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Memo To: Board of Education  
Dr. Mary Pfeiffer, District Administrator  
From: Paul Hauffe, Director of Business Services *PH*  
Vicky Holt, Asst. District Administrator-Human Resources/Central Services *vh*  
Date: June 13, 2012  
RE: Food Service Bid Results and Tabulation

The Neenah Joint School District received proposals from interested vendors to operate and manage the District's food service program for the 2012-13 school year. These proposals were received in the Administrative Offices by 10:00 a.m. on May 1, 2012. Attached is a summary of the bid results.

The bid results were then used by the Food Service Review Committee members to assist them in analyzing and interpreting each proposal. Attached is information concerning the criteria that the Food Service Review Committee members used to evaluate each proposal and a copy of the review form.

Also attached is a master tally grid which summarizes the results from all of the Committee members.

If you have any questions, please contact Paul Hauffe.



### Instructions for Food Service proposal review

- Each reviewer will receive X Food Service proposals
- The reviewer will read each proposal making notes of strengths/weaknesses and jot down follow-up questions that may need clarification.
- The reviewer will evaluate each proposal using the evaluation criteria developed by the District (with guidance from DPI).
- In each evaluation and for each category with the evaluation system, the reviewer will establish a first, second, and third place ranking. Points will be assigned according to that ranking.
- The evaluator will then tally up his/her totals on the tally grid.
- The evaluation committee will meet and compile a master tally grid and have a general discussion with regard to the rankings.

## **Criteria for 2012-13 Food Service program evaluations**

### **A. Cost**

How well does the proposed budget plan meet the program objectives? How does the vendor limit costs or offer solutions/alternatives? Are the costs proposed reasonable? Are any performance guarantees involved? Is there an incentive for both the vendor and the District to increase participation and hold down costs? Has the vendor adequately identified all costs – labor costs for employees, food, clerical support, etc? Cost can also mean “cost avoidance” – what will the FSMC do to control costs or limit undesirable costs? Will the FSMC make “other contributions” to the District?

### **B. Experience, References**

Looking here for past, or current, successful experience in similar-sized districts, how long have they been vendors in particular school districts (longevity), and what are their unique qualifications? Can they handle a school district the size of Neenah?

### **C. Innovation**

Does the vendor have an identified program promotion goal? Look for evidence of a marketing plan and healthy food choice educational program. Does the vendor identify new ideas and processes?

### **D. Involvement of Students, Staff and patrons**

Does the vendor have a program to involve students, staff and/or parents in program and menu evaluation, new ideas and concepts, etc? Will students and staff get involved with planning and implementing nutritional programs? How often?

### **E. Menu and Portion sizes**

Look at the sample menus included in the proposals. Do they meet the variety and interesting food that students are expecting? Do they conform with new Federal Nutritional guidelines and the District’s wellness policy? Do they make use of USDA commodities?

### **F. On-site manager**

Is the manager qualified? Review the resume. Does the proposed manager show leadership qualities, experience as a manager, size of districts or operation? Is there a corporate structure in place to assist the on-site manager?

### **G. Promotion of the School Food Service Program**

Does the vendor actively promote student or staff participation? Student advisor committee, satisfaction surveys, etc.

## FOOD SERVICE REVIEW

Please rank each Food Service Management Company (FSMC) in the following categories. These categories were listed in the original RFP sent out to each company. The FSMC will be ranked either first, second and third in each category and then awarded the corresponding points.

### A. Cost (30 Points)

Cost of operating the Food Service program (labor and food). In essence, this is their price per meal quotation.

- 1<sup>st</sup> Choice = 30 points
- 2<sup>nd</sup> Choice = 20 points
- 3<sup>rd</sup> Choice = 10 points

### B. Experience, References (10 Points)

Number of current customers who have been satisfied with service for an extended period of time.

- 1<sup>st</sup> Choice = 10 points
- 2<sup>nd</sup> Choice = 8 points
- 3<sup>rd</sup> Choice = 6 points

### C. Innovation (10 Points)

Creative and healthy meals, merchandising programs, special events. How would this be different from current operations?

- 1<sup>st</sup> Choice = 10 points
- 2<sup>nd</sup> Choice = 8 points
- 3<sup>rd</sup> Choice = 6 points

### D. Involvement of students, staff and patrons (5 Points)

Involvement of students, teachers, administration, and parents in the selection and development of menus and nutritional issues.

- 1<sup>st</sup> Choice = 5 points
- 2<sup>nd</sup> Choice = 4 points
- 3<sup>rd</sup> Choice = 3 points

### E. Menu and portions sizes (20 Points)

Menu samples, planning for healthy food selection and nutritional awareness, ability to adapt to changing customers' needs and tastes, variety and quality of food.

- 1<sup>st</sup> Choice = 20 points
- 2<sup>nd</sup> Choice = 15 points
- 3<sup>rd</sup> Choice = 10 points

**F. On-site manager (15 Points)**

Resume and background of onsite food service manager, experience, broad knowledge of school food service operations.

- 1<sup>st</sup> Choice = 15 points
- 2<sup>nd</sup> Choice = 10 points
- 3<sup>rd</sup> Choice = 5 points

**G. Promotion of the School Food Service Program (10 Points)**

Ability to increase awareness and participants in the school lunch program. How would this be implanted? Document results.

- 1<sup>st</sup> Choice = 10 points
- 2<sup>nd</sup> Choice = 8 points
- 3<sup>rd</sup> Choice = 6 points

TOTAL POINTS \_\_\_\_\_  
TOTAL POINTS \_\_\_\_\_  
TOTAL POINTS \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

