

Please tell us more about your recommendations regarding meal plan options and price per meal. Please include traditional meals in the cafeteria, meal transfer to Cat's Corner and/or Jitters, flex dollars/declining balance and/or any other recommendations you have to offer. Please provide a rationale that compares student flexibility with value to the students, along with any other factors you deem as relevant. Describe your experience using the recommended meal plan at other colleges/universities.

Meal Plan Options:

The opportunity to redesign the meal plans for Wayne State College, not only for the students who live on campus and must have a plan, but also for customers who are not required but could benefit from a voluntary meal plan presented an exciting opportunity for us to showcase our options. Primary to these new meal plans was our goal to create flexibility and variety while maintaining the lowest cost possible to the students.

Developing meal plans that better meet customers' needs can drive participation, satisfaction and revenue – all important factors in a successful dining program. The right meal plans will also ensure that the financial performance is sound and supports ongoing program development. In addition, attractive and convenient meal plans will add value to the on-campus living experience, supporting the efforts to attract and retain students in campus housing. And as we have partnered with Wayne State, we have been keenly aware that providing a multitude of plans at the lowest cost is very important.

We have highlighted some of the key benefits that our proposed meal plans offer in order to add value to customers.

Alternative Meal Plan

We understand that these plans are different in many ways from the current offerings. If these plans are not compatible with the current student preferences we are prepared to offer alternative plans that may be more acceptable.

- 💡 19 Meal Plan, Plus \$100, Plus Transferability
- 💡 15 Meal Plan, Plus \$135, Plus Transferability
- 💡 10 Meal Plan, Plus \$165, Plus Transferability
- 💡 Commuter 5, Plus \$50 per semester
- 💡 Commuter 3, Plus \$225 per semester

Please elaborate on your recommendations for branded concepts. Provide a rationale for each concept recommended. Indicate your experience with the branded concept at other colleges/universities.

Throughout our time on campus we have demonstrated the highest level of commitment to the Wayne State students. Making every effort to engage and connect with them to continually improve their on-campus dining experience and deliver the brands, concepts and cuisines that they want has been the expectation and commitment. Our approach in responding to your request for proposal further demonstrates this commitment as the brands and concepts we have recommended are the result of student input.

Over the past two years, in the fall of 2011 and 2012, we formally surveyed Wayne State students. Utilizing our third-party data collection partner we solicited input from over 400 students. Additionally, we took copious notes as we had informal conversations with students, attended meetings and met with students. All of this, coupled with our industry knowledge and research, produced the brands and concepts we have recommended. In the following you will find a breakdown of each location, the proposed brands and the rationale behind our recommendations.

Additionally, in the question that follows (#3), it is requested that will describe/illustrate recommended facility improvements. To provide you with a complete scope of our recommended experience we have also included our responses to this question along with our rationale for brand/concept recommendations in the response below.

Please expand on your recommendations for facility improvements and your proposed investment. Describe/illustrate any recommended improvements and provide your rationale for the proposed changes. Identify the financial commitment proposed, along with the terms and conditions thereof.

Proposed Financial Commitment

Our commitment and passion for Wayne State College runs deep. This is evident throughout our proposal.

We have made significant upgrades to the dining experiences the Wayne State College campus community participates in. Highlights of this include:

- **Investment into the Resident Dining Program:**

We have planned exciting renovations for the serving area and have scheduled substantial resources to support our improvements.

Total Investment for the Resident Dining Room is Six Hundred Eighty Three Thousand (\$683,000) Dollars

- **Investment into new Retail Dining Locations**

Conn Library

The expansion of a very popular dining location with Red Mango, Starbucks' We Proudly Brew and our awarding wining Outtakes will make the Conn Library a dining destination on campus. Our planned expansion was carefully considered after many discussions with the leadership from the Conn Library. We wanted to provide an expansion that will fit with the College's plans relocating the entrance.

Total Investment for the Conn Library is Three Hundred Sixty Six Thousand (\$366,000) Dollars

Cats Corner

The inclusion of Papa John's, Mondo's and Grill Nation further adds value to an already popular dining location. You will also find one of the many goals we share in common is keeping Cats Corner a bustling place. The inclusion of Papa John's, Mondo's and Grill Nation adds further value to an already popular dining location. Our planned renovations for the Cats Corner total Six Hundred Thirty One Thousand (\$631,000) Dollars.

Please tell us how you will work with the cleaning and sanitizing requirements listed in the RFP. Specifically describe how you plan to maintain cleanliness of the facilities (both regular daily cleaning and deep cleaning)?

Chartwells' quality assurance and sanitation standards are based on the FDA Food Code 1999, and are housed in our comprehensive Quality Assurance and Sanitation Standards and Solutions Manual. This essential document includes standard operating procedures (SOPs), sanitation standard operating procedures (SSOPs), as well as Hazard Analysis Critical Control Points (HACCP) compliance plans. Every Chartwells Unit Manager has a copy of this easy-to-use reference and relies on it in all daily operations as well as a guideline for training associates. Unique to this manual is the identification of detailed solutions and helpful information for each quality assurance standard, including "how to" suggestions, best practices, required and recommended tools, training tips and other information and resources that help the unit manager keep your campus dining service safe and sanitary. This manual also contains the following important standards:

- Sanitation Checklist
- Safety Standards
- Safety Checklist
- Temperature Log
- Preparation Standards

In addition to the manual, we display colorful, instructive Quality Assurance signage to constantly remind associates of our food safety standards. Our Quality Assurance package contains 23 signs, including seven large HACCP signs that help reinforce critical standards for receiving food products, cold storage, cooking, cold production, hot holding, cold holding and cooling. The signs remind associates to monitor times and temperatures, take corrective actions when critical limits are exceeded and record their findings.

Please discuss your proposal for hours when food service would be available. Please address the issue of providing for students on campus during break periods, the night before classes begin or resume, late afternoons, and other non-traditional times. Please discuss your plan for providing sack lunches.

To better support student needs during finals our proposal includes longer hours of service during the final six weeks of each semester. This allows students more access to dining services during the busiest academic times.

The current everyday hours of operation would remain the same. We would propose to keep Jitters open longer the last month and a half of each semester to better serve the students as they are working on their final papers and tests to end each semester.

Athletes will continue to be served during Fall and Spring breaks, with additional community dining opportunities, allowing students, faculty and staff to make purchases using Cat Cash, Flex Dollars and cash. As students return from the Spring and Fall break periods we will open the Upstairs Cafeteria and allow meal plan usage for this meal.

To offer students greater freedom to our meals anytime anywhere will allow them to use their plan at any Wayne State dining venue. This would mean students could use their plan somewhere on campus starting at 7:15am through 9:00pm continuous. No more black out times.

Our sack lunch program has been successful and will continue to be offered for students that have school, work, or activity conflicts.

Hours would be determined in collaboration with students during food service committee meetings to accurately assess the hours that meet student needs most effectively.

How do you plan to address alternative diets?

VEGA

As alternate diets, food allergies and food sensitivities have become more common at Wayne State we have always taken a proactive approach to addressing this need. Working in collaboration with campus dietitian Linda Wetzel we have met with students in need of alternative diets and have developed solutions that allow them to fully engage and enjoy in the Wayne State dining experience. As we move forward into the new agreement this personalized approach will remain. However, as we have proposed an extensive and dynamic new program we have been careful to ensure that our changes include enhancements for students with alternative diets. Highlights of this include:

How would you plan to work with students to meet the food service needs for group events, committee meetings, luncheons, etc.

As it relates to students and catering we have always taken a very personal approach to working with them within their budget to make sure their needs are met. As we move into the new contract this approach will continue from John, Chef Marcia and Catering Director Mary French. To directly speak to these students needs, the catering section of our proposal included the introduction of: In Your Space. This is a collection of economical items targeted at student catering needs. However, we realize this is merely a starting point in the process and that students need additional attention to maximize the limited funds they have available for these purchases. This is why continued personal consultation will be key to working with students to meet these needs. Along with our current ordering procedures, CaterTrax will be introduced to campus. CaterTrax will allow a quick access to the Wayne State campus-catering program and will allow online ordering for convenience.