



Enterprising People

An Enterprise Program Newsletter –
Supporting communications between Enterprisers
and our partners

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Regional Highlights Abound on Web

The Enterprise Program's services and expertise continue to serve each Region of the Forest Service – often times extending internationally as well as with other government agencies. Several Enterprise projects and programs have been included in [Regional Highlights](http://fsweb.wo.fs.fed.us/enterprise-program/regional-highlights.php) documents now available on the Enterprise Web site at, <http://fsweb.wo.fs.fed.us/enterprise-program/regional-highlights.php>. Early in FY 2010 we will update the regional highlights with yet more current financial and project data. **Discover how Enterprise can help your unit today!!**



[Region 8 Highlight](#), Sam Houston National Forest:
Trails Unlimited provides trail maintenance and restoration.

[Region 2 Highlight](#), Nebraska National Forests and Grasslands:
ACT2 completes the Travel Management Environmental Assessment for Fort Pierre National Grassland.



[Region 9 Highlight](#), Chippewa National Forest:
Enterprise Technical Services (ETS) provides culvert survey for stream crossings.

Enterprise Program Update

The end of the fiscal year is right around the corner and by all appearances it looks like it will be another good year for the Enterprise Program. I know all of you take great pride in your work and continue to work hard in making your Enterprise Unit and the program successful. It is great to see.

While FY 10 should be good, it may not be a banner year and hopefully one where the program breaks even financially. We also continue to have generally satisfied clients as shown by another recently completed survey. The detailed analysis has not yet been completed but my quick view is that our overall client satisfaction levels are about the same as a year ago. That number, about 85% of clients being at least fully satisfied with the quality of work, is essentially unchanged from four years ago and the same as you rated yourselves last year.

I think it begs the question, which some of you have heard me ask before, is this good enough? Are we to remain satisfied with both how we view ourselves and our clients view us – with a third of our clients rating us as “fully successful” as opposed to “superior”? I believe the answer is no, especially when fifteen percent of our clients rate our quality as below average and I have heard from some who prefer not to work with a

particular Enterprise Unit anymore. I think we need to continue to focus on ways to improve the quality of our work. I want our clients to think of us as the best at what we do, think of us first, and consider us as top-rated professionals. Further, to remain viable in an era of declining budgets I would argue we need to do it even more than we have. I believe it is up to each and everyone in the program to take even more responsibility in making the program even better than what it already is.

I realize that doing this is easier said than done. That said, the data in the client survey is one place to gather information on what specifically we could do differently. It is not the only data source, each of you are as well. I believe there is more than ample talent in the program to figure out how to make it so. I think it will be in discrete, specific actions that we take individually and collectively that will help us bump up our numbers. I look forward to hearing about some of those actions.

- Bill Helin, Director, Enterprise Program

HSG Featured in *PreservationNation*

In June, Heritage Stewardship Group (HSG) was featured in the online National Trust for Historic Preservation blog, *PreservationNation*. The blog highlighted the work HSG provided the Mark Twain National Forest and its endeavor to help in the restoration of the [Fuchs House](#) – a historic residence located on the Markham Springs Recreation Area. HSG was a key partner in the project, working with the many volunteers during the proposal and planning stages. View the online [PreservationNation article](#). For more information on how HSG can help your unit, please contact Paul Claeysens at pclaeysens@fs.fed.us.



Fuchs House on the Mark Twain National Forest was recently restored with help from Heritage Stewardship Group (HSG) Enterprise Unit.



Your Input is Needed Enterprisers!

With just a few clicks, you can join the nearly 9,000 Forest Service employees who have already done their part to help the agency understand and calculate the greenhouse gas (GHG) emissions generated from your commute.

All FS employees are encouraged to complete the web-based commuter survey by **September 30, 2010**. The survey will take approximately 10 - 15 minutes to complete. Your responses will be anonymous. This survey may be completed on official time.

Three Sustainable Operations micro-grants, starting at **\$2,500**, will be awarded to the Washington Office, Region, Station or Area with the highest response rate.

Help your unit win a Sustainable Operations micro-grant by completing the survey at: https://www.surveymonkey.com/s/2009-2010_Forest_Service_Employee_Commuting_Survey.

For more information, please contact Lara Polansky, GHG Inventory Project lead, at lpolansky@fs.fed.us.

Your responses will help decision-makers understand what factors influence Forest Service employees' commuting patterns, and ways the Forest Service can promote more sustainable commuting choices.

Recreation Solutions Helps Create Kiosk

The following is a selection from an article by Cody Norris, Public Affairs Officer, Sequoia National Forest:

What happens when residents of Los Angeles or Bakersfield, California decide at the last minute to take a weekend trip to enjoy the surrounding National Forest, Bureau of Land Management (BLM), and National Park land around them? They pack up the car, get their family in, and get on the road. If they get a late start, they may realize all the visitor information offices are closed for the day. In the past, the family would be on its own to find national forest visitor information. Now, another option exists; they can stop by the "Service First" electronic information kiosk at the BLM Bakersfield office anytime, on any day, and find all these resources at their fingertips.

This new kiosk breaks boundaries in two ways. First, four agencies with similar missions in serving the recreating public cooperated to build a wealth of visitor information in one place through their "Service First" agreement. Service First is a partnership authority among four agencies: the BLM, Forest Service, National Park Service, and the US Fish and Wildlife Service. The agencies created the partnership in 2001 to explore alternative methods of delivering one-stop
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customer service to the public. In accordance with that mission, the kiosk seamlessly bridges interagency boundaries in order to help people find the resources they need to enjoy the land in which they are all stakeholders. “Service First” also formatted the menu system to be intuitive to the end user—allowing people to find out where they can go to enjoy their particular interests without the encumbrance of multiple, agency-specific menus. Second, the use of touch-screen technology creates a new opportunity for the public. As mentioned earlier, anyone can access the outdoor kiosk 24/7. People also find touch screens fun and easy to use, which encourages browsing; Browsing leads to the public discovering new and wonderful opportunities on public lands they might not learn about otherwise. The kiosk also allows for printing of selected materials—giving the site the potential to create area specific maps, distribute informational handouts, and even issue permits. Agencies may also utilize the technology to provide real-time alerts to people about road closures, fires, or other exceptional conditions.

The road to creation took almost two years. Recreation Solutions was contacted to purchase an electronic outdoor kiosk and help develop its interpretive content. This request challenged Recreation Solutions due to its unique nature. Undaunted, they conducted research on available technologies, posted the contract for bid on FedBizOpps.gov, and began consolidating the large quantities of area specific information into a user-friendly interface. In March of 2010, the planning stages of the project were nearly complete, and Recreation Solutions decided on a contractor. They hired Touch4Info® to build the physical housing of the kiosk, the internal hardware, and the software that allowed the interactive distribution of information. The company recently completed the installation on target with their deadlines.

The physical completion of the kiosk is a landmark, but not the final goal of the project. Visitor use will need to be monitored and user-feedback reviewed to continually improve the kiosk’s function and content in an on-going effort to maximize its effectiveness.

For more information on how Recreation Solutions can help your unit, please contact Vivian Salcido at vsalcido@fs.fed.us.



“Service First” kiosk ribbon cutting ceremony held September 14 at the Bakersfield BLM office. Interpretive information and purchase of the kiosk was provided by Recreation Solutions Enterprise Unit.

From the Editor

Enterprising People is a quarterly publication focusing on Enterprise teams and their partners. Both Enterprisers and partners encouraged to share topics and ideas or join our electronic mailing list by contacting editor Kristi Bray at kabray@fs.fed.us. **If you’re interested in contributing to the next issue, please send your submissions by November 17, 2010.**

Join Enterprise on the FSweb at <http://fsweb.wo.fs.fed.us/enterprise-program/>!

Produced by
Recreation Solutions

