Appendix C
Technical Submittal Response Template

Vandal Dining Services

RFP # 21-08M
I. Technical Submittal Response Template

A. TECHNICAL PART 1: The Proposal Letter

1. Please provide a proposal cover letter – this must be signed by an authorized officer of the Offeror. The proposal letter shall also include the names, addresses, email addresses and telephone numbers of the following individuals:
   a. Authorized persons to communicate with the University regarding the proposal,
   b. Authorized persons to conduct Agreement negotiations, and
   c. Authorized officer to sign the Agreements.
   d. Provide a statement committing your company to the financial arrangement and terms proposed in your RFP response.

B. TECHNICAL PART 2: Objections to the RFP

1. Provide any objections to the RFP including the Statement of Work and Contractual terms and conditions.

   NOTE: An Offeror is presumed to completely accept the RFP requirements and conditions unless an objection is specifically noted in this section of the proposal. The absence of any objection in this section shall indicate Offeror’s agreement thereto.

C. TECHNICAL PART 3: Offeror’s Organization and Resources

1. Provide a brief narrative introduction and company background.
2. Provide a statement that explains why your company would be the most qualified to support the University objectives. What differentiates you from your competitors?
3. Provide an organizational chart indicating the lines of communication and authority from each on-site management team to regional and corporate levels of management.
4. Indicate the location of your company’s offices that will service the University, addressing where administrative support for the University is provided.
5. Provide a complete list of all Offeror-managed collegiate Dining Services within the Northwest region. As well as a representative sample of nationwide higher education contracts that are similar in size and scope to this RFP.
6. Provide a list of three (3) references representing current accounts with operations of similar scope and size to this RFP. Include the following:
   a. Account name, client contact’s name and contact information, and details of the scope of services provided.
   b. Include the annual sales volume for residential dining, retail dining, concessions, and catering.
7. Provide a list of all higher education accounts lost or not renewed in the past three (3) years within the Northwest region; for each account provide the institution’s client contact name and contact information.
8. Provide a list of any current legal disputes, as well as a list of any past disputes that may jeopardize the reputation of the Contractor or the University.
D. TECHNICAL PART 4: Residential and Retail Dining Concepts and Menus

1. Complete the tables in Appendix G to include the following, mapping all existing concepts/stations by location to your future proposed concepts/stations:
   a. Retail Concepts and/or brands
   b. AYCTE stations (All-You-Care-to-Eat)
   c. Hours of operation

2. Provide a narrative description of the proposed residential and retail dining concepts at each campus that you’ve summarized in Appendix G, including:
   a. Description of the meal and block plan usage requirements for the University (e.g. Number of meal swipes in day, time periods for usage).
   b. Description of Retail Services (e.g. A narrative of how and where the customer will place orders, make payment/swipes and utilize Meal Equivalency/Meal Cash Credit, etc.).
   c. The University is looking to provide a meal equivalency and cash meal credit in the retail operations. Please provide detail on how you would plan to implement this addition value to the student.
   d. Note on Residential: Please indicate what concepts/stations will be offered during each meal or time period.
   e. Note on Residential: Provide a detailed description of “Take out/To go” options available at the Residential Dining hall and how this will be monitored.
   f. The University is interested in how the Offeror may promote a student run operation such as coffee shop and provide case studies from other Universities

3. Provide the following sample menus:
   a. Sample residential food menus for the AYCTE Dining Hall (All-You-Care-to-Eat), including vegetarian, vegan, gluten-free and authentic international options, and specify the number of weeks in a cycle.
   b. Inclusive dietary options for religiously affiliated student populations.
   c. Proposed menus for Retail operations.
   d. Submit sample summer menus for camps and conferences and describe how you will address food allergies or special dietary requests in the summer camp dining program.
E. TECHNICAL PART 5: Catering

1. Provide a detailed Catering proposal including:
   a. The process used to receive, process, affirm and confirm catering orders.
   b. Identify how you would promote the Catering department and increase business through strategic marketing, advertising, and/or Catering showcases.
   c. Provide a list of products, food rental equipment, and services that you will offer the University.
   d. Per the SOW requirements on Catering, provide a description of your web-based Catering Management Software and its capabilities.
   e. Provide your proposed staffing levels based on event type and location (e.g. 1 server per X # of Guests at Served Lunch).

2. Catering is a key element of the Dining Services. The University will require varying levels of service and pricing. Please provide details on how you intend to service the following tiers of catering, including staffing levels, and also provide sample menus for each tier:
   a. Budget Oriented Services: foods and beverages available for pick up with no Contractor set up or bus service, including menu items for student organizations.
   b. Value Service: drop off and pick up buffet service with limited set up and bus service limited to clean up.
   c. Full Service: buffets or served meals with full wait staff and bus service.
   d. Fine Dining or Presidential Signature Events.

F. TECHNICAL PART 6: Proposed Staffing and Management Schedule

1. Provide a detailed description of how employees will be recruited and retained. Specifically, address how recruiting efforts will be successful for the University, which is located just a few miles from Washington State, where there is a higher minimum wage?

2. Provide a detailed management organization chart for the University and the roles and responsibilities for those managers.

3. Provide staffing and management schedules for all University Facilities included in this RFP. For each operation include:
   a. Management Positions per location
   b. Wage rates

4. A description of how, as a new Contractor, your company will deal with incumbent management and non-management employees who wish to remain at the University.

5. Please address how you will handle management and staff training, including the types of training delivered, as well as the format and frequency of this training.

G. TECHNICAL PART 7: Job Descriptions and Resumes of Key People

1. Provide job descriptions and resumes of the proposed key resources who will be assigned to the University.
H. TECHNICAL PART 8: Safety & Sanitation
1. Submit your company’s HACCP program that will be implemented at the University.

I. TECHNICAL PART 9: Transition Plan / Services Launch
1. Provide a detailed outline for the implementation plan and Services launch. Include a work plan with start dates and end dates (assuming a July 1, 2021 go-live date), key people assignments, and support from your regional, national, and/or campus offices.
2. List any dining operations that will not be launched in time for the start of the academic year and provide details of when they will open.

J. TECHNICAL PART 10: Communications
1. Provide a sample monthly, quarterly, and annual University visitation schedule, listing out your company’s attendees by job title. Include the topics that will be discussed at each visit, and the objectives of each.
2. Provide the format for operational and financial results delivery, and related analysis that the University can expect to receive and use as a management tool.
3. Describe the reporting that you will provide at the University, including the proposed cadence (e.g. weekly, monthly, quarterly), as well as dashboards and other summary reporting tools you will use to convey results, successes, and opportunities for program improvement. Provide sample images of reports and dashboards for reference.

K. TECHNICAL PART 11: Quality Assurance Program
1. Describe the Quality Assurance plan you propose which at a minimum, should include the following:
   a. Identification of Key Performance Indicators (KPIs) and strategies for measurement and reporting during year one. Address your acceptance of the KPIs described in Appendix F section of this RFP and how you will work towards achieving, measuring, and tracking against these metrics. Please also describe additional KPIs you are proposing, above and beyond the ones outlined in Appendix F. How would you use this information to improve services included the RFP?
   b. Strategies for monitoring student/Guest satisfaction.
   c. Strategies for monitoring and maintaining food quality and safety.
   d. Process for identifying improvement needs and remedying deficiencies.
   e. Strategy for ensuring innovation over the life of the contract.
2. Provide details on the dining survey you will utilize, including questions that will be asked, and the frequency with which you will gather student feedback. Also provide information on the following:
   a. Survey platform that will be used.
   b. Incentives to encourage participation.
   c. Assistance required from the University and the type of raw data the University will be provided so they can conduct their own analysis.
3. What is your plan to engage students in active dining feedback/input committees?
   a. Describe your process for reviewing student feedback, identifying corrective
      actions, communicating your proposed changes (both to the University and
      students), and working to incorporate changes to your operations in response
      to the feedback received.

4. Please provide a sample “annual plan,” as referenced in Section G. of the
   Statement of Work, to give the University visibility into your approach to continuous
   improvement.

L. TECHNICAL PART 12: Information Technology
   1. What technology packages will you utilize to enhance the following:
      a. Pre-ordering and pick up in retail locations.
      b. Relay of information to students regarding Dining Services.
      c. Staffing and production efficiencies.
      d. Enhancing the student experience.
   2. Provide details on the software applications utilized to support the functions in
      Section E. Contractors Responsibility in the Statement of Work.
   3. Provide details of your proposed website and mobile application along with the
      respective features and functionality.

M. TECHNICAL PART 13: Sustainability Programs and Energy Management
   1. Describe your company’s social responsibility, sustainability, and green programs,
      and describe associated initiatives proposed for the University.
   2. Include a description of how your dining hall operations and catering events will
      meet the Universities sustainability goals, as outlined in Appendix H and section
      KK of the SOW. In addition, please address the following:
      a. Provide a percentage of food purchased from the local (Latah and adjoining
         counties) and Regional (Eastern Washington, Idaho, Northeast Oregon and
         Western Montana) food purchasing.

N. TECHNICAL PART 14: Health and Wellness
   b. Please describe your Health and Wellness program in its entirety, and
      specifically address these areas: How vegan, vegetarian, gluten-free and
      other dietary needs will be accommodated in retail food concepts?
   c. Enhanced food sensitivity/allergy related dining options.
   d. Health and Wellness education.
   e. The use of technology to integrate menu planning with health and wellness
      initiatives.
   f. Describe the role and responsibilities your Dietician will play in the Health and
      Wellness platform you propose for the University.
   g. Describe the process your Dietician will use to evaluate requests for
      exemptions from mandatory meal plan requirements.
   h. Describe your approach to Health & Wellness will leverage the desired
      shared services model.

O. TECHNICAL PART 15: Marketing
   1. Describe your proposed approach to Marketing in detail, with supporting data to
      answer the following:
a. Marketing of retail services and samples of your graphic design capabilities.
b. Marketing of mandatory meal plans, to maximize meal plan participation.
c. What features will you offer to University employees to encourage them to purchasing meal plans.
d. Marketing of voluntary and commuter meal plans, to maximize meal plan purchases.
e. What have you seen to be the best practices in communicating to students, faculty and staff based on your company’s experiences serving higher education?
f. Sample of three (3) monthly marketing calendars, including events for Dining Services and describing the purpose of specific promotions.
g. Please provide a sample annual marketing plan prepared for another client and the results achieved from those marketing efforts.
h. Describe your Marketing staffing plan, addressing roles and responsibilities, resource allocation, leadership, and any utilization of the desired shared services model.

P. TECHNICAL PART 16: Mobile or Portable Concepts and Flexible Meal Options
1. Provide a full narrative on what application of mobile or portable concepts (e.g. Food trucks, trailers and pop-up concepts) you propose to use on campuses.
   a. Indicate where these concepts are currently in place and what results have been achieved.
2. Provide a description of any proposed programs that provide flexibility to customers, such as take-out, delivery or additional examples of other creative enhancements to the Services.

Q. TECHNICAL PART 17: Pricing Adjustments
1. Please respond to Section Y (Pricing) of the Statement of Work, confirm your acceptance of expectations related to price adjustments, and address how you will handle annual price adjustments over the life of the contract consistent with RFP requirements.

R. TECHNICAL PART 18: Campus Disruptions (e.g. natural disasters, pandemics, and other significant disruptions for operations, etc.)
1. Describe an actual situation where you worked with a University to help address challenges and minimize costs during the Spring 2020 early closure due to COVID-19. Provide your company’s overall financial strategy and specific requests for relief that you made of the University. What concessions and compromises did each party make, and what was the final outcome of COVID-19 related negotiations?
2. Describe how your company has or will adapt services based on COVID-19 precautions at University for the Fall 2020 opening. What innovative ideas has your company developed to feed students following the implementation of Social Distancing guidelines?
3. Describe what enhanced safety and sanitation measures you have implemented to address COVID-19?
S. TECHNICAL PART 19: Value-Added Services

1. Provide a complete description of any supplementary value-added services your company will offer over and above those required by this RFP. These could include donation of scholarships, ability to take on University tasks (outlined in Appendix B. Statement of Work, IV. Summary Chart Responsibilities, A. Summary Chart), student internships (both on and off site), sustainability initiatives, catering funds, and others (please reference Appendix A. documents for related information).

NOTE: The expected value of these services should NOT be included in this Technical Proposal section. Please provide those in the Cost Proposal (Appendix D) for reference purposes.