programming costs: \$80,000
- Return cards: \$37,500
- Total application cost: \$1,830,384.20

KALKOMEY

- \$0.85 per application
- 300,506 applications
- \$2.15 per tag fulfillment
- 31,022 tag fulfillments
- Overtime for NDOW employees: \$88,000
- Implementation cost: \$21,035.42
- Event manager cost: \$18,030.36
- Phone customer support costs: \$42,070.84
- Total application cost: \$491,264.02
- **Total saved on applications: \$1,339,120.18**

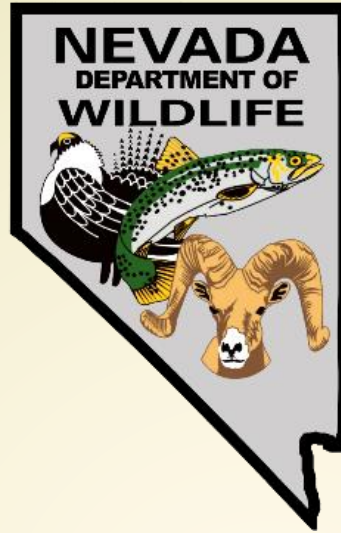
Money saved with new vendor

PRIOR VENDOR

- Licensing costs: \$340,667.68
- Vessel registration and AIS costs: \$302,754.68
- **Total YTD costs: \$2,473,806.56**

KALKOMEY

- Licensing costs: \$293,957.24
- **Total saved on licensing: \$46,710.44**
- Vessel registration and AIS costs: \$293,583.77
- **Total saved on vessel reg. and AIS: \$9,170.91**
- **Total YTD costs: \$1,078,805.03**
- **Grand Total YTD Savings: \$1,395,001.53**



39.81% YTD Fishing License Sales
27.94% YTD Hunting License Sales
\$1,395,000 YTD Savings
> \$1,500,000 Revenue



The Future

- Ongoing Outreach
- Auto Renewal
- Data Analysis for Marketing Research
- Mobile Application

Thank you!

