• 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
Outdoor Recreation in Nevada

Age-Period-Cohort Analysis

Resident Combo

Participants per capita

Sales Volume

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

#### Table: Resident Hunting Licenses

<table>
<thead>
<tr>
<th>Class</th>
<th>Description</th>
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</tr>
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<tbody>
<tr>
<td>General</td>
<td>For persons 18 years of age or older</td>
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</tr>
<tr>
<td>Per-Adult</td>
<td>For persons 12-17 years of age at the time of purchase; Parent/legal guardian signature required</td>
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<td>Junior</td>
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<tr>
<td>Senior</td>
<td>For persons 65 years of age or older with 5 years of continuous Nevada residence at the time of purchase</td>
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<tr>
<td>Nonresidents’ Hunting License</td>
<td>For Nevada residents who are on active duty in the military of Nevada</td>
<td>$9.00</td>
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<tr>
<td>Severe Disability Hunting License</td>
<td>For persons with a severe physical disability that normally limits part-time employment. Applicant must show reasonable proof per NRS 502.2-505 (Initial application available at NDOW offices)</td>
<td>$13.00</td>
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<tr>
<td>Native American Hunting and Fishing License</td>
<td>For resident Native Americans as defined in NRS 502.285. One application per Indian tribe council to complete the certificate of eligibility. Initial application available at NDOW offices</td>
<td>Free</td>
</tr>
<tr>
<td>Disabled Veterans Hunting and Fishing License</td>
<td>For Nevada residents veterans who have become a service-connected disability of 50 percent or more and have a reasonable proof per NRS 502.2-505. Initial application available at NDOW offices</td>
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<tr>
<td>Combo Hunting and Fishing License</td>
<td>For persons 16 years of age or older at the time of purchase</td>
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LESS IS MORE.
They said it’d be a difficult task to accomplish...
HuntNevada.com
1-800-576-1020

2016 Emergency Depredation Draw

Withdrawn
Successful Applicants By Hunt And Choice
Unsuccessful
Rejected

2016 Swan Draw 2016 2nd Draw

Withdrawn
Successful Applicants By Hunt And Choice
Unsuccessful
Rejected
Bonus Point

2016 Main Draw 2016 Dream Tag Draw

Withdrawn
Successful Applicants By Hunt And Choice
Successful Ticket Purchases
All Ticket Purchases

NEW VENDOR
NEW LICENSE VENDOR ROLL-OUT

Find a good partner to make it work
Team approach from RFP thru build
LICENSE SIMPLIFICATION – Big Game Applications By Age Group

AVG AGE OF APPLICANT
2017 = 45.6
2018 = 44.4
## Money saved with new vendor

<table>
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<th>Vendor</th>
<th>Cost Details</th>
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| **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
39.5% Fishing License Sales
27.9% Hunting License Sales
$1,395,000 YTD Savings
> $1,500,000 Revenue
Big Game Main Draw Audit
Thank you!