

Appendix S

Corps of Engineers Facility and Services  
Customer Discussion Guide  
Format, Procedures, and Description of Data Fields

<b>CE Facility &amp; Services CUSTOMER DISCUSSION GUIDE</b>	No: _____	Date:	Time:	Weekday	Weekend	
		Project:		Area:		
Day Use _____ Campground _____		Campsite No.:		Campground Class: A B C		
• Camping Equipment on Site		Tent	Van	Pick-up Camper	Pop-up Camper	Towable Trailer
		Class C Motor Home		Class A or Luxury Coach		Other _____
<b>WHO:</b>						
• Major rec. activities		Picnic	Camp	Swim	Water Ski	Boat
		Sightsee		Fish	Hunt	
• Project(s) visited		Other _____				
• Frequency of use		First Visit				
		Holiday Use:		All major holidays	Memorial Day	4 <sup>th</sup> of July
		Non-Holiday Use:		1-3 visits/year	4-10 visits/year	More than 10 visits/year
• Group type		Single	Family	Friends	Family & Friends	Multi-Family
		Other _____				
• Local resident		Yes	No			
• Shoreline resident		Yes	No			
• First-time visitor		Yes	No			
• Only use CE projects?		Yes	No			
• Ethnicity		White	Hispanic	Black	Asian/Pacific	Native American
		Other				
<b>WHAT:</b>						
<i>Observations by the customers on:</i>						
• Favorite facilities/services						
• Needed improvements						
• Problem areas						
• Concerns						
• Additional facilities/services needed						
• Things we do that are not needed						
<b>WHY:</b>						
• Reason customer selected <i>this</i> area today						
• How this area compares to other areas they visit						
<b>OTHER:</b>						
• Additional comments						

## Customer Outreach - CE Facilities & Services Customer Discussion Guide

### Procedures and Description of Data Fields

**PROCEDURES:** Following are recommended procedures for customer contacts using the Customer Discussion Guide.

**1. Give customers advance notice:** Customers need a heads up to be thinking along the lines of the Customer Discussion Guide topics. Particularly for camping areas, you may have contract gate attendant distribute a card to incoming campers a day or so before sampling the area, with wording such as:

Do you have ideas about facilities and services in this recreation area? A Corps of Engineers representative will be in the area to talk to campers on May 31<sup>st</sup> between 2 - 4 p.m. Please be thinking about suggestions you can give if your campsite is selected for an interview.

If you do not get to talk directly to the Corps representative you can still give us your ideas by jotting them down on this card and returning it to the Park Attendant before you leave.

Thank you for your help.

**2. Sample selection:** Consider using a random number generator to select customers to be interviewed; for instance, to select campsites in a campground. This is not to imply statistical significance for the results, but works well to get a good distribution across the recreation area. Customers also readily accept the answer that they were randomly selected when they ask, "Why did you pick me?" and those who ask, "Why didn't you pick me?"

**3. Initiating customer contact:** An example of a simple script to start the conversation:

"Hello, my name is \_\_\_\_\_. I'm with the Corps of Engineers \_\_\_\_\_ office. We want to make sure we have satisfied customers, and we're talking to a random sample of customers

today to get ideas on what we should do (or not do) to meet your needs."

**4. Recording results:** Not every group or individual will give information to match each of the blocks on the format. Try to steer the discussion to get information, but depend on a conversational approach rather than a stream of direct questions. It may be most productive to record information after leaving the customer(s), since otherwise they may become distracted or uncomfortable wondering what is being written down, and not give as much detail.

**DEFINITIONS:** The following definitions are provided to assist in recording the results of customer interviews on the Customer Profile format.

**No.:** Customer Discussion Guide reference number. For each project begin with 1 and number consecutively.

**Date:** Date of interview

**Time:** Time interview begins

**Weekday/Weekend:** Designate if interview occurs on weekday or weekend day

**Project:** Project name

**Area:** Name of the recreation area where interview occurs

**Day Use/Campground:** Recreation area type

**Campsite No.:** If interviewing a camper, the campsite they are occupying

**Campground Class:** If interviewing in a campground, indicate whether a Class A, B or C facility

**Camping Equipment on Site:** If interviewing a camper, from the choices provided on the format, circle the type of equipment they have on the site. Below are some examples to assist with determination of equipment type:



Towable Trailer



Class C Motor Home



Class A or Luxury Coach

**WHO:**

**Major Rec. Activities:** From the choices provided on the format, circle all the major recreation activities in which the customers indicate they participate at the project.

**Project(s) Visited:** Write in names of other Corps projects that the customers use.

**Frequency of Use:** Circle the choices that describe the customers' frequency of use for both holidays and non-holidays.

**Group Type:** From the choices given on the format, circle the description of the group.

**Local Resident:** Prior to beginning interviews, the definition of "local" for this project needs to be determined by project personnel. On the format, indicate by circling "yes" or "no" if the customer meets that criterion.

**Shoreline Resident:** On the format, indicate by circling "yes" or "no" if the customer is a shoreline resident.

**First-time visitor:** On the format, indicate by circling "yes" or "no" if the customer is a first-time visitor to the project.

**Only use CE projects:** On the format, indicate by circling "yes" or "no" if the customer uses Corps projects exclusively for their major recreation activities.

**Ethnicity:** From the choices given on the format, circle the ethnicity of the customer(s) being interviewed based on visual observation.

**WHAT, WHY, and OTHER:**

**Observations by the Customers on:** In the blocks provided, note customer comments on the various topics listed.

**Analysis of Results.** Software to analyze results is available on the NRM Gateway on the Customer Service page.