

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

# National Park Service

As a High Impact Service Provider (HISP), NPS focuses on service assessments, collecting customer feedback, and making measured improvements for two designated 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 delivered in 2023:***

- **Improved accuracy and consistency of information about NPS sites**  
NPS completed backend investments necessary to ensure that information about park access, fees, and entrance passes is up-to-date and trusted on NPS.gov and the NPS app.
- **Tested a new approach to communicating trail information**  
NPS piloted an improved way to share status, accessibility, parking / access, and other information about trails on NPS.gov and the NPS app.
- **Launched audio-described tour functionality**  
All NPS sites can now provide audio-described tours for blind or low vision visitors directly through the NPS app.
- **Provided functionality to share real-time road closure and incident alerts**  
All NPS sites can now share alerts about road closures and other incidents via NPS.gov and the NPS app, and this data is also usable to external apps, maps, and websites.
- **Implemented consistent visual standards for NPS maps**  
All NPS maps now use the same visual indicators for points of interest, making it easier to identify visitor centers, restrooms, overlooks, etc., across all sites.
- **Created a streamlined digital application on Volunteer.gov**  
All NPS sites can now use the new digital volunteer form, reducing completion time from 15 minutes by paper form to fewer than five minutes using the digital form.
- **Opened a customer feedback survey on Volunteer.gov**  
Volunteers can now provide feedback on interactions with Volunteer.gov, enabling data-driven ongoing program and site improvements.

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** (Page 2)

# National Park Service

## ***What we commit to deliver in 2024:***

- **Improving self-guided tours on the NPS app**  
All NPS sites will have improved functionality to provide self-guided tours in the NPS app.
- **Redesigning the approach to trip planning at multi-district parks & trails**  
NPS will design and implement a new approach for multi-district parks and trails (such as the C&O Canal, Appalachian Trail) to better meet unique customer trip planning and visitation needs and preferences.
- **Launching additional personalization features for digital trip planning**  
NPS will implement data-driven customer personalization features on NPS.gov and the NPS app to improve trip planning functionality and experience.
- **Improving content navigation and personalized recommendations**  
NPS will launch improved content navigation functionality, including the ability to discover trip planning opportunities based on customer interests.
- **Streamlining a multi-channel customer feedback approach for Volunteer.gov**  
NPS will establish a comprehensive feedback approach to consistently bring customer data from multiple channels into reports for decision-makers, enabling insights from customers to directly inform the prioritization and implementation of continuous improvements to Volunteer.gov.