REINVENTING THE OUTDOOR RECREATION DIGITAL EXPERIENCE

May 7, 2019
NIC is the digital provider for outdoor recreation services in 40 states

27 years of driving national digital government expansion

Avid outdoor adventurer

20 years delivering national digital government solutions
What We Believe

Great outdoor recreation digital services should be:

- Easy
- Efficient
- Personalized
- Secure
- Cost-Effective
- Mobile-First

Government should be served better
The Big Question

Is digital government serving the outdoor recreation community as effectively as possible?
The Answer: No.

We have *partially fulfilled* the promise of digital government

- Faster... *yes*
- Easier... *not always*
- Less complicated... *no*
DIGITAL GOVERNMENT HAS REPLICATED EXISTING SILOS

Many services, many places to visit for resolution

Government is at the center
The Roman Empire developed bureaucratic government in 27 B.C.

GOVERNMENT BUREAUCRACY HAS A 2,000+ YEAR HEAD START

Reflects +2,000 years of multi-agency bureaucratic government structure

Largely the same from state to state

Does not value residents’ time

Complex – even for people familiar with government
WHAT DO YOUR CITIZENS WANT?

Digital government CAN & MUST do more

80% of residents think it’s important that digital government services are available

80% wish government would make it easier to use digital services

84% say dealing with government is stressful

62% want one place to go for any government service – including outdoor recreation

Partner together to pursue big thinking that delivers big results
CITIZENS WANT SIMPLICITY

What outdoor adventurers are telling us:

“I don’t care how government is organized. Please don’t make me become an expert.”

“My time is precious, and I’d rather spend it recreating instead of figuring out how to plan it.”
ROBERT’S OUTDOOR ADVENTURE JOURNEY

Little Rock, AR

Grand Canyon

Moab, UT

WY

Rapid City, SD
A LONG TO-DO LIST TO PLAN THIS ADVENTURE

TO-DO LIST

- 1 speedboat boat & trailer registration renewal
- 1 fishing boat & trailer registration renewal
- Invasive species certification
- Inspection appointment
- 3 boat launch appointments
- 3 lake permits
- 4 park entry permits
- 4 campsite reservations
- 3 bicycle registrations
- 1 RV registration renewal
- 3 fishing licenses per state
- Concessionaire reservation (river tour)
- Concessionaire reservation (mountain biking tour)
OUTDOOR RECREATION PLANNING IS COMPLICATED AND TIME-CONSUMING

Robert
Digital Government Expert

Spouse

Child 1

Child 2

State Invasive Species Cert

1 Fishing Boat & Trailer Registration Renewal

1 Speedboat & Trailer Registration Renewal

1 Mountain Biking Tour Concessionaire Reservation

1 River Tour Concessionaire Reservation

3 Fishing Licenses per State

20+ Separate Entities

25+ Back-and-Forth Steps

3 Boat Launch Appts

4 Park Entry Permits

1 RV Registration Renewal

3 Bicycle Registrations

4 Campsite Reservations

3 Bicycle Registrations
There is a better way
Bundle experiences to save time and reduce frustration
WHAT DRIVES A SUCCESSFUL DIGITAL EXPERIENCE FOR OUTDOOR USERS

- One-stop shop for government
- Continuous engagement across devices
- Monitoring and recommendations
- AI, machine learning, and natural language processing
- All-digital inputs and outputs
- Omnichannel
HOW TO SIMPLIFY OUTDOOR RECREATION PLANNING

1. Single Entity

No Back-and-Forth Steps

ALL-IN-ONE SYSTEM
AVAILABLE ON ANY DEVICE
It looks like you’re planning to go fishing.

Don’t forget to renew your All Waters fishing license.

Click here and I can take care of that for you.
DIGITAL TRACKING & LICENSES

My Digital Licenses

Watercraft Registration
2014 Mastercraft X22
CT-1294-JH

Registered to: Jack Robinson
Address: 165 Scarborough St.
Hartford, CT 06105
CT DL: CT 841 254 364

Renewal Date: Valid Until:
3/31/2019
3/30/2019

Next
WHAT DRIVES THIS

Centralization

- APIs link different agencies
- Available to any agency
- Powers the “One Robert” approach
- Stores digital licenses in one place

Omnichannel

- On any device and screen
- Mobile and wearables
- Smart speakers
WHAT DRIVES THIS

Artificial Intelligence is Enabling Automation

- Natural language processing
- Machine learning
- Chatbots
- Facial recognition

Digital Sales Growth

Soon to be the dominant sales channel
OUTDOOR DIGITAL CONVERGENCE

- Park Entry Passes
- Hunting & Fishing
- Recreational Vehicles
- Enforcement
- Campgrounds

ALL-IN-ONE SYSTEM
AVAILABLE ON ANY DEVICE
TAKE THE CHALLENGE

- Be a paradigm pioneer
- Plan strategically, deploy tactically
- Don't boil the ocean
- Pilot, test, try

The Future of **Digital Outdoor Recreation** is Here