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# IMPROVING THE CUSTOMER EXPERIENCE

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WAC 220-55-165 New Combination Licenses



**Fish Washington**



**Combination Upgrade**



**Senior Combination**

# FISH WASHINGTON LICENSE

## Annual Combination License

Two-Pole Endorsement

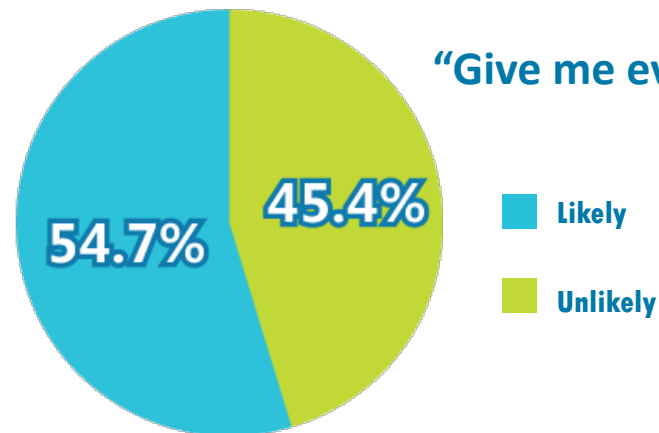
Puget Sound Crab Endorsement

Columbia River Salmon/Steelhead Endorsement

<b>Current Retail Price</b>	<b>\$87.65</b>
<b>New Retail Price</b>	<b>\$79.62</b>
<b>Savings</b>	<b>\$8.03</b>

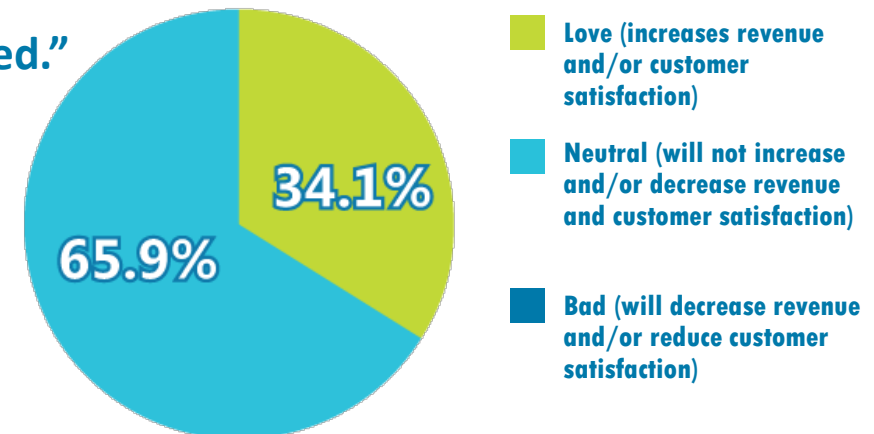
### Likelihood to Purchase

7,024 Responded



### Dealer Response

205 Dealers



# COMBINATION UPGRADE

For a limited time, customers have an opportunity to upgrade to a combination license.

Combo Upgrade	Retail
Annual Saltwater → Combo	\$27.30
Annual Freshwater → Combo	\$27.85
Annual Shellfish/Seaweed → Combo	\$39.95

wdfw.wa.gov

# UPGRADE

TO AN ANNUAL COMBO LICENSE

LIMITED OFFER: NOW - SEP. 2016

HAVE A FRESHWATER OR SALTWATER LICENSE?

GET A COMBO & PAY THE DIFFERENCE  
RESIDENTS ONLY

FRESHWATER TO COMBO  
\$27.85

SALTWATER TO COMBO  
\$27.30

# SENIOR COMBINATION

Allows seniors to easily continue to purchase the combination license

Senior Combo Retail	Current Retail (if not purchased together)
\$19.05	\$23.05

In License Year 2014...

**23%**  
of residents  
purchase a  
combination license

**11%**  
of seniors  
purchased all  
annual licenses  
(combination, freshwater,  
saltwater)

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# QUESTIONS?

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# **PUBLIC HEARING**

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