



Deep dive: Customer data

April 16, 2025



Today's Focus

- **What data do we collect?**
- **State lands usage & economic impact data**
- **How is the data being used?**
- **How can the data be used?**
- **Case study: Busy season in lean times**
- **What's next?**



Data collection overview

- Overnight Customer Survey
- Discover Pass Customer Survey
- In-Park Survey Reporting
- Camis Data: Camping reservations/cancellations, occupancy, discount passes, etc.
- State Lands Usage Tool: Anonymized cell phone ping data & economic impact
- Customer Comment Form (coming soon): To track comments, questions, feedback etc. that comes from the public.



State lands usage & economic impact



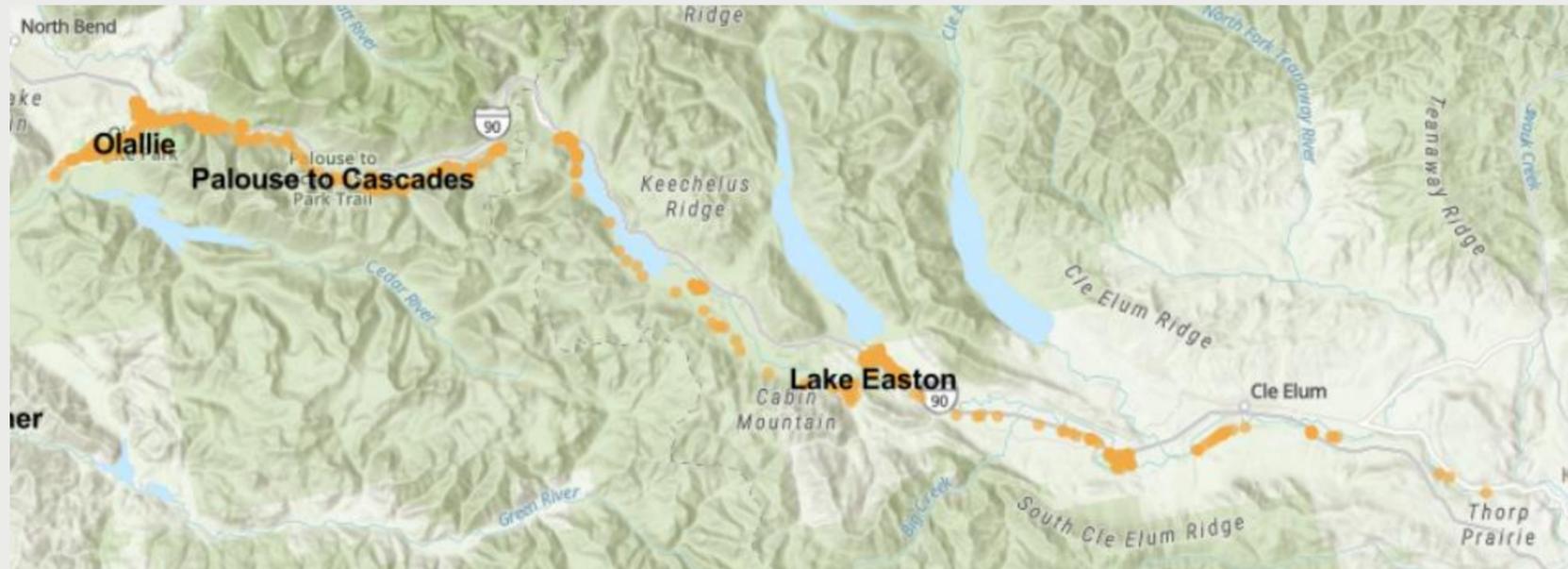
Lands usage data & tool

- Allows us to see activity in a park, filtering by dates and zoom in
- Economic impact data
- Community demographic data



Lands usage data & tool

Zoomed out view of visitor activity on a trail/park system, in orange.



Lands usage data & tool

Marine park visitor activity,
in orange.



Lands usage data & tool

Land and marine park visitor activity, in orange.



Economic impact of State Parks

**Parks' statewide economic contribution:
\$1.7 billion per year (2023)**

- **Jobs supported:** 19,819
- **State and local tax contributions:**
\$310,688,226
- **Top 5 industries supported:**
 1. Full-service restaurants: 22.57%
 2. Gas stations: 21.26%
 3. Accommodations – Other: 18.62%
 4. Grocery stores: 13.97%
 5. Accommodation – Motel/Hotel: 12.24%

Top 10 counties by spending allocation

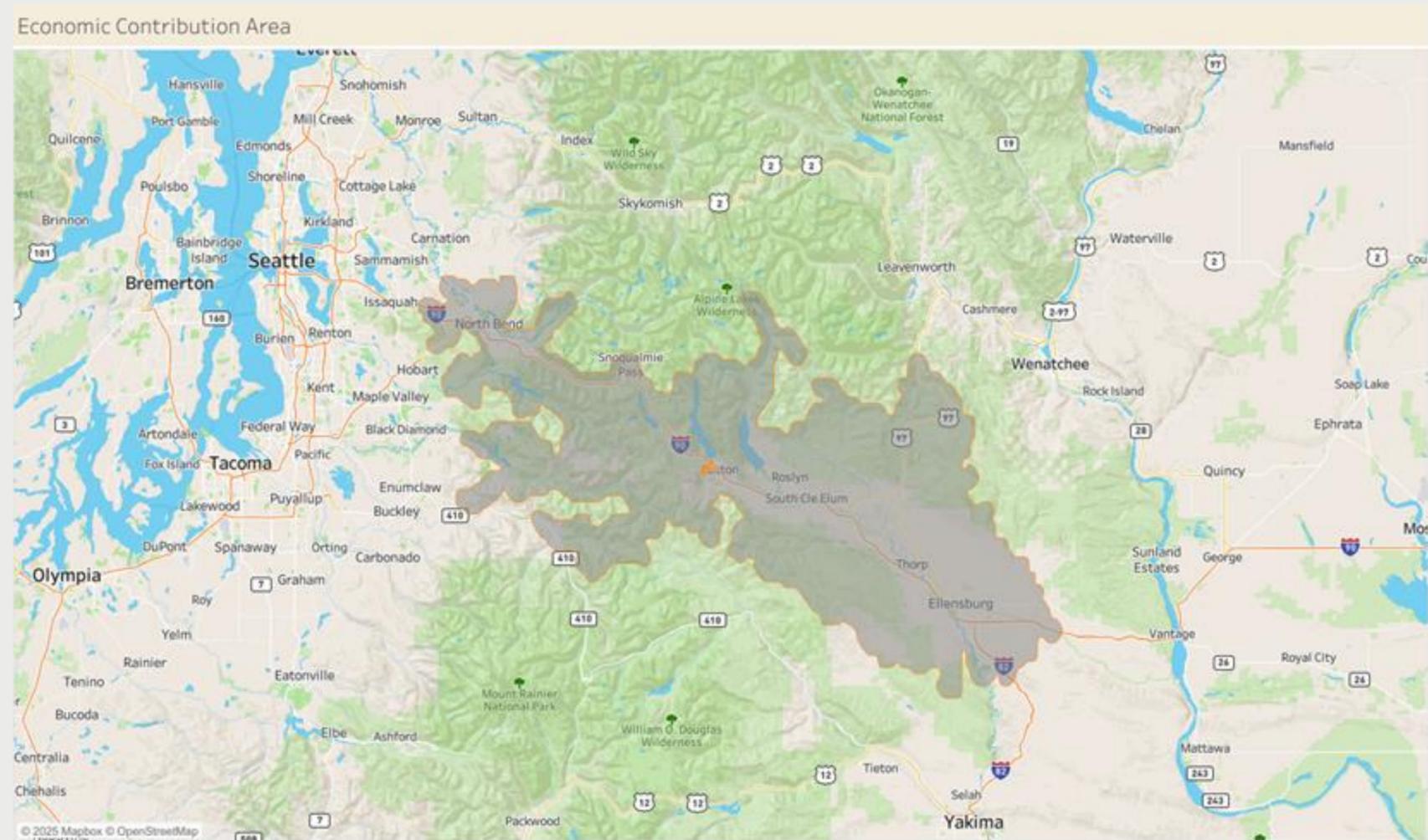
1. Grays Harbor
2. King
3. Snohomish
4. Pacific
5. Spokane
6. Skagit
7. Whatcom
8. Clark
9. Pierce
10. Wahkiakum



Economic impact of State Parks

Economic impact example: Lake Easton State Park

- The economic contribution area is in grey.
- It stretches across the I-90 corridor from Snoqualmie to Kittitas counties.



Parks' statewide economic contribution: \$1.7 billion per year (2023)



How is it currently being used?

We recently conducted a survey of about 100 staff to learn more about awareness of this data and how it is being used.

More than 70% said they used the data for

- Identifying customer issues and pain points
- Making decisions about work that impacts customers
- Identifying customer needs

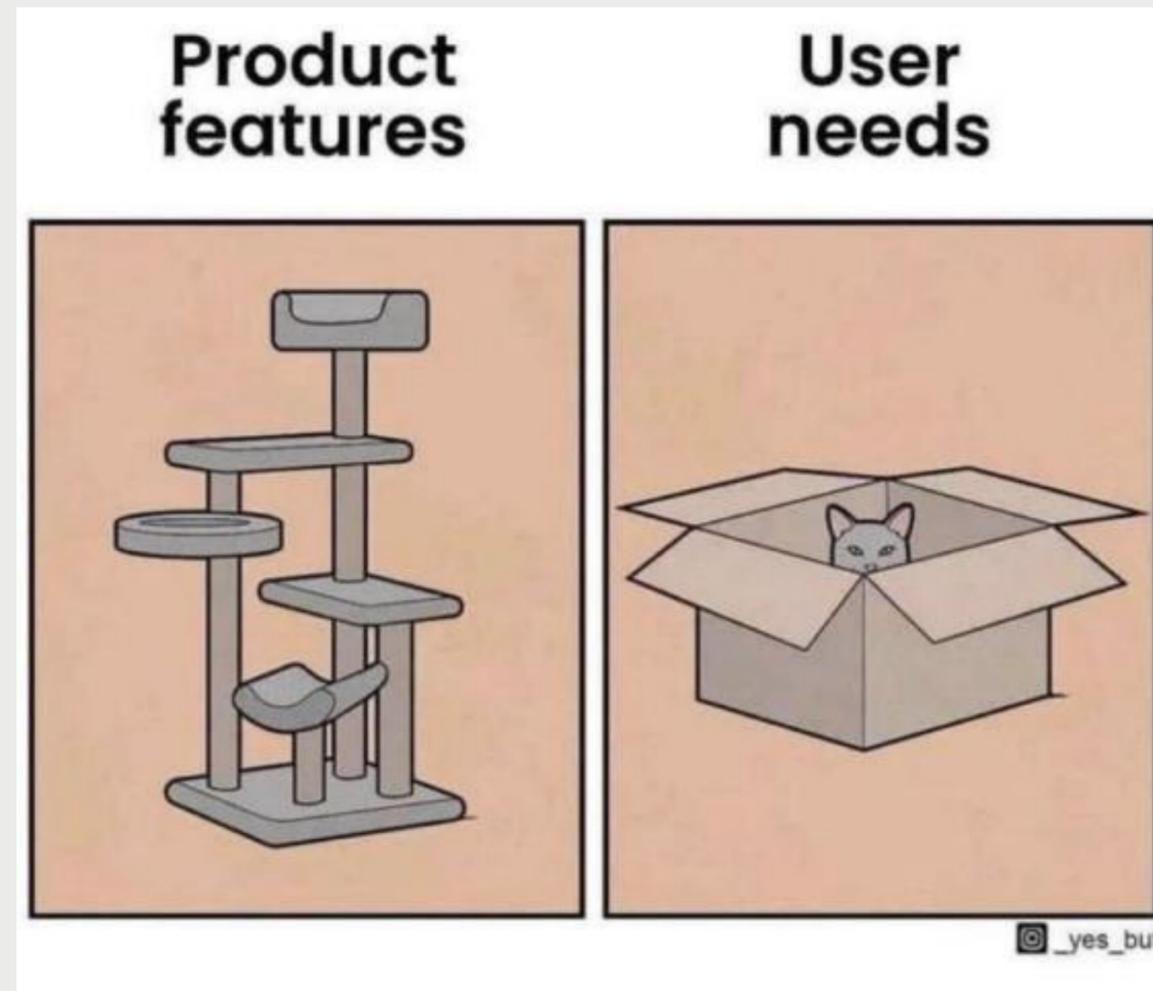
Interesting findings

- Sharing customer feedback can boost staff morale – lots of positive feedback.
- It is being used to inform programming.
- Interpretation utilizes lands usage data to help inform interpretive plans.



Why is this data valuable?

When asking, “what is the best use of our time and energy?” this data can help.



How can it be used?

- **Enterprise strategy**
 - Revenue and funding opportunities, asks and allocation.
 - Achieving agency strategic goals
 - Telling our story by using the voice of the customer.
- **Address specific, complex problems**
 - Reducing rec impacts.
 - Where to focus resources, especially in lean times (what our customers most care about).
 - Project/staffing prioritization based on usage.
 - Targeting outreach and marketing.
- **Build trust and demonstrate our value**
 - Parks' economic impact.
 - High customer satisfaction ratings.
 - Demonstrate our value with authorizing environment, media and the general public.



Case study



Busy season planning

Busy season 2025

- Peak dates (visitation & camping data): April X – October X
- Reservations compared to last year: Trending down by #X
- External influences to consider:
 - National Park overflow from federal changes
 - Reduced visitors from Canada – some parks may see lower attendance than usual
 - State budget and legislative impacts
- Other factors
 - Fee increases (camping and possible Discover Pass)

Top 3 things customers care about (pulled from 3 different customer surveys)

- Availability of staff
- Clean bathrooms
- Signage and maps

Key data points for prioritization and planning

- What activities are most popular in each park
 - **Why?** This can help direct staff time to focus on highest demand activities
- Demographic information about visitors by park
 - **Why?** Are we missing signage in key languages? Should we prioritize certain programming?
- Most popular areas for visitors within each park
 - **Why?** Focus staff time and presence in most populated sites
- Law enforcement information by park (Operations data)
 - **Why?** Focus LE Ranger time in high-need areas.



Busy season planning

Goals

- Don't burn out staff by setting realistic expectations for what they can do with the resources they have.
- Maintain a high-level of customer satisfaction and customer service by focusing on what customers care about most.
- Maintain a high-level of public trust in State Parks as an institution.

Rallying cry

For 2025 busy season, Operations is focusing resources on:

- Welcome booths, and presence in high-traffic areas.
- Cleaning the bathrooms.
- Identifying opportunities for better signage/maps to feed back to HQ staff.

Scale, based on needs

- Use customer survey, land usage and visitation data to scale based on actual demand in the park.
 - Example: Using data, identify parks with lower-traffic where bathrooms can be cleaned less frequently.
- Factor in revenue-generating parks and activities.



Busy season planning

Action plan

Ensure staff are clear on the priorities, the “why” & how to apply to their day-to-day

Pre-busy season

- Document priorities & why – get feedback from leaders and staff.
- Scale action-plans based on the budget realities when budget is final.
- Support leaders to shift day-to-day priorities after launch, including prep on things that may be de-prioritized.

During busy season

- Meet at regular intervals with leaders: what is working, what isn't & what needs to be adjusted.
- Evaluate key data regularly: Visitation, camping reservations & customer comment feedback.

Reduce unnecessary burden on staff through self-serve information

- Update signage & maps where we know customers most struggle:
 - Pay stations (eliminate “Where do I pay?”)
 - Discover Pass signage (eliminate “I forgot my Discover Pass, now what?” or “How do I buy one?”)
 - Wayfinding to most popular activities, (eliminate “Where is X trail?” or “How do I get to the beach?”)
 - Maps in key locations (eliminate, “Where am I?”)

Mitigate burden on staff regarding customer complaints and questions

- Ensure field & customer service staff have talking points and training on any new fee increases.
 - Include the “Why” and what fees pay for.
- Launch customer comment form with automation. Develop a QR code to post in all parks.



What's next?



Customer data project timeline: 2025

March – May

Information gathering & roadshow

- Send and analyze survey
- Present on data available to key leadership groups, including ELT, commission and division- and area-level leaders.
- Gather feedback from presentations that may be missing from survey.

May – Sept.

Consolidating insights & Training/coaching leaders and staff

- Take insights from survey and roadshow to make data more actionable.
- Offer training and coaching to leaders and staff on the tools and how to use the data.

Sept. – Dec.

Incorporating data into strategic decision-making

Strategic planning, commission priorities & session planning.

Economic data

“Telling our story”, interim work w/ Leg & stakeholders, supplemental planning, next biennium planning

Project goal: Customer data is incorporated into decision making from enterprise strategy to park- and program-level.





Thank you!

