



**US Army Corps  
of Engineers®**  
Louisville District

# Web-based Customer Assessments

## Louisville District Pilot

Dr. Bonnie F. Bryson  
RLAT Fall Meeting  
Louisville, KY  
15 October 2003

## Background

Louisville District used an existing  
Huntington District BPA to initiate the first  
web-based assessments by the public – the  
customers who use our recreation areas



Virtual CEO, Inc. is a global strategic  
consulting and best practice research firm.

## Background

Opportunity beyond the comment card to address the local service items outlined in paragraph 6.7 of the Recreation Facilities and Customer Services Standards

## Background

### *Recreation Standards, Para. 6.7*

Local service levels meeting customer needs shall be developed for:

- Safety and security
- Cleanliness of facilities
- Appearance and maintenance of grounds and facilities
- Available, friendly, knowledgeable and efficient staff
- Recreation Use Fee collection, e.g., method, type, cycle time, user friendliness

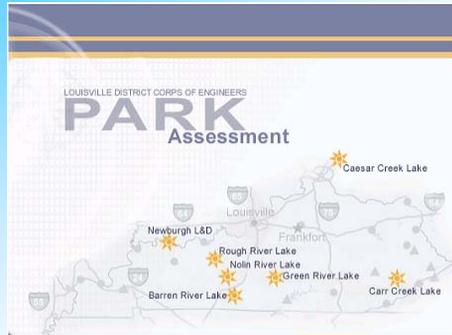
## Scope of Work

- Design and develop a LRL branded web-based assessment system that includes an open URL supporting 24/7 access for selected recreation sites
- Likert scale assessments and open data fields to capture specific feedback

June 20, 2003

OMB approval received,  
and the site went live

www.PleaseRate.us



Please click on the location you would like to rate. Only selected parks are available at this time.

[Instructions](#)



United States Army Corps of Engineers Recreation Sites  
OMR 0710-0001 Expires: 10/31/2003

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The public report burden for this information collection is estimated to average 5 to 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this data collection, including suggestions for reducing this burden, to Department of Defense, Washington Headquarters Service, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington, Virginia 22202-4302, and the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503, Attention: Desk Officer for U.S. Army Corps of Engineers. Respondents should be aware that notwithstanding any other provision of law, no person shall be penalized for not providing information.

## Assessment Instrument \*Demographic Information\*

**PARK ASSESSMENT**  
**Barren River Lake**

Recreation park:

Primary reason for visit:

How many times have you visited in the last 12 months:

Date of visit being rated:

Please use format mm/dd/yyyy

Have you rated this park before?  No  Yes

Your group size on most recent visit:

Your zip code:

Your gender:

Your age:

Your ethnicity:

[Instructions](#)

\*All of the above fields are required.



United States Army Corps of Engineers Recreation Sites  
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# Assessment Instrument

## *\*Customer Satisfaction\**

**PARK ASSESSMENT**  
**Barren River Lake**

Quarry Road: Safety And Security

N/A Strongly Disagree Neutral Strongly Agree

There was safety information available at the park.

There were adequate ranger/visitor assistance patrols.

I find the park area to be safe.

Overall I am satisfied with the security at the park.

I felt safe while on the water.

[Instructions](#)

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# Assessment Instrument

## *\*Open-Ended Questions\**

**PARK ASSESSMENT**  
**Barren River Lake**

Quarry Road

What do you like best about this park facility?

What can we do to improve your experience at this park?

[Instructions](#)

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## Areas Assessed 2003

Barren River Lake, KY - Quarry Road Beach

Caesar Creek Lake, OH - Visitor Center

Carr Creek Lake, KY - Littcarr Campground

Green River Lake, KY - Dam Area

Nolin Lake, KY - Tailwater Area

Newburgh L&D, IN - Day Use Area

Rough River Lake, KY - North Fork Area

## Scope of Work

Marketing – Development and implementation of a method to market/publicize the assessment process:

- Laminated Color Signs
- Brochures & Distribution Racks
- Business Cards

**WWW.PLEASERATE.US**

We care!

Please visit us at [www.pleaserate.us](http://www.pleaserate.us) and tell us how we can ensure your experience at Littcarr Campground is the best that it can be!



US Army Corps  
of Engineers

**Carr Creek Lake**

## Scope of Work

- Survey database access by managers to monitor responses

<http://www.pleaserate.us/admin/>

**LAKEs**  
Assessment

Home

Information Current as of 10/14/2003 8:23:15 AM EST

114 Total Users  
92 Completed Surveys  
22 Incomplete Surveys

Comments

Lake Name	Area Name	Current Count
Barren River Lake	Quarry Road	15
Caesar Creek Lake	Caesar Creek Visitor Center	15
Carr Creek Lake	Littcarr Campground	7
Green River Lake	Site 1 Recreation Area	10
Newburgh Lock and Dam / Ohio River	Newburgh Locks	17
Nolin River Lake	Tailwater	7
Rough River Lake	North Fork Day Use Area	20
Rough River Lake	North Fork Campground	23



United States Army Corps of Engineers, Great Lakes Division

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7/27/2003 8:10:23 PM	A nice clean shady park. Handicap areas available
7/25/2003 4:34:00 PM	I love the seclusion, and the wonderful staff, and just the general feel of the the campground
7/21/2003 9:21:17 PM	the overall fun
7/21/2003 5:09:31 PM	We used campsite # 105 Nice and quiet and the new playground was well needed.
7/20/2003 8:03:58 PM	At one time it was a friendly place to come and ease the tensions from the city. But that was not the situation we had on this trip
7/15/2003 1:33:45 PM	the female runninn the facility was very helpful and informative. The male could use some lessons in not being rude. He had such a negative and rude attitude towards us, that we decided not to camp at the Northfork campground. We ended up staying at the state campground because of his actions. (Even though it was further for us to drive!)
7/13/2003 8:09:33 PM	I loved the facility the grounds were neat and well kept. The boat launch area was close but there could have been a little more patrolling to keep traffic moving a little smoother. The bathrooms were well kept and adequately stocked only I would like to see more shower houses.
7/3/2003 9:25:34 PM	the park it self is very clean. the up keep was great.
7/3/2003 9:56:36 AM	The camp sites are some of the best I have ever visited.

## Scope of Work

- A database that will track demographics, performance scores, trend analysis, and comparisons
- LRL access to all raw data

## Scope of Work

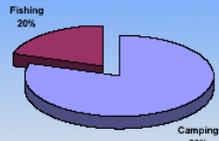
Monthly processing and reporting that includes:

- A monthly aggregated report of all lakes, with performance scores and frequency reports

## Survey Results

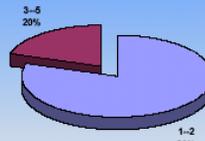
This section of the report show participants demographics.

### Primary Reason for Visit



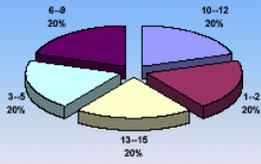
# of Participants - 5

### Times Visited in the last 12 months



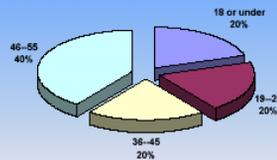
# of Participants - 5

### Group size on most recent visit



# of Participants - 5

### Age Range

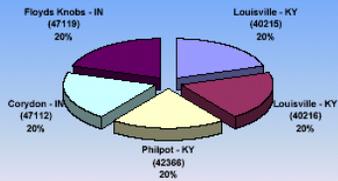


# of Participants - 5

## Survey Results

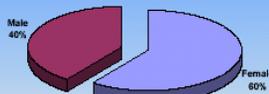
This section of the report show participants demographics.

### Zip Codes



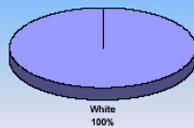
# of Participants - 5

### Gender

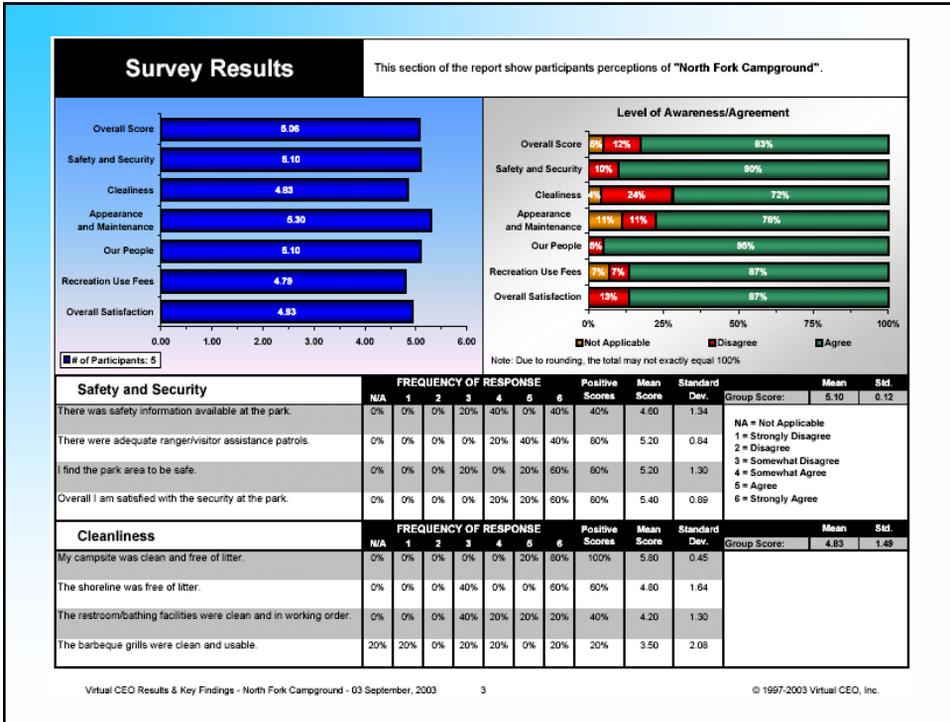


# of Participants - 5

### Ethnicity



# of Participants - 5



# Scope of Work

Performance Period: May – October 2003

Total Cost for 2003:      \$27.8K

CUSTOMER SERVICE MEASUREMENT AND IMPROVEMENT PROCESS FOR THE LOUISVILLE DISTRICT	\$24,075
Mod for Marketing Materials	\$3,745
2003 Total	\$27,810

## Plans for 2004

- Web-based survey of additional LRL recreation areas (budget permitting)
- Conduct parallel paper-based survey and compare results with web-based version

# Demo Site

This URL is for a demo site available to anyone who wants to experiment with how the site works, enter data, etc.

<http://assessment.virtualceo.com/usaceparks/>

*Please do NOT enter data in the main [www.PleaseRate.us](http://www.PleaseRate.us) site*