



Automated License Data System (ALDS) Project Newsletter

ALDS Receives High Satisfaction Scores from License Agents and DFG Users

Inside this issue:

This Quarter's ALDS Bug Fixes 2

ALDS Survey Recommendations to Be Implemented 2

Fundraising Tags Raise Revenue for Big Game Species Management 2

Profile: Customer Agent Support Team (CAST) 3

ALDS Improvements (Change Requests) Being Implemented in the Future 3

In February and March, the ALDS team surveyed approximately 1,500 license agents and 150 DFG users to obtain feedback regarding their overall satisfaction with using ALDS.

The survey asked questions regarding ALDS equipment, software, technical support, communications, and training.

Survey responses indicate that, overall, license agents are very satisfied with the ALDS system. Agents feel it has improved the license sales process by eliminating physical license inventory, broadening the types of items they can sell, and eliminating employee guesswork in determining requirements necessary to sell a

particular license.

DFG users also are very satisfied with the ALDS system. DFG users value the real-time customer information that is now available to enhance customer service. Further, DFG users cited ALDS as being easy to use, fast, and efficient.

Survey participants also provided improvement recommendations. The ALDS Project Team obtained valuable input and feedback. The Project Team documented these items in an action plan to be implemented over the next year. Please see page 2 of the newsletter for the top four action items.

What License Agents Say About Using ALDS....

"I love it! It is easy to use. I only pay for licenses that I sell. I have all the licenses available."

"The system is the best thing ever. It has allowed my business to increase sales of fishing licenses and allowed us to sell hunting licenses, too."

"Overall, it is a very effective and efficient system."

"Very satisfied with the equipment. It has made selling licenses much quicker and easier."

"I like it much better than the old paper system."

"I like it and the fact there is no paperwork reconciliation to do at the end of the season ."

Harvest Reporting Will Be Available Online



In July, Harvest Reporting functionality will be implemented. Beginning with the 2012 license year, all big game tag and fishing report card data will be captured through ALDS.

ALDS will include Control Center functionality for DFG

to enter harvest card data from mailed in cards. ALDS also will offer an Internet reporting option for hunters and anglers to submit report card information via DFG's Internet at www.dfg.ca.gov/licensing/ols/. Customers will be able to view all their licenses that require reports, submit reports, and view historical report submis-

sions. Customers submitting reports online will receive a report confirmation number and will not have to mail in the report card. ALDS will include a comprehensive database of report data for research and analyses, as well as for enforcement of license reporting requirements.

ALDS Newsletter

If there are any topics you would like to see included in a future issue of this newsletter, please email:

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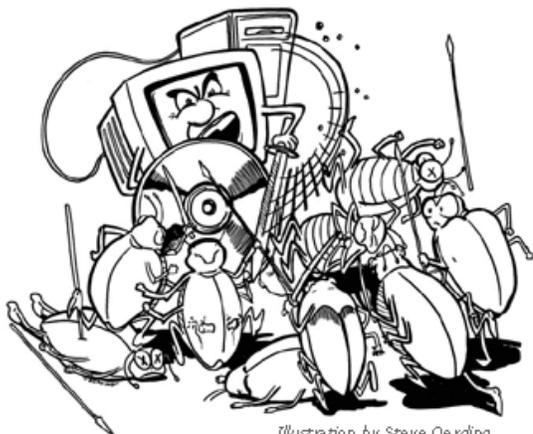


Illustration by Steve Oerding

This Quarter's ALDS Bug Fixes

As in any system implementation, ALDS has system bugs that are being addressed by our vendor, Active Outdoors. The March - May releases address

the following ALDS bugs:

Memory & Time-out Errors

- "Out of Memory" Control Center errors.

- Screen freezes with multi-customer purchases.
- Time-out errors associated with customers with restricted items.
- Inventory Report problems and time-out issues.
- Improve the ALDS customer matching logic.
- Add address auditing to Customer Change History Report.
- Enhance customer search to only active customers in Control Center.
- Delete inactive ID Functionality.

Customer Merge Changes

The customer merge process is a new workload for DFG, also requiring ongoing implementation of improvements. These bug fixes/changes will:

Key Upcoming Events:

June—Key document rendering bugs to be fixed

July—Detailed ALDS Survey Results Available Online to all DFG employees and License Agents

Summer—Online Training on Specific ALDS Functionality

ALDS Survey Recommendations to be Implemented

The ALDS Satisfaction Survey obtained important feedback from participating DFG employees and license agents. The ALDS Project Team reviewed and evaluated each recommendation to determine value, feasibility, and applicability.

For DFG Regional Sales Offices and LRB employees, the following are the top four rec-

ommendations that will be addressed/implemented over the next year:

- Improve the customer search process by improving the readability of California and out-of-state drivers licenses. (See page 3 on Change Requests for more information.)
- Streamline the data input process for DFG Regional License Sales Offices.
- Address/improve DFG Regional Sales offices' ALDS connectivity issues to reduce processing times.
- Mark the thermal license printer paper to notify when the paper is running low.



Fund-raising Tags Raise Revenue for Big Game Species Management

Legislation approved in 2010 created the Big Game Management Account. Revenues raised by fund-raising tag sales are used for management activities associated with those species. In 2011,

ALDS added the functionality of fund-raising tag drawings (Owens Valley Elk and Open Zone Deer) in ALDS. These two fund-raising tag drawings raised \$150,000 in revenue for the Big Game Management Account in 2011.

In 2012, two new fund-raising tag drawings were added:

Northeastern California Pronghorn Antelope and Kelso/Old Dad Mountains Bighorn Sheep. With the addition of these two new tags, the fund-raising tag drawings will bring in over \$280,000 in revenue for the Big Game Management Account in 2012.

Profile: Customer Agent Services Team (CAST)

Before ALDS, DFG possessed very limited information on customers. License agents directly interacted with customers and only limited data was collected by DFG.

With the implementation of ALDS, all customers purchas-



ing a fishing or hunting license/tag are entered into the system. The system captures pertinent customer demographic information such as name, driver license number, address, and date of birth to associate a customer with a specific ALDS customer identification number (GO ID).

The CAST unit was formed to manage the workload associated with the ALDS customer database. With 1.9 million customers in the ALDS database, the CAST Unit's role is to ensure customers and/or

agents do not duplicate identities (i.e. GO ID numbers). Since August 2010, the CAST Unit reviewed and corrected over 100,000 records.

There may be times customers intentionally create two identities to obtain more than one report cards (i.e. abalone cards, sturgeon cards, etc.) In those instances, the CAST Unit reports questionable identities to DFG's Law Enforcement Division.



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ALDS Improvements (Change Requests) Being Implemented in Future:

One of the most significant pending changes, which streamlines the license sales process, is to provide the functionality to read bar codes on state driver licenses. This improvement enables ALDS to not only better read California driver licenses but also other state driver licenses. This modification is still being evaluated and is anticipated to be implemented sometime during the next year.