

## **UTAH HUNTING AND FISHING**

**Category:** Emerging and Innovative Technologies

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**State of Utah**

**Project Initiation and Completion Dates:**

April 2014-October 2014

**NASCIO 2015**

## EXECUTIVE SUMMARY

### *Utah Hunting and Fishing*

The official mobile hunting and fishing application from the Utah Division of Wildlife Resources (DWR) was created to provide outdoorsman the very best information and technology available to help them enjoy their adventures in the state of Utah. This app allows individuals to interact with the government and to carry vital information and records in a digital format.

### *Designed to Match Utah's Outdoors*

The DWR designed the application to match the outdoor adventures available in the state. Utah.Gov is a leader in creating superior online solutions that improve the lives of its citizens and developed the application to improve hunters and anglers outdoor experience.

### *Leading Edge Solution*

The DWR surveyed the current technology and looked for ways to provide a leading edge solution. The division developed the application to help individuals and families in the outdoors especially in remote areas where there may not be mobile service. One of the best features is the ability to purchase, download, store, and display hunting and fishing licenses for game wardens right from a mobile device. In fact one user can store licenses for a whole family or group on one mobile device.

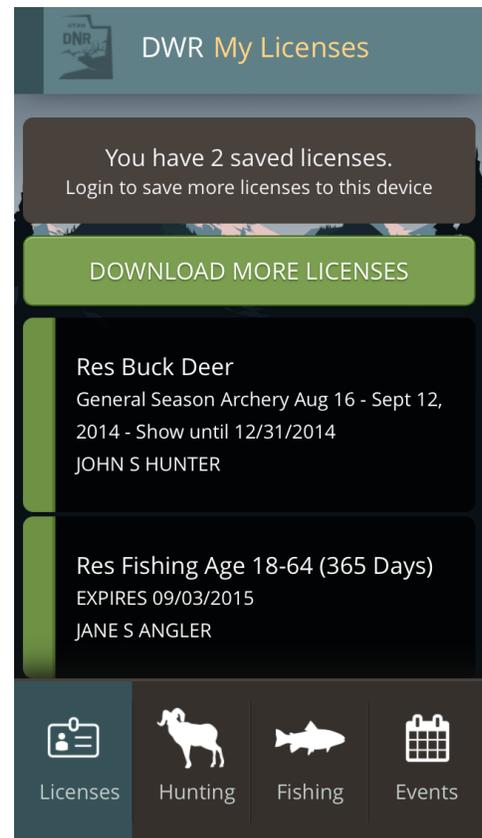
### *Targeted Features*

Hunters and anglers can:

- Find and map public hunting lands
- View walk-in-access properties
- View boundary information on live maps
- Report poachers
- Check shooting hours
- Identify wildlife, waterfowl, and fish species found in Utah

### *Download Statistics*

Total Downloads	31,339
IOS	15,877
Android	15,462



## BUSINESS PROBLEM AND SOLUTION DESCRIPTION

### **Problem**

The Division of Wildlife wanted to find a way to effectively deliver government services to citizens who are in remote areas of Utah. To accomplish this, the Division created a mobile application that would make interacting with the division fast, easy, and meaningful from anywhere in Utah.

Increasingly Utahns are looking to smart phones and other mobile devices to interact with government and to carry vital information and records. There is a need for government agencies to provide a digital wallet for citizen's official documents.

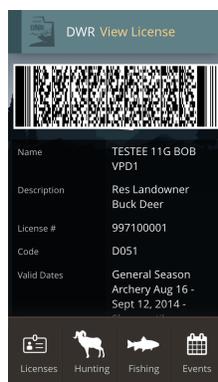
### **Solution**

The Division developed the application to help the public easily find hunting locations, even in remote areas where they may not have mobile service. Downloading specific licenses to a device provides the user with dynamic, personalized and targeted information through the app such as boundary maps.

The new mobile application compliments the existing online application that has served the Utah hunting community for the past eight years. That online Hunting and Fishing License application serves over 90,000 outdoor enthusiasts each year. The new mobile application allows applicants to conveniently apply for or renew their licenses from the convenience of their own mobile devices.

### **Expanding the Current Online System**

The Utah Hunting and Fishing Licenses Online application allows users to apply for outdoor activity licenses using a dynamic, custom application. Online hunting and fishing licenses have been available since 2007. In 2013 the entire online licensing process was completely redesigned. The online application got a new look and feel, the backend technology was updated, and the license application was completely reimaged to create a unique user experience.



### **Mobile Legal Digital Documents**

The major accomplishment of the mobile application is providing legal documents and information on mobile devices, primarily cellphones, that help hunters and anglers enjoy the outdoors. Previous to the implementation of the Utah Hunting and Fishing mobile application citizens had to carry paper licenses while enjoying the outdoors.

### **Communications Plan**

The application has been largely marketed by a coordinated public relations campaign. In conjunction with the division and Utah.Gov press releases have been distributed to local and national media outlets. The application has been featured in several media outlets and has been supported by division appearances.

In addition the division distributed an email marketing the application to license holders. Also the division and Utah.Gov have used social media to promote the application. The application is so user friendly, users quickly discovered it in the app stores without it being announced. They spread the word and there were hundreds of downloads within the first days of launching. The service speaks for itself and the value is transparent to all users.



## SIGNIFICANCE

There are over 90,000 hunting and fishing license holders in the state of Utah. However all Utah license holders both in-state and out-of-state are eligible to use the application.

Currently the Utah Hunting and Fishing mobile application has 30,000+ users.

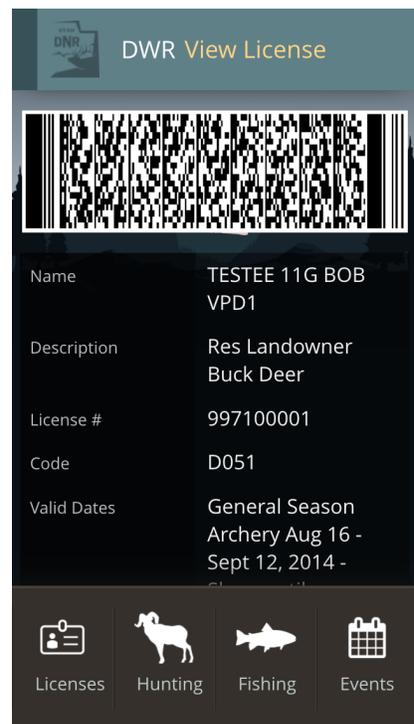
### Digital License

In addition the Utah Hunting and Fishing mobile application is the first state digital wallet that **allows law enforcement to scan and verify official licenses** and permits with their existing equipment.

Electronic versions of an official state document are a new concept for state governments. Providing access to digital copies of licenses is conceptually innovative and a huge potential for growth for local, state, and the federal government. In addition to being conceptually innovative the mobile application allows users to access information remotely that has never been available digitally in the field before.

### Features Targeted for Hunters and Anglers

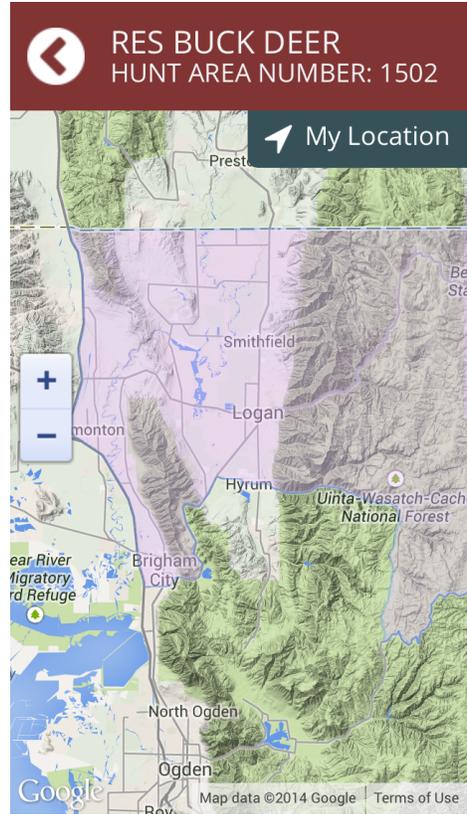
Hunters and anglers can download all current valid licenses and new licenses to their mobile device and display them for game wardens—including members of their entire party. In addition they can:



- Find and map public hunting lands
- View walk-in-access properties
- View boundary information on live maps
- Report poachers
- Check shooting hours
- Identify wildlife, waterfowl, and fish species found in Utah

All of these functions can be completed from the hunter or angler’s personal mobile device with out any interaction by clerical staff or other agents providing some important time and efficiency metrics such as:

- Time saved by hunters and anglers using the application to purchase as license,
- Time saved by the state in processing licenses
- Time saved by hunters in finding access
- Time saved by state in helping hunters identify walk in access
- Convenient species identification helps in the conservation of wildlife by providing an easy reference tool that can be used in the field to identify species accurately

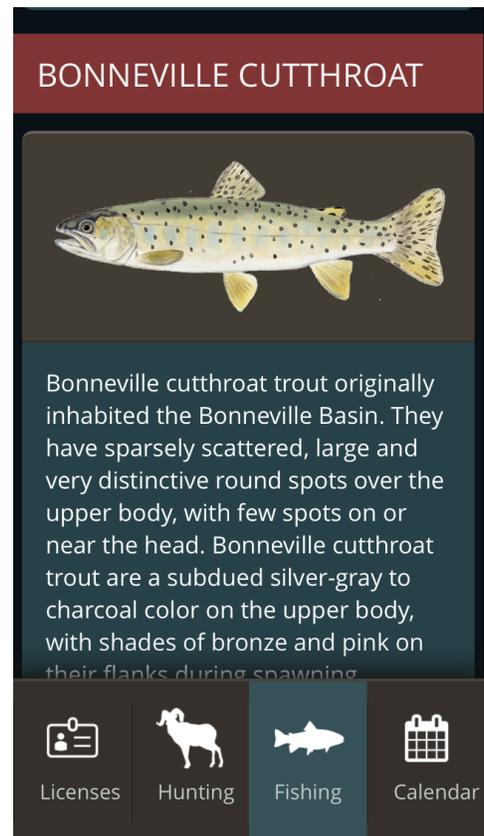


## BENEFIT OF THE PROJECT

The application was created to provide Utah outdoorsman the very best information and technology available and to help them enjoy their adventures in the state of Utah. Increasingly individuals are looking to smart phones and other mobile devices to interact with government and to carry vital information and records such as state issued licenses.

It benefits:

- Utah Residents enjoying Utah’s outdoor recreation
- Utah Tourists enjoying Utah’s outdoor recreation
- Wildlife conservationists who use the Report a Poacher feature



- Hunters can make sure they are within the proper hunting area and have species identification guides on the app
- Wildlife License enforcement officers can scan the angler/hunter's license from their phone

### ***Utah Hunting and Fishing Downloads***

