

# RFP Results

## 3<sup>rd</sup> & Binney Food Truck Request for Proposals *2016 Season*

### SUMMARY

The CRA owns a small remnant piece of land from the original redevelopment effort of the Kendall Square Urban Renewal Project (KSURP) at the **corner of 3<sup>rd</sup> & Binney Street**. Over the past decade it has been used by multiple local development and infrastructure projects for construction staging, including the Main Street reconstruction. The parcel of land will likely someday be incorporated into the broader redevelopment of the federal Volpe site. For now however, the CRA seeks to activate this vital corner of Kendall Square. In May 2016, the CRA will undertake a series of interim improvements to the site to create seating areas, introduce plantings and build a special paved pad designed for two food trucks or other mobile food/beverage vendors.

The CRA posted a Request for Proposals (RFP) from March 3, 2016 to April 4, 2016 seeking food vendors for this parcel during lunch time weekdays (M-F) and possibly evenings and weekends during 2016 to round out the food offerings of Kendall Square as well as bring more life to that corner. The site at 3<sup>rd</sup> & Binney is anticipated to become available to the food trucks by Monday June 6, 2016. Operators have applied to participate in the program, proposing a schedule and a fee to be paid to the CRA for the opportunity to operate on a specific day of the week for the entire season. Upon selection of the applicants, the CRA will offer a license agreement for the duration of the program based on a specific schedule assignment. Only two food trucks may be scheduled each day due to space limitations on the site.

### 3<sup>RD</sup> & BINNEY INTERIM USE GOALS

- To provide street life and usable civic space at the corner of 3<sup>rd</sup> & Binney,
- To enhance the retail and residential corridor of Third St.,
- To provide opportunities for entrepreneurs entering the retail or food industry, and
- To complement the diverse food offerings of Kendall.

### PROCESS

1. 3/3/2016: RFP Opened
2. 4/4/2016: RFP Closed (extended from 3/29/2016)
3. Week of April 13: Notifications to vendors
4. Week of April 20: Schedule is finalized
5. Week of May 4: License agreements sent out to vendors
6. May 2016: Site improvements constructed
7. May 2016: License agreements finalized and food trucks seek permits with City of Cambridge
8. Early June 2016: Food trucks begin operation

CRA staff has reviewed responses and is in the process of making calls to issue schedule assignments. Vendors may accept or reject schedule assignments in whole or in part, but any specific rejected dates will be made available to other vendors.

Qualifying vendors that are not accepted to the program based on space availability will be kept on a waiting list, and may be invited to participate if spaces become available throughout the season, or at other locations in Kendall Square.

## EVALUATION CRITERIA

The CRA focused on finding compatible and complimentary vending options. Staff balanced scheduling, food types, pricing and the fee offered to the CRA in order to curate a mix of food/beverage offerings. RFP submissions were judged by CRA staff based on a combination of the following information:

- One entrée and one dessert truck option each day
- Different trucks every day for maximum variety
- Ensure the food does not directly compete with nearby Kendall restaurants
- The daily fee proposed by the applicant to be paid to the CRA
- The days and hours proposed by the applicant (note: 11am-2:00pm is required)
- Price-point and nutritional value of food options
- Variety, quality and uniqueness of food/beverage offerings

## LIST OF RECOMMENDED FINALISTS

**Primary awardees** (two trucks per day, M-F):

*Entrée Trucks:*

- Mo'Rockin Fusion
- Dining Car
- Chicken n' Rice Guys
- Taco Party (Vegan)
- Posto Mobile

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*Dessert Trucks:*

- Cookie Monstah
- Frozen Hoagies
- Ben & Jerry's
- The Whoo(pie) Wagon
- Zinneken's Waffles

**First tier backup options** (first to be contacted if scheduling conflicts arise with the primary awardees):

- Bonetown Burgers
- Pennypacker's