• 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
Price Comparison

Annual Resident Hunting

Price Comparison

Tags

Resident

Nonresident

Comparative Analysis

CHASE & CHASE
CONSULTING
Outdoor Recreation in Nevada

Age-Period-Cohort Analysis

Resident Combo

Sales Volume

Participants per capita

Data Mining
"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."

"[a hunting license] is not really good for anything. It’s like buying a truck with no tires."
2017

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

2018

We simplified from 28 license options down to 8.
No state stamps.
Combo option for nonresident, senior, and junior license holders only.
LESS IS MORE.
They said it’d be a difficult task to accomplish...
NEW VENDOR
NEW LICENSE VENDOR ROLL-OUT

Find a good partner to make it work
Team approach from RFP thru build
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!