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## City of Cambridge Community Development Department 2020 Food Truck Program Timeline, Application & Scheduling Process

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While all food truck or trailer operators are encouraged to apply to any Food Truck Program location, the following process will be used to determine schedules:

1. Truck or trailer operators select the shifts they want using the Food Truck Program application.
2. Applications are reviewed by Community Development Department (CDD) staff who employ a point system to organize trucks and trailers. Operators are awarded one point each for possessing any of the following business characteristics:
  - a. 51% women or minority-owned business
  - b. 51% Cambridge resident-owned
  - c. Food Truck or trailer business that is two years old or younger
  - d. Food Truck or trailer business with no associated Cambridge brick-and-mortar restaurants
  - e. Food Truck or trailer business with no more than 1 brick-and-mortar restaurant outside of Cambridge
  - f. Food Truck or trailer business not currently vending in any other Cambridge outdoor spaces (e.g. Cambridge Redevelopment Authority “Working Lunch” food truck program)
3. Applications are then reviewed by CDD staff to determine if any proposed menu items directly compete with identified abutting brick-and-mortar businesses at a location. Menus have been collected from identified abutting brick-and-mortar business to aid in this process.
  - a. For example, “directly compete” would mean putting a pizza truck in front of a pizza shop, putting a pizza truck in front of an Italian restaurant that predominantly features pizza, or putting an Italian truck whose menu is predominantly pizza in front of a pizza shop.
4. Trucks can submit applications until **February 21, 2020**.
5. In **the last week of February 2020**, CDD staff will review schedule requests and plot locations according to the number of operators that have expressed interest in a given shift.
  - a. For example, there might be 30 trucks or trailers interested in Monday lunch at Cambridgeport
6. For any shifts that are in high demand and have multiple trucks or trailers who want to vend there, CDD will put that shift in the People’s Choice Poll which will run starting **March 2, 2020**. The People’s Choice Poll is an online poll which will be widely shared on social media and promoted across web and print platforms to encourage fans to vote on which truck or trailer they would like to see at which of the high demand shifts. Truck and trailer operators are encouraged to use the People’s Choice Poll as a marketing tool.
  - a. In our example, EDD would post all 30 trucks or trailers that want Monday

lunch at Cambridgeport onto the “Monday lunch at Cambridgeport” slot of the poll. Voters would be allowed to vote.

7. People’s Choice results would be tallied by **March 6, 2020** and the top three vote-earning trucks or trailers at each public location listed would each get one point for winning.
8. The winning point is added to an operator’s point total from initial application review by CDD staff.
  - a. Therefore, for example, the top vote-earning truck of Monday lunch at Cambridgeport might be a minority-owned business with no brick and mortar restaurants in Cambridge and no brick and mortar restaurants outside of Cambridge. That truck would now have 4 points (3 points from application and 1 point from being one of the three top vote-earners in the People’s Choice Poll).
9. **March 6, 2020**, People’s Choice Poll voting ends
10. An internal review committee would then review the total schedule, total truck or trailer points, and schedule accordingly.
11. The internal review committee will ensure a diverse offering at each site and a good mix of new to established trucks or trailers.
12. **March 13, 2020**, Truck and trailer operators contacted, and schedule is confirmed.
13. **April 2020**, Truck and trailer operators must submit any outstanding permits and license (see complete list in the Food Truck Program Application and Guidelines) in order to secure any awarded shifts.
14. **April 2020**, Truck schedules announced to the public.
15. **April 2020**, Payment for month of May vending due to the Traffic, Parking, and Transportation Department.
16. **May 1, 2020**, Schedules for the start of the 2020/2021 Program take effect.
17. **April 30, 2021**, Schedules for 2020/2021 Program end.

**For any questions please contact CDD staff, Christina DiLisio, Associate Economic Development Specialist at**

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