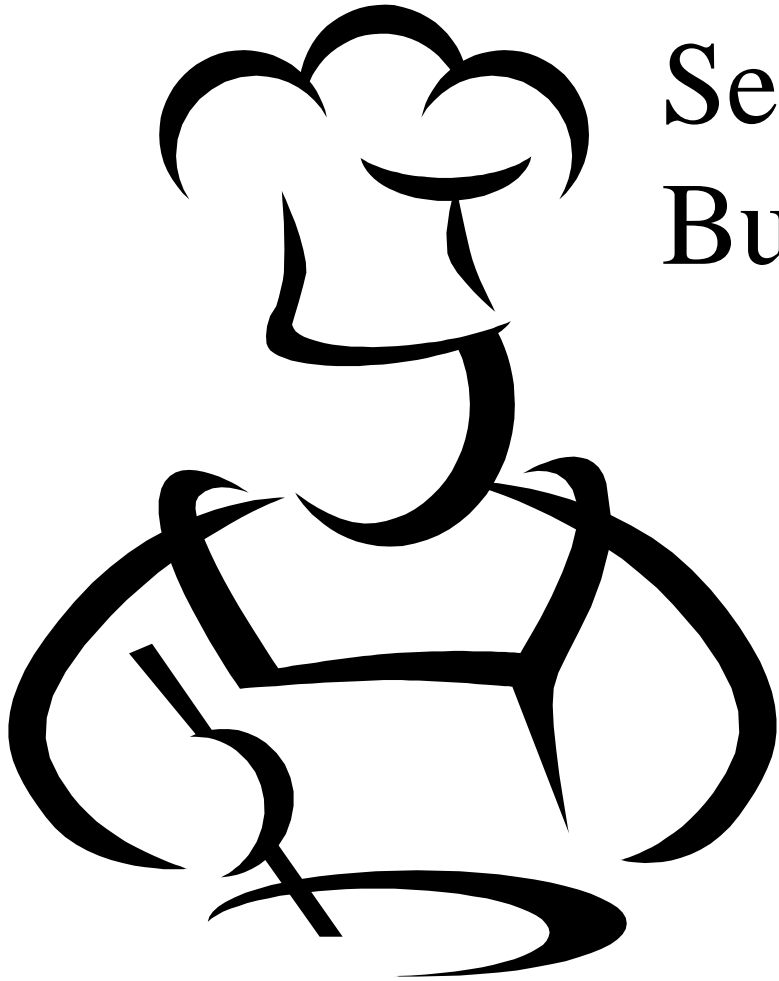
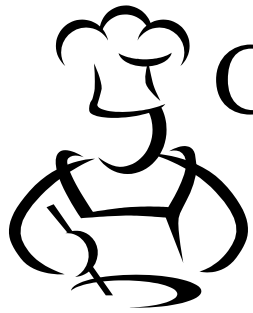


Evaluating Food Service in Central Bucks School District





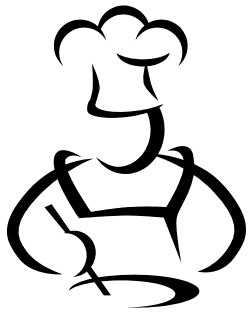
Contracting for Food Service -Overview

- Every 5 years school districts must initiate Request for Proposals (RFP) for Food Services.
 - This is a United States Department of Agriculture (USDA) requirement
 - The Pennsylvania Department of Education (PDE) manages the process.
 - We are re-bidding the food service contract after the 4th year due to material changes in the contract from implementation of the Healthy Hunger-Free Kids Act (HH-FKA).



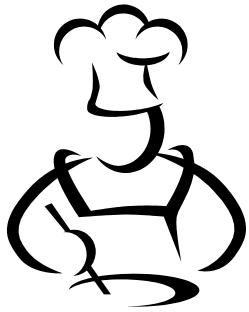
Time Line

- Early April, USDA decides not to delay implementation of a la carte standards.
- April finance committee meeting, discuss financial and operational impact of new standards and the need to rebid the contract before the five year contract expires.
- April to early May develop food service specifications answer vendor questions.
- Food service RFP opening May 30th.
- June 1 through June 17th RFP evaluations.
- June 18th recommendation to finance committee.
- June 24th School Board consideration of food service contract.
- July 1st, contract start date pending PDE & Solicitor approval.



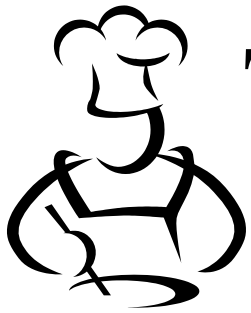
Interest in CBSD

- There are 48 food service companies who are approved by PDE to provide food service for schools.
- Six of those companies requested an RFP package
 - Aramark
 - ~~Chartwells~~
 - Metz
 - Nutrition
 - ~~Sodexo~~
 - ~~Whitsons~~



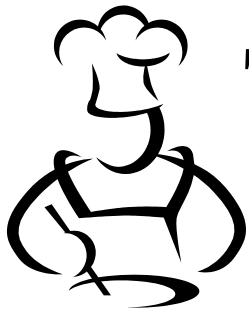
The Evaluation Process

- PDE is very specific on the requirements that must be included in the RFP document and the general categories to be evaluated.
 - **Costs and Revenues,**
 - **Service, Menus, Quality, Wellness, Safety**
 - **Financial Condition / Stability,**
 - **Accounting and Reporting Systems,**
 - **Personnel Management,**
 - **Experience/References,**
 - **Marketing and Promotion,**
 - **Student Involvement**



The Evaluation Process continued

- The CBSD Evaluation Committee:
- **Food Operations Review, minimum 3 people per USDA:**
 - Thanks to Jim Duffy, John Gamble, Kelly Unger, Dr. Bolton, Dr. Silvious, Dale Scafuro, Dr. Weitzel, Maryanne Canales, and Dr. Mass
- **Financial Review:**
 - Susan Vincent, Cheryl Rubanich, and Renee Ziccardi



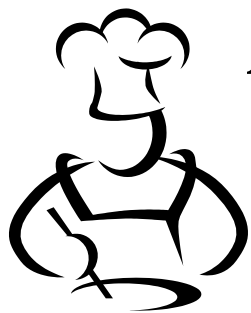
The Evaluation Process continued

- Each evaluator worked independently (USDA / PDE requirement)
- Awarded a numerical rating of 0 to 100 in an effort to quantify subjective material (100=best)
- Minor differences in criteria scores are not as important as the overall ranking of companies by major category....
 - **Cost and Revenue,**
 - Service, Menus, Quality, Wellness, Safety,
 - **Financial Condition/Business Stability,**
 - **Accounting and Reporting Systems,**
 - Personnel Management,
 - **Experience/References,**
 - Marketing and Promotion,
 - Student Involvement



The Evaluation Process continued

Major Category	PDE Weighting	Reviewed By:
Costs and Revenues	25 Points	Finance Team
Service, Menus, Quality, Wellness, Safety	15 Points	Food Operations Committee
Financial Condition / Stability	5 Points	Finance Team
Accounting and Reporting Systems	5 Points	Finance Team
Personnel Management	20 Points	Food Operations Committee
Experience/References	15 Points	Finance Team
Marketing and Promotion	10 Points	Food Operations Committee
Student, Parent, staff, Involvement	5 Points	Food Operations Committee
Total Weighted Points	100 Points	



Applying the Scoring System

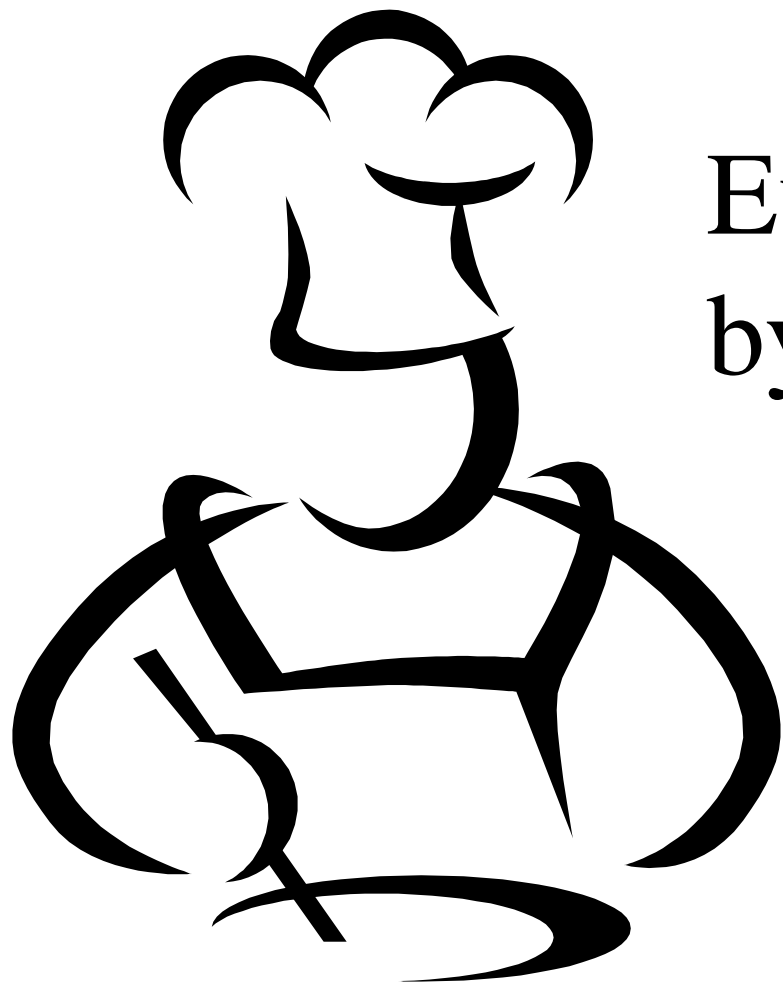
- Try to create as much numerical differentiation as possible between companies for each criteria

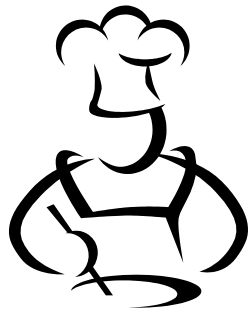
Example

Category: Service, Menus, Quality, Wellness, Safety

Criteria	Company A	Company B	Company C	Company D	Company E	Company F
Nutrition content of food offered	100	60	80			
Compliance with the district wellness policy	60	80	100			
Menus - design, variety by day / month	80	100	60			
Food quality	80	100	60			
Food Sanitation	80	60	100			
Employee safety, training, certification	100	60	80			
Total Points Out of 600 Possible Points	500	460	480	0	0	0
Map the evaluator score into the PDE system	15	11	13	0	0	0

Evaluation Summary by Category



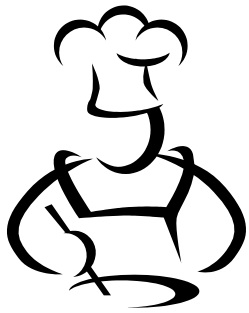


Category

Cost and Revenue

Criteria for Review	Aramark	Chartwells	Metz	Nutrition	Setexo	Whitsons
Financial Guarantee Year 1	80		100	60		
Lunch and Breakfast Sales Price all response based on CPI	100		100	100		
Scholarships or community grants - no responses	100		100	100		
Charge to District per Meal	80		60	100		
Will Food Service Company Reduce Staff?	no		no	no		
Will Food Service Company Reduce Bene.?	no		no	no		
Will Food Service Company Hire Existing Staff?	yes		yes	yes		
Total Points For This Category, 400 maximum	360	0	360	360	0	0
Points Awarded out of 25	25		25	25		
First Place gets 25 Points						
Second Place gets 21 Points						
Third Place gets 17 Points						

- Metz, one year guarantee of \$870,312
- Aramark, one year guarantee of \$750,000
- Nutrition, one year guarantee of \$557,472



Category

Service, Menus, Quality, Wellness, and Safety

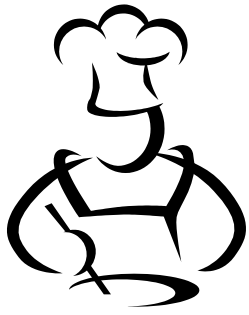
Summary of Criteria	Aramark	Chartwells	Metz	Nutrition	Sedexo	Whitsons
Nutrition content of food offered	860	0	700	600	0	0
Compliance with the district wellness policy	840	0	740	580	0	0
Menus - design, variety by day / month	880	0	680	600	0	0
Food quality	800	0	760	600	0	0
Food Sanitation	820	0	760	580	0	0
Employee safety, training, certification	800	0	760	580	0	0
Total Points For This Category	5,000	-	4,400	3,540	-	-
Points Awarded out of 15	15		13	11		
First Place gets 15 Points						
Second Place gets 13 Points						
Third Place gets 11 Points						



Category

Financial Condition & Stability

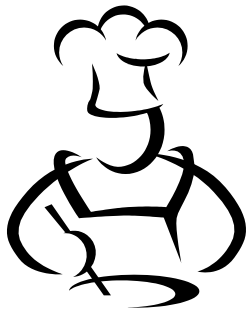
Criteria	Aramark	Chartwells	Metz	Nutrition	Sedexo	Whitsons
Owner's Equity for last 5 year period	60		100	80		
Working capital ratio	60		80	100		
EBITDA margin	60		100	80		
Debt to equity ratio	80		100	0		
Sales growth history last 2 year	80		100	0		
Major litigation that may create future liabilities	100		100	100		
Total Points Out of 600 Possible Points	440	0	580	360	0	0
	Aramark	Chartwells	Metz	Nutrition	Sedexo	Whitsons
Total Points For This Category, 600 maximum	440	-	580	360	-	-
Points Awarded out of 5	4		5	3		
First Place gets 5 Points						
Second Place gets 4 Points						
Third Place gets 3 Points						



Category

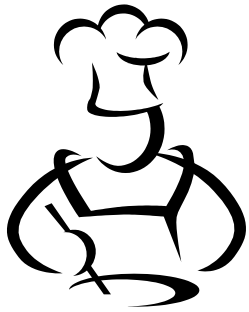
Accounting & Reporting Systems

Criteria	Aramark	Chartwells	Metz	Nutrition	Sodexo	Whitsons
Monthly Operating Statements and Meals Sold by Category	100		80	60		
Budget to Actual Comparisons	100		60	80		
Student Participation Records	100		60	80		
Commodity report (Received and Used)	100		60	80		
Accounting of Student Funds in POS System	100		80	60		
Reconciliation of Cash Deposits	100		80	60		
Total Points Out of 600 Possible Points	600	0	420	420	0	0
	Aramark	Chartwells	Metz	Nutrition	Sodexo	Whitsons
Total Points For This Category, 600 maximum	600	-	420	420	-	-
Points Awarded out of 5	5		4	4		
First Place gets 5 Points						
Second Place gets 4 Points						
Third Place gets 3 Points						



Category Personnel Management

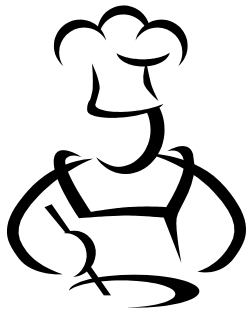
Summary of Criteria	Aramark	Chartwells	Metz	Nutrition	Sodexo	Whitsons
Resume of proposed staff member #1	760	0	640	520	0	0
Resume of proposed staff member #2	700	0	680	540	0	0
Resume of proposed staff member #3	760	0	660	500	0	0
Resume of proposed staff member #4	740	0	640	540	0	0
Total Points For This Category	2,960	-	2,620	2,100	-	-
Points Awarded out of 20	20		17	14		
First Place gets 20 Points						
Second Place gets 17 Points						
Third Place gets 14 Points						



Category

Experience & References

Criteria	Aramark	Chartwells	Metz	Nutrition	Sodexo	Whitsons
How many school districts served	100		60	80		
How many school clients with enrollment over 7,000	100		60	80		
How many years in the food service business	100		60	80		
Reference checks if needed	100		80	70		
Total Points Out of 400 Possible Points	400	0	260	310	0	0
	Aramark	Chartwells	Metz	Nutrition	Sodexo	Whitsons
Total Points For This Category, 400 maximum	400	-	260	310	—	—
Points Awarded out of 15	15		11	13		
First Place gets 15 Points						
Second Place gets 13 Points						
Third Place gets 11 Points						



Category Promotion & Marketing

Summary of Criteria	Aramark	Chartwells	Metz	Nutrition	Sodexo	Whitsons
Marketing plan	700	0	680	540	0	0
Investment plan to improve service/participation	760	0	640	520	0	0
Total Points For This Category	1,460	-	1,320	1,060	-	-
Points Awarded out of 10	10		8	6		
First Place gets 10 Points						
Second Place gets 8 Points						
Third Place gets 6 Points						



Category

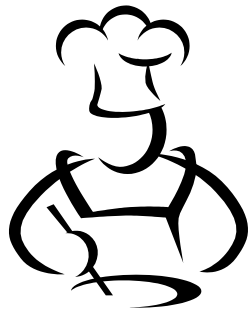
Student / Parent / Staff Involvement

Summary of Criteria	Aramark	Chartwells	Metz	Nutrition	Sodexo	Whitsons
Plan to receive input & feedback from students	720	0	620	580	0	0
Plan for nutrition education of students	720	0	640	560	0	0
Total Points For This Category	1,440	-	1,260	1,140	-	-
Points Awarded out of 5	5		4	3		
First Place gets 5 Points						
Second Place gets 4 Points						
Third Place gets 3 Points						



Summary of Total Points

Category Summary	M a x i m u m	P o s s i b l e	PDE Points Earned Per Company					
			A r a m a r k	C h a r t w e l t s	M e t z	N u t r i t i o n	S o d e x e	W h i t e n e s
Cost and Revenues	25	25	25	0	25	25	0	0
Service, Menus, Quality, Wellness, Safety	15	15	15	0	13	11	0	0
Financial Condition / Stability	5	4	4	0	5	3	0	0
Accounting and Reporting Systems	5	5	5	0	4	4	0	0
Personnel Management	20	20	20	0	17	14	0	0
Experience/References	15	15	15	0	11	13	0	0
Promotion and Marketing	10	10	10	0	8	6	0	0
Student, Parent, staff, Involvement	5	5	5	0	4	3	0	0
Total Percentage	100	99	0	87	79	0	0	0



Recommendation

- Recommendation to Award Aramark a New One Year Contract for 2014-15 with the Possibility for an Additional Four One-year contracts through 2018-19