

**EXHIBIT I – PROPOSAL EVALUATION FORM
MOBILE FOOD LICENSE OPPORTUNITY LE25-035
LIBERTY STATE PARK**

Internal Evaluation Criteria

Each evaluation shall consist of two separate rankings: one based on non-monetary criteria, and another based on the Bidder's Monetary Proposal.

I. NON-MONETARY PROPOSAL (_____/50 points)

1. Operation Plan, including the following (_____/30 points total)

- A. Mobile Unit Description/Photos (_____/5 points)
The adequacy and suitability of the mobile unit for the type of service proposed.
- B. Menu/Prices (_____/5 points)
The appropriateness of the proposed food, beverage, ice cream, and novelty items the Bidder plans on serving, and the appropriateness of the proposed prices.
- C. Mobilization & Implementation Plan (_____/5 points)
Whether the mobilization and implementation plan demonstrates Bidder's ability to successfully mobilize and implement the proposed operations.
- D. Staffing Plan (_____/5 points)
Whether the staffing plan is consistent with, and can satisfy, the Operation Plan.
- E. Safety, Security, Sanitation Plan (_____/5 points)
Whether safety, security, and sanitation issues are identified and planned for thoughtfully.
- F. Overall Plan Submitted (_____/5 points)
Whether Bidder's response provided detailed plans and proposed approach to performing the services under the Bid Specification & Agreement.

2. Experience and Organizational Structure (_____/20 points total)

- A. Whether the Bidder has documented experience operating mobile food units or other food services of similar scope/size. (_____/5 points)
- B. The qualifications and experience of the Bidder's personnel, with emphasis on documented experience. (_____/5 points)

- C. Does the information provided in the organization chart list key personnel who will run the License Operation? (_____/5 points)
- D. The Bidder's ability to implement past Agreements with Department. (_____/5 points)

II. MONETARY PROPOSAL (_____/50 points)

Bidders must indicate the highest total amount(s) of compensation they are willing to pay for the Required Period of Operation of the Initial Term of the License Agreement for each Zone they propose to operate. The Monetary Proposal(s) must be an amount(s) equal to or greater than the minimum guaranteed compensation bid amounts of:

North Zone: Fifty-Five Thousand Dollars (\$55,000.00)

Green Park Zone: Eighteen Thousand Dollars (\$18,000.00)

South Zone: Twenty-Five Thousand Dollars (\$25,000.00)

The Department will determine the Monetary Proposal ranking by dividing the Monetary Proposal amount by the highest Monetary Proposal received in response to the RFP for the respective zone. The Department will multiply the resulting figure by fifty (50) points to determine the Monetary Proposal ranking.

The Bidder submitted the Monetary Proposal for total compensation to the State of New Jersey for the Term of the License Agreement as follows:

LOCATIONS	BID PROPOSAL
North Zone:	\$ _____
Green Park Zone	\$ _____
South Zone:	\$ _____

TOTAL POINTS AWARDED: (_____/100 points)