



# Idaho Sheriffs' Association

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## **Idaho Sheriffs' Association Online Concealed Handgun Course**

### **PROPOSAL**

This proposal recommends that the Idaho Sheriffs' Association (ISA) enters into a two-year agreement with Joshua Lindley Consulting (JLC) to develop and maintain an Idaho online handgun training course that satisfies Idaho's requirements for obtaining a standard concealed weapon's license (CWL). JLC currently supports the Oregon Sheriffs' Association's online handgun course that provides substantial revenue for the Oregon association. Based on the ISA's research it is believed that an online concealed handgun course would generate \$20,211 annually to the association.

### **ANALYSIS OF CWL'S ISSUED**

From November 22, 2017 to May 22, 2018, 7,664 CWL's were issued according to the Idaho State Police's (ISP) Bureau of Criminal Identification, however they are not confident about how many were standard and how many enhanced. These numbers are for a six-month period which is about 1,277 issued per month on average. The permitless carry law went into effect July 1, 2016.

Sheriffs were surveyed during the latter part of May and early June, 2018 to determine if sheriff's numbers and ISP's numbers were similar and how many were standard licenses versus enhanced licenses. The following questions were asked:

1. How many standard CWL's has your agency issued from November 1, 2017 to May 1, 2018?
2. How many enhanced CWL's has your agency issued from November 1, 2017 to May 1, 2018?
3. Have you experienced a significant drop in applications since the permitless carry law went into effect on July 1, 2016?
4. Any comments?

Twenty-two sheriffs responded by June 7<sup>th</sup> and the results were 1,972 standard and 1,949 enhanced licenses issued between November 1, 2017 and May 1, 2018. Combined, they equal 3,921. This number represents half the sheriffs in Idaho so it's reasonable to assume the total number during this time-period would be twice this number, or 7,842. The total number provided by ISP for this time-period is 7,664. What most likely accounts for the discrepancy is the comparison dates are different by three weeks. However, what's important is the numbers are very similar which provides confidence in accurately estimating standard CWL's issued annually and potential revenue from an online handgun training course.

## **JOSHUA LINDLEY CONSULTING PROPOSAL**

JLC will develop an online handgun training course that will satisfy the criteria for obtaining an Idaho standard CWL. This will include an online handgun training website that will provide applicant testing and the ability for the applicant to securely pay for the course online to receive their certificate of completion that will demonstrate proof of handgun knowledge to obtain their standard CWL. The course will consist of six lessons: CWL qualifications, issuance and revocation; legal responsibilities; Idaho laws regarding deadly force; when is a CWL not required; where concealed handguns are prohibited; and handgun safety. The online course can be paused and restarted at a different time from a different computer and a person must continue taking each lesson's test until they get all the questions answered correctly before they can move to the next lesson.

JLC provides two options for the online course development. Option 1 is a shared revenue model where the association pays a \$1,500 set-up fee and JLC assumes all other costs and receives 20% of revenue and an additional 25% of revenue if they provide marketing to the site. Option 2 requires the association to pay \$8,250 to build the site, \$300 a month for hosting and maintaining the site at \$120 per hour. The association owns the website and receives all revenue. If marketing is added, the association will pay 25% of revenue as in option 1.

### **RECOMMENDATION AND SUMMARY OF REVENUE**

The executive director recommends option 1 as the best course of action as it minimizes risk with minimal upfront costs. Based on data available at this time it is estimated that using option 1 with marketing added would realize approximately \$20,211 revenue annually to ISA. This number is arrived at in the following manner. ISP's numbers for a six-month period were 7,664 and the association's numbers were similar. Doubling this number to a year would be 15,328. The association's research indicates that approximately half of the numbers are for standard CWL's or 7,664. It's reasonable to assume that marketing the handgun online CWL course could result in about one in five persons taking the online course, or 20% of the annual numbers which would be 1,533. Charging \$25 for the course would amount to \$38,320 annually. Of this amount the payment processor service would take \$.30 for each online transaction plus 2.9% of the fee or  $1,533 \times .30 = \$460 + (1,533 \times 25 = 38,325 \times .029 = 1,111)$   $\$1,111 = \$1,571$ . Subtracting \$1,571 from \$38,320 leaves \$36,749 of which the association would receive 55% or \$20,211. JLC would receive \$16,537.

Since the above data was calculated additional sheriff's offices responded suggesting that standard CWL's represent closer to 60% of licenses issues rather than 50%. This would amend the expected revenue to ISA to \$24,250 per year and the expected revenue to JLC to \$19,841.

In addition to bringing in additional revenue to the association, the online handgun CWL course would promote the office of sheriff for providing an extra service to Idaho citizens. Applicants would still have the option of using other criteria to show proof of handgun familiarity, however obtaining and possessing a Concealed Handgun Course Certificate of Completion from Idaho sheriffs would to some citizens be a special possession.