



IDAHO FISH AND GAME GOLDSHEET

Date: January 29, 2025

Agenda Item No. 5A

Agenda Item: Price Lock Opt-In

Bureau Chief Approval: JO

Prepared by: Jon Oswald

Position/Title: Chief, Bureau of Administration

Background:

In January of 2022, the Commission signed Order No. 22-20 extending the Price Lock discount order for resident license purchases through the 2027 license year. Eligible residents purchasing a license in each consecutive year (through purchase of annual or multi-year licenses) will receive a discount from the current pricing down to the 2017 prices. Note, prices in 2017 were still based on the prior resident fee increase passed during the 2005 session.

The discount order also has an opt-in provision, allowing an Idaho resident (who has not consecutively purchased a license each year) to opt in to Price Lock by purchasing a 3-year license (fishing, hunting, or combo) or a lifetime license certificate. This topic is specific to the opt-in provision of Price Lock and will discuss the economics of the opt-in and how it is utilized. The Commission could, at its discretion, amend the discount order to remove the opt-in provision or choose to leave it as is.

Statutory Authority and/or Policy Issues:

Under Idaho Code 36-415, the Commission is authorized to order a discount fee for a variety of circumstances, including “to encourage the purchase of licenses in consecutive years or to encourage the purchase of multiple tags and permits.”

In 2017, the state legislature passed House Bill 230 which increased resident fees while also directing the Commission to implement a Price Lock discount order for those who purchase a license each consecutive year, through at least 2022. It also makes provisions for those that are absent from the state for religious purposes, full-time education, or military service. Note, the legislation does not reference an opt-in mechanic.

Public Involvement Process:

N/A



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Justification:

Price Lock was created in part to incentivize resident hunters and anglers to purchase a license each year by locking them in at resident rates, prior to the resident fee increase. It was also a means to preserve historic pricing for those sportsmen and women who purchase annually.

The opt-in mechanic works contrary to this objective as it deemphasizes annual purchase and provides a path for newcomers and sporadic purchasers to benefit from 2017 prices.

The Department estimates it will provide \$900,000 in discounts over the next 3 years (2025, 2026, 2027) to those newly opting in to Price Lock via purchase of a multi-year license. Over 5 years, cumulative discounts would amount to just over \$2,100,000 (if Price Lock is extended).

FY Opted In	Price Lock Opt-In Discounts (estimates 25% annual churn after year 3)				
	Year 1 (2025)	Year 2 (2026)	Year 3 (2027)	Year 4 (2028)	Year 5 (2029)
2025	\$ 150,000	\$ 150,000	\$ 150,000	\$ 112,500	\$ 84,375
2026		\$ 150,000	\$ 150,000	\$ 150,000	\$ 112,500
2027			\$ 150,000	\$ 150,000	\$ 150,000
2028				\$ 150,000	\$ 150,000
2029					\$ 150,000
Annual Discounts	\$ 150,000	\$ 300,000	\$ 450,000	\$ 562,500	\$ 646,875
Cumulative Discounts	\$ 150,000	\$ 450,000	\$ 900,000	\$ 1,462,500	\$ 2,109,375

Buyer resistance is expected to be minimal if the opt-in clause were discontinued.

Staff Recommendation:

Staff recommend keeping the Price Lock order intact, but sunsetting the opt-in provision effective March 5, 2025. From a system configuration and testing perspective, and avoiding major sales dates, this date is the most optimal.

Those who opted in on or before March 5, 2025, would retain Price Lock status for the duration of the discount order, as long as they continue to purchase a license in each consecutive year.

Suggested Motion:

I move to amend Order No. 22-20 to discontinue the ability to become newly eligible for Price Lock through purchase of a three-year license after March 5, 2025.