



City of Somerville Food Truck Pilot Program

May, 16, 2019

OVERVIEW

In Somerville we believe in entrepreneurs. Being such a dynamic, diverse and densely populated city, with over 80,000 people, makes Somerville the perfect market for new concepts and ideas. The food industry is competitive, diverse, and traditionally has expensive start up costs. And for many entrepreneurs wishing to enter the food industry opt for a food truck because purchasing a restaurant location is very expensive and food trucks have lower entry costs and risks. They have been described as “lean startups” that focus on rapid prototyping, business flexibility, conserving cash and resources, and a hyper focus on customers to quickly adapt to market needs. They are able to create unique menus with the ability to focus and perfect a few unique menu items, cutting down their options to 2-3 menu items. For some, the goal is to verify consumer interest before investing large amounts of time, energy and money on the idea. Food trucks can also serve as a great opportunity for those who already have an established restaurant to expand their target and/or even try new recipes on a smaller scale.

The Mayor’s Office of Strategic Planning and Community Development (OSPCD) Food Truck Pilot Program is designed to provide entrepreneurial opportunities for food truck operators, provide more diverse food options in targeted areas, and bring additional street level amenities to Somerville public spaces. OSPCD will review current City standards and permitting process for Mobile Food Vendor Licenses and propose amendments to the Ordinance and application process as necessary based on the findings of the pilot. Based on industry and community feedback, City staff will make recommendations to the City Council to create an equitable process, while protecting our brick and mortar restaurants, that is efficient and streamlined making it easier for entrepreneurs to do business in Somerville.

SPECIFICATIONS

The Food Truck Pilot Program will provide access to eight public vending locations for fully permitted and licensed food truck operators.

Special consideration will be given to minority - and women- owned business, businesses operated by Somerville residents, new businesses (2 years old and under), businesses without a brick-and-mortar restaurant operation in Somerville, businesses with no more than two brick-and-mortar restaurant operations outside of Somerville, and food trucks that are not vending in other outdoor venues on a regular basis.

The Food Truck Pilot Program encourages independent and locally-owned food business operators to test their concepts in the Somerville market through food truck vending in select public spaces and during select time:

LOCATIONS

Davis Square

- 394 Highland Avenue
- 77-79 Meacham Road

Innerbelt Road

- New Washington St at Zero New Washington Park

Tufts University

- Professor's Row- From Curtis Street to Packard Avenue

Union Square

- Somerville Avenue- 508 Somerville Avenue

Assembly Row

- Revolution Drive adjacent to Home Depot
- Grand Union Blvd. Across Saks OFF 5TH

Somerville City Hall

- Highland Ave crossing School Street (adjacent to the Concourse)

Wilson Square

- Somerville Ave (Adjacent to Somerville Car Wash and Detail Center)

ELIGIBILITY CRITERIA

The Following criteria must be met for interested operators:

- Food Truck Pilot Program Application
- 1. Food Truck License Plate
 2. Copies of Menus for each truck
 3. Copy of Certificate of Insurance showing active dates
 4. Copy of the National Restaurant Association ServeSafe Certification
 5. Copy of Commissary or Restaurant Kitchen Health Inspection

After the initial application is reviewed, the Economic Development Department will suggest which locations will be assigned to each food truck.

SPECIAL CONSIDERATION

All food trucks operators are encouraged to apply to the Somerville's Food Truck Pilot Program, however, if the program demand exceeds available spaces, special considerations will be given to:

- Women-and-minority owned food businesses
- Veteran-owned businesses
- Food businesses with no more than two brick and mortar locations outside of Somerville
- Food businesses with no brick and mortar locations in Somerville
- Somerville Residents
- New businesses (2 years old or less)

LOCATIONS & SCHEDULE CONSIDERATIONS

Research shows that successful food trucks function by offering variety and tend to serve underserved areas. In other words, the most successful ones do not visit the same location day after day but rather seek to remain somewhat novel to their customers. Based on food truck operator feedback, the following locations will be removed and added:

The following spaces will be available from JULY 1 to DECEMBER 31, 2019

*In an effort to promote diverse food offerings, we will not be offering spots to indicated ineligible menu items.

Location	Hours	Max # of Food Trucks at Location	Ineligible Menu Items
Tufts University Professor's Row from Curtis St to Packard Ave	Shift #1 Mon-Sat 11am-3pm Shift #2 Mon-Sun 6pm-9pm Shift #3 Thurs-Sun 10pm-12am	2	N/A
Davis Square ** 394 Highland Ave adjacent to Kenney Park	Mon-Sun 11am-3pm	1	Pizza, Sandwiches, Mexican and Greek Food
Davis Square ** 77-79 Meacham Rd adjacent to 7 Hills Park	Shift #1: Mon-Sun 10am-2pm Shift #2: Mon-Sun 10pm-2am	2	Pizza, Mexican Food, Crepes
Union Square Somerville Ave adjacent to St. Anthony of Padua Parish (Eastbound)	Shift #1 Mon-Fri 11am-3pm Shift #2 Mon-Fri 4pm-8pm Shift #3 Fri-Sat 8pm-12am	2	Chinese Food
Wilson Square Somerville Ave (Adjacent to Somerville Car Wash and Detail Center)	Mon-Sun 11am-3pm	1	N/A
City Hall 81 Highland Ave crossing School Street	Mon-Fri 11am-3pm	1	Pizzas
Assembly Row Revolution Drive adjacent to Home Depot	Mon-Sun 11am-3pm	2	N/A
Assembly Row ** Grand Union Blvd. Across Saks OFF 5TH	Mon-Sun 11am-3pm	1	Pizzas
Innerbelt Rd 0 New Washington Park	Mon-Sun 11am-3pm	2	N/A

*Please Note: Food trucks may only be present and vend in the designated spaces during the designated times. Food trucks must be removed at the end of each shift

.** Location with Parking Meters. All parking meters MUST be paid at Traffic and Parking prior to vending.

TIMELINE

Listed below is the Food Truck Pilot Program timeline as of 5/16/2019; these dates are subject to change.

Timeline for Submission

Pilot Issued	5/24/2019
Applications Due	6/7/2019 – 11:59 P.M.
License Review	6/10/2019 - 6/24/2019
Vending Begins	7/1/2019

CONTACT:

Daniela Carrillo

617 - 625 - 6600 x2546

dcarrillo@somervillema.gov

Mayor's Office of Strategic Planning & Community Development (OSPCD)

93 Highland Ave, Somerville MA 02143