

## REQUEST FOR PROPOSALS

The Marin City Community Services District ("The District"), requests proposals for the following work:

### **Operation of Vending Machine Services for the Manzanita Recreation Center**

The primary purpose of this proposal is to provide healthy foods and beverages to staff and visitors of the Manzanita Recreation Center site.

The proposal should outline the proposed service, including food and beverage products, 100% of which meet healthy food guidelines/standards set forth in Exhibit A, vending machines provided, proposed maintenance schedule and upkeep of the machines, customer service and proposed financial structuring of the service.

#### **Proposals should include the following information:**

1. Vending Machine Operator's name, address, phone, FAX, and email contact information along with a description of the organization (corporation, partnership, etc.), and details of the parties that will run the operation.
2. Information about the operator's current service sites, including references and revenue history for at least five years. (demonstrating some experience or track record of at least 5 years)
3. Any links between the Vending Machine Operator and the programs that comprise any of The District programs
4. Specific Information about the planned Vending Machine Services:
  - a. **Equipment:** Proposed vending machines provided to replace current (1) snack vending machine and (1) beverage machine, placement at the site, and features, point of sale nutrition information provided.
  - b. **Service:** Proposed staffing, maintenance, restocking schedule, and other related details of how Vending Machine Operator will serve staff and visitors at the specified sites.
  - c. **Food/Beverages Provided and Adherence to Healthy Food Guidelines:** Describe the products provided, and demonstrate compliance to **Healthy Food Guidelines & Standards**. One Hundred Percent (100%) of the food/beverage selections offered should meet the Healthy Food Guidelines/Standards detailed in **Exhibit A**. Include any further details or information regarding the foods and beverages to be offered, business decisions leading to offering the products, including whether locally produced and/or organic, etc.
  - d. **Promotion/Marketing:** Include information on how Vending Machine Operator will provide to staff/visitors and promote the 100% healthy food/beverages sold in machines. Also, provide suggestions of how point-of-sale nutrition information of all products sold will be provided. Include specific information on how the products that meet the Healthy Food Guidelines/Standards set forth in Exhibit A ("Healthier Products") will be distinguished from products that do not meet these Guidelines/Standards ("Not So Healthy Products"). Include sketches or renderings of how Healthier Products and Not So Healthy Products will be identified and proposed slotting positions in the machines. Include any proposed signage or augmentations on or near the vending machines that will help to convey this message.
  - e. **Rate Schedule/Pricing Structure/Commissions-** proposed financial arrangements: Provide rate schedule (charge per unit of products sold, and how much commission for each sale.). Outline examples of pricing advantage structure for Healthier Products versus No So Healthy Products, as those terms are defined directly above in Subsection d.

#### **CONSIDERATION OF PROPOSALS WILL BE STRICTLY GOVERNED BY THE FOLLOWING:**

- 1.) The Vending Machine Operator will be selected based upon the considerations listed above and clarity and completeness in responding to the RFP;

- 2.) **Proposals must be received by 5:00 p.m. by Friday, April 11, 2014.** Proposals should be emailed to Domenica Giovannini at [dgiovannini.mccsd@gmail.com](mailto:dgiovannini.mccsd@gmail.com). In addition, to e-mail sent, additional copies of proposals may also be mailed to The Marin City Community Services District at 630 Drake Ave, Marin City CA 94965

Any proposal received at the e-mail address designated after the exact date and time specified for receipt will not be considered. The only acceptable evidence to establish timely submission shall be an electronic acknowledgement of timely receipt of the proposal by the Marin City Community Services District.

### **QUESTIONS FROM POTENTIAL BIDDERS**

Questions should be submitted by email to [dgiovannini.mccsd@gmail.com](mailto:dgiovannini.mccsd@gmail.com). The email should identify the agency represented by the questioner.

### **AWARD PROCEDURE**

The District reserves the right to make an award without further discussion of the proposals received. Therefore, it is important that the proposal be submitted initially on the most favorable terms from both a technical and cost standpoint. After submission of the proposals and closing thereof, no information will be released until after the award. The District reserves the following rights: (1) or more than one (1) vendor(s). It is understood that any qualified proposal submitted will become part of the official file on this matter, without obligation or cost to the County.

### **PROPOSAL CONTENT**

Proposals must adhere to the structure outlined above.

Proposals shall consist of the sections listed and shall be labeled in the same way as the corresponding section of the RFP. Failure to submit a proposal that complies with these requirements shall result in a proposal being considered non-responsive.

The Vending Machine Operator will be selected based upon the considerations listed above and clarity and completeness in responding to the RFP.

**PROPOSAL SUBMISSION FORM**

*To be signed and attached to submissions of proposals.*

**Proposals must be received by 5:00 p.m. on Friday February 28, 2014.** Proposals should be mailed **electronically** and hard copy follow-up, if desired, to The Marin City Community Services District at 630 Drake Ave, Marin City CA 94965, 415-332-1441, dgiovannini.mccsd@gmail.com

Name of Firm: \_\_\_\_\_

Signature of Authorized Representative: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Business Address: \_\_\_\_\_

\_\_\_\_\_

**ATTACHMENTS:**

Exhibit A: Healthy Food Guidelines/Standards

**INFORMATION TO BE ATTACHED (AS OUTLINED ABOVE)**

Attachment 1: Vendor Information

Attachment 2: Vendor References

Attachment 3: Equipment List

Attachment 4: Initial Proposed Products

Attachment 5: Documentation of Sales and Commission Paid

## EXHIBIT A

### COUNTY HEALTHY FOOD/BEVERAGE GUIDELINES/STANDARDS

These standards were set based on a Wellness Resolution, RESOLUTION NO. #2013-08 passed by the Marin City Community Services District December 5, 2013.

a. **FOOD-SNACKS** 100% of snack foods shall meet all of the following criteria:

- Snack foods ***must have no more than:***
  - 35% of its calories from total fat
  - 10% of its calories from saturated fat
  - 35% sugar by weight
  - 200 calories per individual food item
  - 230 mg of sodium
  - **EXEMPT SNACK FOODS:** *Nuts, nut butters (such as peanut butter), seeds (such as sunflower seeds), legumes (beans), eggs, cheese, and fruits/vegetables that have not been deep fried and do not contain added sugars or fat, do not have to meet the above nutrition standards except for the limit of 200 calories or less.*
- Snack foods shall contain NO trans fat

Snack foods will emphasize fruit, vegetables, whole grains, and low fat (1%) or nonfat dairy products. Sales venues where more than one snack food is sold, (including vending machines), shall:

- Include at least one item that meets the FDA definition of “low sodium”: 140 mg or less per serving or portion
- Include at least one item that contains at least two grams of dietary fiber

b. **FOOD-ENTREES**

Entrees shall *have no more than:*

- 4 grams of fat per 100 calories
- 350 calories per serving

Facilities selling or providing more than one entrée shall:

- offer at least one item that meets the FDA definition of low sodium: 140 mg or less per 100 g for meals or main dishes

c. **BEVERAGES**

Beverages shall have no added caloric sweeteners or artificial non caloric sweeteners.

Beverages must be:

- Plain water *or*
- 100% fruit and vegetable juices. 100% fruit and vegetable juices may be diluted with water but must not contain added caloric sweeteners
- Unflavored Milk products that are low fat (1%) or nonfat, *or*
- Unflavored Non-dairy milks fortified with calcium and vitamin D such as soy, rice or other similar milks