



West Valley-Mission Community College District

General Services – Purchasing Department
14000 Fruitvale Avenue | Saratoga, California 95070

ADDENDUM #1 FOR DINING SERVICES MANAGEMENT RFP #11-2425

To all firms submitting proposal(s) for the above-referenced project: This Addendum is hereby made part of the RFP Documents to the same extent as though it was originally included therein and takes precedence over the original documents and any previous addenda.

- A. RFP Document Updates: THE ATTACHED DOCUMENTS WHICH WERE PRESENTED AT THE MANDATORY PRE-BID MEETING ON OCTOBER 16, 2024 AND SIGN-IN SHEETS FOR THE MEETING ARE HEREBY INCORPORATED AS ADDENDUM #1 TO THIS RFP.

All other terms and conditions remain the same.

WEST VALLEY-MISSION COMMUNITY COLLEGE DISTRICT

Michael Robins, Executive Director of General Services

Date: October 18, 2024



West Valley-Mission
Community College District



Dining Services Management RFP #11-2425

**MANDATORY PRE-PROPOSAL
MEETING**

October 16, 2024



Today's Meeting

AGENDA

- 01** Introductions
- 02** Review of Itinerary
- 03** Opportunity Overview
- 04** Vision + Goals for Dining Program
- 05** RFP Process Schedule + Logistics
- 06** Initial Q+A



01

Introductions



West Valley-Mission
Community College District



Introductions

WEST VALLEY-MISSION CCD (DISTRICT) + WEST VALLEY COLLEGE + MISSION COLLEGE + B&D

› West Valley-Mission Community College District

- Dr. Brad Davis, Chancellor
- Cade Story-Yetto, Chancellor’s Chief of Staff
- Michael Robins, Executive Director, General Services

› West Valley College

- Dr. Jennifer Taylor-Mendoza, President
- Anthony Djedi, Vice President of Administration
- Andrae Macapinlac, Administrative Services Management Assistant

› Mission College

- Dr. Seher Awan, President
- Dr. Danny Nguyen, Vice President of Administration

› Brailsford & Dunlavey

- Chet Roach, Executive Director
- Rick Thomas, Senior Consultant



West Valley-Mission
Community College District



Introductions

BRAILSFORD & DUNLAVEY



Our purpose is to *inspire* and *empower* **West Valley-Mission** to optimize the value of investments that *advance* its mission.

National Leaders, Local Expertise

30+

Years in the industry

250+

Dining-Specific
Initiatives Nationwide

150+

Higher Education
Projects in California

850+

Higher Education
Clients

02

Review of Itinerary



West Valley-Mission
Community College District



Today's Itinerary

MANDATORY PRE-PROPOSAL MEETING (RFP # 11-2425)

- › **9:00am**
 - Pre-Proposal Meeting
- › **10:00am**
 - Tours of West Valley College Dining Program Locations
- › **11:30am**
 - Wrap Up Tours + Travel to Mission College
- › **12:30pm**
 - Lunch (provided by WVMCCD; Freeburg Hospitality Management Building, Room 104C)
- › **1:30pm**
 - Tours of Mission College Dining Program Locations
- › **3:00pm**
 - Wrap-up Meeting (Student Engagement Center, Room 311)
- › **3:30pm**
 - Depart



West Valley-Mission
Community College District



03

Opportunity Overview



West Valley-Mission
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Opportunity Overview

REMARKS FROM CHANCELLOR BRAD DAVIS



West Valley-Mission
Community College District



Opportunity Overview

DINING SERVICE AREAS

› **West Valley College**

- Campus Center Café (Campus Center)
- Coffee Bar (Campus Center)
- Learning Resource Center (Library; opening Spring 2026)
- Catering (Non-exclusive)

› **Mission College**

- Saints Café (Campus Center)
- Coffee Bar (Viso Student Engagement Center)
- Coffee Bar (Gillmor Center)
- Catering (Non-exclusive)

› **Optional + Potential Service Areas**

- Vending Services
- Concessions



West Valley-Mission
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Opportunity Overview

PROGRAM + SERVICE EXPECTATIONS

- › The District believes that the quality of the academic programs, buildings, services, and operations under its control reflects directly upon its reputation and mission. It also recognizes that students, faculty, staff, and guests have many food choices. As consumers, they value innovative offerings, quality service, competitive pricing, and convenient dining options, and will intentionally seek out providers who can meet these expectations.
- › To achieve excellence in its dining program, the District expects the Contractor to meet or exceed the following institutional goals:
 - Provide customers with excellent food quality and variety at all locations.
 - Provide excellent customer service.
 - Improve overall customer satisfaction with the Services.
 - Provide students with extended access to Services to accommodate their active lives.
 - Build campus community through engaging dining experiences.
 - Facilitate high-quality spontaneous interactions between students, faculty, and staff to enhance the campus community and encourage extending academic engagement outside of the classroom.
 - Provide competitive retail and catering pricing.
 - Increase participation in and utilization of the District’s retail and catering programs.
 - Contribute to the District’s overall educational environment through nutritional, dietary, and wellness awareness.

Opportunity Overview

MEAL PLAN PROGRAM

The District is making significant investments in its programs, facilities, and services to create an improved student experience, both academically and outside the classroom, that will prepare students for successful careers and meaningful lives. The District recognizes that its dining program should be a differentiator and a bigger part of this endeavor, and its chosen Contractor should be an invested partner in driving student success. Specifically, **the District intends to offer a partial declining balance meal plan to every student enrolled in person at either college to help it achieve its dining program goals**, which include reducing food insecurity among students, offering more diverse and higher quality food options, and providing expanded and more convenient dining services. To achieve these goals, the District recognizes that its chosen Contractor will need sufficient sales to drive the necessary improvements and realize a reasonable profit; therefore, **it is willing to contribute approximately \$2.5 million per year starting in FY 2025-26 (July 1, 2025, to June 30, 2026) to fund a declining balance meal plan program for eligible students. These funds can only be used by students at on-campus dining locations. While funding levels for future years are not guaranteed, the District anticipates increasing the annual contribution during the term of the five-year contract.**

04

Vision + Goals for Dining Program



West Valley-Mission
Community College District



SAV Process

SAV PURPOSE + OUTCOME CATEGORIES

THE SAV PROCESS DOES NOT...

Modify WVM CCD's mission or introduce new values

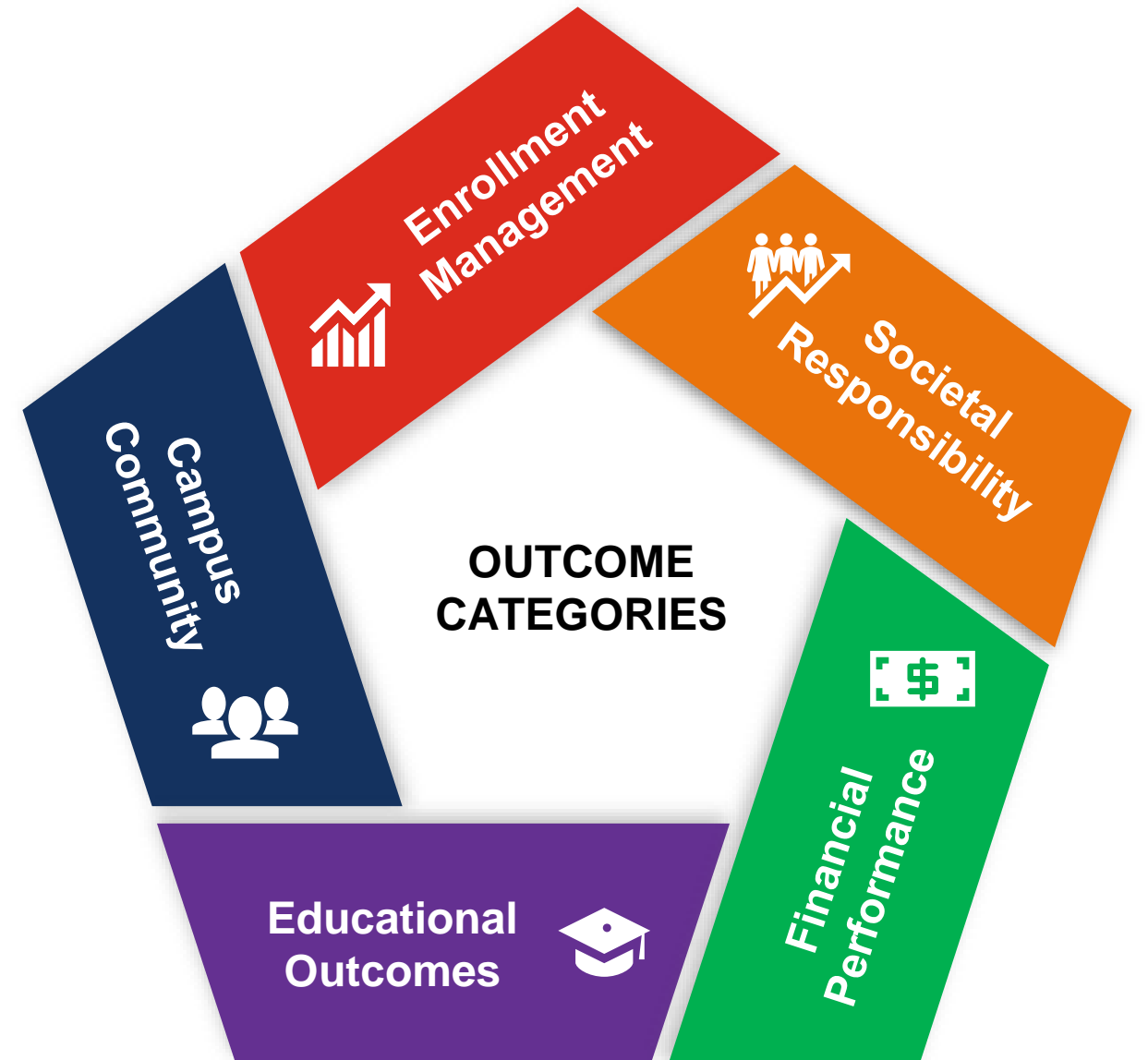
THE SAV PROCESS SEEKS TO...

Facilitate diverse stakeholder involvement in the planning process

Create criteria that allow for innovative solutions and streamlined decision making

Ground the objectives in WVM CCD's ideals to ensure consistency and mission alignment

Outcome categories related to mission and purpose are evaluated for their importance and current attainment levels





ENROLLMENT MANAGEMENT

Competitive Amenity

1 Not A Key Driver of Decision

While dining services are an important part of the student experience, the belief is students should be motivated to attend MC/WVC based on the quality of the academic programs, institutional profile, and campus locations only; **the dining programs are NOT seen as contributing to MC's/WVC's brand or competitive advantage.**

10 Driving Factor in Decision

It is critically important to MC/WVC to align its campus dining experiences with the values and quality of the institutions' brands. Not only do the **dining programs** align with the institutional brands but **are positioned as equally important as other aspects to the student experience.**

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CAMPUS COMMUNITY

Food Security

1 Market-Reliant

MC/WVC do not view food security as an institutional obligation. As such, the institutions **rely on local public community food pantries and assistance programs** to combat food insecurity among students, faculty, and staff. **Relying upon campus dining to address insecurity is not a priority.**

10 Core Institutional Responsibility

MC/WVC are **responsible for ensuring that all students, faculty, and staff have access to a balanced and nutritious diet.** As such, the institutions operate robust on-campus food pantries, programs to supply food/assistance, and **alleviate barriers for those at risk to utilize on-campus dining to address food insecurity.**

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Strategic Asset Value (SAV) Work Session Results

EXISTING CONDITION (X) → TARGETED NEW REALITY (O)

Strategic Objectives	Outcome Category	1	2	3	4	5	6	7	8	9	10	Gap
Central Gathering Place	Campus Community			X						O		6
Faculty, Staff, Student Interaction	Campus Community		X						O			6
Culture of Environmental Sustainability	Societal Responsibility	X						O				6
Social Justice	Societal Responsibility	X						O				6
Competitive Amenity	Enrollment Management		X					O				5
Brand Driver	Enrollment Management		X					O				5
Out-of-Classroom Learning	Educational Outcomes	X						O				5
Campus Community Health and Wellness	Educational Outcomes	X						O				5
Financial Accessibility / Affordability	Financial Performance		O					X				5
Food Security	Campus Community						X				O	4
Economic Impact	Societal Responsibility		X			O						3
Student Employment and Professional Development	Educational Outcomes	X		O								2
Staff Leadership and Professional Development	Educational Outcomes	X		O								2
Operating Expense Management	Financial Performance				X		O					2

Strategic Asset Value (SAV) Story Chapters

DEFINING SUCCESS



Dining Experience
+
Institutional Values
Relationship



Targeted Markets
+
Locations
+
Program Outcomes



Financial
Operating Paradigm
+
Institutional Will

Strategic Asset Value Story

DINING EXPERIENCE + INSTITUTIONAL VALUES RELATIONSHIP

The WVM dining program must...

- › Distinguish the District among its community college peers and **support prospective students' decisions to attend both Colleges.**
- › **Support students' overall educational and campus experiences** by serving as a high-quality campus-life amenity that **compels participation through effective storytelling and execution** and **contributes to their retention and academic success.**
- › Demonstrate **deep commitment to District-wide efforts to achieve food security for all students** through the program's support of campus food pantries and other food assistance programs.
- › **Enhance and showcase both Colleges' sustainability efforts** by implementing programs and **telling stories** highlighting waste-reduction, responsible purchasing, and energy-efficiency strategies.
- › Make operational and partnership decisions in **alignment with the District's strong commitment to social justice issues.**



Strategic Asset Value Story

TARGET MARKETS + LOCATIONS + PROGRAM OUTCOMES

The WVM dining program must...

- › Provide **convenient dining offerings on both campuses and operating hours** that support students' academic schedules.
- › Develop authentic menu options that **reflect and celebrate the diversity** of both Colleges' student populations.
- › Provide dining environments that serve as **central community gathering places for students** and facilitate **meaningful student/faculty/staff interactions**.
- › Support the development of food literacy skills and nutritional awareness to **empower students to make informed food decisions**.
- › Offer **part-time employment opportunities to interested students**, but the program is not expected to be an integral component of experiential learning opportunities on campus.
- › Partner with the District to **connect staff with educational and career development resources offered by the Colleges**.



Strategic Asset Value Story

FINANCIAL OPERATING PARADIGM + INSTITUTIONAL WILL

The WVM dining program must...

- › Explore all opportunities **to be priced at or below market rates** to ensure the program remains affordable for students, faculty, and staff.
- › **Effectively manage operating expenses while meeting food quality expectations**, but the program is not expected to generate significant financial returns. Subsidizing the program may be appropriate but only in response to achieving financial and non-financial strategic objectives—not inefficient operations.
- › Implement payment and/or meal plan options to **eliminate barriers for students in different financial situations** (i.e., unbanked, receiving public food assistance, etc.) and provide a **uniform experience for all students** regardless of the source of funds used.



Survey Demographics

RESPONSE RATE

- › Survey open: April 10-24, 2024
- › *Survey invitation sent to all West Valley and Mission College students, faculty, and staff and all District staff.*

1,292
Total Respondents

8% Response Rate
3% Margin of Error



682
Total Respondents
8% Response Rate



549
Total Respondents
8% Response Rate

DISTRICT STAFF

61
Total Respondents
26% Response Rate

Strategic Importance

CAMPUS DINING PROGRAM

- › 40-50% of students said dining was important or very important in their **decision to attend** their College.
- › 65-75% of students said campus dining plays an important or very important **role in their mental health, academic success, and sense of campus community**.
- › Students, faculty, and staff from both Colleges believe the **dining program should play a strategic role** in community building and enrollment management and should reflect the diversity of the campus community.

*To what extent do you agree with the following statements?
(% Strongly agree + Somewhat agree)*


Campus dining should...	Mission College		West Valley College		District
	<i>Students</i>	<i>Faculty/Staff</i>	<i>Students</i>	<i>Faculty/Staff</i>	<i>Staff</i>
...play a role in <u>building community</u> among students	92%	99%	91%	96%	92%
...create opportunities for <u>student/faculty/staff interaction</u>	91%	91%	86%	92%	94%
...offer food that <u>reflects the diversity</u> of campus community members	92%	96%	87%	88%	81%
...play a role in <u>student recruitment and retention</u>	83%	93%	81%	86%	83%
...provide <u>learning opportunities</u> outside of the classroom	78%	78%	65%	60%	62%

Satisfaction


CAMPUS DINING PROGRAM

- › The dining program is **generally meeting students' expectations**, but faculty and staff are less satisfied.
- › **Value for price, quality of food, and cleanliness of serving areas are the most important factors** for students when deciding where to eat, but the dining program is underperforming in terms of satisfaction with all three.
- › **Faculty and staff** also think the program is underperforming in terms of **healthy food options and menu variety**.
- › Factors related to the **dining facilities are generally exceeding expectations** (i.e., atmosphere, seating, ability to socialize, etc.).

Satisfaction
(% Very or Somewhat Satisfied)

	Overall	Campus Center Café	Drip Coffee
Students	69%	67%	57%
Faculty/Staff	53%	54%	71%
District Staff	62%	60%	58%

Satisfaction
(% Very or Somewhat Satisfied)

	Overall	Saints Café	KJ's (SEC)	KJ's (Gilmore)
Students	70%	59%	61%	61%
Faculty/Staff	41%	37%	61%	56%

Dining Participation

CAMPUS DINING PROGRAMS

- › Current *participation in the dining program is low*, but students, faculty, and staff *would participate more frequently if their dining needs were better met*.
- › The *District must invest in the dining program* to increase participation and *therefore maximize the dining program’s strategic impact* on student success and the campus experience.

West Valley College		“I purchase a meal on campus 3 or more times per week”	
	Present on Campus 3+ days / week	Currently	If Dining Needs Were Better Met
Students	58%	15%	42%
Faculty/Staff	79%	11%	39%
District Staff	94%	19%	55%

MISSION COLLEGE SANTA CLARA		“I purchase a meal on campus 3 or more times per week”	
	Present On Campus 3+ days / week	Currently	If Dining Needs Were Better Met
Students	52%	15%	52%
Faculty/Staff	85%	13%	50%

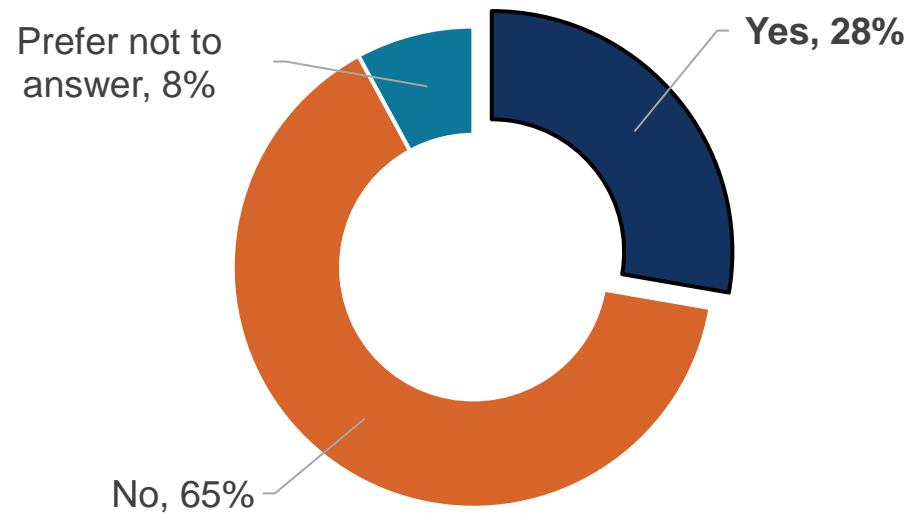


Food Insecurity

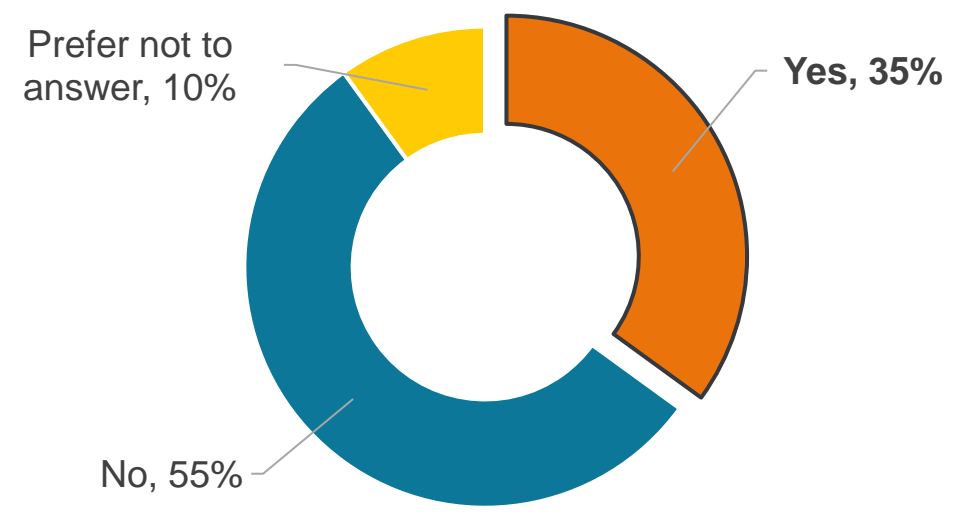
STUDENTS



In the last 12 months, did you ever eat less than you should because there wasn't enough money for food?



In the last 12 months, did you ever eat less than you should because there wasn't enough money for food?



05

RFP Process + Schedule Logistics



West Valley-Mission
Community College District



RFP #11-2425

PROCESS SCHEDULE

- | | |
|---|--------------------------|
| 1. Request for Proposals (RFP) made available to Respondents | September 23, 2024 |
| 2. Respondents return Pre-proposal Meeting Registration Forms | October 4, 2024 |
| 3. Mandatory Pre-proposal meeting and site tours | October 16, 2024 |
| 4. Additional tours available to Respondents by appointment (M-F only) | October 17-25, 2024 |
| 5. Respondents' questions about this RFP due to District | October 30, 2024 |
| 6. Respondents' questions answered by District | November 6, 2024 |
| 7. Respondents' Proposals due to District by 4:00 p.m. PT ("Due Date") | November 22, 2024 |
| 8. Short list of Respondents selected and notified | December 16, 2024 |
| 9. Short list of Respondents interviewed on campus | January 14, 2025 |
| 10. Respondent evaluations and follow up completed | February 10, 2025 |
| 11. Award decision made; letter of intent transmitted by District | February 11, 2025 |
| 12. Contract negotiations and initiation of transition planning commence | February 12, 2025 |
| 13. Board of Trustees meeting review | March 18, 2025 |
| 14. Contract signed ("Effective Date") | April 2, 2025 |
| 15. Contract's "Commencement Date" (1st day of operations) | June 1, 2025 |

RFP #11-2425

LOGISTICS

- › All communications or inquiries from proposers during the entire solicitation process must be only with District’s Michael Robins (michael.robins@wvm.edu), copying Don Mackessy (don.mackessy@wvm.edu) and B&D’s Rick Thomas (rthomas@bdconnect.com).
- › RFIs / Questions
 - Due in writing by **Wednesday, October 30, 2024, by 4:00 pm PST**
 - WVMCCD will issue responses to written questions on November 6, 2024
 - E-mail subject line: “RFI Inquiry – 11-2425 DISTRICT DINING SERVICES MANAGEMENT”
- › Proposals are due on **November 22, 2024, by 4:00 pm PST**
 - E-mail subject line: “RFP RESPONSE – 11-2425 DISTRICT DINING SERVICES MANAGEMENT”
 - Maximum e-mail attachment size of 150 MB
 - File Transfer Protocol (FTP) proposal alternative electronic delivery method
 - Responsive proposal must include one (1) non-password protected Adobe Acrobat (.pdf) copy
 - Submissions must follow the format described in the RFP
- › Additional Campus Visits (allowable Monday through Friday, October 17th - 25th)
 - E-mail requests to: Cade Story-Yetto (cade.story-yetto@wvm.edu)

RFP #11-2425

ADDITIONAL ITEMS

- › **Concessions + Vending**

- › **Alternate Options**

Alternate Options: A Respondent submitting an alternative option to what is required in this RFP shall clearly identify the exceptions and include a detailed description of the alternate(s) proposed. A Respondent may suggest additions to the requirements with respect to scope of work or services performed. All such suggestions shall be clearly defined. Alternate options shall be submitted as an attachment to a Respondent's base Proposal package, which should be complete and conform with all RFP requirements (Section 7.B).

- › **Proposal Preparation**

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content.

- › **Adhere to precise document order/organization detailed in RFP**

- Respondents should pay special attention to the bolded **RED TEXT** that identifies expected information

06

Initial Q+A



West Valley-Mission
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Dining Services Management RFP #11-2425

**MANDATORY PRE-PROPOSAL
MEETING**

October 16, 2024





West Valley-Mission
Community College District

MANDATORY PRE-PROPOSAL MEETING FOR:
RFP # 11-2425 - District Dining Services Management
DATE/TIME : WEDNESDAY, 10/16/2024 - 9 A.M. (PST)

SIGN-IN SHEET

Name	TITLE	COMPANY	PHONE #	EMAIL ADDRESS	PRIME/SUB/OTHER
Michael Robins	Executive Director, General S	West Valley Mission CCD		michael.robins@wm.edu	other
Rick Thomas	Senior Consultant	Brightford & Dunlop		rthomas@bdconnect.com	other
Chet Roach	Executive Director	Brailsford & Dunlevy		chetroach@bdconnect.com	Other
Michael Robin	ED - WUMCCP	WUMCCP		michael.robin@wumccp	other
Phillip Lutten	Director Culinary	Genuine Foods		phillip.lutten@genuinefoods.com	other
Bob Dooley	BDD	Genuine		robert.dooley@genfoods.com	prime
Brian Printup	RDO	Genuine Foods		brian.printup@genuinefoods.com	prime
Guillermo Alvarez	Exec chef	Acrack		alvarez.guilermo@acrack.com	
Katherine Bailey	Exec	KJ's		katharine@kysoc.com	
Bobby Comle	Region DM	Drip		bcomle@proso.com	
JEFF FRIEDMAN	DM	SOPHO		JEFFREY.FRIEDMAN@SOPHO.COM	
Son McMahon	DM	Pacific Dining		son@pacific-dining.com	
Viola Vargas	Owner	Primo North		chefvargas@primonorth.com	
John Choi	General Manager	California Biking Services		calbiking@californiabikingservices.com	prime
Ben Hillman	RUP CREATOR	Foam		Ben-Hillman@foam.com	

