



# Department of Natural Resources Fact Sheet



## 2016-2017 BIENNIAL BUDGET FACT SHEET Citizen Engagement in Natural Resources \$500,000 in FY2016/\$500,000 in FY2017 [General Fund]

### **It Is Needed Because**

Technology and social media are changing the face of public-sector communication and service delivery. No longer bound by hours of services, mail or paper, citizens expect easy online access and to be able to find the information they want, when they want it and in formats that meets their needs.

A modernized web platform, new digital content, and mobile applications are needed to meet the needs of and engage Minnesota's citizens in outdoor recreation and conservation. As one of the largest electronic information and license distribution government networks in the Midwest, DNR needs to be prepared to provide information and services that best meets our citizens' needs within a secure environment.

The DNR is the state's trusted source for natural resources information as demonstrated by:

- DNR estimates 2.8 million individual *people* visited its website from 6 million different devices between Aug 2013 and Sep 2014. It tracks the number of visits from mobile, tablet, and traditional PC visits.
- In the past five years, the number of visits to DNR websites has been increasing. The percentage of visits on mobile and tablet devices has increased from 5% of all visits in 2010 to 39% of all visits between January and September 2014. Approximately 1.5 million anglers and 500,000 hunters annually buy their licenses from electronic point-of-sale portals.
- DNR's website supports approximately 25,000 pages of information and more than 55 million hits in FY14.

- DNR's Parks and Trails Division make about 80,000 park reservations through its electronic reservation system.
- There are more than 40,000 users of the DNR's social media channels, including Facebook and Twitter.

### **Major Program Elements**

- Provide mobile applications that make it easier for hunters, anglers, snowmobilers, and others to discover and enjoy state lands and other recreation opportunities.
- A website that not only allows DNR to engage citizens, but also for citizens to engage with us in meaningful ways.
- Refresh priority content and establish a framework for the governance of the vast amount of data available on our website.

### **Key Measures and Outcomes**

- Individuals are accessing DNR websites from many different devices. This initiative will allow DNR to provide access to information and services anywhere, anytime, and from any device.
- The number of visits and type of device used will continue to be tracked, and websites that focus on outdoor recreation will be optimized for use on mobile devices. Success will be measured by significantly increasing availability and use of these mobile friendly websites.
- Content will be managed in a way that is most useful for citizens.
- DNR web applications and social media channels will ensure the safe and secure delivery of information and protection of not public data.

**Fiscal Impacts (in \$000s)**

This proposal request \$500,000 in general funds annually.

No base funding exists for this work.

This proposal includes elements provisioned through IT services. DNR would rely on MN.IT Services@ DNR to provide services to build and maintain the web platform and applications.

**For Further Information, Please Contact:**

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