



# License Simplification & Fee Flexibility Initiative

*Make hunting and fishing SIMPLER, EASIER, BETTER VALUE*

Presented by

J.D. Strong, Director

Oklahoma Department of Wildlife Conservation

# ECONOMIC IMPACT OF HUNTING & FISHING IN OKLAHOMA\*

## Annual Expenditures



## \$ Retail Sales Generated Annually

**FISHING:** \$1.4 billion  
**HUNTING:** \$816 million



THIS is economic development, particularly in rural Oklahoma.

## Big Game Hunters in Oklahoma

**Food & Lodging**  
• \$62 million

**Transportation**  
• \$44 million

**Other Trip Costs**  
• \$25 million

**Equipment**  
• \$163 million



\* Information gathered from the 2016 "50-State Survey of Fishing, Hunting, and Wildlife-Related Recreation - Oklahoma", produced by The Rockville Institute under the support of the Association of Fish and Wildlife Agencies

# Oklahoma's Current Wildlife License Structure

## OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION LICENSE SALES - FISCAL YEAR 2019

	NUMBER	Excludes Dealer Fee	AMOUNT
(Refunds Deducted)			
Annual Fishing	126,261	24.00	3,030,272.00
Youth Resident Fishing (16-17 yrs of age)	7,601	4.00	30,404.00
NR Annual Fishing	30,434	49.00	1,491,248.00
NR 1-Day Fishing	20,427	14.00	285,975.00
NR 6-Day Fishing	16,887	34.00	574,172.50
Resident 2 Day Fishing	3,358	14.00	47,007.00
Resident 5 year Fishing	3,589	87.00	312,225.00
Lifetime Fishing License	905	224.00	202,625.00
Texoma Fishing License	33,549	11.00	369,039.00
Temp Resident Fish	937	50.00	46,850.00
Lake Texoma - Texas			354,410.41
Temporary NR Fishing	310	90.00	27,900.00
Combination	12,530	41.00	513,720.00
Resident Combination Fiscal Year	2,092	52.00	108,758.00
Youth Resident Combination	1,728	8.00	13,824.00
Youth Resident Combination Fiscal Year	501	18.00	9,018.00
Resident 5 year Combo	2,015	147.00	296,190.00
Cherokee Nation Combination Compact	120,147	2.00	240,294.00
Youth Cherokee Nation Compact	332	2.00	664.00
Choctaw Nation Compact	2,970	2.00	5,940.00
Youth Choctaw Compact	426	2.00	852.00
Lifetime Combination	2,227	775.00	1,725,700.00
Disable Veterans Combination LT	160	199.00	31,800.00
60-100% Disabled Vet Combination LT	975	24.00	23,400.00
Wildlife Conservation Passport	356	25.00	8,900.00
Resident Land Access Fee	2,637	39.00	102,843.00
Resident 3 Day Land Access Fee	483	9.00	4,347.00
NR Land Access Fee	390	84.00	32,760.00
3-day Wildlife Conservation Passport	567	14.00	7,938.00
Disability Hunting	931	9.00	8,380.00
Disability Fishing	2,191	9.00	19,720.00
Resident Annual Trapper	500	9.00	4,500.00
Professional Trapper-Furbearer	4	68.50	274.00
NR Annual Trapper	1	344.00	345.00
Fur Dealer	16	100.00	1,600.00
NR Fur Dealer	2	Varies by State	963.00
Res Minnow Dealer/Intrastate	6	100.00	600.00
NR Minnow Dealer/Interstate	10	500.00	5,000.00
Res Minnow Dealer/Interstate	9	100.00	900.00
Res Minnow Dealer/Interstate/Extra Veh	19	25.00	475.00
NR Minnow Dealer/Interstate/Extra Veh	20	25.00	500.00
Res Minnow Dealer/Intrastate/Extra Veh	11	25.00	275.00
Paddle Fish Permit	29,331	0.00	0.00
Fishing Guide License	397	89.00	35,320.00
Resident Aquatic Turtle	21	40.00	840.00
Aquatic Turtle Helper	0	40.00	
Resident Turtle Buyer	3	200.00	600.00
Duplicate Annual IPOS	8,788	0.50	4,394.00
Duplicate Annual License	1,567	1.50	2,350.50
Duplicate 5 year License	526	4.00	2,104.00
Duplicate Senior Citizen Lifetime License	252	10.00	2,520.00
Duplicate License - LT	1,499	10.00	14,990.00
Duplicate Disability	35	1.50	52.50
Duplicate Hunter Safety	355	5.00	1,775.00
Nuisance Wildlife Control Operator	173	75.00	12,975.00
Field Trial Permit	8	5.00	40.00
Commercial Hunt Area-Combination	33	500.00	16,250.00

	NUMBER	Excludes Dealer Fee	AMOUNT
(Refunds Deducted)			
Spec Hunt Application Fee	0	5.00	0.00
Res Spec Hunt Youth Deer Tag(Antlerless)	95	9.00	855.00
Res Spec Hunt Youth Deer Tag(Any Sex)	553	9.00	4,977.00
Res Spec Hunt Youth Deer Tag(Antlered)	0	9.00	0.00
CH Youth Deer Private Lands	39	9.00	351.00
Spec Hunt Youth Deer Prmitive - Antlerless res	62	10.00	620.00
Res Spec Hunt Deer Prlmitive Tag(Any Sex)	67	19.00	1,273.00
Spec Hunt Youth Deer Primitive - any sex res	166	10.00	1,660.00
Res Spec Hunt Deer Primitive Tag(Antlerless)	73	19.00	1,387.00
NR Spec Hunt Deer Primitive Tag(Any Sex)	1	200.00	195.00
NR Spec Hunt Deer Primitive Tag(Antlerless)	0	195.00	0.00
Spec Hunt Youth Deer Archery - any sex res	28	10.00	280.00
Res Spec Hunt Deer Archery Tag(Any Sex)	196	19.00	3,724.00
Res Spec Hunt Deer Archery Tag(Antlerless)	87	19.00	1,653.00
NR Spec Hunt Deer Archery Tag(Any Sex)	16	200.00	3,120.00
NR Spec Hunt Deer Archery Tag (Antlerless)	0	200.00	0.00
Spec Hunt Youth Deer Archery - (Antlerless res)	0	19.00	0.00
Res Spec Hunt Deer Gun Tag(Any Sex)	202	19.00	3,838.00
Res Spec Hunt Deer Gun Tag(Antlered)	0		0.00
NR Temporary Hunting	40	145.00	5,800.00
Temp Resident Hunt	86	50.00	4,300.00
Temp Res Waterfowl	26	50.00	1,300.00
Temp NR Waterfowl	57	145.00	8,280.70
HIP - Harvest Information Permit	16,312	2.00	32,624.00
Sand hill Crane Permit	852	2.00	1,704.00
Resident Antelope	60	50.00	3,000.00
NR Antelope	21	305.00	6,490.00
Resident Bear	409	100.00	40,900.00
NR Bear	60	505.00	30,500.00
NR Annual Hunting Fiscal Year	2,283	175.00	399,465.00
Res Hunting - Fiscal Year	3,961	31.00	122,798.00
Youth Resident Hunting Fiscal Yr(16-17 yrs of age)	559	6.00	3,354.00
NR Youth Deer Archery Either Sex	194	99.00	17,533.00
NR Youth Deer Archery Antlerless	67	30.00	1,360.00
NR Youth Deer Muzzleloader Either Sex	24	99.00	2,136.00
NR Youth Deer Muzzleloader Antlerless	9	30.00	180.00
NR Youth Deer Gun Either Sex	668	99.00	59,452.00
NR Youth Deer Gun Antlerless	3	30.00	4,300.00
Senior Citizen Combination	4,960	24.00	119,041.75
Senior Citizen LT Fishing	3,239	14.00	45,350.25
Senior Citizen LT Hunting	121	14.00	1,689.75

**THIS is a nightmare and does not help us recruit more hunters, anglers and outdoor lovers!**

	NUMBER	Excludes Dealer Fee	AMOUNT
(Refunds Deducted)			
Commercial Hunt Tags	636	20.00	12,710.00
Commercial Hunt Area - Small Game	46	100.00	4,600.00
Commercial Hunt Area Big Game	30	500.00	14,750.00
Non-Commercial Wildlife Breeder	170	10.00	1,700.00
Commercial Wildlife Breeder	96	48.00	4,608.00
Wildlife Rehabilitation Permit	102	10.00	1,020.00
Resident Exhibitors Permit	3	50.00	150.00
Resident Falconry	39	45.00	1,755.00
NR 10-Day Falconry	3	25.00	75.00
Scientific Collector Permit	291	10.00	2,910.00
Resident Hunting	28,114	24.00	674,747.00
NR Hunting	5,763	136.00	783,773.00
NR 5-Day Hunting	9,509	69.00	656,089.00
Youth Resident Hunting (16-17 yrs of age)	2,628	4.00	10,512.00
Commercial Hunt - 10 Day	1,721	5.00	8,605.00
5 Day Rattlesnake Permit	184	4.00	736.00
Hunting Dog Trainer	248	10.00	2,480.00
Waterfowl Stamps Collectors	334	9.00	3,006.00
Fox, Raccoon, Bobcat	1,645	9.00	14,805.00
NR Fox, Raccoon, Bobcat	168	50.00	8,400.00
Waterfowl Stamp - DS	20,267	9.00	182,403.00
Waterfowl Stamp - WF	0	9.00	0.00
Lifetime Hunting	201	624.00	125,675.00
Resident 5 year Hunting	753	87.00	65,550.00
Turkey - Spring	13,105	9.00	117,945.00
Turkey - Fall	2,292	9.00	20,628.00
Resident Antelope - Special Hunts	23	50.00	1,150.00
NR Antelope - Special Hunts	0	305.00	0.00
Resident - Private Land Elk	275	50.00	13,750.00
Elk	28	50.00	1,400.00
NR Elk	0	305.00	0.00
Non-Resident - Private Land Elk	55	300.00	16,520.00
NR Special Hunt Permit	21	50.00	1,050.00

# ODWC Strategic Plan → “R3”

- “R3” is recruiting, retaining & reactivating hunters, anglers & recreational shooters
- Package of high priorities:
  - ✓ Online/app-based licensing
  - ✓ CRM system for more effective marketing
  - ✓ Simplify the regulations
  - ? Simplify the licenses & fees (HB 2214 and SB 774)





# Current challenge

---

150

Licenses and  
permits

Different  
licenses across  
groups

10

“Youth”  
definitions

16

Years since last  
fee change

Creates customer service  
and participation challenges

# Experienced contractor hired in 2018

- Majority of ODWC funding comes from license sales, directly or indirectly
- Ours is a quasi-retail business, so we lose if we don't get it right!



## Southwick's Tasks:

- Identify privileges most frequently purchased by customers that could be packaged into new combination licenses.
- Evaluate whether current prices are too high, low or just right.
- Survey current Oklahoma hunters and anglers to scientifically identify which packages of licenses are most desirable, and what customers are willing to pay.
- Identify the ideal suite of licenses from a revenue perspective and the prices that can be charged to optimize revenues.

# Evaluation of current prices

## Priced too high:

### Resident 2-Day Fishing (currently \$15)

Direct revenue  
maximized at  
**\$10.00**

Total revenue  
(license sales +  
WSFR) maximized  
at **\$6.50**

### Resident Combo License (currently \$42)

Direct revenue  
maximized at  
**\$39.00**

Total revenue  
maximized at  
**\$24.00**

### Resident Deer Gun License (currently \$20)

Direct revenue  
maximized at  
**\$19.00**

Total revenue  
maximized at  
**\$16.00**

Introduction of  
NR 1-day  
fishing license  
in 2014  
***negatively***  
impacted NR  
6-day fishing  
license sales.

# Evaluation of Current Annual Prices

## Priced too low:

**Resident Fishing  
License**  
(currently \$25)

Direct revenue maximized  
at **\$34.00**

Total revenue maximized  
at **\$31.00**

**Resident Hunting  
License**  
(currently \$25)

Direct revenue maximized  
at **\$64.00**

Total revenue maximized  
at **\$62.00**

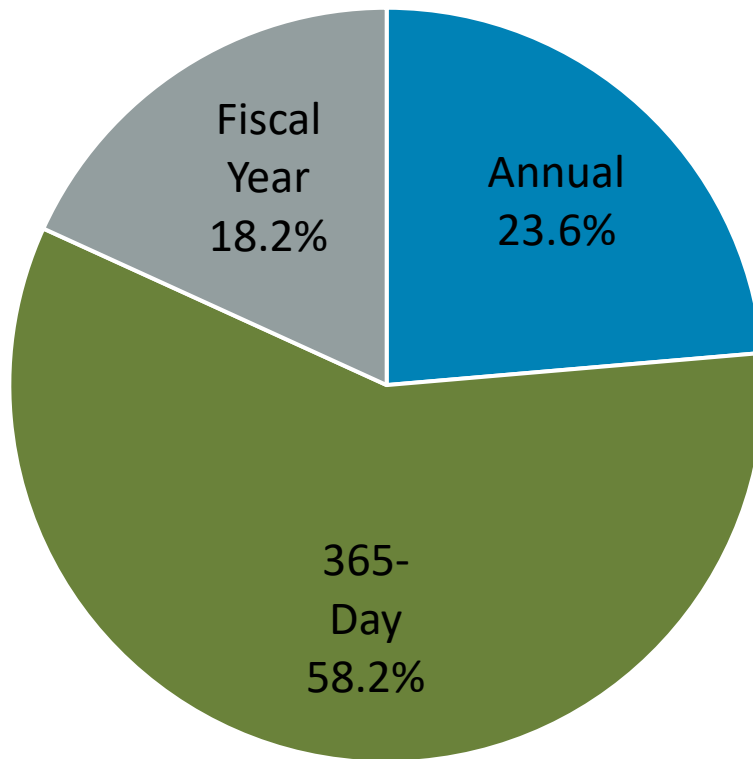
Introduction of NR  
1-day fishing  
license in 2014  
***negatively***  
impacted NR  
annual fishing  
license sales.



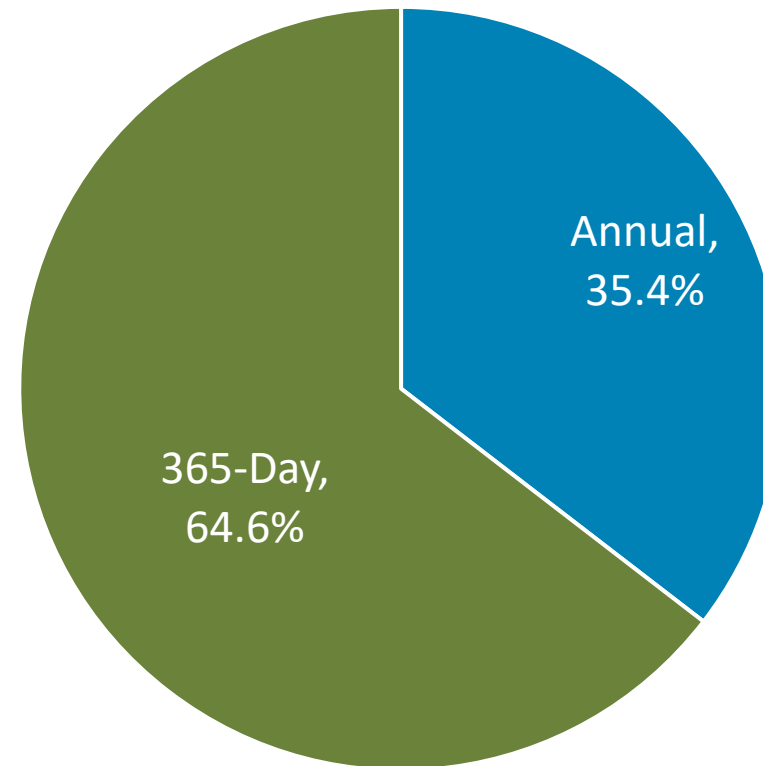
# 365 Licenses... Survey says?

## Preferred license year given same price

The average resident hunter would be willing to pay **\$11.30** more for a 365-day license compared to the current annual license.



Resident hunting



Resident fishing

The average resident angler would be willing to pay **\$4.90** more for a 365-day license compared to the current annual license.

# Survey says... “package” for more value

- Customers support "packaging" of licenses
- Packaging both simplifies AND increases value

Current License		Potential New License
Deer gun (antlerless)	Resident: \$20	<b>Deer gun:</b> full season, full bag limit  1 license, 2 prices (resident and nonresident)
Deer gun (antlered)	Resident: \$20	
Holiday Deer Gun	Resident: \$20	
Deer Gun	Nonresident: \$300	
Deer Muzzleloader (antlerless)	Resident: \$20	<b>Deer Muzzleloader:</b> full season, full bag limit  1 license, 2 prices (resident and nonresident)
Deer Muzzleloader (antlered)	Resident: \$20	
Deer Muzzleloader	Nonresident: \$300	
Deer Archery	Resident: \$20	<b>Deer Archery:</b> full season, full bag limit  1 license, 2 prices (resident and nonresident)
Deer Archery	Nonresident: \$300	

# Administrative Rules vs. Statute

- Radical changes needed to simplify today's complex licensing
- Overhaul is best accomplished all at once, as a package
  - ▣ Options and prices should be compatible
  - ▣ Hunters and anglers make tradeoffs just like any other customer
- ODWC seeks to operate more like a business, and be more responsive to customer needs and market conditions
- Market conditions are much more dynamic than the legislative cycle (e.g., seasonal discounts, COVID response, etc.)

# Accountability to our constituents

- 2018 survey to determine packaging, pricing, new options
- Public comment period and public hearings on all administrative rule proposals
- In-house experts to provide communications and outreach, assess ongoing satisfaction, license sales trends, and more
- Actual license sales
  - ▣ Customer satisfaction with licensing will translate into sales
  - ▣ **Lack of satisfaction = loss of customers, loss of revenue**

# Legislative oversight

- ❑ Legislature grants AND revokes rulemaking authority
- ❑ Legislature reviews/disapproves rules, including license and fee proposals from numerous agencies
- ❑ What else can we do?
  - ▣ SB 774 includes annual report to the legislature
  - ▣ Other?



# Arizona: case study for success



## Changes Made

- ❑ Legislature gave AGF authority to set licenses and fees by rule in 2013
- ❑ Simplified license structure from 40 basic licenses to 6
- ❑ Consistent youth definition
- ❑ 365-day licenses
- ❑ Adjusted prices (youth went down, big game went up)
- ❑ No price changes since 2014!

## Results (2013 vs 2014)

- ❑ Total license sales – 11% increase
- ❑ Combo sales – 59% increase
- ❑ Youth license sales – **141% increase**
- ❑ Fishing license – 10% increase

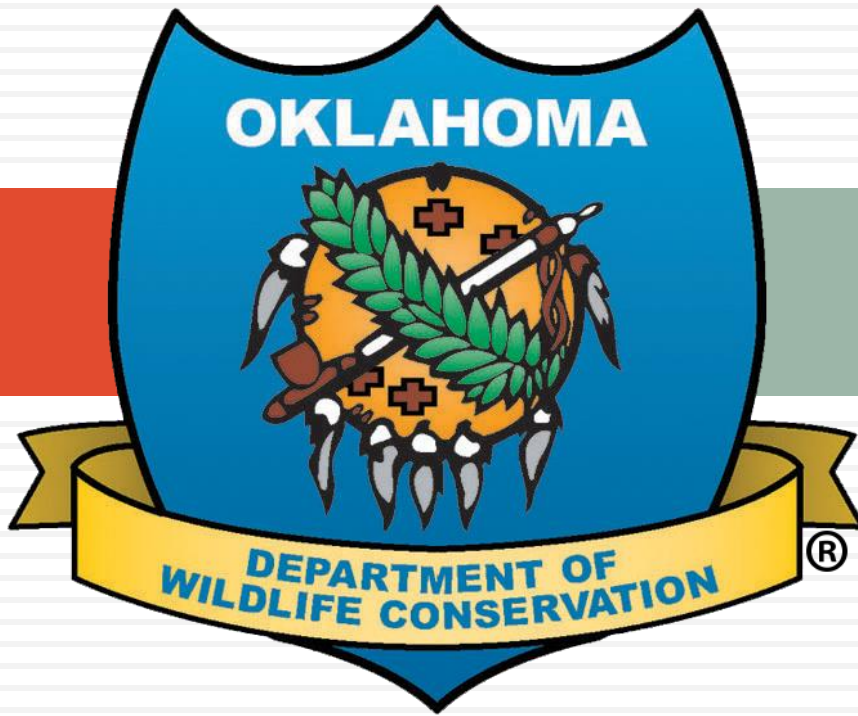


# A partnership to grow Oklahoma!

- ❑ Not about who's in charge
- ❑ Not about raising fees
- ❑ Not about building fancy buildings
- ❑ It's ALL about growing Oklahoma's:
  - ▣ Healthy fish & wildlife populations
  - ▣ Hunting & fishing opportunities
  - ▣ Economy, particularly in rural OK
  - ▣ Status as a top 10 state for hunting & fishing



**OKLAHOMA**



Questions?