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Electronic Licensing system updates and planned enhancements

OREGON FISH AND WILDLIFE COMMISSION
MEETING

3/17/23



Angela Ward, Business Process Analyst
Kara Wymore, ASD Deputy Administrator-Programs and Portfolio Manager
Ken Loffink, ASD Administrator

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Achieving Our Goals

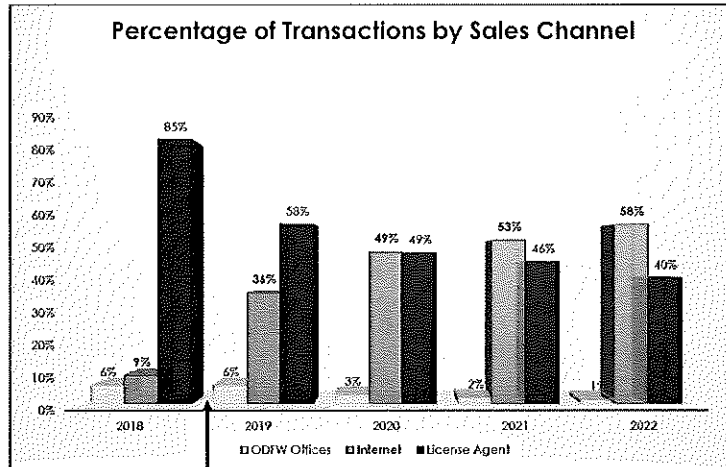
- 1
Increase percentage of online customers
- 2
Eliminate reliance on paper based, manual processes for ODFW staff
- 3
Offer mobile access to products anytime, anywhere
- 4
Implement a system that can adapt to changing needs

2

1

Increase % of online customers

3



ELS went live Dec. 1, 2018

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Submit Report Close

Cougar - General Season Tag
COUGAR - GENERAL SEASON TAG (VALID 1/1/2023 - 12/31/2023)

Did you hunt with this tag?
 Yes
 No

Did you harvest a cougar with this tag?
 Yes
 No

Exemptions: Add you hunt the most with this tag? v

How many days did you hunt in the county with this tag?

What was the type of payment you made with this tag? v

SUBMIT

Online Reporting

- Over 400,000 hunting outcome reports are submitted annually
- Prior to 2018, a call center was used to receive reporting calls
- Now customers can report anywhere, including at agents.

Reports received by calls to ODFW:

January 2019: 67,519

January 2023: 11,181 (< 3%)

1

Increase % of online customers

4

2 Eliminate reliance on paper based, manual processes for ODFW staff

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- ▶ Controlled Hunt Applications
- ▶ Late Tag Purchase
- ▶ Pioneer Applications
- ▶ Exchanges
- ▶ Landowner Tag Distribution
- ▶ Raffle Tickets
- ▶ NW Goose Test

Controlled Hunt Application Spring Bear

Submit As

Individual

Submit an application as an individual. Your application will not have a group associated with it.

Group Leader

Submit as a group leader. Allow others to join your group at a later time.

Group Member

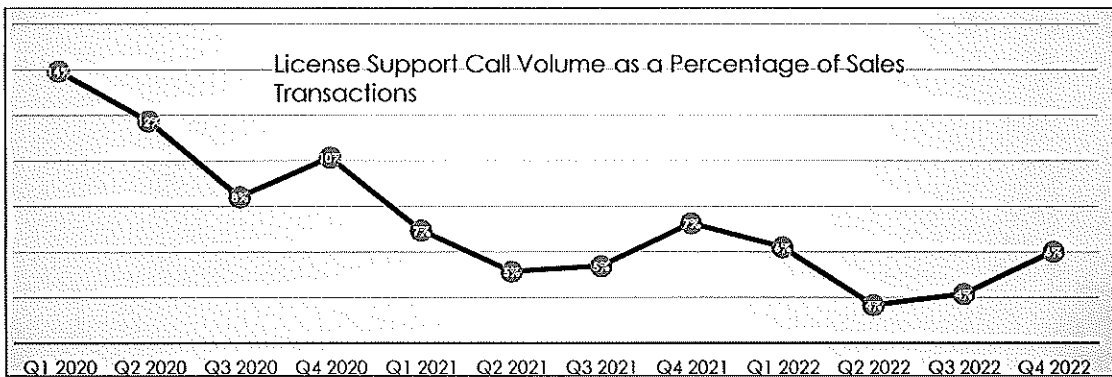
Submit as a member of a group. You will need to know your group leader's ODFWID.

Next
Cancel

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2 Eliminate reliance on paper based, manual processes for ODFW staff

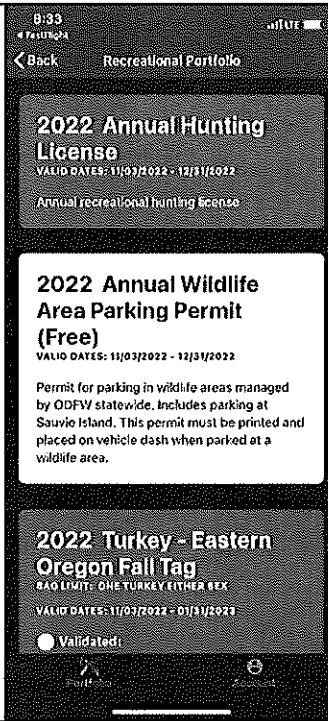
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Less help needed from ODFW staff for license sales than ever before!

- Less in person interactions
- Call volume has reduced back to pre ELS levels

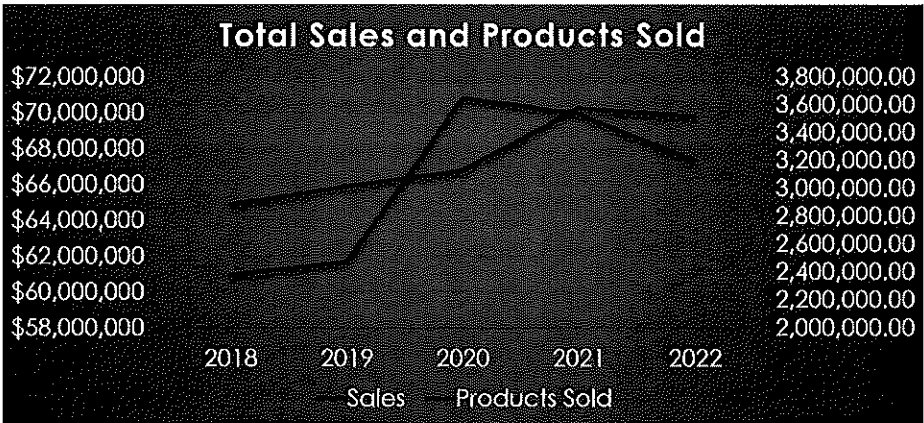
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3 Offer mobile access to products anytime, anywhere

- In 2022, 50% of anglers and 46% of hunters with tags chose to use e-tagging
- The average age of e-taggers is 40, compared to paper taggers averaging at 50
- Customers have continued to move to e-tagging even without marketing efforts by ODFW

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Offer mobile access to products anywhere, anytime & Implement a system that can adapt to changing needs

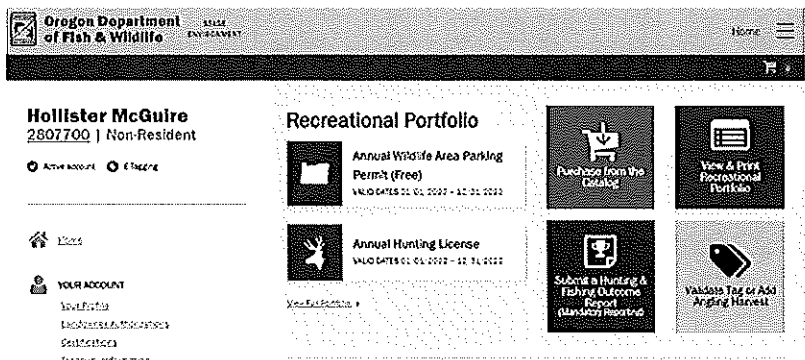
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Responsive Changes:

- ▶ Changes made based on feedback from users
- ▶ New purchase process created based on surveys and focus groups done by partners (RBFF)
- ▶ Increased useability for mobile based on percentage of customers using it

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Implement a system that can adapt to changing needs

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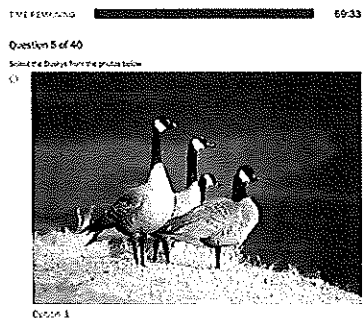
RECENT ENHANCEMENTS

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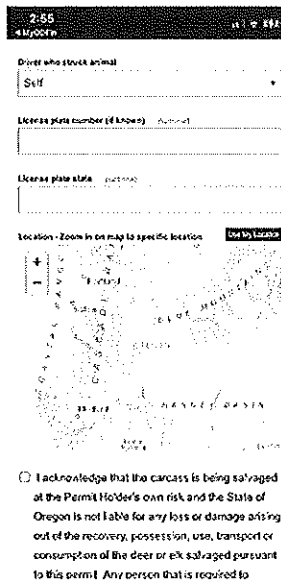
Roadkill Salvage with GPS Coordinates
Northwest Goose Test

4

Implement a system that can adapt to changing needs



Rogue South Coast Wild Steelhead Products
Guest Checkout Demographic Data



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Future Enhancement Roadmap 2023 – 2025

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Outfitting Facilities	Specialty Offsets/Signs	Automated Renewal	Identify Vendor Requirements	Self-Service Payment Options
Payment Methods	Web Information from the Platform	Real Time Vendor Alerts	Mobile Park Monitoring	Park Transfer
Active Directory Integration	Data Enrichment	Vendor Portal Website App	Commercial Licensing	

4


Implement a system that can adapt to changing needs

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Secret of Our Success

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- Evaluating business needs before starting each system enhancement
- Partnering with system vendor to leverage current and emerging technology
- Continuous System & Process Improvement



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Questions?

