



Item No. 22 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

**TO: THE HONORABLE MAYOR AND CITY COUNCIL
GEORGE RODERICKS, CITY MANAGER**

FROM: ROBERT OVADIA, PUBLIC WORKS DIRECTOR

DATE: OCTOBER 21, 2020

**SUBJECT: REQUEST FOR PROPOSALS FOR THE OPERATION AND
MAINTENANCE OF THE PROPOSED LIBRARY CAFÉ**

RECOMMENDATION

The City Council review the attached Request for Proposals (RFP) for the operation and maintenance of the café proposed at the Library in the Historic Town Hall and postpone its release until March 2021.

BACKGROUND

The Town is in the midst of constructing its new Town Center and Library complex near the historic Atherton Rail Station. The complex consists of a new, approximately 30,000 square foot, Town Center building to house the Town administrative offices, police department, permit center, and City Council chambers, a new, approximately 10,000 square foot, Town Library, and renovated 2,000 Historic Town Hall community space. The Town Center is home to approximately 65-70 personnel working in the various facilities as well as the public utilizing the services provided. The Atherton Library has a service area of approximately 15,000 patrons and will be open 7 days a week.

The new Library will include quiet reading areas, maker spaces, conference rooms, heritage community room and a large, approximately 2,000+ square foot, deck and terrace fronting the approximately 250 square foot unfinished café space. The café space is located within the renovated Historic Town Hall adjacent to the Library.

The Council reviewed the draft Request for Proposals at its meeting on September 16, 2020, and expressed a desire to expand the pool of potential vendors to include both for profit and not-for-profit organizations and to incorporate a means by which to compare proposals that would provide a preference for not-for-profit organizations. There was also an interest in the potential of coordination with a future event services management vendor at Holbrook-Palmer Park.

ANALYSIS

Following the Council Meeting on September 16, 2020, staff refined the Request for Proposals to address the concerns raised by the Council. The major revisions to the agreements are summarized below:

- Deleted - Vendor requirement to be a 501(c)(3) not-for-profit organization
- Added a proposal requirement to provide a Revenue Share Proposal
- Added a proposal section for not-for-profit organizations to provide information regarding their organization's mission and background
- Revised scoring criteria to include revenue share proposal and, for not-for-profit organizations, consideration of the organization's mission. The revised scoring criteria is proposed as follows:

CRITERION	MAXIMUM NUMBER OF POINTS
Quality of Work Plan Submitted	25
Experience Running Similar Operations	25
Menu Selection and Cost (product pricing)	25
Revenue Share Proposal	15
Mission of Organization (<i>not-for-profit only</i>)	10
Total	100

- Updated RFP distribution, response, and milestone dates

In consideration of the current business climate and an expressed desire to possibly coordinate the selection of the Café vendor with that of an event services management vendor at Holbrook-Palmer Park, staff recommends that the Council postpone release of the Request for Proposal to March 2021.

POLICY FOCUS

The Town Council discussion should focus on the desire to provide a food and beverage option at the Town Center, type of vendor desired, desired agreement term, rent structure for the proposed café space, and coordination with a future Request for Proposals related to event management services at Holbrook-Palmer Park.

FISCAL IMPACT

Anticipated revenue will depend on the vendor type and rent model selected. There are limited

costs associated with advertising and distribution of the RFP.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town’s electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town’s electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service provides (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ___ has or X has not been before a Town Committee or Commission.

- Audit/Finance Committee (meets every other month)
- Bicycle/Pedestrian Committee (meets as needed)
- Civic Center Advisory Committee (meets as needed)
- Environmental Programs Committee (meets every other month)
- Park and Recreation Committee (meets each month)
- Planning Commission (meets each month)
- Rail Committee (meets every other month)
- Transportation Committee (meets every other month)

ATTACHMENTS

1. Draft Request for Proposals

TOWN OF ATHERTON



REQUEST FOR PROPOSAL

**Town of Atherton
Library Café**

**Site Address:
2 Dinkelspiel Station Lane
Atherton, CA 92027**

Issued: December 1, 2020

Proposals Due by 2:00 pm on February 9, 2021

**Office of the City Clerk
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027**

Overview

The Town of Atherton (“Town”) is seeking proposals from qualified vendors to operate a café at its new Town Library. Preference points may be granted to not-for-profit organizations in accordance with the Request for Proposals.

Atherton Town Center and Library Background

The Town of Atherton, incorporated in 1923, is a small, semi-rural, and residential community, with approximately 7,000 residents. The Town extends from slightly west of the Bayshore Freeway (US 101) up to I-280 and is approximately 4.5 miles long and 1.5 miles wide. Its municipal neighbors include Menlo Park to the south, Woodside to the west and Redwood City to the north.

The Town is in the midst of constructing a new Town Center and Library complex near the historic Atherton Rail Station. The complex consists of a new, approximately 30,000 square foot, Town Center building to house the Town administrative offices, police department, permit center, and City Council chambers, a new, approximately 10,000 square foot, Town Library, and renovated 2,000 square foot Historic Town Hall community space. The Town Center is home to approximately 65 - 70 personnel working in the various facilities as well as the public utilizing the services provided. The Atherton Library has a service area of approximately 15,000 patrons. The Library, located at 2 Dinkelspiel Station Lane, will be open to the public seven days a week; closed on approximately 15 holidays.

The new Library will include quiet reading areas, maker spaces, conference rooms, heritage community room and a large, approximately 2,000+ square foot, deck and terrace fronting the approximately 250 square foot unfinished café space. The café space is located within the renovated Historic Town Hall.

The successful proposer will provide for food and beverage items in a non-cooking environment throughout the day, as well as light fare, warming accessories, coffee makers, etc. Offsite food items are allowed provided they are prepared in a facility and manner approved by the San Mateo County Health Department.

PART A - Scope of Services

The successful proposer will enter into a license agreement with the Town of Atherton to operate and maintain a food service facility within the Historic Town Hall. Any resultant license agreement may include provisions for the following: finishing of the café space within the building including the furnishing of all necessary equipment, supplies, and furniture as well as staff to operate the café.

Term of Service: The Town is seeking a vendor to finish, furnish and equip the café space within 6 months of issuance of the Temporary Certificate of Occupancy, anticipated July 1, 2021 (subject to change), and to operate the café for an initial term of 3 years and will be renewable at the option of the Town for up to three (3) additional one (1) year) periods.

Rent: Rent to be paid to the Town of Atherton on a monthly basis in the form of a percentage of gross receipts from all concession sales. Such percentage amount shall be approved by the City

Council and shall be in effect for the term of any resultant license agreement unless otherwise amended by both parties.

Vendor Requirements:

- a. Vendor must obtain and maintain all necessary business licenses required to operate the establishments throughout the term of the Agreement.
- b. Vendor must secure all necessary building permits to finish the café space per California Building Code, San Mateo County Health, and other regulatory requirements. Town will not incur any costs to bring facility to operational status.
- c. Vendor must obtain a San Mateo County Public Health Permit in order to operate legally in San Mateo County. The permit shall be posted within the premises at all times.
- d. Vendor must obtain and maintain all programs of insurance to operate the establishments.
- e. Vendor must have a minimum of three (3) years' experience operating a snack bar in entities similar to the Town. If the company has been in business less than three (3) years it may still qualify if the company's principal(s) personally meet the minimum years of experience from a previous organization providing the same services to the satisfaction of the Town at its discretion.
 - a. Vendor must provide all necessary equipment to make the facilities fully operational.
 - b. The selected Vendor must have all equipment installed and ready for operation at the location within six (6) months from execution of contract.
 - c. iii. Vendor must have experience and the capability to serve hot beverages, packaged and cold food items.
 - d. Vendor must provide fair and reasonable prices.
 - e. Vendor shall be responsible for maintaining and cleaning the establishments, including the daily disposal of trash and garbage cans to the appropriate area.
 - f. Vendor must be ready to sell food during the majority of Library operating hours.

PART B - Facilities

The Town Center is currently under construction. A site plan for the Town Center and Library complex, library rendering, and floor plan are included as Exhibit A. Current status of construction can be viewed via the construction webcams: <http://www.ci.atherton.ca.us/519/Project-Webcams>

The Town will hold a pre-proposal site walkthrough on January 6, 2021 at 10:00 am. Site walk will begin at the project construction entry located at the intersection of Fair Oaks Lane and Dinkelspiel Station Lane (street parking on Lloyd Drive). Submit RSVP of attendance via email to rovia@ci.atherton.ca.us by February 9, 2020. Attendance at the walkthrough is not mandatory, however additional opportunities may not be available to visit the site prior the proposal due date.

PART C - Proposal Content

The proposal should include the following:

- 1. TRANSMITTAL LETTER: Introduce your organization, its background and experience in providing concession and other food experience. Proposer must currently operate or have a minimum of 3+ years of experience operating a café type food business. The cover letter

shall be signed by an officer of the organization who is authorized to negotiate a contract with the Town.

2. WORK PLAN: Describe your business plan for ensuring successful operations of the café and in maintaining operating hours commensurate with the Library hours of operations.
3. KEY STAFF AND PROJECT EXPERIENCE: including the identification of the Principal-in-Charge and key staff. This section should identify the qualifications and related experience of key staff assigned to the project.
4. REFERENCES: Provide at least three references (name, company, title, address, telephone number, email) for the key individuals on the project team. Two references must be relevant to food operations.
5. PROPOSED MENU: Provide a detailed proposed menu and price for food and drink items.
6. REVENUE SHARE PROPOSAL: Provide outline of anticipated gross receipts and proposed percentage of gross receipts for facility rental.
7. ORGANIZATION MISSION AND BACKGROUND (not-for-profit only): Provide a summary of the not-for-profit's organization background, purpose, and funding distribution including estimated percentage of operating revenue to be distributed in support of mission.
8. FINISH AND FURNISHINGS: Provide a description of the anticipated finish and furnishings including a list of furniture and equipment with proposed layout to be provided by bidder.
9. OPERATIONS: An explanation of routine cleaning and preventative maintenance schedule intended to assure an attractive appearance for all equipment and prevent operating problems.
10. DISCLOSURE: of any past, ongoing, or potential conflicts of interest that the firm or person may have as a result of performing the anticipated work.

NOTE: It is unlawful for any person engaged in business within this state to sell or use any article or product as a "loss leader" as defined in Section 17030 of the Business and Professions Code.

PART D – Submittal Process

1. Submittal Deadline: Thursday, February 9, 2021, at 2:00 p.m. Late submittals will not be accepted. Format and Delivery: Submit three (3) letter-sized copies of the proposal to:

Robert Ovadia
Director of Public Works
Town of Atherton
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027

and e-mail a PDF copy to Robert Ovadia at rovadia@ci.atherton.ca.us.

Submittals will not be returned.

Proposals submitted after the deadline will not be accepted for consideration.

The Town reserves the right to accept or reject any or all proposals, or to alter the selection process in any lawful way, to postpone the selection process for its own convenience at any time, and to waive any non-substantive defects in this RFP or the proposals.

The Town is seeking to engage the most qualified person or firm. The Town reserves the right to negotiate with other qualified persons or firms, or to solicit additional statements of qualifications

at any point in the project should it fail to negotiate a reasonable rate with the initially selected person or firm.

PART E – Selection Process

At the time proposals are opened, each proposal will be checked for the presence or absence of the required proposal contents.

The Town will evaluate the proposals on a 100-point scale using criteria set forth in the table below. Award if made, will be to the highest scored proposal.

CRITERION	MAXIMUM NUMBER OF POINTS
Quality of Work Plan Submitted	25
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Total	100

PART F - Proposed Timeline

December 1, 2020	RFP available on Town of Atherton website
January 6, 2021, 10:00 am	Pre-proposal site walkthrough
February 9, 2021, 2:00 pm	Proposals due
March 17, 2021	Recommendation to City Council
July 1, 2021	Temporary Certificate of Occupancy (anticipated)
January 4, 2022 (or sooner)	Opening of Café

PART E – Contract Terms and Conditions

The selected vendor will be required to sign a License and Lease Agreement.

For additional information, contact Robert Ovadia, Director of Public Works, at (650) 752-0541.



ATHERTON CIVIC CENTER - LIBRARY CEDAR TERRACE VIEW



