

## **Proposal for setting up a Subway franchise at City Café**

**Background:** This subject has been in discussion for the last two years as part of the Food Service Advisory Group's (FSAG) work. We have been exploring the concept and asking that constituency representatives provide feedback to the FSAG and college. The issue has also been introduced to several Executive Council Sessions in recent past.

**Concept:** The Subway franchise would be a sub-contractor to Aramark Food services, the district's food service provider. It would replace the current sandwich line that is in City Café. Aramark is quite supportive of the concept and has had good success with Subway and Starbuck's franchises at ARC.

**What does it take to implement? :**

- Consensus among constituency groups and decision by the college to move forward.
- Construction changes in the café to utilize the current faculty/staff lounge as the Subway location; remove a wall into the kitchen area; bring needed utilities to the site; install franchise equipment to operate.

- Subway Corporation has reviewed our site and is supportive of opening a franchise at this location.

- College has had an architect review the site for feasibility; cost concerns a factor, but working with FM to minimize cost and time to implement.

- Work an alternate site for a faculty/staff lounge.

**SURVEY INFORMATION:** As a result of the spring FSAG meeting several survey instruments have been completed and basic data is available. A summary of findings follows:

**- Faculty survey:**

- ✚ 33 respondents were supportive of using the current lounge for a new eatery. Of the 33, 8 wanted a lounge area relocated.
- ✚ 29 respondents did not want the lounge to be used for an eatery. Of the 29, 3 indicated if it must be used then the staff lounge needed to be relocated.

**- Faculty Comments:**

- ✚ Concern over the loss of faculty "quiet" space, meeting or gathering space with colleagues.
- ✚ Concern over loss of "eating" space for faculty.
- ✚ Concerns that adjunct personnel would not have a quiet place to "hang out" before or after classes. Though we have designated office space for adjuncts, that space is a shared space and can be quite limited. Some faculty members cite the need to wait in the café before designated office hours (not to hold hours there, but just to wait until space is available in the office).

- ✚ Preference to see that area refurnished with a less industrial feel and more of an inviting “lounge” or “pub” style space with overstuffed chairs, warmer lighting, etc.
- ✚ One faculty member suggested that perhaps the entire service/prep area of the cafe could be reconfigured to accommodate a Subway without having to encroach on the existing faculty space.

**- *Intercept Survey conducted by Aramark:***

- 692 responses to survey; 377 faculty; 315 students
- 334 respondents indicated that Subway was a first or second choice; next highest was Starbucks (174); next was Taco Bell (161); 138 respondents did NOT want a national chain on campus (Starbucks will NOT locate at SCC)
- 186 Faculty/staff indicated Subway was first or second choice; next highest was 116 which listed NOT having a national chain as first or second choice.
- Informal comments from students indicate support but nothing quantified. No other survey information is available.

**CONCLUSION:**

- Options somewhat limited due to configuration of City Café and ability to attract a franchise operation to SCC.
- Aramark supportive and will pay for set up costs NOT including re-configuration of the café spaces to accommodate the Subway franchise.
- Since remodeling the cafeteria in 2003, nothing significant has been done to re-fresh the spaces;
  - Are there other changes that we should be considering apart from adding a sub-contracted food operation?
- To accommodate a faculty staff dining area/lounge, one of the two meeting rooms could be reconfigured with different furniture, etc. to make into a lounge area— pushback expected with this move, even though there is very little use of the lounge now.
- If campus agreement to proceed, the reconfiguration project is likely to be planned for the summer of 2014 so as to be operational in fall 2014
  - as an interim set up for this academic year, still considering options for Panther Pause
    - a sub-contracted operation is possible using district and Aramark operating procedures, but will take some time to clear all the hurdles involved (license, set up, inspections, etc.).