



April 1, 2013

Dear Prospective Retail Tenant,

The University of California, San Francisco (UCSF) has 2,206 square feet (serving area = 876 sq. ft./common area with seating = 1,330 sq. ft.) of prime retail space available for lease at our highly populated Parnassus campus. The retail space is located in the School of Nursing Building – 2 Koret Way, San Francisco. The building houses a diverse population of staff, faculty, and students. To help give you an overview of the Parnassus Campus and the opportunity available, enclosed is additional information including:

1. Facts & Figures about UCSF
2. UCSF Customer Demographics
3. Description of Food Service Operation
4. Qualification Submittal Requirements
5. Qualification Submittal Format (please follow this format when submitting proposal)
6. Qualification Package Checklist
7. UCOP Sustainability Guidelines
8. San Francisco Green Business Program Standards
9. Smart Choice Guidelines
10. Map of Parnassus Campus

Note: Courtyard Caffe is the vendor that is still currently operating at this location through June 15th, 2013. We respectfully ask that you DO NOT contact the Courtyard Caffe owners and/or employees.

Current Retail Vendors at the Parnassus Campus include:

Café Bellini	Café Society	Caffe Terzetto Express
Campus Cuts	Carmelina's Taqueria	Jamba Juice
Palio Café	Panda Express	Pacific Coast Farmer's Market*
Subway	Walgreens Pharmacy	You See Flowers
Golden 1 Branch & ATM	Bank of America ATM	Chase ATM
First Republic ATM	Wells Fargo ATM	

* Wednesdays Year-Round

Leasing Parameters:

UCSF is seeking one qualified retail tenant to operate a food service business at this retail location that complements the existing services to better serve the UCSF staff, faculty, students, and the surrounding community. Additionally, sensitivity in price point, a strong catering program, and emphasis on sustainable food practices (see information on pages 7-9) are amongst the top of the list in terms of qualifying factors. The rental rate will be negotiable and will be triple net. Lease terms of ten years or less, including options, will be considered. Tenant shall be responsible for any third party fees, including commissions, permitting through SFDPH, and any other applicable expenses.

Condition of Premises:

Premises will be delivered in "as-is" condition. Tenant improvement of space will be required with renovation commencing in Summer 2013.

Site Tour Information:

- Thursday, April 11, 2013 4:00pm to 5:00pm.
- Meet in Millberry Union, 500 Parnassus Ave, Room 244E (map enclosed)
- Please RVSP by Wednesday, April 10.



Tenant Submittal:

If your organization is interested in this rare business opportunity at the UCSF Parnassus Campus, please submit a proposal by Friday, April 19th 2013. An outline of the information that should be included in your proposal is on page 3; please adhere to format in your proposal. Please send to:

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

or

Via Email to Retail.Services@ucsf.edu

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

Built in 1897 on land originally contributed by Adolph Sutro, former mayor of San Francisco, the University of California, San Francisco includes the 107-acre Parnassus campus that is home to the following: graduate professionals in dentistry, medicine, nursing, and pharmacy; a graduate division for pre-doctoral and post-doctoral scientists; UCSF Medical Center; UCSF Benioff's Children Hospital; Langley Porter Psychiatric Institute.

UCSF encompasses several other major sites in San Francisco in addition to the Parnassus campus, which includes the Mission Bay campus, the Mount Zion campus, and the Laurel Heights campus. UCSF also maintains partnerships with two affiliated institutions, San Francisco General Hospital Medical Center and the Veterans Affairs Medical Center. UCSF is the only UC campus that is exclusively dedicated to the health sciences. By virtue of the quality of its faculty, the excellence of its patient care, the scope of its many outreach programs, and the many discoveries of its scientists, UCSF is considered one of the nation's premier health sciences teaching, training, and research centers.

As one of the most prominent institutions in the San Francisco Bay Area, UCSF is the city's second largest employer with a workforce of over 21,900 people. According to a 2010 economic impact report, UCSF generates more than 39,000 jobs (including those at UCSF) and produces an estimated impact of \$6.2 billion that includes operations, construction, salaries, and local purchases by employees, students, and visitors. Daytime population of the Parnassus campus is approximately 18,000 people for 2011-2012. Of this amount only 3,500 are students on campus.

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 tenants that specialize in quality, cleanliness, high-level service, flexibility with operations, and variety.

3. Description of Food Service Operation

The food service operation will be located on the 2nd Floor of the School of Nursing Building, adjacent to Saunders Court. The space includes a common dining area as well as a "living room" area in the above floor. The goal of this business operation is to provide quality food service in a dynamic setting for the UCSF community to meet, greet, and eat.

The food service operation will need to be open Monday – Friday (specific hours of operation TBD). The operation can be closed on Saturdays, Sundays, and UCSF holidays. Mandatory items to be offered include:

- Full-service coffee and espresso beverages,
- Cold drinks,
- Breakfast and lunch menus
- Catering program,
- Participation in the UCSF Smart Choice program
- Participation in UCSF Sustainability Program for both food and waste

It is desirable that the operation be San Francisco Green Business certified. Additionally, a cooking facility is NOT available onsite, so an offsite commissary for preparation of food is desirable. Proposals of incorporating a cooking facility on the premises will be considered.



4. 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 service operation experience and preferably run/own other food service operations.

Qualification will be evaluated from the submittal requirements outlined. After a comprehensive review of the merits of each qualification package, UCSF will select a short list of interested vendors to present their proposal and offer a food product demonstration.

5. Qualification Package Format

Each qualification package should include the information below formatted in the same order. Proposals will be rated (per section as listed below) on a numbering scale (4 = exceeds requirements, 3 = meets requirements, 2 = partially meets requirements, 1 = does not meet requirements, 0 = no response). The selection committee will compile all scores to determine a final score per proposal; highest-scoring proposals will be moved forward in the selection process.

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 service operations. Describe an overview of the strategic direction of your company, growth plans, service objectives, and business models. Include location addresses, number of years in business, operating performance statements, and contractual relationships.
- d. Provide narrative on how food service business at Parnassus will be operated. Include information on sanitation, commissary, quality control and assurance, strategies on containing cost, and cleanliness procedures.
- e. Provide details on staffing/management structure, training and safety programs for employees and performance metrics. 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/what_ucsf_is_doing_2.
- g. Provide a catering business plan.
- h. Provide plan for becoming certified by SF Green Business.
- i. 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	2011 Totals	2012 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

- Provide a marketing plan for promoting and managing various clients from University customers to external users. Include how you would market your sustainability program.
- 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 businesses.

D. Menu and 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. Identify financial methods as it relates to balancing affordable price points as desired by the UCSF population.
- Menu must include full-service coffee and espresso beverages, cold drinks, breakfast selections, and lunch items.
- List manufacturers and brands of products you will offer for resale.
- Highlight specific menu items that meet sustainable food guidelines (see pages 7-9) and smart choice guidelines (see page 10).

E. Site Tour Information

- Thursday, April 11 2013 4:00pm to 5:00pm
- Meet in Millberry Union, 500 Parnassus Ave, Room 244E (map enclosed)
- Please RVSP by Wednesday, April 10.



6. Qualification Package Checklist

To ensure you have submitted the required information, please use the following checklist. Information must be submitted by **Friday, April 19, 2013.**

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 service operations. Describe an overview of the strategic direction of your company, growth plans, service objectives, and business models. Include location addresses, number of years in business, operating performance statements, and contractual relationships.
- ☐ Provide narrative on how food service business at Parnassus will be operated. Include information on sanitation, commissary, quality control and assurance, strategies on containing cost, and cleanliness procedures.
- ☐ Provide details on staffing/management structure, training and safety programs for employees and performance metrics. Include names and resumes of key personnel.
- ☐ Describe your company's sustainability philosophy/program.
- ☐ Provide a catering business plan.
- ☐ Provide plan to become SF Green Business certified.
- ☐ 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).
- ☐ If applicable, provide documents pertaining to 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.
- ☐ Provide current credit report of the business and/or individual(s).
- ☐ Provide financial information as indicated on page 3 chart.

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.
- ☐ 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. Identify financial methods as it relates to balancing affordable price points as desired by the UCSF population.
- ☐ Menu must include full-service coffee and espresso beverages, cold drinks, breakfast selections, and lunch items.
- ☐ List manufacturers and brands of products you will offer for resale.
- ☐ Highlight specific menu items that meet sustainable food guidelines and smart choice guidelines.

Proceeds from Campus Vendors Support Campus Life Services for the UCSF community.



7. Sustainable Food Services Practices

The University of California is committed to improving the University's effect on the environment and reducing the University's dependence on non-renewable energy. Licensee shall make a good faith effort to abide by the following food service practices, which may be changed from time to time in University's sole discretion.

Sustainable Practices Policy – Revised August 22, 2011

The Sustainable Practices Policy ("Policy") establishes goals in eight areas of sustainable practices: green building, clean energy, transportation, climate protection, sustainable operations, waste reduction and recycling, environmentally preferable purchasing, and sustainable foodservice.

III. H. Sustainable Foodservices Practices

1. Campus and Medical Center Foodservice Operations

Campuses and Medical Centers shall develop sustainability goals and initiatives in each of the four categories of sustainable foodservice practices listed below.

a. Food Procurement

Each campus and Medical Center foodservice operation shall strive to procure 20% sustainable food products by the year 2020, while maintaining accessibility and affordability for all students and Medical Center foodservice patrons.

b. Education

Each campus and Medical Center shall provide patrons with access to educational materials that will help support their food choices.

c. Engagement With External Stakeholders

Campus and Medical Center departments, organizations, groups, and individuals shall engage in activities with their surrounding communities that support common goals regarding sustainable food systems.

d. Sustainable Operations

Campus and Medical Center foodservice operations shall strive to earn third-party "green business" certifications for sustainable dining operations.

2. Retail Foodservice Operations:

- a. Retail foodservice tenants and/or licensees located on campuses will strive to meet the policies in III.H.1.a-d. above. Given the constraints faced by nationally-branded franchises that must purchase food through corporate contracts, campus departments managing retail foodservice tenants and/or licensees will have the option of meeting III.H.1.a. (procuring 20% of all sustainable food products by the year 2020) by aggregating the purchases of all retail entities under the jurisdiction of a single operational unit on campus.

- b. Campuses will include Section H of this Policy in lease and contract language as new leases and contracts are negotiated or existing leases and contracts are renewed. However, campuses will also work with tenants and/or licensees to advance sustainable foodservice practices as much as possible within the timeframe of current leases and contracts.



Sustainable food is defined as food and beverage purchases that meet one or more of the criteria listed below, which are reviewed annually by the UC Sustainable Foodservices Working Group (under the UC Sustainability Steering Committee).

- i. Locally Grown⁸
- ii. Locally Raised, Handled, and Distributed
- iii. Fair Trade Certified
- iv. Domestic Fair Trade Certified
- v. Shade-Grown or Bird Friendly Coffee
- vi. Rainforest Alliance Certified
- vii. Food Alliance Certified
- viii. USDA Organic
- ix. AGA Grassfed
- x. Pasture Raised
- xi. Grass-finished/100% Grassfed
- xii. Certified Humane Raised & Handled
- xiii. Cage-free
- xiv. Protected Harvest Certified
- xv. Marine Stewardship Council
- xvi. Seafood Watch Guide “Best Choices” or “Good Alternatives”
- xvii. Farm/business is a cooperative or has profit sharing with all employees
- xviii. Farm/business social responsibility policy includes (1) union or prevailing wages, (2) transportation and/or housing support, and (3) health care benefits
- xix. Other practices or certified processes as determined by the campus and brought to the Sustainable Foodservices Working Group for review and possible addition in future Policy updates.

⁸ Resulting from regional constraints, campus definitions of “Locally Grown” and “Locally Raised, Handled, and Distributed” may vary; however, Locally Grown and Locally Raised, Handled, and Distributed cannot be defined as over 500 miles.

- 3. With the goal of achieving 20% sustainable food purchases, all Food Service Operations should track and report annually the percentage of total annual food budget spent on sustainable food.
- 4. If cost effective, each campus and Medical Center will certify one facility through a third-party green business certification program through one of the following: (1) city or county’s “green business” program, (2) Green Seal’s Restaurants and Food Services Operations certification program, or (3) the Green Restaurant Association certification program.
- 5. Campuses, Medical Centers, and retail foodservice operations will provide an annual progress report on these goals. Annual reports should include the individual campus and Medical Center’s goals as well as the progress and time lines for the programs being implemented to reach those goals.
- 6. Campuses and Medical Centers are encouraged to form a campus-level foodservices sustainability working group to facilitate the campus goal setting and implementation process.



7. The stakeholders who are involved with the implementation of the Sustainable Foodservice section of this Policy will participate in a systemwide working group to meet, network and to discuss their goals, best practices, and impediments to implementation.
8. Campuses and Medical Centers are encouraged to implement training programs for all foodservice staff on sustainable foodservice operations, as well as, where applicable, on sustainable food products being served to patrons, so that staff can effectively communicate with the patrons about the sustainable food options.
9. Campuses and Medical Centers are encouraged to participate in intercollegiate and national programs that raise awareness on dietary health, wellness and sustainability (e.g. the MyPyramid.gov Corporate Challenge and the Real Food Challenge).
10. Campuses and Medical Centers are encouraged to develop health and wellness standards for food service operators, including eliminating the use of trans-fat oils or products made with trans-fat.
11. Campuses and Medical Centers are encouraged to undertake additional initiatives that encourage healthy and sustainable food services operations. Examples include tray-less dining, beef-less or meat-less days, and preservative minimization programs.

UC Sustainability Website: <http://www.universityofcalifornia.edu/sustainability>



8. Smart Choice Guidelines

SMART CHOICE

S RATED “S” FOR SMART

Smart Choice meals meet the following criteria:

Calorie controlled

- 700 calories or fewer

Low in fat

- 27 grams or fewer total fat
- 6 grams or fewer saturated fat
- No trans fat
- 100 milligrams or fewer cholesterol

Low in sodium

- No more than 770 milligrams sodium

Rich in nutrients

- At least 10% Daily Value of one or more key nutrients and/or
- At least one serving of fruits, vegetables, or whole grains

Visit smartchoice.ucsf.edu for more information.





9. Map of UCSF Parnassus Campus

