

# Leisure Services

## *Step Three: Service Provider Assessment Tool*

Whether you're considering park or facility development, a new service or activity, use this tool as a starting point to:

- ◆ determine what's important to the ongoing success of the service
- ◆ rank proposals received through RFP processes

Once you've selected a provider and completed a formal agreement, move on to Step Four: Service Delivery Evaluation

*Burlington! a vibrant. healthy community*

... driven by need ... founded on partnerships ...  
grounded in leadership



# LEISURE SERVICES POLICY ... Step Three

## Service Provider Assessment Tool

Completed by: \_\_\_\_\_ Date: \_\_\_\_\_

Service: \_\_\_\_\_ Target Group(s): \_\_\_\_\_  
(Specific interest, specific age group or location)

When you know the preferred service delivery option and will be evaluating proposals received through an RFP process, adapt this form by:

- 1. identifying the criteria appropriate to the specific service
- 2. determining whether each criterion is mandatory, preferred or optional (think of these as your critical success factors)
- 3. identifying the relative importance or “weight” for each criterion
- 4. selecting a small team (suggest three) to evaluate each proposal
- 5. individually, evaluate each proposal based on your predetermined criteria and weighting
- 6. collectively, compare your evaluations and come to consensus about the preferred proposal, with rationale

**\* Indicates that standards must be developed and/or documented & communicated to staff**

EVALUATION CRITERIA AREAS	RATING /##	WEIGHT	SUB TOTAL	Mandatory Preferred Optional
<b>Corporate/Department Standards</b>				
<input type="checkbox"/> WSIB Compliance*				Mandatory
<b>Contribution to Overall Department Operation</b>				
<input type="checkbox"/> Evidence of cross-promotion/programming				
<input type="checkbox"/> Service creativity/innovation/enhanced level of service				
<b>Responsiveness to Community Need</b>				
<input type="checkbox"/> Locations proposed are geographically diverse/representative				
<input type="checkbox"/> Affordability of service/subsidization available				
<input type="checkbox"/> Value of service for cost paid (cost per = \$ _____)				
<input type="checkbox"/> Responsiveness to market trends				
<b>Program/Service/Facility Service Delivery Approach</b>				
<b>Compatibility With Other Providers</b>				
<input type="checkbox"/> Shared Vision				
<input type="checkbox"/> Flexibility, trust related to other providers				
<input type="checkbox"/> Exclusivity				
<b>Compatibility to Service Goals</b>				
<input type="checkbox"/> Commitment to service goals				
<input type="checkbox"/> Evidence of quality control standards				
<b>Knowledge of Service Area*</b>				
<input type="checkbox"/> Realistic business plan including market plan & timelines				Mandatory
<input type="checkbox"/> Previous experience/demonstrated success (# of years: _____)				
<input type="checkbox"/> Relevant professional affiliation				

EVALUATION CRITERIA AREAS	RATING /##	WEIGHT	SUB TOTAL	Mandatory Preferred Optional
<b>Financial Assessment</b>				
<b>Revenue Generation</b>				
<input type="checkbox"/> Meets base rental fee				Mandatory
<input type="checkbox"/> Realistic financial projections*				Mandatory
<input type="checkbox"/> Includes profit/revenue share options*				
<input type="checkbox"/> Term of contract meets request*				
<input type="checkbox"/> Potential for: Option fees/sponsorship opportunities				
<input type="checkbox"/> Potential for: Storage Fees				
<input type="checkbox"/> Potential for: Advertising Fees/Marketing Fees				
<b>Background Experience/Sustainability</b>				
<input type="checkbox"/> Financial stability in service area				
<b>Risk Management</b>				
<input type="checkbox"/> Appropriate liability insurance coverage*				Mandatory
<input type="checkbox"/> Other related insurance coverage*				
<input type="checkbox"/> Staff: participant ratios*				
<input type="checkbox"/> Evidence of risk management program (inc. training)				
<b>Staffing</b>				
<b>Staff Qualifications</b>				
<input type="checkbox"/> Meet industry standards*				Mandatory
<input type="checkbox"/> Evidence of ongoing staff training plan				
<b>Ability To Provide Quality Service</b>				
<input type="checkbox"/> Evidence of overall service supervision				Mandatory
<input type="checkbox"/> Evidence of experienced staff				
<input type="checkbox"/> Evidence of staff evaluation process				
<input type="checkbox"/> Participation rates and attendance				
<input type="checkbox"/> Equipment and supplies to industry standards*				
<b>Service Quality</b>				
<b>Commitment to Customer Service*</b>				
<input type="checkbox"/> Customer satisfaction				Mandatory
<input type="checkbox"/> Responsiveness to complaints				
<input type="checkbox"/> Evidence of customer response structure/process				
<input type="checkbox"/> Ease of payment				
<input type="checkbox"/> Payment Options*				
<input type="checkbox"/> Commitment to promotion/marketing				
<input type="checkbox"/> Evidence of customer evaluation process				
<b>Other</b>				
<input type="checkbox"/> Burlington based				
<input type="checkbox"/> Service support availability				
<input type="checkbox"/> Impact on Corporate Services (enhanced efficiency, etc.)				
<input type="checkbox"/> Reference check/credit report				
<input type="checkbox"/> Presentation of written material and proposal				
<b>TOTAL SCORE</b>				

# *Our Vision...*

Citizens of Burlington will enjoy personal fulfillment and community pride, and recognize parks and recreation as vital to the quality of their life.

# *Our Mission...*

Working in partnership with the community, the Parks & Recreation Department will provide strong leadership to ensure that all citizens of Burlington have access to a diverse range of recreational and cultural opportunities through the provision of quality and customer driven programs, facilities, parks and open spaces.

## *Integrated Outdoor Places*

- ◆ QUALITY PARKS AND OPEN SPACE
- ◆ DYNAMIC WATERFRONT
- ◆ NIAGARA ESCARPMENT AND RURAL FEATURES
- ◆ INTERCONNECTED TRAILS

## *Community Recreation For All*

- ◆ MULTI-GENERATIONAL OPPORTUNITIES
- ◆ NEIGHBOURHOOD OPPORTUNITIES
- ◆ CULTURAL OPPORTUNITIES

## *Accessible Community Facilities*

- ◆ COMMUNITY AND SPORTS FACILITIES
- ◆ SPECIALIZED FACILITIES

## *Effective Facilitation and Leadership*

- ◆ COMMUNITY PARTNERSHIPS
- ◆ EFFECTIVE LEADERSHIP AND COMMUNICATION



November 2002

"The support of the Government of Ontario through the Ministry of Citizenship, Culture, Tourism and Recreation is acknowledged"  
"The views expressed herein are those of the City of Burlington and do not necessarily reflect those of the Government of Ontario and the Ministry of Citizenship, Culture, Tourism and Recreation."

