REQUEST FOR QUALIFICATIONS AND PROPOSALS
STRATEGICALLY SOURCED - PREPARED MEAL & MEAL DELIVERY SERVICES

RFQ/P No.: PMDS-2020

Issue Date: September 18, 2019

SAN FRANCISCO UNIFIED SCHOOL DISTRICT
PURCHASING DEPARTMENT
135 Van Ness Avenue, Room 123
San Francisco, CA 94102
NOTE REGARDING THE PUBLIC RECORDS ACT:

Government Code Section 6250 et seq., the California Public Records Act (PRA), defines a public record as any writing containing information relating to the conduct of the public business.

The PRA provides that public records shall be disclosed upon written request and that any citizen has a right to inspect any public record unless the document is exempted from disclosure.

Be advised that any contract that eventually arises from this RFP is a public record in its entirety.

In addition, all information submitted in response to this RFP is itself a public record, excepting to the extent permissible by law a Proposer’s financial information.

Submission of any materials in response to this RFP, other than financial documentation clearly marked as “CONFIDENTIAL”, constitutes a waiver by the submitting party of any claim that the information is protected from disclosure.

By submitting materials, (1) you are consenting to release of such materials by the San Francisco Unified School District if requested under the Public Records Act without further notice to you and (2) you agree to indemnify and hold SFUSD harmless for release of such information.
REQUEST FOR QUALIFICATIONS AND PROPOSALS (“RFQ/P”) FOR STRATEGICALLY SOURCED - PREPARED MEAL & MEAL DELIVERY SERVICES

The San Francisco Unified School District (“District”) is requesting qualified firms, partnerships, corporations, associations, persons, or professional organizations (“Firm(s”)”) to submit a statement of qualifications and proposals (together “Proposal(s)”) to the District for (“Services”), as described herein.

All Proposals must be received on or before NOVEMBER 12, 2019, no later than 4:00 p.m.

Proposals are to be submitted only in sealed envelopes; facsimile and electronic transmissions are not permitted. Late responses will not be accepted. Proposals will be opened immediately after they are due. Proposals received after the due date and not in accordance with the instructions set forth in the RFQ/P will be rejected. Through this procurement, three (3) different scopes of work are being solicited for purchase for a period of five (5) years.

A. Each of the three (3) scopes of work being sought are described below.
B. Contractors may bid on any or all of the three different scopes of work.
C. While the three scopes of work vary, the requirements laid out in this RFP shall apply to all three of the scopes of work unless stated otherwise.

The Fee Schedule form has three different tabs, one for each of the three different scopes of work outlined in this RFP. Contractors may bid on any or all of the two different scopes of work, and they must complete the relevant Fee Schedule form for each scope of work they are submitting a proposal for.

Interested Firms are invited to submit a Proposal as described below, with one (1) original and five (5) copies of requested materials as well as a digital copy on a thumb drive, to:

San Francisco Unified School District
Purchasing Department
RFQ/P No. PMDS-2020
135 Van Ness Avenue, Room 123
San Francisco, CA 94102

All inquiries/questions/requests for clarification regarding the RFQ/P must include reference to the RFQ/P number and the section, page, etc. that the firm is inquiring about. Questions regarding this RFQ/P must be submitted online in writing and directed to Leon Ho at hol@sfusd.edu on or before 5:00 pm on Friday, OCTOBER 4, 2019. Firms are directed not to contact any other person with inquiries regarding this RFQ/P. The District may respond to questions presented via addenda to this RFQ/P.

KEY EVENTS SCHEDULE
The target schedule for completion of this procurement is shown below. The dates are subject to change.
Pre-Proposal Conference: A pre-proposal conference will be held at 1:00 p.m., OCTOBER 16 at 135 Van Ness Avenue, Room 210, San Francisco, CA 94102. Interested Firms are encouraged to attend.

Mandatory Community Tasting Panel: All Firms which submit proposals will be required to provide to the District sample meals, as specified in the RFQ/P. The sample meal will be anonymously presented by the District to a Community Tasting Panel for evaluation.

This RFQ/P is not a formal request for Proposals, or an offer by the District to contract with Firm(s) responding to this RFQ/P. The District reserves the right to reject any and all Responses. The District also reserves the right to amend this RFQ/P as necessary. All materials submitted to the District in response to this RFQ/P shall remain the property of the District. The District shall not be responsible for the costs of preparing any proposal in response to the RFQ/P.

### RFQ/P – REFERENCED/ATTACHED DOCUMENTS

- **Attachment “1”** Agreement for Meal Preparation and Delivery Services
- **Attachment “2”** Scope of Services ("SOW")
- **Attachment “3”** Bid Form / Fee Schedule
- **Attachment “4”** Community Tasting Test Panel Tally Sheet
- **Attachment “5”** Good Food Purchasing Resolution; 2015 Wellness Policy
- **Attachment “6”** Good Food Purchasing Policy Standards Brochure
- **Attachment “7”** Contractor Responsibility Questionnaire
- **Attachment “8”** Nutrition Baseline Assessment
- **Attachment “9”** SFUSD Nutrition Guidelines
- **Attachment “10”** Map of School and Delivery Sites
- **Attachment “11”** Current Order Level by Site
- **Attachment “12”** Good Food Purchasing Bidder Evaluation Form and Scorecard

### 1. GENERAL INFORMATION
Overview

The District invites qualified Firms to submit a Proposal related to its ability to provide the Meal Preparation / Delivery Services, as more fully indicated herein. The San Francisco Unified School District (hereinafter also “SFUSD” or “District”), founded in 1851, is the seventh largest school district in California, educating over 57,000 preK-12 students every year. During regular school year 2018-19 SFUSD served meals at 74 elementary and K8 schools; 13 middle schools, and; 23 high schools (including two continuation schools and an independent study school); 15 early education schools; and 10 active charter schools authorized by the District. During the summer session, SFUSD served meals at 32 elementary and K-8 schools; 13 middle schools, and; 9 high schools.

SFUSD’s mission is to everyday provide each and every student the quality instruction and equitable support required to thrive in the 21st century. Given the clear connections between health, learning, and attendance, student nutrition is a priority for the SFUSD.

SFUSD’s Student Nutrition Services (SNS) department operates the largest public food service program in San Francisco, providing 20,000 lunches, 7,500 breakfasts, 6,000 suppers and 3,000 after-school snacks (48,000 pounds of food) on a daily basis. SNS also provides meal service for Summer School. SNS is committed to ensuring students are properly nourished throughout the school day so they are prepared to learn and achieve academically.

The mission of SNS is nourish to our students every day with food that enables them to live healthy lives and thrive inside and outside of the classroom. The vision of SNS is to be a student centered, equitable, and financially stable school food eco-system that provides dignified meal experiences and engages all students in eating fresh healthy food.

SNS is committed to supporting the District’s sustainability goals, through increasing the use of sustainably produced, locally grown products, including animal products that have not been treated with non-therapeutic antibiotics. Further, the District is committed to San Francisco’s goals to achieve Zero Waste by 2020 by using compostable wares wherever possible.

As required by the California Education Code, the District has a responsibility to provide one nutritionally adequate meal each day to each enrolled needy student. The definition of a needy student is one who qualifies for a free or reduced-price meal under the family size and income guidelines for the National School Lunch or Breakfast Program. There are currently over 31,000 youth that qualify for free or reduced-price lunches in San Francisco and it remains SNS’s commitment to feed all of our students the highest quality, freshest and most nutritious meals available. The District’s Board of Education has also passed the Feeding Every Hungry policy which ensures that no child is denied a meal because of inability to pay.

The national trend, from the Healthy Hunger Free Kids Act to the Let’s Move Campaign, is focused on ensuring health and wellness for all students, including access to freshly prepared food, nutrition education, and an increase in the availability of fresh fruits and vegetables. On April 28, 2015, the Board of Education approved its comprehensive Wellness Policy, recognizing student wellness as a core District value; in SY 2018-19, the District updated its Nutrition Guidelines to
align with GFPP, incorporate the most up to date research on child health and nutrition, and provide more culturally relevant options.

SNS wholeheartedly embraces and supports these efforts and continues the District’s commitment to student health by reducing the daily intake of fats, sodium, and sugar while increasing the consumption of dietary fiber, fruits, vegetables, whole grain products, and legumes.

Moreover, on May 24, 2016, SFUSD adopted the Good Food Purchasing Program (GFPP). The GFPP is a metric based framework and a set of tools that guides organizations to direct their buying power toward suppliers that meet five inter-connected values: local economies, environmental sustainability, valued workforce, animal welfare, and nutrition.

The purpose of the GFPP program is to make Good Food (defined as “food that is healthy, affordable, fair, and sustainable”) more widely available to all communities in order to promote healthier eating habits, support our local economy, and create more well-paying jobs throughout the food supply chain. The District is excited to work with vendors who share our commitment to the GFPP. This RFQ/P is an opportunity for proposers to demonstrate your level of commitment of GFPP principles and District policies.

Mission / Objectives:

The District is seeking to redefine our school meal program, in harmony with the District’s Good Food Purchasing Program and its Nutrition Policies. Through innovative partnerships and practices, the District’s goal is to develop an effective meal purchasing model that considers, in addition to cost, the quality of the food used to prepare the meals as well as its timely-delivery. We believe that authentic and diverse partnerships are essential to the creation of a sustainable, quality school dining experience.

Our objectives include:

- increasing access throughout the school day to delicious nutritious food that appeals to students;
- providing experiences that will increase healthy eating at school and create environments that support healthy choices; and
- supporting the creation of a new dining culture, where meals are an integral part of the day for the entire school community.

District Priorities:

Safe, wholesome nutritious food is of the highest priority. The selected vendor must support the District in the removal of all non-value-added costs as well as possess similar shared values and principles. In addition, special attention will be paid to proposals that meaningfully incorporate the following District priorities:

- Proximity to San Francisco / Local Presence
- Commitment to use of Seasonal Produce
- Commitment to use of Locally Grown/Produced products
• Commitment to use of Sustainably Produced products
• Current capacity to fulfill SFUSD needs
• Content viewable packaging or realistic renderings of contents
• Ability to label name of entree on packaging
• Ability to provide individually pre-packaged vegetables
• Environmentally responsible programs and services
• Level of commitment to the provision of staff support services & food samples for milestone SFUSD and school nutrition centered events:
  o Back to School events introducing parents and students to Breakfast in the Classroom programs
  o National School Lunch Week
  o National School Breakfast Week
  o Summer School meal options
  o Ongoing support for efforts to increase participation
  o School Food Advisory

2. SERVICES

The selected Firm (“Vendor”) shall perform the Strategically Sourced - Prepared Meal & Delivery Services under the District’s form of Agreement for Meal Preparation and Delivery Services (“Agreement”); the Agreement and the Agreement’s referenced Appendices are included for Vendor’s reference as Attachment “1”. The Scope of Services (“SOW”) to be performed by the selected Firm (Appendix “A” to the Agreement), is also attached for Vendor’s reference as Attachment “2” to this RFQ/P. The following summary is provided as a general overview of the SOWs:

**SOW 1**
Provide services outlined in sections 2.1-2.8 for Refresh Sites. There are currently 20 Refresh Sites which provide a combination of in house prepared items and items provided by the Prepared Meal & Delivery Vendor. The vendor will provide all Breakfasts, two to three lunches (entree only) three days per week, and all Snacks.

**SOW 2**
Provide services outlined in sections 2.1-2.8 for 114 Heat & Serve Sites providing breakfast, lunch, snack or supper and deliveries for all Early Education sites (EED).

**SOW 3**
Provide services outlined in sections 2.1-2.8 for 10 schools providing after school snack

2.1. Meals. Vendor shall ensure that all meals furnished meet or exceed the U.S. Department of Agriculture (USDA) requirements under the Healthy Hunger Free Kids’ Act (HHFKA) for the following child nutrition programs including School Breakfast, National School Lunch, Afterschool Snack, and At Risk After School Meals. Using the GFPP Bidder Evaluation From (Attachment 12), Vendor must
demonstrate a robust and actionable plan to achieve baseline purchasing targets in Local Economies, Nutrition, and Valued Workforce as defined under the Good Food Purchasing Policy during the first contract year. Vendor must also demonstrate robust and actionable plan to achieve baseline in all five categories (Local Economies, Nutrition, Valued Workforce, Environmental Sustainability, and Animal Welfare) during the third contract year.

2.2. **Utilization of USDA Foods.** The District participates in the U.S. Department of Agriculture (USDA) Foods Program and the Department of Defense (DOD) Fresh Fruit and Vegetable Program administered by the California Department of Education Nutrition Services Division (NSD). USDA Foods and DOD produce are ordered and/or received through the NSD’s Food Distribution Program and a local produce company. Vendor must be willing to accept the District’s USDA and DOD foods into its facility or facilities and shall utilize such foods in the meal platform whenever such foods are compatible with the meal platform as determined by the District. Vendor will be expected to use the percentage of USDA Foods that is in the same proportion of food costs their services represents for SNS overall food budget. This will fluctuate each year based on participation, budget and other factors. It will be determined during contract renewal process.

2.3. **Food Quality, Inspections and Labeling.** Vendor shall ensure that all meat, fish, and poultry used in meals provided under this Contract originates from a regularly operated plant which is under the supervision of or recognized by the Federal Meat Inspection Division of the USDA.

2.4. **Packaging and Condiments.** Student Nutrition Services supports the City and County of San Francisco’s Food Service Waste Reduction Ordinance and the Districts goal to increase waste diversion from landfill to 85% by 2025.

2.5. **Delivery.** District student participation in school meal programs comprises approximately 20,000 lunches, 7,500 breakfasts, 6,000 suppers and 3,000 after-school snacks served on school days during the regular school year at approximately one-hundred fourteen (114) Elementary, Middle and High Schools, as well as meal service during summer school in lesser amounts. If award is made, Vendor shall provide meal services to the District to meet such volume of student participation pursuant to the terms and conditions of the Agreement. Attachment 10 (“City Map and Site Location”) provides a map showing the geographic distribution of the current delivery sites. Contractor must provide inside delivery to:

SOW 1: 20 Middle & High School with school year average daily participation of 2900 breakfasts and 3000 lunches.

SOW 2: Approximately 114 K-12 sites and fourteen (14) EED sites daily, throughout the school year according to the SFUSD K-12 and Pre-K instructional calendars and as detailed elsewhere herein. During K-12 recesses (Winter, Spring, Summer recesses), no deliveries are made to K-12 sites, however, EED daily deliveries increase to approximately forty-six (46) sites. During the school year, the 114 K-12 schools serve 4700
breakfast, 14,500 lunches, 3200 snacks and 4900 suppers daily. During K-12 summer school, daily K-12 site deliveries are required to approximately fifty to sixty (50-60) K12 sites per summer, with this number varying from year to year. EED deliveries will be a combination of food provided by vendor and food produced in SNS’ McAteer Culinary Center. Food from McAteer Culinary Center will be made day of service. For all other deliveries, vendor will work with SNS to maximize the number of next day deliveries.

SOW 3: Direct service to approximately 10 schools for 550 after school snacks daily. Number of sites and snacks will vary each year. Vendor will deliver snacks to and bill after school programs/schools directly for these meals. While deliveries can be made at the same time as the other meals at these schools, separate paperwork is required. Vendor cannot charge additional delivery fee unless this is the only delivery they are making to this site.

2.6. **Marketing; Public Relations; Education.** Vendor shall implement a local, SNS-driven and SNS approved marketing and education plan designed to increase participation among students and generate positive program image among parents and community. This includes, but is not limited to, gathering student feedback on proposed and current menu items; developing marketing materials; and supporting professional development for SNS staff as needed.

2.7. **New Meals and Meal Components.** Vendor will work with SNS to develop new meals and meal components that conform to the price constraints of the Contract. As new meals and meal components are tested and approved for inclusion in the menu cycle, the District reserves the right to order these meals and meal components in substitute for existing ones. Prior to any meal or meal component being added to the menu cycle, it must be tested with students and receive a 3.5 or higher score on a scale from 1-5. The Vendor and SNS will agree to testing process, sites, and calendar.

2.8. **Product Samples.** During the term of this Agreement, Vendor shall grant District’s requests for samples, free of charge, of any product being purchased from Vendor pursuant to this Agreement, or being proposed by Vendor for inclusion as a new item in order to allow District to assess and accept or reject such product as provided.

3. **COMMUNITY TASTING PANEL**

Firms shall be required to provide to the District sample meals at a Community Tasting Panel event as specified below, to be anonymously presented by District staff to a Community Tasting Panel (“Panel”) for evaluation using the criteria detailed below.
3.1. The sample meals provided to the Panel will be an opportunity for a Firm to demonstrate an understanding of the District’s priorities and objectives, including taste, appearance and cost-effective use of sustainable food and packaging.

3.2. Community Tasting Panel membership participation shall be through invitation and open to students, parents, community members, and District Student Nutrition Services staff.

3.3. The Community Tasting Panel evaluation is based on the Institute of Child Nutrition’s *Measuring Success with Standardized Recipes* (U.S. Department of Agriculture, Food and Nutrition Service, 2002). A passing score is a requirement of this RFQ/P. The winning Firm, if an award is made, must have received a passing score from the Community Tasting Panel.

Panel members will rate samples based on five traits:

a) Appearance  
b) Taste/Flavor  
c) Texture/ Consistency  
d) Aroma/ Smell  
e) Overall Acceptability

A passing final score is defined as a bidder receiving a minimum of points out of a possible 300 points, as calculated across all the representative meal samples provided by that Firm, and as herein required.

3.4. Each Firm shall provide eight (8) sample meals, as required below, to the District for the Community Tasting Panel evaluation. The District’s Student Nutrition Services staff (not a Panel member) will heat, or otherwise prepare, each meal pursuant to instructions that the Firm shall provide for its sample meals. The Student Nutrition Services staff will then present each prepared meal to the Community Tasting Panel for evaluation. The meals provided to the Panel shall not be identified by Firm name, but shall be anonymous, with the identity of the Firm to be tracked by an SNS staffer (not a Panel member) who shall not reveal the Firm’s identity until after the Community Tasting Panel event is completed and the scores have been recorded on the Bid evaluation sheet.

3.5. Firms shall provide the sample meals exactly as each would be provided to the District under the Agreement, and exactly as if the meals were going to a school site.

3.6. The eight (8) sample meals shall consist of one (1) of each of the following including fruit & vegetables:

1. Chicken Entrée for Elementary Students
2. Beef Entrée for Middle School Students
3. Vegetarian Entrée for High School Students
4. Reduced Animal Protein Any Grade Range- should be noted (minimum 50% protein credit must be from plant sources)
5. Entrée Salad for Any Grade Range (should be noted)
6. Sandwich (Served Cold) Any Grade Range (should be noted)
7. Hot Breakfast Entree Any Grade Range (should be noted)
8. Cold Breakfast Entree Any Grade Range (should be noted)

3.7. A sample evaluation sheet that the District will utilize for the Community Testing Panel is attached hereto as Attachment “4,” Community Tasting Test Panel Tally Sheet, for potential Firms only for information purposes.

4. FORM OF AGREEMENT

4.1. Attached as Attachment “1” to this RFQ/P is the District’s Form Agreement for Meal Preparation and Delivery Services MATERIAL TERMS for Meal Preparation / Delivery Services (“Agreement”), including the insurance and indemnification provisions that the District will include in that Agreement.

4.2. Please indicate in Firm’s Proposal if Firm has any comments or objections to the form of Agreement. PLEASE NOTE: The District does not intend to consider any substantive changes to the form of Agreement if they are not submitted at or before this time.

5. PROPOSAL FORMAT

Firms’ Proposals must be consecutively numbered on each page and must include the following information, using the following outline structure, except as may be otherwise directed. Firms’ Proposals shall strive to be no longer than fifty (50) pages, 8½” x 11” paper, inclusive of résumés, forms, and pictures, and tabbed according to the numbering system reflected below.

Please note: Proposals submitted on forms other than the prescribed forms contained in this RFQ/P will be rejected. Firms may copy the forms contained in this RFQ/P for use in their proposal submission, but substituted forms or formats are unacceptable.

5.1. Signed Letter of Interest. A dated Letter of Interest must be submitted, including the legal name of the Firm(s), address, telephone, and fax numbers, and the name, title, and signature of the person(s) authorized to submit the Proposal on behalf of the Firm. The Letter of interest should provide a brief statement of Firm’s experience indicating the unique background and qualities of the Firm, its personnel, and its sub-vendors, and what will make the Firm a good fit for work in the District.
5.2. **Table of Contents.** A table of contents of the material contained in the Proposal should follow the letter of interest.

**TAB ONE – Firm Information.**

A. **Executive Summary.** The executive summary should contain an outline of Firm’s approach, along with a brief summary of Firm’s qualifications.

B. **Proposed Personnel/Project Team.** Include resumes of key personnel who would be performing Services for the District. Specifically, define the role of each person and outline his or her individual experience and responsibilities. Indicate personnel who will serve as primary contact(s) for the District. Indicate Firm’s and personnel’s availability to provide the Services.

C. **Narrative.** Provide a comprehensive narrative of the services offered by Firm. The narrative should include a detailed Statement of Services for which Firm is submitting its Proposal, and briefly demonstrates Firm’s understanding of the Services and work required for the District. Firm must specifically identify work or services which Firm is excluding from its Statement of Services or which are not included or provided by Firm. Provide a brief history of Firm, and, if a joint venture, of each participating entity. Identify legal form, ownership, and senior officials of company(ies). Describe number of years in business and types of business conducted.

D. Provide Firm’s contact information and email address to send Firm notifications hereunder.

E. Describe Firm’s philosophy and how Firm will work with the District staff to perform the Services.

F. Provide a statement of Firm’s financial resources and insurance coverage. Submit latest Financial Statement and the previous two (2) years, either reviewed or audited per Generally Accepted Accounting Principles. Include a certification of correctness of Firm’s statement of financial resources.

G. Provide evidence that Firm has a minimum of appropriate safety controls in place and that an accredited food-safety auditing firm has found those controls to be satisfactory.

H. Specify the current and projected workload of Firm and describe Firm’s ability to complete the Services as required herein.
I. Provide a statement of ALL claim(s) filed against Firm in the past five (5) years. Briefly indicate the nature of the claim and the resolution, if any, of the claim(s).

J. Indicate ongoing commitment to professional education of staff, total number of permanent employees, and any other data that may assist the District in understanding Firm’s qualifications and expertise.

**TAB TWO - Prior Relevant Experience.**

K. Describe Firm’s experience with the U.S. Department of Agriculture (“USDA”), California Department of Education Nutrition Services Division (“NSD”), the Healthy Hunger Free Kids’ Act (“HHFKA”), and the following nutrition programs: School Breakfast, National School Lunch, Afterschool Snack, and At Risk After School Meals.

L. Provide a list of K-12 school districts or equivalent public institutions for which the Firm has provided the same or similar Services to in the past five (5) years. Include the names of the district or public institution, a description of the services provided, scope and annual cost of provided Services, and the name of the contact person and telephone number at the district or institution. Also, indicate the Firm’s personnel that performed services for each listed institution.

M. Include letters of reference or testimonials. Firm should limit letters of references or testimonials to no more than ten (10).

**TAB THREE Additional Submittals.**

N. **BID FORM / FEE SCHEDULE.** Proposal pricing must be presented on the District’s form Attachment “3.” The Fee Schedule must be clearly filled out and written in ink or typed without interlineations, alterations, or erasures. All pricing and information on these forms must be filled in completely or the Proposal may be found non-responsive. **PLEASE SUBMIT IN SEPARATE, CLEARLY MARKED SEALED ENVELOPE** as follows under Tab 3 N. “**BID FORM / FEE SCHEDULE.”** The envelope with Vendor’s pricing information will be opened after the Vendor’s Qualification Points have been scored.

O. **CONTRACTOR RESPONSIBILITY QUESTIONNAIRE.** Provide responses, if applicable, to the Contractor Responsibility Questionnaire, Attachment “7”.

P. **GOOD FOOD PURCHASING PROGRAM EVALUATION FORM.** Please complete and include with your Proposal the Good Food Purchasing Program Evaluation Form and associated attachments, Attachment “12”.
Q. PROPOSED ROUTING SCHEDULE. Each bidder shall submit with its bid proposal a detailed proposed routing schedule, which takes into account the volume and geographic distribution of the pickup and delivery sites detailed herein, and which takes into account the number and type of vehicles the bidder will use to perform the Services under this RFQP. Each route must be determined in a way that ensures all meals, meal components and supplies on each site’s daily order within the route can be contained in one delivery trip, as defined in Attachment “2” SOW (under the heading “Delivery Instructions”). Please refer to Attachment “10” (City Map and School Site Locations) as a resource in preparing the Proposed Routing Schedule.

R. MENU CYCLES. Each bidder shall submit with its bid proposal based on the two SOW. SOW 1 will require a 10-day regular menu cycle, a 5-day gluten free menu cycle and a 5-day dairy free menu cycle. SOW 2 will require a 15-day regular menu cycle, a 5-day gluten free menu cycle and a 5-day dairy free menu cycle. For both SOW’s each bidder must provide information detailing all meal services to be provided, including ingredients lists for all items in the menu cycle, and complete nutritional analysis for the menu cycles demonstrating that all meals furnished meet or exceed the 2010 HHFKA requirements (“Healthy Hunger-Free Kids Act Requirements”) as well as the District’s Wellness Policy. In addition, Vendor shall make all efforts to provide variety for students with special diets and dietary restrictions. Menu cycles submitted in the bid response shall conform to the Offer vs. Serve meal platform. Bids shall include service for all meals in the Vendor’s menu cycles and all other necessary meal components five days per week except for school calendar holidays.

TAB FOUR - Additional Data.

Provide additional information about the Firm as it may relate to Firm’s Proposal. Indicate ongoing commitment to professional education of staff, total number of permanent employees, and any other data that may assist the District in understanding Firm’s qualifications and expertise.

6. DISTRICT’S EVALUATION / SELECTION PROCESS

6.1. Basis of Award

Subject to the provisions herein, Contract awards will be made to the responsible proposers with the “highest scored,” responsive proposals, giving appropriate consideration to the evaluation factors stated herein. The District reserves the right to make an award to other than the low-cost proposer.

The District intends to select one of the Firms, if any—but reserves the right to select more than one Firm—that best meet(s) the District’s needs to perform the Services as described in this RFQ/P. From the Firms that provide Proposals to the District, the
District may, at its discretion, interview some or all of those Firms.

6.2. **Best Value Selection Process**

The Firm will be evaluated and selected based on qualifications and demonstrated competence that include relevant experience with public agencies, including local agencies, and a proven track record of success.

This RFQ/P will be evaluated as a “best value” procurement. The District will weigh proposals based on the per-day Meal and Delivery price and the total number of “qualification points” scored using a 1000-point weighted scale format under four (4) Qualification Categories:

1. Level of vendor’s overall commitment to the Good Food Purchasing Plan & demonstration of ability to meet baseline requirements in each value category as outlined in the GFPP Evaluation Form;
2. Results from the Community Tasting panel event;
3. Experience and approach to the required services, both of the firm and its proposed team; and
4. Overall responsiveness to the requirements set forth in the RFQ/P.

Evaluators will first “score” the Qualification Categories of all submitted proposals, **before** opening the separately enclosed Attachment ”3” Bid Form/Fee Schedule.

The total proposal price will be bid price divided by the proposer’s weighted qualification points resulting in a unit of measurement indicating dollars per quality point. Formula: $ ÷ Points = “$Points” or “best value” score. The Vendor with the lowest best value score shall be considered the apparent lowest responsible bidder.

Vendors are encouraged to think strategically; the successful firm’s proposal will be the one that commits to the preparation and delivery of the highest quality meals, at the most reasonable price.

7. **ESSENTIAL QUALIFICATION REQUIREMENTS**

In order to be found sufficiently qualified and responsible in response to this RFQ/P, a firm must demonstrate to the District that it meets each of the following Essential Qualification Requirements:

<table>
<thead>
<tr>
<th>Essential Qualifications</th>
<th>What We’re Looking For</th>
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<tbody>
<tr>
<td><strong>Adequate Financial Resources</strong></td>
<td>Evidence that the proposing firm has been in business long enough to understand, and be able to anticipate and support, its operational needs and to appropriately manage and address the risks associated with its operation.</td>
</tr>
<tr>
<td><strong>Safety Record &amp; Controls</strong></td>
<td>Evidence that the proposing firm has a minimum of appropriate safety controls in place and that an accredited food-safety auditing firm has found those controls to be satisfactory.</td>
</tr>
<tr>
<td>Comparable Experience</td>
<td>Evidence that the firm has experience in the preparation and delivery of meals to similar sized K-12 public school districts; charter schools; college &amp; universities and other institutional business and industry clients and for which deliveries were made to at least 75 separate institutional locations per day.</td>
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<tr>
<td>Appetizing, Quality Meals</td>
<td>Sample meals must meet, at a minimum, a point score of 130 out of a possible 300 points, based upon the aggregate Community Tasting Panel Event scores required by the RFP.</td>
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7.1. Once the District has determined that a Vendor has met the Essential Qualifications Requirements, the submitted proposal will be evaluated as set-forth in Section 6, **DISTRICT’S EVALUATION / SELECTION PROCESS**, above and as further discussed in Attachments to this RFQ/P.

7.2 Evaluator will objectively determine the Best Value of each proposal using the criteria outlined below:

**BEST VALUE QUALIFICATION SECTION 3. Experience / Team Approach:**

**EXPERIENCE:**
- Substantial experience in the food-provision industry;
- Experience reducing costs for customers;
- Experience reducing paperwork for customers;
- Recent and substantial experience providing the same services to K-12 partners or similar market channels;
- Experience providing meals to California urban public schools;
- Recent and substantial experience providing food to commercial clients in an environment requiring a fast and efficient system for meal delivery.

**APPROACH:** Management system that:
- Is efficient;
- Requires less paperwork;
- Includes effective quality controls such that problems are anticipated and, when such arise, promptly resolved;
- Ensures timely and accurate delivery;
- Is flexible enough to easily address changes in District needs;
- Reduces and controls District costs; AND
- Sufficient fleet of resources on hand to meet delivery requirements, or ability to easily expanded through leasing, subcontracting or acquisition

**BEST VALUE QUALIFICATION SECTION 4. Overall Responsiveness:**
1. Proposer demonstrates a complete understanding of the District’s School Nutrition Services program and its Meal Preparation & Delivery service requirements under GFPP, as described in the RFQ/P and the Scope of Work, and can perform those services to the District’s satisfaction; submittal of all required information in accordance with RFQ/P Proposal Requirements.

2. Proposal is responsive to District Priorities: Proximity to San Francisco / Local Presence; Commitment to use of Seasonal Produce; Commitment to use of Locally Grown/Produced products; Commitment to use of Sustainably Produced products.

3. Current capacity to fulfill SFUSD needs.

4. Content viewable packaging or realistic renderings of contents.

5. Level of commitment to the provision of staff support services for milestone SFUSD and school nutrition centered events. Level of commitment to the provision of staff support services and food samples for milestone SFUSD and school nutrition centered events:

Back to School events introducing parents and students to: Breakfast in the Classroom programs; National School Lunch Week; National School Breakfast Week; Summer School meal options; Ongoing support for efforts to increase participation; School Food Advisory.
I. PRICING SECTION (Attachment “3”)

PER DAY MEAL PREP AND DELIVERY COST SUMMARY

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Per Day MEAL COST TOTAL

DELIVERY COST SUMMARY

1. Regular – School Year
2. Summer School – Holidays
3. Year-round – Bulk

Per Day (regular school day) DELIVERY COST TOTAL

II. BEST VALUE EVALUATION SECTION

<table>
<thead>
<tr>
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<th>Minimum / Maximum Points</th>
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<tbody>
<tr>
<td>1. Good Food Purchasing Bidder Evaluation Scorecard</td>
<td>20 / 300</td>
</tr>
<tr>
<td>2. Community Tasting Panel Section</td>
<td>130 / 300</td>
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### Experience – Team Approach Section

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### Overall Responsiveness Section

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</table>

**Range**  
**TOTAL POINTS**  
**440 / 1000**
Section 1: Good Food Purchasing Program Commitment (Attachment 12)

Using the GFFP Standards Brochure as a Guide (Attachment 6), vendor will be asked to complete the GFPP Evaluation Form (Attachment 12), demonstrating a robust and actionable plan to meet baseline purchasing targets in all five GFPP value categories by contract year three. Please refer to the GFPP Evaluation Form Scorecard (also provided in Attachment 12) for complete guidance on response scoring.

The 300 total available points in this section are distributed as follows amongst the five GFPP value categories:

- Local Economies: 30 points available
- Nutrition: 10 points available
- Valued Workforce: 30 points available
- Environmental Sustainability: 80 points available
- Animal Welfare: 150 points available

Section 2: Community Tasting Panel Talley Sheet (Attachment 4)

The Community Tasting Panel evaluation is based on the National Food Service Management Institute's *Measuring Success with Standardized Recipes* (U.S. Department of Agriculture, Food and Nutrition Service, 2002). A passing score is a requirement of this RFQ/P. The winning Firm, if an award is made, must have received a passing score from the Community Tasting Panel. Menu items will be evaluated on the following criteria:

- Appearance
- Taste/Flavor
- Texture/ Consistency
- Aroma/ Smell
- Overall Acceptability

A passing final score is defined as a bidder receiving a minimum of 130 points out of a possible 300 points, as calculated across all the representative meal samples provided by that Firm, and as herein required.
7.3. Commencement of Services

The District anticipates the selected Firm will be awarded the Services on or about July 1, 2020, and will begin coordination to provide the Services immediately following Board approval of the selected Firm. The services will begin with the 2020/2021 school year.

8. TERMS AND CONDITIONS

8.1. The District reserves the right to contract with any Firm responding to this RFQ/P for all or portions of the above-described Services, to reject any Proposal as non-responsive, and not to contract with any Firm for the Services described herein. The District makes no representation that participation in the RFQ/P process will lead to an award of contract or any consideration whatsoever.

8.2. The District is not responsible for late delivery of a Proposal. It is the responsibility of the responding Firm to ensure that the Proposal is submitted on time to the District. Proposals that are received after the deadline may not be considered.

8.3. Responses to this RFQ/P will become the property of the District and subject to the California Public Records Act, Government Code sections 6250 et seq. Those elements in each response that are trade secrets as that term is defined in Civil Code section 3426.1(d) or otherwise exempt by law from disclosure and which are prominently marked as “TRADE SECRET,” “CONFIDENTIAL,” or “PROPRIETARY” may not be subject to disclosure. The District shall not be liable or responsible for the disclosure of any such records including, without limitation, those so marked if disclosure is deemed to be required by law or by an order of the Court. A Firm that indiscriminately identifies all or most of its response as exempt from disclosure without justification may be deemed non-responsive. In the event the District is required to defend an action on a Public Records Act request for any of the contents of a response marked “Confidential,” “Proprietary,” or “Trade Secret,” the Firm agrees, by submission of its response for the District’s consideration, to defend and indemnify the District from all costs and expenses, including attorneys’ fees, in any action or liability arising under the Public Records Act.

8.4. Issuance of this RFQ/P does not commit the District to award a contract for Services or to pay any costs incurred with the preparation of a response. Firms should note that the execution of any contract pursuant to this RFQ/P is dependent upon successful negotiation of terms and fees as well as approval by the District’s Board of Education.

8.5. Prior to contract execution, proof of all insurances at the levels specified in the specific contract will be required. Fingerprinting of all personnel who will visit school sites is also required. The District reserves the right to amend this RFQ/P by means of addenda.
8.6. In the event Firm is asked to attend an interview, it is mandatory that the proposed primary contact and a principal of the Firm with the authority to enter into binding contracts with the District attend the interview. The District is not responsible for any costs the Firm may incur in the preparation of the Proposal, interview, or selection process.

9. PROTESTS
Any protest regarding this RFQ/P must be submitted in writing to the District, before 5:00 p.m. of the THIRD (3rd) business day following the date of notification by the District that a firm has been selected following the evaluation / selection process.

9.1. The protest must contain a complete statement of any and all bases for the protest.

9.2. The protest must refer to the specific portions of any documents that form the basis for the protest.

9.3. The protest must include the name, address, email, and telephone number of the person representing the protesting party.

9.4. The party filing the protest must concurrently transmit a copy of the protest and any attached documentation to all other parties with a direct financial interest that may be adversely affected by the outcome of the protest; and all other Firms or proposers who appear to have a reasonable prospect of receiving an award depending upon the outcome of the protest.

9.5. The procedure and time limits set forth in this paragraph is mandatory and are each Firm's sole and exclusive remedy in the event of protest. Failure to comply with these procedures shall constitute a waiver of any right to further pursue the protest, including filing a Government Code Claim or legal proceedings.