

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

Recreation.gov

As a High Impact Service Provider (HISP), Recreation.gov focuses on service assessments, collecting customer feedback, and making measured improvements for two designated services:

- 1) Reserving a campsite on Recreation.gov:** Visitors to Recreation.gov often seek inspiration for a trip, research destinations, learn about details for a successful visit, and make various types of reservations. Campsite reservations represent more than 60% of all reservations made on the Recreation.gov platform, and more than 4 million campsite reservations were made in FY22.
- 2) Entering a lottery for a high-demand activity:** Lotteries on Recreation.gov are established for activities and destinations where demand exceeds capacity. Local site managers seek a fair distribution of opportunities, and lotteries provide the tool to allow visitors to apply for the chance to participate who are then chosen randomly using a secure and unbiased algorithm process. Often, tens of thousands of people apply for just a few hundred permits or reservations.

What we delivered in 2023:

- **Launched campsite availability alerts**

Recreation.gov implemented new functionality on the website to notify visitors about changes in campsite availability for all sites. Customers can create an alert for a specific campground, and they are notified if a campsite becomes available for their specific dates. Since this service was released across the entire site September 2023, more than 700,000 notifications have been set (well after peak camping season).

- **Activated a personalized search feature**

Recreation.gov enabled the ability for customers to set and save campground search features as “trip preferences” within their accounts. With this feature, customers can return to Recreation.gov and simply apply saved preferences to new searches, removing friction from the search process and saving the customer time.

- **Piloted communications about lottery application process to provide increased transparency**

Based on customer feedback received during listening sessions with local site managers and applicants, Recreation.gov expanded communication to improve transparency in the lottery application process. These communications included real-time and historical data demonstrating the odds for securing a permit or reservation that is intended to allow customers to make more informed decisions about their odds for securing a permit or reservation for a high-demand location or activity. For example, the chances of securing a whitewater rafting permit through the most popular river lotteries is about 3%.

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What we commit to deliver in 2024:

- **Expand Ratings and Reviews functionality to improve accessibility data**
Recreation.gov will implement functionality that provides the opportunity for customers to self report data about a campsite or site's accessibility features and amenities that impacted their movements and use of the location. This information will be used to provide a more accurate and descriptive picture of each site's features beyond the general tag of whether or not a site is accessible. Customers will also be able to include feedback about what would have better accommodated their accessibility needs.
- **Scale and institutionalize more transparent high-demand lottery application process**
Using lessons learned, listening sessions, and visitor feedback, Recreation.gov will refine and implement tools and processes needed to clearly and transparently provide current and historical data about high-demand lottery permits during the lottery application period. This scaled communication touchpoint will provide transparency and set more realistic expectations for the odds of a successful lottery application. For example, there are 10 whitewater rafting river lottery permit systems on Recreation.gov, with an average of 12,000 applications received for only 330 available permits each year.