

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

Natural Resources Conservation Service

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

1) Participating in the Environmental Quality Incentives Program (EQIP): EQIP is USDA's flagship voluntary conservation program that helps producers make conservation work for their farm. EQIP provides financial resources and one-on-one help to design and implement improvements, or what NRCS calls conservation practices. Using these practices can create environmental benefits that extend well beyond the farm while improving agricultural operations.

What we will deliver in 2025:

- **Expand and increase consistency in ActNow across NRCS**

The [ActNow](#) authority was launched in 2023 and has since substantially reduced the overall customer wait time between application, contract, and implementation of practices. To build on this work, NRCS will develop a national list of conservation practices that will be available through ActNow in every state, further streamlining the process and providing increased certainty to customers.

- **Improve access to EQIP for Historically Underserved Customers**

NRCS will release "Ensuring Equity Through Conservation on Working Lands: Insider Tips for Working with NRCS" that is designed to provide customers with a roadmap to apply for EQIP and other programs. The pamphlet will increase transparency in the program delivery processes for all customers including new and underserved customers.

- **Expand opportunities within EQIP for American Indian Tribes and Alaska Natives**

To honor its Trust Responsibility to American Indian Tribes and Alaska Natives, NRCS will incorporate Traditional Ecological Knowledge (TEK) to existing conservation practice standards and develop new conservation practice standards that address unique concerns on tribal lands, expanding access to EQIP for tribal producers.

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 (Page 2)

Natural Resources Conservation Service

What we will deliver in 2025:

- **Increase Online Capabilities and Services for Customers through Farmers.gov**

NRCS will continue to add online capabilities for customers on Farmers.gov to make it possible to initiate program applications and eligibility determinations both online and in-person. Additionally, customers will have the option to review and hire a certified Technical Service Provider (TSP) through an integrated NRCS TSP Registry on Farmers.gov; and using this platform will also allow customers to more easily share contract information with their TSP and for the TSP to submit data directly for review by NRCS, resulting in a quicker turnaround for all parties.

- **Build NRCS understanding of EQIP Customers**

NRCS will build organizational capacity to analyze customer feedback from the EQIP-specific customer feedback surveys launched in 2024 to enhance customer understanding and better serve customers participating in EQIP. Using this data, NRCS will complete the EQIP Journey Map and EQIP Service Blueprint to help define and address pain points for customers when accessing this program.