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Category: Government to Business (G to B)

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2003 NASCIO  
Recognition Award  
Submission



State of Utah

Government to Business



# NASCIO Recognition Awards Nomination Form

## *Utah Agent Hunting and Fishing Online*

### 1. Executive Summary

The Agent Hunting and Fishing License Online (AHFLO) application allows third party businesses authorized by the Division of Wildlife Resources, called agents, to sell and issue hunting and fishing licenses to the public. When implementing this application the original objectives were as follows:

- To better serve citizens by decreasing the time required to obtain a license.
- To automate the previous paper process and provide reporting tools for agents and DWR.
- To report all sales data to a centralized database at the DWR.

Since the launch of the application, AHFLO is processing thousands of dollars worth of transactions every day and the Division of Wildlife Resources is no longer using a paper process to issue a license.

Furthermore, citizens, businesses and government are realizing the benefits of the Agent Hunting and Fishing Online application.

**Benefit to Citizens** – The new system has decreased the citizen's waiting period to obtain a license or deer tags.

**Benefit to Businesses** – AHFLO automates the licensing process for agents.

**Benefit to Government** – Information is now centralized and available real time, without any data entry.

Long term, it is anticipated that all 450 agents will be online and the return on investment will continue to increase to almost 20 times the return of the initial investment each year.

## 2. Description of project, including length of time in operation.

The Agent Hunting and Fishing Online (AHFLO) application enables authorized agents, third party companies, to issue hunting and fishing licenses online. The Division of Wildlife Resources, a division of Utah Department of Natural Resources, sells hunting and fishing licenses from their main office in Salt Lake City and from 5 regional offices around the state. In addition to these 6 locations, licenses can also be purchased from agents (approx. 450), designated by the Division of Wildlife Resources.

In addition to selling licenses to the public, now these agents can issue them on the spot, using a computer with an Internet browser and the AHFLO application. Thereby reducing the amount of time citizens have to wait to receive their hunting and fishing license. Moreover, AHFLO makes it easier for the DWR to track license sales. Previously, agents manually reported sales to the DWR; now, sales are recorded internally using the AHFLO database.

Essentially, AHFLO was created to:

- Automate the various paper processes associated with licensing: issuing, managing, and voiding licenses, as well as reporting monthly and detailed sales.
- Provide a convenient method of obtaining a Utah hunting and fishing license in person.

Prior to the implementation of AHFLO, citizens had to wait as many as 30 days after submitting an application to receive their hunting and fishing license in the mail. Furthermore, the DWR had no effective way to track license sales and hold agents accountable for the licenses they sold because it was the agents' responsibility to track and report sales manually to the DWR.

When AHFLO was launched on November 25, 2002 three key objectives were outlined:

- To better serve citizens by decreasing the time required to obtain a license.
- To automate the previous paper process and provide reporting tools for agents and DWR.
- To report all sales data to a centralized database at the DWR.

In order to experience AHFLO, please visit the test environment (only authorized Agents are permitted to login to the AHFLO site).

Test Environment: <https://test.utahinteractive.org/ahflo/app>

Username: demo

Password: demo

Security Functionality -- To enable your computer to demo an AHFLO sale, please complete the following steps:

1. Login using user name and password (demo/demo)
2. Click "Administration Menu"
3. Click "Enable/Disable This Computer to Sell Licenses"
4. Click "Enable"
5. Click "Return to Admin Menu"
6. To return to main menu, click "Menu" (upper right corner)

After returning to the main menu, select sale. Next, complete the customer profile in order to create a license (or complete the customer search if searching for a license number). After reviewing the profile, select the appropriate license type (small game, one day fishing, etc.), review the purchase, and proceed to check out. From check out, a license can be printed. Log out when finished.

### **3. Significance to the improvement of the operation of government.**

The State of Utah's objective in improving the overall operation of government is to integrate government processes, rather than simply put government online. AHFLO exemplifies this objective. True, AHFLO does enable agents to issue hunting/fishing licenses on the spot to citizens, but AHFLO is more than just a licensing application. AHFLO integrates the activities of the DWR, the third party agents, and Utah citizens.

In its innovative approach to licensing, AHFLO streamlines communication between the government agency, countless citizens in and outside of Utah, and eventually 450 third party agents. This level of integration creates a feeling of frictionless government for citizens. Moreover, this level of integration is exceedingly efficient and effective.

Effectiveness and efficiency are measured in two primary ways: first, the number of hunting and fishing licenses being sold at agency locations and second, the degree to which the paper process has been automated. Currently, AHFLO processes thousands of dollars worth of transactions every day, and the DWR is not using a paper process to issue a license. The license issuance has been completely automated and all sales data is stored in one central database. Thus, AHFLO has been successful in addressing the defined problems and helps to improve the overall operation of the government.

#### **4. Benefits realized by service recipients, taxpayers, agency, or state.**

Citizens, businesses and government are realizing the benefits of the Agent Hunting and Fishing Online application.

##### **Benefit to Citizens:**

AHFLO increases convenience for hunting and fishing enthusiast wanting to purchase a license by making it available immediately at outlets across the state of Utah. The new system has decreased the citizen's waiting period to obtain a license or deer tags from 30 days to obtaining it instantaneously.

##### **Benefit to Businesses:**

AHFLO automates the licensing process for agents. It gives them the ability to sell and distribute a valid license, an extreme value to their customers. It also streamlines their reporting to the DWR, requiring less administrative work on their end and more accurate reporting.

Previously, the agents did all calculations of license sales manually with a monthly tally. This paper process accounted for several inefficiencies and errors in accounting. The new AHFLO system logs each sale and provides an ongoing statement containing adjustments, interest, penalties, and ending balances. This information is provided real time to DWR.

##### **Benefit to Government:**

The paper process also required DWR to perform data entry of the agent's month end reports. This information is now available real time, without any data entry, rather than updated at the end of each month.

Because a license can now be obtained instantaneously at these agent locations, DWR no longer needs to follow up a sale by mailing the license out to each purchaser. This not only saves the agency money in mailing costs, but also saves significant number of resources.

## **5. Return on investment, short-term/ long-term payback (including summary calculations). Projects must exhibit measurable operational benefit.**

An initial upfront cost was paid for the design, development, and maintenance of AHFLO. As a new Internet initiative, the development of this program was eagerly anticipated. The one time charge was absorbed into the IT budgete expenses for the year. This amount was paid upon completion of the program.

A third party company, Utah Interactive Inc. (UII), was employed to do the design and development of the application. All necessary staffing and equipment was provided by UII. The DWR used staff already in place to manage the project. With this private / public partnership, it was agreed upon that all ongoing maintenance would be provided by UII at no further charge.

Because, there are no additional annual operational costs paid by the Division of Wildlife Resources, the implementation of this program has actually provided a cost savings to the agency. Since the implementation of this online system, DWR has been able to reallocate the efforts of two full time employee equivalents that had previously done data entry of Agent month end license reports and fulfillment of licenses. In the short term, the agency will break even after only 8 months and with only 20 of the 450 agents online.

Long term, it is anticipated that all 450 agents will be online and the return on investment will continue to increase to almost 20 times the return of the initial investment each year.