

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

Recreation.gov

As a High Impact Service Provider (HISP), Recreation.gov focuses on improving customer experience and delivery for the following 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.
- 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 will deliver in 2025:

- **Expand Ratings and Reviews functionality to improve user-generated accessibility information**

Recreation.gov is working to improve the quality of information provided about campsites that are accessible by people of all physical abilities, allowing visitors to make camping decisions with confidence and encourage visitors of all ages and abilities to enjoy the outdoors. Recreation.gov will implement expanded functionality that allows for customers to self report data about a site's accessibility features and amenities that impacted their movements and use of the location. The information received will be available for each campsite and help visitors make more informed travel decisions.

- **Scale and institutionalize a more transparent high-demand lottery application process**

Building on lessons learned from the 2024 launch of the "Lotteries Information and Statistics" page, Recreation.gov refine and implement tools and processes to clearly and transparently provide current and historical data about high-demand lottery permits during the lottery application period. Recreation.gov will continue to monitor customer feedback to adjust content to set expectations around the odds of successful lottery application. The tens of thousands of visitors who choose to apply for a lottery will benefit from having access to data that provides transparency into the odds for securing a permit or reservation to a high-demand location or activity.