

#40

12-15-05

EVALUATION MATRIX Operation and Management of a Canoe Rental Concession RFP NO. VD05100070							
0600	Evaluation Factors/ Possible Points	Specifics	Rowing Dock dba Zilker Park Canoe & Kayak	Bird Watch Canoe Livery	Zilker Park Boat Rentals	Austin Canoe & Kayak	Rodriquez Concessions
PART I	Business Organization 15 Points	Concessionaire demonstrates financial stability and viability in documentation	15	10	15	15	0
PART II	Proposed Concession Business 20 Points		18	16	18	13	18
	Item 3.4	Concessionaire provides plan for summer day camp participants for canoeing skills					
	Item 4.1C	Has register proposed and will print out daily sales totals (Z tapes).					
	Item 4.1D	Proposed minimum of 30 canoes					
	Item 4.2.A	Proposes enough staff with id and uniforms. Proposed references and background check info.					
	Item 4.3.A	Proposes adequate waste containers					
		Additional services/craft are proposed					
PART III	Project Plan 30 Points		28	27	25	20	28
	0600, Item 1.3	Technical plan includes timeline and feasible plan for accomplishment					
	0500, Item 4.5	Environmental impacts are well addressed and feasible					

EVALUATION MATRIX
Operation and Management of a Canoe Rental Concession
RFP NO. VD05100070

0600	Evaluation Factors/ Possible Points	Specifics	Rowing Dock dba Zilker Park Canoe & Kayak	Bird Watch Canoe Livery	Zilker Park Boat Rentals	Austin Canoe & Kayak	Rodriguez Concessions
	0500, Item 4.6	Safety plan is well developed and feasible					
	0500, Item 4.8	Marketing plan is well developed and creative					
	0600, Item 4.2	Complaint Resolution plan is reasonable and practical					
	0500, Item 4.7	Addresses American's With Disabilities Act					
	0500, Item 5.0	Provides reasonable transition plan					
PART IV	Prior Experience 10 Points	Concessionaire has been in business the required 5 years	10	10	10	9	0
		Concessionaire has demonstrated expertise and competence in operations and maintenance of watercraft concession					
PART V	Revenue 25 points		20	22	15	16	23
		Provided reasonable itemized list of equipment					
		Provided detailed cost breakdown of investment vs. est annual gross revenue					
		Provided reasonable list of prices for services					
		Fund summary provided					
		Estimated annual revenue to City					
		TOTAL POINTS	91	85	83	73	69