

LRPP EXHIBIT IV: Performance Measure Validity and Reliability

Department: Florida Fish and Wildlife Conservation Commission

Program: Executive Direction and Administrative Services

Service/Budget Entity: Office of Executive Direction and Administrative Support Services

Measure: Percent change in licensed anglers

Action (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure nor previously approved or for which validity, reliability and/or methodology information has not been provided.

Data Sources and Methodology:

FWC has contracted with Central Government Systems, Inc. to provide a unified system for selling recreational fishing and hunting licenses and permits through all four of our sales channels (Retail Stores, Tax Collectors, Internet, and Telephone). This system, called the Total License System (TLS) started processing license and permits (L&P) as a pilot in July of 2003 and has been used to sell all recreational fishing and hunting L&P since November, 2003.

Information about the customer and the type of L&P purchased is captured at the time of each L&P sell and stored in a central database. This information is then retrieved and summarized for statistical reporting.

Validity:

The measure of percent change in L&P issued reflects a trend over time in sales of licenses and permits. This measure may then be used to predict revenues and workload. Validity is assured since there is a direct relationship between the data and the measure.

Reliability:

99%