

## Appendix 23: Sample Campground Concession Proposal Evaluation Form

APPLICANT NAME \_\_\_\_\_

BID ITEM / COMPLEX:

EVALUATION DATE: \_\_\_\_\_

\_\_\_\_\_

EVALUATORS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TOTAL OVER ALL POINTS:

### **STEP 1 - REQUIRED INFORMATION RECEIVED BY FOREST SERVICE**

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Yes / No - Application Received on time

Yes / No - Operating Proposal Received

Yes / No - Business Plan

# STEP II - EVALUATION OF OPERATING PROPOSAL AND BUSINESS PLAN

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## 1. OPERATING PROPOSAL (85 points maximum)

Points awarded based on a **subjective** rating by consensus of the evaluation team of how well the proposal meets the Operating Standards and Requirements specified in the Prospectus and Sample Special Use Permit. The Evaluation Panel will closely examine each applicant's proposed methods and practices. One measure by which the panel will evaluate an applicant's proposed methods and practices will be comparison with the past effectiveness of the Operating Recommendations. For this reason, applicants should emphasize how the specific methods and practices proposed will meet or exceed the Standards and Requirements, especially if different from the Operating Recommendations.

Note: The rating will be based on how well, in the judgment of the Evaluation Panel, the Proposal will meet the Standards and Requirements specified in the Prospectus/Sample Special Use Permit. Evaluation elements listed here are merely "bullet statements" summarizing key evaluation items for the convenience of evaluators. Failure to provide required information will result in a loss of rating points. However, simply providing the required information will not guarantee any particular score. Scoring will be based on the Panel's evaluation of the effectiveness of the Proposal in meeting or exceeding Standards and Requirements, and not on the mere presence of information.

A. OPERATING SEASON	Below Minimum				Meets			Exceeds		
	1	2	3	4	5	6	7	8	9	10

B. STAFFING	Below Minimum				Meets			Exceeds		
	1	2	3	4	5	6	7	8	9	10

- Staffing hours and schedules specified?
- Designated representative identified, experience, qualifications, and authority specified?
- Number and location of Hosts/Site Managers specified?
- Area of responsibility of respective Hosts/Site Managers specified?
- Will proposed staffing level be adequate to meet or exceed Meaningful Measures standards for Health and Cleanliness, Safety and Security, Responsiveness?
- Will personnel possess appropriate skills and abilities?
- Training program specified?
- Employee conduct addressed?
- Company policies for reviewing performance/disciplinary action specified?
- Uniforms described? Proposed vehicles described?

**C. HEALTH AND CLEANLINESS**

Below Minimum			Meets			Exceeds		
1	3	5	7	9	11	13	15	

- Operating procedures specified for cleaning toilets, sites, and other facilities to meet or exceed standards?
- Method and frequency of garbage handling and removal specified? If new dumpsters, will pads/screens be provided? All garbage containers animal resistant?
- Provision for sewage disposal addressed? Toilet/septic tank pumping frequency specified?
- Litter/animal refuse removed within 24 hr.? Graffiti removed within 48 hr.?
- Water testing procedures are addressed, meet State and Forest Service standards?
- Tools, equipment and supplies to perform tenant maintenance specified?
- Location and procedures for storage of equipment, supplies, and hazardous materials addressed?

**D. SETTING:**

Below Minimum		Meets		Exceeds	
1	2	3	4	5	

- Addresses enforcement of site limitations?
- Plans/colors will be submitted for approval?
- Camp and maintenance area appearance addressed?

**E. SAFETY AND SECURITY:**

Below Minimum				Meets			Exceeds		
1	2	3	4	5	6	7	8	9	10

- Preseason hazard/safety inspection addressed
- Procedures specified for preseason preparation to remove hazards and ready the sites for public use?
- Midseason hazard checks and hazard reduction procedures specified?
- Postseason closeout and security measures specified
- Rules of Use specified
- Onsite presence provided? Availability of staff after hours for emergencies specified?
- Procedures to obtain visitor compliance with campground regulations and rules of use are specified?
- Procedures for working with County Sheriff, Forest Service LEOs is specified
- Employee training for visitor compliance contacts addressed?
- Employees trained in first aid/CPR?
- Incident reporting procedures specified
- Emergency response plan/procedures specified
- Communication system specified? Maintenance of communications equipment addressed?

F. RESPONSIVENESS:	Below Minimum			Meets			Exceeds		
	1	3	5	7	9	11	13	15	

- Addresses accessibility issues?
- Procedures for soliciting and responding to public comments specified?
- Public comment form and system for circulating information to the Forest Service specified?
- Proposed information services are specified? Are concessionaire informational brochures or flyers proposed?
- “Good Host” experience and training of employees specified?

G. CONDITION OF FACILITIES:	Below Minimum				Meets			Exceeds		
	1	2	3	4	5	6	7	8	9	10

- Completion of annual condition and inventory summary addressed?
- Sign plan included, specifying type of signs, quality/materials, proposed messages?
- Capabilities to complete Holder M&R work are addressed, including maintenance skills of staff?
- Procedures for inspecting and maintaining facilities specified?
- Capabilities to complete Government M&R (GT maintenance) projects described?
- GT maintenance option (fee credit or collection agreement) specified?
- Post-season closeout and security procedures specified?
- Procedures for cleanup and repair of off-season site damage, including processing of insurance claims, addressed

H. OTHER PROPOSAL REQUIREMENTS:	Below Minimum				Meets			Exceeds		
	1	2	3	4	5	6	7	8	9	10

- (Use fees are evaluated as a separate item.)  
Proposed fee collection system specified?
- Accounting system and security controls specified?
- Procedures for counting, tracking, and reporting recreation use are specified?
- Reservations Plan and procedures are specified?
- Special conditions listed in Chapter II are addressed?

**TOTAL OPERATING PROPOSAL POINTS:**

**2. BUSINESS PLAN AND BUSINESS EXPERIENCE (70 points maximum)**

**A. Documentation of business, company, organization; description of who will perform work.**

Clear and current documentation of the business organization, corporate structure, evidence of incorporation, names and addresses of key personnel and affiliates. Specific description of who will perform the work, including all third-party service providers.  
(10 points maximum) = \_\_\_\_\_ pts.

**B. Experience: 30 points maximum**

Public Service: Experience (public agency or private business) managing and providing hosting or public contact services.  
(10 points maximum) = \_\_\_\_\_ pts.

Campground Management and Operation: Experience managing and operating public or private campgrounds and associated Forest-related facilities.  
(10 points maximum) = \_\_\_\_\_ pts.

Volume of Business: Experience managing a private public service business having a monthly cash flow (income and expenses) equal to or greater than that forecast in the applicant's cash flow analysis (see Step IIB. above).  
(5 points maximum) = \_\_\_\_\_ pts.

Supervision: Experience supervising employees located at detached or remote work locations.  
(5 points maximum) = \_\_\_\_\_ pts.

**C. Performance: 40 points maximum**

Overall performance in the work areas specified in the Experience element above, as indicated by references and contacts with past supervisors or administrators of existing/past permits held.  
30 Points = \_\_\_\_\_ pts.

Past business payment history  
10 Points = \_\_\_\_\_ pts.

TOTAL BUSINESS PLAN/EXPERIENCE POINTS:

**3. FEES OFFERED TO THE FOREST SERVICE (21 points maximum)**

3 points per percentage point for fees offered over the specified minimum percentage, up to a maximum of 21 points.

TOTAL FEES TO FOREST SERVICE POINTS:

**4. USER FEES CHARGED (15 points maximum)**

Full score (15 points) for fees at the 2001 levels. Score reduced by 1/2 (0.5) point for each dollar amount above the 2001 fee in each category.

TOTAL USER FEE POINTS:

**5. SPECIAL  
(OPTIONAL)  
SERVICES**

(10 points maximum)

Exceeds

1 2 3 4 5 6 7 8 9 10

- Sales of sundry items and proposed pricing specified?  
Special services/rentals proposed?
- Proposals for extended stay limits coupled with discount off-season pricing?
- Recycling proposal?
- Interpretive programs proposed?

**STEP 3 - FINANCIAL ASSESSMENT DETERMINATION**

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A Financial Assessment Determination (FAD) will be made only on the selected applicant(s), as a prerequisite to permit issuance.