



SOUTHWICK
ASSOCIATES

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.

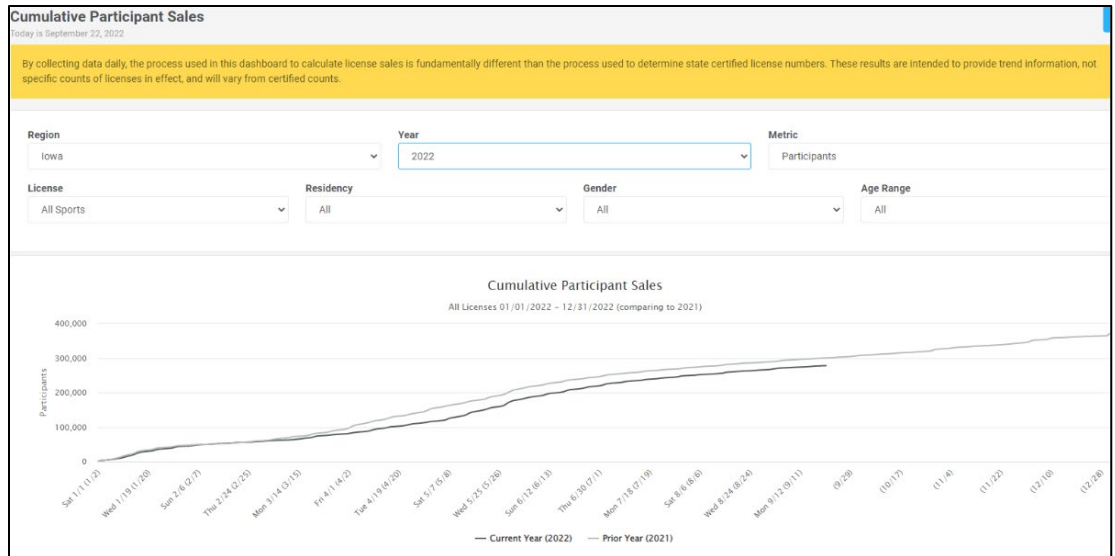
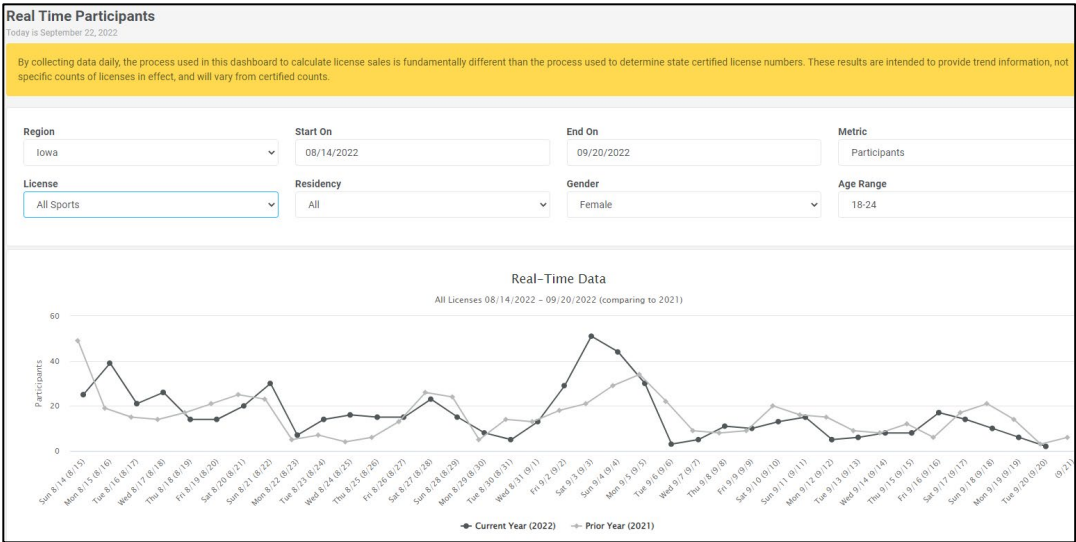
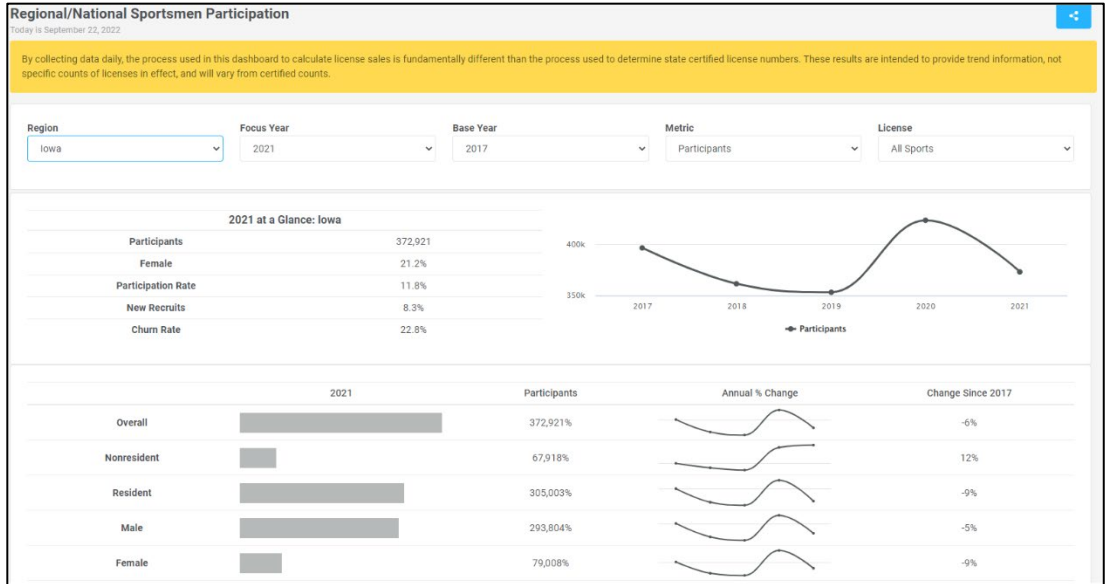
SOLUTIONS

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



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