

Evaluation Report

EVALUATION AND RECOMMENDATION OF AN AWARD FOR THE FOOD SERVICE MANAGEMENT SERVICES FOR THE FREEHOLD BOROUGH BOARD OF EDUCATION

Dated: May 16, 2018

This report is prepared for the following :

The Freehold Borough Board of Education is in need of Food Service Management Company Services (FSMC) as the existing contract expires on June 30, 2018. The Board authorized the use of Competitive Contracting on April 9, 2018 to engage in an open and competitive process to solicit and evaluate responses in accordance with the criteria set forth in the RFP. The RFP was publicly advertised in the Asbury Park Press on April 14, 2018. District administration conducted a Site Visit/Walk Thru with proposers on April 27, 2018. The District received and responded to three (3) Requests for Information during the solicitation process. Two (2) proposals were received by the sealed proposal deadline of 10:00 am on Wednesday, May 9, 2018 in the District's Administrative Offices at 280 Park Avenue.

The following criteria for review of the proposals was set forth in the RFP:

<i>Evaluation Criterion</i>	<i>Weighting Factor</i> <i>1-100%</i>
<i>1. Price, Financial Guarantee – ability to provide good variety, freshness, authenticity, health choices and excellent service within good fiscal management.</i>	<i>20% / 20 points</i>
<i>2. The FSMC demonstration of having a complete understanding of the SFA's School Food Service Program and its service requirements.</i>	<i>20% / 20 points</i>
<i>3. FSMC corporate capability and experience as measured by performance record, years in the industry, relevant experience, number of SFAs served, client retention, and references, the FSMC organizational chart/plan for managing, supervising and staffing the program; a FSMC organizational chart for non-school based positions; a transition plan;</i>	<i>10% / 10 points</i>

<i>evidence of ability to meet financial targets.</i>	
<i>4. The qualifications and experiences of the FSMC management personnel that are to be assigned to the School Food Service Program: Proposed management staff. Experience with USDA Professional standards for education and experience for Food Service Directors hired after July 1, 2015.</i>	<i>20% / 20 points</i>
<i>5. The FSMC discussed their philosophy and demonstrated their experience, ability and involvement in the following areas: Nutrition, promotion of nutrition and LWP, menu development, use of NJ-grown/locally grown produce, fresh food scratch cooking, quality control, employee supervision, promotion of healthy foods and produce, marketing, public relations, increasing student participation while complying with the LWP .</i>	<i>10% / 10 points</i>
<i>6. Attendance at Tour of Facility and understanding of District facility upgrades, ever changing schedule due to construction, familiarity with student/staff population, ability to adjust to changing environment.</i>	<i>20% / 20 points</i>
TOTAL	<i>100% / 100 points</i>

Based on the criteria, the Evaluation Team determined the following ratings:

Criteria	Pomptonian Food Service	Metz Culinary
Price, Financial Guarantee (Up to 20 points)	20	20
Understanding SFA Program (Up to 20 points)	18	12
Corporate Capability & Experience (Up to 10 points)	10	6
Personnel Qualifications & Experience (Up to 20 points)	20	5
FSMC Philosophy (Up to 10 points)	10	10
Tour of Facility (Up to 20 points)	20	20
Total Points Awarded	98	73

Narrative Analysis of Each Category

Criteria	Pomptonian Food Service	Metz Culinary
Price, Financial Guarantee	<p>Projected Profit \$132,310.21 Management Fee \$45,800 Guarantee Profit \$75,000 This was based upon subsidiary income and expense calculations of 180 days of breakfast and 165 days of lunch.</p>	<p>Projected Profit \$120,419.16 Management Fee \$37,500 Guarantee Profit \$120,419.16 This was based upon subsidiary income and expense calculations of 165 days of breakfast and 180 days of lunch which appears to be the reverse of guidance issued. No lunch is served on early dismissal school days.</p>
Understanding SFA Program	<p>Good understanding of the district and local area. Currently service 4 districts in the Freehold region. Good understanding of new kitchen facilities.</p>	<p>Did not address opening of new kitchen facilities nor experience identified. Transition Plan provided offered dates that are out of sequence with a transition. Food Service Director was not identified nor resume provided as requested in the RFP Basic Information. Currently service 1 district in local area.</p>
Corporate Capability &	In business for 59 years,	In business for 24 years. Offered 58

Experience	dedicated to school food service for over 55 years. Currently serve 100 districts in NJ.	K-12 client references, with 5 NJ locations and 3 being NJ K-12 Districts. Mostly PA presence.
Personnel Qualifications & Experience	Food Service Director resume provided and details over 20 years experience	Food Service Director resume not included. Specified a "Team" Approach. General Manager shown in organization chart, with no specific identity offered. Transition plan shown suggested that candidate not identified and district would share responsibility in interviewing and selecting food service manager.
FSMC Philosophy	Serving students the highest quality, nutritious lunches as a reasonable price. Listen to clients and tailor the service to meet their needs.	Use a "guest first" philosophy, understanding the separate and unique aspects. Tailor service and products to best serve needs of client.
Tour of Facility	Tour was attended by representatives of the Company.	Tour was attended by representatives of the Company.

Conclusion and Award Recommendation

The evaluation team reviewed each proposal for its' adherence to the bid specifications and provide their ratings and narrative analysis set forth above. It is the recommendation of the Business Office that the contract for Food Services Management Services be awarded to Pomptonian Food Service, based upon their proposal submitted May 9, 2018. Specifically, this recommendation award is based on a good understanding of the unique needs of the District, the experience gained from serving many districts in both New Jersey and the surrounding area and, lastly, providing information on the Food Service Director which details over 20 years of food service industry experience that will serve the District and students well.