

Meeting Date: November 16, 2023

Agenda Item No. 7

Agenda Item: December 1 Nonresident Tag Sale

Bureau Chief Approval: MSP

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Background:

As a convenience for Idaho hunters and anglers, the Department has traditionally sold future license year items starting on December 1 of each year for both residents and nonresidents. This date is not mentioned in rule or statute but is advertised to the public in Commission proclamation.

Sales on this date have become brisk over the past few years as nonresident interest in Idaho deer and elk tags have increased. When the Commission approved limits on nonresident deer and elk tags by unit/zone for 2021, December 1 sales dramatically increased from selling out capped zones on that date to all tags being in high demand.

Nonresident Sales for the past three years are as follows:

	Revenue	Transactions	Items sold	Customers
Dec 1, 2020	\$9.3M	16,126	51,241	22,600
Dec 1, 2021	\$13.0M	28,447	85,000	65,000
Dec 1, 2022	\$14.8M	34,204	95,447	67,000

Breakdown by sales channel:

	Internet	Vendors	IDFG offices	Telesales
Dec 1, 2020	14,251 (88%)	1,001 (6%)	407 (3%)	467 (3%)
Dec 1, 2021	24,777 (87%)	2,205 (8%)	813 (3%)	652 (2%)
Dec 1, 2022	26,219 (77%)	5,053 (15%)	1,317 (4%)	1,615 (4%)

To attempt to meet the high demand and prevent the licensing system from crashing, a “waiting room” has been used to stage internet customers and put them into a line prior to entering the sales website. The inflow of customers from this line is monitored and can be adjusted based on system performance. However, system performance and customer experience during the sale has not met IDFG’s or the public’s expectations in prior years, and many hunters and IDFG staff have expressed frustration in how the sale has operated.

During the January 2023 meeting, staff presented options for how we should approach future high volume sales events like the December 1 nonresident tag sale. Based on direction provided at that meeting, IDFG has been working diligently with our third-party vendor to identify and correct issues within the system that were likely causing poor performance.

This presentation will provide an overview of what those efforts have included, and will outline our expectations for the upcoming sale on Dec. 1, 2023.

Statutory Authority and/or Policy Issues:

Idaho Code 36-106 (e) 11 (A) authorizes the Director to enter into an agreement with an independent contractor for the purpose of providing a telephone order and credit card payment service for licenses, tags, and permits.

Idaho Code 36-301 provides for the Commission to prescribe by rule the procedures for the issuance of licenses and applications by a computerized licensing system.

Public Involvement Process:

The Commission received an overview of how the licensing system is structured during high volume sales events at the March 2022 meeting. This presentation covered the sales flow from initial log in, to waiting room queue, and then entry into the site for purchase.

The Commission also provided guidance in the January 2023 meeting on how to proceed with future high volume sales.

Justification:

N/A

Staff Recommendation:

None. This agenda item is for Commission information.

Action Requested:

None.