## AGENCY PERFORMANCE PLAN FY 2022

Name of Agency: lowa Department o	f Natural Resources						
Agency Mission: To conserve and enhance our natural resources in cooperation with individuals and organizations to improve the quality of life in lowa and ensure a legacy for future generations.							
Core Function	Performance Measure (Outcome)	Performance Target	Prior Year Actual	Agency Strategic Plan goals (SP) or Governor's Priorities (GP) linked to			
CF: Serve lowans and the Environment				Overall SP Goal 1			
Desired Outcome(s):							
Hire a diverse and highly-skilled workforce and ensure employees' success by providing training,							
necessary equipment and investing in evolving technology.							
Utilize feedback given by customers to improve services.							
Expand existing collaborative efforts with stakeholders.							
Services, Products, Activities	Performance Measures	Performance Target	Prior Year Actual	Strategies/Recommended Actions			
1. Website/Webmaster	Average number of unique visitors to the DNR website per month.	250,000	315,000				
2. Phone Center	Number of public telephone inquiries answered by DNR CESB.	50,000	51,500				
3. Social Media	Connect Iowans with Iowa's great outdoors through the DNR's many social media platforms via responding to questions from the public.	6,500	7,500				
4. Iowa Outdoors Magazine	Connect Iowans with Iowa's great outdoors through subscriptions to the DNR's Iowa Outdoors magazine. Annual subscription base	38,000	40,000				
5. LEAN events	Innovate and adapt to change through the use of continuous improvement process.	10	13				
6. Stakeholder meetings	Participate or conduct stakeholder meetings on a variety of topics of which are pertinent to DNR issues.	20	N/A				
7. Hiring	Facilitate hiring of vacant and new	75	92				

	positions within the Department to fulfill a			
	diverse and highly-skilled workforce.			
Core Function	Performance Measure (Outcome)	Performance Target	Prior Year Actual	Agency Strategic Plan goals (SP) or Governor's Priorities (GP) linked to measure
Connect lowans with nature and have a healthy & safe environment for work and play				Overall SP Goal 2
Desired Outcome(s):				
Develop and implement accessible and informative environmental and natural resource programs to encourage conservation and				
promote recreation (R3)				
All lowans will have access to open spaces (ADA accessible), know where to find them and what they have to offer.				
Increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective				
stewards of Iowa's environment				
and natural resources.				
Services, Products, Activities	Performance Measures	Performance	Prior Year Actual	Strategies/Recommended Actions
1. Licensing	Hunting licenses sold Fishing licenses sold	Target   578,000   448,000	610,775 518,000	**These are on CY not FY** **CY20 was abnormal with Covid**
2. R3 Efforts	Number of students exposed to shooting sports through in-school (day) programs.	50,000	31,000	
3. R3 Efforts	Number of new schools participating in a competitive shooting sports league.	15	10	
4. Marketing/Outreach	Provide outreach via marketing campaigns to deliver messaging, branding and calls to action for certain DNR related programs/outreach. Some campaigns should have direct correlation to increase in license sales or increased awareness or revenue in other areas.	2	N/A	
5. Hunter Safety	Number of Hunter Safety Students certified per year.	10.000	9,767	
6. Law Enforcement	Rate of compliance with hunting	95%	95%	

	regulations among hunters checked.			
7. Water Quality	Reduce the number of impaired water segments in the State of Iowa	700	773	
8. Water Quality	Percent of population drinking water in compliance with all health-based standards in the Safe Drinking Water Act.	95%	95.2%	
8. Lake Restoration	Current active lake restoration projects in progress throughout the state and in the initial community outreach, evaluation or planning stage.	20	36	
9. Water Trails	Miles of new water trails.	30*	31.2	*Water trails projects aren't dedicated every year, some years many, some years none—budget/project specific dependent.
10. Health & Environment (P2 Program)	Average annual savings per company for waste reduction.	\$50,000	N/A	(Program was suspended for FY21 due to Covid)
11. Deer Harvest	Promote a healthy deer population by successfully harvesting proper amount of deer during seasons.	100,000	99,999	