

## MiScorecard Performance Summary

Business Unit: Natural Resources  
 Executive/Director Name: Keith Creagh  
 Reporting Period: Jun 2012  
 Date Approved: 7/11/2012

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
<b>Customer/Constituent</b>								
DNR - 1	% 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 - 2	State Park visits per Citizen			2.3	2	2.1	Annually	Total visits to state parks in this category is now being calculated on a July 1 to June 30 fiscal year so we can compare vs. other states. The National Association of State Park Directors produces an Annual Information Exchange Report that allows this benchmarking. The current year number is for July 1 2010-June 30 2011, the previous year number is for July 1 2009-June 30 2010. Both calculations use 2010 US Census population counts. Updated annually in March (when report is released). Michigan's ranking amongst other states in both years was 28th as total state park visits declined by 20 million throughout the US.
DNR - 3	Ranking vs. other states in overnight visits to state parks			2	2	3	Annually	Overnight visitors to state parks include campers, cabin renters, yurt renters, and lodge renters. This is calculated on a July 1 to June 30 fiscal year so we can compare vs. other states. The National Association of State Park Directors produces an Annual Information Exchange Report that allows this benchmarking. The current year number is for July 1 2010-June 30 2011, the previous year number is for July 1 2009-June 30 2010. Currently only California has more overnight visitors to their state parks system.
DNR - 4	% Increase in the number of small game licenses sold			5%	-2%	-2%	Annually	Small game hunting was once the entrance into hunting. Over the past few decades the sale of small game licenses has precipitously declined. The Department is launching several new programs to attract new small game hunters into the sport. Numbers are compiled on a license year basis (from March 1 to February 28).
DNR - 5	Number of Unique Hunters <sup>1</sup>			138972	135506	138972	Quarterly	Hunting is one of the many outdoor recreation activities the Department encourages and brings economic benefit to rural communities in the form of increased tourism as well as enjoyment and exercise to participants. The number of unique hunters is measured on a cumulative basis by quarter and compared year-over-year (quarters are for a license year which runs from March 1 to February 28). Coloring output was changed to make it more stringent since a 10% decline in this category is not acceptable. Decline in unique hunters purchasing a license in the first quarter of the license year, compared year over year was 2%.
DNR - 6	Number of Unique Anglers <sup>2</sup>			512445	612905	512445	Quarterly	Angling is responsible for tourism dollars being spent in communities across the state in the form of increased tourism. This number of unique anglers is measured on a cumulative basis by quarter and compared year-over-year (quarters are for a license year which runs from March 1 to February 28). Coloring output was changed to make it more stringent since a 10% decline in this category is not acceptable. Total increase in the first quarter of the license year, compared year over year was 20%.
DNR - 7	At-risk youth employment		N/A	500	0	0	Annually	The number of at-risk youth employed by the Department for work in parks. The goal of this program is to develop basic employment skills for at-risk youth and assist youth in finding appropriate career paths.
DNR - 8	Miles of free-flowing stream restored through dam removals		N/A	60	NA	NA	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.
<b>Financial</b>								
DNR - 9	% of Registered Vehicle owners purchasing a Recreation Passport			30%	35%	30%	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. Fiscal year-to-date participation is 25% (target is for the full year).
DNR - 10	% Increase in revenue from the sale of hunting and fishing licenses			1%	-3%	0%	Annually	Almost half of the Department's budget depends on the sale of hunting and fishing licenses. Stopping the decline in revenue is critical to the future of natural resource management in the state. The numbers are compiled on a fiscal year basis.
DNR - 11	% of forest management actions accomplished in the state forest as prescribed by forest planning efforts			100%	101%	100%	Annually	Each year's actions, such as timber harvest, necessary to ensure a healthy forest and to support commercial timber production are identified through the forest planning process. The goal is to ensure that all prescribed actions are completed each fiscal year.
<b>Internal Business Process</b>								
DNR - 12	% of Timber sales not sold by the end of the year		=	2%	2%	2%	Annually	All timber sales are closely monitored. Those sales which receive no bids are adjusted and re-posted with the goal of having all timber sales sold by the end of the year.
DNR - 13	% of hunting and fishing licenses sold online			10%	10%	4.5%	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 - 14	Number of process improvement initiatives being implemented			2	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.
<b>Learning and Growth</b>								
DNR - 15	% of Employees receiving customer service training			100%	30%	0%	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.

<sup>1</sup> The status color for this metric reflects a range of 97% to 100%.

<sup>2</sup> The status color for this metric reflects a range of 97% to 100%.