MiScorecard Performance Summary

Business Unit: Natural Resources
Executive/Director Name: Keith Creagh
Reporting Period: Oct 2012
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Green	90% or greater of target
Yellow	>= 75% to 90% of target
Red	less than 75% of target
Scorecard Status	**Final**

	Metric	Status	Progress	Target	Current	Previous	Frequency	Metric Definition
Enable Strong Natural Resource-Based Regional Economies								
DNR ECON - 1	Timber economy jobs			30000	25676		Annually	Timber, logging, and forest products manufacturing is an important industry in many Michigan communities. Increasing the jobs in this sector will provide a direct benefit to regional economies in Michigan.
DNR ECON - 2	Overnight leisure travel for nature-based activities			25%	19%	11%	Annually	The percent of overnight leisure-based travel in Michigan that included participation in nature based activities, defined as camping, visiting the beach, visiting parks, or eco-travel (The Directions Travel Survey, DK Shifflet and Associates).
DNR ECON - 3	Overnight leisure travel for outdoor sports activities			25%	14%	6%	Annually	The percent of overnight leisure-based travel in Michigan that included participation in outdoor sports based activities, defined as hunting, fishing, boating/sailing, hiking/biking, adventure sports, golfing, snow sports, water sports and tennis (The Directions Travel Survey, DK Shifflet and Associates).
DNR ECON - 4	Percent of acres of state-owned mineral rights offered at oil/gas lease auction of the total acres nominated by industry			95%	96.5%	97.7%	Twice a Year	The DNR receives nominations from industry to lease state owned mineral rights for oil and gas development and extraction. Nominated parcels are field reviewed by DNR staff, and if appropriate are offered at a bi-annual auction. Parcels will not be offered at auction for such reasons as title issues, deed or legal restrictions, or acreage that is under an existing oil/gas lease.
DNR ECON - 5	Number of acres leased for natural gas storage		=	45000	38946	38946	Annually	Natural gas may be stored in gas fields that have already had gas extracted. The DNR leases these fields to companies that intend to use the existing formations to store natural gas.
Enable Sustainable Recreation Use and Enjoyment								
DNR REC - 1	% of Registered Vehicle owners purchasing a Recreation Passport			30%	24%	23%	Monthly	State Parks are self-financed and are counting on this new method of collecting revenue to support infrastructure and programming needs. This metric is measured monthly and is compared on a year-over-year basis as there is seasonal variation in participation rates. Numbers rounded to nearest percent. FY 2012 participation was 27%.
DNR REC - 2	New hunter recruitment [1]			75000	67633	63336	Annually	The number of hunters that purchased a hunting license for the first time in the active memory of the retail sales system (7 years).
DNR REC - 3	New angler recruitment			225000	190400	197866	Annually	The number of anglers that purchased a fishing license for the first time in the active memory of the retail sales system (7 years).
DNR REC - 4	% of returning anglers [2]			85%	60%	61%	Annually	The percent of anglers that bought a fishing license in 2 consecutive years.
DNR REC - 5	% of returning hunters [3]		=	85%	77%	77%	Annually	The percent of hunters that bought a hunting license in 2 consecutive years.
DNR REC - 6	ORV trail miles [4]			4000	3600	3524	Annually	In order to increase ORV customer satisfaction and fullfill the requirements of PA 154 of 2005 the DNR is working to increase the total miles of ORV trails and routes available for riders to enjoy.
DNR REC - 7	% of Excellent or good responses on customer satisfaction cards for state parks		=	95%	89%	89%	Annually	State Park customer satisfaction cards are routinely collected and read. These cards are available in all state parks. Issues raised in the cards are dealt with immediately. Reports are generated on an annual basis and trends are observed. The State Park system is financed from its users so customer satisfaction is imperative to the financial health of the system.
DNR REC - 8	State Park visits per Capita			3.0	2.4	2.2	CY Annually	This measure is the estimated number of visits (resident and non-resident) to Michigan State Parks and Recreation Areas and Mackinac State Historic Parks per capita (based on estimated Michigan population).
DNR REC - 9	Percentage of adult population reporting participation in a fee-based recreation activity			50%	41%		Annually	Percentage of the population responding in the Statewide Comprehensive Outdoor Recreation Plan survey that they participated in at least one of the following in the past 12 months: hunting, angling, ORV riding, snowmobiling, boating, camping.
DNR REC - 10	Percentage of adult population reporting that they participate in non-fee based outdoor recreation activities			75%	71%		Annually	Percentage of the population in the Statewide Comprehensive Outdoor Recreation Plan survey responding that they participated in outdoor activities that require no user fee.
DNR REC - 11	Participating youth in DNR's Stepping Stones Program that indicate they will return to a Michigan State Park in the future			90%	91%		Annually	Stepping Stones offers urban youth opportunities to visit Michigan State Parks and experience a series of outdoor skills programs connecting them to nature. Approximately 3,000 children participate and about 1/3 have their experience evaluated. August 31 of each year will be the reporting date for the metric.
DNR REC - 12	Number of visitors to DNR managed facilities in Detroit			2000000	639875		FY Annually	The DNR is expanding the recreation opportunities that it offers to residents of Detroit. Current efforts include William G. Milliken State Park and Harbor and the Globe Building redevelopment. This is an opportunity to improve the quality of life for area residents and increase participation in activities involving Michigan's great outdoors.
Improve Upon and Forge New Relationships and Partnerships								
DNR PART - 1	# of Summer Youth Initiative participants			1000	742	0	Annually	The Summer Youth Initiative is a program designed to engage at-risk youth in natural resources-based

								employment and activities. The goal is to provide current employment opportunities and develop skills for the future in order to reduce the likelihood that participants will enter the corrections system.
DNR PART - 2	# of Passport Perks providers			1500	1128		Quarterly	Passport Perks is a state-wide shopping discount program for Recreation Passport holders who've purchased a Recreation Passport for their vehicle through the Secretary of State. As a Passport Perks provider, businesses can both champion Michigan's great outdoors and reach more than a million potential customers who purchase a recreation passport.
DNR PART - 3	Private funds leveraged to help perform natural resource conservation and historic preservation projects			$2000000	$1448289	$1191941	Annually	Measures revenue received from private entities on an annual basis that are leveraged to help perform natural resource conservation and historic preservation projects.
DNR PART - 4	Federal competitive grants leveraged to help perform natural resource conservation and historic preservation projects			$6000000	$5353797	$2010704	Annually	Measures federal competitive grants awarded to the department on an annual basis that are leveraged to help perform natural resource conservation and historic preservation projects. Data does not include federal formula grants.
DNR PART - 5	# of Pheasant Cooperatives established			10	1	0	Twice a Year	The Michigan Pheasant Restoration Initiative is a grass-roots conservation initiative started in 2011, to help neighbors work together as a "cooperative" to restore pheasant populations and habitat in Michigan's traditional pheasant range. This initiative will benefit a suite of migratory birds and other grassland species. Primary partners include Pheasants Forever, Michigan Department of Natural Resources, Michigan Department of Agriculture and Rural Development, Ducks Unlimited, Michigan United Conservation Clubs, local Conservation Districts, National Wild Turkey Federation, US Department of Agriculture, Michigan State University Extension, and US Fish and Wildlife Service. This group of partners is expected to expand as the initiative moves forward. The goal is to establish 10 cooperative areas by 2015. This would result in 15,000-20,000 acres of quality habitat for pheasants. As of September 2012, there is 1 cooperative in place and quite a few others coming together.
Promote Effective Business Practices and Good Government								
DNR GGOV - 1	DNR sponsored App downloads			50000	48530	40391	Quarterly	The DNR is exploring new ways to improve the customer experience for outdoor recreation participants. This includes harnessing mobile technology to conveniently bring useful information to our customers.
DNR GGOV - 2	Number of DNR e-mail subscribers			500000	304296	296899	Monthly	The DNR is attempting to reach its customers through a variety of media in order to improve their access to information on important topics and recreational opportunities. E-mail is an important way for us to communicate conveniently, rapidly, and inexpensively.
DNR GGOV - 3	Number of process improvement initiatives being implemented			7	1	0	Annually	Process Improvement initiatives help the Department to streamline programs, improve responsiveness and customer service while reducing staff input time needed to reach our desired outputs and outcomes.
DNR GGOV - 4	% of hunting and fishing licenses sold online			10%	11%	10%	Quarterly	Licenses purchased online have a greater profit margin for the Department than licenses sold at retail locations. Measured quarterly on a license year basis (Q1: March 1 - May 31, Q2: June 1 - August 31, Q3: Sept 1 - Nov 30, Q4: Dec 1 - Feb 28).
DNR GGOV - 5	% of DNR Employees classified as Champions in annual State of Michigan Employee Survey			64%	54%		CY Annually	The State of Michigan conducts an annual employee survey through PricewaterhouseCoopers that categorizes employees based on level of engagement and intent to stay with the organization. The Champion category is characterized by strong identification with organization objectives, high level of loyalty to the organization, and high level of willingness to cooperate and motivate colleagues.
DNR GGOV - 6	% of Employees receiving customer service training			100%	50%	30%	FY Annually	A priority of the Department is to improve customer service. Most of the Department's budget is dependent on fees collected from its customers. Customers who receive poor service or have a negative experience with the Department are unlikely to return to Department facilities or purchase licenses. Enhanced customer service training is starting this year with an increased number of employees being trained. Data won't be available until the end of the year.
DNR GGOV - 7	Key legacy IT systems that will not be supported in the future		=	0	6	6	FY Annually	The DNR has legacy IT systems that contain vital information but will no longer be supported. Upgrades must be completed to ensure seamless service delivery.
Protect Natural and Cultural Resources								
DNR RES - 1	Acres of public game areas receiving active habitat management or maintenance			195000	164328	94425	Annually	Habitat management is the foundation of wildlife management in Michigan. The DNR is responsible for managing over 400,000 acres on more than 100 state game and wildlife areas, mostly in southern Michigan. The Department invests significant resources maintaining these areas for wildlife recreation and viewing opportunities.
DNR RES - 2	Acres of private land receiving technical or financial assistance in habitat management			26000	23170	22509	FY Annually	Seventy-nine percent of Michigan's land is privately owned. Important vegetation types, such as cropland, emergent wetlands, oak forest, and fens are found mainly on private lands. These vegetation types are valued for their importance in providing habitat for many wildlife species, such as deer, turkey, waterfowl, pheasants, and song birds. Additionally, more than three-quarters of the occurrences of threatened and endangered species in Michigan are located on private land. Though hunter access to private lands is often very limited, especially in the southern Lower Peninsula, 83% of Michigan hunters hunt on private lands.
DNR RES - 3	Prevent and mitigate confirmed cases of silver and bighead carp in Michigan's waterways		=	0	0	0	Quarterly	The DNR's highest priority goal in its Asian Carp Management Plan is to prevent the introduction of Asian carps to Michigan waters. Additional goals include: effectively share information to improve management and control, detect the presence of any existing Asian carps, gather data and measure the impact of Asian carps, and eradicate, contain, or manage populations of Asian carps if they become established in Michigan.

DNR RES - 4	Reduce average wildfire response time [5]			30	33		Annually	Wildfire response time has an impact on the ability to contain wildfires to a small size. By decreasing the response time to wildfires, we can reduce the impacts on timber stocks and property damage to private landholders.
DNR RES - 5	Increase annual educational/outreach/public safety contacts per conservation officer			2550	2476	2003	Annually	Public contacts by conservation officers offer opportunities to ensure legal taking of game and fish, ensure Michigan citizens have safe enjoyable experiences outdoors, and educate the public on safety and conservation.
DNR RES - 6	Miles of free-flowing rivers/streams restored through dam removals			250	167		Annually	Increasing the number of miles of free flowing stream through dam removals improves the viability of native populations of fish species in addition to providing other ecological benefits. Removal of deteriorating dams also reduces the risk of catastrophic failure, which leads to property damage and can harm fish populations and habitat.
DNR RES - 7	Michigan Historical Museum educational rating			9.3	9.2		Annually	Teacher survey cards or on-line surveys provide the information. The target is established by the American Association for State and Local History baseline on a 10-1 agree-disagree scale.
DNR RES - 8	State Forest acres assessed for Emerald Ash Borer impacts		=	57000	0	0	Annually	The DNR will review and perform field exams on half of the state forest acres in the Northern Lower Peninsula with 10% or more ash; in order to assess the need to salvage or pre-salvage timber stands susceptible or impacted by Emerald Ash Borer (EAB). A priority list for salvage and presalvage will be generated. Our goal is to assess 57,000 acres per year for 2 years to assess a total of 114,000 acres.
DNR RES - 9	Apparent prevalence rate of TB in DMU452			0	1.8%	1.2%	CY Annually	Michigan is the only state in the nation where Bovine Tuberculosis (TB) has been established in the wild deer population. The apparent prevalence of TB has decreased over the last 15 years, and the DNR continues to take measures to address this disease. The DNR coordinates TB response efforts with the Michigan Department of Agriculture and Rural Development and the United State Department of Agriculture.

[1] The status color for this metric reflects a range of 80% to 95%.
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[3] The status color for this metric reflects a range of 80% to 95%.
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[5] The status color for this metric reflects a range of 80% to 95%.