

GSA Cafeteria Services for National Cancer Center
Instructions to Offerors and Evaluation Factors
Solicitation # GS-11P-12-YE-C-0165

PROPOSAL PREPARATION

This section provides instructions on how to prepare and submit a proposal in response to this solicitation.

Part I – GENERAL INFORMATION

The general information portion of the submission should contain:

- (1) The offeror's signed SF-18, Addendum to SF 18 (to include the Remittance Address, DUNS Number, and CCR Registration), Representations & Certifications and GSA Form 527.
- (2) Financial qualifications of offerors: Each offeror submitting a proposal on the work for this contract is required to submit with their offer evidence of their financial responsibility and capacity to carry out the terms of the contract. This information should be submitted on GSA Form 527, Contractor's Qualifications and Financial Information.
- (3) Insurance requirement: Liability insurance coverage, written on the comprehensive form of policy, is required in the amount of \$500,000 per occurrence for bodily injury and \$50,000 per occurrence for property damage. (See clause 52.228-5 Insurance - Work on a Government Installation and GSAR 552.228-76 Insurance.)

Part II – SPECIFIC INFORMATION

TAB A – CORPORATE CAPABILITY/ MANAGEMENT CONTROLS AND ACCOUNTABILITY AND SANITATION.

Corporate Capability

List the name and address of a minimum of **five** references. Provide contact name, address telephone number(s), and e-mail address. For these references provide opening date, building population, patronage, annual dollar value, and type of contractual arrangements; (i.e., management fee, profit and loss, fixed price or other). It is incumbent upon an offeror to provide complete and accurate contact information.

These references should include if applicable GSA accounts your company operates whether within or outside of the Metropolitan Washington, DC region.

The Government reserves the right to contact additional sources for information on past performance or conduct a site visit of the identified facilities to evaluate Contractor capabilities of performing under the terms of this contract.

Provide general background information on your company.

Provide experience and/or ability to operate profit/loss contracts similar in scope to this account.

Describe the step-by-step process you will use to properly and timely open the cafeteria facilities if you are awarded the contract. Include a detailed time-phased action plan with dates, responsibilities and steps for each action.

Management Controls and Accountability

Provide a projected annual operating budget (profit and loss statement) with a written explanation of how each budget line was developed (refer to attachment for sample). Budget should be based on 250 business days per year.

Provide a sales model with the estimated customer participation, check averages and sales for each meal and break period (refer to attachment for sample).

Provide a detailed list of all start up costs (POS systems, small wares, corporate support during opening, etc.).

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Describe in detail accounting systems and procedures to include information required in complying with the terms of this contract. Include management reports and other control checks with planned frequency schedules.

Provide procedure and responsibility for internal audits are conducted on operational controls, financial statistics, methods, procedures, and systems.

Describe in detail the quality assurance program that will be used to ensure your company's highest standards are met for this specific facility. Include forms, follow-up procedures, implementation plan, frequency, and checks.

Provide samples of any reports and frequency that your company will provide to communicate with GSA and the Agency. Provide a sample of your company's bi-annual review report (as described in the contract). Describe the methods that you will be utilized to receive customer feedback and the process that will be in place to respond to the feedback.

Sanitation

Include a complete and comprehensive internal sanitation program geared to these facilities. Include standards, operating requirements, sanitation training programs, inspection procedures, frequency schedules, sample forms and management reports.

Provide information on recyclable grease collection container, frequency of removal, hauler and standards for keeping the grease collection area clean.

TAB B – RESOURCES AND STAFFING.

Provide organization chart(s) showing the entire chain of command for your company. Describe how the positions shown in the organization chart support the on-site manager/staff and ensure the success of the account.

Indicate and provide background information for the positions/persons that will be responsible for implementing and sustaining all sustainability and wellness initiatives your company proposes.

Describe in detail home-office support resources, including inspection forms.

Provide a schedule for site visits and audits by corporate team. Indicate by job title the persons who would be a part of the visiting corporate team.

Provide a detailed staffing guide that includes position (hourly and management), wage rate, hours per day, hours per year, benefit percentage and summaries total hourly and management wages and salaries (refer to attachment).

Provide qualifications of the on-site manager and management team. Indicate the proposed level of experience and minimum qualifications you will require in managing operations with sustainability and wellness programs.

Explain in detail hourly employee and management training programs (course subject matter, duration, frequency and teaching method).

Provide and explain company policy, process and resources for providing hourly and management backup staff for scheduled and unscheduled absences.

Provide detail on your company's philosophies and approaches to human resource management and administration (including: recruiting, hiring, pre-qualifying for security clearance, training, evaluating and retention).

Provide your company's understanding, experience and approach to complying with HSPD – 12 security requirements and paperwork requirements for each employee.

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TAB C - MENU CYCLE AND VARIETY.

Provide the complete menu cycle with major stations/concepts identified and pricing that you will implement.

Provide an approach to providing a viable menu profile on Monday and Friday to account for the anticipated building population drop due to telework and alternate work schedule.

Provide an approach to providing a viable menu profile during the phased move in period (first six months) before the building population reaches 2,400.

Provide a concept drawing indicating the location of your company's major stations/concepts, assure that major stations/concepts are compatible with the facility and equipment.

Summarize the number of daily items under each food station/concept, such as number of luncheon entrees, vegetables, grill, deli sandwiches, action station/specials, salad bar, pre-made items, pizza, desserts, cold beverages, hot beverages, soups, bread and rolls, breakfast items, and etc (i.e. grill station – 6 standard sandwiches and two daily specials, Entrée station 2 entrees and 4 vegetables daily, etc).

The Agency requests Kosher products be available - provide information and approach for providing Kosher products.

Provide information and approach for catering special events and functions.

Compare the menus and concepts you will be providing in performing this contract with the latest trends in the foodservice industry and a food court style setting.

Describe innovative marketing techniques that will be utilized to promote and maintain customer interest and stimulate sales at this facility.

Provide your company's procedure and sample signage for communicating menu ingredients that may cause customer allergic reactions.

TAB D – WELLNESS PROGRAM.

Provide a detailed plan and discuss your company's approach, experience and programs/procedures that work towards a comprehensive wellness program to be employed in complying with the terms of this contract. Your proposal response shall include, but not be limited to, the following wellness oriented concepts:

Menu Planning

Involvement of a registered dietitian or nutritionist in the preparation of the menus, recipes and quality control process (recipe adherence, proper handling, etc.).

Offering a variety in menu choices to accommodate light, vegetarian, vegan, gluten-free and organic eaters.

Discuss how you will meet GSA's nutritional guidelines.

Food Preparation

Maximizing the use of healthier cooking techniques in all food preparation.

Featuring hormone-free meat, fish and poultry (specifically, recombinant bovine growth hormone and non-therapeutic antibiotics).

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Eliminating or greatly reducing trans fatty acids and saturated fats in addition to lowering of fat content without sacrificing taste or quality.

Marketing

Outline company's approach to promote healthy eating.

Utilizing subtle and overt means of presenting and promoting wellness in general as well as providing controlled portions for light eaters and/or those with medically defined restrictions.

Providing specific nutritional information (including caloric, sodium, fat content, etc) on food items at the point of choice to educate consumers about healthier food options.

Utilizing media/technology to provide easily accessible nutrition information for the customers and the strategic placement of useful nutrition information about the products served at the point of choice.

Utilizing the USDA's Dietary Guidelines for Americans in food labeling.

Use of Technology/Wellness Services

Availability of a nutritionist or registered dietitian for patron contact and consulting.

Food Selection Standards

As defined in the RFP document discuss your company's approach, experience and programs to meet the standard criteria or provide above standard for the following categories:

- a. Fruits
- b. Vegetables
- c. Cereal or Grains
- d. Dairy/Yogurt/cheese/fluid milk
- e. Protein foods
- f. Beverages
- g. Other considerations.

TAB E - PRICE AND PORTION POLICIES.

State your current pricing policy and philosophy.

State your future pricing policy and philosophy for the term of the contract.

State how supplier's and/or manufactures product rebates, incentives and discounts will be credited to the account.

Provide a sample format of your company's market basket that maybe used to support your proposed pricing and future price adjustments.

Provide a pricing strategy that favors healthier food options.

TAB F - SUSTAINABILITY

Provide a detailed plan and discuss your company's approach, experience and programs/procedures that work towards a comprehensive sustainability program to be employed in complying with the terms of this contract. Your proposal response shall include, but not be limited to, the following sustainability oriented concepts:

Green Purchasing

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Utilizing bulk purchasing programs in lieu of individually packaged products to include, but not be limited to, beverages and condiments.

Utilizing environmentally friendly seafood programs (such as the Monterey Bay Aquarium's Seafood Watch or equivalent) for seafood purchase.

Green Cleaning

Utilizing Green Seal certified or nontoxic and biodegradable cleaning products.

Recycling/Waste Management

Programming for customers that bring their own re-usable products (e.g. coffee mugs, soda cups, lunch trays, etc.).

Utilizing compostable pre-bottled beverages or pre-bottled beverages that minimize plastic content.

Featuring disposables and trays (reusable and disposable) that contain recycled content, are processed chlorine free and are petroleum-free (except reusable trays). All disposable products must be "compostable" specify brand or organic composition and compatible with the recycling/compost system provided. Use of Polystyrene Foam is prohibited.

Minimize waste stream and maximizing the use of recyclable content products.

Partnering and engaging with a food bank donation program.

Recycling used waste cooking oil.

Sustainable Foods

Purchasing locally grown food and/or organic food products as well as all other food products.

Using fair-trade, shade grown and bird friendly coffee purchasing program.

Green Operations

Offering educational and marketing programs that will be used to increase employee and customer awareness of your company's "Green" programs.

Using an environmental management system (EMS) to manage all aspects of food service.

Featuring other Green or sustainability programs in your operations.

Energy and Water Conservation

Incorporating practices that will be used to reduce energy and water use.

Food Selection Standards

As defined in the RFP document discuss your company's approach, experience and programs to meet the standard criteria or provide above standard for the following categories:

1. General operations
2. General Food
3. Sustainability labeling
4. Animal products
5. Beverages

D. Product Samples.

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When required by the solicitation, product samples shall be submitted at or prior to the time specified for receipt of offers. Unless otherwise specified in this solicitation, these samples shall be submitted at no expense to the Government, and returned at the sender's request and expense, unless they are destroyed during pre-award testing.

E. Late Submissions, Modifications, Revisions, and Withdrawals of Offers.

1. Offerors are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach the Government office designated in the solicitation by the time specified in the solicitation.

2. Any offer, modification, revision, or withdrawal of an offer received at the Government office designated in the solicitation after the exact time specified for receipt of offers is "late" and will not be considered unless it is received before award is made, the Contracting Officer determines that accepting the late offer would not unduly delay the acquisition; and-

(a) If it was transmitted through an electronic commerce method authorized by the solicitation, it was received at the initial point of entry to the Government infrastructure not later than 5:00 p.m. one working day prior to the date specified for receipt of offers; or

(b) There is acceptable evidence to establish that it was received at the Government installation designated for receipt of offers and was under the Government's control prior to the time set for receipt of offers; or

(c) If this solicitation is a request for proposals, it was the only proposal received.

(d) However, a late modification of an otherwise successful offer, that makes its terms more favorable to the Government, will be considered at any time it is received and may be accepted.

- Corporate Capability/ Management Controls and Accountability
- Resources and Staffing
- Menu Cycle and Variety
- Wellness Program
- Price and Portion Policies
- Sustainability
- Physical Space and Investment

(b) A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful offeror within the time for acceptance specified in the offer, shall result in a binding contract without further action by either party. Before the offer's specified expiration time, the Government may accept an offer (or part of an offer), whether or not there are negotiations after its receipt, unless a written notice of withdrawal is received before award.

(c) The State Licensing Agency (SLA) shall be invited to respond to this RFP. If the SLA submits a proposal and that proposal is judged to be within the competitive range and has been ranked among those proposals which have a reasonable chance of being selected for final award, the SLA will be afforded priority if the conditions set forth in 34 C.F.R. 395.33 are met.

NOTE: THE GOVERNMENT MAY PROCEED WITH AWARD UNDER THIS SOLICITATION WITHOUT CONDUCTING DISCUSSIONS, THEREFORE, OFFERORS ARE ENCOURAGED TO INITIALLY SUBMIT THEIR MOST FAVORABLE PROPOSAL.

Proposals will be evaluated and scored on a weighted basis below on the following evaluation factors. Evaluation factors are in descending order of importance:

Evaluation Factors

- A. Corporate Capability/Management Controls and Accountability and Sanitation
- B. Resources and Staffing
- C. Menu Cycle and Variety
- D. Wellness Program

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- E. Price and Portion Policies
- F. Sustainability

A. CORPORATE CAPABILITY/ MANAGEMENT CONTROLS AND ACCOUNTABILITY.

The Government considers the reputation of the offeror in providing food services as indicated by the program office's survey of services submitted in the offeror's proposal and the information requested of the offeror. A survey will be conducted with clients of the offeror. Health inspection reports may also be reviewed. The Government reserves the right to contact additional references.

The Government considers the experience and/or the ability of the offeror to provide food service under a profit/loss arrangement. The step-by-step opening plan is reviewed to ensure that the offeror has experience opening similar accounts and the plan is detailed and complete.

The Government considers the offeror's proposed total operating budget and written explanations as it relates to the proposal, and its realistic projection of sales, costs, start up costs and profit. The Government considers the offeror's accounting systems, quality assurance program and effective management data which produces information on sales, meal counts, check averages, etc., based on the contract requirements in the Statement of Work. The offeror's approach to customer service and satisfaction is considered.

The Government considers the offeror's sanitation program that demonstrate conformance with food service standards and contract requirements.

B. RESOURCES AND STAFFING.

The Government considers the resources of the offeror's organization, including regional management level staffing, training, communication methods/frequency and proposed unit backup support.

The Government considers the offeror's staffing levels and pattern as it is required by the facility layout, menu, patronage, and sales. Also considered is the daily and weekly man-hour coverage for functions. The offeror's Human Resource approach and philosophy is considered.

C. MENU CYCLE AND VARIETY.

The Government will evaluate the offeror's provision of a healthy, sustainable food service program including the degree to which the proposal addresses the Government's key elements of healthy and sustainable foods. The Government will evaluate the menu cycle and variety and menu labeling and nutritional information. The Government will evaluate the compatibility of the menu cycle and innovations as they relate to the facility layout, industry trends, and facility equipment. Catering approach is considered. The Government will evaluate the offeror's approach for organic, vegetarian and vegan menu options.

The Government considers the offeror's policy for innovative marketing, specials and promotional events to promote and maintain customer interest and stimulate sales.

D. WELLNESS PROGRAM.

The Government considers the offeror's response to the wellness oriented concepts that are believed to be generally acceptable relative to market pricing and consumer acceptability, including but not limited to: menu planning, food preparation, marketing, use of technology/wellness services and food selections standards.

E. PRICE AND PORTION POLICIES.

The Government considers the offeror's policies on pricing, future pricing, portions, rebates/discounts and controls.

F. SUSTAINABILITY.

The Government considers the offeror's proposed sustainability plan that will be employed, including but not limited to: green purchasing, green cleaning, recycling/waste management, sustainable foods, green operations, energy and water conservation and food selection standards.