

EVALUATION CRITERIA

In addition to price, the department scored other factors, which are outlined below, along with the final total score for each bidder. The following is a summary of the scoring process, including criteria, pricing, and outcome that informed this recommendation.

Evaluation Criteria	Description and Points Awarded	Points Based On	Max. Points
Price	100% of Max Points: Lowest-priced bid. 80% of Max Points: Second lowest-priced bid. 60% of Max Points: Third lowest-priced bid.	Itemized Proposal List	20
Delivery Specifications	100% of Max Points: Ability to deliver within the District's designated time/days & positive references of timely & accurate delivery. 75% of Max Points: Ability to deliver within the District's designated time but on alternate delivery days & positive references of timely & accurate delivery 0 Points: Unable to meet District's designated delivery time & days and/or negative references of frequent untimely and/or inaccurate deliveries even if delivery time & days can be met.	- Reference forms - Responses to Questions Labeled "Delivery Specifications - " in Vendor Questionnaire	10
Local Geographic Preference	100% of Max Points: Ability to provide 50% or more California-grown products sourced within 100 miles. 90% of Max Points: Ability to provide 50% or more California-grown products sourced within 250 miles. 70% of Max Points: Ability to provide 20-49% of products sourced within 250 miles. 30% of Max Points: Ability to provide 1-19% of products sourced within 250 miles. 0 Points: Unable to source any products within 250 miles.	Responses to Questions Labeled "Local Geographic Preference - " in Vendor Questionnaire	10
Service Reliability and Past Performance	100% of Max Points: Proven ability to provide excellent service as demonstrated by references & vendor questionnaire that show: - Prompt responses and satisfactory resolution to requests for information and complaints & issues -Courtesy and responsiveness to all district personnel at all times - Ready access to decision-making executives and assigned point of contact. - Ongoing produce market updates and communication regarding produce availability to identify best-priced seasonal products. 0 Points: References and/or vendor questionnaire that demonstrate poor performance or inability to meet the criteria described above.	- Reference forms - Responses to Questions Labeled "Service Reliability and Past Performance - " in the Vendor Questionnaire	10
Food and Nutrition Education	Proposer will receive 100% of Max Points for all of the following, 80% of Max Points for four of the following, 60% of Max Points for three of the following, 40% of Max Points for two of the following, 20% of Max Points for one of the	Responses to Questions Labeled "Food and Nutrition	10

	<p>following, and 0 points for none of the following:</p> <ul style="list-style-type: none"> - Provide farm-specific promotional materials - Farm Tours for Nutrition Services - Farm Tours for students - Farm visit to school/classroom - Provide nutrition education materials - Provide Training & Technical Assistance to school garden/farm 	Education - " in Vendor Questionnaire	
Vendor Consultation	<p>100% of Max Points: Proposer's staff will be available for consultation to district staff about seasonal sourcing strategies and menu planning ideas that may deliver the best value to the school district for a minimum of 2 hours per month</p> <p>0 Points: Proposer is unable to provide consultation for a minimum of 2 hours per month.</p>	Responses to Questions Labeled "Vendor Consultation - " in Vendor Questionnaire.	10
Diversified Production	<p>100% of Max Points: All products are sourced from farms that grow no less than five crops per 500 acres.</p> <p>0 points: Unable to source all products from farms that grow no less than five crops per 500 acres.</p>	- Responses to Questions Labeled "Diversified Production - " in Vendor Questionnaire	5
Contracting with Minority-Owned Businesses	<p>100% of Max Points: Majority business ownership by individuals who identify as women or BIPOC (Black, Indigenous, and People of Color).</p> <p>0% of Max Points: Majority business ownership by individuals who identify as women or BIPOC.</p>	Responses to Questions Labeled "Contracting Minority-Owned Businesses" in Vendor Questionnaire	5
Multiple Site Delivery	<p>100% of Max Points: Proposer will deliver directly to all sites listed.</p> <p>0 Points: Unable to deliver products to 100% of the sites listed.</p>	- Responses to Questions Labeled "Multiple Site Delivery - " in Vendor Questionnaire	5
TOTAL POINTS:			85

SCORING

The following (TABLE A) shows the average score for all scored vendors based on the criteria and available points outlined above. The following is a summary of the scoring process, including criteria, pricing, and outcome that informed this recommendation

TABLE A

Pacific Rim	Ag Link	Watsonville Coast Produce	Sysco
85	50	67	58

PRICING

Below (Table B) are the proposed costs by each responsive Bidder.

TABLE B

VENDOR	PROPOSAL
AG LINK*	\$43,576.70
PACIFIC RIM	\$57,950.20
SYSCO	\$74,008.42
WATSONVILLE	\$78,545.70

*Ag Link entered a "NO BID" on 24 items. When comparing the items that Ag Link bid on to the same items bid on by Pacific Rim, Pacific Rim had the lower bid (Table C).

TABLE C

	AG LINK	PACIFIC RIM
ONLY COMPARING COMPETING ITEMS	\$45,418.47	\$29,742.20

Reviewers

Deborah Austin, Director of Child Nutrition Services
Ben Thomas, Lead Consultant, Shared Plate Strategies LLC
Tim Wilkinson, Project Coordinator, Shared Plate Strategies LLC

All bids and scoring materials are available by request.