

Pursuant to Executive Order 14058 (December 13, 2021)
on *Transforming Federal Customer Experience and
Service Delivery to Rebuild Trust in Government*

2023 HISP CX Action Plan

U.S. Fish and Wildlife Service

As a High Impact Service Provider (HISP), USFWS focuses on service assessments, collecting customer feedback, and making measured improvements for one designated service:

- 1) *Planning a trip to a national wildlife refuge or fish hatchery using fws.gov and recreation.gov:***
Customers of fws.gov include families looking for an accessible day trip and wildlife enthusiasts seeking specific bird or animal sightings, among others. The fws.gov website offers a range of trip planning tools to prepare visitors for a safe and positive experience on these unique public lands.

What we delivered in 2023:

- **Launched fws.gov improvements focused on customer experience**
FWS identified and addressed top customer pain points to improve the experience of using fws.gov to plan trips, including strengthened search functionality, faster loading speeds, and updates to the design and organization of information and resources like hours of operation and maps.
- **Expanded use of secure online payment for entrance fees, passes, permits, and reservations through Recreation.gov**
FWS implemented secure online payment functionality at four additional FWS locations, enabling visitors at 17 national wildlife refuges to pay for these transactions online.
- **Increased access to and participation in outdoor recreation for kids, especially for urban and underrepresented populations**
FWS completed transportation plans designed to improve access for surrounding communities at eight urban national wildlife refuges. FWS also partnered with diverse organizations (e.g., Latino Outdoors, Mobilize Green) to deliver recreation and conservation programs designed for the needs of urban youth and families.
- **Made wildlife refuge experience and programming more inclusive**
10 urban national wildlife refuges launched community engagement fellowships, bringing diverse fellows, often bilingual, to make visiting wildlife refuges more accessible to surrounding communities. Additionally, five urban USFWS sites piloted a multi-day training “Cultivating a Culture of Inclusion” for ~100 employees, volunteers, interns, and partners designed to help foster a safe and welcoming experience for visitors.

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What we commit to deliver in 2024:

- **Improve [fws.gov](https://www.fws.gov) usability to increase visitor safety**

USFWS will improve the availability and usability of the real-time data customers need for a successful and safe visit to a USFWS site, including updates about road closures, weather events, flooding, and opening status. Many national wildlife refuges are always or frequently unstaffed, so access to accurate web information is critical to the safety and enjoyment of visitors.