

MiScorecard Performance Summary

Business Unit: DNR License Restructuring
Executive/Director Name: Keith Creagh
Reporting Period: Mar 2014

Green >90% of target
Yellow >= 75% - 90% of target
Red <75% of target
 Date Approved: 3/6/2014
 Revised By cherryj3 on 03/06/2014 13:20

Metric ID	Metric	Status	Progress	Target	Current	Previous	Frequency	Metric Definition
Enable Strong Natural Resource-Based Regional Economies								
	Increase the number of communities with access to ORV trails and use	Yellow		56	47 FY2013		FY Annually	Number of towns that are open for ingress/egress by ORV riders
	Pay property taxes to local governments for access to public lands	Green		100%	100% FY2013	96%	FY Annually	Percent of game and fish fund tax obligations on lands purchased by the Department that are paid on-time
Protect Natural and Cultural Resources								
	Increase the percent of rearing and stocking needs identified in management plans that are met	Red		75%	49% CY2013	66%	CY Annually	Percent of annual rearing and stocking needs identified in management plans and partnerships that are met
	Increase technical assistance for fisheries habitat improvement on cold-water streams	Yellow		40	31 FY2013	37	FY Annually	Number of cold-water projects in which Fisheries Division participates
	Increase acres of state-managed forests receiving wildlife habitat management or maintenance	Yellow		70000	58372 FY2013	62850	FY Annually	Number of acres receiving habitat management or maintenance through the work of Forest Resources Division
	Increase creel surveys on inland lakes and streams	Red		14	10 FY2013	3	FY Annually	Number of inland creel surveys completed per year
	Increase educational/outreach/public safety contacts by conservation officers	Green		365700	344667 CY2012	356590	CY Annually	Number of Education/Outreach/Public Safety contacts made by conservation officers regarding enforcement and education of fish and game laws as well as recreational safety and rural policing. The increase in contacts will occur as a result of additional conservation officers being hired, and who will be working independently in the field starting in October 2014.
	Increase the acres of public hunting areas receiving habitat management or maintenance	Green		42000	40359 FY2013	30935	FY Annually	Number of acres of public land receiving habitat management or maintenance through the work of Wildlife Division
Enable Sustainable Recreation Use and Enjoyment								
	Expand recruitment programs for hunters	Red		5	1 CY2013		CY Annually	Number of partnerships designed to increase hunter recruitment
	Expand retention programs for anglers	Green		61%	59% LY2012		CY Annually	Percent of anglers who purchase a license 3 out of 5 consecutive years
	Enhance marketing of recreational opportunities in cooperation with MEDC-Pure Michigan	Green		0.28%	0.26% FY2013		FY Annually	Percent of click-throughs from MEDC-Pure Michigan's banner advertisements developed in partnership with DNR
	Expand the ORV trail system to at least 4,000 miles through trail easements and acquisitions	Green		4000	3698 FY2013	3600	FY Annually	Number of ORV trail miles secured through acquisition or easements and developed for use
	Expand natural resource education programs with a focus on angling and archery	Yellow		27000	23000 FY2013		FY Annually	Number of customers who participate in archery and angling education programs conducted by Marketing and Outreach Division
Improve Upon and Forge New Relationships and Partnerships								
	Provide grants to stakeholders to increase fisheries habitat			100%	NA		FY Annually	Percent of grant funded work that is completed within the grant period
	Provide grants to stakeholders to increase acres of state forests receiving wildlife habitat management or maintenance			2000	NA		FY Annually	Additional acres of state forests receiving wildlife habitat management or maintenance through competitively bid timber contracts targeted to improve wildlife habitat
	Provide grants to stakeholders to increase acres of wildlife habitat receiving management or maintenance			100%	NA		FY Annually	Percent of grant funded work that is completed within the grant period
	Solicit customer feedback for ORV-related activities and trends	Red		2000	0		FY Annually	Number of customers who provided feedback on the effectiveness of the trail program and its value to users
Promote Effective Business Practices and Good Government								
	Design new mobile apps in cooperation with MEDC-Pure Michigan			NA	NA		CY Annually	Mobile Apps are currently under development
	Increase outreach to inland anglers, including anglers that fish for perch, bluegill, and bass	Red		2000	1412 FY2013	2707	FY Annually	Number of direct contacts with inland anglers through creel surveys
	Provide sufficient grant funding to stakeholders to develop, groom and brush trails	Green		4000	3698 FY2013	3600	FY Annually	Miles of ORV trails receiving grooming or maintenance twice per year
	Increase hours service centers and field offices are open to the public	Green		40163	38250 FY2013		FY Annually	Number of hours that DNR customer service centers and field offices are open to the public
	Enhance the Retail Sales System to create a better license buying experience			70	NA		FY Annually	Index score for measuring customer satisfaction of hunters and anglers with the license buying experience