

Mobile Food Facilities Request For Proposals Pre-submittal meeting



Agenda

- Introduction
- Background of Mobile Food Facilities in Parks
- Review of New RFP Process
 - Diving into the details
 - Timeline
- Q&A



Definition

- Mobile Food Facilities(MFF): Any vehicle used in conjunction with a commissary or other permanent **food facility** upon which **food** is sold or distributed at retail. The Department follows the guidelines set by the California Retail Food Code, which states all concessionaires must operate out of an approved cart, trailer or truck.



Background

- In 2009 the Rec Park Commission approved the publication and distribution of a Request for Proposal to solicit respondents to operate mobile food in City Parks.
- The Department undertook this endeavor in an effort to activate park space, provide additional amenities to park users and to generate additional revenue to the department
- The RFP prioritized proposals offering menus featuring healthy and sustainably grown food as well as those featuring distinct culinary offerings to enhance the experience of our park users.
- Since the inception of the Mobile Food program, we have been able to activate underutilized park areas and increased park resources by over \$1.5 million
- Most permits under the 2009 RFP had a term of 5 years and have or are set to expire this year.



Summary of 2015 MFF RFP:

- Rolling Basis: The department will be considering proposals on a quarterly basis:
 - January 5th
 - April 5th
 - July 5th
 - October 5th
- Locations: Respondents are encouraged to identify multiple locations of where they would like to operate.
 - No more than 5 per proposal
 - Locations identified are not a guarantee.
- Rent structure (greater of)
 - Minimum Annual Guarantee (MAG) or
 - Percentage Rent
- Selection process
 - Panelists will be compiled by the department and will prioritize panelists with experience in small business
 - Scoring will be based on criteria set forth in RFP
 - Department may request for additional information from respondents during this process



Key Operating Requirements

- Clean up:
 - premises shall be clean and clear of debris within 150 ft of MFF
- Payment systems
 - Debit/credit payment system required
- Permit Terms
 - Existing locations: not to exceed 5 yrs
 - New locations:
 - Revocable short term permit not to exceed 1 yr.
 - 1 yr or longer requires RecPark Commission approval
 - Annual base rent is 14k
 - Annual CPI or 3%
- Prohibition on Sale of Bottled Water
 - Chapter 24 of SF Environment Code prohibits the sale of plastic bottles of water (21oz or less) on City properties
 - Dept may waive the requirement in part or in full if permittee can demonstrate to the satisfaction of the Dept strict application would not be feasible or create undue hardship or practical difficulty
- Aesthetics
 - Department desires a uniformed look of its vendors to improve identification and branding
 - Respondents should incorporate the Department's "Look & Feel" where possible.



Sample Designs



Canopy Tent



Food Cart



Cart Umbrella



Timeline and key dates

- Next pre-submittal meeting is:
 - Wednesday, 7/22/2015
- Last day to submit questions:
 - Friday, August 21, 2015
- Proposal Due Date:
 - Monday, August 31, 2015 at 5PM
- Selection panel convening: September-October 2015
- Anticipated negotiation period: To be commence after selections are made
- Permit Commencement: Varies depending on term of permit



Q&A

(Note: Answers given at the meeting are not deemed final. Final answers to questions will be posted on our website)

