

# Gocampok.com – Campsite Reservation System

Digital Government: Government to Citizen (G to C)



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Information Services Division (OMES ISD) and  
Oklahoma State Parks / Oklahoma Tourism and Recreation  
State of Oklahoma*



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## Executive Summary

The Gocampok.com - Campsite Reservation System was created due to the tumultuous nature of the campsite reservation process. Some Oklahoma state parks were experiencing heavy phone campsite reservation traffic and at its peak, a specific park would serve up to 10 calls per hour in an 8-hour day. Dealing with onsite reservations and campsite coordination kept office and park staff tied up from doing other much needed tasks around the parks and campsites. An antiquated and manual daily collection of fees and handling of money by a camp host or designated fee collector was required. There was no automation of revenue tracking and collection of data across all state campsites was often time consuming.

The Gocampok.com - Campsite Reservation System is the first of its kind to offer online reservations for campsites and to serve as an all-encompassing state park portal and park management system. The system allows campsite administrators to create park profiles, manage independent location specific fee structures, and manage campsite inventory.

Inspiration for the system was derived from a process that most individuals have completed online, booking a hotel online. By analyzing numerous market leaders in this segment, Oklahoma Interactive was able to deliver a fresh perspective during the process of making a campground reservation while also creating a familiarity and comfort that many public users are accustomed to.

The budgeting and daily collection of funds for campers is now captured in a revenue system that was created specifically for the Gocampok.com - Campsite Reservation System and is tied in to OTRD's revenue collection (electronic) program. Electronic credit card processing means fewer opportunities for financial data, tied with personal descriptors, to get into the wrong hands. Most parks require a full payment up-front for the entire duration of the campground/site visit; therefore this system eliminates daily collection of fees to the camper and handling of money by a camp host or designated fee collector.

The campground inventory is stored in the system, which makes it easier to maintain daily visual check of campsite availability for the managers and park personnel. Gocampok.com - Campsite Reservation System took an old, antiquated, time-intensive process and transformed it into an efficient, paperless, web-based system.

## Business Problem and Solution

**Problem:** Prior to implementation of the Gocampok.com - Campsite Reservation System, no existing process was in place for those wishing to utilize a state park campsite. Potential campers would call ahead and check on unknown availability of state campsites only to be disappointed by the first-come first-served process.

Due to the chaotic nature of the process, some Oklahoma state parks were experiencing heavy phone campsite reservation traffic. At its peak, a specific park would serve up to 10 calls per hour in an 8-hour day. The approximation of staff time spent on the phone taking reservation information from a user is equal to 10 minutes, per customer, per day. In addition to phone traffic, staff dealt with walk-in customers who required approximately 10 minutes to make onsite reservations. Dealing with onsite reservations and campsite coordination kept office and park staff tied up from doing other much needed tasks around the parks and campsites.

Regarding payment for campsite stays prior to implementation of the system, most parks required a full payment up-front for the entire duration of the campground/site visit. An antiquated and manual daily collection of fees and handling of money by a camp host or designated fee collector was required. There was no automation of revenue tracking and collection of data across all state campsites was often time consuming.

**Solution:** The ground-up design of the Gocampok.com - Campsite Reservation System was achieved by the award of a bid to the successful vendor, Oklahoma Interactive (OI), based on the Request for Proposal (RFP.)

In the process of constructing a completely customized application system, OTRD and OI implemented an all-new workflow for taking and managing campsite reservations. The management of the parks has seen a significant improvement. The front desk and office personnel no longer devote as much time to a phone to answer questions and take reservations for guests who camp in RV's.

The approximation of staff time spent on the phone taking reservation information from a user is equal to 10 minutes, per customer, per day. In addition, staff deals with walk-in customers who require as much time. This is an equivalent of 13.33 staff hours/per day for requests for campsite reservations. Since the inception of the online campsite reservation system, time spent on the phone booking a reservation has been reduced in some instances to up to one-half of the amount of time. This equals more savings of time for the office staff and has reduced the telephone workload for the specific park(s) and OTRD on a daily basis.

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collection of fees to the camper and handling of money by a camp host or designated fee collector.

The campground inventory is stored in the system, which makes it easier to maintain a daily visual check of campsite availability for the managers and park personnel.

**Governance:** The application is under the sole discretion of the Oklahoma Office of Tourism and Recreation Department (OTRD).

## Significance

The ground-up design of the Gocampok.com - Campsite Reservation System was achieved by the award of a bid to the successful vendor, Oklahoma Interactive, based on a Request for Proposal (RFP).

Some state parks experience heavy phone reservation traffic, up to 10 calls per hour in an 8-hour day. The approximation of staff time spent on the phone taking reservation information from a user is equal to 10 minutes, per customer, per day. In addition, staff deals with walk-in customers who require as much time. This is an equivalent of 13.33 staff hours/per day for requests for campsite reservations. Since the inception of the online campsite reservation system, time spent on the phone booking a reservation has been reduced in some instances to up to one-half of the amount of time. This equals more savings of time for the office staff and has reduced the telephone workload for the specific park(s) and the Oklahoma Tourism & Recreation Department on a daily basis.

The revenue produced and payment to the vendor is continual - based upon reservations that are made on the system in an ongoing basis and are as follows:

- \$8.00 per new online reservation
  - \$3.00 to the vendor
  - \$5.00 to Oklahoma Tourism & Recreation Department
- \$1.00 per online edit
- \$2.00 per online cancellation

Revenue projections were set at \$70,000 pre-launch. To date, revenue has exceeded the projection and stands at \$147,072.

The projected usage, with limited promotion, was projected at 2500 reservations in (1) one calendar year for the beta-tested parks. At this time, 2,159 reservations have been made with a projection of our goal to be met on the 1-year mark of the launch date.

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Gocampok.com has only been marketed since launch via:

- A link on our existing agency website TravelOK.com
  - Generated 5.2 million visitors in calendar year 2013
- Word-of mouth from users and the promotion by the state parks who are currently linked to gocampok.com on the TravelOK.com website

- Various social media posts
- Articles in Electronic newsletters

Since this is a first and only website specifically designed and built for this purpose (online reservations) and built by specifications requested by the agency, an extended beta testing process has been in place to assure a quality product for the consumers as well as for the service integrity of the Oklahoma State Park system; so the marketing efforts have not been extensive to date but adoption is expected to be high once full launch is initiated later this year.

## Benefits

The Gocampok.com - Campsite Reservation System took an old, antiquated, time-intensive process and transformed it into an efficient, paperless, web-based system. This system is the first of its kind to offer online reservations for campsites and serve as an all-encompassing state park portal and park management system.

The system allows for user access, control and notification permissions to be set across user types as well as on the park level. This is advantageous to OTRD as they have both full-time park staff as well as seasonal park staff. In addition to the permanency of their administrators, OTRD also faces unique constraints in which a single user can be associated to multiple parks, resolving a logistical pain point by modifying user credentials. OTRD also has the capability to manage campers' accounts to lend assistance if needed.

In addition, the Gocampok.com - Campsite Reservation System allows for administrators of the system to manage park profile information, such as park name, accounting codes, park detail information, park summary, fee structures, fee schedules, campsite inventory, site availability as well as the ability to run various reports. Through these modules, the administrators are capable of modifying information relayed to the public through the profile or the notification system as well as back end administration of the park by adjusting camping rates, availability of campsites and the addition or subtraction of campsites as a park changes. This functionality allows for total park management through a single portal eliminating the manual process once in place.

Lastly, the application allows park administrators to run various reports from summary level to detail level information. These reports include reservation reports allowing park staff to see who is checked in on park grounds at any point in time for use in the prediction of staff levels as well as providing a comprehensive list the park staff can rely on in case of an emergency. Within the report module the administrators also have the capability to look at campsite inventory levels across various campgrounds and also allows administrators the capability to run transaction and revenue reports based on OTRD accounting methods.

## System Design

There are unique design attributes throughout the process, such as a custom process step slider and payment-processing screen that never lets the end user forget fond memories they are sure to enjoy at their destination.

The application was developed utilizing enterprise application elements created and maintained by OI. These elements allow OI to develop application components with a reusable, modular infrastructure and allow OI the flexibility to make modular enhancements to the application for ongoing functionality and usability improvements in the future.

The benefits of utilizing this approach are:

- *Reuse of existing systems:* Using enterprise application elements allow different applications to share common features and functionality and a common look and feel. Using this template structure, these features and services exist in a single environment that each individual application can access.
- *Simplified code maintenance:* Regular code maintenance and introduction of new code for application enhancements are made in one central location, reducing the chance for error and speeding time to production.
- *Helpful Hints:* A Helpful Hints module is available throughout the system, which when hovered on, will give the user definition of use for a specific field.
- *Plain Language Content:* The application employs a clean appearance and plain language best practices such as intuitive navigation, strong “calls to action”, clear instructions, concise content and the use of headings and bullets for scan-ability.

## Security

Security is held to high standards, with great emphasis placed on the security and confidentiality of the included data. The system was developed in order to comply with the strict guidelines and policies that include the following:

- An independent security and audit compliance team that performs regular environment audits to remediate potential risks
- Automated tools integrated into processes to constantly address potential new threats
- Regular security audits and thorough intrusion testing
- Implementation of OWASP web application development standards

## Accessibility

Oklahoma Interactive (OI) staff members participate in accessibility committees and attend accessibility trainings to stay up-to-date with accessibility standards. All services developed by OI meet and/or exceed state standards, which are based on the Federal Section 508 Standards. All OI systems also comply with the State of Oklahoma’s Accessibility Policy, which is located at [http://ok.gov/about/accessibility\\_policy.html](http://ok.gov/about/accessibility_policy.html).

## Privacy

Information collected for this application is used only for the utilization of the application and access to this system is also limited to authorized users through the integrated role-based security system. A link to the comprehensive OI privacy policy is provided on the footer of every page in the application. The policy addresses practices regarding information collected from end users and how it is used. All site policies are available at [http://www.ok.gov/policy\\_disclaimers.html](http://www.ok.gov/policy_disclaimers.html).

## Beneficiaries of the System

### *The Oklahoma Tourism and Recreation Department*

- *Efficient and Streamlined Process:* In the process of constructing a completely customized application system, OTRD and OI implemented an all-new workflow for taking and managing campsite reservations. The management of the parks has seen a significant improvement. The front desk and office personnel no longer devote as much time to a phone to answer questions and take reservations for guests who camp in RV's. The budgeting and daily collection of funds for those campers is now captured in a revenue system that was created specifically for the gocampok.com reservations system and is tied in to OTRD's revenue collection (electronic) program. The campground inventory is stored in the system, which makes it easier to maintain a daily visual check of campsite availability for the managers and park personnel.
- *Security:* Electronic credit card processing means fewer opportunities for financial data, tied with personal descriptors, to get into the wrong hands. Most parks require a full payment up-front for the entire duration of the campground/site visit; therefore this system eliminates daily collection of fees to the camper and handling of money by a camp host or designated fee collector.

### *Oklahoma citizens*

- *Convenience:* The general public can now access the gocampok.com website 24/7 and reserve a campsite as late as 5 days out from a visit or as much as 11 months in advance of an event or stay in the park. This also eliminates the uneasiness to the visitor to have to call ahead and check on unknown availability and assures the campers of a campsite upon arrival.
- *Security:* Electronic credit card processing means fewer opportunities for financial data, tied with personal descriptors, to get into the wrong hands. Most parks require a full payment up-front for the entire duration of the campground/site visit; therefore this system eliminates the visitor being forced to carry large amounts of cash or checks.
- *Cost Effective:* Oklahoma has seen an overall decrease in taxpayer dollars previously allocated for manual tasks and paper.