

Michigan Department of Natural Resources Achieves Modernization with Paylt Outdoors

The Michigan Department of Natural Resources is dedicated to preserving the state's natural and cultural resources, so residents and visitors alike can enjoy the diverse outdoor activities Michigan has to offer.



Redefining efficiency

With a complex draw system and hundreds of thousands of permit sales throughout the year, the Michigan DNR recognized that a modern digital system could improve its efficiency (for customers and staff).

Responsibilities ranging from issuing hunting and fishing licenses to managing permits for snowmobiles and off-road vehicles (ORVs) meant that the DNR needed to not only innovate its digital services to better serve customers but also to simplify internal processes for staff and law enforcement.

Embracing digital transformation

Partnering with PayIt transformed the way the DNR operates, providing convenience and efficiency for both the agency and its customers. PayIt introduced a comprehensive digital platform to meet the needs of the Michigan DNR.

Tom Weston, the Chief Technology Officer of the Michigan DNR, highlighted the successful integration of PayIt Outdoors into its operations. The app garnered over **375,000 downloads, with 21,000 transactions in a single hour the day before its firearm deer season opening in 2022.** Given this high transaction volume, the platform's flexibility and reliability have allowed the DNR to further enhance its ability to serve the public.

"PayIt is a flexible system that can adapt to changes in our laws or adapt to changes based on our customer needs, and that's the benefit that the system brings." – Tom Weston, Chief Technology Officer

Key features of the solution include:



Unified licensing system
A flexible system that quickly adapts to changes in laws and customer needs, streamlining the process of issuing various licenses and permits



Mobile app accessibility
An intuitive mobile app allowing users to purchase and manage licenses, permits, and other outdoor activities directly from their smartphones



Offline mode
The app provides offline access to important regulations and guidelines, ensuring users can always stay informed, even without internet connectivity



Cost savings
By facilitating online transactions, the DNR is saving money previously spent on license agent commissions

The Impact of Innovation



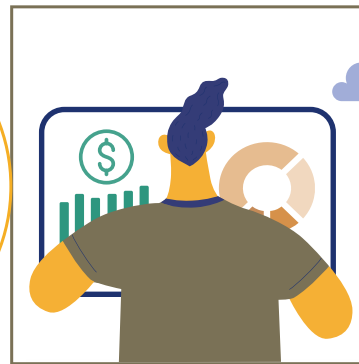
Improved efficiency

The digital platform significantly reduces the time and effort required to issue licenses and permits, so the DNR can focus on its core mission of conservation.



Enhanced user experience

Customers benefit from a user-friendly interface that makes it easier to understand and comply with outdoor regulations. The app's offline mode ensures continuous access to crucial information.



Cost reduction

The shift to online transactions eliminates the need for intermediary agents, resulting in substantial cost savings for the DNR.



Better law enforcement support

Conservation officers find the app invaluable for quickly accessing individuals' license histories, improving the efficiency of law enforcement activities.

Partnering with PayIt has improved the Michigan DNR's operations, providing an adaptable digital solution that meets the needs of both the agency and the public — ultimately contributing to the conservation and enjoyment of Michigan's natural resources. The success of this collaboration underscores the importance of leveraging technology to enhance government services.

Online sales have increased from 8% to about 22%, reducing agent commission fee payments by around 13%. (Digital sales continue to increase, saving the DNR more money.)

Agency revenue driven by online transactions is continuing to rise, with a nearly 136% increase from 2019 to 2023.

Tom Weston noted that the benefit of partnering with PayIt is having someone with expertise in the outdoor industry operating in your space. The PayIt platform is built by experts in conservation in GovTech, innovating with clients like the Michigan DNR in mind.

About PayIt

PayIt enables state and local government agencies to deliver a great resident payments experience that accelerates the shift to digital. Agencies choose PayIt to better achieve their mission through improved operational efficiency, customer support, and resident satisfaction. Our solutions span property tax, courts, utilities, DMV, outdoors, and more. PayIt provides a single resident profile across agencies and jurisdictions, integrates into back-office and adjacent systems, and our team helps clients drive adoption of digital channels. Serving more than 100 million residents in North America, we have received awards from Fast Company and StateScoop, and have been listed in the GovTech 100 for 8 years and counting.

