

Attachment J.9 Technical Approach Proposal Guide

Technical Approach. The Offeror should provide a technical response to demonstrate all competencies and demonstrate how they plan to accomplish each applicable requirement found in the Statement of Work/ Solicitation.

The offeror must provide the following information as part of their response:

- a) Concept and operating description
 - i. Descriptions and Specifications
 - ii. Companies Concept
- b) Menus, Marketing, and Facility Requirements
 - i. Facility Requirements
 - ii. Merchandizing, Marketing and Displays
 - iii. Menus
- c) Quality Assurance
- d) Customer Service Experience
- e) Employee Staffing and Training Plans
 - i. Personnel and Related Requirements
- f) Experience of Proposed Onsite Management
- g) Equipment and Facility Sanitation Practices
 - i. Sanitations and Food Safety
- h) Application of Technology
 - i. Technology
- i) Alignment to the House Needs and Goals
- j) Contingency Plan

Proposals are welcomed and encouraged from experienced local, regional and national food and beverage service vendors, caterers, and vending operators who can demonstrate the ability and flexibility to meet or exceed the House food service-related goals. This document should only be used as a guide in responding to the Technical Approach in Section L. This is not meant to be an exhaustive list of what your company may include to demonstrate their capabilities and potential best value for the House.

A. Concept and Operating Description

1. Descriptions and Specifications (Section C.2)

The Offeror should provide the following information:

- a) Explain how the Offeror plans to bring value to the House if awarded the contract. Anecdotal evidence and documented successes are preferable to rhetoric, platitudes and promises.
- b) Confirm that the Offeror will meet the required hours of operation as shown in Section C.2.3. If the Offeror is proposing additional hours of operation, the proposed schedule should be provided along with the benefits the Offeror anticipates from the revised schedule.
- c) Submit a business plan with a detailed written description of the proposed concept.
- d) Submit an implementation/start-up schedule and action plan indicating the steps required from the date of award of the contract through and including the first 90 calendar days of operation. This should include the operational requirements outlined in Section C.2.3.1, Soft Opening. Provide the names, titles, and roles of all individuals that will represent your company during the transition period. See Section H.24.

2. Companies Concept:

- a) Describe your company's background and past experience running a similar operation.

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- b) Share capabilities of maintaining independent point of sale system

B Menus, Marketing, and Facility Requirements

1. Facility Requirements (Section C.4.2):

- a) Describe plan for maintaining clean and orderly food service facility.
- b) Provide a proposed opening and closing procedure checklist.

2. Merchandizing, Marketing and Displays (Section C.4.3):

- a) Offerors should provide a comprehensive Marketing Plan. The plan should address traditional as well as non-traditional means of communicating with customers including all forms of social media, smart phones, and apps.
- b) Provide representative samples of merchandizing and marketing campaigns and promotional displays.

3. Menus (Section C.4.1):

All Offerors should include the following information in their submissions. Each "branded" food operation must serve the same menu and use the same products through its franchises or equivalent business structure. Therefore, not every component listed below may be applicable.

- a) Provide sample menus, and portions. Menus should be complete and representative of all proposed food and beverage items (it is not necessary to provide cyclical or multi-week menus, unless such submission best represents Offeror's proposed operation). Indicate how frequently menus are updated and the extent of the update. A Price and Portion Guide can be found in Attachment J.11.
- b) Outline your company's program for identifying food items that include common ingredients that people may be allergic to (nuts, shellfish, MSG, etc.) The Offeror shall provide a written procedure or communication for notifying patrons of menu ingredients that may cause allergic reactions to customers and describe how this communication will occur.
- c) Indicate Offeror's ability to provide menus, promotional material, etc. that will be posted on the Offeror's web site and related social media vehicles.

C. Quality Assurance (Section C.5)

All Offerors must submit the following items in their proposal:

- a) Provide the Offeror's written Quality Assurance Plan designed to ensure an excellent guest experience. The Quality Assurance Plan should outline the actions implemented to achieve contract goals, service levels, and Section C requirements, including a comprehensive program of inspection and monitoring actions. Prior to implementation, these standards will be mutually agreed upon between the Offeror and the House.
- b) The Quality Assurance Plan must include:
 - i. Total quality assurance process, including quality standards, monitoring and reporting;
 - ii. Maintenance and cleaning procedures associated with the facility requirements outlined in Section C.4.2.

D. Customer Service Experience (Section C.2.4):

All Offerors are expected to provide details regarding the customer service experience.

- a) Provide details of Offeror's approach, sample documents, to establishing and maintaining outstanding customer service standards.

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- b) Identify customer service programs covering the entire food service experience, including the Offeror's approach to, as well as methods of accountability for service delivery standards.
- c) Describe any assessments you plan to employ to make the dining experience positive and meaningful for the customer as outlined in Section C.5.3. If applicable, describe how you will provide the results from these assessments to the COR.

E. Employee Staffing and Training Plans

1. Personnel and Related Requirements (Section C.6)

- a) Describe orientation and training provided for your staff. Describe all training practices that will be applied to operations. A training manual is not necessary, however, a summary statement demonstrating examples of training for management and hourly staff is suggested.
- b) Provide an example of how you will maintain comprehensive and updated training records for all employees and make these records available for inspection
- c) Provide an organization chart of on-site management structure covering all services provided by the Offeror.
- d) Provide resumes of the prospective on-site management team. Resume content must include, but is not limited to work history, skills and experience, educational background, and certifications.
- e) While it is understood that some of the individuals proposed may change, the individuals included in the proposal should be (1) currently available, interested, experienced and fully capable and (2) individuals that indicate your company's depth and ability to provide highly qualified and experienced senior management for on-site resident positions that closely match the operating criteria.
- f) Provide proposed staffing plan including job descriptions and daily hours.
- g) Describe your company's standards and requirements for attire, grooming.
- h) Describe your company's standards for the handling of customers and customer complaints.

F. Experience of proposed onsite management

Offerors should submit a comprehensive overview of the experience of their proposed onsite management team. This includes:

- a) detailed resumes
- b) qualifications
- c) relevant work history for each key member who will be responsible for overseeing day-to-day operations

Highlight prior experience in similar roles, particularly in food service management, staffing, quality control, and customer satisfaction. Additionally, offerors should describe each manager's skills in problem-solving, handling high-volume operations, and adapting to dynamic environments. Emphasis should be placed on the management team's ability to meet contract requirements, ensuring compliance, and effectively managing resources to maintain high service standards.

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G. Equipment and Facility Sanitation Practices

1. Sanitation and Food Safety (Section C.7)

- a) Provide a manual covering cleaning and sanitation practices and policies including Hazard Analysis & Critical Control Point (HACCP). Describe procedures for internally daily monitoring compliance of these policies and procedures.
- b) Health Department Compliance: Provide details if any Health Department has ever closed any of your foodservice operations, suspended a license to operate or ordered you or your company to a hearing due to any non-compliance issues in all regions of the U.S.

H. Application of Technology

1. Technology (Section C.8)

All Offerors should use this section to articulate their application of technology to enhance the food service experience at the House. Technology enhancements include but are not limited to methods for marketing and communicating with customers, ordering, and delivery of food, customer flow and congestion abatement, and payment methods.

- a) Address what types of technologies will be incorporated into the food service operations. Examples of technologies to be considered include on-line ordering system, nutritional information calculations, accelerated check out systems utilizing bar or QR codes, debit or affinity card programs. Describe how technology will improve customer service and/or revenues.
- b) Provide a general description of your PCI compliance program and those of any subcontractors.
 - i. Describe in general how the Point of Sale terminals, credit/debit card readers, proprietary card system and smartphone applications are secured; how they are protected against Point of System malware and intrusions; and, how incidents can be detected if they occur.
 - ii. Describe how customers' credit card and other personally identifiable information is collected and protected.
 - iii. Provide details of your process for addressing incidents if they occur, which must include immediate notification to the COR.
 - iv. Identify the point of contact within your organization who is responsible for information security.
- c) Confirm that your point-of-sale system has the capacity to accept multiple forms of payment including:
 - i. The ability to accept cash including, when applicable, a bill acceptor on all vending machines and indicate what denomination of bills will be accepted by the bill acceptor;
 - ii. Debit or credit card capability including a secure card reader enabling transactions via magnetic stripe, chip and contactless payment methods;
 - iii. Compatibility with mobile payment applications, such as Apple Pay, Google Pay, and other similar platforms, allowing users to complete transactions through their smartphones.
 - iv. Submit your proposal being sure to indicate if the system will be able to operate if there is an interruption in internet connectivity and what actions you will take in this situation to avoid a slowdown in service.
- d) Indicate if there is intent to use a wireless network, and, if so, provide detailed information on the purpose of the network, locations of access points, and security measures implemented.

I. Alignment to the House Needs and Goals

Offerors should explain how their approach aligns with the House's specific needs and goals for food service operations.

J. Contingency Plan

The Offeror must develop and maintain a comprehensive contingency plan to ensure uninterrupted food service operations during unexpected disruptions. This plan, subject to approval by the House, must

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include provisions for staffing, inventory management, food preparation, and distribution to sustain operations under adverse conditions. The Offeror is required to maintain a minimum of two days of inventory to support limited menu service in cases of power outages, severe weather, or other delivery disruptions.