



Item No. 15 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

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

VIA: ROBERT OVADIA, PUBLIC WORKS DIRECTOR

DATE: JANUARY 19, 2022

**SUBJECT: AUTHORIZE RELEASE OF A REQUEST FOR PROPOSALS FOR
OPERATIONS AND MAINTENANCE OF THE PROPOSED
LIBRARY CAFE**

RECOMMENDATION

The City Council review and authorize staff to release a request for proposal for operations and maintenance of the proposed café at the Library in the historic Town Hall.

BACKGROUND

The Town is in nearing completion of 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. When fully complete, the Town anticipates that there will be additional pedestrian traffic through the new Town Center given its redesigned park-like setting; and, with the new and expanded Library facility, the Town anticipates the daily patron count will increase.

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.

An RFP for operations of the proposed Café was released in March 2021, earlier in the construction process, and did not receive any proposals.

ANALYSIS

The attached RFP is based on the previously released RFP and includes the following modifications:

- Updated RFP distribution, response, milestone dates, and submittal address
- Deleted references to Event Management Services
- Included references to the Town’s newly adopted Solid Waste and Edible Food Waste Recovery Ordinance
- Updated language regarding site status, additional information on current and anticipated foot traffic
- Opened an opportunity for multiple vendor partnerships and potential Town partnership towards improvements.

The previously approved scoring categories for Revenue Share Proposal and, Mission of Organization (*not-for-profit only*) have been retained.

The scoring metrics are proposed as follows:

CRITERION	MAXIMUM NUMBER OF POINTS
Quality of Work Plan Submitted	20
Experience Running Similar Operations	35
Menu Selection (product selection and quality) and Cost (product pricing)	35
Rent and Revenue Share Proposal	5
Mission of Organization (<i>not-for-profit only</i>)	5
Total	100

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.

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.

GOAL ALIGNMENT

This Report and its contents are in alignment with the following Council Policy Goals:

- Goal A – Maintain Fiscal Responsibility
- Goal B – Preserve Small Town Character and Quality of Life
- Goal C – Create and Expand the Town Center/Library
- Goal F – Be Forward-Thinking, Well-Managed, and Well-Planned

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 providers (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)
- ____ 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: January 21, 2022

Proposals Due by 10:00 am on March 8, 2022

**Office of the City Clerk
80 Fair Oaks Lane
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 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 completing 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 square foot Historic Town Hall Community Room. The Town Center is home to approximately 65 - 70 personnel working in the various facilities as well as the public utilizing the services provided. When fully complete, the Town anticipates that there will be additional pedestrian traffic through the new Town Center given its redesigned park-like setting; and, with the new and expanded Library facility, the Town anticipates the daily patron count will increase. 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. It is intended that the café be a community amenity for residents and visitors to the Town Center and Library. The successful proposer may be a standalone vendor or a proposal that includes multiple vendor partnerships to provide the services desired by the Town.

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 execution of the lease agreement, 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. The total term of the proposed agreement may extend for six (6) years from award by the Town. The exercise of any additional extension of term shall be at the sole discretion of the Town. The

Town is willing to consider partnerships to assist any vendor with build out of the space. Any such partnership will require approval by the City Council.

Rent: Rent to be paid to the Town of Atherton monthly in the form of a percentage of gross receipts from all concession sales or some combination of base rent plus a percentage of 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 to operate legally in San Mateo County. The permit shall be posted within the premises at all times.
- d. Vendor's operations shall comply with all local and state regulations at all times. Town will not incur any costs associated with such compliance. Vendor is advised of Atherton Municipal Code Title 8, Chapter 8.56 regulating Disposable Food Service Ware, and Atherton Municipal Code Title 18 regulating Solid Waste and Edible Food Waste Recovery.
- e. Vendor must obtain and maintain all programs of insurance to operate the establishments.
- f. 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. The Town administrative offices and Police Department are open to the public and the current status of construction of the library can be viewed via the construction webcam: <http://www.ci.atherton.ca.us/519/Project-Webcams>

The Town will hold a pre-proposal site walkthrough on February 17, 2022 at 10:00 am. Site walk will begin at the Town Center Building lobby, located at 80 Fair Oaks Lane. Submit RSVP of attendance via email to rovadia@ci.atherton.ca.us by February 10, 2020. Attendance at the

walkthrough is not mandatory, however additional opportunities may not be available to visit the site prior the proposal due date. As the café space is located in an active construction site, visitors will be required to submit a signed Visitor's Hold Harmless Form.

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 (including any market analyses) 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. Vendor shall provide an opportunity for sampling of proposed prepared food and beverage menu items. If requested, samples shall be furnished free of cost to the Town. If requested, they are to be delivered to Town of Atherton, 80 Fair Oaks Lane, Atherton California, 94027, unless otherwise specified, within seven (7) days. The Town reserves the right to reject the proposal of any vendor failing to submit samples as requested. Samples must be plainly marked with RFP title, name of vendor, name of product(s), and proposed pricing.
6. **RENT AND REVENUE SHARE PROPOSAL:** Provide outline of anticipated gross receipts and proposed base rental amount and percentage of gross receipts for facility rental. Final rental terms are subject to negotiation.
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

ATTACHMENT 1

1. Submittal Deadline: Tuesday, March 8, 2022, at 10:00 am Late submittals will not be accepted. Format and Delivery: Submit three (3) letter-sized copies of the proposal printed on recycled paper to:

Robert Ovadia
Director of Public Works
Town of Atherton
80 Fair Oaks Lane
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.

2. **Questions:** Interested parties, their representatives, agents, or anyone else acting on their behalf, are specifically directed NOT to contact any Town employee, commission member, committee member, council member, or other Town employee or associate for any purpose related to this RFB other than as directed below. Contact with anyone other than as directed below may be cause for rejection of a proposal.

ANY questions, technical or otherwise, pertaining to this Request for Proposals **must be submitted IN WRITING and directed ONLY to:**

Robert Ovadia
Director of Public Works
Town of Atherton
80 Fair Oaks Lane
Atherton, CA 94027
rovadia@ci.atherton.ca.us

Interpretations or clarifications considered necessary in response to such questions will be resolved by the issuance of formal Addenda to the RFB. Questions received after the date and time in the schedule will not be answered. Only questions that have been resolved by formal written Addenda via the Director of Public Works will be binding. Oral and other interpretations or clarifications will be without legal or contractual effect.

PART E – Selection Process

ATTACHMENT 1

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	20
Experience Running Similar Operations	35
Menu Selection (product selection and quality) and Cost (product pricing)	35
Rent and Revenue Share Proposal	5
Mission of Organization (<i>not-for-profit only</i>)	5
Total	100

PART F - Proposed Timeline

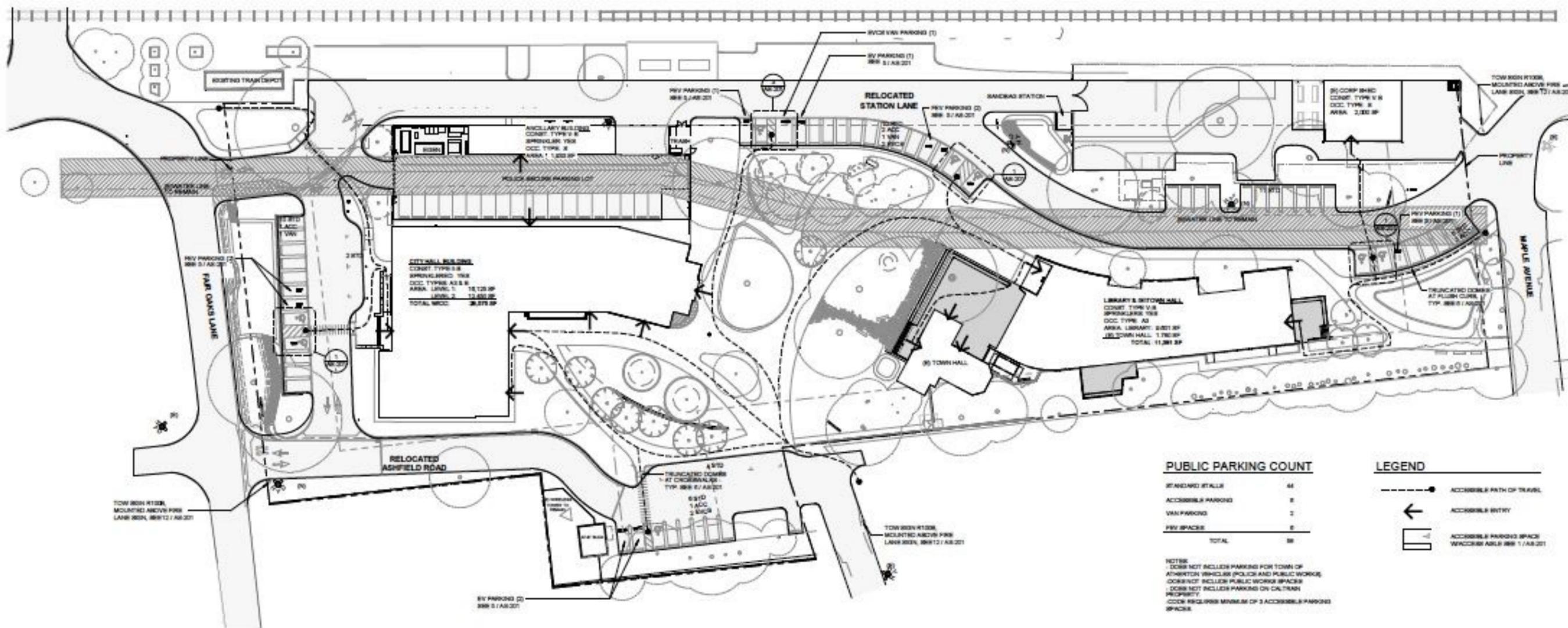
January 21, 2022	RFP available on Town of Atherton website
February 17, 2022, 10:00 am	Pre-proposal site walkthrough
February 24, 2022, 5:00 pm	Submission deadline for written questions
March 8, 2022, 10:00 am	Proposals due
April 20, 2022	Recommendation to City Council
October 20, 2022 (or sooner)	Opening of Café

PART G – Contract Terms and Conditions

The selected vendor will be required to sign a License and Lease Agreement and will be required to provide to the Town of Atherton the appropriate certificates of general liability insurance, vehicle insurance and workers compensation insurance.

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

Exhibit A



1 SITE ACCESSIBILITY PLAN
1" = 30'-0"



ATHERTON CIVIC CENTER - LIBRARY CEDAR TERRACE VIEW



