

## PRINCIPAL FACTOR 2

### THE RESPONSIVENESS OF THE PROPOSAL TO THE OBJECTIVES OF PROVIDING QUALITY\* VISITOR SERVICES. (Value 58 Pts.)

***QUALITY** – It is important for all Offerors to understand Reclamation’s intent and definition of the term ‘Quality’ as used in this Principal Factor. It does not mean expensive, lavish, or significant amenities that otherwise become unattainable based upon price to average users. A budget brand motel (Motel 6 or Super 8) can be ‘quality’ when properly managed with attention to detail. A luxury brand hotel (Hilton, Sheraton) can fail to meet ‘quality’ expectations if bathrooms are not clean, facilities are not properly maintained, or employees are improperly trained or inattentive. The customers’ expectations of the luxuriousness of facilities, associated rates, and amenities is different between a Motel 6 and a Hilton Hotel or between a Denny’s restaurant and a Morton’s Steakhouse, but their expectation of the business being appropriately well managed, attentive, clean, and a positive (although differing) experience are similar. A ‘quality’ operation as identified here would fulfill or exceed the expectations of a customer’s anticipated level of experience and similarly enhance their visit to Lake Berryessa.*

***Note:** When preparing the documentation to this Principal Factor, Offerors must present their responses in the exact order as presented below. Furthermore, responses need to be as complete as possible and the Offeror should resist the inclination to refer rating panel members to search other parts of the proposal. If it is necessary to use the support of other proposal sections then identify them clearly by exact section and page number.*

***\*\*\*\*FAILURE TO PROPOSE ALL NEW PERMANENT FACILITIES (AS EXISTING FACILITIES WILL NOT BE AVAILABLE FOR USE) WILL RESULT IN THE OFFEROR BEING AWARDED ZERO (0) POINTS FOR PRINCIPLE FACTOR 2 AND THUS CONSIDERED NON-RESPONSIVE, WITH THE EXCEPTION OF MARKLEY COVE CONCESSION AREA AS DESCRIBED SPECIFICALLY IN THE “INTRODUCTION TO THE LAKE BERRYESSA CONCESSION PROSPECTUS” AND ELSEWHERE IN THE PROSPECTUS.\*\*\*\****

#### Criterion B2 (a) Maintenance Plan (Value 5 Pts.)

The Offeror must develop and propose a Maintenance Plan that meets the standards described in the Draft Concession Contract and Exhibit F (Maintenance Plan) that effectively responds directly to the unique operation proposed by the Offeror in response to this Prospectus. The concession contract requires the new concession contractor to maintain the facilities and assigned lands to the satisfaction of Reclamation and in accordance with the eventual final Maintenance Plan attached to the concession contract. The Maintenance Plan as drafted and submitted by the Offeror will become Exhibit F to a final contract for any successful Offeror. Reclamation and a successful Offeror will negotiate the final content and structure of the Maintenance Plan with Reclamation having the final determination on any areas of disagreement.