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# IMPLEMENTATION PLAN

## PERMIT DATABASE FOR MN STATE PARKS

*Prepared for the Legislature*

*January 1996*

by

**The Minnesota Department of Natural Resources  
Division of Parks and Recreation**

# IMPLEMENTATION PLAN

## PERMIT DATABASE FOR MN STATE PARKS

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This implementation plan has been designed to develop a database of customers purchasing annual state park vehicle permits in response to legislation drafted during the 1995 session stating:

*"The commissioner of natural resources shall develop an implementation plan, including estimated costs and uses, for an electronic permit tracking system that would allow the identification and tracking of state park users. The commissioner shall submit the plan by January 15, 1996, to the chairs of the senate and house of representatives environment and natural resources committees, the finance division of the senate environment and natural resources committee, and the house of representatives environment and natural resources finance committee."*

### I. PURPOSE

The purpose of establishing a permit database is to:

- ▶ Increase the number of annual permits sold
- ▶ Communicate with dedicated state park customers
- ▶ Send out annual vehicle permit renewal notices
- ▶ Collect demographic information regarding state park customers
- ▶ Form a strong coalition of state park customers
- ▶ Assess who is not using state parks
- ▶ Use as a database for research
- ▶ Work with the Council of Parks & Trails to get out their message

### II. BACKGROUND

Vehicle permit entrance fees have been required in Minnesota State Parks since 1953. Throughout the past 43 years a customer visiting a state park, for a fee, has received a permit to affix to the windshield of their vehicle allowing legal entrance into a state park. Although many other government permit processes require the customer to submit their name and address to the agency selling the permit, state parks have never asked for, or required this from customers purchasing vehicle entrance permits. Customers camping in state parks are required to register with their name and home address.

Other park systems throughout the country and Hennepin Parks here in the metropolitan area (issuing approximately 40,000 vehicle permits in a given calendar year) request that customers purchasing an annual vehicle permit submit their name and address before receiving a the permit. It has been the experience of Hennepin Park Personnel that the majority of their customers readily register their names and addresses.

Through informal questioning of current Minnesota State Park customers regarding the issue of requesting their name and address prior to receiving a vehicle permit, most were either supportive of the concept or thought such a process was already in place. It is anticipated that the process of collecting names and addresses will be widely accepted by Minnesota State Park customers.

### **III. ASSUMPTIONS:**

- ◆ The electronic method of capturing names will be dependent upon Minnesota residents being issued drivers licenses with a magnetic stripe. The percentage of the population having the new license in their possession is approximately 50% in 1996, 75% in 1997, and 100% in 1998.
- ◆ Every effort will be made to collect names and addresses of persons purchasing annual vehicle permits at the point of purchase, but it will not be required in order to receive a permit.
- ◆ Currently, the approximate number of annual permits purchased in a year is 100,000. Assuming this number will be increasing, a figure of 125,000 permits is used for calculations in the implementation plan.

### **IV. METHODOLOGY**

Several methods of collecting names and addresses for the database were reviewed. Primary consideration for method selection was given to comprehensiveness of information, accuracy, and ease of implementation for customers and park staff. The method chosen has two components: electronic capture and manual capture.

The electronic method is dependent upon the new magnetic stripe and bar code type of driver's license issued by the Department of Public Safety (DPS)(see attachment A). Approximately 50% of the population will have the new driver's license by October of 1996 and the entire population will have the new license by July of 1998.

The manual method will pick up the portion of the population that does not have the magnetic stripe driver's license (until July 1998), and will also be used in the long term for non-residents, gift vehicle permit recipients and persons self-registering at a state park.

## **A. ELECTRONIC CAPTURE - *Partial implementation available in 1996***

This method involves using the new type of motor vehicle driver's license for State of Minnesota residents and a back-up manual collection of names from non-resident customers, residents without the new driver's license, persons self-registering and for gift purchases. The Minnesota Department of Public Safety is now issuing a type of driver's license that has a magnetic stripe on the back similar to that found on credit cards. The driver's license also has a bar code. All resident licensed drivers in the state of Minnesota will have this new type of driver's license in their possession by July of 1998.

DPS has been contacted by the Division of Parks and Recreation regarding use of the magnetic stripe and the bar codes to establish a database. State Parks will have free access to use of the driver's license information gathered from the motor vehicle driver's license via a scanner or a bar code reader. State Parks will also have access to the DPS name and address files currently being shared with the DNR License Bureau.

The information currently stored (and anticipated being stored) on the driver's license magnetic stripe and bar code is:

- ▶ a driver's license #,
- ▶ the license holder name,
- ▶ date of birth of the license holder.

This information can be easily collected from Minnesota residents with the new type of driver's license. Each state park will need to have a magnetic stripe reader(s) on site. State Parks have determined that the most practical type of magnetic stripe reader would be a portable data terminal. This terminal can be used both indoors and outdoors and does not rely on a computer being in the service area, nor does it require an additional telephone line coming into the park. The terminal is capable of storing 128K of information that will be transferred to an on-site computer and downloaded at a pre-set time to a central location, while still being able to identify the location of purchase.

The central location will then merge the information from the driver's license with the name and address database provided to the DNR License Bureau by DPS (see attachment B for an example of information available in each of the three databases stored in the DNR License Bureau). The electronically captured information will ultimately be merged with the manually captured information, allowing State Parks to create a centralized and comprehensive database of names & addresses of customers purchasing annual vehicle permits in state parks.

## B. MANUAL CAPTURE

This method is a back-up to the electronic capture of names and addresses and involves designing and printing a self-addressed, business stamped postcard similar to what is used for cross-country ski licenses (see attachment C). The return rate for these cards through the ski license program has been approximately 80%. It is anticipated that state parks would have a similar return rate for self-mailers. Below is one side of a prototype of a two-sided card that would be designed and distributed.

<i>Thank you for supporting Minnesota State Parks!</i>		
Please fill out this card and drop it in one of the park comment boxes or in the nearest mailbox.		
<i>Your name will be placed on a mailing list &amp; you will receive information about MN State Parks!</i>		
<hr/>		
Last	First	Initial
<hr/>		
Street Address or P.O. Box		
<hr/>		
City	State	Zipcode
<hr/>		
Minnesota Driver's License #		

The opposing side of the card will be a postage pre-paid, self addressed mailer, in the event that the customer is given the card to fill out without staff assistance.

Only the driver's license portion will need to be filled out if the driver's license is readily available which will save on data entry time. If the driver's license is not readily available, state park staff members can assist the customer with the name and address portion of the card.

Every effort will be made on the part of the park personnel to fill out the card for the customer if time and customer lines permit. If park staff members are not able to fill out the card, the customer will be asked to fill it out and drop it in one of the boxes provided in the park (i.e. comment boxes, courtesy violation boxes) or drop it off at the nearest mailbox.

V. COST OF IMPLEMENTATION (*based on 1995 prices*)

		<u>FY 97</u>	<u>FY 98</u>	<u>FY 99</u>
<b>Capital investment</b>				
Bar code slot reader	15 @ \$300 each	5,000		
Portable data terminal	80 @ \$750 each	60,000		
Software development		<u>50,000</u>		
<b>TOTAL CAPITAL INVESTMENT COST</b>		<b>\$115,000</b>		

**Annual costs**

***To establish & maintain list***

Maintenance & repair of equipment		3,000	3,000	3,000
NCOA (National Change of Address) \$18/1,000 names		2,000	2,000	2,000
Pre-printed, self-addressed cards*		2,000	1,000	1,000
Postage for self-mailers (annual fee \$300+.02/ea piece)**		2,000	1,000	1,000
Pencils		2,000	2,000	2,000
Data entry (2min/name @ \$13.57/hr)=***		22,000	11,000	11,000
Management of list (one .5 FTE)		<u>20,000</u>	<u>20,000</u>	<u>20,000</u>
 Total annual list creation & maintenance costs		51,000	40,000	40,000

***to print & mail marketing pieces to customer list twice/year***

Postage for 125,000 customers /\$.21/piece		26,000	26,000	26,000
Printing of spring piece, 125,000 copies (approximate)		38,000	38,000	38,000
Generate labels		9,000	9,000	9,000
Label/mail service		6,000	6,000	6,000
Administrative time to write piece and manage project 80 hours @ \$25/hour=		<u>2,000</u>	<u>2,000</u>	<u>2,000</u>
 Total annual mailing costs		81,000	81,000	81,000

**TOTAL ANNUAL COSTS\*\*\*\***                      **\$132,000**    **\$121,000**    **\$121,000**

- \* 50,000 cards for FY97, 25,000 cards for FY98 and beyond
- \*\* 50,000 self-mailers for FY97, 25,000 self-mailers for FY98 and beyond
- \*\*\* 50,000 names for FY97, 25,000 names for FY98 and beyond
- \*\*\*\* A considerable amount of staff time will be devoted to this project that has not been included in the annual costs.

**VI. IMPLEMENTATION TIME LINE** (assumes full funding beginning with FY96)

September 96	October 96	November 96	April 97	July 97	July 98
Purchase & distribute equipment	Begin database collection. 50% electronically captured.	Trial downloading	First spring mailing	70% electronically captured	100% electronically captured*
Write procedures for data collection		Merge files with DPS		NCOA update	
Design, print & distribute registration cards				Prepare fall (September) mailing	
Develop software					

\*100% electronically captured means that 100% of the residents of MN will have the new magnetic strip type of driver's license. Approximately 25% of the customers purchasing permits in state parks will still be registering through the manual method.

Built into the time line on an annual basis will be NCOA updates, management of the list, mailings in spring and fall, manual data entry and downloading and merging of files.

**VII. MINNESOTA GOVERNMENT DATA PRACTICES ACT APPLICATION**

Concern has been raised regarding the issue of being required to sell the list of persons purchasing state park vehicle permits. Under the Data Practices Act, **all government data is public unless it is otherwise classified by statute, federal law or temporary classification.** Data cannot be classified by rules of state agencies or by administrative decisions. In the interest of protecting the privacy of state park customers, the Department of Natural Resources is requesting that this list be classified as "Private Data on Individuals," under MS13.02, subd.12.

Under this Act the Division of Parks & Recreation will be required to inform customers of: (a) the purpose and intended use of the requested data; (b) whether the individual may refuse or is legally required to supply the requested data;(c) any known consequence arising from supplying or refusing to supply private data; and (d) the identity of other persons or entities authorized to receive the data.

## VIII. FUTURISTIC CONCEPTS

- ◆ Put a bar code on the permit itself; scan it every time someone enters a park from an overhead scanner or a hand-held scanner. This technology is currently available and is being employed by transportation departments in other states. The State of Minnesota is exploring the use of this concept for use in lieu of toll booths or as a means of monitoring the "sane lane." Cost of the overhead scanners would make it impractical for implementation in state parks as they currently are in the \$15,000-\$20,000 range and one would be needed for every entrance at each of the 69 state parks and recreation areas.
- ◆ Designing a permit card (as part of the evolving "smart cards" )that can be hand-carried and scanned at the entrance point (although it would be difficult to keep people from sharing their card).

State Park personnel will keep abreast of technological advances and will implement software and equipment upgrades as funding and availability permit. In particular, as bar code technology and printing processes advance, we will look at applications to park research and information needs.



# Minnesota's New Driver's Licenses and Identification Cards

(Information for law enforcement and retailers)



**MINNESOTA DRIVER'S LICENSE**

HZL	5-0	90	M	A1	CA	94
EYES	HEIGHT	WEIGHT	SEX	CLASS	ISSUED	EXPIRES

06-28-65  
BIRTH DATE

M-123-456-789-000  
M-123-456-789-000  
MINNESOTA DRIVER  
123 MAIN STREET  
ANYTOWN

HH12345-0000  
MINNESOTA DRIVER

*John Doe* 3/3/99

Over 21 Standard Driver's License

**MINNESOTA DRIVER'S LICENSE UNDER 21**

GRN	5-0	172	M	C3	CA	98
EYES	HEIGHT	WEIGHT	SEX	CLASS	ISSUED	EXPIRES

04-06-78  
BIRTH DATE

M-123-456-789-000  
M-123-456-789-000  
MINNESOTA DRIVER  
123 MAIN STREET  
ANYTOWN

HH12345-0000  
MINNESOTA DRIVER

21ST BIRTH DATE: APR-06-1999 *John Doe* 3/3/99

Under 21 Standard Driver's License  
Legal age in lower left corner

**MINNESOTA MOTORIZED BICYCLE OPERATOR'S PERMIT**

GRN	5-0	125	M	M1	E4	98
EYES	HEIGHT	WEIGHT	SEX	CLASS	ISSUED	EXPIRES

04-01-43  
BIRTH DATE

M-123-456-789-000  
M-123-456-789-000  
MINNESOTA DRIVER  
123 MAIN STREET  
ANYTOWN

HH12345-0000  
MINNESOTA DRIVER

*John Doe* 3/3/99

Over 21 Motorized Bicycle Permit

**MINNESOTA MOTORIZED BICYCLE OPERATOR'S PERMIT UNDER 21**

GRN	5-5	125	F	M1	E4	98
EYES	HEIGHT	WEIGHT	SEX	CLASS	ISSUED	EXPIRES

04-09-75  
BIRTH DATE

M-123-456-789-000  
M-123-456-789-000  
MINNESOTA DRIVER  
123 MAIN STREET  
ANYTOWN

HH12345-0000  
MINNESOTA DRIVER

21ST BIRTH DATE: APR-09-1996 *John Doe* 3/3/99

Under 21 Motorized Bicycle Permit  
Legal age in lower left corner

**MINNESOTA IDENTIFICATION CARD NOT A DRIVER'S LICENSE**

BLU	5-5	120	M	T	CA	90
EYES	HEIGHT	WEIGHT	SEX	CLASS	ISSUED	EXPIRES

07-23-00  
BIRTH DATE

M-123-456-789-000  
M-123-456-789-000  
MINNESOTA DRIVER  
123 MAIN STREET  
ANYTOWN

HH12345-0000  
MINNESOTA DRIVER

*John Doe* 3/3/99

Over 21 Identification Card

**MINNESOTA IDENTIFICATION CARD NOT A DRIVER'S LICENSE UNDER 21**

BRN	5-2	170	F	I	E4	98
EYES	HEIGHT	WEIGHT	SEX	CLASS	ISSUED	EXPIRES

01-02-78  
BIRTH DATE

M-123-456-789-000  
M-123-456-789-000  
MINNESOTA DRIVER  
123 MAIN STREET  
ANYTOWN

HH12345-0000  
MINNESOTA DRIVER

21ST BIRTH DATE: JAN-02-1999 *John Doe* 3/3/99

Under 21 Identification Card (Black B Card)  
Legal age in lower left corner

**MINNESOTA INSTRUCTION PERMIT**

HZL	5-0	90	M	A1	CA	94
EYES	HEIGHT	WEIGHT	SEX	CLASS	ISSUED	EXPIRES

06-28-65  
BIRTH DATE

M-123-456-789-000  
M-123-456-789-000  
MINNESOTA DRIVER  
123 MAIN STREET  
ANYTOWN

HH12345-0000  
MINNESOTA DRIVER

*John Doe* 3/3/99

Instruction Permit

**STATE OF MINNESOTA**  
Department of Public Safety

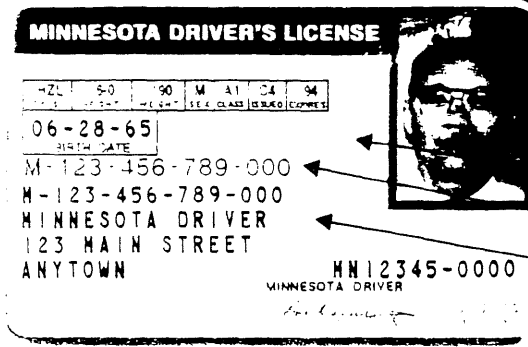
**B CARD**

**NOT A LICENSE**

DRIVER LICENSE CARD BEARING SAME NUMBER MUST BE SHOWN WITH THIS CARD TO BE VALID

B Card

## Over 21 Standard Driver's License



Holographic overlay

Type of license

Red masthead & image border

Digital image on right

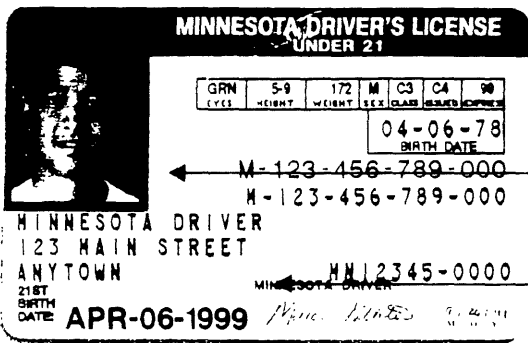
**T L M B** here,

when appropriate

Printed license number

Embossed license number & information

## Under 21 Standard Driver's License



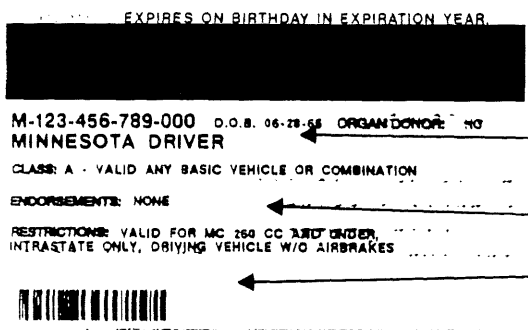
Holographic overlay

Black masthead & image border

Digital image on left

21st birth date

## Back of Standard Driver's License



Magnetically encoded stripe  
(contains full name, date of birth & license number)

Printed license number, name & birth date

Cardholder specific information

Bar code

(contains license number)

## SECURITY FEATURES

- A digital image of the cardholder is fused with heat into the card's plastic.
- A colored border around the digital image prevents replacement and reveals tampering attempts.
- Each card has the size, shape, and flexibility of a standard credit card.
- The driver's license number appears five times and the date of birth four times on the license. All must match for validation.
- A bar code and a magnetically encoded stripe contain identification data.
- Coded information, including restrictions and endorsements, is now specific to each cardholder.

- A holographic overlay on the front of the card includes the word "Minnesota" and a picture of a loon. This prevents photocopying and fraudulent reproduction.
- "Under 21" versions feature the digital image of the cardholder on the left front and the cardholder's 21st birth date in the lower left. "Over 21" versions feature the digital image on the right.

**T** = Senior Citizen Public Transit Reduced Fare

**L** = Limited Mobility      **M** = Medical Alert

**B** = Requires B Card



Printed on recycled paper.

## Master Database 1

Field Name	Length	
	* All numeric fields will be Zoned Decima	
ID# (This will be thekey to the File)	13	167
Last Name	25	
First Name	25	
Middle Name	25	
Address	32	
City	20	
State	2	
Zip	10	
Area Code	3	
Telephone Number	7	
Birth Date	8,0	
Eyes	3	
Hair	3	
Weight	3	
Sex	1	
Height Ft	3,0	
Height In	3,0	
Business (Y/N)	1	
Data Privacy (Y/N)	1	
Date Changed	8,0	
User ID	8	
Program ID	10	
Workstation ID	10	
	224	227

## Master Database 2

Field Name	Length	
	* All numeric fields will be Zoned Decima	
ID# (This will be thekey to the File)	13	167
Last Name2	25	
First Name2	25	
Middle Name2	25	
Address2	32	
City2	20	
State2	2	
Zip2	10	
Bus. Area Code	3	
Bus Telephone Number	7	
Date Changed	8,0	
User ID	8	
Program ID	10	
Workstation ID	10	
	198	201

## Master Database 3

Field Name	Length	
	* All numeric fields will be Zoned Decima	
ID# (This will be thekey to the File)	13	167
Plate1	8	
Plate2	8	
Plate3	8	
Plate4	8	
Plate5	8	
Date Changed	8,0	
User ID	8	
Program ID	10	
Workstation ID	10	
	89	92

# VALIDATE YOUR SKI PASS!!

Upon receipt of this document, complete, sign, and DETACH the non-transferrable ski pass and then complete and return this card to the DNR. A first class postage stamp is required for mailing. Should circumstances in which questions regarding your legal registration as a skier arise, having this registration card in our files is our only source of verification.  
Thank you for your cooperation.

01225

**3 YEAR  
HUSBAND AND WIFE SKI PASS  
VALID JULY 1, 1995 THROUGH JUNE 30, 1998**

\_\_\_\_\_  
Driver License or Public Safety I.D. Number (Optional)

**VOID**  
\_\_\_\_\_  
Last First Initial

**VOID**  
\_\_\_\_\_  
Street Address

**VOID**  
\_\_\_\_\_  
City State Zip Code

THE GREAT  
SMOKE  
HILLS  
Your use of a first class  
postage stamp on this business  
reply card contributes toward  
improving Minnesota's cross-  
country ski trail system.

**SKI  
PASS**



**NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE U.S.A.**

**BUSINESS REPLY CARD**  
FIRST CLASS PERMIT NO. 171 ST. PAUL, MN

*POSTAGE WILL BE PAID BY ADDRESSEE:*  
**MINNESOTA DEPARTMENT OF  
NATURAL RESOURCES**  
DIVISION OF TRAILS AND WATERWAYS  
500 Lafayette Rd.  
St. Paul, Minnesota 55155-9901



