



DEPARTMENT OF THE ARMY
U.S. ARMY CORPS OF ENGINEERS
441 G STREET NW
WASHINGTON, D.C. 20314-1000

S: 31 April 2005

30 JUN 2004

CECW-CO

MEMORANDUM FOR COMMANDERS, MAJOR SUBORDINATE COMMANDS,
CHIEFS, OPERATIONS DIVISIONS

SUBJECT: Recreation Business Program Performance Measures - Customer Satisfaction

1. This memorandum provides policy and guidance regarding the implementation of project-based recreation customer satisfaction surveys. Customer satisfaction will be a budgetary performance measure for the Fiscal Year (FY) 2007 recreation business program budget. Although some projects have conducted and are now conducting comment card surveys, this memorandum transmits new procedures, which will assure the survey results are consistent and credible across all U.S. Army Corps of Engineers projects.
2. All projects will conduct initial customer satisfaction surveys, using the Customer Comment Card, in accordance with established procedures (Enclosure). These surveys will be conducted between July 2004 and March 2005, to assure results are available for FY 2007 budget development. Within this timeframe, each project will collect comment card data during the two-month period that coincides with the period of highest project visitation. Data entry of comment card responses must be completed by 31 April 2005.
3. These surveys, using the Customer Comment Card, have been approved by the Office of Management and Budget (OMB) in accordance with established requirements. (Reference <http://www.iwr.usace.army.mil/iwr/omb/ombhomea.HTM>) Projects should not submit individual requests to OMB for this survey.
4. Point of contact in CECW-CO for this effort is Ms. Judy Rice, (202) 761-5541.

FOR THE COMMANDER:

CARL A. STROCK
Major General, USA
Director of Civil Works

Encl

Implementation Guidance Project Based Customer Satisfaction Surveys

For the past two years, the Engineering and Research Development Center (ERDC) has been pilot testing customer satisfaction survey methods for use in performance measurement. These procedures are now ready to implement beginning on 15 July 2004 at all projects that have one or more Corps-managed recreation areas.

Instructions for conducting project-wide customer satisfaction surveys using the existing comment card have been placed on the Natural Resources Management Gateway at <http://corpslakes.usace.army.mil/employees/commentcard/card.html>. Each project should review and follow these guidelines. It is important that all projects follow these guidelines so that customer satisfaction data used in the FY07 budget process is consistent across all projects.

In this survey, each project is asked to obtain 160 completed comment cards using the procedures posted on the Gateway. Customer satisfaction data for the FY07 budget process should be collected between July 2004 and March 2005. Within this timeframe, each project should collect comment card data during the two-month period that coincides with the period of highest project visitation. For most projects, this will be the first available survey period, 15 July – 15 September 2004. Online data entry of comment card responses will be available in Rec-BEST beginning 15 July 2005. Data entry must be completed by 31 April 2005.

During the two month sampling window, each project will obtain 8 completed comment cards during 20 sampling periods corresponding to specified recreation areas and days on which visitors will be sampled. In the pilot surveys, ERDC generated the sampling schedule for each of the participating projects. Starting this year, each project will generate its own sampling schedule using the Survey Schedule Generator, an Excel spreadsheet that automates the process of survey scheduling. Instructions for downloading and using the Survey Schedule Generator are posted on the Gateway as part of the survey guidelines.

Projects that plan to sample in the 15 July - 15 September 2004 timeframe will need to give this survey their immediate attention. ERDC is available to provide assistance to projects that have questions or encounter problems. Contact Sam Franco by phone at (601) 634-4205 or e-mail him at Sammy.F.Franco@erdc.usace.army.mil.

ERDC has purchased a supply of comment cards for those projects that do not have enough cards on hand to begin data collection immediately. There are enough cards for the first 40 projects that request them. Any project that needs an emergency supply of cards to get started can request them from Christine.Wibowo@erdc.usace.army.mil

Enclosure

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