Form 1100-001N (Rev. 09/15)

Wisconsin Department of Natural Resources
Natural Resources Board Agenda Item

Item No. 5.B.2.

SUBJECT: Recreational Licensing and Vehicle Registration Systems Replacement

FOR: January 2016 Board meeting

TO BE PRESENTED BY: Mark Rappe, Bureau of Customer and Outreach Services

SUMMARY:

ALIS, VRS and related system involved in the sale and distribution of recreational licensing and vehicle registrations will be replaced and updated this spring. This new system enables changes requested by stakeholders; including reducing necessary documentation, adaptation to mobile technologies, and simplifying access to products. The initial deployment was GameReg, the electronic game harvest registration system that was successfully used by hundreds-of-thousands of hunter this past fall.

Coming this spring, a new internet sales site for licenses, vehicle registrations and trail passes, among other products will be launched. Hunters and anglers will find the responsive design easy to use across all devices without needing to download or update apps.

Retail agents remain essential partners to the program. Agents will all receive updated hardware that provides a customer facing touch-screen display. Now the customer can view all the selections being made on tier behalf. They can securely provide personal information necessary to find their account by directly entering that information themselves. Electronic signature capture enables all products immediately and relieves the agents from storing receipts for years.

Customers will find that a single piece of plain paper is all that is needed (in most cases) when on the water or in the field. Or, license holders may find that the convenience of their mobile device, a Conservation Card, or as something as simple as their Wisconsin Drivers Licenses is all they need to carry participate. Products that require a tangible item (durable tag, decal, sticker, etc.) will all be fulfilled via mail and Act 89 provides the ability to operate on receipts for limited period. This secures Department inventory and provides the opportunity to provide these products through all sales channels, with the ability to immediately participate...pay and play.

Ushering in these changes is a new brand, Go Wild, which will be marketed as the gateway to Wisconsin's outdoor resources for recreational activities. GoWild.WI.Gov provides opportunity to the Department with a fresh, inviting, and catchy brand to market all outdoor activities; the opportunity to coordinate retention, recruitment, and re-introduction efforts through non-traditional means.

RECOMMENDATION: Information only

LIST OF ATTACHED MATERIALS (check all that are applicable):

- ☐ Background memo
- ☐ Type name of attachment if applicable
- ☐ Type name of attachment if applicable
- ☐ Type name of attachment if applicable

Approved by	Signature	Date
NA, Bureau Director		
Mark Aquino; Director, Office of Business Support and Science	For MA	1/19/16
EE for Cathy Stepp, Secretary	EE	1/20/16

cc: Board Liaison – AD/8