

3RD & BINNEY FOOD TRUCK REQUEST FOR PROPOSAL 2017 SEASON

The Cambridge Redevelopment Authority (CRA) anticipates to distribute and post the 2017 3rd & Binney Food Truck RFP on Thursday, January 12, 2017. CRA staff has held discussions with mobile food/beverage vendors, shared kitchens, and food truck blogs as a way to gather interest in the program and as well, to build partnerships that can help to provide an avenue that will allow the RFP to reach a broader group of interested vendors.

The site will be made available to the selected vendors as of Monday April 3, 2017, with an end date of Friday November 17, 2017.

PROGRAM GOALS

The CRA's goals for the 3rd & Binney Food Truck program will continue to be to provide unique, high-quality, and tasty offerings with clean, sustainable and to all visitors of the 3rd & Binney Civic Space, as well as;

- Providing street life to the civic space at the corner of 3rd & Binney,
- Enhancing the retail and residential corridor of Third St.,
- Providing opportunities for entrepreneurs entering the retail or food industry,
- Complementing the diverse food offerings of Kendall with distinctive affordable offerings, and
- Providing a great public amenity for the Kendall Square Urban Renewal Area.

CHANGES TO THE PROGRAM

During the 2016 pilot Food Truck season the structure of the program was based on having one entrée truck on site daily, accompanied by a rotating selection of dessert trucks. Throughout the summer months, the CRA would receive suggestions by visitors and even the trucks themselves that more dining choices were needed in order to keep visitors interested in the program. Staff has addressed this request for 2017 with the option of allowing two dining options on site vending simultaneously. Other proposed changes to the 2017 program that have been addressed by staff include:

- Allowing vendors to bid on days/hours that they would like to operate on site,
- Providing dessert vendors to bid on afternoon hours, instead of vending in the morning,
- Suggesting that all vendors to track and share data (sales, daily visitors, and other relevant data) with the CRA staff, and
- Invoicing vendors twice during the season, rather than monthly.

The changes to the program were areas that were noted in staff's "lessons learned" report, which was documented at the conclusion of the 2016 pilot program. It is staff's expectation that the changes to the original program will benefit the success of the food truck 2017 season.

PROGRAM TIMELINE

It is common practice in other areas of the region that food trucks began operating by early spring. The 2016 pilot program had a delayed start to season due to Newport Construction's work on Main Street. That delay pushed the start of the program to mid-May. CRA staff has recommended that the 2107 season start in April. The schedule for the release of the RFP, through first day of the vending season is outlined below:

January 12, 2017:	RFP emailed out and posted on the CRA website
February 3, 2017 3-4PM:	Site visit and meeting (optional) at 3 rd & Binney
February 7, 2017 3PM:	Any clarifying RFP questions due via email
February 15, 2017:	Answers posted on CRA website and emailed to interested parties
February 22, 2017 11:59PM:	RFP submissions due online or by mail
February 22, 2017 – March 2, 2017:	Proposal evaluations
March 2, 2017:	Notifications to vendors
After March 2, 2017:	Applications will be accepted and reviewed on a rolling basis, but participation will depend on what spaces if any remain available
April 3, 2017:	Anticipated start date for new food/beverage vendors to begin operations at the 3 rd & Binney