

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Distribution of the 2000 Customer Comment Card Survey Materials

1. This memorandum transmits the materials needed to administer and analyze the Customer Comment Card survey. The Customer Comment Card survey provides managers with a simple, low-cost procedure for obtaining initial feedback from our customers on recreation services and facilities at U.S. Army Corps of Engineers water resource projects. Now in its fourth year of use, the survey allows the Corps to focus its management efforts on putting our customers first.
2. Since it is basically unchanged from last year, the 2000 Customer Card survey materials are being sent via e-mail to Operations Managers at all projects. This memorandum describes the contents of this electronic mail-out and provides instructions for downloading and saving all attached files, as well as producing the Customer Comment Card. The memo covers the following 4 areas:
 - Customer Care Kit user documentation/manual.
 - Comment Card
 - Recreation area data file template (data diskette distributed in previous years)
 - Analysis / Reporting software
3. Please note that the analysis/reporting software, located on the Comment Card CD distributed previously, will not be distributed again this year. This is because the software has not changed, and because it is too large (30MB) to be distributed over the electronic mail system. Copies of the Comment Card CD, as well as software installation and other support, can also be obtained from Sam Franco (CEWES-EN-R, 601-634-4205, Sammy.F.Franco@wes.army.mil).
4. The Customer Care Kit, the instruction manual for implementing the Customer Comment Card, is attached in the file named "Customer Care Kit Manual.doc." This manual is unchanged from last year except that it has been updated to reflect the facts that: 1) there will be no separate survey of recreation research demonstration units (RRDUs); and 2) managers will be required to produce the comment cards using the attached electronic version.
5. An electronic copy of the comment card is also attached (filename "Comment Card.pdf"). Project Operations Managers are responsible for printing the comment cards. Four hundred cards will be needed for each recreation area surveyed. The comment card file is in a high resolution Adobe Acrobat Reader format (.pdf file extension) which will allow the cards to be produced by local printers.
 - a. The cards can also be printed by Ace Printing and Blueprint Company of Vicksburg. This company already has the cards set up and ready to print, which may result in cost savings. The following schedule of printing costs was provided by Ace:

CEERD-EN-R

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400 cards (5x6 ½)	- \$75.00
800	- \$91.00
1200	- \$110.20
1600	- \$127.60
2400	- \$157.00
2800	- \$173.20
3200	- \$188.80
3600	- \$203.40
4000	- \$218.00

b. Ace will require a government VISA card number, preferred method of shipment, and enough money to cover shipping costs. Four hundred cards weigh 2 pounds, 2.8 ounces. Address and telephone number for Ace Printing and Blueprint are:

Ace Printing and Blueprint Co.
Attn: Ms. Alma R. Gunter
P.O. Box 820255
Vicksburg, MS 39182-0255
Phone: 601-636-8503
Fax: 601-636-8523"

6. An original data storage diskette, used to enter the results from the comment cards, is also attached (filename "ccard.mdb"). This file was distributed previously as the 3.5 inch floppy "Comment Card Data Diskette." This file should be saved to a 3.5 inch disk and labeled "Recreation Area Data File Template" or something similar. Make copies of this file on separate disks for all recreation areas surveyed, then store the "Recreation Area Data File Template" in a safe place for use as a backup. Please remember that a disk with the data storage file must be in the A or B drive in order to start the analysis/reporting comment card program (refer to page 7 of the Customer Care Kit manual).

7. If you have any questions, please contact Mr. Franco (CEWES-EN-R, 601-634-4205, SAmmy.F.Franoc@wes.army.mil).

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H. ROGER HAMILTON, PHD
Chief
Resource Analysis Branch

DISTRIBUTION:

U.S. Army Corps of Engineers, Districts, Resource Managers