

UMBC DINING SERVICES PROCUREMENT

SOLICITATION – #BC-21084-C PRE-PROPOSAL MEETING AND SITE VISIT/TOUR

3 NOVEMBER 17

UMBC Dining Services Solicitation #BC-21084-C



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OVERVIEW

- Established in 1966 with emphasis on teaching found at the best liberal arts colleges with the innovation of a research institution
- Student enrollments were 13,640 in fall 2016 of which 45% minority enrollments from nearly all 50 states and more than 80 nations
- In fall 2017, full occupancy with a total of 4,042 students living on campus
- New Event Center and Arena (4,567 seats) opening in January 2018 with event management firm engaged to promote, operate and manage

UMBC Dining Services Solicitation

- Seeking dining services partner to invest, create and maintain a "best in class" campus dining experience
- Firm that offers a best practice approach to residential, retail, and concessions and is a leader in the field
- Firm that views UMBC as a flagship account and an incubator for new programs, services, technologies and management strategies
- All of which is based on the key values and principles outlined in the solicitation

UMBC Dining Services Solicitation



UNIVERSITY EXPECTATIONS

- Quality Preparation: Freshly prepared food that minimizes use of processed and frozen foods with healthful cooking techniques
- Variety: Diverse food offerings that considers shifting ethnic, racial and international demographics and special dietary needs
- *Value*: Appropriate value considering portion size, types of products and competitive pricing
- Service Mix and Student Experience: Innovative concepts for a variety of consumer needs with use of technology and providing options for our students (e.g. evening courses, extended service hours during exams, late nights throughout the week, etc.)

UNIVERSITY EXPECTATIONS

- Educationally Embedded: Opportunities to learn the importance of good nutrition and be exposed to diverse food offerings with student engagement
- Marketing and Business Development: Proactive marketing/ communications and collaboration with University entities (e.g. Student Affairs, Admissions, etc.)
- Customer Service and Care: Staffing levels that match customer demands with ongoing staff training for regular interaction with customers and a collaborative management team
- Wellness Expectations: Careful attention to nutritional product mix with licensed dietitian to assist and participation in UMBC's Wellness Programs

UNIVERSITY EXPECTATIONS

- Sustainability Expectations: Comprehensive plan to address all of the areas inclusive of a target that 25% of food will meet one or more criteria.
- *IT Considerations*: IT systems/services to support operations inclusive of onsite website customization abilities
- Financial Expectations: Fair and balanced compensation inclusive of favorable meal plan rate structure, robust commission structure and competitive pricing appropriate for area and value being offered
- Sanitation and Maintenance Expectations: Meet all requirements and UMBC standards
- Performance Expectations: Perform at a high level with an annual evaluation with the University in the areas noted

UMBC Dining Services Solicitation

Our SCOPE of Services

Contract Term:

- Initial term is five (5) years commencing on July 1, 2018 through June 30, 2023.
- UMBC reserves the right, at its sole discretion, to renew the contract up to two (2) additional five year terms.
- Exclusions/Clarifications:
 - Catering is not included in this contract, however, the separate contracts for catering are non-exclusive
 - Vending services are excluded
 - Beverage pouring rights are excluded
 - UMBC's YUM Shoppe is a convenience store on campus that is operated under UMBC's Bookstore

- **Dining Services Program Meal Plan Program**: Current plans are described in the solicitation. For the first year of the contract, the current mandatory meal plan types are to remain "as is" but alternative plans can be proposed for voluntary and future mandatory plans
 - Meal Exchange: Students can use their meal plan outside of the dining hall based on the meal exchange value except for the Skylight Room
 - Flex Dollars: Some meal plans include flex dollars which work like debit card and are designed for students to use for food purchases between meals, amounts that exceed the meal exchange value, and for guest meal purchases

• *Meal Zones*: Current meal zones are *revised* below but these zones do not apply to "flexible" plans (currently Flexible 10 and Flexible 14)

Days	Breakfast	Brunch	Lunch	Dinner	Late Night
Monday- Thursday	6–11 am	N/A	11 am-4pm	4-8 pm	8pm - 2am
Friday	6-11 am	N/A	11 am-4 pm	4-8 pm	None
Saturday	See Brunch	10:30 am – 2:00 pm	See Brunch	4:30-7:00 pm	None
Sunday	See Brunch	10:30 am – 2:00 pm	See Brunch	4:30-8:00 pm	9pm - 2am

• Dining Services Program:

- Changes in Meal Plans: Residential students can change their plan within the first 2 weeks of a semester. Commuter students can change their plans at any time.
- Notes on Student Meal Plans: Weekly plans reset to the full count at the beginning of each week. Block plans ends on the last day of the semester. In both cases, unused meals do not carry forward.
- Faculty/Staff Meal Plans: Three (3) plans are available, one of which can be on a payroll deduction plan. These plans do not expire.
- UMBC Dining Hours: Current hours are found in Attachment 2.

• **Dining Services Program - Locations**: There are currently seven (7) locations on campus per the solicitation

• Off Campus Meal Purchases: Students can purchase meals at off campus merchants under agreement with UMBC. Students use either Retriever Dollars or Food Funds.

• **Rewards Programs**: See UMBC Dining Services and Campus Card websites for information on these current programs.

- **UMBC Data/Information**: Such documents relative to dining services are provided in the attachments and include:
 - UMBC Residential Information
 - UMBC Meal Plan Counts (Fall 2016 through projected Spring 2018)
 - UMBC Meal Plan Prices for FY2017 and FY2018
 - UMBC Retail Sales by location for FY2017 and FY2018 *Clarify debit/credit and cash only*
 - UMBC Dining IT Matrix
 - UMBC Camps and Conferences for 2017
 - UMBC Meal Plan Calendar for 2017-2018

- Via addendum, UMBC will be providing the following additional data:
 - UMBC Academic Room Use by Hour Fall 2017
 - UMBC Student Distribution by Time Fall 2017
 - UMBC True Grit's Board Plan Calendar 2018-2019
 - UMBC Retail Calendar for Opening, Summer and Non-Academic Days – Winter 2017, Spring Break 2017, End of Year 2017, Summer 2017, and Fall 2017 Opening (Move-in)
 - UMBC Retails Sales Breakdown by Meal Equivalencies, Flex, Rewards, Debit/Credit, and Cash Sales – 2016-2017
 - UMBC Event Center Projected Event Summary for FY19 (Number of Events and Paid Average Attendance and Actual Average Attendance and number of meeting room rentals)

CONTRACTOR RESPONSIBILITIES

- Programmatic Responsibilities:
 - Days and Hours of Operation
 - Dining Programs
 - Special Needs (e.g. special diets, sick trays, etc.)
 - Kosher/Halal/Vegetarian/Vegan
 - Retail Dining
 - Summer Camps and Conferences
 - Concessions (see note regarding commissions for Event Center)
 - Emergency Services
 - Wellness Program

HUMAN RESOURCES RESPONSIBILITIES

- Staffing: Provide management team with the following on site staff, at a minimum:
 - Full Time General Manager/Resident District Manager
 - Full Time Resident Dining Director
 - Full Time Retail Dining Director
 - Full Time Campus-wide Executive Chef
 - Full Time Registered Dietitian
 - Full Time Marketing Manager
 - Full Time Controller/Finance Manager

HUMAN RESOURCE RESPONSIBILITIES

- Staffing (continued):
 - Adequate staff of assistant/operational managers, supervisors and employees
 - Current hourly dining associates are represented by the Mid-Atlantic Regional Joint Board of Workers United.
 - One paid Marketing student intern and one paid Sustainability student intern
 - The University reserves the right to (1) review and approve candidates for the above positions and (2) review staffing patterns and job schedules, and to require the Contractor to alter same to assure adequate staffing.

HUMAN RESOURCES RESPONSIBILITIES

- Other Requirements:
 - Implement policy and conduct background checks for all staff members
 - Provide all employees with uniforms and name tags to be worn at all times while working, regardless of their position
 - Be subject to University policies, rules, codes of conduct and regulations in effect for University employees while on campus
 - Upon request, provide some or all of its employees with photo ID badges through UMBC Campus Card.
 - Notify the University immediately of impending labor, employee and/or vendor problems.

HUMAN RESOURCES RESPONSIBILITIES

- Other Requirements (continued):
 - Responsible to maintain key control with key management program to be approved by the University.
 - Solely responsible for security of its own property and personal property under its custody and control and the associated repair and/or replacement
 - Ensure that all employees are properly trained in all aspects of dining services operations including but not limited to those identified in the solicitation.
 - Provide regular staff training (on a quarterly basis at a minimum) on the subjects of diversity, multi-cultural and customer service.

- Annual Dining Services Plan: Submitted on or before May 1st with initial plan submitted in Technical Proposal.
 - Programmatic changes and new initiatives, area renovations and concept changes
 - Board rate change requests (finalized by February 1st for the succeeding year)
 - Ancillary price* changes, summer camps and conferences, presemester feeding activities, etc.
 - Rate/price changes in retail and concessions

Note*: Ancillary prices for first year of the contract shall be as noted in the solicitation with subsequent years to be negotiated using the CPI for Food Away from Home as a gauge.

• Pricing:

- Provide menu and meal plan pricing to meet program expectations
- Pricing to be agreed to annually as part of the Annual Plan process.
- Basis for annual price adjustments shall be the CPI for All Urban Consumers, U.S. City Average, Food Away from Home for the month of December preceding the start of each contract year (July 1)

Supply Management:

- Contractor shall procure, via competitive specification buying, all food, beverages, supplies and small wares necessary
- See solicitation for further details

Food Specifications:

- Emphasize use of fresh foods, as opposed to canned or frozen, and minimize use of processed foods and those containing antibiotics and growth additives
- See solicitation for minimum food specifications

Capital Equipment Maintenance:

- University owns all dining services equipment
- Contractor is responsible for routine cleaning and maintenance
- See Attachment #11 for full details on University and Contractor responsibilities

Marketing & Communications:

- Develop a proactive marketing plan to promote the dining program
- Include in the Annual Management Plan
- Use approved UMBC logo per UMBC's Office of Institutional Advancement
- Incorporate mobile applications and other social media, where feasible

Information Technology:

- <u>Technology Plan</u>: Develop technology plan to identify all initiatives for the year with description, timeline, etc. and include in Annual Management Plan
- <u>Point-of-Sales Registers</u>: All POS transactions are to use UMBC Campus Card micros system
- <u>Contractor-owned IT Systems</u>: Furnish, program and maintain its own IT systems for all administrative and back-of-the-house operations in compliance with standards and regulations
- <u>Website</u>: Establish and maintain website for the dining program with constant updates and ability to customize; any 3rd party advertising subject to UMBC prior approval

- Contractor Pre-Opening Expenses: Contractor shall fund all preopening expenses.
- Working Capital: Contractor shall provide all necessary working capital for the operation of the dining program
- **Vehicles**: Contractor shall furnish, maintain and insure all vehicles necessary for required services
- Unamortized Investment by the Current Contractor: The successful firm will be required to provide a contract buy-in and the amount will be provided to short listed firms prior to the request for Financial Proposals.

Billing and Payments:

- Meal Plans UMBC Collects Revenue:
 - Contractor invoices for non-Block meal plans based on UMBC's weekly report
 - Contractor invoices at the agreed-upon semester interval for Block Meal plans sold
- Other Program Components Contractor collects revenues:
 - Commission payments per rates in the final contract
 - Contractor remits to UMBC not later than 30th day after the close of the month; 5% charge per month if late
 - Annual Scholarship Donation to be paid within 60 days of July 1st each year of the contract.

- Accounting and Internal Controls:
 - Maintain such accounting books and records on the dining program operation as may be required with University reserving right to audit
 - Establish policies and procedures for internal audit and control and review at regular intervals to ensure in place and effective
 - Maintain sufficient cost accounting and reporting capabilities to facilitate measurement of performance against budget
 - Furnish information as requested by UMBC
 - Develop and maintain inventory of Contractor-owned and University-owned equipment

- Required Reports: Submitted within 30 days after close
 - Complete set of monthly financial statements in aggregate with supporting, individual profit and loss statements for each operation, concessions and summer conference/camps
 - Commission report with revenue reported separately by retail location and reconciling with sales report on P&L statements and commission checks
 - Operating statistics for each dining location.

Legal Responsibilities:

- Comply with applicable laws, ordinances, etc. relating to food service operations and alcoholic beverages
- Submit results of all inspections to Contract Administrator
- Obtain all necessary permits, licenses and pay all fees
- Collect and remit taxes on operations as required
- Remit all license and/or franchise fees as required
- File and maintain records for a period of three (3) years from date of final payment (or longer if required by law) including claims filed
- See solicitation regarding liquor licenses

- <u>Performance Indicators</u>:
 - Customer Service:
 - UMBC access to view only complaints and responses as they are received/sent
 - Overall assessment of performance with customer service will be conveyed annually to the Contractor
 - Events: Submit a quarterly report of special/marketing events held the previous month with name/type of event, date(s) held, number of participants and feedback received.

- <u>Performance Indicators Customer Feedback- Fall Semester Survey</u>:
 - Conduct a survey with a tool that has the ability to track each group separately
 - Submit survey tool and date/time period for survey to UMBC for approval at least 1 month in advance.
 - Include some type of incentive for participation and target 1,200 responses
 - Compile the results within 3 week of survey completion
 - Review the results with UMBC and prepare action plan to address areas for improvement and review plan at regular meetings with UMBC
 - Survey results will be compared to Skyfactor benchmarking survey or other survey and Contractor must achieve results equal to or better

- <u>Performance Indicators Customer Feedback- Spring Focus</u>
 <u>Groups</u>:
 - Engage an outside firm to conduct focus groups with students and compile the results within 3 weeks of completion
 - Include some type of incentive for participation
 - Review the results with UMBC and prepare action plan to address areas for improvement
 - Review status of action plan at regular meetings with UMBC

• Performance Indicators – *Financial Performance*:

- Monthly Financial Report (as described under required reports)
- Quarterly Reports on meal plan participants, revenue, canceled meal plans, and status of renovation work
- University will evaluate this information as indicated in the solicitation.

ADMINISTRATIVE & MANAGEMENT RESPONSIBILITIES

- <u>Performance Indicators Sanitation/Housekeeping:</u>
 - Monthly reviews:
 - Conducted with UMBC representative and Contractor's Resident Manager with recording tool used
 - Numeric rating for each area and a score of 85% is required based on the total results (see solicitation regarding bonus)
 - Quarterly Reviews: Meeting with Contractor to discuss (i) the monthly reviews, (ii) any facilities issues that are UMBC's responsibility and (iii) conduct a review of the non-sanitation work by the Contractor in True Grit's (e.g. ceilings and walls in kitchen, exterior hoods, etc.)

SANITATION, HOUSEKEEPING & SUSTAINABILITY RESPONSIBILITIES

- Food Safety and Quality Assurance: Ensure that all requirements of HAACP, ServSafe, and Baltimore County Department of Environmental Health are maintained at all times in the operation of the dining program
- Housekeeping: See Attachment #12 for detailed listing of housekeeping responsibilities for the Contractor and UMBC.
- Sustainability Plan: Develop and implement a comprehensive sustainability plan for the dining program in coordination with UMBC's sustainability initiatives.

CAPITAL IMPROVEMENT PLAN RESPONSIBILITIES

- If a proposer is recommending any capital investments to implement its proposal, the information on the specific plans is to be included in its Technical Proposal.
- No dollar amounts of the Contractor's investments are to be included in the Technical Proposal as this information will be required in the Financial Proposal
- The successful firm will initially be required to provide floor plans and renderings illustrating any proposed design, as well as identification of any temporary dining needs for UMBC's review and approval
- Upon approval of the initial design, complete construction documents are to be provided for UMBC's written approval

UMBC RESPONSIBILITIES

- Provide reasonable utilities in support of the dining program and telephone service for local use; long distance calls are the Contractor's responsibility via use of cell phones.
- Network data lines at standard bandwidths with only a small set up charge.
- Maintenance services as described on pages 32 and 33 and in Attachments #11, #12 and #13
- Office space with existing office furnishings
- Conduct Contractor Performance Evaluation per the solicitation

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SOLICITATION SCHEDULE



SOLICITATION SCHEDULE

EVENT/ACTIVITY	DAY/DATE/TIME	COMMENTS
Technical Proposal	Thursday, 11/30/17, on or by 4:00 p.m. (Eastern Time Zone)	Technic.srtzcfqs3ko6bmw3@u.box.com.
Interview Sessions	Monday, 01/08/18 and Tuesday, 01/09/18 10:00 a.m. – 5:00 p.m.	UMBC Commons Building
Financial Proposals	Tuesday, 01/23/18, on or by 4:00 p.m. (Eastern Time Zone)	Financi.ha0sht5ku78llo9b@u.box.com.

EVALUATION AND SELECTION PROCESS



EVALUATION AND SELECTION PROCESS

- Technical Proposals will be evaluated by a University Evaluation Committee. This initial evaluation will result in a shortlisting of firms.
- Those firms shortlisted will be invited to participate in Interview sessions. The purpose of these sessions is to meet the key personnel and discuss aspects of the Proposer's technical proposal.
- Following the interview sessions, a second phase technical evaluation will be conducted resulting in a second shortlist
- Those firms who remain shortlisted will be requested to submit a Financial Proposal

EVALUATION AND SELECTION PROCESS

- Negotiations may be conducted by UMBC with Proposer(s) as UMBC finds appropriate. Such discussions may include Discussion Sessions with individual firms and Best and Final Proposals.
- UMBC reserves the right to request Proposers to submit its most recent audited annual financial statement or other financial report
- UMBC also reserves the right to visit any Proposer's current clients to review their dining services program and include the results of these visits in its final technical evaluation.
- The University will choose from among the highest rated proposals the one which will best serve the interests of the University based on the technical and financial evaluations.
- Further information may be requested by UMBC during the selection process

TECHNICAL PROPOSAL SUBMITTAL





General Notes:

- Organize the technical proposal in the same sequence as described on pages 36-39 of solicitation
- Proposals should take into consideration UMBC's expectations as outlined in the solicitation
- Executive Summary: Brief synopsis that demonstrates Proposer's understanding of UMBC's requirements (Limit 4 pages with font size no smaller than 11 point)



- Programmatic Elements:
 - Overall Organization: Provide details of your firm's overall organizational commitment to a progressive dining services program and include items noted in the solicitation (Limit 4 pages with a font size no smaller than 11 point)

• <u>Short and Long-Range Goals and Objectives</u>: Describe your firm's approach to the development of UMBC's dining program with specific short and long-range goals and objectives (Limit 5 pages with font size no smaller than 11 point)



- Programmatic Elements:
 - <u>Plan of Operation</u>: Provide plan for each dining program area based on the current dining venues with proposed days and hours of operation inclusive of:
 - Hours and locations for late night dining
 - Meal periods
 - Healthy options
 - Nutritional labeling



- Human Resources Elements Staffing: Submit the following:
 - Organizational chart of the on-site dining services team with names and positions
 - Resumes and three (3) references for each of the following positions:
 - General Manager/Resident District Manager
 - Resident Dining Manager (addendum)
 - Retail Dining Manager (addendum)
 - Executive Chef
 - Marketing Manager
 - Dietitian

Note: By submitting these resumes, the Proposer is committing these people to UMBC for this contract's duration, if the selected firm.



- Human Resources Elements:
 - Development: Detail Proposer's approaches to ongoing management training and staff development as requested

• Student Involvement and Engagement: Detail student employment and internship programs and the manner in which student participation will be part of programming efforts.



- Administrative & Management Elements:
 - Annual Plan: Provide an initial Annual Plan for the first year of the contract (omitting any pricing information) to include:
 - Successful contract start-up with dates and durations
 - Detailed business plan with recommendations to include: (a) meal plan options (to replace or supplement current plans), (b) new venues and menu items, (c) marketing/promotions, (d) concessions, (e) programs/special events and (f) proposed venue layout and renovations to enhance the program
 - Sample annual marketing plan and sample annual customer service survey (higher consideration if these plans are from comparable contracts submitted under "Firm Experience" category)



- Administrative & Management Elements -Accounting and Reporting: Detail Proposer systems that:
 - Facilitate University's review of program financials
 - Include audit controls
 - Provide sample reports
- Sustainability: Provide an initial but comprehensive sustainability plan to includes the factors noted in the solicitation (Limit 3 pages with minimum font size of 11)



- *Technology:* Provide a summary of strategies and technology your firm will employ to engage students and market the program (Limit 2 pages with minimum font size of 11)
- Firm Experience and References:
 - <u>Experience</u>: Provide information on three (3) comparable contracts that are currently underway or were completed in the last 3 years. Include the information noted in the solicitation.
 - <u>References</u>: Furnish reference data for the 3 contracts submitted above with the requested information. UMBC reserves the right to verify all information given as well as to check any other sources available.
 - <u>Subcontractors</u>: If applicable, list each subcontractor proposed with a complete description of its role and involvement

Technical Proposal Submittal – References Notes



- All reference checking will be conducted as part of the second phase technical evaluation.
- However, all proposers <u>must</u> furnish this information in their technical proposals.
- Ensure that the reference can speak to the firm or key person's performance.
- All references will be held in the strictest of confidence.



- Capital Investments: If a Proposer is recommending any capital investments to implement its proposal, provide the following information:
 - Narrative description of any proposed capital project inclusive of venue layout revisions, venue upgrades and/or venue renovations or additions
 - Implementation timeline (bar chart) for each project
 - Summary investment schedule itemized by project, location and estimated total cost for each with grand total estimated costs
- MBE Participation: Include statement confirming your firm's agreement with meeting the MBE percentage per the solicitation
- Addenda Acknowledgement Form: Include this form completed and signed

PRESENTATION/INTERVIEW SESSION



Presentation/Interview Sessions



 Only Proposers shortlisted based on the initial technical evaluation will be requested to attend a session

 Required Attendees are (1) General Manager/Resident District Manager, (2) Executive Chef, (3) Marketing Manager, (4) Resident Dining Manager, and (5) Retail Dining Manager

 Proposers advised to set aside dates for these sessions to avoid any conflicts

Presentation/Interview Sessions-Purpose



- Meet Proposer's key personnel
- Provide opportunity for Proposer to present and discuss the following elements of its Technical Proposal:
 - Initial Annual Plan relative to start-up and business plan only
 - Plan of Operation
 - Initial Sustainability Plan
 - Proposed Capital Investments, if any
 - Technology Strategies to be employed.
- Respond to other inquiries that the University has during the course of the session

FINANCIAL PROPOSAL SUBMITTAL



Financial Proposal Submittal –



- Firms shortlisted based on second phase technical evaluation will be requested to submit a Financial Proposal
- Financial Proposal will include the following:
 - Meal Plan Package Pricing (based on current mandatory meal plans with other information per solicitation)
 - Alternative Meal Plan Pricing
 - Retail Menu/Pricing Guide
 - Ancillary Pricing (for pre-semester, summer campus and conferences)
 - Commission Proposal (Meal Plans and Concessions)
 - Capital Investment by Proposer
 - Annual Scholarship Donation
 - Annual Training Funds
 - Annual Marketing Funds
 - Any other financial considerations offered

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CONTRACT AWARD





Contract Award



- The successful firm will be required to sign the University's contract (to be provided via addendum)
- Notification to all proposing firms of the final selection is anticipated in February 2018
- The University anticipates submitting for the approval of the contract by the USM BOR Finance Committee in March 2018 and the full BOR meeting in April 2018

QUESTIONS



SITE VISIT/TOUR





UMBC DINING SERVICES PROCUREMENT

SOLICITATION – #BC-21084-C PRE-PROPOSAL MEETING AND SITE VISIT/TOUR

3 NOVEMBER 17