



## NON-DISCLOSURE AGREEMENT

This agreement is between the \_\_\_\_\_ (hereinafter, "the Agency") and Southwick Associates (hereinafter, "Southwick"). Pursuant to the terms of the Association of Fish and Wildlife Agencies' (AFWA) 2022 Multistate Conservation Grant (MSCG) #F22AP01124-01 titled "Real-time License Data Dashboard Improvement and Expansion," the Agency will provide Southwick with the fishing and hunting license holder data information listed in Attachment 1 on page 2 of this Agreement, for analysis and use in as described in Attachment 2 on pages 3 through 5 of this Agreement.

Southwick hereby acknowledges that the fishing and hunting license holder data to be provided does **not** contain personal identifying information (PII). Southwick shall utilize the information listed in Attachment 1 and provided from the Agency's license database for the specific purpose of participation in the above-referenced grant project and for no other purpose. Southwick shall utilize the security protocols detailed in Attachment 3 pages 6 and 7 of this Agreement and shall not release or disclose license holder information to any third party for any reason.

Entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2022:

For the Agency:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name and Title

For Southwick:

\_\_\_\_\_  
Signature

Rob Southwick, President  
Printed Name and Title

## Attachment 1



## Data Request

### Purpose

This document outlines Southwick Associates' data needs for participation in the regional/national real-time license sales dashboard project. The historical data pull should include all stand-alone license records for the given time period. These records should be sufficient to identify all licensed anglers and hunters (i.e., all annual, lifetime, multi-year, short-term, and combination hunting/fishing licenses).

### Required Data Fields

Each data table should contain data fields (columns) sufficient to identify the characteristics of interest. No PII (personally identifying information such as name, address, email address, social security number, etc.) should be included.

#### License Sales:

- Customer ID (foreign key)
- License ID (foreign key)
- Purchase date
- Effective date (i.e., when license becomes valid)
- Expiration date

#### Customers:

- Customer ID (primary key)
- Year of birth
- Gender
- State of Residence
- Race (if available)
- Ethnicity (if available)

#### License Types:

- License ID (primary key)
- License Description
- License Type Residency (in-state vs. out-of-state)
- License Type Category (if available): a field to identify whether a license provides a hunting privilege, a fishing privilege, or both.



## Attachment 2

### **2022 AFWA Multistate Conservation Grant Program Award #F22AP01124-01: Real-time License Data Dashboard Improvement and Expansion**

1. The real-time license data dashboard project is funded by a 2022 AFWA Multistate Conservation Grant Program and designed to track hunting and fishing license purchase trends across individual states, the four AFWA regions, and nationally. These trends include the number of licenses purchased, the number of new recruits, participation rates, and churn rates, and are broken out by gender, age, and residency. Sales data are acquired using “application program interface” (API) software technology and updated daily.

#### **2. Grant Recipient Organization: Archery Trade Association**

American Sportfishing Association (Fiscal Agent)

Other supporting organizations:

Council to Advance the Hunting and Shooting Sports (Co-lead)

Association of Fish and Wildlife Agencies

Recreational Boating and Fishing Foundation

National Shooting Sports Foundation

Delta Waterfowl

National Wild Turkey Federation

National Marine Manufacturers Association

Pheasants Forever

#### **3. Summary**

To identify priority needs and to effectively monitor and evaluate R3 programs, R3 leaders must have timely and reliable data. Likewise, fish and wildlife agency managers need to identify participation trends to make informed program and policy decisions. While states can only receive updated regional and national trends every six months after an additional three-month processing delay, the rest of the country receives aggregated health statistics and other insights weekly or sometimes daily. The same technology used to report daily COVID-19 trends is also available for states to rapidly share and compile license sales trends. In 2021, this proposal’s partners began developing and piloting a “real-time” regional and national license dashboard using “application program interface” (API) software technology under an AFWA MSC grant, engaging 2-4 states in the piloting phase.

Once pilot testing and recruitment are complete, the long-term goal is to recruit a majority of states, then combine the real-time dashboard with key elements of the “traditional” license dashboard, including identifying new, regular, and churned license buyers. This will enable the R3 community to respond more quickly and intelligently than currently possible, will happen once the real-time dashboard has enough states to reliably report national and regional trends.

Grant support is needed to transition the current experimental real-time dashboard into a growing, functional platform. This will happen by first promoting the need and benefits to states, then helping them overcome internal resistance and legal hurdles, followed by building their API



connection into the highly secure, cloud-based system. Twelve states will be targeted for addition in 2022. Once operational, States and the R3 community will be able to make better informed, timelier decisions about future strategies and responses to participation trends.

In the absence of federal dollars, the only alternative source of similar data is the USFWS' certified license numbers. Typically released two years after the reported period, and with no breakouts by gender, age, churn rates, or recruitment insights, certified license data are minimally informative and not timely. Without this grant, the real-time license data dashboard effort will cease, no updates will be provided, and states and the broader R3 community will once again face a data void when making critical management decisions.

#### **4. Need**

States and R3 leaders must have timely and reliable data to make informed program and policy decisions. However, even the semi-annual insights from the traditional dashboards are still generally eight months old once released, resulting in an information gap that can impact decision-making. R3 leaders must have timely, reliable data more frequently. Just as counties and states reported COVID-19-related statistics, the same technology exists for states to share and safely aggregate license data to report regional and national license sales trends on a daily basis.

In 2021, this proposal's partners began development of a pilot real-time regional and national license dashboard via a MSC grant. Once the experimental phase is complete, more states can be recruited to produce reliable insights. Eventually, the real-time dashboard will be combined with the ongoing, growing, traditional license dashboard, which is the subject of a separate proposal. The real-time dashboard, alone and when combined with the traditional dashboard, will enable the R3 community to quickly identify if R3 applications are effective, when new R3 actions are needed, and when current events are impacting participation, and help state agency leaders better understand participation trends and constituent issues.

To make this happen, considering states individually are pressed to fund participation in additional regional-national initiatives, grant support is needed to transition 2021's experimental pilot dashboard into an operational platform with more participating states. Based on the traditional dashboard experience, generally 25 states will be needed to yield reliable results. Using grant funds, states will be recruited and then added to the live dashboard via custom-built API software connections. Without the real-time dashboard, states and the R3 community will continue to make decisions based on limited and often outdated information, thus limiting R3 and general management effectiveness.

#### **5. Purpose**

This dashboard will be built using the methods health departments employed to post daily COVID-19 updates. This method automatically sends states' hunting and fishing license data to a central, secured server for real-time tabulation and reporting of daily, monthly, and annual license sales trends. Unlike the traditional license dashboard now underway that relies on states to manually extract and post license data, the real-time dashboard uses "application program interface" (API) software that directly ties together states' licensing systems, allowing data from unrelated software systems to be combined into single, aggregated summaries. A custom API connection is built based on each state's unique license system, allowing automatic transfer of sales data which also reduces demand on agency staff now incurred by the traditional dashboard. Summaries are automatically tabulated and posted for public use.



Results include:

- Number of licenses sold
- Number of unique individuals buying a license
- Percent of the general population buying licenses

For each metric, breakouts are provided for hunting, fishing, and combination licenses, as well as by gender, age, and residency. For states able to report bowhunters, those trends will also be provided. Each dashboard provides results for the past 10 years to identify trends.

By providing daily license sales trends, the real-time dashboard complements – not replaces - the traditional license dashboard that now reports churn, recruitment, and participation trends for key audiences. We seek to onboard 12 more states (three from each AFWA region) in 2022, along with improving visual design and functionality as we learn more. Overall, the addition of the real-time dashboard element will help the R3 community better identify and react to license sales threats and opportunities, evaluate ongoing R3 efforts, and boost overall participation, plus it will help agency managers improve decision-making by providing an improved, timelier understanding of constituent participation trends.

## **6. Results & Benefits**

**Deliverables:** The real-time dashboard will be posted to partner websites for community access and use. It will be automatically updated daily. Technical details will be noted within the dashboard to help users properly interpret the results, plus links will be provided for users to report any potential problems or ask questions.

**Benefits:** Both R3 professionals and general state agency leadership will improve decision-making with timely, in-depth information on license sales trends and details. The results will include improved returns on R3 efforts, and increased ability to identify and respond to emerging trends and opportunities, plus implement timelier and better-informed marketing efforts.

## **7. Monitoring and Evaluation**

Dashboard accuracy and performance is checked in two ways: a) each state reviews its results and can immediately identify when results do not align with their understanding of license sales, and b) Southwick Associates staff monitor the results to identify any questionable trends or anomalies. When differences are seen, the state is contacted to learn if the discrepancies are correct or if an error exists.

Project partners review and discuss the dashboards semi-annually. This group evaluation ensures the dashboards are reliable and support state and NGO R3 efforts. The dashboards themselves are an evaluation tool conceived to help states know when to adjust ongoing R3 efforts or initiate new efforts, and to identify emerging trends regarding hunting and fishing participation.



## Attachment 3

### Application Security Protocols

#### Overview

R3Dashboard security protocols are managed via developer and staff policies and procedures related to the application itself, the data therein, and the files and data used to compile the application.

#### Application Infrastructure

##### Hosting

The application is run from a PaaS (Platform as a Service) hosting environment at Heroku. As a world-class PaaS provider, Heroku (parent company Salesforce.com) has a strong commitment to the security of its service offerings. Details can be found at <https://www.heroku.com/policy/security>.

##### ClearDB

The database underlying R3Dashboard is hosted via a service from ClearDB. ClearDB instances leverage encryption everywhere: data at rest is encrypted, backups are both compressed as well as encrypted, and network encryption is available using MySQL SSL support. ClearDB also employs strict operational controls on data access to prevent unauthorized personnel from accessing application data without explicit permission.

##### TLS Protocols

The application is currently served using TLS cryptographic protocol version 1.3.

#### User Accounts

##### Sensitive Data

User accounts include the following personally identifiable information:

- First and last name
- Email address
- Mobile phone number (*if two-factor authentication via text message is enabled by the user*)

Collection of other personally identifiable data for user accounts is not expected at this time.

User accounts may be associated internally with a sponsoring organization.

##### Passwords

Passwords for user accounts are encrypted before storing, plaintext passwords are not stored or accessible. Application log files are configured to exclude passwords and other sensitive information. Password rules require at least 12 characters.

Password resets are managed via an email sent to the account email address and must be completed within 6 hours.

##### Two-Factor Authentication

Two-Factor Authentication via email or text message will be implemented prior to go-live. 2FA will be encouraged, but not mandatory.



## Account Settings

User accounts are locked after 5 failed login attempts. Accounts can only be unlocked via an email sent to the account email address.

User account email changes require authentication via an email sent to the (original) account email address.

User notifications are sent upon user account email and password changes.

## Sessions

Sessions are logged out after 60 minutes of inactivity.

## Developer Access

### Application

Developers who are actively developing and/or supporting the project are granted full access to the application under the Developer role. Developer accounts use strong passwords and two-factor authentication (when implemented).

### Services

Developer access to the R3Dashboard hosting and infrastructure services is granted on an as-needed basis only.

Service accounts use strong passwords and two-factor authentication, where available.

Service account passwords are rotated on a regular basis.

Service accounts are not shared.

### Data/Data File Transfer

Data/data files are transferred to R3Dashboard via secure, encrypted channels. Transferred data/data files are not accessible publicly via the application or storage platforms.

Data provided to R3Dashboard does not include personally identifiable information beyond the following minimum required data:

- CUSTOMER\_ID (*required for accurate retention/recruit categorization*)
- DOB or BIRTHYEAR or AGE (*required for accurate demographics reporting*)
- GENDER (*required for accurate demographics reporting*)
- RESIDENCY (*required for accurate demographics reporting*)
- SALES\_ID (*required for duplicate data prevention*)

### Data Retention

Data files provided to R3Dashboard are maintained for a period specified by the state/vendor (7 – 30 days recommended), to ensure the data is loaded accurately, and then removed from all storage platforms.

Data loaded from these files is maintained in the database until the end of the sixth year after the transaction year for which the data is provided, so that retention/recruit statistics can be compiled. It is then removed from the database.

Summary data compiled from the detailed data provided by states is maintained in the database indefinitely for ongoing reporting purposes.