



Request for Proposals (RFP) for Food and/or Concession Services

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Vice President of Business Services

January 17, 2018



RFP Purpose

- The purpose of this RFP was to seek proposals from qualified food service vendors to operate at designated food and/or concession vendor location(s) on campus.
- The process was not initiated by a need to increase revenue.
- The process was initiated in May 2017 when student government leaders approached the college to discuss food service vendors and providing healthy and affordable options for our students.

RFP Purpose

- As Subway is still under contract for Vendor Location No. 3, the award of contract for this location was not included in the solicitation.
- The agreement with Subway has an end date of June 30, 2019 and includes two one-year renewal options.

Brief History

September 19, 2013

- RFP issued for Food and/or Concession Services for all food service locations
- Contracts awarded to Fresh & Natural, Inc., Fran-Tone, Inc., Zebra Café, and Taco Bell (Location no. 3)
 - Term: July 1, 2014 through June 30, 2017, with the option of two (2) one-year renewals
 - Taco Bell (Location no. 3) remained until June 30, 2016
- Location no. 4 was not awarded

October 12, 2015

- RFP issued for Food and/or Concession Services for locations no. 3 and 4
- Contract was awarded to Subway (July 1, 2016 – June 30, 2019) for location no. 3
- Location no. 4 became a microwave station

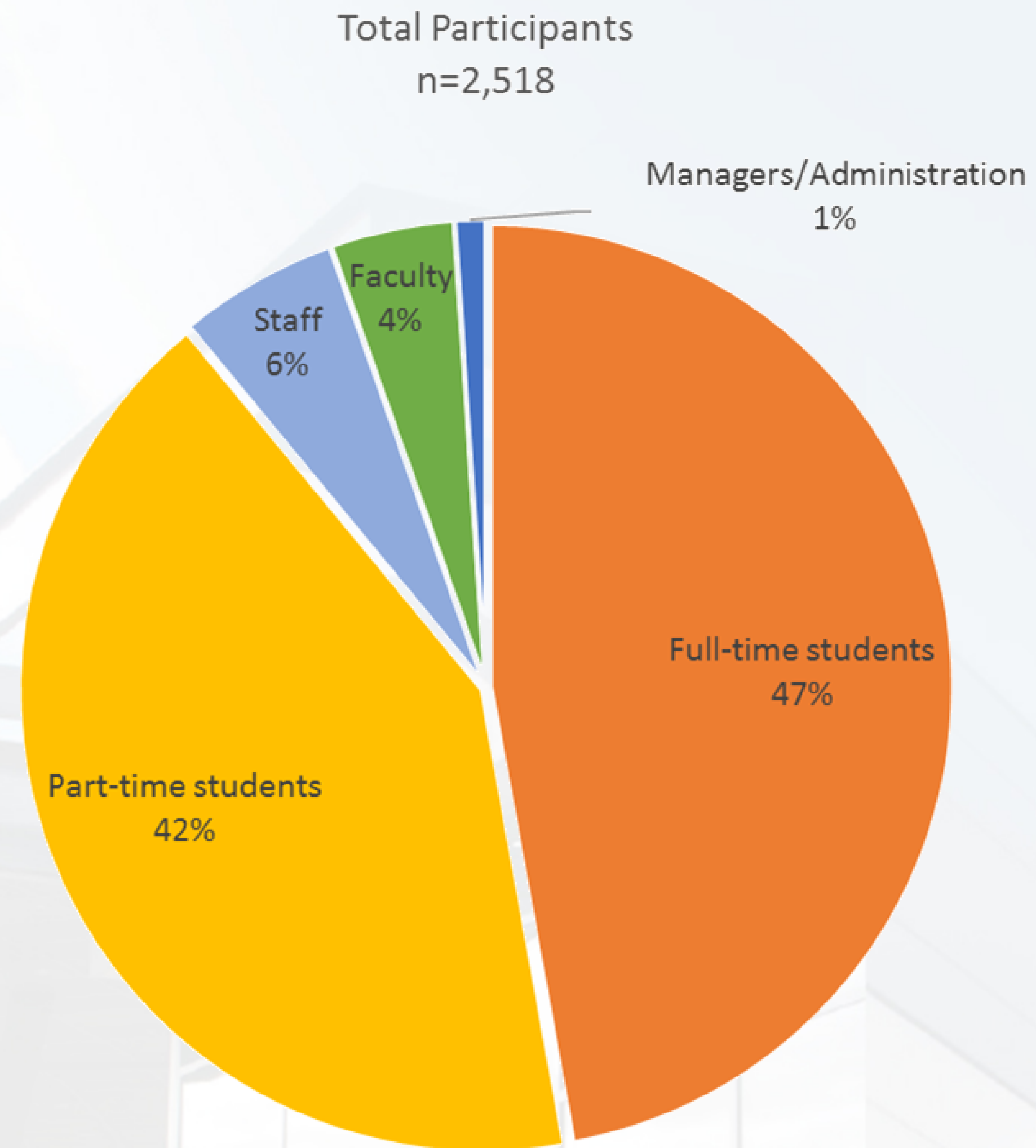
Brief History - Continued

May 3, 2017	<ul style="list-style-type: none">• Based on initial conversations with student government leaders, the Board of Trustees expressed an interest in soliciting new food service vendors to provide healthy and affordable options for our students.
May 17, 2017	<ul style="list-style-type: none">• Board approved to extend contract end dates to May 18, 2018 for Fresh & Natural, Inc. (Vendor Location Nos. 1, 2 and 7); Fran-Tone, Inc. (Vendor Locations Nos. 6 and 8); and Zebra Café (Vendor Location No. 5)• Board directed staff to begin the RFP process for food and concession services
September 26, 2017	<ul style="list-style-type: none">• RFP issued for Food and/or Concession Services for location nos. 1-2 and 4-8

Food Vendor Preference Survey Fall 2017

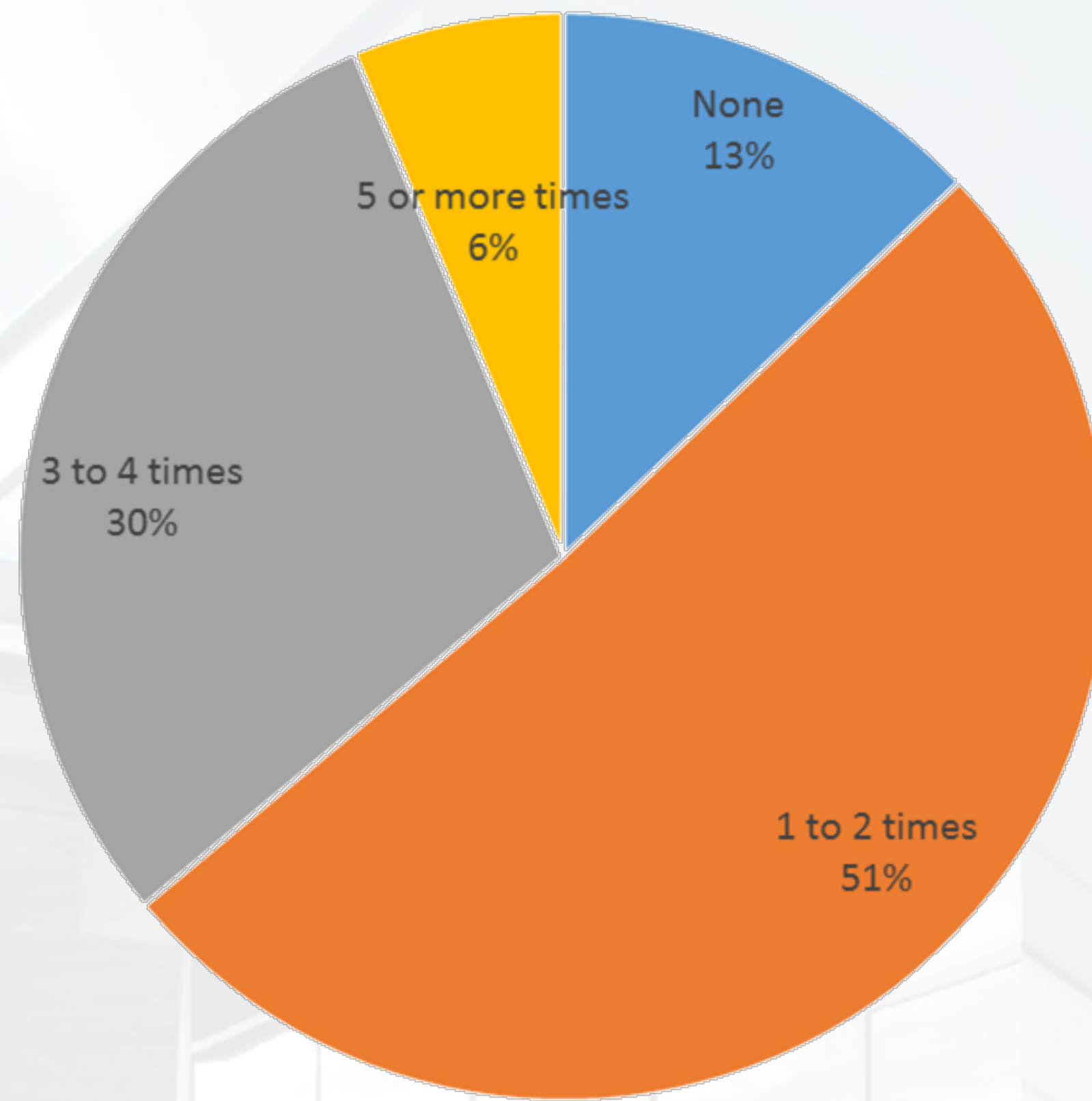
- Prior to the release of the RFP, the college developed a campus-wide survey to measure food service needs.
- Of the 2,518 survey responses, 80 percent were students (2,241).
- The Student Life Committee, with membership comprised of all constituent groups, also discussed and reviewed the survey results at several meetings.
- The college utilized the survey results to fine-tune the food services RFP.

Survey Results

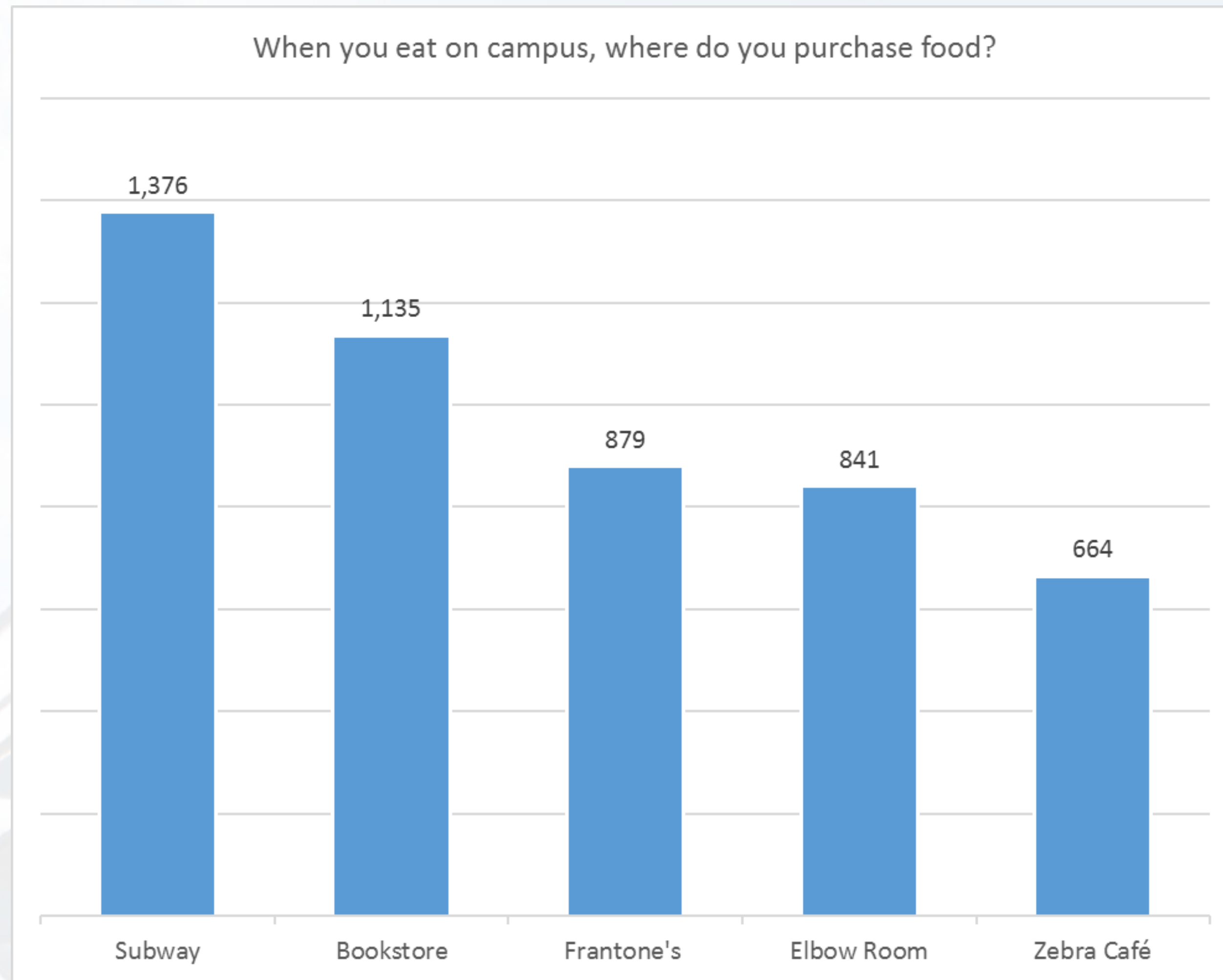


Summary of Survey Results

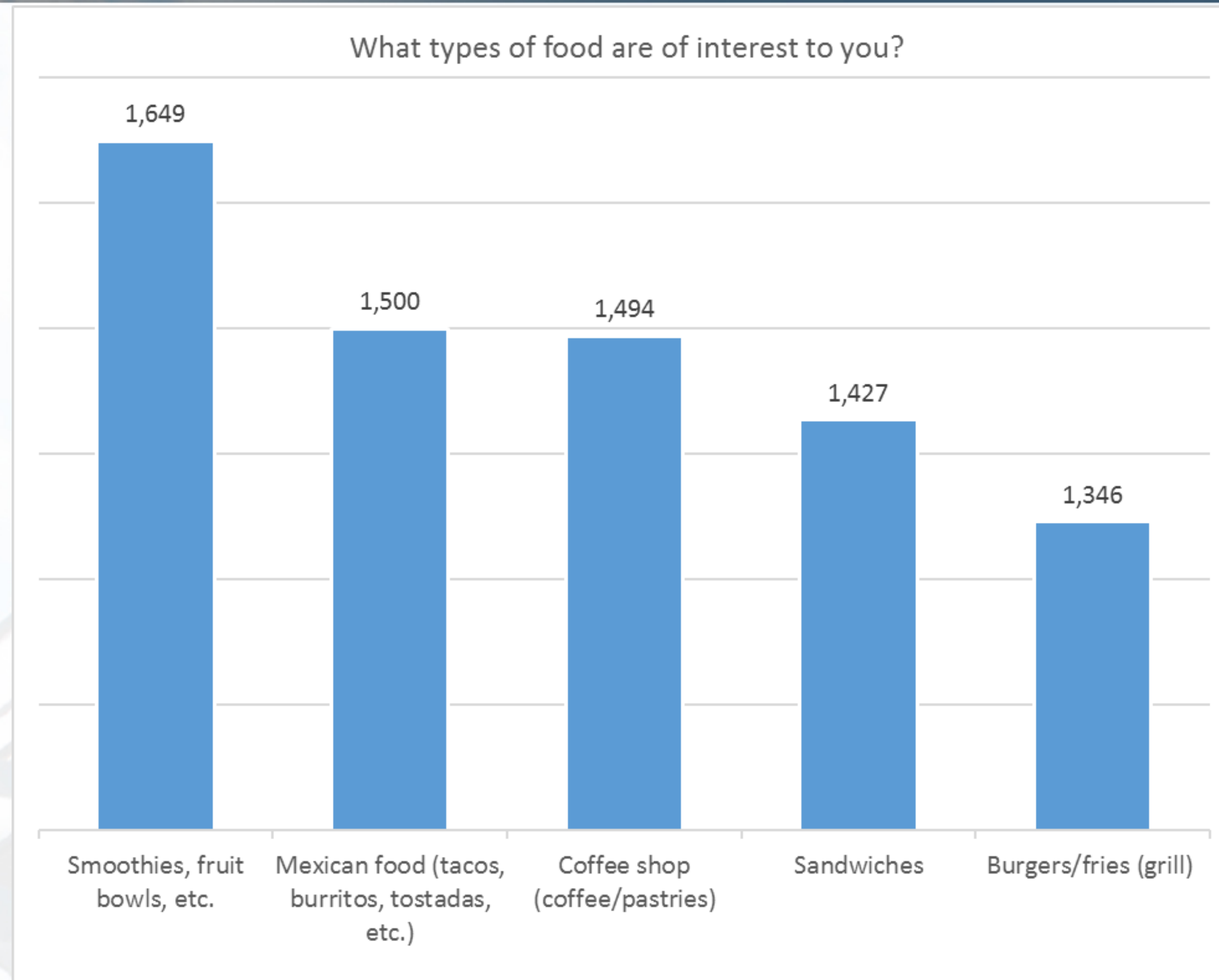
How many times a week do you eat on campus?
n=2,496



Summary of Survey Results

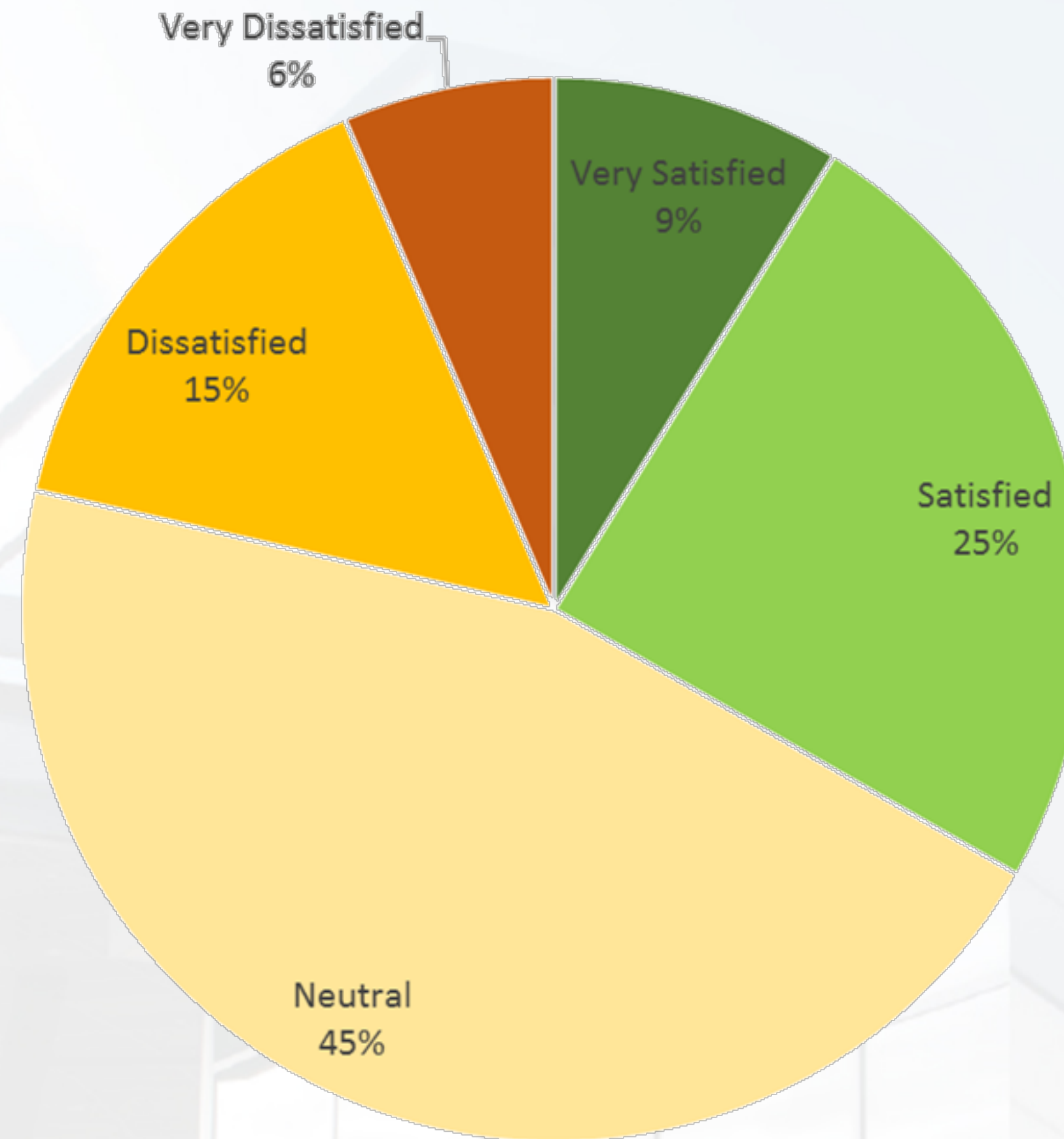


Summary of Survey Results



Summary of Survey Results

How satisfied are you with the food options provided by Cerritos College?
n=2,443



Summary of Survey Results

- Provide one way in which options or services can be improved?
 - 20% Food options
 - 9% Better Food
 - 9% Healthier Options
 - 8% Variety
 - 7% Places
 - 4% Restaurants/Food Court
 - 3% Vegan Options
 - 3% Starbucks

RFP Timeline – Key Dates

May 3, 2017	Student government leaders and Board expressed interest in soliciting new food service vendors.
May 17, 2017	Board directed staff to begin the Request for Proposals (RFP) process.
August 14, 2017	Initial meetings with ASCC began
September 5, 2017	Campus-wide food services survey was released
September 6, 2017	Presented the board a draft of the RFP
September 26, 2017	RFP No. 17C0023, Food and/or Concession Services was released
October 13 & 14, 2017	Pre-proposal conference and site visit
November 8, 2017	Proposals due date

RFP Evaluation Committee

- The college followed its standard procedure to ensure all stakeholder groups were given the opportunity to provide feedback and suggestions.
- The RFP Evaluation Committee was comprised of the following representation:

Faculty member	1 - appointed by Faculty Senate
Classified member	1 - appointed by CSEA
Manager	1 - appointed by ACCME
Requesting end-user/project manager	1 - Student Affairs Division
Administration	1
Students	2 - appointed by ASCC

RFP Timeline – Key Dates (Continued)

November 8, 2017	Evaluation committee kick-off meeting
November 17, 2017	Evaluation committee submitted evaluation sheets
November 27, 2017	Evaluation committee determined short list for interviews
December 18, 2017	Vendor interviews
December 18, 2017	Evaluation committee determined final vendor
January 17, 2018	Request for Direction from the Board regarding a Food Service Vendor Operating Agreement with Campus Food Services, Inc.

Vendor: Campus Food Services, Inc.

- The committee unanimously recommended Campus Food Services, Inc. as the District's next food provider.

**Social Science Breezeway
Vendor Locations #5 - 6**

Java Grounds – combination of the Java Fix and hot paninis, crepes and sandwich deli.

**Student Center Food Court
Vendor Locations #1 - 4**

1: International Fusion Asian Concept
2: The Daily Grill: burgers, fries, breakfast items
4: The Java Fix: handcrafted espresso coffee beverages, fresh fruit smoothies.

**Multi Purpose Bldg.
Vendor Location #7**

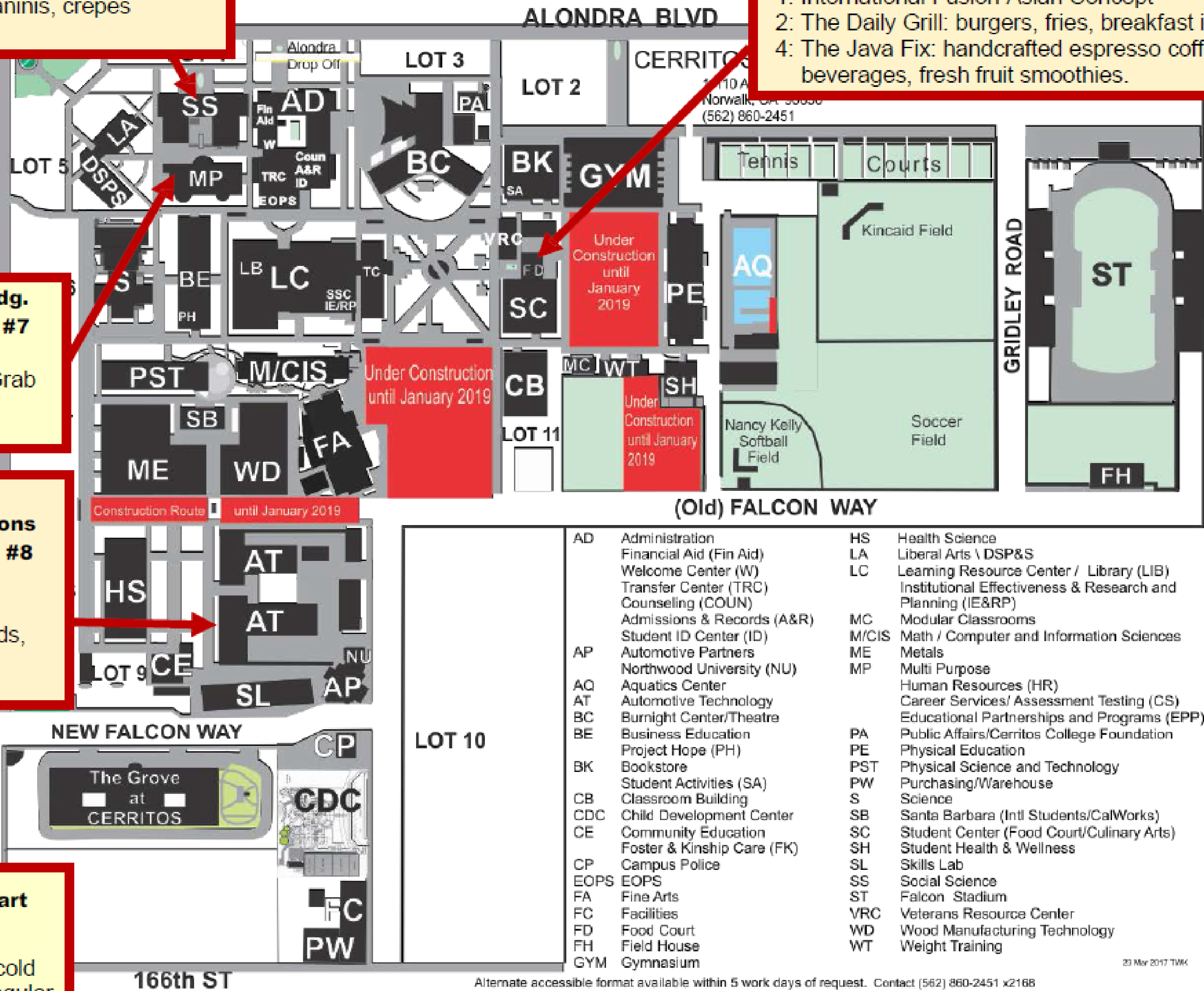
The Elbow Room: Grab and go concept

**Automotive/
Health Occupations
Vendor Location #8**

Mexican Cuisine – burritos, tacos, salads, tortes, and many others.

Mobile Coffee Cart

Mobile coffee and cold food cart making regular and scheduled rounds at designated locations



Alternate accessible format available within 5 work days of request. Contact (562) 860-2451 x2168

Note: This is not all inclusive

Mobile Coffee Cart

- The Mobile Coffee Cart is a mobile coffee and cold food cart making regular and scheduled rounds at designated locations such as the LRC, Performing Arts and the Child Development Center.
- During peak hours, the morning and late afternoons, the Mobile Coffee Cart will drive and park within the campus.
- Vendor will make capital improvements on the main campus with signs designating coffee cart stops and times.
- On weekends, Mobile Coffee Carts can be used for special events.

Vendor Experience

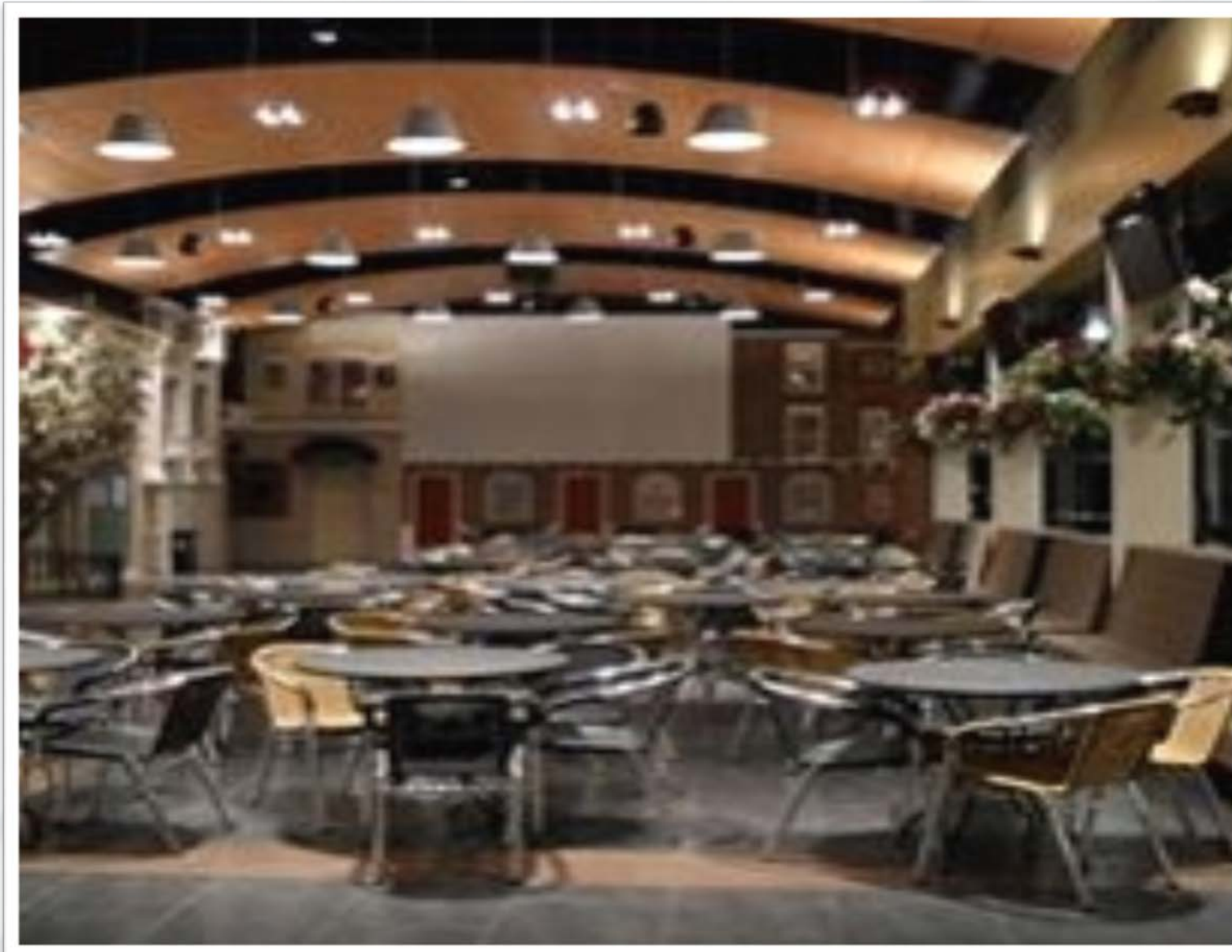
- Campus Food Services, Inc. has worked at Pasadena City College for 20 years



Java Hut

Vendor Experience

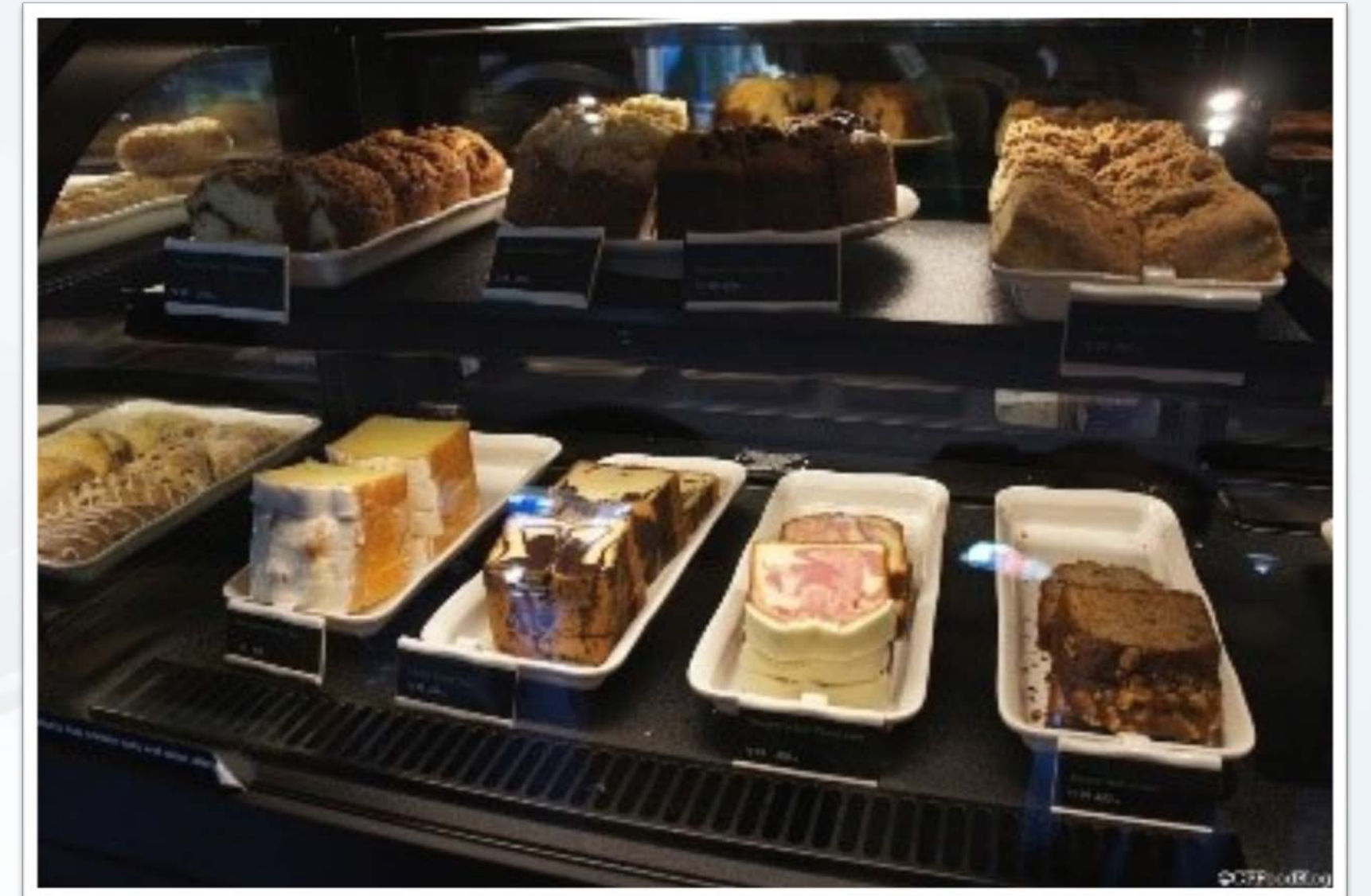
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Piazza

Vendor Experience

- Campus Food Services, Inc. has worked at El Camino College for 10 years



The Manhattan

Vendor Experience

- Campus Food Services, Inc. has worked at El Camino College for 10 years



Café Camino

Vendor Experience

- Campus Food Services, Inc. has worked at El Camino College for 10 years



Campus Arts Complex Deli Cafe

Q&A Regarding the RFP

- Q: Why 5-year versus 3-year with two 1-year options?
- A: The intent was to encourage as much participation in the RFP process as possible. A 5-year contract allows vendors to have more time to recoup their capital investment, allowing more vendors the ability to participate in the process.

Q&A Regarding the RFP

- Q: Were vendors communicated that their proposal may not be well received if they bid for only some, not all locations?
- A: All vendor proposals were viewed on the same level field. The process was to solicit and review qualified food service vendors to operate on campus to best serve students, faculty and staff. The process for vendor selection was open, fair and methodical. The evaluation process did not favor or unfavor any vendor proposed locations.

Q&A Regarding Operating Fee Revenue

- Q: Does the operating fee revenue go to ASCC or the district? How much is this annually?
- A: Historically, monies generated from campus vendor and food services contracts has largely gone to ASCC. This is part of our ongoing commitment to funding student programs and activities. ASCC currently receives 90 percent of vendor commission and the District receives 10 percent.

Conclusion

- Recommendation:
 - Review and discuss board item
 - Direct staff accordingly

Questions?