


Economic Development

Processing time to issue waterway individual permit decisions

Metric Definition Average number of calendar days from a complete application to issue a permit decision

Goal Met	Current	Previous	Target	Trend
	46.3	52	105	


Reporting Cycle Quarterly (January 1, 2017 - March 31, 2017)

Additional Details

Placement of structures, dredging and similar activities in or adjacent to navigable waters often require permits from the Department of Natural Resources. Wisconsin implements a three-tier system of authorization based on the projected level of environmental impact which includes exemptions, general permits, and individual permits. More information on the permit process is available at: <http://dnr.wi.gov/topic/Waterways>. The 105-day limit is defined in s. 30.208 as the maximum amount of time allowed to process an Individual Permit before it is presumptively approved. If a public hearing is requested, the timeframe is 120 days instead of 105 days.

Processing time to issue wetland individual permit decisions

Metric Definition Average number of calendar days from a complete application to issue a permit decision

Goal Met	Current	Previous	Target	Trend
	98.5	36.4	105	


Reporting Cycle Quarterly (January 1, 2017 - March 31, 2017)

Additional Details

Wetlands are regulated by the U.S. Army Corps of Engineers, the Wisconsin Department of Natural Resources and by local counties, cities and villages. The excavating or placement of any material in low areas or wetlands requires a DNR permit. More information on the permit process is available at: <http://dnr.wi.gov/topic/Waterways/construction/wetlands.html>. The 105-day target represents a processing time for wetland individual permits that is parallel to waterway individual permits, but is not statutorily required.

Processing time to issue stormwater construction site permit decisions

Metric Definition Average number of calendar days from a complete application to issue a permit decision


Goal Met	Current	Previous	Target	Trend
	15.9	16.5	30	

Reporting Cycle Quarterly (January 1, 2017 - March 31, 2017)


Additional Details

The 30-day target is not in code or statute, but represents a goal previously established by the department. Under NR 216.45(2), the department is required to refund the application fee if a determination on a permit application is not made within 45 business days of receiving complete information. Application volumes are greatest in the spring and summer due to favorable weather for construction. However, construction does occur throughout the year.


Processing time to issue individual air construction permits**Metric Definition** Average number of calendar days from a complete application to issue a permit decision

Goal Met	Current	Previous	Target	Trend
	59	59	64	


Reporting Cycle Annual (April 1, 2016 - March 31, 2017)**Additional Details** Annual rolling average reported on a quarterly basis. The 64-day target includes a 30-day public comment period. In January 2005, the result for this metric was 76 days.**Processing time for endangered resource reviews****Metric Definition** Average number of business days to complete a review request

Goal Met	Current	Previous	Target	Trend
	5.0	3.0	10	

Reporting Cycle Quarterly (January 1, 2017 to March 31, 2017)**Additional Details** DNR tracks and reports quarterly on the average number of business days it takes for the Endangered Resources Review Program to complete a review from the day the request is received. Endangered Resources Reviews are done in conjunction with landowners, businesses, communities and other customers to consider rare species and habitats. Reviews are done early in the project planning process and are a simple method for assisting the public and department in remaining in compliance with state and federal endangered species laws.**Sustainable timber harvest levels on state lands****Metric Definition** Percent of available acreage harvested

Goal Met	Current	Previous	Target	Trend
	104%	106%	100%	


Reporting Cycle Annual (July 1, 2015 - June 30, 2016)**Additional Details** The goal is to be within 10 percent of the harvest goal annually. Estimated total cord (4 ft. x 4 ft. x 8 ft.) equivalents established in fiscal year 2016 is 269,882. Actual cord equivalents harvested are not known until sales are completed.**Processing time for timber cutting notices****Metric Definition** Average number of days from a complete timber cutting notice to approval

Goal Met	Current	Previous	Target	Trend
	6.7	7.4	30	

Reporting Cycle Quarterly (January 1, 2017 - March 31, 2017)**Additional Details** The DNR's cutting notice approval is one part of a multiple step process for our external customers (forest landowners, forest operators, and forest industry). The 2015-2017 budget modified the process for approving cutting notices, providing an exemption for some foresters. As a result, the statistics now reflect only those notices requiring DNR approval.

Visitors to the Wisconsin State Parks System

Metric Definition Number of visitors


Goal Met	Current	Previous	Target	Trend
	16,987,963	15,520,904	14,400,000	

Reporting Cycle Annual (July 1, 2015 - June 30, 2016)

Additional Details The Wisconsin Parks System generates annual estimates of the number of individuals visiting State Parks. These statistics fluctuate with the season and are reported at the end of the state fiscal year. State Parks stickers can be purchased at the entrance to State Parks, self-registration stations, DNR service centers, or over the phone by calling the DNR at 888-936-7463.

Hunting licenses sales

Metric Definition Number of licenses sold


Goal Met	Current	Previous	Target	Trend
	2,863,676	2,836,703	2,941,239	

Reporting Cycle Annual: License Year 2016 (March 17, 2016 - March 7, 2017)

Additional Details Hunting and fishing license sales are compiled annually by license year. Data is traditionally finalized and submitted in mid-summer following each license year completion and includes all licenses issued for all species. Hunting licenses can be purchased online at: <https://gowild.wi.gov/>.

Fishing licenses sales

Metric Definition Number of licenses sold


Goal Met	Current	Previous	Target	Trend
	2,109,645	1,748,746	1,748,746	

Reporting Cycle Annual: License Year 2016 (March 17, 2016 - March 7, 2017)

Additional Details Hunting and fishing license sales are compiled annually by license year. Data is traditionally finalized and submitted in mid-summer following each license year and includes all fishing licenses issued for all sport and recreation fishing. Wisconsin mirrors a broader national trend of increasing fishing license sales. Fishing licenses can be purchased online at: <https://gowild.wi.gov/>.

Redevelopment of brownfields

Metric Definition Number of acres of abandoned/contaminated properties cleaned up and made available for redevelopment

Goal Met	Current	Previous	Target	Trend
	314.5	291	200	


Reporting Cycle Quarterly (January 1, 2017 - March 31, 2017)

Additional Details The cleanup of contaminated properties returns underutilized or vacant land to a higher and safer use. Most often these sites are properties located in areas that already have existing utilities and infrastructure (i.e., sewer and water), access to public transportation, and an able and ready workforce. A recent EPA study determined that brownfields cleanups can increase the overall property values within a one-mile radius by \$0.5 to \$1.5 million.

Reform and Innovation

Use of online hunt/fish/trap license system

Metric Definition Percent of purchases completed online


Goal Met	Current	Previous	Target	Trend
	49%	19%	15%	

Reporting Cycle Annual: License Year 2016 (March 17, 2016 - March 6, 2017)

Additional Details The Department launched a new licensing system in March of 2016 called GoWild. License sales through GoWild can occur at independent agents, DNR service counters and online. The online system provides easier access to licenses for DNR's customers. The online license system offers 24/7 access and allows customers to get the licenses they need quickly and conveniently. The number reported here represents hunt/fish/trap license sales only. Licenses can be purchased online at: <https://gowild.wi.gov/>.

Support to small business through the Small Business Environmental Assistance Program

Metric Definition Number of connections with small business

Goal Met	Current	Previous	Target	Trend
	60,794	44,190	34,650	


Reporting Cycle Annual (July 1, 2015 - June 30, 2016)

Additional Details The SBEAP assists businesses having 100 or fewer employees with understanding the environmental rules by providing plain-English tools and resources that summarize the requirements and help the businesses to comply. Our measured business contacts include: answering questions via phone or email, conducting on-site visits, giving presentations, staffing conference exhibit booths to answer questions or provide materials. More information at: <http://dnr.wi.gov/topic/smallbusiness>. The fiscal year 2016 target is 34,650, which represents a 10 percent increase from the fiscal year 2015 target.

Efficient and Effective Services

Acres of DNR-managed properties under an approved Master Plan

Metric Definition Percent of acres (1,406,740 total) under an approved Master Plan


Goal Met	Current	Previous	Target	Trend
	54%	48%	55%	

Reporting Cycle Annual (July 1, 2015 - June 30, 2016)

Additional Details DNR tracks the number of acres that are managed under an approved master plan. The long-term goal is to have 100 percent of acres under an approved plan by 2025. The target for the July 1, 2015 - June 30, 2016 reporting cycle is 55 percent. The master planning process for department managed lands is required by Wisconsin Statutes (Sections 23.091 and 28.04) and Wisconsin Administrative Code (NR 1.60). Property master plans determine and guide the property's resource management, the types and level of recreational use, and set the framework for facilities and infrastructure development.

Wildfire Response Time

Metric Definition Average number of minutes to respond

Goal Met	Current	Previous	Target	Trend
	13	16	30	

Reporting Cycle Annual (January 1, 2016 - December 31, 2016)


Additional Details

Wisconsin's fire management program of prevention, detection and suppression of forest fires is conducted in partnership with local fire departments and is based on rapid initial attack of initiating fires in order to contain the fire with minimal amount of life, property, and resources impacted. Nationally, Wisconsin spends significantly less to suppress forest fires overall due to our equipment resources and rapid initial attack philosophy.

Customer/Taxpayer Satisfaction

Customer Satisfaction

Metric Definition Percent of responding customers "satisfied" or "highly satisfied" with DNR customer service

Goal Met	Current	Previous	Target	Trend
	97%	95%	95%	


Reporting Cycle Quarterly (January 1, 2017 - March 31, 2017)

Additional Details

A customer service satisfaction survey solicitation is included in the email signature blocks of all DNR staff and on the back of department business cards. DNR encourages feedback from its customers. The customer satisfaction survey can be accessed at: <http://dnr.wi.gov/customerurvey>.

Call center performance

Metric Definition Percent of calls answered in less than 1 minute

Goal Met	Current	Previous	Target	Trend
	82%	69%	95%	


Reporting Cycle Quarterly (January 1, 2017 - March 31, 2017)

Additional Details

The DNR Call Center continued to see a significant increase in call volume throughout the year, attributed to the debut of Go Wild system, the new licenses and changes in the harvest tags. Calls were being answered by CS staff within 1 minute and 23 seconds on average. Due to higher numbers of customers in queue, the hold time messages were scripted to provide the most frequently requested information so customers did not have to wait to speak with a Customer Service Representative. A total of 653,000 phone calls were received in 2016, up from 450,000 calls in 2015.

Customer satisfaction with County Deer Advisory Committees (CDAC)

Metric Definition Percent of CDAC members who rated favorably the customer support they received from the Department and were satisfied with the overall CDAC process.

Goal Met	Current	Previous	Target	Trend
	92%	93%	90%	


Reporting Cycle Annual (July 1, 2015 - June 30, 2016)

Additional Details

White-tailed deer and the state's deer management policies are very important to the citizens of Wisconsin. CDACs are charged with gathering public opinions concerning management, reviewing information about the deer population, and providing recommendations to the Department. This metric averages the ratios of favorable ("good"; "very good"; "satisfied"; "very satisfied") to unfavorable responses ("poor"; "very poor"; "dissatisfied"; "very dissatisfied") from two questions in an annual survey of CDAC members.

Customer satisfaction with the Deer Management Assistance Program (DMAP)

Metric Definition Percent of DMAP participants who indicated the support they received from DNR was “good” or “very good”

Goal Met	Current	Previous	Target	Trend
	89%	93%	90%	

Reporting Cycle Annual (July 1, 2015 - June 30, 2016)

Additional Details The department completed its first full year of the implementation of DMAP in fiscal year 2015. White-tailed deer populations require healthy habitat to thrive. DMAP provides habitat and herd management assistance to landowners interested in managing their property for wildlife. More information on DMAP can be accessed at: <http://dnr.wi.gov/topic/wildlifehabitat/DMAP.html>.