

**TRUSTEES OF THE CALIFORNIA STATE UNIVERSITY  
CALIFORNIA STATE UNIVERSITY, FULLERTON**

**REQUEST FOR QUALIFICATIONS  
NO. SY09001**

**RESIDENTIAL DINING SERVICES  
STUDENT HOUSING - PHASE III**

California State University, Fullerton (CSUF) is soliciting Request for Qualifications from experienced food service companies for its new proposed Residential Dining facility. This competitive process will limit the number of finalists to six (6) firms, pre-qualified by experience, financial ability, and organizational resources. Interested parties must complete this process for an opportunity to become one of the six finalists.

**Introduction and Background**

In a higher education setting, the campus residential program has a substantial role to play in the integration of students into the campus community. When coupled with a strong living-learning program, the residential community can serve as a motivating force and a setting for dialogue and intellectual curiosity that are the hallmarks of the higher education experience. CSUF's Housing and Residential Life has embraced this perspective on campus housing as it seeks to increase the proportion of students living on campus.

Building a vibrant culture is the focus of the residential life community and dining services will be the portal to developing a "sense of place". Because all residents will engage in this environment, the formulation of the culture through a fusion of imaginative food, services, and entertainment becomes paramount. A total of 1064 new residents, predominately freshman and 800 continuing students in the apartment suites will make up this community.

Over the past year, CSUF's Housing and Residential Life (HRL) and their design team realized their dream of a new residential community. A multiple building construction project is currently underway which includes 1064 beds, administration offices, conference rooms, a recreational lounge, convenience store, and central to this RFQ, a 560-seat capacity dining facility (470 interior seats, 90 outside seats), which is scheduled to open in the Fall of 2011.

**Overview**

All residents will have a meal plan, thus cementing the commitment to engagement. A total of 1,064 residents will have full service meal plans and 800 residents will have partial meal plan participation. It is the focus of the food service provider to construct a program that inspires the resident to make this place their home.

Respondents shall apply industry best-practices and high creativity to their proposals to reduce costs while still meeting all operational requirements. Proposals elements should also be poised to attract the campus community at large.

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**Contract Term**

Contract duration will be seven (7) years with a possible three (3) one-year optional extensions to be exercised at the sole discretion of the University.

**Schedule**

RFQ Release	11/04/09
RFQ Submittal Deadline	12/04/09 (cob)
Invitation to Finalists	12/11/09
Visioning Session	01/07/10

**Delivery of Request for Qualifications**

Responses to this RFQ shall be accepted until close of business on Friday, December 4, 2009. Six (6) printed copies and one (1) electronic copy (Word format) on a USB drive must be delivered to the Contracts and Procurement Office, at the following address:

Sally Yassine, Associate Director  
RFQ No. SY09001  
Contracts and Procurement (CP-300)  
California State University, Fullerton  
2600 E. Nutwood Avenue, Suite 300  
Fullerton, CA 92831

**Preparation of Responses**

Responses shall be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements stated in this RFQ. Responses should emphasize the Proposer's demonstrated capability to perform the required services. Expensive bindings, colored displays, promotional materials, etc., are not necessary or desired. *Please concentrate on completeness and clarity of content, responses should be as condensed as possible.*

**Questions**

All questions regarding this RFQ must be posted at the Bidsync website:  
<http://www.bidsync.com/>

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**Required Experience**

Proposer must have a minimum of twenty (20) years experience providing comprehensive university residential dining programs and related retail operations to at least 100 university dining accounts. Proposer shall provide a list of such accounts to include a minimum of three (3) of the longest running university contracts on the West Coast.

**Company Information**

Proposer shall provide the following information:

- Company profile including company core values that support the University's mission and builds a vibrant community
- Corporate statement on social and environmental responsibilities including 'farm to fork' policies and practices
- Resumes of corporate principal officers and key executives
- Contact information of individual representing firm in this process (name, title, address, phone, and email)
- Location of Western Region Corporate Office that will manage the account
- Location of Operating District Manager (must be located in California)
- If publically held, an annual report for the past fiscal year
- If privately held, audited financial statements and/or income tax records for the past two fiscal years

**Client Portfolios & References**

Proposer shall provide a listing of California, Arizona, Nevada, Oregon, and Washington states' premier residential and retail dining services programs and include active programs for building a community culture, culinary excellence, student programming and engagement, wellness, social and environmental responsibility. Please include name, phone number and email address of individuals at those campuses as a reference.

**Active Programs**

Proposer shall provide information on active programs for corporate citizenship, diversity and inclusion in the workplace, wellness, and social environmental responsibility. Please give at least one example of each program and campus location where program is currently in practice.

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**Regional Subject Matter Experts**

Proposer shall provide a list of regional subject matter experts in the following categories:

- Community Culture Development\* (*resume required*)
- Culinary Arts\* (*resume required*)
- Human Resources
- Marketing and Communications
- Nutrition and Wellness\* (*resume required*)
- Information Technology
- Concept and Menu Development\* (*resume required*)
- Facility Development
- Safety and Sanitation

**Awards**

Proposer shall provide pertinent information on any and all notable awards received in the past five (5) years.

**Review Committee Process**

Responses shall be reviewed by a committee comprised of campus personnel as well as outside consultants. Submittals shall be checked for minimum requirements and those submittals that do not meet minimum requirements shall be rejected without further consideration. Responses meeting minimum requirements shall be assessed and ranked. The selection of the six (6) finalists to move to the Request for Proposal stage of this competition shall be at the sole discretion of the University Committee. THE DECISION OF THE COMMITTEE IS FINAL.

**Visioning Session**

Upon completion of the RFQ review process, the successful finalists shall receive an invitation to a "Visioning Session" which shall be held on campus and is designed to clarify the University's expectations. Elements of the Visioning Session shall be incorporated into the Request for Proposal as determined by the University Committee.