

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

National Park Service

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

- 1) Planning trips and exploring National Parks using the NPS Digital Experience:** The NPS digital platforms – NPS.gov and the NPS app – complement each other to providing a multi-channel trip planning experience that encapsulates 420+ national park sites.
- 2) Discovering and applying to volunteer service opportunities on Volunteer.gov:** Volunteer.gov is a recruitment platform that supports NPS’ significant volunteer program. Each year, nearly 300,000 volunteers collectively contribute more than 6.5 million hours of volunteer service with NPS alone.

What we will deliver in 2025:

- **Launch Team Member Portal for staff to improve volunteer experience**

Volunteer.gov will launch and expand staff access to the Team Member Portal, streamlining internal communications and processes to enable lower wait times for volunteers for application, onboarding, and time log review and approval.

- **Enhance search features to improve volunteer ability to find aligned opportunities**

Building on redesign efforts from 2024, Volunteer.gov will identify, develop, and launch annual engagement campaigns for major volunteer days (e.g., MLK Day of Service, 9/11 Day of Service and Remembrance, etc.) to promote volunteer opportunities across multiple federal agencies. By partnering with Recreation.gov, Conservation.gov, AmeriCorps, CitizenScience.gov, and other government websites to cross-promote content, the campaigns can expand reach and access to volunteer opportunities.

- **Streamline the volunteer application and agreement experience**

By partnering with agencies across the federal government, Volunteer.gov is working to streamline a shared form that will provide a consistent volunteer experience. After finalizing the streamlined volunteer application and agreement forms, Volunteer.gov will train volunteer management staff at all participating agencies on the updated documents and process, as well as updating customer help articles as needed to reflect streamlined experience.

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What we will deliver in 2025:

- **Professionalize digital experience careers to provide a path for upward mobility in digital work to improve NPS' digital footprint for visitors**

The NPS is working to professionalize digital experience careers, fostering upward mobility for employees as well as leading to improved digital services and content for the public. By creating a digital career path and offering training in user and customer experience methodologies, the NPS is equipping its workforce with the skills needed to effectively serve its diverse audiences. This ensures visitors can easily access information and services, including planning for trips, applying for grants, or scheduling field trips for classrooms. This initiative is part of a broader digital experience strategy aimed at delivering a unified approach to enhanced services and information, ultimately benefiting all visitors and stakeholders.

- **Launch first phases of the Park Visitor Digital Experience**

The Park Visitor Digital Experience, which includes trip planning functions, is a multi-channel experience designed to help visitors to National Parks easily find and understand park information necessary to plan and experience visits that are safe, legal, impactful, and personalized to their needs, preferences, and identities. The NPS will launch the initial phases of the Park Visitor Digital Experience effort, which will include an updated user interface for trip planning information across platforms.

- **Increase customization of the trip planning experiences**

The NPS will implement new features that increase the ability of visitors to customize the trip planning process for visits to National Park sites. Following the launch of these new features, visitors will be able to easily access and organize everything they need for their park visit via the NPS mobile app and on NPS.gov.

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What we will deliver in 2025:

- **Integrate traveler information technologies and travel forecasting to trip planning tools**

The NPS will use traveler information technologies to provide visitors with information about travel conditions, congestion, parking, and trip planning—and help them make more informed travel decisions. To improve the visitor experience, the NPS will pilot and expand travel forecasting tools in parks, as well as integrate static transportation service schedules into park maps for easier use.

- **Provide consistent trail information and status for an enjoyable, safe, and accessible experience**

Building on previous efforts, the NPS will continue to expand efforts for all park trails to be delivered in a consistent format across sites on the NPS website, NPS app, and third-party apps. Trails information provided in a consistent format will include dynamic maps, elevation, access information, points of interest, operating status, and other information.

- **Improve trip planning approach for remote, linear, and metropolitan sites**

Visitors to remote parks (such as those in Alaska), multi-state national trails (like the Appalachian Trail), and urban sites (like the National Mall in Washington, DC) will be better able to understand the logistics of traveling to these sites, what can and cannot be done in different areas, and orient themselves to opportunities in the greater area. Building on progress made in 2024, sites will work to create content, user experience strategies, and other efforts to improve content and the overarching visitor experience.