



Department of
Environmental
Conservation

Retaining and Reactivating NY Anglers

Greg Kozlowski

December 14, 2016

2014 NY Sport License Restructuring

- Historic license year: October 1 through September 30
- Sport License Restructuring: February 1, 2014
 - 365 day annual fishing license from date of purchase
 - Removed sport license bundles (e.g. sportsman license)
 - Fishing licenses purchased between October 1, 2013 and January 31, 2014 expire on September 30, 2014.



% of license holders providing email address

2015



- Email address
- No email address

2016



- Email address
- No email address

Lapsed Anglers: Building on RBFF Efforts

2015 RBFF Email Efforts

- Email sent 4/1/15 to 12,672 lapsed annual license holders (since 2012/13 license year)
- Response rate of 3.13%
- Lift was 1.07%

2015 NY efforts

- Email sent 6/18/15 to 11,996 lapsed annual license holders
- Response rate of 3.64%



Expanding the effort - 2015

Questions:

- Why only resident annual license holders?
- Why wait for an angler to be lapsed for 2 years?
- What is the cost per email?
- Can we offer an incentive?



Expanding the effort - 2015



- People who purchased a license for 2013/14 whose license expired on 9/30/14* (43,763 customers).
 - * License purchased before 2/1/14.
- Email dates
 - 6/29/15
 - 7/24/15
- No control group

IT'S TIME TO RENEW YOUR FISHING LICENSE



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FISHING IN NY HAS NEVER BEEN A BETTER VALUE

-  Annual license is now good for 365 days from date of purchase.
-  Price reduced to \$25 – One of the least expensive fishing licenses in the Northeast.

RENEW YOUR LICENSE TODAY

Renew your license on-line before September 1, 2015 and you will be entered into a drawing for one of five \$100 **Dick's Sporting Goods** gift cards.






Questions or comments concerning this e-mail should be directed to fwfish@dec.ny.gov.

www.dec.ny.gov



IT'S TIME TO RENEW YOUR FISHING LICENSE

Go fishing and reconnect yourself and your family with New York's great outdoors this summer.

-  Resident licenses reduced to \$25; Non-Resident Licenses to \$50; No fee for children under 16 years of age
-  Annual fishing license is now good for 365 days from date of purchase
-  Easy access with over 500 boat launches and fishing access sites
-  Stay and fish at over 113 DEC and OPRHP campgrounds – most with direct water access
-  Improved, user-friendly on-line license system

RENEW YOUR LICENSE TODAY



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2015 Results

Date sent	Emails delivered	# of people buying license*	response rate	Licenses purchased
4/1/2015	12,672	397	3.13%	421
6/18/2015	11,996	437	3.64%	472
6/29/2015	43,763	2,087	4.77%	2264
7/24/2015	40,312	1,669	4.14%	1846

2016 Lapsed Angler Effort

- Emails sent 6/29/16 and 8/11/16
- Delivered to 58,114 customers
- 3,061 delivery failure customers used as a control group



2016 Lapsed Angler Results

Email Date	Response Rate	Lift	Revenue Generated
6/29/16	5.50%	2.69%	\$41,364
8/11/16	7.60%	-1.96%	?



2017 Lapsed Angler Results

Email Date	Response Rate	Lift	Revenue Generated by Lift
5/24/17	6.96%	3.18%	\$47,669
6/30/17	7.00%	1.03%	\$11,866

Considerations for Lapsed Anglers

- Continue lapsed angler renewal efforts
- Consider sending email at times when people are motivated to purchase fishing licenses (holidays, awesome weather)
 - Memorial Day/July 4th
 - Start of a fishing season
 - First really nice day of the “open water” fishing season
- Ask why they purchased their last fishing license.



Courtesy License Renewal Reminders

- 365 day license can expire any day of the year
- No “sticker-in-the-windshield” to remind anglers to renew their license

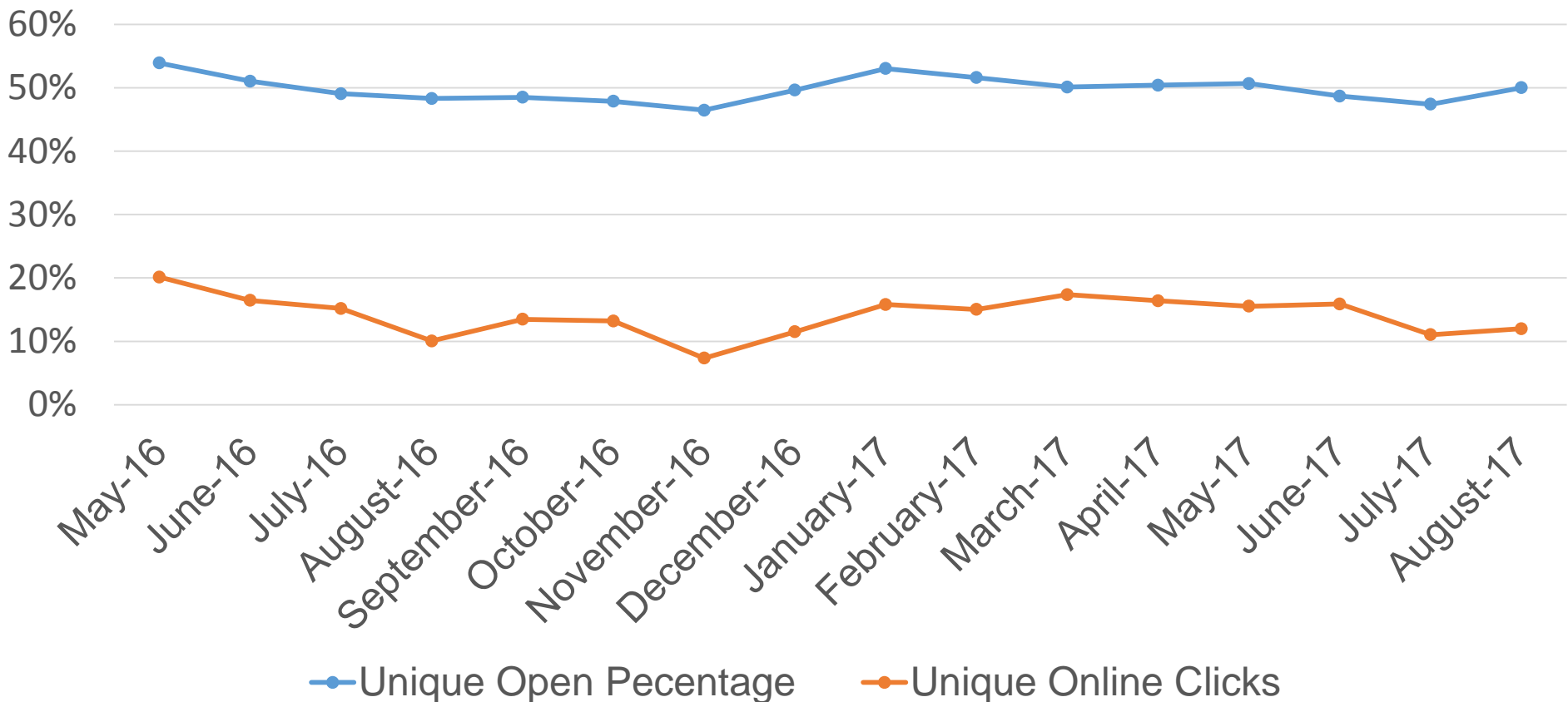


Courtesy License Renewal Reminders

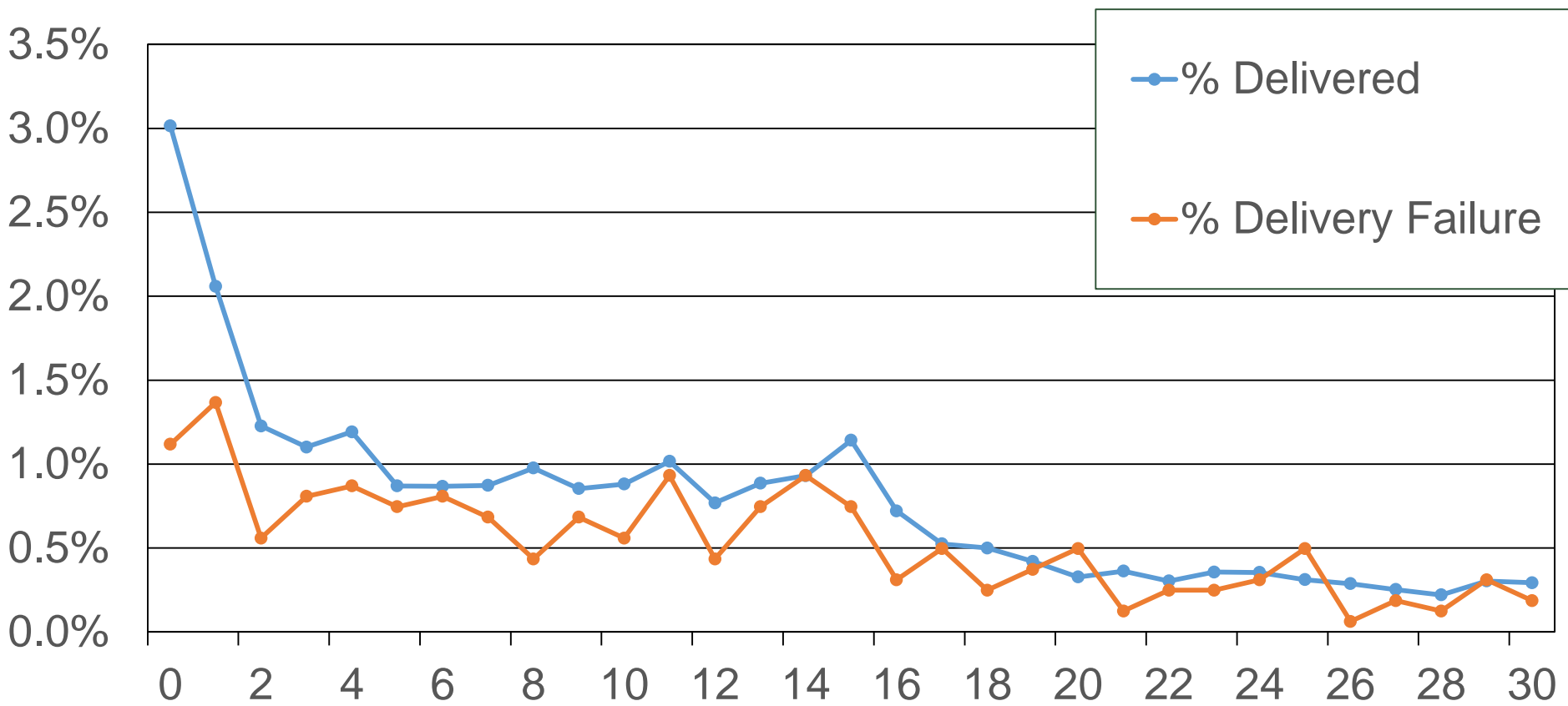
- Send reminder emails once a month (target of the 15th)
- Email sent to people:
 - Whose annual license expires during that month
 - Have not renewed their license yet
 - Have provided us with an email address
- First email sent May 2016.



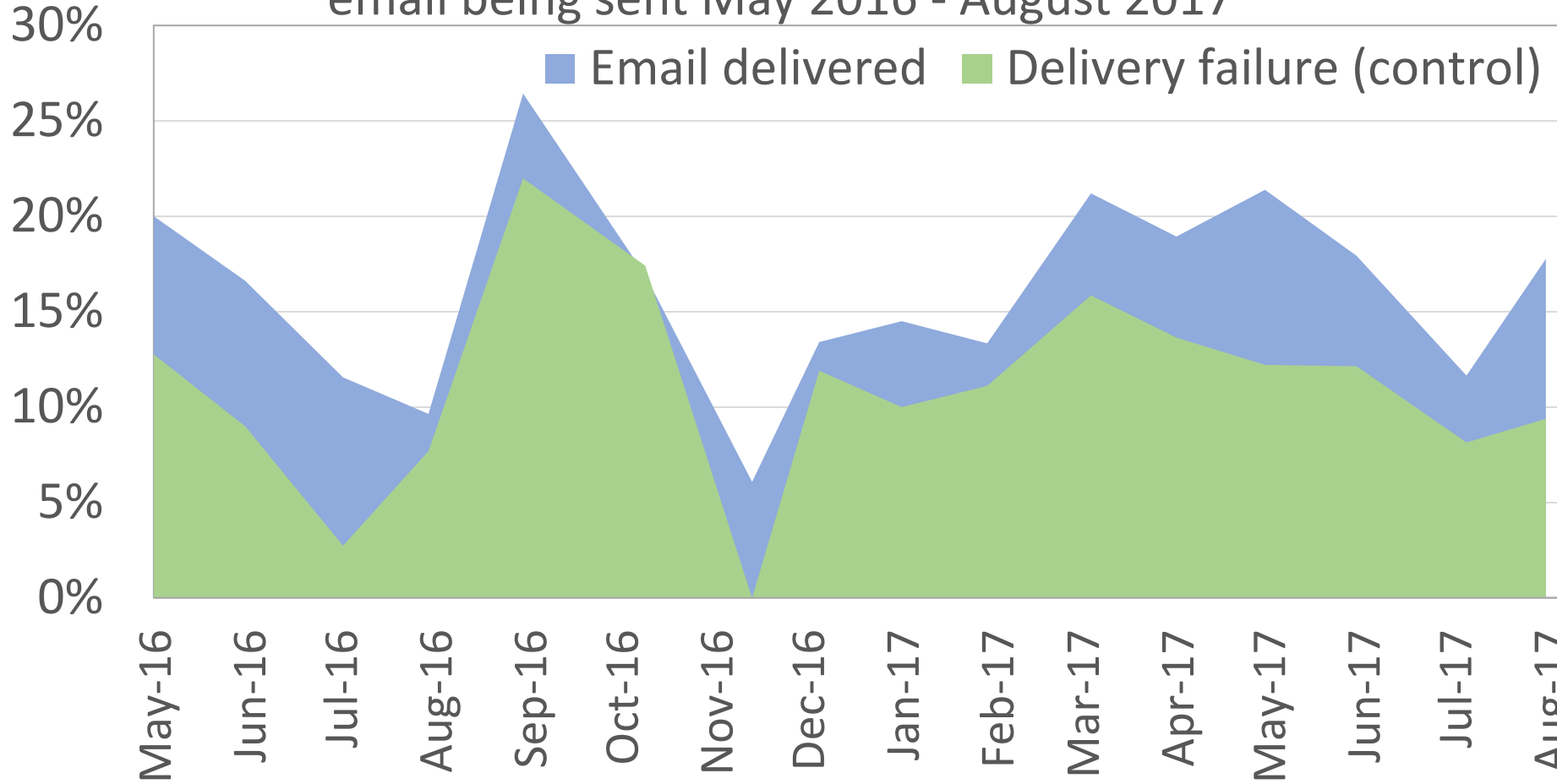
Courtesy License Renewal Email Open and Online Click Rates



2016 daily percentage of emailed customers purchasing a license after receiving email



% of customers that purchased a license within 15 days of email being sent May 2016 - August 2017



Recommendations

- Get more email addresses!
- Continue monthly reminders
- Focus on vacation months if you can only send a couple of emails out
- Consider sending out every 1 or 2 weeks
- Automate if possible!



Thank You

- Gregory Kozlowski
- Inland Fisheries Section Head
- Address
- Gregory.kozlowski@dec.ny.gov
- Phone Number

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