

September 17, 2009

10-019

RATIFY THE CONTRACT WITH COCA COLA
ENTERPRISES TO PROVIDE THE BEVERAGE
PARTNERSHIP (POURING RIGHTS)

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FINANCIAL
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Dr. Preston Pulliams, District President

REPORT: The College has a continuing interest in entering into a Beverage Partnership (Pouring Rights) with a soft drinks beverage company. This partnership will create new opportunities to provide substantial benefits to the College and its beverage supply partner such as: pouring rights throughout the College District, sales of packaged beverages and vending supplies. The current contract expired and a Request for Proposal (RFP) was issued to select the new partner.

On June 10, 2009, the RFP was advertised on the Daily Journal of Commerce, State of Oregon ORPIN Vendor System and the RFP document was accessible by registering on the PCC Purchasing website. A total of four (4) vendors registered, of which, one (1) is registered as an MWESB firm. On the deadline of July 21, 2009 at 2:00 P.M., the College received two (2) proposals, neither of which was an MWESB firm. The review committee was formed and consisted of four (4) College staff and two (2) student representatives from District Student Council. The proposals were evaluated based on the following criteria: Financial Return; Vending Commissions; Cost of Goods; Student Life; Marketing; and Quality of proposal.

After careful review the committee recommended to accept the proposal and award the contract to Coca Cola based on the following: 1) cost; 2) commission and revenue; 3) Wireless Credit/Debit cards option on the

volume vending machines; 4) sustainability practice; and 5) guaranteed pricing for ten (10) years.

On August 20, 2009, the College President reviewed the recommendation and authorized the committee to start discussing the transition process of switching beverage provider before the start of the fall term.

RECOMMENDATION: That the Board of Directors ratify the contract with Coca Cola Enterprises to provide Beverage Partnership (Pouring Rights) for the College. The contract term is not to exceed ten (10) years, through September, 2019.