

GSA Concession Services – Jackson Federal Building
Instructions to Offerors and Evaluation
Solicitation #GS-10P-12LS-C-0029

Instructions to Offerors (excerpt)

SUSTAINABILITY.

1) A plan to work towards a comprehensive Sustainability Plan that will be employed in complying with the terms of this contract.

2) The contractor's Sustainability Plan shall describe the proposed approach to sustainable operation of the facility, which would support a "Gold" certification in the LEED® for Existing Buildings: Operations & Maintenance system and it may identify opportunities for performance beyond that standard.

3) For additional information on the rating system, please contact:

U.S. Green Building Council
2101 L Street, NW
Suite 500
Washington, DC 20037 or
www.usgbc.org

1) While the solicitation includes some established performance requirements, the successful offeror will present a sustainability plan that shows innovation and achievement beyond the base performance standards.

2) The Sustainability Plan should explain all actions that the Contractor will employ to implement and promote sustainable practices in all aspects of cafeteria operations. At minimum the plan shall address (to the degree to which pricing will be market acceptable) the following elements:

3) The description should address the following elements of your program:

- Disposables and trays (reusable and disposable) that will be used – must contain recycled content, be processed chlorine free and be 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.
- Bulk purchasing program in lieu of individually packaged products to include, but not be limited to, beverages and condiments.
- Purchase of locally grown food and/or organic food products as well as all other food products. Provide your company's definition of locally sourced purchasing.
- Use of fair-trade, shade grown and bird friendly coffee purchasing program.
- Environmentally friendly seafood program (such as the Monterey Bay Aquarium's Seafood Watch or equivalent).
- Use of Green Seal certified or nontoxic and biodegradable cleaning products.

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- Explain program for customers that bring their own re-usable products (e.g. coffee mugs, soda cups, lunch trays, etc.).
 - Training programs and marketing programs that will be used to increase employee and customer awareness of your company’s “Green” programs.
 - Explain program to minimize waste stream and maximize the use of recyclable content products.
 - Explain program to use compostable pre-bottled beverages or pre-bottled beverages that minimize plastic content.
 - Explain food bank donation program.
 - Detail recycling of used waste cooking oil.
 - Explain use of and experience with environmental management systems (EMS) to manage all aspects of food service.
 - Explain methods that will be used to reduce energy and water use.
 - Explain other “Green or Sustainability” programs that you will use in the execution of this contract.
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Evaluation factors for Award

1. 52.212-2 EVALUATION--COMMERCIAL ITEMS (JAN 1999)

(a) The Government will award a contract resulting from this solicitation to the responsible offeror whose offer conforming to the solicitation will be most advantageous to the Government, all factors considered. The following factors shall be used to evaluate offers:

1. Past Performance
2. Reputation and Experience
3. Management Plan/Technical Approach
 - a. Wellness Program
 - b. Resources
 - c. Staffing
 - d. Menu Cycle and Variety
 - e. Sanitation
 - f. Controls
 - g. Marketing and Promotion
 - h. Price and Portion Policies
 - i. Sustainability
 - j. Budget (Pro Forma)

(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

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Solicitation #GS-10P-12LS-C-0029

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.

1. Proposals will be evaluated and scored on the basis of the following evaluation factors.

Evaluation Factors

1. Past Performance
2. Reputation and Experience
3. Management Plan/Technical Approach
 - a. Wellness Program
 - b. Resources
 - c. Staffing
 - d. Menu Cycle and Variety
 - e. Sanitation
 - f. Controls
 - g. Marketing and Promotion
 - h. Price and Portion Policies
 - i. Sustainability**
 - j. Budget (Pro Forma)

1. PAST PERFORMANCE.

Past performance is one indicator of a contractor's ability to perform the requirement successfully. Past performance considers the quality of service in providing food service, concessions or cafeteria services in occupied/institutional buildings. The government will focus on information that demonstrates quality of performance relative to the size and complexity of the procurement under consideration. The Government is seeking to determine whether the offeror has demonstrated knowledge of and a commitment to customer satisfaction with timely delivery of services at fair and reasonable prices for past performed projects of a similar nature.

Relevant Past Performance:

Submittal Requirements. Each Offeror shall submit a maximum of 3 contracts (current and/or completed) within the last five (5) years for cafeteria/concession services in occupied office/institutional buildings. Submittals shall be no more than 3 pages.

For each contract, the Offeror shall address the following:

1. Provide a brief description of the scope of the contract and similarities to this contract.
2. Type of facility, building population, seating capacity and food service square feet

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3. Estimated patronage, volume, and annual dollar value of contractual income
4. Description of services included in contract.
5. List of subcontracted services and estimated annual cost of each service
6. Type of contract (e.g. profit-and loss, management fee etc.)
7. Date of contract start and completion
8. Name, title, address and current telephone number of the building's owner or a representative of the owner who can attest to the acceptability of the services provided.
9. Provide a brief description of challenges that arose in the contract and what was done to overcome those challenges.

If the Offeror is proposing as a joint venture, the team will be required to discuss if the Joint Venture has experience working together in the past. If the joint venture has worked together in the past, the members of the team will be required to discuss their joint venture experience in the past, including which firm was the lead firm. The firm must also identify who will be the lead in the contract. If a team is proposing as a joint venture, the team will be required to provide a copy of the joint venture agreement.

A similar project is defined as projects that meet:

Square Footage: Approximately 807 SF in the Café Kitchen and 1828 SF in the Café Dining.

Seating Capacity: N/A

Building Population: Approximately 1200

The Government reserves the right to consider all aspects of a vendors performance history but may attribute a higher confidence rating to projects that demonstrate recent and relevant experience.

The Government will consider information provided by the Past Performance Questionnaire as well as other relevant information from other sources (such as past performance databases) when evaluating the vendor's past performance. Evaluations obtained from PPIRS will have a greater impact on the overall evaluation rating given to a contractor than other evaluation factors.

2. REPUTATION and EXPERIENCE.

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.

3. MANAGEMENT PLAN/TECHNICAL APPROACH

a. WELLNESS PROGRAM.

The Government considers the offer's response to the wellness oriented concepts that are believed to be generally acceptable relative to market pricing and consumer acceptability.

b. RESOURCES.

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Solicitation #GS-10P-12LS-C-0029

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

c. STAFFING.

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. Human Resource approach and philosophy is considered.

d. MENU CYCLE AND VARIETY.

The Government considers the offeror's provision of a complete menu cycle and variety. The Government will evaluate the compatibility of the menu cycle and innovations as they relate to the facility layout, industry trends, branding and equipment. Catering approach and healthy menu options are considered.

e. SANITATION.

The Government considers the offeror's sanitation practices that demonstrate conformance with food service standards.

f. CONTROLS.

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.

g. MARKETING AND PROMOTION.

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

h. PRICE AND PORTION POLICIES.

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

i. SUSTAINABILITY.

The Government considers the offeror's proposed "Sustainability Program" that will be employed, including but not limited to: Disposables bulk purchasing program, LEED program, locally grown food and/or organic food products, food purchasing program, cleaning products, use of re-usable products, training programs, marketing programs, minimizing waste stream, food bank donation program, environmental management systems and other "Green" programs that will be used in the execution of this contract.

j. BUDGET (PRO FORMA).

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- 1) Provide a projected annual operating budget for Cafeteria (profit and loss statement) with a written explanation of how **each line** was developed (refer to attachment). Budget should be based on 250 business days per year.
- 2) Provide a sales model with the estimated customer participation, check averages and sales for each meal and break period (refer to attachment).
- 3) Provide a detailed list of all start up costs and investments (POS systems, small wares, corporate support during opening, National Brand implementation, renovations costs if planned, etc.).
- 4) Explain your investment costs in detail and the impact on the budget.