Accomplishments at a glance:
2013 DNR Annual Report

Photo credit: William Schmoker

1. Connecting with customers

Reaching our customers

Facebook launched Nov. 2011, already 3rd most liked DNR page

1. South Carolina	32,444
2. Michigan	26,471
3. Wisconsin	25,457

Twitter 2013:
112% increase in followers

Facebook 2013:
60% increase in likes

Pinterest:
Launched Nov. 2013
Large female following

YouTube:
161,973 views in 2013
300 total videos posted

GovDelivery:
512,430 subscribers

Wisconsin Department of Natural Resources
NEW STATE RECORD NON-TYPICAL ARCHERY BUCK
This amazing 28-point whitetail buck, taken on September 18 in Waukesha County by bow hunter, Jim Baker, now holds the new state record non-typical archery buck. This buck had a 19 7/8" inside spread. Congratulations, Jim! — with Curtis Theisen, Brian Scheuermann and Darlene Jones.
Like · Comment · Share · November 19, 2013
705 people like this. Top Comments
1,554 shares

“Ask the Experts” online chats

- 2013 **tripled** the number of chats done in 2012
- **13,500** people joined a chat or read a chat transcript
- Staff answered **1,678** questions

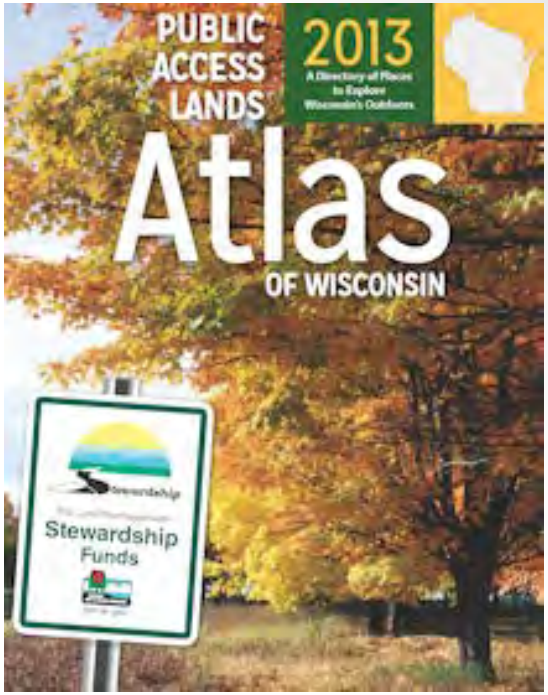
Mobile app release: iOS and Android

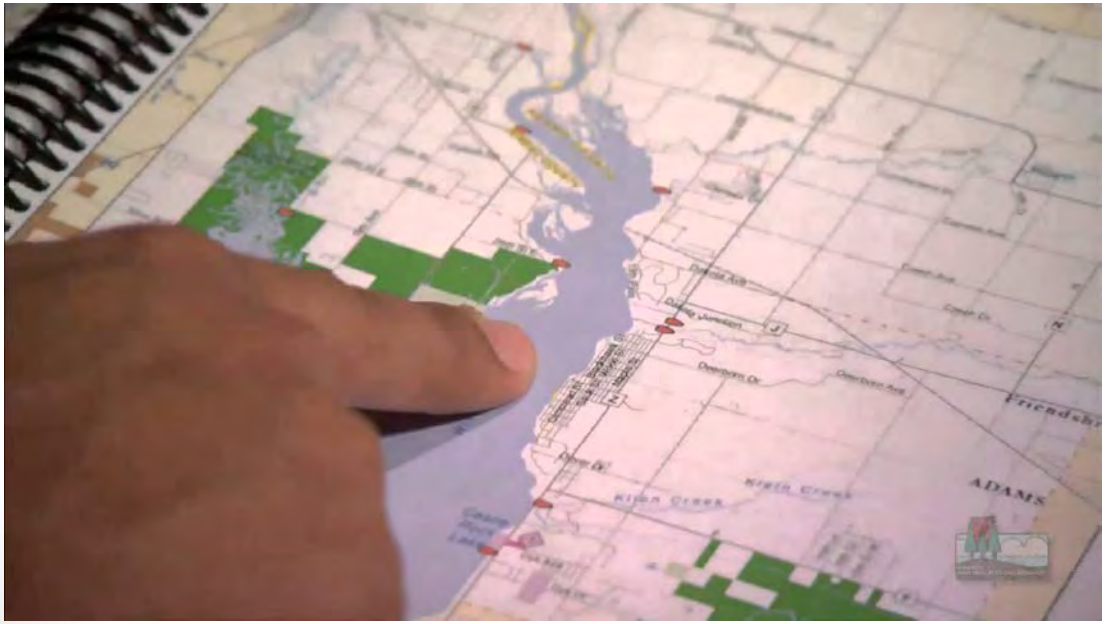
- Released mid November
- Total downloads at the end of 2013

8,420

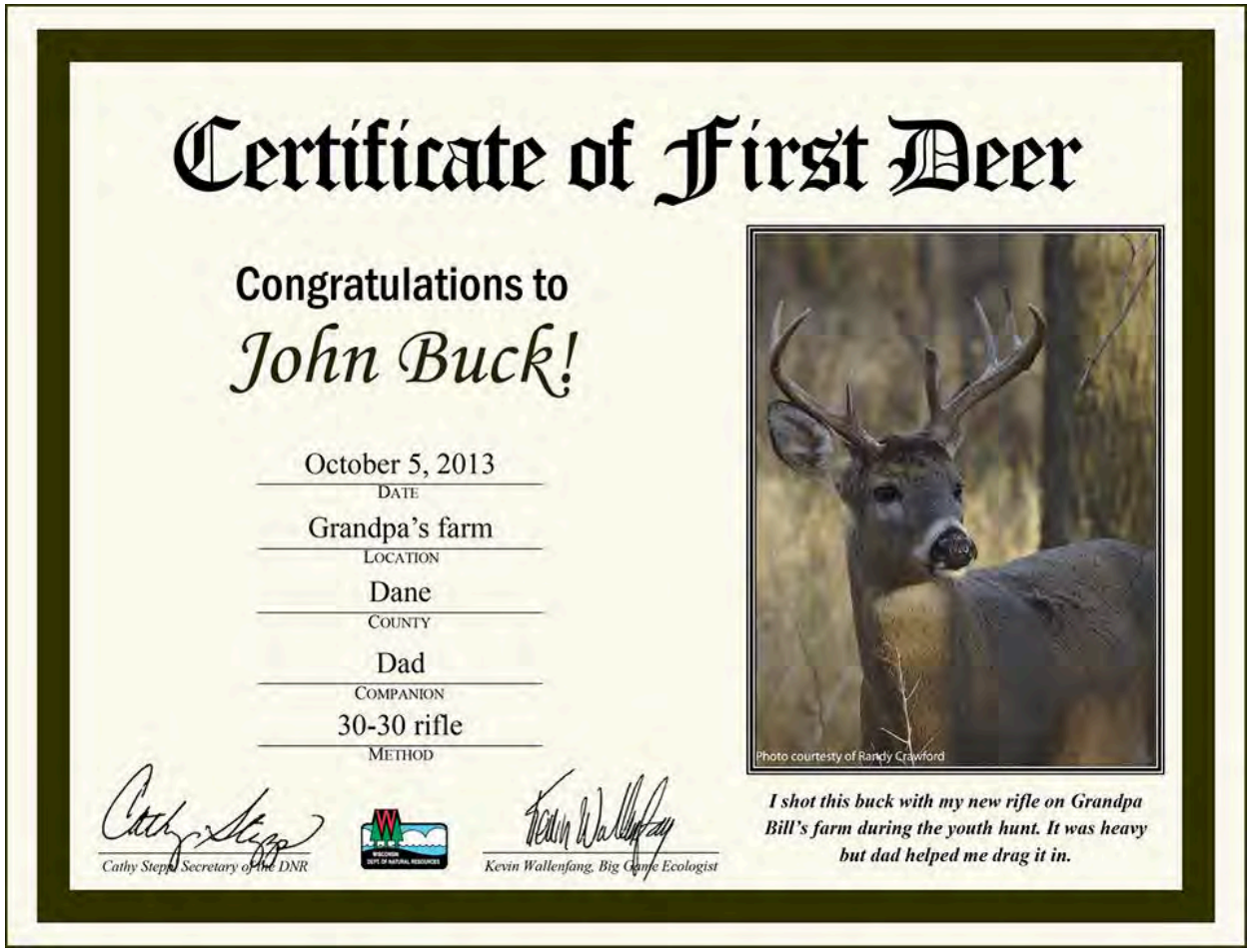
2013 Public Lands Atlas:

- Contains 441 maps and online access
- Available in print and online





First Deer Certificate



Certificate of First Deer

Congratulations to

John Buck!

October 5, 2013
DATE

Grandpa's farm
LOCATION

Dane
COUNTY

Dad
COMPANION

30-30 rifle
METHOD

Cathy Stepp, Secretary of the DNR

Kevin Wallenfang, Big Game Ecologist

I shot this buck with my new rifle on Grandpa Bill's farm during the youth hunt. It was heavy but dad helped me drag it in.

Public response: "I think this First Deer Certificate is a wonderful program. You guys have done a great job of promoting the deer hunt over the last two years. You are to be commended for your effort."

Customer Service Excellence

- A recent email from We Energies praised the DNR's initiative to improve customer service.
  - "It used to be that when you'd call or email someone, and often for very simple questions, that it would take a week or weeks to receive a response that they'd even received the message. Or, it would require 2, 3 or more contacts just to get a response. Now, a single contact is typically received either immediately by phone or responded to in a just a day or two"
  - "it is remarkable how nice it is to work with the DNR's endangered resources staff"

2. Working with Wisconsin organizations for a better environment

Areas of Concern (AOC):

examples of state, federal, and private partnerships

- **Sheboygan River AOC:** Success is now nationally recognized as a model to follow

- **Lower Fox River AOC:** Habitat restoration has attracted many native species

Environmental achievements

- Hired two new staff to work on environmental compliance for industrial sand mining
- Leads to faster permitting and better oversight

Photo credit: La Crosse Tribune

- More acres in the nutrient management program, protecting our waterways and aquifers

- We have reached the halfway mark to our goal cutting phosphorus.

- Air quality is the best it has been in 20 years, providing better quality of life.

Forestry: building partnerships

FIRST DOWNS FOR TREES

SCA Care of Life

Green Bay Packaging Inc.

- **First Downs for Trees:** Partnership with GB Packers to plant trees in Brown County

- **Root, Root, Root for the Brewers:**
  - 127 trees planted in 2013
  - Eliminated paper footprint from printed tickets sold in 2013

Both programs are meant to improve citizens quality of life by providing new trees for urban neighborhoods.

3. Leaders in Response:

stepping in to help protect lives and livelihoods

Germann Road Fire

Germann Road Fire: May 14-15, 2013

- Zero fatalities
- Largest wildfire to hit Wisconsin in over 33 years
- Contained in 30 hours

Conservation Warden Lance Burns greets June

4. Managing resources with you

Deer Trustee Report (DTR)

- As promised, has not collected any dust
- Publically driven process involving volunteer action team proposals, surveys, online feedback, 34 public hearings, conservation roundtables, and stakeholder feedback.
- Rule proposals reflect all public input and will enhance deer management in Wisconsin.

Walleye Initiative

- Keeping WI a premiere walleye fishing destination
- All members of the public agree we want more fish
- Walleye fingerling production tripled

Increase in pheasant stocking

- 39% more pheasants stocked, along with 22 new properties
- Pheasant stamp money used to create more opportunities for hunters

Attracting citizens to the outdoors:
free fun, discount licenses

- Winter & summer free fishing weekends
- June State Parks open house day

- Purple Heart $10 Conservation Patron license
- $5 new hunter/angler license

Your State Parks:

continuing improvements and record numbers

- Record camping and day use numbers – investing in local fun
- Major improvements: new campsites, campsite electrification, and new facilities
- Increased accessibility
- First year of expanded hunting in State Parks

Deer hunting tradition

- Traditions of nine-day still strong
- License sales steady (over 633,600)
- Focus on engaging new hunters (27,000 first time buyers, 33% females)
- Brutal conditions opening weekend
- Camaraderie, commitment to safety, and respect for resource = WI the deer hunting destination

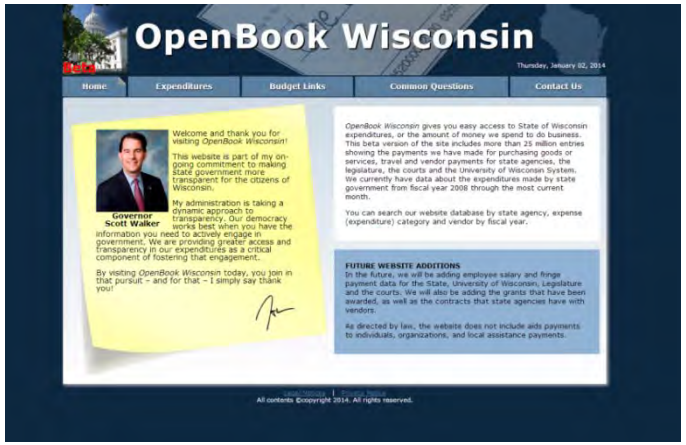
Wolf management

- Closed Dec. 23, Zone 3 final zone to close
- Successful second season
- Harvest distributed well across landscape
- Reporting system worked well
- Able to close down harvest zones effectively
- Quota: 251, Harvest: 257

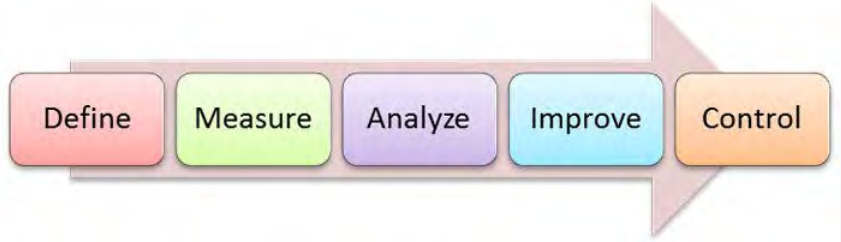
5. Improving how we do business

Increased Transparency

- Program Guidance
  - Since late February we have solicited feedback on 43 guidance documents
- Public Input web page
- OpenBook Wisconsin



LEAN Government



- 29 LEAN projects done in 2013
  - Compared to 9 in 2012
- Savings were measured in thousands of dollars and hundreds of hours of staff time
- Working for a clearer permitting process to benefit citizens and businesses

Customer Feedback

- August 2013: Began offering customer satisfaction survey after all Customer Service contacts
- Customers rated service between very satisfied and completely satisfied

Employee Merit Awards

- Implementation of merit system for superior employee performance
- 409 awards in 2013

Staffing dedicated and diverse employees

- 36% of full time hires were previously an LTE
- 186 new DNR employees have no prior state service, bringing in new ideas from other sectors

We continue to build our workforce with diverse and skilled employees.

A special thanks to the Natural Resources Board for their guidance and commitment to our state's natural resources.

Also a big thank you to our partners in all of the different work we do: non-profits, conservation groups, environmental groups, local governments and the everyday citizens who have felt comfortable enough to share their thoughts and ideas with us on how to be more responsive to their needs.

We will continue to move *forward* in 2014.

WISCONSIN
DEPT. OF NATURAL RESOURCES