

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

2024 HISP CX Action Plan

U.S. Fish and Wildlife Service

As a High Impact Service Provider (HISP), USFWS focuses on improving customer experience and delivery for the following service:

1) Planning a trip to a national wildlife refuge or fish hatchery using fws.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 will deliver in 2025:

- **Enhance event discovery and trip planning on fws.gov to improve access for families and wildlife enthusiasts**

At any given time, fws.gov advertises over 300 educational events and a range of recreation activities across the USFWS' more than 660 refuges, hatcheries, and offices. Website improvements will be designed, tested, and implemented to make it easier for families and enthusiasts to trip plan to local refuges and discover and enjoy events and other activities. Improvements will include a consolidated global navigation to minimize visitor confusion, the adoption of consistent event entry guidelines, and an enhanced ability to tag family friendly events and wildlife viewing festivals.

- **Expand offering of secure digital access for refuge permits and fees**

The National Wildlife Refuge System welcomes nearly 70 million recreational visits each year, made up of a diverse range of visitors, from families to outdoor enthusiasts. While most refuges are free, some charge nominal entrance or activity fees; to enhance accessibility, USFWS offer online payment options for entrance fees, facility reservations, and high-demand hunting permits, in addition to the option to use cash, physical drop boxes, and on-site purchases. Expanding the adoption of digital permits and fee payments will simplify trip planning, improve visitor experience, streamline access, and protect sensitive data while supporting the diverse range of visitors to national wildlife refuges.

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What we will deliver in 2025:

- **Improve equitable access and responsiveness to the needs of communities neighboring national wildlife refuges**

The USFWS' [Standards of Excellence for Community Engagement](#), initially piloted through the Urban Wildlife Conservation Program, outline measurable indicators of success for providing service delivery that is inclusive, equitable, and responsive to the unique needs of neighboring communities. The USFWS will work to continue to integrate human-centered design principles (empathy, user-centeredness, iteration and testing, collaboration and co-create, and accessibility and inclusivity) to policies and staff training, fostering deeper connections with diverse communities served by its 572 national wildlife refuges.