

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of March 29, 2011

ITEM # 12

ITEM TITLE: *(Please define the subject; e.g., change order – Berkeley City College)*

APPROVAL TO ISSUE A ONE YEAR CONTRACT TO NEW ERA FOODS FOR CAFETERIA FOOD SERVICE AT COLLEGE OF ALAMEDA

SPECIFIC BOARD ACTION REQUESTED:

Authorization and approval to use New Era Foods for cafeteria food service at College of Alameda.

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

Through RFP # 10-11/20, the Peralta Community College District (DISTRICT) sought proposals from established food service providers for the College of Alameda (COA) cafeteria. Prospective providers were to have the capability to improve the diversity and quality of food offered, provide a creative menu at reasonable prices for day, evening students and staff, while maintaining a facility sanitized and free of debris. The selected provider must be capable of operating in a high energy setting and provide pleasant and courteous customer service.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

New Era Foods will provide the Associated Student Government of College of Alameda with 12.5% gross revenue of all sales generated from the cafeteria; \$2,200 in gratuitous catering per Fall and Spring semesters, as well \$3,000 in annual scholarship funds for COA students.

BACKGROUND/ANALYSIS:

A committee reviewed the bids received and evaluated the proposals based on their submitted responses to Company Information, Resources, and Key Personnel; Nutritional Plan; References, Knowledge and Experience; sales commission; Menu variety, Price, and Marketing Promotions; Environmentally Sustainable Procurement and SLBE affiliation. After a detailed analysis and review, New Era Foods was the highest ranking vendor. The average scores are summarized below:

New Era Foods	91.3
Horta Food Service	66.0
Fresh and Natural	59.7
Alameda Catering	54.0
School Chef	33.7
Charlie Rantisi	32.3

ALTERNATIVES/OPTIONS:

EVALUATION AND RECOMMENDED ACTION:

Recommend approval to issue a one year contract to New Era Foods for food service and cafeteria services to College of Alameda

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES _____ No X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? (COLLEGE PRESIDENT OR VICE CHANCELLOR)

DR. JANNETT JACKSON, COLLEGE OF ALAMEDA PRESIDENT

DID A BOARD STANDING COMMITTEE RECOMMEND THE ITEM? YES _____ No X

IF "YES", PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.

(*****Board contract approval is subject to negotiation and execution by the Chancellor.)

DOCUMENT PREPARED BY:

Prepared by: Jannett Jackson electronically by re
Dr. Jannett N. Jackson, College of Alameda President

Date: 3-17-11

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Jannett Jackson electronically by re
Dr. Jannett N. Jackson, College of Alameda President

Date: 3-17-11

FINANCE DEPARTMENT REVIEW

Finance review required Finance review not required

If Finance review is required, determination is: Approved Not Approved

If not approved, please give reason: _____

Signature: Ron Gerhard electronically by re
Ron Gerhard, Chief Financial Officer

Date: 3/24/11

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

Legal review required Legal review not required

If Legal review is required, determination is: Approved Not Approved

Signature: _____
Thuy T. Nguyen, General Counsel

Date: _____

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda Not Approved, but Place on Agenda

Signature: Wise E. Allen
Wise E. Allen, Chancellor

Date: 3/23/11

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