



EVALUATION CRITERIA

A. Minimum Eligibility Requirements:

In order to be considered for evaluation, the proposers should demonstrate sufficient capacity, resources, and experience to provide complete professional food service management services as required by the District. Any proposer that fails to meet all of the following minimum criteria may be noted as "non-responsive" and many not be evaluated/scored.

At a minimum, proposing firms shall submit the required proposal bond. Additionally, proposing firms should submit all required information set forth below. Concurrent with the delivery of the proposal, the Proposer should also irrevocably deliver completed and properly signed:

- Exhibit F Drug-Free Workplace Program Bidder Certification
- Exhibit G Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion
- Exhibit H Certification Regarding Lobbying
- Exhibit I Disclosure of Lobbying Activities
- Exhibit J Proposal Summary
- Exhibit L Non-Collusion Affidavit
- Exhibit T Certificate of Independent Price Determination
- Personnel Policies and Employee Handbook

Upon completion of the award process and within five (5) business days of the DeSoto County School Board's completion of the award process at its duly called meeting and execution of the contract, the successful Proposer shall cause the delivery of the required Performance Bond and deliver the required insurance certificate.

NOTE: The items required above should be clearly identified and documented in the proposal. Failure to provide all required information and/or submittals as described in this section may render the respondent's proposal non-responsive and therefore it may also be ineligible for evaluation.

B. General Evaluation Instructions

- Evaluators shall score proposals independently and objectively.
- Cost/price is the primary evaluation factor and carries the highest single point value.
- Only fixed-price per reimbursable meal proposals are considered responsive.
- USDA Foods value must be excluded from price evaluation.

C. Proposal Format and Evaluation Criteria:

In order to maintain comparability and enhance the review process, it is required that proposals be organized in the manner specific below. Include all information in your proposal. Proposers are encouraged to provide tab separations for each item. Proposals received which do not contain ALL items listed in this section will be considered non-responsive, and therefore ineligible for evaluation.

The criteria for evaluation of proposals shall be as follows:

1. Total Fixed Meal Charge (25 points).

- The lowest cost receives max points. The others receive points equal to the lowest price divided by their meal price x 25 (not rounded)

(Lowest Responsive Meal Price ÷ Vendor Meal Price) × 25
 Cost Score (Enter Calculated Score): _____ / 25

2. Menus/Product Identifications/Nutrition Analyses (15 points) –

- Ability to provide multiple choices for K12 students to meet the variety and inclusiveness of menu options (allergens, dietary needs, age appropriateness).
- Alignment with Federal and State nutrition standards, Clarity and completeness of product specifications
- Evidence of innovative menu design and student engagement strategies.
- Exceptional (15): Menus exceed USDA requirements and address variances and medical necessities for diets.
- Good (10): Menus meet USDA requirements and provide adequate variety.
- Fair (5): Menus minimally meet requirements but lack variety or detail.
- Poor (0): Menus do not meet USDA requirements.

Score Awarded: _____

3. Marketing Plan/(10 points) –

- Marketing strategies for increased breakfast and lunch meal participation.
- In school marketing to students to change perception of school lunches to increase participation.
- Marketing to the community to increase parent and community engagement in order to encourage participation in school program (NSLP/SBP) and to encourage summer food program participation (SFSP) in the community.
- Marketing to attract interest of students in participation with innovation of choices and engagement opportunities
- Exceptional (10): Clear, proactive engagement and feedback mechanisms.
- Good (7): Adequate communication and coordination.
- Fair (4): Minimal engagement described.
- Poor (0): No engagement plan provided.

Score Awarded: _____

4. **Company Experience (10 points) –**

Only companies with a minimum of five years of experience in the serving of a public K12 District with the National School Lunch/Breakfast Programs and Summer Food Service Programs will be accepted.

- Exceptional (10 pts) demonstrates strong understanding of K12 food service programs with NSLP/SBP experience with a minimum of 5 years' experience. **(DISQUALIFIER)**
- Good (7 pts) demonstrates relevant experience with minor gaps or comparative programs.
- Fair (4 pts) demonstrates limited experience in similar setting, capability is minimally demonstrated.
- Poor (0) no relevant or comparable experience demonstrated.
- Score Awarded: _____

5. **Experience of On-Site Management Company Staff (10 points) –**

- General Manager must have a minimum of five years of experience with National School Lunch/Breakfast Programs in a K12 environment. **(DISQUALIFIER)**
- Exceptional (10): Highly qualified on-site management with a detailed staffing plan that ensures full coverage for all meal periods with clear supervision and contingency planning demonstrated. Manager has minimum 5 years' experience.
- Good (7): Staffing plan meets operational needs with qualified management and adequate coverage.
- Fair (4): Staffing is minimally adequate but lacks detail regarding coverage or supervision.
- Poor (0): Staffing plan is unclear, insufficient, or does not demonstrate capacity to meet operational needs.
- Score Awarded: _____

6. **Training/Transition Plan (15 points)**

- Staff training/transition plan, implementation time line,
- Plan to incorporate current staff into new menu preparation training and procedures,
- Plan to maintain certifications and professional development for staff moving forward.
- The FSMC presents a plan for "partnering" with District to be successful during startup and ongoing operations? Experience of the proposed staff present in production line operations and training staff
Scoring Guidelines Applicable
- Exceptional (15): Highly qualified on-site management with a detailed staffing plan that ensures full coverage for all meal periods with clear supervision and contingency planning demonstrated.
- Good (10): Staffing plan meets operational needs with qualified management and adequate coverage.
- Fair (5): Staffing is minimally adequate but lacks detail regarding coverage or supervision.

- Poor (0): Staffing plan is unclear, insufficient, or does not demonstrate capacity to meet operational needs.

Score Awarded: _____

7. References (5 points) –

- Vendor expertise, experience, and references from clients served (consideration of reliability, responsiveness, and program success reported by references)
- Exceptional (5): Three or more relevant, verifiable references provided.
- Good (3): Two relevant references provided.
- Fair (1): One relevant reference provided.
- Poor (0): No relevant references provided.

Score Awarded: _____

8. Evaluate financial stability, controls, invoicing practices, and audit history. (10 points)

- Exceptional (10): Strong financial stability and audit-ready systems.
- Good (7): Adequate financial systems with minor concerns.
- Fair (4): Some weaknesses in controls or documentation.
- Poor (0): Financial practices present significant risk.

Score Awarded: _____

Criteria	Scale	Multiplier if applicable	Notes	Points Assigned
Total Fixed Meal Charge	0-25	n/a	Max 25 pts to lowest price proposal. The others receive points equal to the lowest price divided by their meal price x 25 (not rounded)	
Menus/Product Identifications/Nutrition Analyses	0-15	n/a		
Marketing Plan	0-10	n/a		
Company Experience	0-10	n/a	Disqualifier	
On-Site FSMC Staff Experience	0-10	n/a	Disqualifier	
Training/Transition Plan	0-15	n/a		
References	0-5	n/a		
Financial Stability	0-10	n/a		
TOTAL	100			