

## R3Dashboard:

Why your Agency Should Participate



#### **ISSUE**

Timely metrics are critical if we're to improve current R3 efforts and increase R3 funding. Producing R3 metrics – license sales growth, recruitment, renewal rates, and more – has been identified as a top need by nearly every R3 plan and organization.

#### **CHALLENGES**

- Data Confidentiality:
   States are required to protect license buyers' Personally Identifiable Information (PII).
- Frequency: USFWS certified license sales are published with a two-year lag. SA's previous online license dashboard was produced every six months with a three-month production time lag.
- Cost: States have limited funding for tracking participation trends beyond counts of license sales.

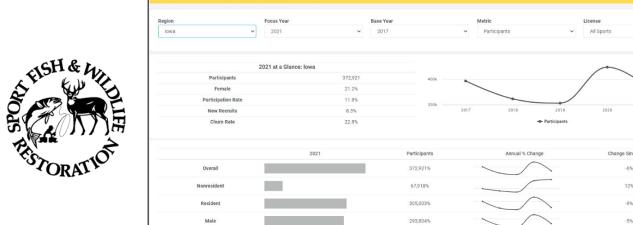
### **SOLUTIONS**

States, NGOs, and industry partners recognize the need to track daily participation trends over time and across states, regions, and the nation, using consistent and frequent measures.

- Data Confidentiality: Participation in the real-time dashboard does NOT require sharing of license buyers' PII.
- **Frequency:** Daily license sales are collected and reported in historical (ten-year), cumulative (year-to-date), and monthly and daily visualizations. Sales data undergo a standard, rigorous normalization process to ensure accurate and reliable insights on hunting and fishing participation.
- **Cost:** The real-time dashboards are funded by an AFWA multi-state grant and FREE to all state agencies.

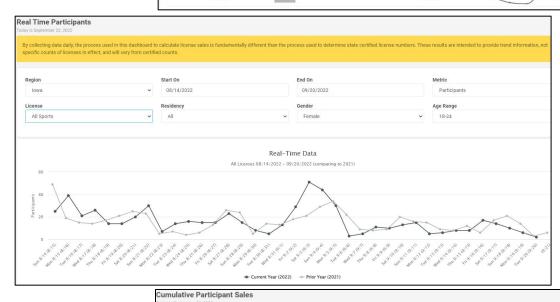
We ask all states to join the Real-Time License Dashboard effort, share their license data, and collectively help remove one more hurdle to evaluating R3 efforts and ultimately increasing state license sales and revenues.

# **Real-time License Dashboard Visualizations**



Regional/National Sportsmen Participation

Female





-9%



Today is September 22, 2022											
	process used in this dashboard to calculate I in effect, and will vary from certified counts.	icense s	ales is fundamentally different than the pro	cess us	sed to determine state certified lic	ense numbers. The	se results are in	itended to pr	rovide tren	d informati	ion, not
Region			Year			Metric					
Iowa	Iowa		2022		✓ Participant		9				
License	Residenc	зу		Gender				Age Range			
All Sports	<b>→</b> All	→ All			All		✓ All				
			Cumulative Pa	rticip	ant Sales						
400,000			All Licenses 01/01/2022 - 12/	31/2022	2 (comparing to 2021)						
300,000											
500,000											
100,000											
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			— Current Year (2022)	— Pr	Prior Year (2021)						

79.008%

