



# Invasive Species Sticker Sales Alternatives

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# Invasive Species Sticker Sales Alternatives

- ▶ How invasive species stickers are sold
- ▶ Cost Alternative 1
  - ▶ Address additional costs to the department to provide for an annual sticker (effective 12 months from the date of purchase) as opposed to a calendar year sticker.
- ▶ Cost Alternative 2
  - ▶ Address additional costs to the department to prorate stickers that are purchased on an calendar year cycle.



## IDPR's Efforts Relating to Quagga and Zebra Mussels

- IDPR assists the Idaho Invasive Species Fund (IISF) by
  - Collecting fees on all Idaho registered boats
  - Administering sticker sales to
    - Non-resident motorized users
    - Non-motorized users

# Idaho Boater Registrations



- For convenience, the \$10 invasive species fee is included in the annual Idaho boater registration.
- There is not a separate invasive sticker; the Idaho boat sticker acts as a two-in-one sticker.

# Current Idaho Invasive Species Stickers

➤ Motorized Out of State



\$20.50 for Sticker + \$1.50 vendor fee

➤ Non-Motorized – All



\$5.50 for sticker + \$1.50 vendor fee



# Idaho Invasive Species Stickers

- ▶ Are numbered for inventory tracking
- ▶ Unique in style based on sticker type
- ▶ For compliance purposes, sticker color follows the same four year rotation (orange, green, red, and blue) that all other IDPR registration stickers use (boat, snowmobile, motorbike)



# Which Vessels Must Obtain Stickers

- ▶ Any motorized or sail powered watercraft not registered in Idaho
- ▶ Any non-motorized vessel (canoe, kayak, raft, drift boat, paddleboards – both ridged and inflatable, wind surfing boards, etc. )
- ▶ Exemptions
  - ▶ Inflatable, non-motorized vessels less than 10 feet in length
  - ▶ Wakeboards and kite boards as they are not considered vessels



## How Stickers Are Sold

- IDPR Headquarters
- IDPR Online
- IDPR Mail-in
- IDPR Park and Region Offices
- Retail vendors through-out the state
- County DMVs

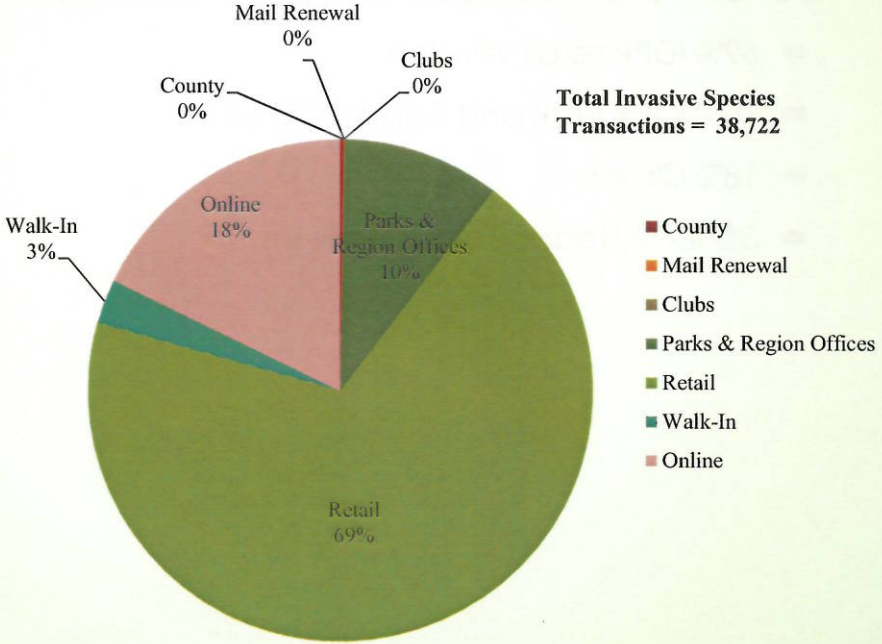




# Transactions by Sales Channel

- Out of State Motorized and Non- Motorized sticker sales:
  - 69% IDPR retail vendors
  - 10% IDPR Park and Region Offices
  - 18% Online
  - 3% IDPR Headquarters walk-ins

# FY 2016 Invasive Species Transactions by Sales Channel



# Sales Processes

- ▶ IDPR oversees
  - ▶ 182 vendors that sell non-motorized stickers
  - ▶ 174 vendors that sell motorized, registered outside of Idaho stickers
- ▶ Currently retail vendors process transactions manually using three part forms

**IDAHO** Idaho Invasive Species Sticker  
 Non-Motorized  Registered Outside of Idaho  
Expiration Date 12/31/13 IISF Sticker # E13-012345

Name Ian Invasive  
Address 123 Mussel Ct  
City Somewhere State ID ZIP 83000  
Phone # 208-123-7654 IISF Fee \$ 5.50  
Vendor # 01-4321 Vendor Fee \$ 1.50  
Issue Date 5/10/13 Total \$ 7.00

Copy Distribution: White-Owner, Canary-Parks And Rec, Pink-Vendor

**IDAHO** Idaho Invasive Species Sticker  
 Non-Motorized  Registered Outside of Idaho  
Expiration Date 12/31/13 IISF Sticker # A13-087654

Name Mike Mussel  
Address 678 Aquatic Way  
City Nowhere State OR ZIP 90000  
Phone # 543-678-9000 IISF Fee \$ 20.50  
Vendor # 05-0432 Vendor Fee \$ 1.50  
Issue Date 6/1/13 Total \$ 22.00

Copy Distribution: White-Owner, Canary-Parks And Rec, Pink-Vendor

# Sales Processes (cont....)

STATE OF IDAHO  
**IDAHO INVASIVE SPECIES TRANSMITTAL**  
 E-mail: reghelp@idpr.idaho.gov

**IDAHO**

VENDOR#: 02-0234 VENDOR NAME: Vikki Vendor Boat Shop  
 REPORTING PERIOD: 7-1-13 TO 7-31-13

INVASIVE SPECIES - NON-MOTORIZED:		# Issued	\$ Amount
Series <u>G13-0001</u>	thru <u>G13-0005</u>	<u>5</u>	<u>\$ 35.00</u>
Series _____	thru _____	_____	_____
Series _____	thru _____	_____	_____
Series _____	thru _____	_____	_____
Series _____	thru _____	_____	_____

INVASIVE SPECIES - NOT REGISTERED IN IDAHO:		# Issued	\$ Amount
Series <u>A13-0010</u>	thru <u>A13-0010</u>	<u>7</u>	<u>\$ 154.00</u>
Series _____	thru _____	_____	_____
Series _____	thru _____	_____	_____
Series _____	thru _____	_____	_____
Series _____	thru _____	_____	_____

INVASIVE SPECIES - REPLACEMENTS OR VOIDS:		# Issued	\$ Amount
<u>A13-0017 (Replacement)</u>		<u>1</u>	<u>\$ 3.00</u>
_____		_____	_____
_____		_____	_____
_____		_____	_____

TOTALS	<u>13</u>	<u>\$ 192.00</u>
TOTAL AMOUNT COLLECTED		<u>\$ 192.00</u>
LESS VENDOR FEE (# ISSUED x \$1.50)		<u>\$ 19.50</u>
AMOUNT TO REMIT		<u>\$ 172.50</u>

DATE 8/3/13 PREPARED BY Vikki Vendor  
WRITE COPY - Idaho Department of Parks & Recreation (with registrations) YELLOW COPY - Retain for your files

- Assigned inventory by IDPR
- Report sales on a monthly basis
- Submit unsold inventory
- Pay for lost inventory



## Printed Material Costs

Material	Cost
Three Part Form Registration Books	\$1,897.70
Monthly Transmittal Forms	\$141.82
Not Registered in Idaho Decals	\$2,080.00
Non-Motorized Decals	\$7,577.00
<b>Total</b>	<b>\$11,696.52</b>



# Sales Cost Alternatives

- Alternative One
  - An annual sticker (effective 12 months from the date of purchase) as opposed to a calendar year sticker.



# Sticker Sales Cost Alternative 1

- Scenario 1: Adopt single colored stickers that allowed for handwritten expiration dates
  - Fairly easy to train to
  - Would require programing
    - manage sticker expiration
    - manage renewal processes
  - Compliance would be difficult



## Sticker Sales Cost Alternative 1 (cont....)

- Scenario 2: Use 12 different colored stickers
  - Compliance would be difficult
  - Would require programing
    - manage sticker expiration
    - manage renewal processes
  - Cost would increase for decals
    - Sticker quantity need would greatly increase (assume triple in decal costs)
      - increase sticker shipping
      - inventory management efforts would require additional staff time
  - Training would become more difficult





## Sticker Sales Cost Alternative 1 (cont....)

- Scenario 3: Keep current style and color schedule by using print on demand technology to apply expiration
  - Compliance would be difficult
  - Would require programing
    - manage sticker expiration
    - manage renewal processes
  - Specialized printers
  - Inventory tracking would be simplified



## Sticker Sales Cost Alternative 2

- Alternative 2

- Address additional costs to the department to pro rate stickers that are purchased if the department stays on an calendar year cycle.

- Would require programing

- fee calculations

- manage sticker expiration

- manage renewal processes

- Based on the departments previous experience with sticker proration

- Revenue could be jeopardized as customers tend to purchase for only the timeframes they intend to use equipment

- Revenue could be jeopardized due to calculation errors (vendors tend to undervalue payments)

- Department costs would increase in tracking vendor payments



Questions ?