



Plaza Café Tenant

RFP 2795

Proposals for RFP 2795 for Plaza Café Tenant shall be received by Metro, 600 NE Grand Avenue, Portland OR 97232 until 2:00 p.m. Pacific Time on September 24, 2014. It is the sole responsibility of the proposer to ensure that Metro receives the Proposal.

Request for Proposals - Informal (RFP 2795)

I. INTRODUCTION

Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 NE Grand Avenue, Portland, OR 97232-2736, is requesting proposals for a new food service tenant/operator for its Plaza Building, located on the corner of NE Grand Avenue and NE Irving, to provide the neighborhood with healthy, fresh, affordable lunch options. Metro expects to enter a three year lease with one of the proposers. Proposals will be due as indicated on the RFP cover page.

Details concerning the project and proposal are contained in this document.

II. BACKGROUND/HISTORY OF PROJECT

On the Metro Regional Center campus, located at 600 NE Grand Avenue, Portland, Oregon 97232 (the "Metro Regional Center" or "MRC"), is a self-contained space situated in the northwest corner of the MRC referred to as the "Plaza Building". The Plaza Building has been in use as a sandwich shop/deli since 2002, serving the employees (about 350) and guests of the MRC, visitors and local businesses (East -West College, Oregon State office buildings, the Liberty building, Oregon Convention Center and others). The Plaza Building lease was not renewed this last June and is now available for a new tenant.

Metro conducted an employee survey in June 2014 to determine the type of food provider Metro employees prefer. The results of the survey are included in the RFP as Attachment B.

The Plaza Building is currently configured for basic food vending purposes. There is approximately 1600 square feet of space in the building with tables, benches and chairs to seat about 39 people and two restrooms. There are no existing appliances except sinks. The building is not equipped with a hood for grilling. Tenant improvements must be approved by Metro. Photos and a plan view of the space are included as Attachment A

III. PROPOSED SCOPE OF WORK/SCHEDULE

Metro seeks a tenant to provide healthy and fresh food and beverage options to employees at Metro and surrounding businesses during the work week. There may be opportunities for catering meetings inside the Metro Regional Center as well.

The tenant shall:

- A. Serve healthy, fresh, affordable lunch and beverage options at a minimum from 11 am to 2 pm Monday thru Friday (52 weeks per year), excluding federal holidays. (A full work day menu of breakfast, lunch, snack and beverage options from 8 am to 4 pm Monday thru Friday is preferred.) Metro will also consider proposals that include plans for operating on weekends and after hours.
- B. Commit to local supply sourcing whenever possible
- C. Commit to sustainable operations practices, which may include, but are not limited to:
 1. minimizing waste streams through re-use, recycling, and composting,

Request for Proposals - Informal (RFP 2795)

2. using no Styrofoam
3. offering re-useable items like ceramic mugs to be used on location
4. offering subscription based reusable to-go containers such as 'Go Box' or equivalent
5. using third party certified sustainable products and food (ie USDA Certified Organic food, Green Seal Certified cleaning products)
6. donating any "day-old" or unused food.

Metro anticipates entering into a lease with a single proposer to provide the services requested. The term of the lease is anticipated to be November 2014 through November 2017. The final lease terms agreed upon by Metro and the proposer will be documented on a standard BOMA lease form, with changes mutually agreed upon by Metro and the proposer.

IV. PRE-PROPOSAL OPEN HOUSE

Metro will hold a non-mandatory open-house for all interested proposers to investigate the space and ask questions. The open house will be held September 12, 2014, from 3:00 - 5:00 pm in the Plaza Building at Metro Regional Center, 600 NE Grand Ave, Portland, 97232.

Metro will make reasonable accommodation for people with disabilities. Please call Rob Smoot at 503.797.1689 or email at Rob.Smoot@OregonMetro.gov for questions

V. QUALIFICATIONS/EXPERIENCE

Proposers shall have the following:

- A. Three years of restaurant/food service experience. Please detail experience with similar operations.
- B. Three years of business ownership or management experience. Please detail Proposer's role and any ownership and financial stakes.
- C. Financial capability and/or backing to complete project as envisioned. Upon being selected as short-listed candidate, Metro may ask for 3 years of company and personal financial statements including tax returns.

VI. PROPOSAL INSTRUCTIONS

A. Submission of Proposals

Metro strongly recommends proposal submission be emailed to rob.smoot@oregonmetro.gov or faxed to 503-797-1795. However, a hard copy of the proposal can be mailed or hand-delivered to Metro, addressed to:

Metro
Attention: Rob Smoot RFP 2795
600 NE Grand Avenue
Portland, OR 97232-2736

B. Minority, Women and Emerging Small Business Program

In the event that any subcontracts are to be utilized in the performance of this agreement, the Proposer's attention is directed to Metro Code provisions 2.04.100, which encourages the use

Request for Proposals - Informal (RFP 2795)

of minority, women and emerging small businesses (MWESB) to the maximum extent practical. Metro Code 2.04.100 is available at:

http://library.oregonmetro.gov/files//chap2.04_clean_eff.042111_revised_version_081711.pdf.

VII. PROPOSAL CONTENTS

The proposal should contain no more than ten (10) pages of written material (excluding biographies, resumes and brochures, which may be included in an appendix), describing the ability of the proposer to perform the work requested, as outlined below. If a hard copy of the proposal is submitted, it should be on recyclable, double-sided recycled paper (post consumer content). No waxed page dividers or non-recyclable materials should be included in the proposal.

A. Transmittal Letter:

At a minimum, introduce yourself and company, tell us who will be the restaurant manager, and who has authority to negotiate and sign the lease. Provide mailing or street addresses, phone numbers and email addresses.

B. Business Plan: as outlined below

1. Vision and Background
 - a) Describe your vision for providing food service at Metro's Plaza Building, ie onsite versus offsite food preparation.
 - b) Provide summary [3-year] financial plan, including projections and assumptions for café operations.
 - c) Describe how you meet the qualifications listed in Section V. Include past success operating a food service business at a profit, i.e. food cart, truck, kiosk, or brick and mortar establishment, and why you thought it was a success.
2. Describe your approach to food service and selection
 - a) Hours of service (minimum 11 am – 2 pm; desired 8 am – 4 pm)
 - b) Products and service offerings, i.e. what will be made available for breakfast, lunch, and snack? (lunch and snack minimum offering)
 - c) Proposed price range of products for sale
 - d) Demonstrate and explain strategy for commitment to fresh and local supply sourcing, i.e. local companies, suppliers, farmers
3. Describe your commitment to diversity in employment and in contracting
4. Describe your management and staffing plans. i.e. supervision, division of responsibilities, hours, shifts, coverage in case of illness, emergency, benefits to employees, etc.
5. Describe how your business will meet Metro's Sustainability goals for this venture as listed in the Scope of Work.
6. Describe your marketing strategy (i.e. social media, advertising)
7. Provide a proposed rent structure (monthly rent, percentage rent, any proposed breakpoint, etc.) and any tenant improvements or changes that you would like to make to the building and how you propose funding those changes.

Request for Proposals - Informal (RFP 2795)

C. Exceptions to RFP:

Proposers wishing to propose any exceptions or alternative clauses to any specified criteria within this RFP should include those exceptions or alternative clauses in their Proposal. Proposed exceptions or alternative clauses should be accompanied by explanatory comments that are succinct, thorough and clear.

VIII. GENERAL PROPOSAL/CONTRACT CONDITIONS

- A. RFP as Basis for Proposals: This Request for Proposals represents the information upon which Proposals are to be based. Any verbal information which is not addressed in this RFP, or addendum, will not be considered by Metro in evaluating the Proposal. All questions relating to this RFP should be addressed to Rob.Smoot@oregonmetro.gov, referencing the RFP number. Metro may not respond to questions received after 2:00 p.m. [PT] on September 17, 2014. Any questions, which in the opinion of Metro, warrant a written reply will be posted to ORPIN in the form of an addendum.
- B. Limitation and Award: This RFP does not commit Metro to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. Metro reserves the right to waive minor irregularities, accept or reject any or all proposals received as the result of this request, negotiate with all qualified sources, or to cancel all or part of this RFP.
- C. Proposers shall have, or be able to obtain and provide proof of:
1. Legal authority to operate a food service establishment
 2. Insurance coverage as per the attached sample agreement
 3. City of Portland Business License
 4. Multnomah County Health permit
 5. Any and all permits and licenses as required by law for storage, preparation and sale of food within Metro's Plaza Building.
- D. Conflict of Interest. A Proposer filing a proposal thereby certifies that no officer, agent, or employee of Metro or Metro has a pecuniary interest in this proposal or has participated in contract negotiations on behalf of Metro; that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for proposals; the Proposer is competing solely in its own behalf without connection with, or obligation to, any undisclosed person or firm.
- E. Equal Employment and Nondiscrimination Clause: Metro and its contractors will not discriminate against any person(s), employee or applicant for employment based on race, color, religion, sex, national origin, age, marital status, familial status, gender identity, sexual orientation, disability for which a reasonable accommodation can be made, or any other status protected by law. Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information, or to obtain a Title VI Complaint Form, see www.oregonmetro.gov.

Request for Proposals - Informal (RFP 2795)

IX. EVALUATION OF PROPOSALS

- A. Evaluation Procedure: Proposals received that conform to the proposal instructions will be evaluated. The evaluation will take place using the evaluation criteria identified in the following section.

Interviews and or demonstrations may be requested prior to final selection of one proposer. Award shall be made to the highest ranked Proposer based on the stated evaluation criteria. In the event negotiations are unsuccessful, Metro reserves the right to negotiate with the next highest ranked proposer.

- B. Evaluation Criteria: This section provides a description of the criteria which will be used in the evaluation of the proposals submitted to accomplish the work defined in the RFP.

Business Plan	Percentage of Total Score
1. Vision and background	10
2. Approach to food service and selection	20
3. Commitment to diversity in employment and contracting	15
4. Management and staffing plans	20
5. Approach to meeting Metro's Sustainability Goals	10
6. Marketing strategy	15
7. Financial value of proposed rent for lease agreement	10
	100%

X. NOTICE TO ALL PROPOSERS -- AGREEMENT

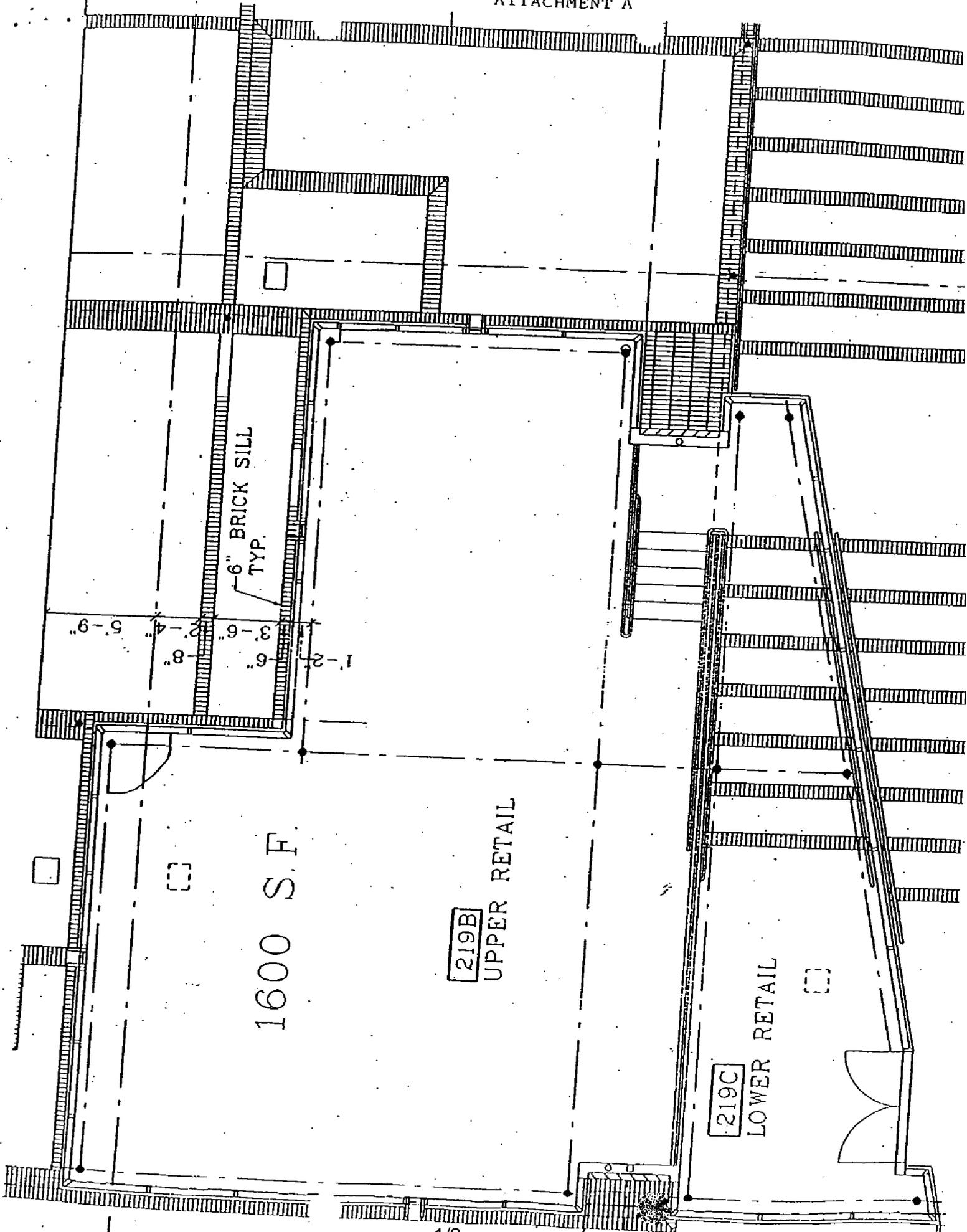
The final terms agreed upon will be documented on a standard BOMA (Building Owners and Managers Association) lease form. This will reflect the contract terms for this lease. Metro reserves the right, following submission and ranking of all proposals submitted in response to this procurement, to amend, modify or negotiate over any and all such lease language, terms and provisions before making a final determination regarding the issuance of the Notice of Intent to Award the agreement. By submitting a proposal in response to this procurement, proposers acknowledge that they are aware of and do not object to any later, amendment and modification of terms. In addition, by responding to this procurement, proposers acknowledge that they are aware of their ability to offer alternatives to any of the proposed terms set forth herein.

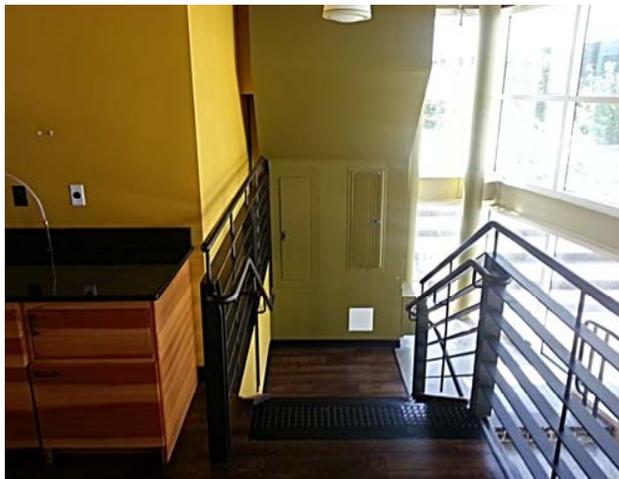
XI. PUBLIC RECORDS

Any information provided to Metro pursuant to this RFP shall be public record and subject to public disclosure pursuant to Oregon public records laws ORS 192.410 and 5.33.470. With respect to financial records, to the extent allowable by the Oregon Public Records Law, Metro agrees to keep these confidential. To ensure confidential handling, forms should be placed in a separate envelope from the non-confidential elements of the proposal and marked CONFIDENTIAL.

XII. ATTACHMENTS:

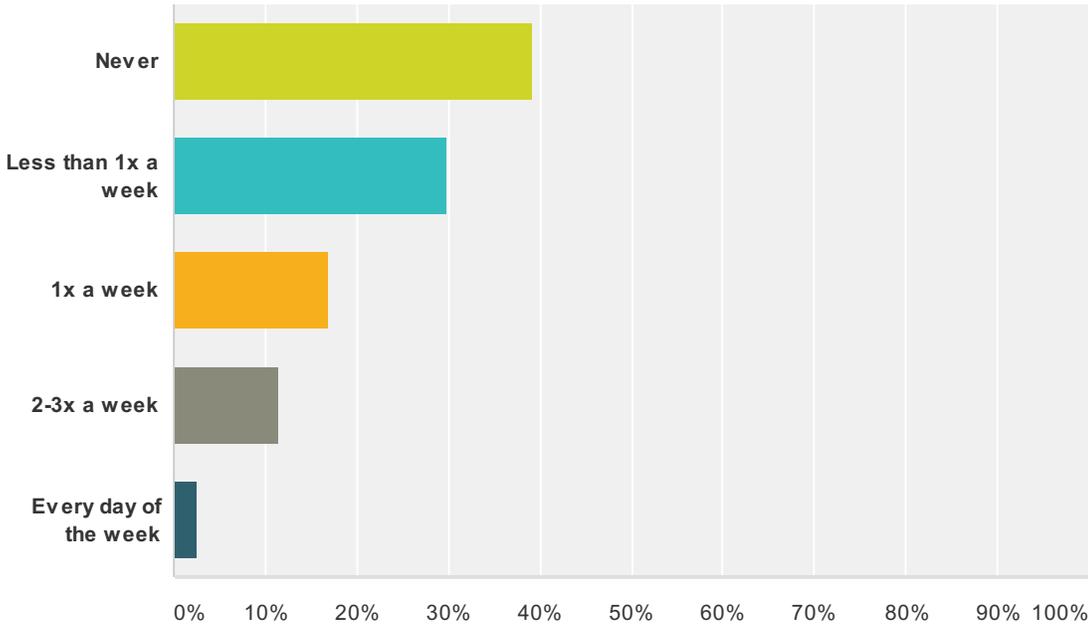
- Attachment A: Layout and Photos of the Space
Attachment B: Results of Metro's June 2014 Survey





Q1 How often do you currently buy breakfast during the work week?

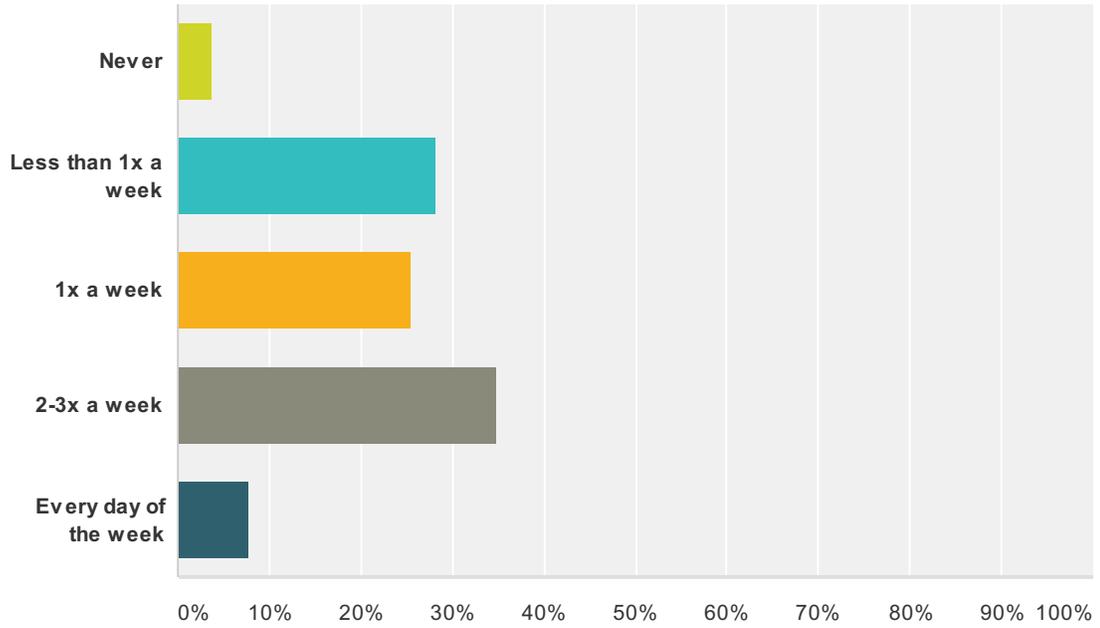
Answered: 272 Skipped: 0



Answer Choices	Responses
Never	39.34% 107
Less than 1x a week	29.78% 81
1x a week	16.91% 46
2-3x a week	11.40% 31
Every day of the week	2.57% 7
Total	272

Q2 How often do you currently buy lunch during the work week?

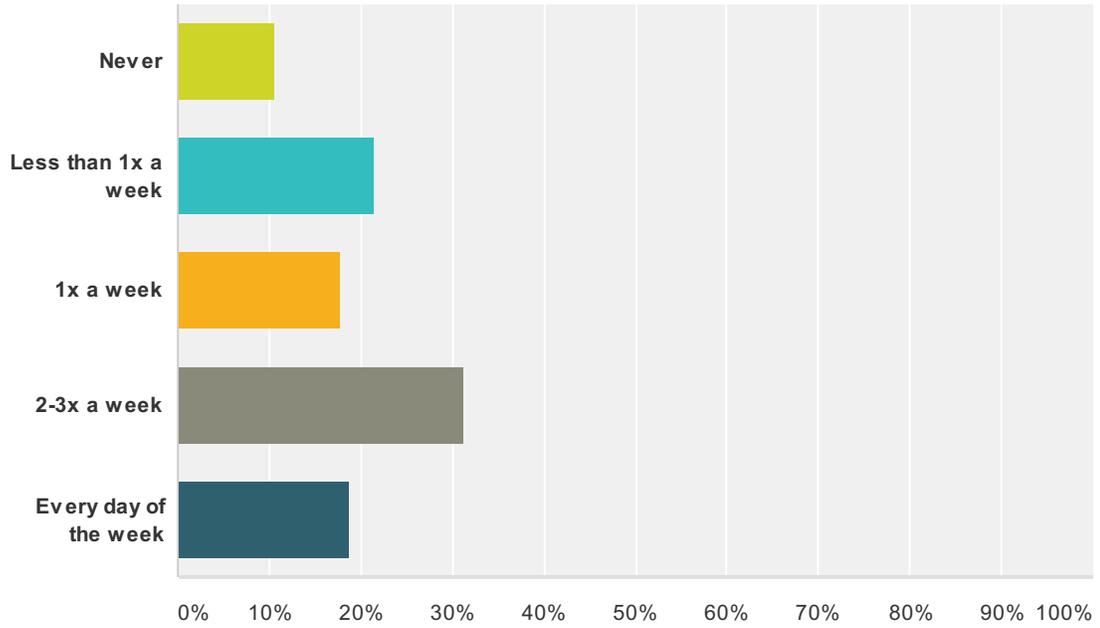
Answered: 270 Skipped: 2



Answer Choices	Responses	Count
Never	3.70%	10
Less than 1x a week	28.15%	76
1x a week	25.56%	69
2-3x a week	34.81%	94
Every day of the week	7.78%	21
Total		270

Q3 How often do you currently buy coffee/snacks during the work week?

Answered: 271 Skipped: 1



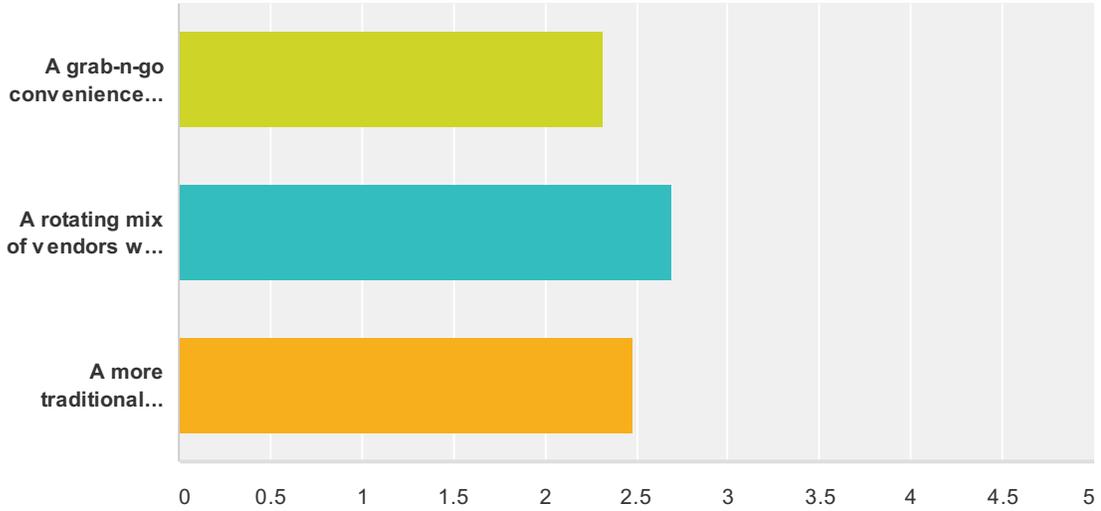
Answer Choices	Responses
Never	10.70% 29
Less than 1x a week	21.40% 58
1x a week	17.71% 48
2-3x a week	31.37% 85
Every day of the week	18.82% 51
Total	271

Q4 If you're a part of the "bring your own breakfast/lunch/coffee/snacks" club, what would it take for you to go out to eat more frequently?

Answered: 192 Skipped: 80

Q5 What food options would you like to have available on a daily basis? Please indicate which you most to least prefer as an option.

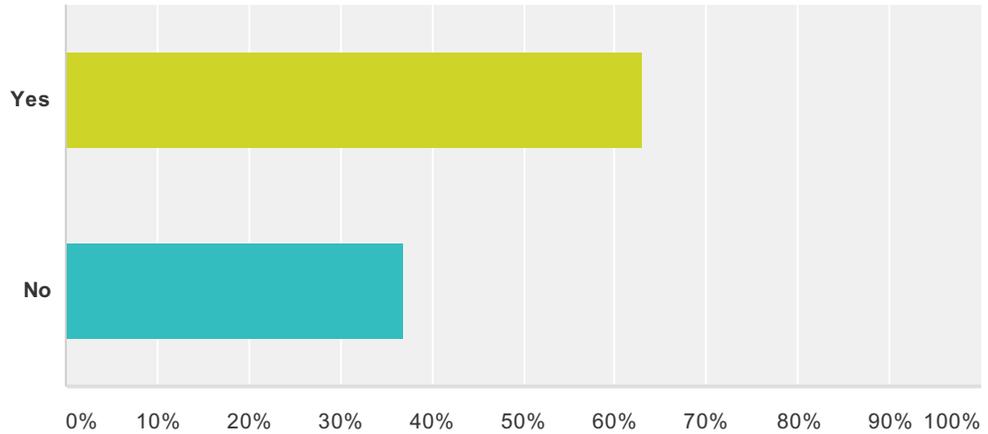
Answered: 270 Skipped: 2



	Like	Neither like nor dislike	Dislike	N/A	Total	Average Rating
A grab-n-go convenience option, similar to Elephant's Deli downtown or a grab-n-go at the airport.	50.57% 133	30.04% 79	18.63% 49	0.76% 2	263	2.32
A rotating mix of vendors who bring prepared hot foods on a rotating basis. Kind of like farmers market foods indoors.	73.51% 197	19.03% 51	5.60% 15	1.87% 5	268	2.69
A more traditional restaurant, something like a Laughing Planet, Whole Bowl, or Pizzacato.	56.65% 149	32.70% 86	9.13% 24	1.52% 4	263	2.48

Q6 In thinking about a new tenant in the cafe space, would you support the following commitment: The MRC dedicates patronage for coffee and snack orders for in-building meetings to this tenant. This means you could not order from other businesses to cover your refreshment needs for meetings.

Answered: 252 Skipped: 20



Answer Choices	Responses	
Yes	63.10%	159
No	36.90%	93
Total		252

Q7 Any other thoughts or ideas to share?

Answered: 91 Skipped: 181