

Summary Sheet

Meeting dates: September 13, 2019

Agenda item: 9. Establishing the Get Outdoors Hunting and Fishing License Package

Presenter(s): Nate Pamplin, Director of Budget and Government Affairs

Background summary:

There are currently no combination hunting and fishing packages offered by the Department.

RCW 77.12.470(5) provides authority for the Commission to create new packages, and can set the price of two or more licenses and endorsements at or below the cumulative price of its components.

License combinations are convenient for the customer and the retail dealer, provides an attractive discount that may generate additional revenue overall, and may contribute to R³ efforts as people who have purchased a privilege already included in a license package may try a new activity.

WDFW is proposing the creation of the Get Outdoors license for residents. The Get Outdoors license includes:

- Annual combination recreational freshwater, saltwater, and shellfish license.
- Two-pole endorsement
- Puget Sound crab endorsement.
- Annual combination hunting license for deer, elk, bear, and cougar.
- Bear and cougar transport tags.
- Small game license
- Migratory bird permit and migratory bird authorization.
- Two turkey tags.

The base fee for this package is \$208.80. Adding in the 10% transaction fee and the \$5.50 dealer fee, the out-the-door price is \$235.18.

The customer may elect to purchase their deer and elk transport tags with the Get Outdoors license, in which case, the out-the-door price will be \$236.18. Some customers do not purchase their deer and elk transport tags until after the multi-season draw occurs.

Staff recommendation: At a subsequent meeting, staff recommend that the Fish and Wildlife Commission approve the adoption of the Get Outdoors fishing/hunting license package WAC.

Policy issue(s) and expected outcome: If approved, the Get Outdoors package will provide a convenient 'one-click' option to recreational customers for both fishing and hunting activities. Additionally, we've discounted the package to reward our most avid customers and potentially increase revenue overall given the popularity of discounted packages.

Fiscal impacts of agency implementation: This package is projected to increase revenue by approximately \$40,000 per fiscal year in license and transaction fee revenue. The Department assumes about 5,000 license sales based on what we learned from the initial roll-out of Fish Washington and examining customer purchase history.

This estimate assumes many of the customers purchasing the Get Outdoors package will have purchased many of the licenses and endorsements in the prior year. Given the discount associated with the new Get Outdoors license package, the “breakeven point” of being revenue neutral will be for the Department to sell about 4,800 licenses.

Public involvement process used and what you learned: The Department’s CR-101 was filed May 22, 2019. The CR-102 was filed July 3, 2019. The Department received two public comments, the first was received following the filing of the CR-101; it was a clarifying question about what the proposal would include and the Department provided additional information to the commenter.

The Department’s second comment was a question asking whether the package would be further discounted for veterans/ADA qualifying individuals. The Department replied that no, it would not, as the existing price points for veterans/ADA licenses and endorsements are already a significant savings beyond the proposed package cost.

Action requested and/or proposed next steps: This is a staff briefing and public hearing. Department staff will request that the Commission approve the creation of WAC 220-220-093, Combination hunting and fishing packages at a future meeting.

Draft motion language:

Post decision communications plan: The Get Outdoors license package will be communicated to existing customers via email, promoted on Facebook and other social media, and communicated to dealers via notifications on the licensing system. The new package will be provided for sale on December 1, 2019 for License year 2020 (April 1, 2020 through March 31, 2021)