

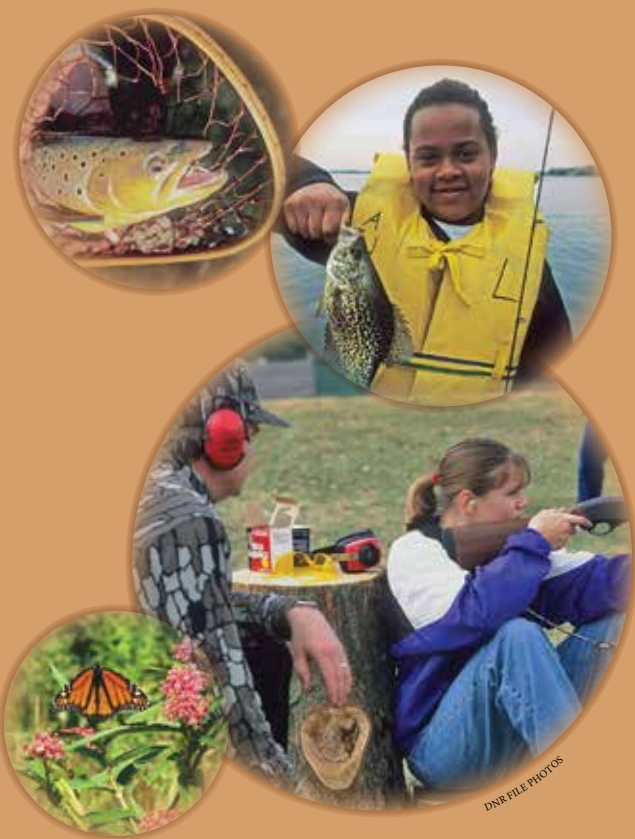


## Fiscal Year 2011-2012

Total DNR spending: \$467.6 million  
 Fish & Wildlife Account funds: \$101.2 million (21.6%)  
 The \$101.2\* million Fish & Wildlife Account comes from the following sources:

Sources of Revenue	Percent (%)
Fishing and hunting licenses and stamps	65.09
Federal Aid in Sport Fish Restoration	10.69
Misc. grants, donations, other sources	9.93
Pittman-Robertson federal wildlife aid	11.36
Wildlife damage surcharge	2.93
<b>Total</b>	<b>100%</b>

\* Revenues are actual cash received during the fiscal year. Due to timing differences for bills, receipts and federal grants, actual revenue may fluctuate from year to year.



Wisconsin Department of Natural Resources  
 PO Box 7921  
 Madison, WI 53707-7921

Find us on Facebook/YouTube  
 Follow us on Twitter

dnr.wi.gov  
 PUB-CE-4028 2013

Designed by Michelle Voss, DNR Science Services  
 Cover photo: DNR File  
 Background cover photo: DNR File

The Wisconsin Department of Natural Resources provides equal opportunity in its employment, programs, services and functions under an Affirmative Action Plan. If you have any questions, please write to Equal Opportunity Office, Department of Interior, Washington, DC 20240.

This publication is available in alternative format (large print, Braille, audio tape, etc.) upon request. Please call the Department of Natural Resources Accessibility Coordinator at 608-267-7490 for more information.



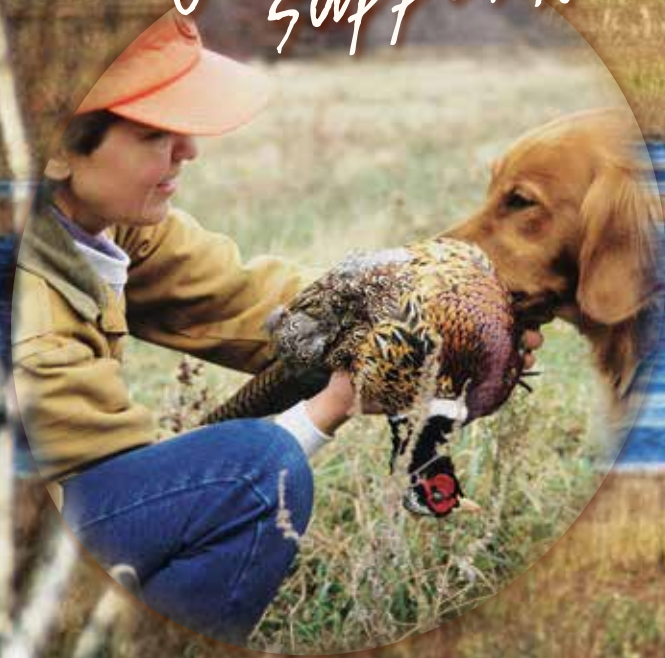
Federal Aid Project  
 Funded by your purchase of hunting and fishing equipment and motor boat fuels.



## The Wisconsin Department of Natural Resources

# THANKS YOU

for your continued support!



Your Investment in Wisconsin's Fish and Wildlife 2011-2012

## A Message from the Secretary

It is my pleasure to present the 2011-12 Fish and Wildlife Annual Report.

Since becoming DNR Secretary I have worked with our staff to increase our transparency. Continuing to issue this report is one of the steps in that process. We are trying even harder to show how your license dollars are used.

We want to be wise stewards of your dollars just like we are of the lands. We also want to instill confidence in the public that we are using license dollars toward their intended purpose.

We have made recent strides to improve communication with the public, especially through new forms of social media like Facebook, Twitter, YouTube, RSS feeds, QR codes, and live chats with our experts. We encourage you to subscribe to our various email updates through our revised and more customer friendly website [dnr.wi.gov](http://dnr.wi.gov). Read feature stories in the Wisconsin Natural Resources magazine.

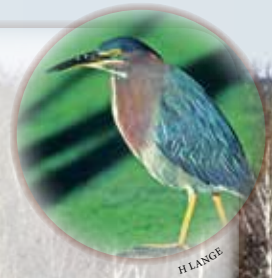
We reopened the service centers to reconnect to the public. We implemented a more streamlined organization. We secured enterprise agency status to manage our fleet of vehicles in an effort to allow staff to be in the field more frequently. We worked hard, and continue to do so, to improve operational efficiency and effectiveness.

Our work is not done. But we've rolled up our sleeves and are committed to protecting and enhancing the environment with a systematic approach guided by law, based on sound science and common sense and capitalizing on technology, management systems and staff innovation. We are also very excited about our staff-led ongoing lean government exercises that promise to reduce workload and improve efficiencies without sacrificing environmental protection.

Thank you for your continued investment in Wisconsin's fish and wildlife.

Sincerely,

Cathy Stepp, Secretary



# YOUR DOLLARS AT WORK FOR YOU AND WISCONSIN'S FISH AND WILDLIFE



## WILDLIFE

**29.4¢** of each Fish & Wildlife dollar  
**\$29.8** million total  
**182** staff  
**24.9%** of Fish & Wildlife-funded positions

- Inspired over 40,000 program participants at DNR's wildlife conservation education centers and special events
- Co-hosted the Wisconsin Outdoor Education Expo
- Grew the National Archery in the Schools Program: over 450 schools
- Collected bird and mammal harvest and age data, license surveys and banded over 10,000 waterfowl to assist in developing season frameworks and harvest quotas
- Conducted the spring waterfowl breeding survey: 521,079 ducks and 145,386 geese
- Increased Canada goose hunting days statewide by seven, which gives us the maximum number of days allowed by federal treaty
- Continued to be a national leader (with the help of over 200 citizen-scientists) in using surveys for birds difficult to detect by normal survey methods: owls, nightjars, marsh birds
- Placed 3,322 tetracycline-laced bear baits across 32 counties as part of a mark-recapture research project resulting in a preliminary statewide black bear population estimate of 18,500 bears
- Began evaluating Grassland Bird Conservation Areas in Wisconsin
- Worked with Wisconsin Bird Conservation Initiative and Bird City Wisconsin committee to expand the program
- Provided print copies of the hunting and trapping regulations to over 1.9 million people
- Graduated (with the WTA) over 1,000 participants in trapper education and participated in humane trap research
- Launched the Voluntary Public Access program, which provided more than 21,000 acres of new public hunting land
- Completed the master plan for the 87,000-acre Sandhill-Meadow Valley Work Unit
- Managed 178 state wildlife areas spread across over 620,000 acres for hunting, trapping, fishing, wildlife watching and more
- Added 1,427 acres of wildlife area land through fee title and easement acquisition
- Enhanced access to public lands by developing /maintaining 46 miles of roads and 168 parking lots
- Facilitated wetland habitat projects, including 10 ongoing federal NAWCA grants and completed 19 waterfowl stamp projects
- Partnered with conservation clubs to release 54,000 pheasants on 71 public hunting sites
- Worked with partners to begin drafting a revision of the Wisconsin Wild Turkey Management Plan
- Used Wild Turkey, Pheasant and Waterfowl Stamp revenue for wetland, grassland, savanna and forestry projects
- Conducted six demonstrations that highlight the superior performance of copper bullets

- Continued CWD surveillance in southern Wisconsin and sampled over 5,300 deer to determine disease prevalence and distribution
- Assisted hunters in the 2011 Food Pantry Program, donating 2,879 deer, equaling about 130,000 pounds of ground venison
- Amended the elk management plan to bring more elk to the Clam Lake herd, reintroduce elk into Jackson County, and expand the elk range
- Fitted (since 2011) 494 deer with radio collars to estimate mortality rates and causes in northwest and east-central Wisconsin
- Reported fawn and adult deer mortalities attributed to bears, bobcats, coyotes, wolves, unknown causes, hunting and road kills
- Initiated a field research project to assess badger habitat use, distribution and survival in southwest Wisconsin
- Completed an intensive research project on blue-winged teal assessing survival, mortality, and habitat use in southern Wisconsin



## FISHERIES

**27.7¢** of each Fish & Wildlife dollar  
**\$28** million total  
**237** staff  
**32.4%** of Fish & Wildlife-funded positions

- Provided technical support for science-based management of muskellunge, walleye, bass, trout, lake sturgeon, catfish and panfish
- Conducted collaborative research to understand factors that would favor bass or walleye dominance in Wisconsin lakes
- Leveraged expertise and multi-state partnerships to conduct research supporting fisheries in Wisconsin's rivers and Great Lakes tributaries
- Studied coldwater stream fisheries adaptation to Wisconsin's changing climate and developed best trout management strategies and strategic approaches for land management and acquisition in the Driftless Area
- Researched the genetics of walleye and musky, and used findings to develop guidelines for maximizing healthy fisheries
- Studied angler exploitation impacts on walleye age, size and populations
- Sampled almost 900 lakes, rivers and stream sites to assess fish population, habitat health and angler harvest
- Managed fisheries in 15,000 lakes and 44,000 miles of streams
- Completed renovation of the research vessel *RV Hack Noyes*, which is used for survey work on Lake Superior
- Raised and stocked over 7.6 million fish
- Improved and maintained habitat on 76 trout streams
- Implemented five bilingual summer youth fishing outreach programs
- Introduced fishing skills and aquatic ecology concepts to 28,000 youth and their families
- Conducted a public review of the inland trout program and regulations
- Hired 14 fisheries biologists
- Completed more than 3,000 acres of habitat restoration at Pool 8 Island (Phase 3), Mississippi River
- Completed a pilot partnership lake habitat development project installing more than 600 trees along the shore on four Bayfield County lakes



## FACILITIES AND LANDS

**10.4¢** of each Fish & Wildlife dollar  
**\$10.5** million total  
**48** staff  
**6.6%** of Fish & Wildlife-funded positions

- Funded new and renovated boat access sites across the state
- Managed DNR lands for hunting and fishing
- Managed land on 152 fishery areas, several flowages and rivers and hundreds of public boat access sites
- Maintained the DNR managed lands website so people can find a place to hunt and fish
- Maintained the DNR boat access website so people can find a place to launch their boats



## LAW ENFORCEMENT

**18.6¢** of each Fish & Wildlife dollar  
**\$18.8** million total  
**143** staff  
**19.5%** of Fish & Wildlife-funded positions

- Held over 880 hunter education courses taught by volunteers who trained over 25,000 students
- Enforced fishing, hunting and trapping laws
- Responded to over 3,675 hunting, fishing and trapping complaints
- Issued over 4,400 citations and over 15,000 warnings
- Entered over 400 individuals into the Wildlife Violator Compact
- Educated hunters, anglers and boaters about VHS and aquatic invasives
- Sponsored (with volunteers) over 155 Learn to Hunt events with over 2,136 participants
- Conducted outreach and education about Wisconsin's Hunter Recruitment and Retention Program and goals



## REGIONAL MANAGEMENT

**1.1¢** of each Fish & Wildlife dollar  
**\$1.2** million total  
**8** staff  
**1.1%** of Fish & Wildlife-funded positions

- Assisted and supported local government and conservation groups with fish and wildlife issues
- Interacted with thousands of customers through exhibits at major outdoor events
- Surveyed lakes infested with invasive aquatic plants and planned lake management actions
- Conducted citizen workshops on aquatic plant identification and helped identify invasive aquatic plants



## CUSTOMER SERVICE

**5.6¢** of each Fish & Wildlife dollar  
**\$5.6** million total  
**33** staff  
**4.5%** of Fish & Wildlife-funded positions

- Operated a customer contact center that serves the public by phone, chat or email, seven days a week, 15 hours per day
- Provided communications with Spanish and Hmong speaking staff
- Implemented an email tracking system that improves response time to customers
- Created and implemented an electronic registration for turkey harvests
- Conducted listening sessions to plan the next generation of our licensing system
- Implemented comprehensive training for new customer service representatives
- Provided training and support to 1,300 license agents
- Maintained an easy-to-use, automated licensing system
- Maintained the direct interfaces between electronic citations, the licensing system and the courts
- Distributed millions of regulation pamphlets/brochures



## ADMINISTRATION AND SUPPORT

**7.2¢** of each Fish & Wildlife dollar  
**\$7.3** million total  
**81** staff  
**11.1%** of Fish & Wildlife-funded positions

- Provided online information for access points to public hunting on state lands
- Managed DNR website and continued to grow use of Gov delivery system allowing customers to subscribe to email, text messages and RSS feeds for specific topics and updates
- Ensured the future of hunting, fishing and trapping through educational programs
- Organized forums for fishing and hunting groups, government agencies, legislators and the public to participate in hunting and fishing policy making
- Managed and distributed 54 County Conservation Aids grants totaling \$163,332 and seven Urban Wildlife Abatement and Control grants totaling \$24,700

