# **Proposal Assignment for City Tech's Cafeteria**

Team: Amelia, Yishi, and Vivian.

**Applicant/Organization Name:** The New York City College Of Technology Cafeteria

### 1. Review Requirements/Components of Proposal

### Following the example of proposals we review in class, you will collaboratively create a proposal for your project. Please include the following elements in your proposal:

**A. Executive Summary:** Briefly summarize the project–including short paraphrases of each of the proposal components. Must not exceed 250 words/half page.

This report analyzes the types of foods sold and the health habits in the NYCCT cafeteria; it also presents recommendations for alternatives. Our main focus is to find healthier alternatives.

**City Tech's Lack Of Hygiene**

The New York City College Of Technology student cafeteria has the filthiest kitchen in Brooklyn, thanks to live rodents, “filth flies,” and workers who smoke in the food preparation area, according to the city. The foods in the cafeteria are just not healthy enough. Much of the foods are not well cooked, and do not satisfy my taste buds. The drinks offered are carbonated and contain many grams of sugar. So for this reason students are forced to seek food outside of campus. Students who tend to purchase from City Tech's cafeteria do so because they usually have short breaks and have no choice.

**B. Statement of Need/Problem:** Briefly explain the problem you are addressing, with research demonstrating the severity of the problem. You should include statistics from City Tech, quotes from fellow students and/or admin/staff, as well as research/stats from other colleges/universities in NYC and beyond. (3/4 – 1.5 pages)

After City Tech’s main cafeteria was shut down by the NYC Department of Health for the second time this year, the college moved quickly to remove the contract with Canteen, the North Carolina-based operator of the campus eatery.

According to the article "City Tech Cafeteria deemed 'dirtiest in the borough', shut down. In a health department inspection on October 3, the cafeteria in the Namm Building earned 103 violation points. That was four times higher than the worst number listed on the city's restaurant grading scale. It was the worst score of any restaurant inspected in Brooklyn that month, according to the weekly *Brooklyn Paper*, which declared the campus cafeteria “the dirtiest in the borough.” The other CUNY based cafeterias are in much better shape. A vast majority has gotten "A" grades from the Department of Health in 2011.

The foods provided are not healthy. Not much thought is put into city tech's cafeteria food, the food is greasy and sometimes overcooked or undercooked. From personal experience, much of the food is bland and I sometimes feel nauseous after consuming it. It is unappealing to students who are health conscious. They are forced to leave campus to find food and this can affect their studies if they are late to class during short breaks. It is not convenient. We aren’t disregarding the fact that the city tech cafeteria provides a wide range of food. But a person who spends time at a certain place for a few years will become tired of eating the same thing everyday.

**Healthier Foods Should Be Provided**

According to statistics, the most common food purchased from the cafeteria are burgers.

**C. Population to be Served:** What population will be impacted by your project? Why did you choose this population to serve? What is the size of this population? (1/2 page)

faculty: 425

total enrollment: 17,000

City tech has been among the leaders of diversity. students and faculty from more than 120 countries and speaking more than 85 languages.

**D. Project Overview and Strategy:** "What are we going to do with your money" "what you want to do" Provide a clear and concise description of the project, as well as the strategy that you will use to achieve your goals. Include details about any potential partnerships (IE, contractors) or collaborations necessary for completing the project. Also include comparison with other potential solutions for the problem your project is addressing, and an explanation of why your solution is the best choice. (1-2 pages)

**E. Expected Barriers / Challenges:** Please name the obstacles to your project’s success as well as your strategies to overcome those obstacles. (1/2 page)

**F. Project Outcomes:** Be specific in describing measurable and verifiable outcomes that you expect to achieve. Be reasonable here—but don’t be afraid to shoot for ambitious goals. (1/2 page)

**G. Project Budget:** Details TBD – I will post an Excel template for your team’s use. This will be a very rough estimate.