



Detailed Lean Improvement Project Report

For the June 1, 2014, through December 31, 2014, reporting period

Agency name: Washington State Parks and Recreation Commission

Improvement project title: Environmental Learning/Retreat Centers (ELC) Registration Process

Date improvement project initiated: 10/27/14

Summary:

State Parks improved the ELC registration process resulting in time saved for our visitor because needed visitor information is being added to the web page reducing waiting time for return calls, lengthy one on one telephone responses and park visits.

Details:

Description of the problem: The process of making a retreat center reservation and paying required fees is time consuming for state parks staff and for users. The process makes extensive use of a paper application forms, phone messages, one on one conversations and US postal service mailing. Data on reservation dates, deposit and final payments is entered more than once. Users do not have access to detailed information about ELC features except by contacting either the individual park or the program coordinator. Depending on the season, the program coordinator receives between 10 and 40 calls per day.

Description of the improvement: The ELC webpages have been updated with more complete pictures of the facilities, facility information, and more concise program rules. Printable maps are in process of being added to each ELC webpage. Parks is standardizing cleaning procedures and check-in/check-out processes.

Approximately 97 percent of application, confirmation, and informational paperwork are now being sent via e-mail rather than U.S. Postal Service; prior to this event all paperwork was sent via US mail. Better in park standards on billing practices have resulted in timelier fee collection and reduced accounts receivable requests in headquarters by approximately 90 percent, saving staff time in rework regarding fee collection.

Specific results achieved: Improved ELC web sites provide real time information to our customers, reducing number and length of phone calls and the need for visitors to drive out to a site to gather details. Time is then used to provide better customer service to more focused issues and address park needs. The improved websites have also led to new customers who previously did not know about ELCs at State Parks. Metrics will be available and more measurable by this time next year, after a season of reservations has occurred.

Before: <http://www.parks.wa.gov/364/Fort-Flagler>

After: <http://www.parks.wa.gov/368/Camp-Wooten>



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How we involved customers or stakeholders in this effort:

Prior to the event a user survey was sent to all former ELC users to understand their concerns and critiques of the current ELC program, so we could better address our customer needs. 40% of former reservation holders responded to the survey. The results were evaluated at the 3 day value stream mapping event that included field, region and HQ staff. The event created a better understanding between work divisions of workload and requirements resulting in a more cohesive and respectful team approach to solving problems and making improvements to the ELC system.

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