

# National Park Service



## Update on Standards, Evaluation and Rate Approval (SERA)

Concession Advisory Board Meeting  
October, 2006

# WASO Concessions Program



## Agenda

- Previous Updates
- Summary Status
- Task Specific Updates
- Future Milestones



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## Previous Updates - Summary

- CMAB August 2005
  - Completion of Yellowstone and Grand Teton Pilots
  - Completion of focus group studies
  - Start of SERA Phase III
  
- CMAB March 2006
  - Update on SERA Phase III
  - Clean Marina Guidance Update

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Task	Description
Task 1	Draft Operating and Facilities Standards & Classifications for Lodging, Food & Beverage and Retail
Task 2	Maintenance Standards and Classifications for Lodging, Food and Beverage and Retail
Task 3	General Standards for Risk Management, Public Health and Environmental Management
Task 4	Pilot Test
Task 5	Draft Operating, Facility and Maintenance Standards and Classifications for Marinas
Task 6	Operational Performance Review
Task 7	Rate Approval Review

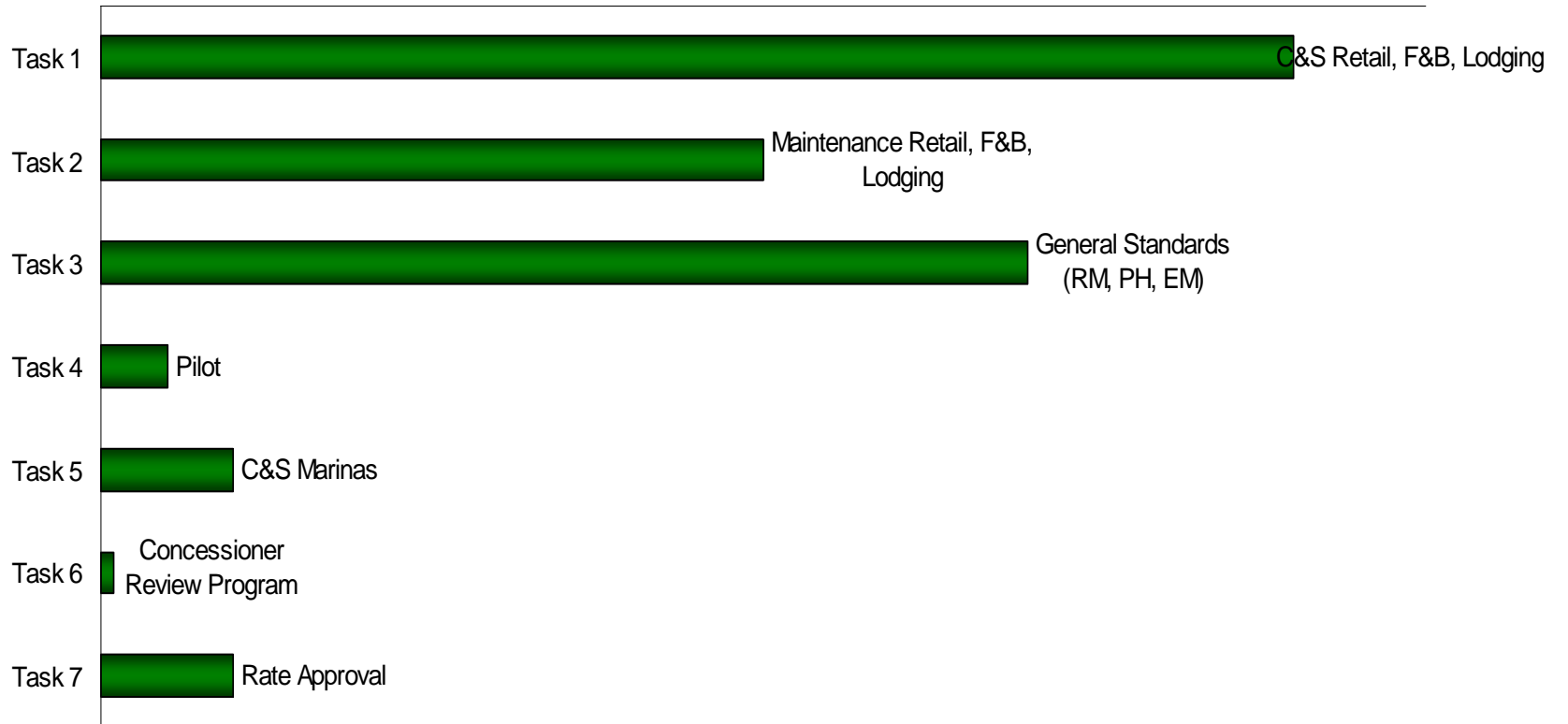
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## SERA Progress

Percentage Complete

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



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## Task 1: C&S for Lodging, F&B, Retail

- Initial stakeholder review completed
- Draft standards completed, ready for piloting
  - Three main asset categories: Lodging, Retail and Food Service – each classified into subset classifications
  - Operational and facility standards developed for classifications
    - Operational Standard: Guest service and amenity standards that an owner expects it's operator to deliver and to provide for guests
    - Facility Standard: Specifications of the quality and quantity of building and furnishings to support the guest experience

### Next Steps:

- Revise and update existing evaluation forms

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## Lodging



Asset Classification	Private Sector Example	NPS Example (tentative)
Primitive Camping	Not usually found	NPS Backcountry Campsites
Partial Services Camping	KOA	Cinnamon Bay Campground, VIIS
Full-Service Camping	KOA	Lake Mead RV Village, LAME
Hostel	Hostelling International	Climbers Ranch, GRTE
Basic Lodging	Days Inn	Old Faithful Lodge, YELL
Midscale Lodging	Best Western	Thunderbird Lodge, CACH
Upscale Lodging	Marriott	Old Faithful Snow Lodge, YELL
Grand Collection	Ritz Carlton	Jenny Lake Lodge, GRTE

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## Food and Beverage



<b>Asset Classification</b>	<b>Private Sector Example</b>	<b>NPS Example (tentative)</b>
Fine Dining	Typically independents	Awahnee Dining Room, YOSE
Casual Themed Dining	Benihana	Geysers Grill, YELL
Limited Service Restaurant	Subway	Thunderbird Cafeteria, CACH
Convenience Service	Typically independents	Food carts, MORU
Specialty Food Service	Part of resort or convention hotel	Jackson Lake Pool BBQ, GRTE
Cocktail Lounge	Typically independents	Jackson Lake Blue Heron Lounge, GRTE
Banquets and Catering	Part of resort or convention hotel	Yellowstone



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## Retail



<b>Asset Classification</b>	<b>Private Sector Example</b>	<b>NPS Example (tentative)</b>
Souvenir/Gift Store	Typically independents	Trail Ridge Store, ROMO
General Store	7-Eleven	Village Store, YOSE
Recreation Specialty Store	Orvis Retail Stores	Curry Village Mountain Shop, YOSE

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## Task 2: Maintenance Standards

- Draft standards in process of development
- Preventative maintenance standards, corresponding to UNIFORMAT and RS Means
  - A model for each business type (lodging, retail, F&B)
  - Prioritization of items
  - Frequency of activities (weekly, monthly, etc.)

### Next Steps:

- NPS first round review
  - Coordination with Asset Management working group
  - Coordination with contract development on O&M plans
- Stakeholder review
- Finalizing draft maintenance standards for F&B, lodging, retail

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## Task 3: General Standards (Risk Management, Public Health and Environmental Management)

- Key Findings of Stakeholder Review
  - Current programs and evaluation methodologies are inconsistent in terms of how they have evolved and how they are applied
  - Financial support for these programs is limited
  - Internal personnel expertise is limited
  - General desire to move away from a “Gotcha” program to more of a "systems" approach that is consultative, cooperative and educational
  - General standards should include both a compliance component and a “systems” component

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## Task 3: Key Findings, cont.

### ■ Public Health:

- Dedicated NPS USPHS consultants conduct inspections to identify compliance issues and root causes
- USHPS consultants work with concessioners to improve methods and processes to minimize future problems
- Opportunity to address broader sanitation and vector issues, and non-food service facilities

### ■ Risk Management:

- Opportunity for a more consistent, coordinated approach to concessions e.g. align concession standard to NPSafe and OSHA's VPP
- Current focus is on employee health and safety – opportunity to include visitor safety
- Limited Park-level technical expertise; limited Regional/WASO resources

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## Task 3: cont.

### ■ Environmental Management

- Audits performed by 3<sup>rd</sup> party technical experts – audits identify compliance issues and BMP opportunities and are used as learning opportunities
- Draft General Concession Environmental Management Evaluation Standard (“GCEMES”) brings greater consistency to policy and enhanced evaluation guidelines
- Limited environmental standards for service specific contracts (e.g. marinas)

### Next Steps

- Summary document of meeting on General Standards developed and to be circulated internally for review and management decision

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## Task 4: Pilot

- Process to identify Parks for pilot is underway
  - Request for volunteers has been sent out – awaiting response
  - If no Parks volunteer, parks will be chosen based on diversity of scale and mix of assets and services
- Timelines and responsibilities developed
  - Pilot to commence in Spring 2007, and be completed by Summer/Fall 2007

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## Tasks 5 and 6

- Task 5: Marinas
  - Subject Matter Expert has been retained to provide significant expertise and capacity to refine proposed classifications and standards
  - Preliminary standards estimated to be completed within next two to three months
  - Incorporation of NPS Clean Marina Guidance (finalized June 2006)
- Task 6: Operation Performance Review
  - Will commence once Tasks 1,2, 3 and 7 are in Draft stage

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## Task 7: Rate Approval

- Survey to determine how/where current rate methods are used has been developed
  - Concession Chiefs are currently reviewing/testing the survey
  - Survey to be sent out to Parks within a month.

### Next Steps

- Best practices research
- Interview concessioners
- Interview industry associations
- Update/revise existing rate methods and processes
- Stakeholder Review



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## Questions?

