



PROCUREMENT

The UNIVERSITY of OKLAHOMA

The Board of Regents of the University of Oklahoma invites interested parties to submit **Bids for the Goods or Service identified below. Please read carefully.** All communications, clarifications, questions, or any other matter relating to the Solicitation must be made only through the University Contact. Bids must be submitted to OUBIDS@ouhsc.edu.

Solicitation Title:	Comprehensive Review of Food Service Operations for the Norman Campus and Possible Development of Masterplan
Solicitation No.:	I-24022-24
Issue Date:	5/22/2023

☒ Request for Proposal

☐ Invitation to Bid

Solicitation Schedule of Events (all times Central)

Pre-Bid Conference	Zoom / Microsoft Teams, please request an invitation via email from the University Contact below.
Pre-Bid Question Deadline	6/2/2023
Answers Available	6/9/2023
Bid Deadline	6/22/2023, at 2:00pm CST
Interview/Demonstration	May be requested. The University Contact shall invite bidders if an interview is held.
Tentative Award Date	TBD

Bid must be emailed to OUBIDS@ouhsc.edu

University Information

University Contact:	Kimberely Helton
Address (Street, City, Zip):	2750 Venture Drive
	Norman, OK 73019
Contact Email:	Kimberely.helton@ou.edu

THIS SOLICITATION CONSISTS OF THIS SOLICITATION PACKET, THE INSTRUCTIONS, GENERAL TERMS, DEFINITIONS, AND INSURANCE REQUIREMENTS AS SET FORTH BELOW. BIDDERS SHOULD CAREFULLY READ EACH DOCUMENT.

SCOPE OF WORK

1. Overview, Purpose, and Summary

The Board of Regents of the University of Oklahoma is seeking consulting services for a comprehensive review of food, dining, and hospitality services at its Norman campus. Based on the review, OU may be interested in developing a master plan for food and dining services to ensure that it meets the needs of the OU community.

OU is seeking to engage a firm with extensive experience in the food and hospitality industry to conduct a thorough review of OU's self-operated food and dining services and venues, including an analysis of existing operations, facilities, and customer feedback, a review of current processes, and make recommendations to improve the quality and efficiency of its food and dining services so that we may better meet our student's needs while also achieving efficiency and greater returns. Based on this review, OU may also request the winning bidder to develop a long-term master plan to address or implement recommendations that considers OU's mission and strategic plan.

About OU's Food and Dining Services

OU Food Services is responsible for providing a variety of dining options to students, faculty, staff, and visitors to the Norman campus. The department oversees a wide range of food service operations, including residential dining halls, retail locations, and catering services. The department is committed to providing healthy and sustainable food options that meet the diverse needs and preferences of the campus community, including offering vegetarian and vegan options, accommodating food allergies and dietary restrictions, and sourcing ingredients from local and sustainable suppliers whenever possible.

In addition to providing food services, the department also plays an important role in promoting health and wellness on campus. It partners with other departments and organizations to offer educational programming, cooking demonstrations, food security, and other events promoting healthy eating and living.

OU employs full-time and student workers who provide high-quality food and exceptional service to the campus community. They work closely with students, faculty, staff, and other stakeholders to ensure that the dining experience at OU is enjoyable, convenient, and satisfying for all.

More information about OU is available in its website – www.ou.edu

More information about OU's Housing and Food Services is available on its website - [OU Housing and Food](#).

More information about OU's strategic plan is available on its website - [OU Strategic Plan](#)

Number of different dining venues	24
Avg. daily/weekly/annual meals served	9,500/65,000/2,255,000
Operational budget	\$29.8 mil
Annual revenue	\$32 mil
Number of employees	175 full-time, 467 students

Scope

The scope of work for this project *may* include, but is not limited to:

- Conducting a comprehensive review of current food and dining services and venues, including an analysis of operations, facilities, staffing, and customer feedback.
- Engaging stakeholders across OU, including students, staff, faculty, and administration, to gather input and ensure policies and processes align with OU's mission and strategic plan.
- Developing a long-term masterplan for our food and dining services and venues, including recommendations for improving the quality, variety, and accessibility of food and dining offerings.
- Providing guidance on enhancing hospitality services, including customer service, event planning, and catering.

- Benchmarking or other analysis against other universities.
- Identifying best practices and areas where OU can improve services and efficiency.
- Providing ongoing support and guidance during the master plan's implementation, including change management, communications, and awareness.

2. Project Schedule

Start Summer 2023, End December 2023, Master Plan TBD

- ## 3. Expected Budget.
- (Based on the University's understanding, expectations, background, and knowledge of scope, the Expected Budget is neither a minimum nor maximum amount for this Solicitation.)

N/A

Please review the **SOLICITATION SPECIFICATIONS for additional criteria, requirements, and information.**



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SOLICITATION INSTRUCTIONS

BIDDERS MUST COMPLY WITH THE SOLICITATION INSTRUCTIONS. The Solicitation Instructions (“Instructions”) govern the bidding and selection process for the University’s acquisition of Goods and Services through a competitive process. Compliance with the Instructions is material to determining whether a Bid is responsive. Bidders should read all parts of these Instructions carefully. All terms, conditions, provisions, requirements, and language may be stated or phrased differently than in previous Solicitations, irrespective of past interpretations, practices, trade usage, or customs. In no event shall the Bidder’s failure to read and understand any Solicitation, Contract, Contract Document, or other documents, part, specification, or requirement included with, referenced in, or incorporated into a Solicitation provided by the University constitute grounds for a claim during or after a Solicitation or Contract award. Please see the University’s Formal Competition policy located here ([Policies and Procedures \(ou.edu\)](https://ou.edu/policies-procedures)) for more information.

The Solicitation Instructions are available for review and download at the following link
[Solicitation Instructions](#)

BID RESPONSE

Bids are required to be structured into separate, labelled, and easily identifiable sections using the Bid packet structure below. A Bid submitted using any other structure may be determined to be non-responsive as set forth in the Instructions. Any section of the Bid packet that is not applicable to the Bid shall have a page inserted to denote the section is not applicable. As way of example, if business references are not required, the Bid should contain a page after the “Business References” section heading that reads “Not Applicable”, “N/A” or some similar notation. **All forms, attachments, and other required documents referenced in the Solicitation are available for review and download at the following link [Solicitations \(ou.edu\)](#).**

Section Two- Response to Specifications and Requirements shall be limited to 15 pages.

- **Section One – Administrative Documents**

- A completed and executed Bid Proposal Cover Page
- All documents requested in this Solicitation Packet or the Bid Proposal Cover Page
- A brief summary of the company and marketing information and materials relevant to the Solicitation.
- Signed Amendment(s), if any, located at the same online link as the Solicitation. The Bidder shall acknowledge agreement with each Amendment, if any, by inserting the Amendment in this section, signed by or on behalf of the Bidder.

- **Section Two - Response to Specifications and Requirements**

- The Bid shall show the ability of the Bidder to meet or exceed the qualifications, specifications, and other matters set forth in the Solicitation.
- The Bid must reflect for each requirement or specification whether they can be met by an out-of-the-box solution or whether customization is required.
- If service level agreements are required, the proposed service level agreements shall be inserted in this section.
- A list of all Subcontractors included as part of a submitted Bid.

- **Section Three – Pricing**

- Unless otherwise stated in the Scope of Work or Solicitation Specifications, the Bid shall include a firm, fixed price for the term, including optional renewal terms, Travel and Subsistence Expenses, warranties, subscriptions, ongoing maintenance and support, and other costs, fees, charges, or expenses of any kind that will be charged by the Bidder.
 - The Bidder shall guarantee unit prices are correct.
 - For hourly work, the Bidder shall provide a breakdown of hourly rates for each service or occupation.

- **Section Four – Proposed Exceptions**

- **Section Five – Additional Bidder Terms**

- Any additional terms that the Bidder requests be applicable to the Contract shall be inserted in this section and shall be provided in Word format. THE UNIVERSITY HAS NO RESPONSIBILITY TO INDEPENDENTLY REVIEW AN ENTIRE BID FOR ADDITIONAL TERMS AND ANY SUCH TERMS NOT SUBMITTED IN THIS SECTION OF THE BID SHALL NOT BE CONSIDERED. Should a Bidder be awarded a Contract, the University shall not be required to execute additional documents not included in a Bid. For example, if a Bidder typically uses an ordering document in connection with an acquisition, the ordering document template shall be included in the Bid.

- **Section Six - Offer of Value-Added Goods or Services**

- If a Bid includes an offer of value-added Goods or Services, such offer shall be inserted in this section and include associated pricing and any other information relevant to such value-added offer. However, the University is not obligated to purchase value-added Goods or Services.

BID FORMAT

- The font shall be 12-point Times New Roman. The top, bottom, left and right margins shall be at least one inch, excluding headers and footers. All pages must be numbered.
- Responses must be submitted on the forms provided, where applicable. Where a form is not provided, responses must be submitted in MS Word format (.doc or .docx) or Adobe PDF (.pdf).
- Each Bidder shall submit a complete proposal in clear, concise language.
- Proposals should be tabbed and organized in easily identifiable parts mirroring the organization of this RFP.
- The Bidder shall not submit any items other than those requested in the Attachments/forms. The additional information will not be considered in the evaluation.

GENERAL TERMS AND CONDITIONS INSURANCE REQUIREMENTS RULES OF USAGE AND DEFINITIONS

The University's General Terms and Conditions ("General Terms") sets forth the terms and conditions for Contracts resulting from Solicitations issued or awarded by the University. The University's Insurance Requirements ("Insurance Requirements") sets forth all required Insurance types and limits (as applicable), conditions, and requirements for Solicitations issued or awarded by the University. The Rules of Usage and Definitions ("Definitions") set forth the way all terms, conditions, provisions, requirements, specifications, and other language set forth in the Solicitation, Solicitation Packet, Instructions, General Terms, Insurance Requirement Contract, or Contract Documents are used and defined unless specifically stated otherwise therein. The General Terms, Insurance Requirements, and Definitions apply to all Solicitations issued or awarded by the University and are incorporated by reference to all Bids and resulting Contracts. They may only be amended as set forth therein or in the Instructions.

The General Terms are available for review and download at the following link

[Invitation to Bid](#)
Request for Proposal

The Insurance Requirements are available for review and download at the following link
[Insurance Requirements](#)

The Definitions are available for review and download at the following link
[Rules of Usage and Definitions](#)

THIS SOLICITATION CONSISTS OF THIS SOLICITATION PACKET, THE INSTRUCTION, GENERAL TERMS, DEFINITIONS, INSURANCE REQUIREMENT, AND AMENDMENTS OR ATTACHMENTS THERETO. EACH IS HEREBY INCORPORATED BY REFERENCE.

Bid must be emailed to OUBIDS@ouhsc.edu.

Do NOT submit Bids directly to the University Contact or the Bid will be deemed non-responsive.



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SOLICITATION SPECIFICATIONS

In addition to the **SCOPE OF WORK**, these Solicitation Specifications set forth additional qualifications, specifications, pricing, evaluation criteria, and other information relating to the Solicitation.

1.1 **Qualifications.** Bidders should have the following qualifications:

- **Experience.** The winning bidder should have extensive experience in the higher education sector, with a proven track record of delivering successful projects related to food and hospitality services. Experience with universities in the Big XII and SEC is preferred.
- **Expertise.** The winning bidder should have expertise in food service operations, hospitality management, customer experience, and operational efficiency.
- **Methodology.** The winning bidder should have a well-defined methodology for conducting a comprehensive review and analysis of our current food and dining operations, engaging stakeholders, and developing a long-term master plan.
- **Resources.** The winning bidder should have adequate resources, including staffing, technology, and tools, to support the project's needs and ensure a successful outcome.
- **Communication.** The winning bidder should have strong communication skills and the ability to engage stakeholders across OU to gather input and ensure that the master plan aligns with our needs and goals.
- **Flexibility.** The winning bidder should be flexible and adaptable to changing project needs and timelines, with the ability to work collaboratively with our internal project team.

1.2 **Bid Response & Questions.** In addition to other requirements in the Solicitation, your bid must include responses to the following questions:

1.2.1 Please briefly describe your business, including governance structure, affiliates, history, and other key business information. (no more than one page)

1.2.2 What is your experience in the higher education sector, and have you worked with universities like OU?

1.2.3 Can you provide examples of previous projects where you have successfully developed long-term masterplans for food and hospitality services? Please include specific references.

1.2.4 How will you approach the review and analysis of OU's current food and dining operations, and what methodologies will you use?

1.2.5 How will you engage stakeholders across OU to gather input and ensure that the master plan aligns with OU's mission and strategic plan?

1.2.6 What resources are available to support the project, and how will you ensure adequate staffing, technology, and tools are available to meet OU and project needs?

1.2.7 How will you ensure the master plan is actionable and feasible, and how will you provide implementation guidance and support?

1.2.8 What is your approach to ongoing monitoring and evaluation, and how will you ensure that the master plan remains relevant and effective over time?

1.2.9 What is your pricing model, and how will you ensure the project stays within budget?

1.2.10 How long do you expect the project to take, and what is your proposed timeline for completing the review and developing the master plan?

1.3 Evaluation Criteria.

Criteria
Experience
Expertise
Methodology
Resources
Communication
Flexibility
Cost/Pricing
Proposed Schedule/Timeline
Responses to Questions & Interview