

WOODLAND PUBLIC SCHOOLS

FOOD SERVICE RFP 2012/2013

FINANCIAL PRO FORMA

Resources:

	Sodexo	Chartwells
Local Sales:	\$ 785,927	\$ 255,100
Reimbursements:		
State	\$ -	\$ 6,458
Federal	\$ -	\$ 500,574
USDA Commodity	\$ -	\$ 46,414
Total Resources	\$ 785,927	\$ 808,546

Requirements:

Food Costs:

Food Costs (include value of worker meal)	\$ 287,099	\$ 301,555
USDA Commodity Value	\$ 44,574	\$ 46,414
Commodity Freight/Storage Costs	\$ -	\$ -
Total Food Costs	\$ 331,673	\$ 347,969

Labor Costs:

Hourly Wages	\$ 339,000	\$ 339,000
Hourly Taxes and Benefits	\$ -	\$ -
Hourly Other (explain)	\$ -	\$ -
Total Labor Costs	\$ 339,000	\$ 339,000

Non-Food Expenses:

Office	\$ 60,612	\$ 500
Mileage (<i>in-district</i>)	\$ -	\$ -
Insurance/Bonding Expenses	\$ -	\$ 12,576
Non-Food Supplies (<i>paper/janitorial, etc</i>)	\$ -	\$ 18,631
Equipment Repairs/Replacement	\$ -	\$ 9,000
Satellite Transportation Cost	\$ -	\$ -
Marketing	\$ -	\$ -
Uniforms & Aprons	\$ -	\$ -
Small Equipment	\$ -	\$ -
Amortization & Depreciation	\$ -	\$ -
B & O Tax & Licenses	\$ -	\$ 2,100
Computer Software i.e. POS	\$ -	\$ -
Training	\$ -	\$ 7,550
Total Non-Food Costs	\$ 60,612	\$ 50,357

Contract Services:

FSMC's (Contractor's) Supervisory Costs	\$ 26,424	\$ 21,235
FSMC's (Contractor's) Management Fees	\$ 25,465	\$ -
FSMC's (Contractor's) General and Administrative	\$ -	\$ 25,229
Total Contract Services	\$ 51,889	\$ 46,464

Total Requirements	\$ 783,174	\$ 783,790
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Net Gain/(Loss) to District	\$ 2,753	\$ 24,756
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RFP Meals

Price per Meal - Proforma Statement	\$ 1.6400	\$ 1.5500
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Woodland Public Schools - Food Services Bid Review

NAME OF FSMC CONTRACTOR:

CHARTWELLS

Factor Number	Factor Description	RFP Maximum Point Value	RFP Points Awarded	Comments
1	Financial pro forma; proposed amount of the management fee; projected overall program financial results.	50	50	\$808,546 in rev. Upfront guarantee of \$14,275. Investment of \$50K in equipment, to be invoiced to the district at \$10,000 per year (decreasing net to district). \$10,000 in donations to the district to market program and increase participation. Projected annual increase in meals of 9.2%. With the current participation rate at lunch and the free/reduced rate, this seems very high. Mgm fee & adm fee included in fixed cost per meal. increase 4% per yr.
2	FSMC (contractor) experience, ability, responsibility, and work record in management of school food service programs.	35	35	Significant experience in K-12, some relationships going back 30 years - 62% of the 60 school districts in WA State. Have developed many local communtiy programs with districts all over country. Long list of partnerships and affiliations with organizations that focus on culinary innovation, student wellness and academic success. Examples of turnarounds from east coast schools.

3	References of present and prior school food service contracts in the state of Washington.	25	<p>Multiple references from WA & OR K-12 schools. 3 current, most from 2009 & 2010. District did not have a very good experience through the management of Interpacific and then Chartwell's 9 years ago. Lots of turnover in on-site management and no real presence in district. The 3 lead staff currently employed were all working during the Interpacific/Chartwell years. Spoke with one district who lost the contract in the last 5 years. Business Manager stated that they were reluctant to meet with her when she took over the position and that they had not met the pro forma promises in the years that Chartwell's was their manager. RFP did not list districts who had ended contracts in past years, so only spoke to one district.</p>
4	FSMC's proposed on-site supervisor.	25	<p>Will hire director, with input from district. Staff feels a new person will be learning Chartwell's procedures and may not have gone through a transition with a district in the past.</p>
5	21 day cycle elementary menu and proposed program for middle and high school.	25	<p>Good variety at all levels for breakfast and lunch. Hot and cold choices at breakfast at all levels. Elementary menus offer three choices per day, as well as fruit/vegetable bar. Include vegetarian offerings, whole grain choices and fruit/vegetable varieties daily. Many more "home cooked" entrees in comparison with current menu choices at all levels. Secondary includes 7 choices, including pizza, burgers, chicken sand, wraps, sandwiches and bowls daily. Staff liked the idea of premade grab and go salads and wraps. Also liked the preportioned fruit/vegetable servings during site visit, but didn't think would have the staff to do this. Also thought side dishes on menu seemed too complex and time consuming. However, did not see any of these items during the site visit. Discussed use of commodities to enhance program and utilize effectively.</p>

6	Nutritional marketing, communication plan, and menu planning option (see Specifications at section 2.0 Meal Services).	15	12	Eat.Learn.Live program. "What's Important to You" questionnaire, surveys, comment cards to create a baseline. Focus groups through vendor partner research. Develop program over first 6 months. Environments customized dining solution depending on the school. Different designs and styles for each level. Outtakes (like a convenience store) for high schools. Simply Good annual promotions campaign. Surveys for principals, students, Youth Advisory Council, Parent Advisory Council, PTO participation, Balance website, mail monthly menus and flyers to households, annual review and evaluation.
7	Purchasing specification and purchasing power.	15	15	Outsources food purchasing to Foodbuys LLC. Mention of locally sourced milk and bread purchases. Learned during site visit that will be switching from FSA to Sysco next year.
8	Employee training and development plan.	10	7	Provide more than 20 hours annually for hourly employees. Specific training for new USDA regulations. Proposed training schedule for all employees. Weekly 5-minute training sessions.
9	Support for clean preparation areas and safe food.	10	10	Implementation of Food Safety for Schools Guide, including detailed HACCP instructions, Weekly Five Minute Food Safety Training Sessions, clear, easy to understand rules, training and tips. Also includes Stop, Think Act plan and plan for safety committee, working in conjunction with regional coordinator.
10	FSMC's (contractor's) accounting and reporting system.	5	5	Monthly operating statements CAPS system for reporting. Monthly statements are detailed and easy to read. Strive for transparency and reliability in systems. Monthly meetings with team to review reports and answer any questions.
Total Points Awarded		215	176	

REVIEWED BY: Stacy Brown & Staff

DATE: 6/11/12

Woodland Public Schools - Food Services Bid Review

NAME OF FSMC CONTRACTOR:

Sodexo

Factor Number	Factor Description	RFP Maximum Point Value	RFP Points Awarded	Comments
1	Financial pro forma; proposed amount of the management fee; projected overall program financial results.	50	35	Guaranteed first yr return of \$2,793K Revenue of \$786,000. First Yr Super cost \$26,464 and Mgm Fee of \$25,465, no adm fee, fixed meal price \$1.64. projected 5.28% increase to achieve \$3,000 return. Return contingent upon additional \$.06 per meal from October 2012 forward. Guarantee of meeting proforma return or will make up 100% of the difference.
2	FSMC (contractor) experience, ability, responsibility, and work record in management of school food service programs.	35	35	Wide variety of food service clients. Average partnership last 20 years. Ranked #3 overall among global outsourcing companies. Other national awards for Most Admired Company, sustainability and diversity.
3	References of present and prior school food service contracts in the state of Washington.	25	20	Sodexo has an excellent reputation across WA & OR, including 4 Clark and Cowlitz districts. Lost 4 long-term partners in WA in the last 5 years. Spoke to two districts. One had used them for consulting only. The District Business Manager left and the service received from Sodexo seemed to leave with the Business Manager, so they decided to go back to self-op.
4	FSMC's proposed on-site supervisor.	25	25	Jamie Williams - I have spoken with the Business Managers and she has a good reputation in Hockinson and in BG. I have met her and she is pleasant and seems knowledgeable. Spoke with kitchen manager and she spoke very highly of Jamie's skills, especially in how she transitioned the staff at Hockinson a few years ago when she started there. Also have developed working relationship with Russ over the years and he has been helpful with SMI requirements, forms and taking care of issues in a timely manner when we had problems with the purchasing contract.

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NAME OF FSMC CONTRACTOR:

Sodexo

Factor Number	Factor Description	RFP Maximum Point Value	RFP Points Awarded	Comments
5	21 day cycle elementary menu and proposed program for middle and high school.	25	20	Two entrée choices at breakfast for elementary and many choices daily for secondary. Only gave two week menu for both elementary and secondary for breakfast. Elementary lunch menu includes 4 entrée choices daily, including sandwich and salad choices daily. Variety of fruits/vegetables, documenting new requirements and nutrient value for all menus. More home cooked items than on current menu. Secondary menu includes 7-8 choices daily, including build your own sandwiches, grab and go salads and sandwiches, pizza, grill items, mexican and asian offerings daily. Discussion of commodities and how to use them most efficiently and effectively.
6	Nutritional marketing, communication plan, and menu planning option (see Specifications at section 2.0 Meal Services).	15	15	Excellent communication and marketing options presented in proposal. National level data, local analysis, student analysis and ongoing analysis. Providing excellent food, creating learning environments where kids love to eat and bringing learning to life. Vibrant signage and themes for each level. Promotions at elementary level, eye catching themes, and changing menus at the secondary level. Grab and go market, like convenience store. Specific program (Meal Value Plan) for free/reduced meals. Specific programs to increase breakfast participation. Vending program available. Staff really liked the "green" cafeteria set up during the site visit. Transition meetings with administrators, prior to program start, initial communication program to parents before program starts, establishing a wellness committee, Food service advisory committee, websites and online payment system. Age specific nutrition education programs. Promotes learning experiences for kids such as Kids Can Cook, Farm to Markets Nutrition Fairs, Cooking Contests etc.
7	Purchasing specification and purchasing power.	15	15	SCM in place. Largest private purchaser of food in the US. Mention of using local bread and dairy vendors.

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NAME OF FSMC CONTRACTOR:

Sodexo

Factor Number	Factor Description	RFP Maximum Point Value	RFP Points Awarded	Comments
8	Employee training and development plan.	10	10	transition plan. Including, identification of current employee skill sets and develop a plan to align with individual needs. Customized training schedules. Blend of hands on and classroom learning. Monthly team training, webinars, ongoing focus on customer service. Uniforms will be worn, selected in conjunction with staff and at no cost to individual or district.
9	Support for clean preparation areas and safe food.	10	8	Extensive ongoing support and training in HACCP technology and safety in the kitchen, including continuous measurement, meticulous recordkeeping and independent reviews.
10	FSMC's (contractor's) accounting and reporting system.	5	5	Transparency and accountability are paramount, having open book policy. This was corroborated in talking to local districts. Use of SAP-based accounting and reporting systems. Sample monthly reports are very detailed.
	Total Points Awarded	215	188	

REVIEWED BY: Stacy Brown - Staff

DATE: 6/10/12