NASCIO State IT Recognition Awards

Digital Government: Government to Citizen Category

State of Wisconsin
Department of Natural Resources Go Wild System

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Executive Summary

Wisconsin Go Wild represents a major advance in the citizen-focused delivery of high-demand government services to Wisconsin residents and visitors. Go Wild provides mobile-friendly 24/7/365 online purchase and management of hunting and fishing licenses and permits, purchase of wildlife stamps and tags, registration of recreational vehicles, harvest reporting, and hunter safety education information and enrollment. The system also delivers robust back-end management and reporting functions, which streamline and consolidate Department of Natural Resources (DNR) processes.

Introduced in 2016, Go Wild secures licensing data electronically, facilitates immediate online payments, and gives customers a selection of ways to retain proof of purchase via personal conservation card, authenticated Wisconsin driver's license, paper printout, or electronic PDF display. This range of proof-of-purchase options facilitates monitoring and enforcement by DNR officials, expediting field checks and allowing enthusiasts maximum time to focus on outdoor activities.
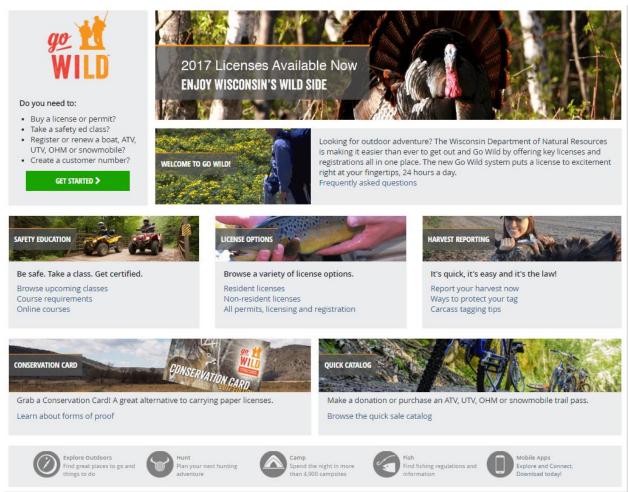
Project Narrative: Concept

Figure 1: Go Wild

Outdoor recreation is an important component of life in Wisconsin. In 2011, 1.2 million people went fishing in Wisconsin and 895,000 went hunting, according to the 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation. In total, more than 3.5 million people participated in wildlife-related recreation in the state. Most of these activities required participants to acquire some form of license or permit from the Wisconsin Department of Natural Resources (DNR). The Wisconsin Go Wild solution provides a comprehensive platform that supports all audiences and aspects of regulated outdoor Wisconsin recreation. Go Wild sells hunting and fishing licenses and provides outdoor information. But Go Wild also automates enforcement activities, delivers and manages safety education, provides recreational vehicle registrations and renewals, conducts hunting, trapping and fishing permit drawings, and accepts harvest registrations, for end-to-end outdoor activity management.

Prior to the March 2016 rollout of Go Wild, a Wisconsin hunting or fishing trip or recreational vehicle excursion had to be planned ahead of time. Buying a license or permit, or registering a recreational vehicle, often required a time-consuming trip to a vendor or DNR service center location during business hours. And in some cases, this was followed by having to wait for licenses, receipts, and registrations to arrive in the mail. Consumers had to keep track of and carry license documents, which could easily be several feet long, which could not be easily replaced, and which used thermal paper that was not environmentally friendly.

Go Wild (https://gowild.wi.gov/) eliminates these problems with a self-service portal to help users plan their outdoor adventures and acquire the credentials they need to make the most of their time outdoors. Go Wild secures the user's licenses, permits, stamp privileges and hunter safety education information online for access from anywhere. Go Wild users can transact DNR business at each of 1,000 agent locations; they can also log in online to access their full account history, 24 hours a day, 365 days a year.

Significance

USER ENABLEMENT

Go Wild is architected to help users choose and purchase only the products they need and want. The **Product Catalog** includes **product targeting**, ensuring the system displays only the products the logged-in user is eligible to buy. For example, a resident does not see non-resident pricing, and an adult does not see Junior products. The product catalog also helps users to purchase everything they need by prompting for required associated products; a user purchasing a deer license will be prompted to select and print the associated carcass tag needed to register a harvest. This feature is one of many Go Wild measures designed to ensure compliance, which benefits both the user and the state.

Go Wild provides **multiple alternatives to access and present records**. Users can display permits, licenses, safety certifications, passes, and state stamps on mobile devices. And they can also print (and reprint) paper receipts and records on demand, without having to contact the DNR or visit an agent location.

Wisconsin drivers can **authenticate their Wisconsin driver's license** with the Go Wild system and use it as proof they hold required licenses, stamps, or hunter safety certificates. **Real-time driver's license validation** leverages a live web service to validate Wisconsin residency to the appropriate pricing. And if a user is stopped by a warden, their driver's license can be used as proof-of-licensure in the field; the warden can scan a Wisconsin

driver's license and pull up the user's entire Go Wild account anywhere, thus eliminating the need for users to carry paper licenses in the field.

Figure 2: Conservation Card

Users may also link their Go Wild account with the optional **Wisconsin Go Wild Conservation Card**, which associated to the user's Go Wild account data. The durable plastic Card may be used as documentation of licenses, permits, certifications and stamps**.** The Go Wild Conservation Card never expires, but some users buy a new one each year because the appealing annual rotating designs make them sought-after items.

Plain Paper Harvest Tags replace most of the previous thermal paper tags, and many may be printed/reprinted by the user on demand.

Harvest Registration can be completed online or by using the interactive voice response system, and the harvest immediately is registered to the user's Go Wild account; this data is then readily available to Wildlife Management and Conservation Law Enforcement staff.

Recreational Vehicle registration is made easier by guided registration; the system smooths the process by asking the user a series of questions in order and determining which products they should purchase.

Go Wild provides access to **safety education**, allowing users to locate and enroll in online courses as well as in-person training by location.

BEHIND THE SCENES

In addition to the robust end-user experience, Go Wild delivers substantial backstage advantages to DNR and law enforcement.

Go Wild puts control in the hands of DNR. Agency staff manage the system directly, including product catalog and on-screen messaging via **configuration management** and the system's **content management system** (CMS). For example, DNR staff can **schedule** the day and time when specific products will go on sale without needing a developer or writing a line of code. DNR staff can also update product descriptions and customer messages without requiring a technical resource to make the change or deploy it.

Go Wild provides better **management and allocation** by DNR of left-over permits, such as Spring Turkey permits. DNR staff can set up and configure **drawings** and can even weight

drawings by certain criteria – for example, selecting first from certain user pools, such as in-state residents.

Go Wild retains the user's **full account history**, and automated checking and identity matching helps prevent duplicate accounts from being created.

Go Wild assists law enforcement by **automating credentials checks** and holds. During user transactions, Go Wild leverages real-time account management to **query for restrictions**, so, for example, a user who is behind in making child support payments will be flagged and prevented from making a purchase as statute requires. A conservation warden in the field can **scan and verify** a user's permits and identification quickly via a handheld device and the Go Wild application. The application can be used by field wardens in an online or offline mode to store field check information in times and in areas where that cell coverage may be unavailable.

Go Wild helps maximize safety education instructors and facilitate training delivery. The system allows instructors to manage safety education **enrollments** and **upload** training-related materials, including course completions.

Go Wild provides robust **vendor support and training,** making it easier for DNR agents to assist patrons transacting business in person at one of the more than 1,000 statewide locations. Go Wild includes a website specifically for vendors, with troubleshooting information, training materials, and system notifications. Since many vendors employ seasonal and part-time staff, the training component saves vendors training time by helping associates learn to use the system.

Impact

Go Wild empowers users to engage with the DNR wherever, whenever, and however they choose to do so. Go Wild launched in March 2016 and to date more than a *million* users have visited gowild.wi.gov. More than 198,000 have created accounts. And nearly *4 million* transactions have been completed using the Go Wild system (more than a third of them via mobile device or tablet).

Go Wild also empowers the DNR whenever they need to make a change. The design of the system puts control of Go Wild directly in the hands of the experts at the Department of Natural Resources, who manage and maintain the system without needing technical skills. Product catalogs, registrations, accounts management, system messaging, and other functions may be maintained and changed without any special technical skills, coding, or downtime for deployment. And the transactional funding model used to build the system means that the system didn't cost DNR or taxpayers to develop and maintain.

Go Wild represents a successful collaboration between DNR and Wisconsin Interactive Network (the state's self-funded portal partner) to build and deliver a customer-focused solution that makes it quick and easy to plan outdoor activities without the distraction or delay of outdated manual processes. In the words of DNR Secretary Cathy Stepp, "The Go Wild system makes it easier than ever for our hunters, anglers and other outdoor enthusiasts to enjoy Wisconsin's wild side with all of the licenses and information they need in one place."