

**CITY OF SOUTH SAN FRANCISCO  
INTEROFFICE MEMORANDUM**

**DATE:** April 24, 2025

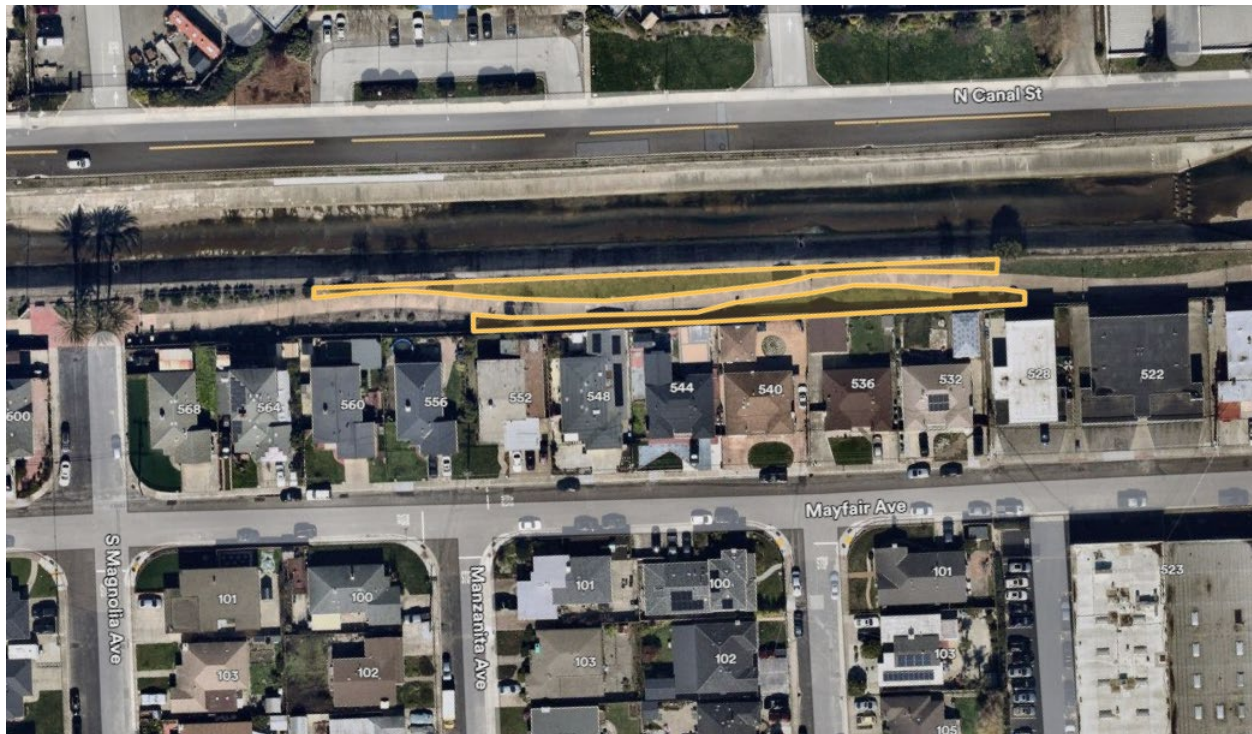
**TO:** Mayor, Vice Mayor, and Councilmembers

**FROM:** Greg Mediati, Director of Parks and Recreation

**SUBJECT:** Parks and Recreation Department Update

**Arbor Day Preparation**

In recent weeks, staff have been preparing a section of Sister Cities Park for the Department's annual Arbor Day and Earth Day Celebration. This has included altering irrigation, prepping soil, removing shrubs, as well as sheet mulching the site with compost and thin carboard which breaks down over time. Arbor Day will be held on April 26 from 9:00 a.m. – 12:00 p.m. and will consist of planting trees, hundreds of pollinators, and spreading mulch. This year's trees include those commonly found around our sister city, Saint Jean Pied de Port, France. The area being worked on will be just south of the Kishiwada, Japan section, closer to Spruce Avenue.



### **Weed Abatement Citywide**

City staff and contractors have been focusing on weed abatement citywide. Notable efforts include along Junipero Serra Boulevard, Centennial Way Trail, in all parks, on Sign Hill, and along City-maintained portions of the Bay Trail. This work will continue throughout the spring growing season.



### **Avalon Memorial Park Memorial Grove**

Parks Division staff has been working with family members of those honored by trees at Avalon Memorial Park to create a memorial grove. The expansion of the memorial trees at Avalon Memorial Lot and transforming it into a beautiful memorial grove, allows there to be greater tree



canopy and not rely on one tree for an individual, but instead, a grove of trees. In recent years, individual trees have failed due to external factors. To enhance this space, the Parks Division planted Chinese Elms, Cork Oaks, and Zelkovas. These tree species are known for their impressive size and will grow into lovely shade trees, creating a serene and peaceful environment for visitors to reflect and remember their loved ones. Half of the lot remains open for play or other activity and half is now planted with this grove.

Staff were also able to use a mini skid steer, called a Dingo, with many different attachment types. The auger attachment allowed staff to plant this grove in less than a day when conventional digging would have taken at least one and a half to two days. This piece of equipment is a great boon to our urban forestry efforts.



### **Erin O'Brien Elected to CPRS District 4 President**

The Parks and Recreation Department is proud to announce that Erin O'Brien, Business Manager and head of the department's Administrative Division, has been elected as President of the California Parks and Recreation Society (CPRS) – District 4. The mission of CPRS is to advance the park and recreation profession through education, networking, resources and advocacy. CPRS is a statewide organization segmented into local regions and districts. South San Francisco is in District 4 and includes the counties of San Francisco, San Mateo, and Santa Clara. Erin first joined the board as a Director at Large in 2021. Her leadership on CPRS District 4 has been invaluable in connecting SSF Parks and Recreation staff with key resources and training, and is also helpful in representing South San Francisco's interests when it comes to planning CPRS events and initiatives at the local level and statewide.



*Erin O'Brien,  
CPRS District 4  
President*

### **Aquatics Program Update**

#### ***Orange Pool – Recreation Rx Pilot Program***

In partnership with San Mateo County Health, the Aquatics Program offered free swim lessons to participants at the San Mateo County Health Clinic in South San Francisco. The Rec Rx pilot program enabled 11 children to participate in a full session of learn-to-swim courses. None of these children had previously participated in a learn-to-swim class, and the opportunity to engage in this program may not have been available to them without the support of their pediatricians and the initiative of the program.

These classes are crucial for promoting water safety and preventing drowning, especially among children, as they teach vital skills that can save lives. Not only do these classes instruct participants on how to swim, but they also raise awareness of water hazards, fostering confidence and self-esteem. Furthermore, swimming is an excellent form of physical exercise that enhances overall health and well-being. Learn-to-swim programs contribute to lifelong fitness and enjoyment in and around water by encouraging social interaction and nurturing a love for aquatic activities. The City anticipates continuing its partnership with San Mateo County Health, creating opportunities for community members in need of support.

### **Concert in the Park Fundraising Opportunity**

Concert in the Park, organized by the Parks and Recreation Department, is the City's largest event of the year. This year's event is scheduled for Saturday, September 20, 2025 and planning is already underway. Staff anticipates a similar event as last year to include music, kids activities, food trucks, and exhibitor booths located at Orange Memorial Park in the Picnic Meadow and Sports Field. In 2024, staff were able to enhance the event to include more tented exhibitor booths and a roller-skating rink thanks to sponsors Genentech and Kaiser Permanente. In recent years, staff have advertised sponsorship opportunities for this event on the event webpage and have sought grant opportunities, such as Genentech's SSF Community Fund.

For more information, potential sponsors can contact Erin O'Brien, Business Manager, at

[erin.obrien@ssf.net](mailto:erin.obrien@ssf.net) or (650) 829-3811. Sponsorship levels for Concert in the Park are as follows:

<b>Sponsorship Level</b>	<b>Benefits</b>
Benefactors (\$5,000 +)	<ul style="list-style-type: none"><li>• Organization name listed on event program</li><li>• Mention and option to be brought up on stage during opening remarks</li><li>• Name listed on sponsors banner</li><li>• Option to display own banner in designated location at the event</li><li>• Organization resource table during the event</li><li>• Logo placement on event webpage</li><li>• Recognition in social media post</li><li>• Mention in Activity Guide</li></ul>
Patrons (\$2,000 +)	<ul style="list-style-type: none"><li>• Organization name listed on event program</li><li>• Mention in opening remarks</li><li>• Logo placement on event webpage</li><li>• Recognition in social media post</li><li>• Mention in Activity Guide</li></ul>
Friends (\$500 +)	<ul style="list-style-type: none"><li>• Organization name listed on event program</li><li>• Logo placement on event webpage</li><li>• Mention in Activity Guide</li></ul>

### **Classes Program Update**

#### ***Easter Bunny Photo Hop***

On Saturday, April 5, the Parks and Recreation Department proudly hosted its 94th Annual Easter Bunny Photo Hop. Families gathered to take festive photos with the Easter Bunny, creating lasting memories for children and adults alike. Following the photo opportunity, registered families participated in an egg hunt. The event received overwhelmingly positive feedback from attendees, many of whom expressed appreciation for the family-friendly atmosphere and thoughtful organization, guaranteeing a photo and egg takeaway. This year, staff welcomed over 140 registered families, with the generous support of our community sponsors, Hatch Realty and the South San Francisco Women's Club. Additionally, the South San Francisco Friends of Parks and Recreation were in attendance serving refreshments and snacks for eventgoers. Thanks to the collaborative effort of staff, volunteers, and partners, the Easter Bunny Photo Hop was a resounding success.





### **Senior Services Program Update**

#### ***Senior Police Academy at Alice Bulos Community Center***

On Wednesday, April 9, 21 seniors graduated from the South San Francisco Senior Police Academy. The Senior Police Academy is an interactive seven-week course specifically designed for seniors to educate them about the many services and functions of the South San Francisco Police Department. Senior participants received information about San Mateo County Adult Protective Services, learned about fraud and scams targeted at senior citizens, went on a Police Department tour, met our K-9 officers during a K-9 and SWAT presentation, and more. The Fire Department also led a class in basic first aid.

At graduation, each participant received a certificate for their completion of the course from Captain Adam Plank and Sergeant Elena Dominguez. Refreshments were provided after the ceremony, and everyone is looking forward to the next Senior Police Academy.



*Seniors in class and receiving their graduation certificate  
from Captain Plank and Sergeant Dominguez*

## **Youth Enrichment Services Update**

### ***Spring Camp***

The Youth Enrichment Services Program offered Spring Camp during Spring Break and served 215 children. Through art, science, cooking, games, and special events, the Superhero theme provided opportunities for fun, creativity, and learning. While Superhero Camp provided hours of fun it also incorporated many educational components. Staff were thoughtful and deliberate in programming activities that supported fine and gross motor skills, social development, and decision-making skills.



*Children and staff at Spring Camp*

## **Rentals Update**

### ***Picnic Rentals***

The Department began permitting the picnic areas to the public in January for the 2025 picnic season. The picnic season runs from March 2025 to October 2025. The Department has issued 315 permits to date for the 17 picnic sites that are available. Most reservations are completed online and the Eucalyptus Shelter at Orange Memorial Park is the most popular site, having 83 reservations with very few weekend dates available.



*Eucalyptus Shelter at Orange Memorial Park*

## **Cultural Arts Commission Update**

### ***Youth Art Show & Extended Exhibit***

The 25th annual Youth Art Show, sponsored by the Cultural Arts Commission in partnership with the SSF Unified School District, took place on April 11 and 12, on all three floors of the Library | Parks and Recreation Center. Over 800 hundred visitors enjoyed this art gallery program and viewed over 400 works created by SSFUSD students.

On Friday, the public enjoyed performances by the El Camino High School Jazz Band, followed by a dance demonstration by students of the SSF Civic Ballet. Saturday's show featured a charming presentation performed by the engaging young dancers of the Department's Mexican Folklórico Dance group. All ages indulged their inner artist by painting at Saturday's craft table. Guests were both grateful and delighted with the program. One visitor remarked "The arts and creative expression are alive in South City!"



*Proud to see their artwork*

An extended exhibit of selected youth art may be viewed at the 3<sup>rd</sup> floor gallery and the 2<sup>nd</sup> floor hallways. The art gallery will be open weekdays through May 15, from 10:00 a.m. to 5:00 p.m. The 2<sup>nd</sup> floor exhibits are viewable during regular building hours.

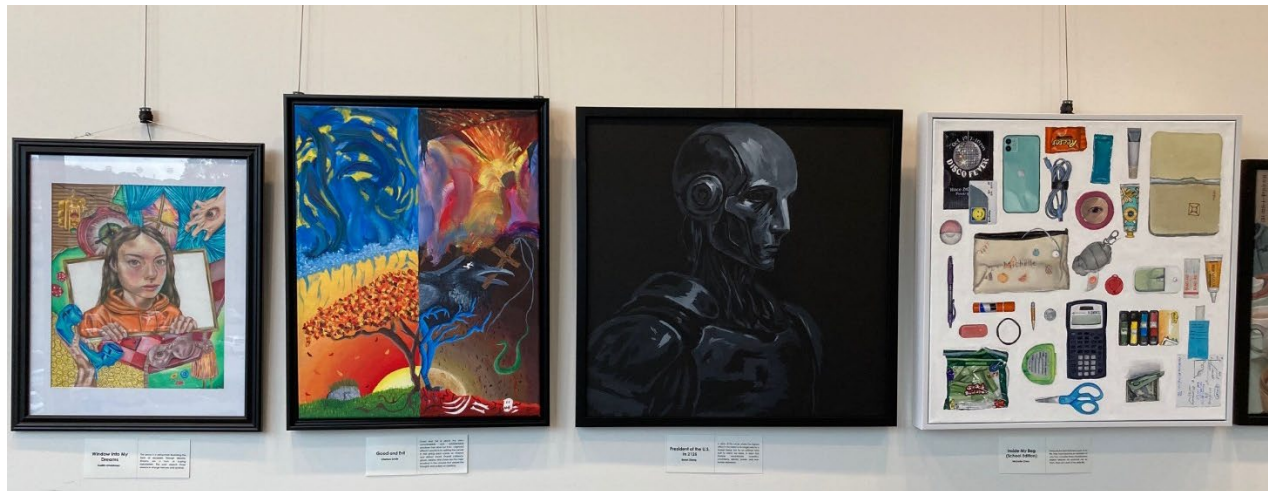
### ***Congressional Art Competition – 15<sup>th</sup> District Limited Exhibition in LPR***

Staff hosted another youth art exhibit at the Library | Parks and Recreation Center with 18 art submissions from the House of Representatives Congressional Art Competition. The submissions represent high school artwork from California's 15<sup>th</sup> Congressional district. The contestants' artworks were viewable from Wednesday, April 16 through Thursday, April 24. A closing awards ceremony is scheduled for April 24.

Each spring, a nationwide high school arts competition is sponsored by the members of the U.S. House of Representatives. Congressman Kevin Mullin hosted the local competition for high school students living or going to school in California's 15<sup>th</sup> Congressional district. The winning artwork of the 15<sup>th</sup> district's competition will be displayed for one year in the U.S. Capitol building along with artwork from all participating districts from around the country. The winning artwork is also featured on the official House of Representatives website's [Congressional Art Competition](#) web page. Information is available at [Congressman Kevin Mullin's webpage](#) or on the [Congressional Institute](#) website.

The City of South San Francisco is honored to host this exciting exhibition. The timing of this unique exhibit opportunity is ideal as it coincides with SSF's Youth Art Show extended exhibit and exemplifies the value of encouraging and celebrating youth creativity.





*Congressional Art 2025 Entries*

### ***Cultural Arts Programs – Jack Drago Youth Art Fellowship***

From 1999 through 2024, the Cultural Arts Commission presented an annual financial award to eligible graduating seniors from the South San Francisco Unified School District. Financed by fundraising dollars, it was established for the purpose of providing the recipients continued education in the arts. Titled the Jack Drago Cultural Arts Commission Youth Art Scholarship, it was named to honor Jack Drago, former South San Francisco mayor and founder of the arts commission. In its lifetime, 48 deserving SSF Unified School District graduates were awarded.

Beginning in the Summer of 2025, this scholarship program will evolve into a training program titled the Jack Drago Youth Art Internship. The program will continue to provide financial support via a paid summer internship. The recipient will be able to select a community art project in the visual or performing arts. This opportunity would enable the intern to collaborate with City staff and arts professionals, build their portfolio, and gain real-world work experience in the arts.

Through the internship, the selected student will gain valuable experience while receiving financial support to help them take their next steps in the arts. By strengthening this opportunity, the goal is to make an even greater impact on young creatives while continuing to honor Jack Drago's commitment to the arts and the community youth. The opportunity will be open to South San Francisco high school juniors and seniors. Application details will be available at [www.ssf.net/culturalarts](http://www.ssf.net/culturalarts).

### **Preschool Early Learning Program Update**

#### ***Staff Development Day***

On Friday April 4, the Preschool Early Learning Program held its 3rd annual Staff Development Day. Twenty-one teachers came together from Little Steps, Siebecker, and Westborough Preschool Programs for a full day of engagement. The Fire Department provided CPR/First Aid recertification for all teachers. Francisco Rodriguez, Acting Assistant Childcare Supervisor, presented on teacher engagement activities. He provided ideal teaching strategies when leading the children in activities and always planning for the unexpected and being prepared with other “back pocket” activities. He also spoke on engagement with the children and how important it is to build relationships and secure trust with the children and parents to work cohesively for the

growth and development of the children. He also had ways for teachers to encourage open-ended conversations. The last part of the day involved working as a group on curriculum development for the year. Many teachers commented positively on the busy, interactive day and left feeling inspired to strive for more for the children and families that we serve.



*Acting Assistant Childcare Supervisor Francisco Rodriguez and Recreation Manager Laura Armanino speaking to the group*

**CITY OF SOUTH SAN FRANCISCO  
INTEROFFICE MEMORANDUM**

**DATE:** May 1, 2025

**TO:** Mayor, Vice Mayor, and Councilmembers

**FROM:** Greg Mediati, Director of Parks and Recreation  
Valerie Sommer, Library Director

**SUBJECT:** Parks and Recreation / Library Update: Library | Parks and Recreation Center  
Café RFP

**Library | Parks and Recreation Center Café RFP - Draft**

As members of the City Council may recall, during the design and construction of the Library | Parks and Recreation Center, space was established for a future café in the third floor lobby, just outside of the administration wing.

The designated space, at approximately 125 square feet, is outfitted with electrical and plumbing for a future food and beverage service area. As both teams have settled into the new space, and staff and contractors continue to close out construction punch list items, and at the suggestion of the mayor, it seemed an appropriate time to test if a third-party vendor might be interested in submitting a proposal for operation and maintenance of a food service facility.

The selected proposer will be responsible for tenant improvements and offering food and beverage items throughout the day. Offsite food items are permitted, provided they are prepared in a facility and manner approved by the San Mateo County Health Department, and the Centers commercial kitchen may be available, as space and schedule allows.

Proposers are asked to submit the following:

**1. Background and Experience**

- a. Ownership description, including company information, organizational chart (if applicable), current and past experience in similar operations.

**2. Proposed Operating Business Plan**

- a. Proposed staffing and management structure; customer service plan, including how complaints will be handled and any anticipated use of customer service research tools, such as secret shopper, etc.; marketing strategies; and plan for hiring/retaining/terminating staff; staff training plan
- b. Sample menu, including price points; proposed additional services or amenities;
- c. Proposed hours and days of operation
- d. Proposed point of sale equipment
- e. Proposed equipment used for preparing food and beverage

**3. Proposed Financial Business Plan**

- a. Three year pro forma, accounting controls, point of sale system to be used



- b. Evidence of financial stability and ability to meet lease requirements
- 4. Ongoing Refurbishment, Improvements and Maintenance**
  - a. Concept plans / drawings and budget for tenant improvements for the cafe space, including furnishings and commercial grade equipment.
  - b. Plans for routine facility maintenance; proposed plans to implement and fund any necessary repairs, improvements, preventive maintenance, replacement, or upgrades, etc. during the term of the Lease; plan for improvements, if envisioned
- 5. Proposed Community Service**
  - a. List any plans for being active within the community or supporting local non-profit organizations
- 6. Proposed Rent Payment**
  - a. Proposed percentage-based rental payments stated as a percentage of gross income, to include a minimum guaranteed monthly payment
- 7. References**
  - a. Three persons or firms

A copy of the draft Request for Proposals, subject to another round of internal review and tentatively planned to be issued on May 9, is attached.



**REQUEST FOR**

**PROPOSALS**

**CITY OF SOUTH SAN FRANCISCO  
Cafe Concession Services**

**Located at  
Library | Parks and Recreation Center  
901 Civic Campus Way, 3<sup>rd</sup> Floor  
South San Francisco, California 94080**

**[TBD]**

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**I. Introduction**

The City of South San Francisco (“City”) is soliciting a Request for Proposal (RFP) from qualified vendors to operate a cafe (“Cafe” or the “Project”) in the new Library | Parks and Recreation Center.

The project location is located at the Library | Parks and Recreation Center, 901 Civic Campus Way, South San Francisco, California 94080.

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## II. Project Description

The Library | Parks and Recreation Center, located at 901 Civic Campus Way, is an 83,000-square-foot, three-story state-of-the-art facility designed as a central hub for community engagement. It features a 35,000-square-foot Library with collections, a makerspace, technology lab, study areas, and flexible meeting rooms. The 5,000-square-foot community theater serves as both a performance venue and City Council Chambers, while the 35,000-square-foot Recreation Center includes classrooms, a commercial kitchen, music rooms, exercise spaces, and 1.3 acres of parkland. It is also a central lobby, or community living room, and community spaces for lectures, receptions, community events and gatherings, galleries and other community resource and referral services. Note food and beverages other than water are not permitted in designated areas, to include the Library areas and City Council Chambers.

Accessible via the SSF Free Shuttle, BART, Centennial Way Trail, and SamTrans, the LPR is designed for universal accessibility and equipped with modern technology, including wireless internet and rentable event halls. The building's exterior features a unique ceramic frit pattern that optimizes solar heat gain and sightlines, balancing aesthetics with energy efficiency.

The facility is located along the busy and commercially thriving El Camino Real corridor, at the intersection of the arterial Westborough Boulevard. The Center is also in close proximity to the South San Francisco BART Station, Centennial Way Trail, the San Mateo County Health Center and Courthouse, and housing. Additional residential / mixed use development is expected immediately to the north on the former PUC properties, also known as the [1051 Mission Road project](#). Numerous other commercial ventures exist nearby.

Specifically, as part of this project, the City seeks qualified vendors to operate and maintain a food and beverage facility on the third floor lobby of the Library | Parks and Recreation Center. The selected proposer will be responsible for offering food and beverage items in a non-cooking environment throughout the day, including light fare, warming accessories, coffee makers, and related equipment. Offsite food items are permitted, provided they are prepared in a facility and manner approved by the San Mateo County Health Department. The cafe is designed to be a community amenity, serving local residents and visitors to the Library | Parks and Recreation Center. This work will be referred to as the “Project” herein.

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## III. Scope of Services

The successful proposer will enter into a license agreement with the City to operate and maintain a food service facility within the Library | Parks and Recreation Center. Any resultant license



agreement may include provisions for the following: finishing of the cafe space within the building including the furnishing of all necessary equipment, supplies, and furniture as well as staff to operate the cafe. Supplemental funding from the City or other benefactors may be available on a case-by-case basis, however, the proposer should not expect any guarantee of financial support.

**Term of Service:** The City is seeking a vendor to finish, furnish and equip the cafe space within six months of an executed lease agreement and notice to proceed issued by the City, and intends to operate the cafe for an initial term of three years and will be renewable at the option of the City for up to three additional one year periods. The total term of the proposed contract may extend for six years from award by the City. The exercise of any additional extension of term shall be at the sole discretion of the City. While this is the City's intention, this can be negotiable.

**Rent:** Rent to be paid to the City on a monthly basis in the form of a percentage of gross receipts from all concession sales or some combination of base rent plus a percentage of sales. Such percentage amount shall be approved by the City Council and shall be in effect for the term of any resultant license agreement unless otherwise amended by both parties. As part of the application, candidates are expected to provide a cost-share or base rent proposal. Fees payable to the City should include reimbursables for water and electricity. Rent proposals may be tiered by year as necessary for fiscal sustainability to address startup costs and capital.

#### **Vendor Requirements:**

1. Vendor must obtain and maintain all necessary business licenses required to operate the establishments throughout the term of the Agreement.
2. Vendor must secure all necessary building permits to finish the cafe space per California Building Code, San Mateo County Health, and other regulatory requirements. Unless otherwise negotiated, the City will not incur any costs to bring facility to operational status.
3. Vendor must obtain a San Mateo County Public Health Permit in order to operate legally in San Mateo County. The permit shall be posted within the premises at all times.
4. Vendor's operations shall comply with all local and state regulations at all times. The City will not incur any costs associated with such compliance. Vendor must abide by all public works projects requirements as determined by the California Department of Industrial Relations (DIR). Vendor must maintain building security requirements as determined by the City.
5. Vendor must obtain and maintain any necessary insurance policies, workers compensation, or bonds required to for tenant improvements and operation of the establishment.
6. Vendor must have a minimum of three years' experience operating a cafe in entities similar to the City. If the company has been in business for less than three years, it may still qualify if the company's principal(s) personally meet the minimum years of experience from a previous organization providing the same services to the satisfaction of the City at its discretion.
  - a. Vendor must provide all necessary equipment to make the facilities fully operational.
  - b. Vendor must provide appropriate signage and menu approved by the City.
  - c. Vendor must have all equipment installed and ready for operation at the location

- within six months from execution of contract.
- d. Vendor must have experience and the capability to serve hot beverages, packaged and/or cold food items.
  - e. Vendor must provide fair and reasonable prices consistent with the local market and quality of items for sale. Proposals may include discounts for seniors, students, or incentives for repeat customers, or reduced pricing for City-sponsored meetings, programs and events.
  - f. Vendor shall be responsible for maintaining and cleaning the establishments, including the daily disposal of trash and garbage cans to the appropriate area as determined by the City. Vendor shall comply with green recycling requirements (SB 1383 and others).
  - g. Vendor must be ready to sell food during the majority of Library operating hours. (or Vendor must be ready to sell food during the building's peak operating hours, Monday-Saturday from 11:00 a.m. to 4:00 p.m.). The facility will be closed for certain City holidays.
7. Appropriate staffing for efficient operation and security of equipment. Note the City is not liable for lost of stolen goods or materials.

**City Provisions:**

- 1. Floor space measuring approximately 126 sq. ft. on the 3<sup>rd</sup> floor lobby.
  - 2. Finished, painted interior walls.
  - 3. Sink and counter.
  - 4. Ceiling and general lighting.
  - 5. Public access / unsecured wireless internet.
  - 6. Water and 120V electricity as a reimbursed expense.
  - 7. The facility is all-electric. The provision of natural gas is excluded.
  - 8. Access as necessary and negotiated between the parties.
  - 9. Additional items or services may be provided as negotiated between the parties.
  - 10. Access to the LPR's commercial kitchen, as available. The schedule of use may be negotiated.
  - 11. Furnished lobby and gathering areas for community members supervised by City employees.
  - 12. Public restrooms.
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**IV. Selection Criteria**

**A. Proposal Preparation**

**1. Substantive proposals**

By submitting a proposal, the Vendor guarantees that (a) its proposal is genuine and is not made in the interest of, or on behalf of, any undisclosed person, firm, or corporation; (b) it has not directly or indirectly induced or solicited any other respondent to put in a false or sham bid; (c) it has not solicited or induced any other

person, firm, or corporation from proposing; and (d) it has not sought by collusion to obtain for itself any advantage over any other proposer or over the City.

2. *Insurance Requirements*

The successful Vendor shall have and provide evidence of worker compensation insurance, general liability insurance (minimum \$1,000,000 per occurrence, \$2,000,000 aggregate), automobile insurance (\$1,000,000 per occurrence) and fidelity bonding insurance (minimum \$100,000) The City shall be listed as an “Additional Insured” party on each policy. If the owner is not the sole employee / operator, workers compensation insurance is required.

3. *Indemnification:*

The Vendor agrees to, and shall, defend, release, and indemnify, and save and hold harmless the City, its officer, agents, and employees from and against any and all damages to property or injuries to or death of any person or persons, including property and officers, employees, and agents of the City, and further agrees to, and shall, defend, indemnify, and save and hold harmless the City, its officers, agents, and employees, from and against any and all claims, costs, demands, liabilities, suits, actions, causes of action, and other legal or equitable proceedings of any kind or nature whatsoever, of or by anyone whomsoever, including, but not limited to claims arising out of and/or predicated upon negligence, breach of contract, tort, or strict liability, in any way resulting from, connected with, or arising out of the contractor’s operations or performance in connection herewith.

B. Minimum Criteria Requirements to be Shortlisted

Vendors responding to this RFP must meet the following minimum selection criteria:

- Experience on projects that require integrating cafe facilities into an existing program.
- Experience with projects involving similar site constraints.
- Adhere to local, county, and state regulations, such as but not limited to business license, zoning requirements, health department permits, and food establishment requirements.

C. Criteria for Evaluation

The City is seeking a vendor uniquely qualified to perform the requested services. In this regard, the City will be looking at vendors assembled to deliver all aspects of this program with preference for a team inclusive of small and local businesses.

1. *Design/Relevant Project Qualifications (35%)*

- a. Experience and expertise in code and permit requirements for cafes
- b. Demonstrated understanding of the importance of reaching consensus and moving the decision-making process forward in a participatory governance system.
- c. Impact to public areas during construction / tenant improvements.
- d. Knowledge of local, county, and state laws, American with Disabilities Act, and other governmental requirements for public projects and cafe facilities.
- e. Vendor’s experience in successful and timely approval of projects through all authorities having jurisdiction.
- f. Proposed site improvements and plans.

2. *Menu selection (product selection and quality) and cost (product pricing) (35%)*



- a. Menu, quality and prices of items provided for sale.
  - 3. *Relevant Vendor Qualifications (20%)*
    - a. Reputation of the vendor
    - b. Satisfaction of previous clients (client relationships).
    - c. Timeliness of work and ability to meet schedules while adhering to direction given by the City.
    - d. Accuracy of cost estimates.
  - 4. *Proposed Community Service plan (5%)*
    - a. List any plans for being active within the community or supporting local non-profit organizations
  - 5. *Rent and revenue share proposal (5%)*
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## **V. Submittal Format and Guidelines**

Submittals must contain the following information listed in the order below:

- A. A cover letter stating interest in the Project which includes, at a minimum, the following information:
  - 1. Key names, including title and position;
  - 2. Name of business entity and its legal designation, i.e. corporation, limited partnership, sole proprietor, etc.
  - 3. Complete mailing addresses;
  - 4. Contact information (telephone, fax and email address and cell numbers as appropriate);
  - 5. A statement that the proposing entity confirms its acknowledgement and acceptance of the terms and conditions set forth herein, without exceptions.
- B. Proposers are to submit complete, detailed responses to all of the Proposal Items.
  - 1. Background and Experience
    - a. Ownership description, including company information, organizational chart (if applicable), current and past experience in similar operations.
    - b. Proof of insurance coverage or statement of ability to acquire insurance for the site upon execution of the agreement.
  - 2. Proposed Operating Business Plan
    - a. Proposed staffing and management structure; customer service plan, including how complaints will be handled and any anticipated use of customer service research tools, such as secret shopper, etc.; marketing strategies; and plan for hiring/retaining/terminating staff; staff training plan
    - b. Sample menu, including price points; proposed additional services or amenities;
    - c. Proposed hours and days of operation
    - d. Proposed point of sale equipment, and plan to accept or not accept credit card transactions

- e. Proposed equipment used for preparing food and beverage
3. Proposed Financial Business Plan
  - a. Three (3) year pro forma, accounting controls, point of sale system to be used
  - b. Evidence of financial stability and ability to meet lease requirements
4. Ongoing Refurbishment, Improvements and Maintenance
  - a. Concept plans / drawings and budget for tenant improvements for the cafe space, including furnishings and commercial grade equipment.
  - b. Plans for routine facility maintenance; proposed plans to implement and fund any necessary repairs, improvements, preventive maintenance, replacement, or upgrades, etc. during the term of the Lease; plan for improvements, if envisioned
5. Proposed Community Service
  - a. List any plans for being active within the community or supporting local non-profit organizations
6. Proposed Rent Payment
  - a. Proposed percentage-based rental payments stated as a percentage of gross income, to include a minimum guaranteed monthly payment
7. References
  - a. List three persons or firms with whom you have conducted business transactions during the past three years, including your most recent client, to include at least two who have knowledge of your financial history and at least one that must have knowledge of the services you are providing
8. Proposer may include any suggested modifications to the proposed scope of services

Each submittal must conform and be responsive to the requirements set forth in this document. Incomplete submittals will be considered nonresponsive and grounds for disqualification. The City retains the sole discretion to determine issues of compliance and to determine whether the firm/team is responsive, responsible, and qualified.

Submittals shall include divider tabs labeled with boldface headers below:

- First tab **“Cover Letter”**
- Second tab **“Name of Business/Key Staff”**
- Third tab **“Relevant Qualifications”**
- Fourth tab **“Fee Proposal”**

**All submittals must be uploaded to the City of South San Francisco Procurement Portal (<https://procurement.opengov.com/portal/ssf>):**

The City will accept electronic bid submissions only. Bidders shall create a FREE account with ProcureNow by signing up at <https://secure.procurenow.com/signup>. Once you have completed account registration, browse back to this page, click on "Submit Response", and follow the instructions to submit the electronic bid.

**Proposals are due by 3:00 p.m. on Friday, June 27, 2025.**

**Please do not submit proprietary information or information that must be returned.**

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## **VI. Process after Short-List**

The City will review and grade the submitted proposals and may elect to interview selected proposer(s). If selected to interview, the key proposed staff will be expected to attend the interview. The interview will be an opportunity for the City's selection committee to review the Cafe's proposal and other matters the committee deems relevant to firm evaluation.

The successful proposer will be informed in a timely fashion and should be prepared to commence work immediately after the selection. In the event contract negotiations are unsuccessful with the selected cafe, the City may choose to enter into negotiations with an alternate cafe.

The City reserves the right to accept or reject any or all responses to the RFP, to alter the selection process in any way, to postpone the selection process for its own convenience at any time, and to waive any irregularities in the RFP. The City also reserves the right to accept or reject any individual subconsultant that the Cafe proposes to use.

Submission of this RFP, and interview process shall in no way be deemed to create a binding contract or agreement of any kind between the City and the firm. The City's standard form of consultant agreement will form the basis of the contract between the parties.

Each firm submitting a response to this RFP acknowledges and agrees that the preparation of all materials for submittal to the City and all presentations, related costs and travel expenses are at the firm sole expense and the City shall not, under any circumstances, be responsible for any cost or expense incurred by the firm. In addition, each firm/team acknowledges and agrees that all documentation and/or materials submitted with their response shall remain the property of the City.

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## **VII. Schedule / Deadline**

The City reserves the right to change the dates on the schedule without prior notice.

DATE	EVENT	TIME DEADLINE & LOCATION
Friday, May 9, 2025	RFP issued	City of South San Francisco - Procurement Portal
Monday, June 2, 2025	Mandatory Site Visit	Time TBD; Library   Parks and Recreation Center at 901 Civic Campus Way, South San Francisco

Wednesday, June 11, 2025	Deadline for submission of written questions to City concerning RFP	4:00 PM; City of South San Francisco – Procurement Portal
Friday, June 20, 2025	Answers to written questions will be posted on the City’s website.	City of South San Francisco – Procurement Portal
<b>Friday, June 27, 2025</b>	<b>Deadline for all submissions in response to RFP</b>	<b>4:00 PM</b>
Tentatively week of July 14, 2025	Release of short-listed cafes selected to interview	
Tentatively week of July 28, 2025	Interviews of short-listed cafes	
Tentatively week of August 11, 2025	Notification to selected cafe	
Tentatively September 10, 2025	Council Award of contract	

Proposers are requested to submit any questions in writing no later than Wednesday, June 11, 2025, 4:00 PM. No telephone inquiries will be accepted. All answers will be responded to in writing. The City reserves the right to include questions and responses in the form of written addendums, as it deems necessary.

If you have questions related to the RFP or the Project, contact Han-Ching Wong, Community Resource Analyst, at [hanching.wong@ssf.net](mailto:hanching.wong@ssf.net).

**FAX, HARD COPY OR EMAIL RESPONSES WILL NOT BE ACCEPTED.**

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## VIII. Schedule / Deadline

### A. Form of Agreement

**Attachment A** is the City’s Standard Professional Services Agreement. Cafes interested in responding to this RFP should be prepared to enter into the agreement under the standard terms and should be able to provide the required insurance. Cafes must identify any term or condition of the contract the firm requests modifying or deleting existing provisions or adding new provisions. Cafes must set forth a clear explanation of what modifications would be sought and specific alternate language. The City will review but is not obligated to accept any proposed changes.

**Any comments or objections to the form of Agreement shall be provided in writing before the interview and may be the subject of inquiry at the interview.**

### B. Non-Discrimination Requirement

By submitting a proposal, the respondent represents that it and its subsidiaries do not and will not discriminate against any employee or applicant for employment on the basis of race, religion, sex, color, national origin, sexual orientation, ancestry, marital status, physical



condition, pregnancy or pregnancy-related conditions, political affiliations or opinion, age, or medical condition.

All proposals and material submitted will become the property of the City of South San Francisco and will not be deemed confidential or proprietary. The City of South San Francisco reserves the right to award in whole or in part, by item or group of items, by section or geographic area, when such action serves the best interests of the City.

This RFP does not commit the City to award a contract, to pay any costs incurred in the preparation of a proposal for this RFP, or to procure or contract for any services. The City reserves the right to waive any minor irregularities or informalities contained within an RFP, and/or reject any or all proposals received as a result of this request, and negotiate with any qualified consultant, or to cancel the RFP in part or whole. The City and Consultant may agree to add additional areas to the contract by mutual agreement at a later date. The City may elect to stop work at any time in the contract and will pay for work completed to that point on a time and material basis.

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## **IX. Attachments**

- A. Form of Professional Services Agreement
- B. PlacerAI metrics

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## **X. Exhibits**

- A. Space Plan of the Library | Parks and Recreation Center
- B. Space Plan of the 3<sup>rd</sup> Floor Lobby

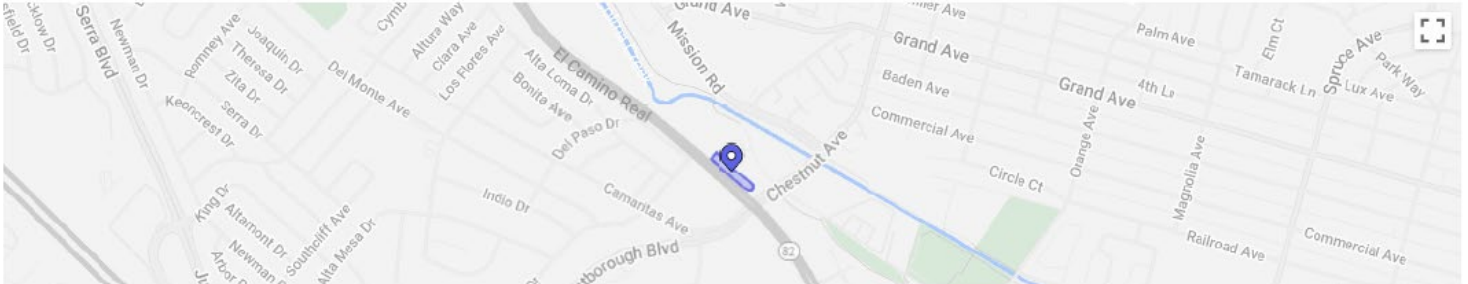
**ATTACHMENT A**

**FORM OF PROFESSIONAL SERVICES AGREEMENT**

[Placeholder for Form of Professional Services Agreement]

## ATTACHMENT B

### PLACERAI METRICS



A Google Map showing the location of the Library Parks and Recreation Center. The map is centered on a blue location pin at 901 Civic Campus Way, South San Francisco, CA 94080. The map shows surrounding streets including Mission Rd, Grand Ave, Chestnut Ave, and various residential streets like Del Paso Dr, Camaritas Ave, and Del Monte Ave. A blue line indicates a route or boundary. The map interface includes a search bar, a scale bar, and a compass.

**Library Parks and Recreation Center**  
901 Civic Campus Way, South San Francisco, CA 94080

Last full 12 months Over 10 Min

#### Metrics ?

Property:

[Library Parks and Recreation ...](#)



Visits	259.4K	Avg. Dwell Time	94 min
Visits / sq ft	6.81	Panel Visits	9.3K
Size - sq ft	38.1K	Visits YoY	+187%
Visitors	63.7K	Visits Yo2Y	N/A
Visit Frequency	4.08	Visits Yo3Y	N/A

## Visits Trend ?

### Library Parks and Re...

901 Civic Campus Way, South...

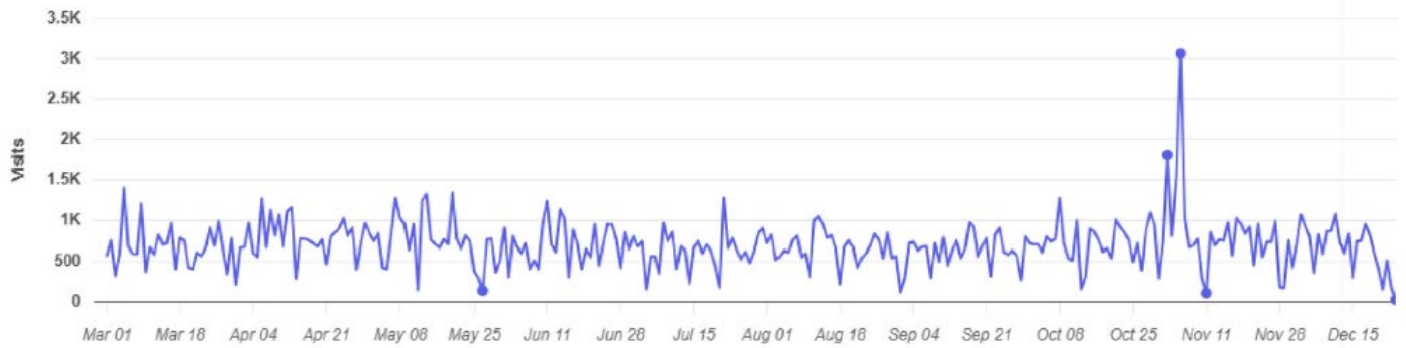


Metric:  
**Visits**

Aggregation:  
**Daily**

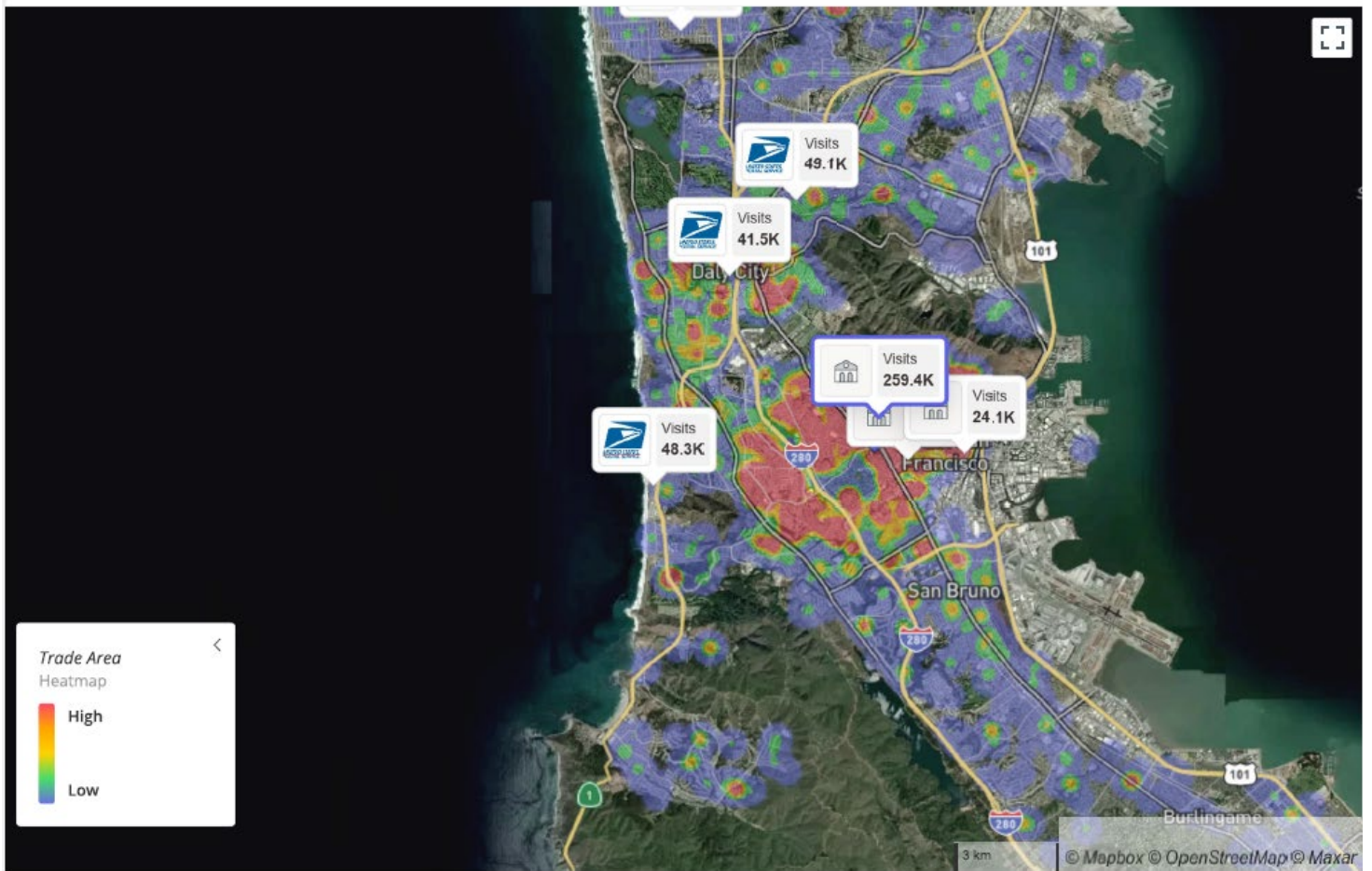
Annual Summary:  
☐

Outlier Indicators:  
☒





## Market Landscape ?



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn more](#)

## Ranking Overview ?

### Library Parks and Re...

901 Civic Campus Way, South...



Benchmark:

Category: General Government Services

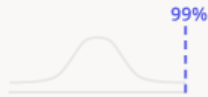
Metric:

Visits

#### Nationwide

32\* / 12,606

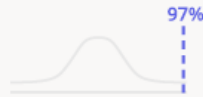
[View List](#) ⓘ



#### California

26\* / 856

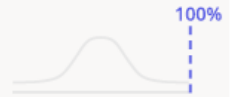
[View List](#) ⓘ



#### Local: 15mi

1\* / 38

[View List](#) ⓘ



## Audience Overview ?

### Library Parks and Re...

901 Civic Campus Way, South...

Dataset:

Census 2023

View:

Potential Market

Compare to:

California ▾

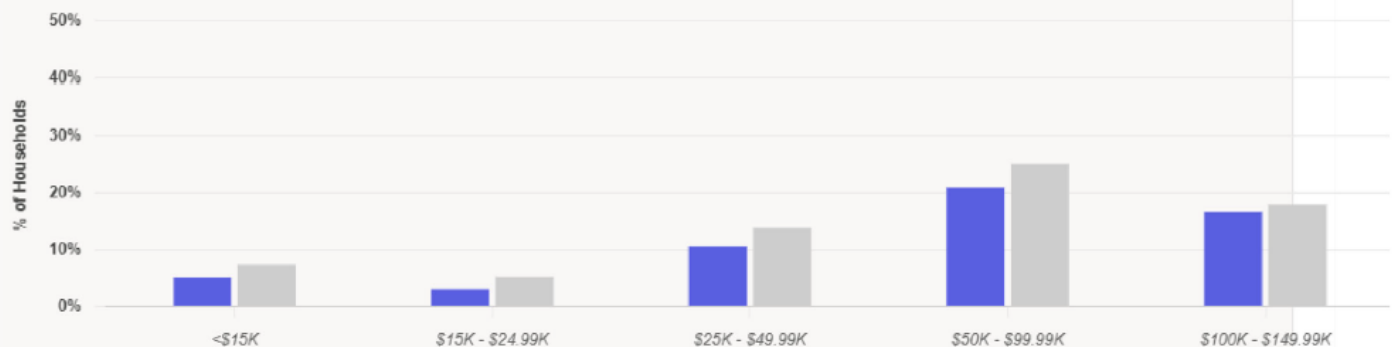


Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Library Parks and... Civic Campus Way, So...	\$129K	39.9%	41.9	Asian (50.7%)	3.03
California	\$96.7K	36.5%	37.1	Hispanic or Latino (39.8%)	2.92

### Household Income

#

%



\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

## Favorite Places ?

Category: Min. Visits:

All Categories ▾

1

### Library Parks and Recreation Center / Civic Campus Way, South San Francisco, CA

Rank	Name	Distance	Visitors
1	Serramonte Center / 3 Serramonte Center, Daly City, CA 94015	2.1 mi	54K (85.6%)
2	Serra Shopping Center / 4915-4945 Junipero Serra Blvd, Colma, CA 94014	2 mi	45.8K (72.6%)
3	280 Metro Center / 53 Colma Blvd, Colma, CA 94014	2.3 mi	45.8K (72.6%)
4	San Francisco International Airport / San Francisco, San Francisco, CA 94128	3.9 mi	45.3K (71.8%)
5	The Shops at Tanforan / 1150 El Camino Real, San Bruno, CA 94066	1.6 mi	43.6K (69.1%)

## Visitor Journey ?

Property:

Library Parks and Recreation ...

Show by:

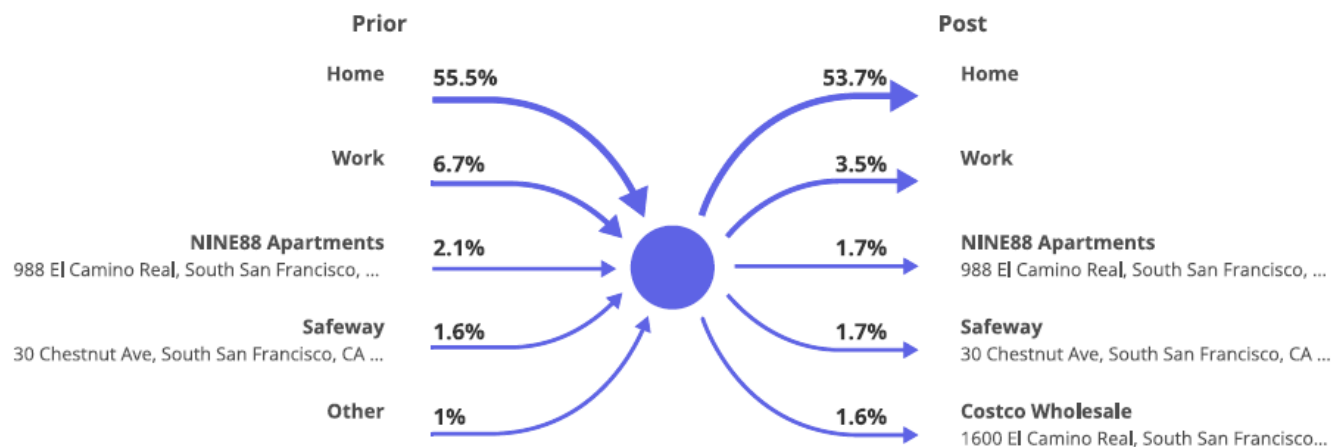
Location

Category

Category Group

Show Home/Work:

☒ On



Visitor Journey - Routes ?

Property:  
**Library Parks and Recreation ...**

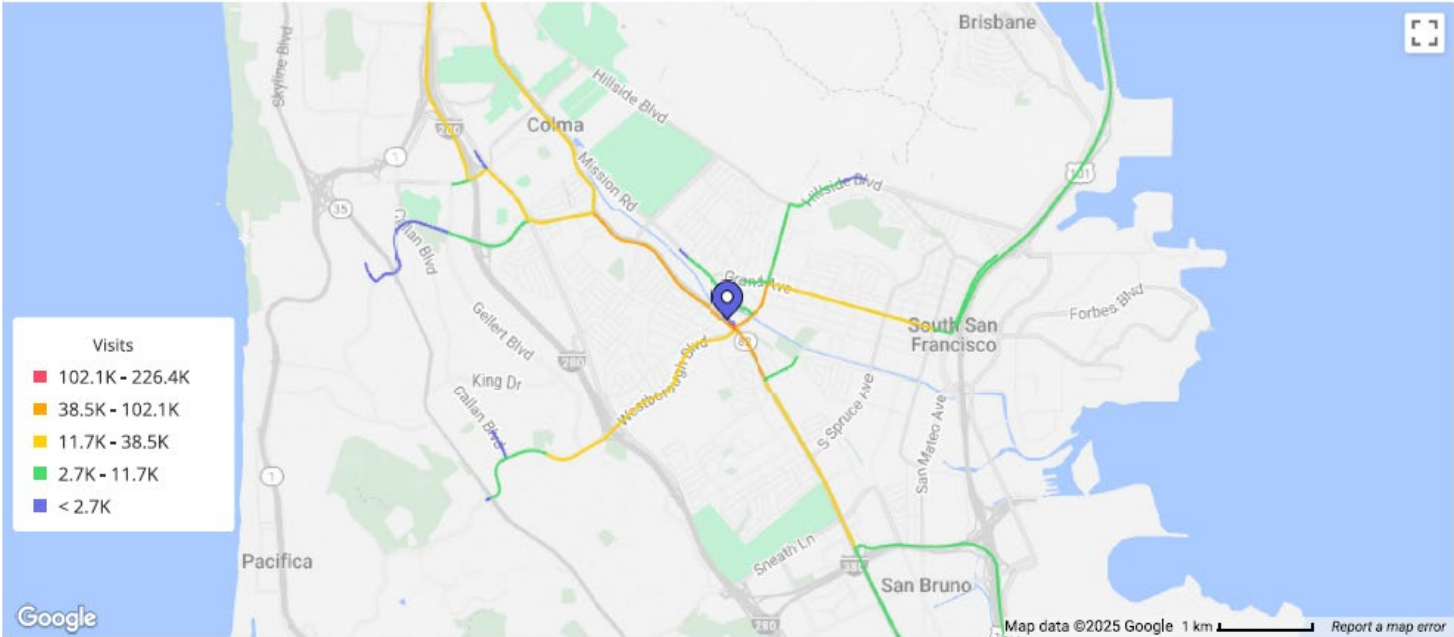
Journey Direction:  

To Property

From Property

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Dismiss](#)

[Learn more](#)



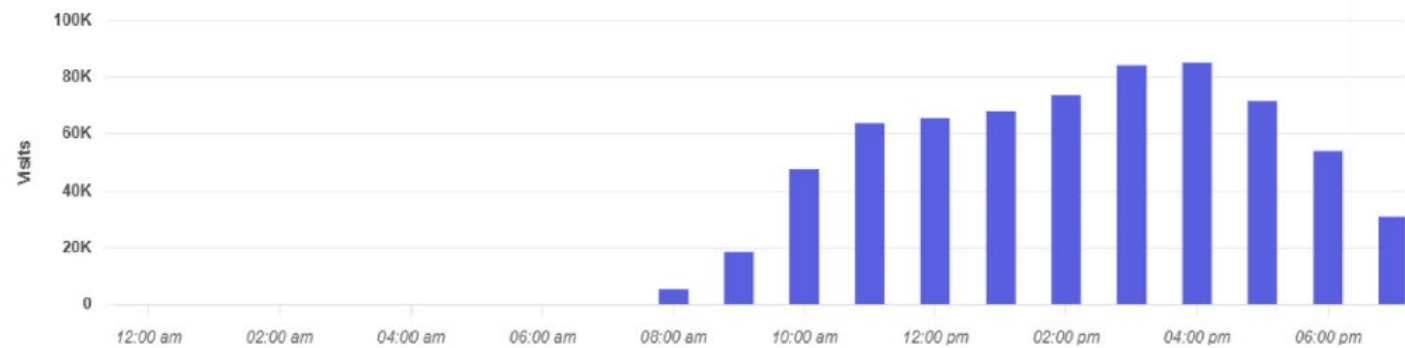
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)



Hourly Visits ?

Library Parks and Re...  
901 Civic Campus Way, South...

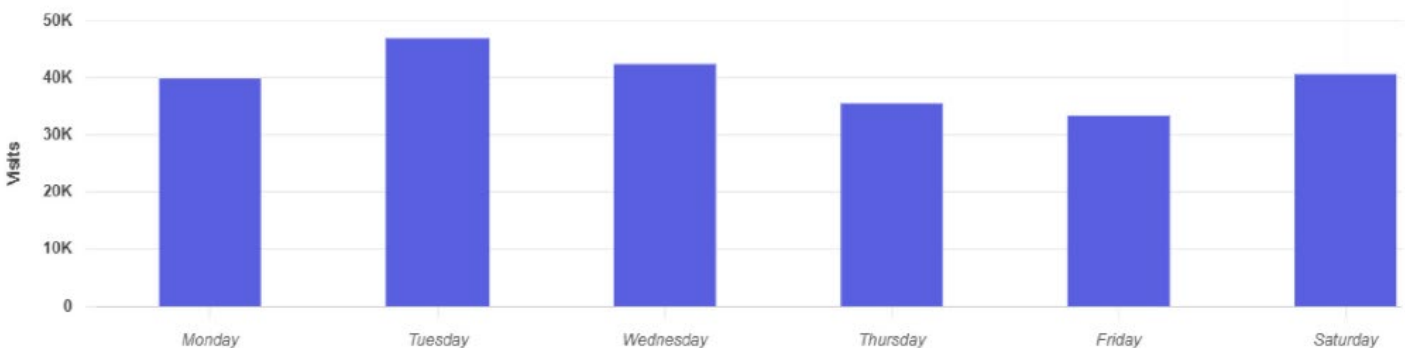
Metric:  
Visits



Daily Visits ?

Library Parks and Re...  
901 Civic Campus Way, South...

Metric:  
Visits



**EXHIBIT A**

**SPACE PLAN OF THE LIBRARY | PARKS AND RECREATION CENTER**

**LIBRARY | PARKS AND RECREATION CENTER**

**FIRST FLOOR**

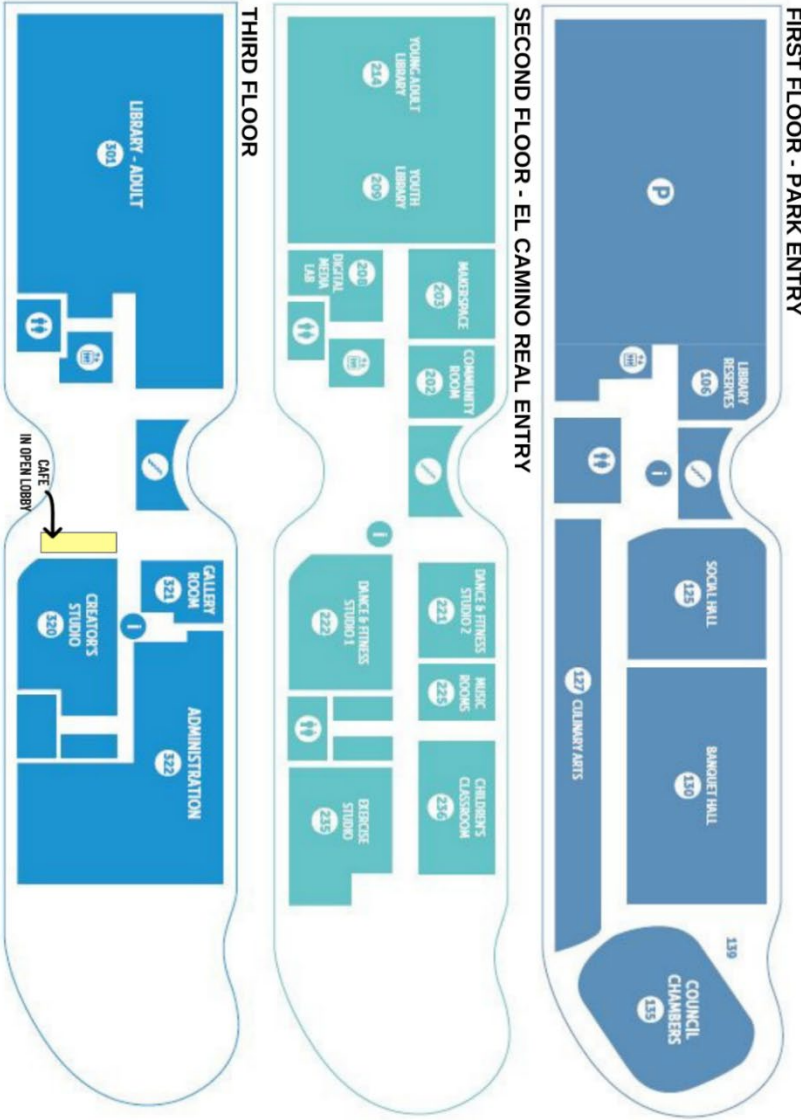
- Parking Lot
- Library Reserves
- Social Hall
- Banquet Hall
- Culinary Arts
- Atrium
- Council Chambers

**SECOND FLOOR**

- Young Adult Library
- Youth Library
- Discovery Center
  - Community Room
  - Digital Media Lab
  - Makerspace
- Dance & Fitness Studios
- Music Rooms
- Children's Classroom
- Exercise Studio

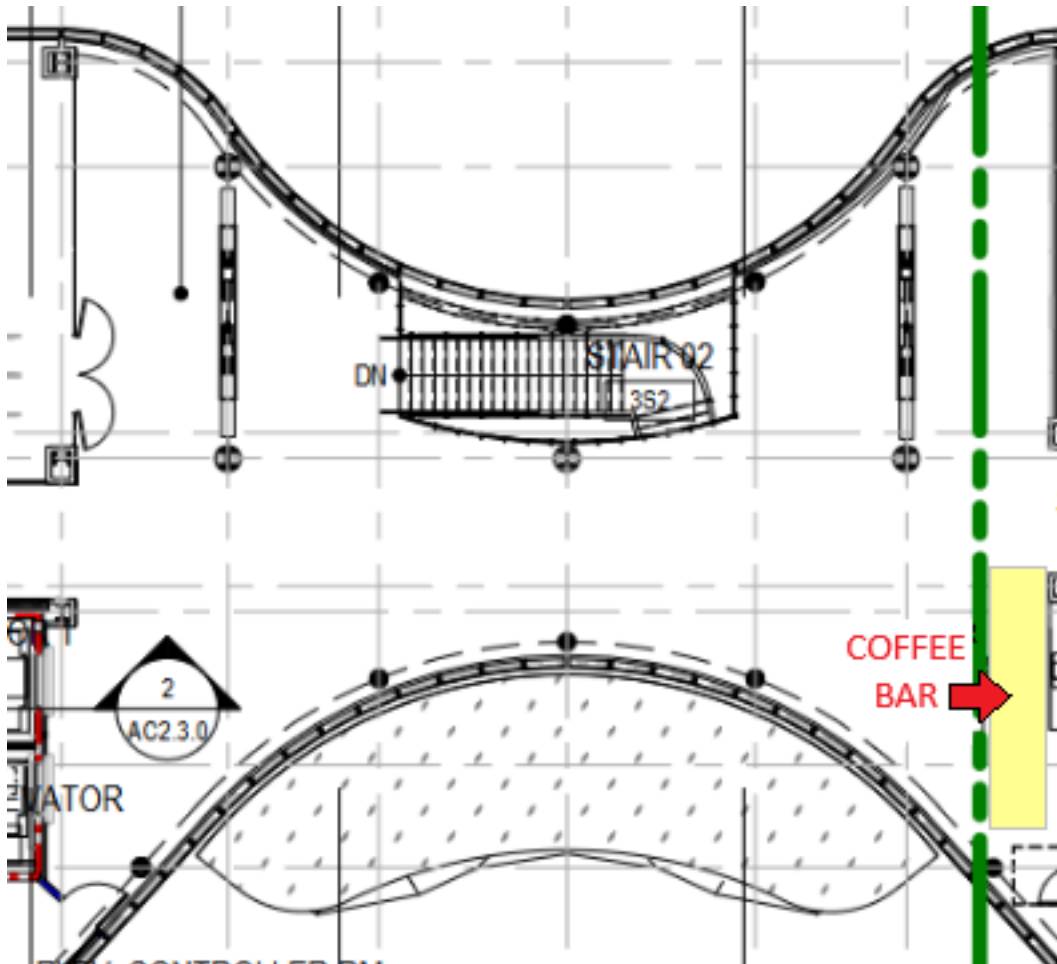
**THIRD FLOOR**

- Adult Library
- Gallery Room
- Creator's Studio
- Administration



## EXHIBIT B

### SPACE PLAN OF THE 3<sup>RD</sup> FLOOR LOBBY



**CITY OF SOUTH SAN FRANCISCO  
INTEROFFICE MEMORANDUM**

**DATE:** May 15, 2025

**TO:** Mayor, Vice Mayor, and Councilmembers

**FROM:** Greg Mediati, Director of Parks and Recreation

**SUBJECT:** Parks and Recreation Department Update

**Helen Putnam Award Application Submitted – Adult Day Care**

Parks and Recreation staff have nominated the Department's Adult Day Care Program for the League of California Cities' Helen Putnam Award for Excellence in the category of Community Services and Economic Development. This category recognizes the following:

1. Innovative programs enhancing the community through programs involving libraries, recreation, schools, etc.
2. Engagement of community-based organizations
3. Volunteer programs
4. Services to the young, elderly, disabled, marginalized and newly immigrated
5. Programs that advance the economic vitality of the community, including those that anticipate economic development opportunities appropriate for your city

Applications were due by April 10, 2025, at 5:00 p.m. Staff awaits a response about the award results. More information about this grant is available at <https://www.calcities.org/helen-putnam-award-for-excellence>.

**Cultural Arts Commission**

*Congressional Art Competition 2025 – Awards and Closing Ceremony*



*Photo with all the winners from the Congressional Art Competition hosted at LPR.*

The week-long third-floor exhibition of 18 art submissions from the House of Representatives Congressional Art Competition closed on Thursday, April 24. Families along with City staff, representatives from the San Mateo County Office of Arts and Culture, San Mateo County Office of Education, and San Mateo County Arts Commission celebrated at a ceremony acknowledging the participants and awardees. Each spring, a nationwide high school arts competition is sponsored by the Members of the U.S. House of Representatives.



Congressman Kevin Mullin hosted the local competition for high school students living or going to school in California's 15<sup>th</sup> Congressional District. This year, staff were fortunate to support this program.

The Congressman presented Certificates of Recognition to the nine young participants in attendance. The three finalists also received commendations. Rachel Yang received third place for her art titled, "Polluted." Valerie Lin, who has been awarded for her entries in several South San Francisco art gallery shows, received second place for "Touch the Heart." Their art will be exhibited in Congressman Mullin's San Mateo office for the year.

Nektarios Kanakis won first place for "My San Mateo." His winning artwork will be displayed for one year in the U.S. Capitol building in Washington D.C. along with artwork from all participating districts from around the country. The 2025 winning artworks will be featured on the official House of Representatives website at <https://www.house.gov/educators-and-students/congressional-art-competition>.

The Parks and Recreation Department's Cultural Arts Program was honored to be invited to host this well-regarded exhibition and expects that the recognition will further enhance the Library | Parks and Recreation Center and South San Francisco's reputation as an exceptional showplace for established and emerging artists.

#### *Call for Entries – June Art Show – Freedom the Future of Hope*

Entries are invited for a June art show. The theme honors resilience and the spirit of Juneteenth. Submissions should reflect this significant cultural observance through personal expressions of hope, perseverance, and freedom. The guidelines and online entry form will be available at the end of April.

The show takes place at the Library | Parks and Recreation Center's third floor Gallery Room. It will open on Friday, June 27, from 6:00 p.m. to 8:00 p.m. and continue on Saturday, June 28, from 10:00 a.m. to 3:00 p.m. Additional gallery hours will run from June 30 through July 25. Admission is free. For detailed entry information and event updates, visit [www.ssf.net/culturalarts](http://www.ssf.net/culturalarts)

### **Seniors Program**

#### *May Day Celebration*



*The Hawaiian Plus class performed for the Congregate Nutrition Program.*

On Tuesday, April 29, the Hawaiian Plus class at the Roberta Cerri Teglia Center performed an early May Day celebration for the Congregate Nutrition Program. The Hawaiian Plus class teaches participants how to play the ukelele, sing a variety of songs as well as make their own leis. The Congregate Nutrition Program participants enjoyed eating their meal while listening to the group play and sing beautiful songs celebrating the month of May. These performances are always popular, and staff look forward to hearing them perform again soon.

### **April Night of Fun**

The Full of Fun Program's Spring Fling Dance took place on Thursday, April 24. There were 21 campers and six staff in attendance. Everyone celebrated by dancing to their favorite songs, enjoying a variety of snacks, taking pictures with various fun props and having fun with their friends. Participants shared they had a great time, and all are excited for Full of Fun Summer Camp to start. Dates for Full of Fun Camp this Summer are June 2 through June 6, July 7 through July 11, and July 21 through July 25.



*Participants enjoyed the Spring Fling Dance Conga Line!*

### **Preschool Program**

#### *Week of the Young Child (WOTYC)*



*Week of the Young Child consisted of participating in different themed activities for the children.*

All three preschools participated in Week of the Young Child (WOTYC). The week was dedicated to celebrating early childhood education and the importance of supporting young children and their families. This is an annual celebration, sponsored by the National Association for the Education of Young Children (NAEYC) and provides an opportunity to recognize the contributions of early childhood educators and advocates, as well as to highlight the joy and wonder of young children. Each day at preschool focused on a different theme with fun activities associated with the theme. Some of the themes were LEGO Day, Wizarding World, Space Day, MET Gala/Fashion Day, Pet Adoption Day, Tasty Tuesday and Wacky Wednesday as well as our 36<sup>th</sup> Annual St. Jude's Trike-A-Thon. The curriculum surrounding each day consisted of art, science, and cooking activities. Children and staff were encouraged to dress up for the themes and the families were encouraged to come and watch their children participate in the St. Jude's Trike-A-Thon. Of particular note, the families raised over **\$12,000** for St. Jude's Children's Research Hospital.



*The children at the three preschools enjoyed all the themed activities!*



# TALES & TRADITIONS

**Dance, Music, & Storytime from China to Philippines to Hawai'i**

*May is Asian American Native Hawaiian Pacific Islander Heritage Month, and we have a fun day planned to celebrate. To honor the many cultures, enjoy storytimes, crafts, dancing, and music throughout the day.*



Saturday  
**May 24**  
2025

**All ages welcome!**

## Schedule

10:30 am - 11:00 am

11:00 am - 11:30 am

11:00 am - 2:00 pm

11:30 am - 12:00 pm

12:30 pm - 1:00 pm

1:15 pm - 1:35 pm

1:40 pm - 2:00 pm

**Cantonese Storytime with Maggie**

**Crafts & Games**

**Project Read Learning Wheels - *come get free books!***

**Tagalog Storytime with Até Louella**

**Hindi Storytime with Monita**

**Ukulele Performance by Liane**

**Hawaiian Hula Performance by Mary Ann**

