



December 5, 2014

Dear Prospective Retail Vendor,

The University of California, San Francisco (UCSF) has a retail food service opportunity for additional food truck vendors to operate at the new Mission Hall Building on our Mission Bay Campus. We are seeking 4 trucks per week to operate on a rotating schedule at the surface lot adjacent to Mission Hall. The operation will take place Monday through Thursday mornings from 7:30am - 10:30am, and during lunch on Monday, Tuesday, and Fridays from 11am - 2:00pm, from January 20, 2015 to July 31, 2015. To help give you an overview of the Mission Bay Campus and the opportunity available, enclosed is additional information including:

1. Facts & Figures about UCSF
2. UCSF Customer Demographics
3. Qualification Submittal Requirements
4. Qualification Submittal Format
5. Qualification Package Checklist
6. Map of Mission Bay Campus

Current Retail Vendors at the Mission Bay Campus include:

Café 24	Caffe Terzetto	Pacific Coast Farmer’s Market*	Food Trucks
Peasant Pies	The Pub	Publico	Chairman Truck**
Subway	Bank of America ATM	Chase ATM	Kasa Indian**
First Republic ATM	Golden 1 ATM	Wells Fargo ATM	Hongry Kong**
			Little Green Cyclo**

* Wednesdays

** Thursdays 11am - 2pm

Business Parameters:

UCSF is seeking qualified food truck vendors for this unique program that complements the existing services to better serve the UCSF faculty, staff, students, and the surrounding community. Sensitivity in price point and solid sustainable food practices are amongst the top of the list in terms of qualifying factors. The payment terms (non-negotiable) shall be \$50.00 per park and 10% of adjusted gross sales per park (adjusted gross sales is defined as gross sales less park fee and less sales tax). Terms of 3 to 6 months will be considered; additional options may be available upon term end, provided that the program is deemed successful. Food truck vendor(s) shall be responsible for any third party fees, including commissions, permitting through SFDPH, and any other applicable expenses.

Tenant Submittal:

If your organization is interested in this rare business opportunity at the UCSF Mission Bay Campus, **please submit a proposal by Friday, December 19, 2014.** An outline of the information that should be included in your proposal is on page 3. Please send to:

University of California San Francisco
Retail Services
500 Parnassus Avenue, Room 245E
San Francisco, CA 94143-0234

We look forward to hearing from you regarding your interest in this retail opportunity. In the meantime, if you have any questions, please feel free to contact me via email at Retail.Services@ucsf.edu.

Sincerely,

Jennifer Dowd
Retail Services Manager



1. About UCSF – Facts & Figures

In 2003, UCSF opened its 43-acre Mission Bay Campus just south of downtown San Francisco by AT&T Park. UCSF Mission Bay, the largest biomedical university expansion in the country, will double UCSF's research space and speed the pace of biomedical discovery. In addition to its renowned notoriety as a top-level research and education center, the Mission Bay Campus is set to reach another milestone in February 2015 by becoming home to San Francisco's first newly built hospital in 30 years. The 6-story, 878,000 square-foot UCSF Medical Center at Mission Bay includes 289 beds, 60,000 square feet of rooftop gardens, 1,049 parking spaces, and much more. The Mission Bay Campus currently houses over 4,000 UCSF faculty, staff, students, patients, and visitors; in February 2015, this number is projected to more than double to over 9,600 in population.

In October 2014, UCSF opened its doors to Mission Hall (550 16th St), the newest building at the Mission Bay Campus. Directly across from the new hospital, this 7-story, 264,000 square-foot building is designed using an Activity-Based Workplace (ABW) approach, with approximately 1,500 people working in the building. Mission Hall will house a diverse population of staff, faculty, students, and the Chancellor of the University in an inter-professional, socially interactive environment. The building has open space to allow for flexibility and various work spaces to accommodate different work styles. Overall, the variety of different workstations, meeting rooms, conference rooms, and "town centers" create a dynamic and interactive environment. The building has been designed using an adaptive planning approach, making it easy for future technological updates and changes. Additionally, other retail at Mission Hall will include a café, a non food related retail location, vending, and laundry lockers.

For additional valuable information about UCSF and Campus Life Services - Retail please visit:

- www.ucsf.edu
- <http://campuslifeservices.ucsf.edu/retail/>

2. About the UCSF Customer

The average customer at UCSF is highly educated with a somewhat sophisticated palate as well as a diverse cultural background. Our customers include faculty, staff, graduate students, post-doctoral fellows, researchers, medical patients, and visitors. Many of our customers are long-term employees. Over 50% of the workforce has been with UCSF for more than 5 years, and 26% have been here for more than 10 years. As an ingrained philosophy at UCSF to always put the customer first, we seek food service providers that specialize in quality, cleanliness, high-level service, flexibility with operations, and variety.

3. Qualification Submittal Requirements

Retail Services' goal is to provide a high level of food service to the UCSF campus community. Qualified operators should have a minimum of 3 to 5 years of food truck service experience and preferably run/own other food service operations.

Qualification will be evaluated per the submittal requirements outlined. After a comprehensive review of the merits of each proposal package, UCSF Retail Services will identify qualified vendor(s) to be selected.



4. Qualification Package Requirements and Format

Each qualification package should include the information below formatted in the same order. The selection committee will rate the categories listed below to arrive at a score. This “weighted” score will be used as the basis for selection.

A. Company Operating Philosophy

- a. Identify name, address, and telephone number.
- b. Identify the key contact person.
- c. Provide narrative and pictorial description of relevant comparable contracts for food truck service operations. Include location addresses, number of years in business, operating performance statements, and contractual relationships.
- d. Provide narrative on how food truck service at Mission Bay will be operated. Include information on sanitation, commissary, and cleanliness procedures.
- e. Provide details on staffing/management structure. Include names and resumes of key personnel.
- f. Describe your company’s sustainability philosophy/program and explain how it is in line with UCOP’s System-wide Policy on Sustainable Practices of 20% sustainable food spend and zero waste by 2020. For additional details, please visit: <http://sustainability.ucsf.edu/>
- g. Provide up-to-date, applicable SFDPH permit information

B. Financial Information

- a. Provide evidence of financial resources with a minimum of two financial references or your company’s most recent annual report with 2 years of audited financial statements.
- b. Provide references from current landlord(s).
- c. The University requires information regarding any lawsuits, bankruptcy, liens, legal or financial actions either pending or in progress, or which have been brought against your company or any of its officers or principals in the past three years.
- d. Provide a current credit report of the business and/or individual(s).
- e. Complete the following financial information:

Details Required	2012 Totals	2013 Totals	2014 Totals
Total Gross Revenue (US \$MM)			
Net Income (US \$MM)			
Number of Employees			
Number of Unique Employees dedicated to the services provided			
% of Total Annual Revenue represented by University of California San Francisco by your company			
% of Total Annual Revenue represented by University of California San Francisco			
% of Total Annual Revenue represented by 5 largest clients			



C. Marketing and Customer Service Plan

- a. Provide a marketing plan for promoting and managing various clients from University customers to external users.
- b. Describe your philosophy as it relates to customer service in your profession and provide methods for delivering service excellence.
- c. Describe any policies or efforts that have been used to provide business opportunities for local, small, socially/economically disadvantaged, and/or women-owned businesses.

D. Menu and Pricing

- a. Provide proposed menu(s) to include ingredients, quality/freshness, preparation and presentation, style of cooking, portion size, weight, and price. Identify food products which are produced internally and which are bought for resale. Identify financial methods as it relates to balancing affordable price points as desired by the UCSF population.
- b. List manufacturers and brands of products you will offer for resale.
- c. Highlight specific menu items that meet sustainable food guidelines.

E. What We're Looking For

- a. A food truck operation that complements the existing food services on campus that will need to be available on Monday, Tuesday and Fridays from 11am - 2pm.
 - o Sensitivity in price point
 - o Strong sustainability practices
 - o Cold drinks
- b. A breakfast food truck operation that will need to be available Monday — Thursday mornings from 7:30am - 10:30am.
 - o Full-service coffee and espresso beverages
 - o Cold drinks
 - o Breakfast and lunch options

5. Qualification Package Checklist

To ensure you have submitted the required information, please use the following checklist. Information must be submitted by **Friday, December 19th**.

A. Company Operating Philosophy

- Identify name, address, and telephone number.
- Identify the key contact person.
- Provide narrative and pictorial description of relevant comparable contracts for food truck service operations. Include location addresses, number of year in business, operating performance statements, and contractual relationships.
- Provide narrative on how food truck service at Mission Bay will be operated.
- Provide details on staffing/management structure. Include names and resumes of key personnel.
- Describe your company's sustainability philosophy/program.
- Provide proper SFDPH permits.

B. Financial Information

- Provide evidence of financial resources with a minimum of two financial references or your company's most recent annual report with 2 years of audited financial statements.
- Provide references from current landlord(s).

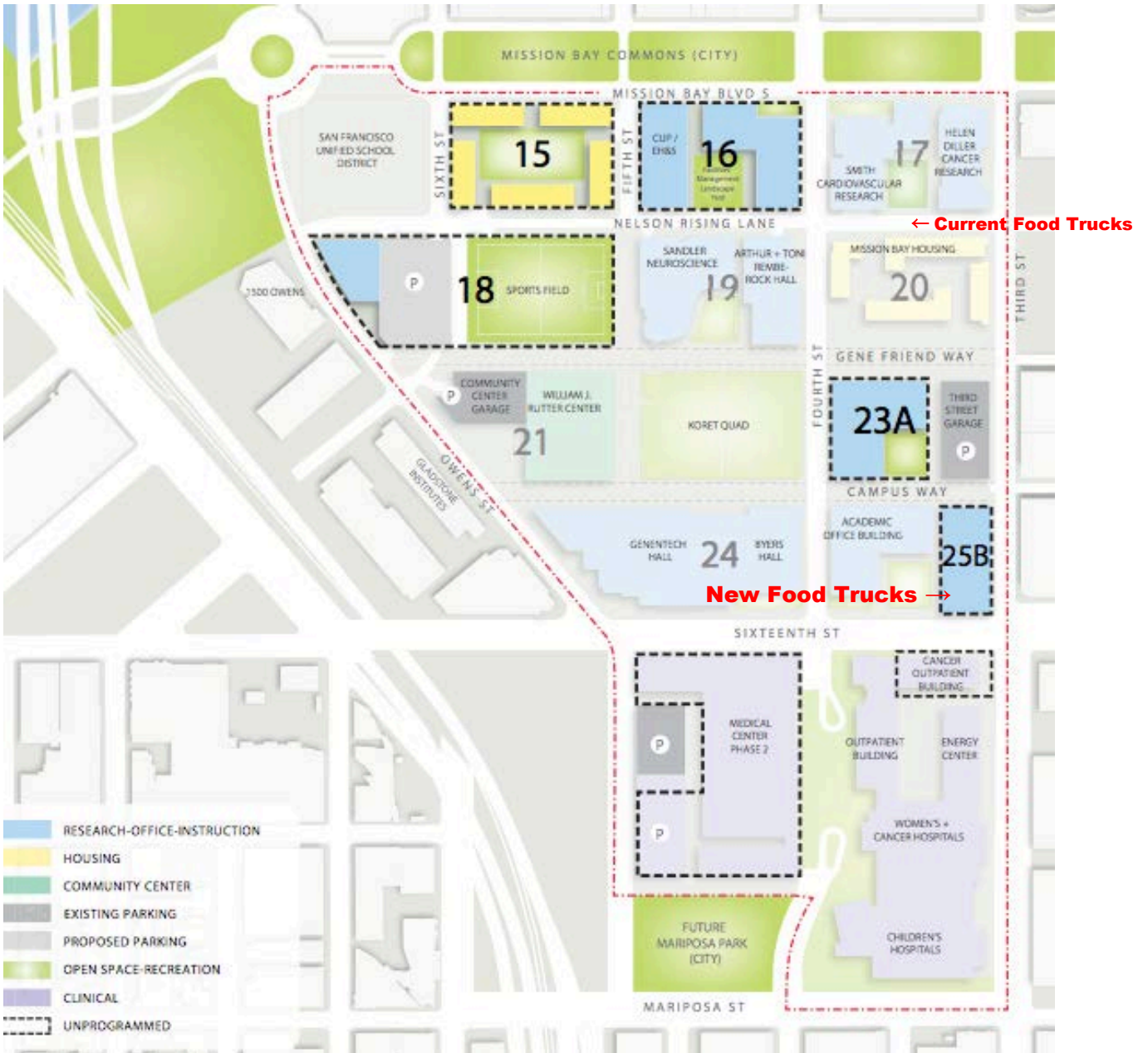
C. Marketing and Customer Service Plan

- Provide a marketing plan for promoting and managing various clients from University customers to external users.
- Describe your philosophy as it relates to customer service in your profession and provide methods for delivering service excellence.
- Describe any policies or efforts that have been used to provide business opportunities for local, small, socially/economically disadvantaged, and/or women-owned business.
- Please describe any policies or efforts that have been used to provide business opportunities for local, small, socially and economically disadvantage and women owned businesses.

D. Menu & Pricing

- Provide proposed menu(s) to include ingredients, quality/freshness, preparation and presentation, style of cooking, portion size, weight, and price. Identify food products which are produced internally and which are bought for resale.
- List manufacturers and brands of products you will offer for resale.
- Highlight specific menu items that meet sustainable food guidelines.

6. Map of UCSF Mission Bay Campus



Love Your Vendor! A portion of every dollar you spend at the campus retail vendors helps support Arts & Events at UCSF.