MiScorecard Performance Summary

Business Unit: **Natural Resources**

Executive/Director Name: **Keith Creagh**

Reporting Period: **Jan 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 13:24

Metric ID	Metric	Status	Progress	Target	Current	Previous	Frequency	Metric Definition
Enable Strong Natural Resource-Based Regional Economies								
DNR ECON - 1	Timber economy jobs	Yellow		30000	25676		CY 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	Green		35%	34%	27%	FY 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	Green		25%	26%	20%	FY 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	Green		95%	99.9% Fall 2013	99.5%	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	Yellow	=	45000	38946	38946	FY 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.
DNR ECON - 6	Number of Non-Resident State Park Visits	Yellow		275000	241295 CY 2013	250689	CY Annually	The number of Michigan State Park passes sold to non-residents demonstrates the number of out-of-state tourists visiting Michigan to use the state park system. Out-of-state tourism bolsters the economies in Michigan's communities.
Protect Natural and Cultural Resources								
DNR RES - 1	Acres of public game areas and state forests receiving active habitat management or maintenance	Red		195000	104374 FY 2013	87544	FY 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 and 4 million acres of state forest land in the northern lower and upper peninsulas. 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	Red		26000	8667 FY 2012	23170	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	Green	=	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 [1]	Green		30.0	31.5	33.0	FY 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	Yellow		2550	2015 CY 2012	2003	CY 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	Red		250	115 FY2013	167	FY 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	Green		9.3	9.2		FY 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	Red		57000	34092	0	FY Annually	The DNR will review and perform field exams on half of the state forest acres in the Northern Michigan 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 pre-salvage 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	Yellow		0	1.8% CY 2012	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.
Enable Sustainable Recreation Use and Enjoyment								
DNR REC - 1	% of Registered Vehicle owners purchasing a Recreation Passport	Yellow		30%	24% Month of Jan 2014	22%	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 2014 year-to-date participation is 23%.
DNR REC - 2	New hunter recruitment [2]	Green		75000	99361 LY2012	67633	CY 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	Green		225000	245790 LY 2012	190400	CY 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 [3]	Red		85%	62% LY 2012	60%	CY Annually	The percent of anglers that bought a fishing license in 2 consecutive years.
DNR REC - 5	% of returning hunters [4]	Yellow	=	85%	77% LY 2012	77%	CY Annually	The percent of hunters that bought a hunting license in 2 consecutive years.
DNR REC - 6	ORV trail miles [5]	Green		4000	3698 FY 2013	3600	FY 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	Green		95%	91% CY 2013	88%	CY 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	Yellow		3.0	2.5 CY 2013	2.6	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	Yellow		50%	41%		Every Other Year	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 participation in outdoor recreation activity	Green		95%	87%		Every Other Year	Percentage of the population in the Statewide Comprehensive Outdoor Recreation Plan survey responding that they participated in outdoor activities. Outdoor recreation provides health benefits to participants. It also is an important component of many local and regional economies. Additional participation in outdoor recreation can improve the health and quality of life for Michigan residents.
DNR REC - 11	Participating youth in DNR's Stepping Stones Program that indicate they will return to a Michigan State Park in the future	Green	=	90%	93%	93%	FY 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	Red		2000000	648075 CY 2013	639875	CY Annually	The DNR is expanding the recreation opportunities that we offer to residents of Detroit. Current efforts include William G. Milliken State Park and Harbor, the Globe Building redevelopment, and Belle Isle State Park. In 2013 the DNR managed William G. Milliken State Park and Harbor as part of the larger Detroit riverfront in cooperation with the Detroit Riverfront Conservancy. The Conservancy estimates more than 3 million annual visits including more than 300,000 visits to sponsored events such as River Days.
Improve Upon and Forge New Relationships and Partnerships								

DNR PART - 1	# of Summer Youth Initiative participants	Green		1000	1114	813	FY 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	Yellow		1500	1187	1182	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	Red		$2000000	$1448289	$1191941	FY 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	Yellow		$6000000	$5353797	$2010704	FY 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 or in process of organization	Red	=	10	6 Second Half of 2013	6	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.
Promote Effective Business Practices and Good Government								
DNR GGOV - 1	DNR sponsored App downloads	Green		50000	67045 4th Quarter CY2013	66910	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	Yellow		1000000	857601 January 2014	869315	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	Red		7	4	1	FY 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	Red		10.0%	3.6%	3.0%	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). Comparison is year-over-year.

DNR GGOV - 5	% of DNR Employees classified as Champions in annual State of Michigan Employee Survey	Green		64%	58%	54%	FY 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	Red	=	100%	50%	50%	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	Red		0	5	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.

[1] The status color for this metric reflects breaking points at 80% to 95% of the established target value.
[2] The status color for this metric reflects breaking points at 80% to 95% of the established target value.
[3] The status color for this metric reflects breaking points at 80% to 95% of the established target value.
[4] The status color for this metric reflects breaking points at 80% to 95% of the established target value.
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