

MiScorecard Performance Summary

Business Unit: Natural Resources
Executive/Director Name: Keith Creagh
Reporting Period: Oct 2012
Date Approved: 11/15/2012

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 manufacture important industry in many Michigan communities. The jobs in this sector will provide a direct benefit to Michigan's economy.
DNR ECON - 2	Overnight leisure travel for nature-based activities			25%	19%	11%	Annually	The percent of overnight leisure-based travel in Michigan included participation in nature based activities, such as camping, visiting the beach, visiting parks, or ecotourism. (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 included participation in outdoor sports based activities such as hunting, fishing, boating/sailing, hiking, mountain biking, golfing, snow sports, water sports, etc. (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 own mineral rights for oil and gas development. Nominated parcels are field reviewed and if appropriate are offered at a bi-annual auction. Parcels that are not offered at auction for such reasons as deed or legal restrictions, or acreage that is undrilled or unleased.
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 been abandoned. 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 Recreation Passports as a method of collecting revenue to support infrastructure and programming needs. This metric is measured and compared on a year-over-year basis as there is significant 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 staff (5 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 staff (5 years).
DNR REC - 4	% of returning anglers ²			85%	60%	61%	Annually	The percent of anglers that bought a fishing license consecutive years.
DNR REC - 5	% of returning hunters ³		=	85%	77%	77%	Annually	The percent of hunters that bought a hunting license consecutive years.
DNR REC - 6	ORV trail miles ⁴			4000	3600	3524	Annually	In order to increase ORV customer satisfaction and meet 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 distributed and read. These cards are available in all state parks and are dealt with immediately. Feedback generated on an annual basis and trends are of great interest. 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 (by Michigan residents and non-resident) to Michigan State Parks and Recreation 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 reporting participation in the Comprehensive Outdoor Recreation Plan survey that participated in at least one of the following in the past 12 months: hunting, angling, ORV riding, snowmobiling, 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 reporting that they participated in outdoor activities that require no 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 programs connecting them to nature. Approximately 1000 children participate and about 1/3 have their experience evaluated. August 31 of each year will be the deadline 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 available to residents of Detroit. Current efforts include Milliken State Park and Harbor and the Globe B redevelopment. This is an opportunity to improve life for area residents and increase participation in 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 at-risk youth in natural resources-based employ activities. The goal is to provide current employ opportunities and develop skills for the future in reduce the likelihood that participants will enter system.
DNR PART - 2	# of Passport Perks providers			1500	1128		Quarterly	Passport Perks is a state-wide shopping discount Recreation Passport holders who've purchased Passport for their vehicle through the Secretary Passport Perks provider, businesses can both create Michigan's great outdoors and reach more than potential customers who purchase a recreation
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 basis that are leveraged to help perform natural 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 department on an annual basis that are leveraged perform natural resource conservation and historic preservation projects. Data does not include federal grants.
DNR PART - 5	# of Pheasant Cooperatives established			10	1	0	Twice a Year	The Michigan Pheasant Restoration Initiative is conservation initiative started in 2011, to help us together as a "cooperative" to restore pheasant and habitat in Michigan's traditional pheasant range initiative will benefit a suite of migratory birds and grassland species. Primary partners include Ph Forever, Michigan Department of Natural Resources Michigan Department of Agriculture and Rural Affairs Ducks Unlimited, Michigan United Conservation Conservation Districts, National Wild Turkey Federation Department of Agriculture, Michigan State University Extension, and US Fish and Wildlife Service. The partners is expected to expand as the initiative grows. The goal is to establish 10 cooperative areas by would result in 15,000-20,000 acres of quality habitat pheasants. As of September 2012, there is 1 cooperative 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 experience for outdoor recreation participants. The harnessing mobile technology to conveniently bring 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 variety of media in order to improve their access on important topics and recreational opportunities important way for us to communicate conveniently and inexpensively.
DNR GGOV - 3	Number of process improvement initiatives being implemented			7	1	0	Annually	Process Improvement initiatives help the Department streamline programs, improve responsiveness and service while reducing staff input time needed to 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 Department than licenses sold at retail locations quarterly on a license year basis (Q1: March 1 - June 1 - August 31, Q3: Sept 1 - Nov 30, Q4: D
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 through PricewaterhouseCoopers that categorizes based on level of engagement and intent to stay organization. The Champion category is characterized strong identification with organization objectives loyalty to the organization, and high level of willingness 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 Most of the Department's budget is dependent on collected from its customers. Customers who re service or have a negative experience with the Department are unlikely to return to Department facilities or licenses. Enhanced customer service training is year with an increased number of employees being 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 but will no longer be supported. Upgrades must 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 in Michigan. The DNR is responsible for managing 400,000 acres on more than 100 state game areas, mostly in southern Michigan. The Department significant resources maintaining these areas for 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 private Important vegetation types, such as cropland, wetlands, oak forest, and fens are found mainly lands. These vegetation types are valued for their in providing habitat for many wildlife species, such as turkey, waterfowl, pheasants, and song birds. A more than three-quarters of the occurrences of endangered species in Michigan are located on Though hunter access to private lands is often restricted especially in the southern Lower Peninsula, 83% 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 Plan is to prevent the introduction of Asian carp waters. Additional goals include: effectively shall to improve management and control, detect the any existing Asian carps, gather data and meas of Asian carps, and eradicate, contain, or mana of Asian carps if they become established in Mi
DNR RES - 4	Reduce average wildfire response time ⁵			30	33		Annually	Wildfire response time has an impact on the abi wildfires to a small size. By decreasing the resp wildfires, we can reduce the impacts on timber t 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 of ensure legal taking of game and fish, ensure Mi have safe enjoyable experiences outdoors, and 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 s dam removals improves the viability of native pc fish species in addition to providing other ecolog Removal of deteriorating dams also reduces the catastrophic failure, which leads to property dar 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 information. The target is established by the Arr Association for State and Local History baseline 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 of state forest acres in the Northern Lower Peninsl or more ash; in order to assess the need to salv salvage timber stands susceptible or impacted t Ash Borer (EAB). A priority list for salvage and t be generated. Our goal is to assess 57,000 acre 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 B Tuberculosis (TB) has been established in the v population. The apparent prevalence of TB has over the last 15 years, and the DNR continues t measures to address this disease. The DNR co response efforts with the Michigan Department and Rural Development and the United State D Agriculture.

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

² The status color for this metric reflects a range of 80% to 95%.

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

⁴ The status color for this metric reflects a range of 80% to 95%.

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