

**FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION**  
**Goals and Objectives**  
(In Priority Order)

**GOAL: TO PROVIDE FOR HEALTHY RESOURCES AND SATISFIED CUSTOMERS.**

**OBJECTIVE 1A: TO PROVIDE FOR INCREASING OR STABLE FISH AND WILDLIFE POPULATIONS.**

**OUTCOME 1A: Percent of critical habitat (hot spots) protected through land acquisition, lease or management contract.**

Baseline/ Year	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12
38% / 1999-2000	44%	44%	44%	44%	44%

**OUTCOME 1B: Percent of wildlife species that are increasing or stable.**

Baseline/ Year	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12
48.7% / 1999-2000	44%	44%	44%	44%	44%

**OUTCOME 1C: Percent of marine fishery stocks that are increasing or stable.**

Baseline/ Year	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12
80% / 1999-2000	80%	80%	80%	80%	80%

**OUTCOME 1D: Number of public contacts by law enforcement.**

Baseline/ Year	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12
973,920 / 1999-2000	1,223,457	1,223,457	1,223,457	1,223,457	1,223,457

**OUTCOME 1E: Percent of research projects that provide management recommendations or support management actions.**

Baseline/ Year	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12
100% / 1999-2000	100%	100%	100%	100%	100%

**OBJECTIVE 2A: TO INCREASE THE NUMBER OF CUSTOMERS AND CONTINUE TO PROVIDE CUSTOMER SATISFACTION.**

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**OUTCOME 2A: Percent change in licenses and permits issued.** ( For fee licenses and permits % change fro

<b>Baseline/ Year</b>	<b>FY 2007-08</b>	<b>FY 2008-09</b>	<b>FY 2009-10</b>	<b>FY 2010-11</b>	<b>FY 2011-12</b>
1.23% / 2005-2006	-1.92%	-0.61%	-0.62%	-0.62%	-0.35%

**OUTCOME 2B: Percent change in the number of written information and education materials provided to citizens.**

<b>Baseline/ Year</b>	<b>FY 2007-08</b>	<b>FY 2008-09</b>	<b>FY 2009-10</b>	<b>FY 2010-11</b>	<b>FY 2011-12</b>
0% / 1999-2000	2%	2%	2%	2%	2%