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## Mobile Food Facilities Request for Proposals Questions and Answers

Q1: How does the Beach Chalet Restaurant feel about a concession at the Beach Chalet soccer fields?

A1: The Department included the Beach Chalet Restaurant Operator in its outreach of the MFF Request for Proposals ("RFP") opportunity. Please see answer to question #22 for more information about the soccer field renovation.

Q2: I noticed that there are multiple proposal submission dates. After the August 31<sup>st</sup> deadline, there is another for January. Can you explain?

A2: The 2015 RFP is structured to accept proposals on a rolling basis. The initial due date for the RFP is August 31<sup>st</sup>. Thereafter, proposals will be considered on a quarterly basis starting in 2016. Proposals will be due on the 5<sup>th</sup> of January, April, July and October of each year until the RFP is closed.

Q3: How many permittees or contracts were awarded in 2009 and what was the makeup of the vendors?

A3: There were approximately 14 contracts awarded through the 2009 RFP. The permittees varied from single MFF operators to operators managing multiple MFFs.

Q4: I am new to the process, can you tell me more about the selection and negotiation process? Also, can you tell me more about the various approvals needed?

A4: The Recreation and Park Department (the "Department") will convene a selection committee comprised of independent panelists to score and evaluate the proposals based on the evaluation criteria set forth in the RFP. The highest scoring proposals will advance to the negotiation process where the Department will negotiate terms, locations, fee schedule, menu etc. Selected respondents who wish to operate in new locations for more than one year will have to seek Recreation and Park Commission ("Commission") approval.

Q5: Can you post the presentation online?

A5: The presentation will be posted online, at our website, [www.sfrecpark.org](http://www.sfrecpark.org).

Q6: If you are already operating in the park, are we grandfathered in, or is that location up for discussion with other vendors?

A7: Permittees, who are currently operating in City Parks that are interested in continuing to operate at their current locations or any other location, will have to apply and participate in this RFP process. The Department cannot guarantee that any current vendor will be allowed to remain at their currently permitted location.

Q7: Is there a list of the locations?

A7: A list of the Parks under Department jurisdiction is attached in the RFP under Exhibit B.

Q8: Are all of the locations on the list available for food concessions?

A8: Not all locations may be suitable for the operation of a MFF(s). The Parks list provided under Exhibit B is provided as information only. The Department encourages respondents to fully investigate the locations they are interested in operating in.

Q9: You have Civic Center too, right?

A9: Yes, the Department permits MFFs the Civic Center Plaza.

Q10: Is Civic Center and UN Plaza different?

A10: Yes, these are two different plazas. Civic Center is the Plaza directly across from City Hall. The plaza boundaries are Larkin Street, Gough, McAllister and Carlton B. Goodlett Place. The UN Plaza is west of the Asian Arts Museum and SF Library. The boundaries of the UN Plaza are Market Street, Charles J Brenham Place, McAllister and Hyde Street.

Q11: Do you permit UN Plaza?

A11: The Department does not permit MFFs at the UN Plaza.

Q12: How specific do we need to be about where we want to be placed in the park we are proposing?

A12: Respondents should be as detailed as possible. Respondents are encouraged to include in their proposals a labeled map with an aerial view of the location(s) they are proposing. Maps that include measurements to the nearest restroom facility are appreciated. The Department will consider the implications of the proposed location. If in the Department's decision, a proposed park is suitable for a MFF concession, but the proposed location with the park is not suitable, the Department will work with the selected respondent to find an appropriate location within the proposed park or at alternative locations they may have identified in their proposal.

Q13: Do you plan to continue to have a mix of private operators and Off the Grid?

A13: The Department welcomes proposals from all interested respondents.

Q14: Are you thinking about having many trucks at one location?

A14: There are certain parks like Golden Gate Park that are able to accommodate multiple MFFs, however, many parks in our system, due to logistics, existing or planned uses, or other factors can only accommodate one MFF.

Q15: Are vendors going to be required to be open every day?

A15: Vendors are not required to operate every day. The Department does envision regular and consistent hours of operation. Respondents should submit a proposed schedule for their desired locations.

Q16: What is the lower Great Highway and is it an option?

A16: The Lower Great Highway is a 3.5-mile recreational trail, which runs along Ocean Beach from Skyline Boulevard to the historic Cliff House. Due to limited access to parking, concession opportunities are limited to the two parking lots on the lower Great Highway as long as public health codes for MFF are met. What parking lots do you mean- my understanding is that the only parking lots that are ours are the one across from GG Park and the Balboa lot – neither of those are on the "Lower" great highway. Also should you describe the health code challenges

Q17: Can we bid on a temporary space in areas such as Golden Gate Park for special events where there are lots of people?

A17: The department is looking for long term partnerships of 6 months or more with regular and consistent hours of operation. When the Department permits a Special Event in the Park, the right to bring in vendors belongs to the event organizer. In addition, if an MFF has a contract with the Department to provide regular sales of food at a venue where there is a large Special Event permit issued covering the MFF's location, the MFF's ability to sell food would be suspended for that day. An example would be a large Special Event at Civic Center Plaza that is occupying the entire plaza. In that case the MFF would not be able to sell food as the event organizer would arrange their own food vendors.

Q18: How does the permitting process work for birthday parties, etc?

A18: Please contact Permits and Reservation for inquiries on birthday parties in the parks. Birthday parties may request to have a mobile food provider as part of their party but must obtain a special permit and the truck is limited to providing food to attendees of the party.

Q19: If there is a special event in Golden Gate Park or elsewhere, does that truck sell to the general public or just the private party?

A19: If the special event is a private party and the permit includes a MFF, the MFF can only provide food to party attendees and not sell to the general public. If the special event, however, is a public event and the permit includes MFFs, those MFFs can sell to the general public. Those MFFs would contract with the event organizer.

Q20: What is the layout submission format for the proposals?

A20: The instructions for submittal format are provided on page 11, section C Submittal Content.

Q21: What are they doing at Beach Chalet soccer fields? What renovations are taking place?

A21: Beach Chalet soccer fields are going through a \$12 million renovation project. The project would renovate the facility with synthetic turf, add hanging field lights to expand hours of operation until 10 PM, install a pathway to, from and around the fields, improve the parking lot safety and circulation, rehabilitate the restroom, and add a spectator viewing plaza and provide on-field spectator and player seating. The project will also include the addition of a small play structure, picnic space, and new landscape and tree plantings. The anticipated timeline for completion is winter 2015. Post renovation, this facility may accommodate up to two MFFs around the restroom buildings most likely

Q22: Do you work with any dessert trucks currently?

A22: Yes, The Department currently works with Twirl and Dip, which sells ice creams and other dessert products.

Q23: Is the Department looking to put additional trucks behind the band shell?

A23: The Department envisions a continuation of the same number of MFFs behind the Concourse band shell.

Q24: Is there a preferred percentage rate the Department prefers?

A24: The Department encourages respondent to submit a competitive percentage rate with their proposal.

Q25: Why is it five years for existing locations and less than 1 yr in new location?

A25: New locations have short term revocable permits because the Department wants to be flexible about testing the viability of new locations.

Q26: If I was rewarded a permit and a space is provided to us, it doesn't get pulled if someone else submits on a rolling basis, right?

A26: The purpose of having the RFP on a rolling basis is to provide continuous opportunity to fill locations that are still available.

Q27: If we submit more than five locations, what would happen?

A27: The recommendation for proposing up to five locations is merely a guide. Respondents are welcome to submit more or less than five potential locations for consideration.

Q28: How do you differentiate existing or new locations when we suggest our location?

A28: Existing locations are locations that currently have or have had permitted MFFs. Those locations are: Golden Gate Park, Civic Center Plaza, Justin Herman Plaza, Joe DiMaggio, the Marina Green and Dolores Park.

Q29: Can we suggest multiple sites for our multiple trucks to operate at the same time?

A29: Yes, the department will consider proposals from concessionaires interested in operating at multiple locations.

Q30: We have two trucks: a sweet & a savory. Can we rotate them at the same time?

A30: Yes, the department will entertain proposals with multiple trucks.

Q31: I am interested in multiple locations, can I bid differently for each location? In other words, can I propose different percentage structures for different locations?

A31: While you can propose different percentage structures for different locations, the department prefers one percentage structure.

Q32: Are the food trucks going to put the logo (Rec Park logo) on their trucks?

A32: The Department desires the incorporation of the "look and feel" of its branding, including, but not limiting to the Department logo. It is not a requirement; however, aesthetics are part of the evaluation criteria.

Q33: Is the aesthetic a part of the scoring?

A33: Yes. Aesthetic appeal is part of the scoring, illustrated under "Business Plan, Marketing Plan and Menu," on page 16 of the RFP.

Q34: How many MFFs operate currently?

A34: The Department currently permits five MFFs in our Parks. Their names and locations are below:

1) Annakoot: Behind the Band shell at the Music Concourse in Golden Gate Park and Justin Herman Plaza

2) Annie's Hot Dogs: Spreckle Lake, JFK Dr by the Conservatory of Flowers, Music Concourse at Golden Gate Park and Civic Center Plaza

3) Off the Grid: Civic Center Plaza and Waller Street

4) Sam's Chowder House: Behind the Bandshell at the Music Concourse in Golden Gate Park

5) Twirl and Dip: Corner of MLK Drive and Music Concourse Drive in Golden Gate Park

Q35: Do the existing vendors go through the same process as vendors who didn't have a permit? Will they get special treatment?

A35: Current vendors will not receive special treatment. Current vendors interested in continuing to partner with the Department will have to compete in the RFP process.

Q37: Are all locations listed in Exhibit B of the RFP available to bid on?

A37: Please see answer to question #8

Q38: Are you open to new locations in your parks that have never had food sold?

A38: Yes, the MFF program has been successful and the department would like to expand its MFF program to new park locations.

Q39: How do you ensure the vendors are notified when there is a special event?

A39: Regular updates are shared with vendors regarding Department permitted special events.

Q40: Is there a place where events are listed publically?

A40: Special events are listed on the Department's website at:

<http://sfrecpark.org/permits-and-reservations/special-events/tentative-calendars-of-special-events/>

Q41: Will you allow multiple MFFs at a singular location?

A41: Please see answer to question #14

Q42: Are the tents, carts, MFFs permanent or temporary in the Park?

A42: All MFF, including carts, trailers and trucks cannot stay in the parks overnight. All MFFs are expected to set up and break down each day.

Q43: If you wanted to operate on a plaza and there are no curb cuts for our truck to enter the Plaza, could we still propose the location?

A43: The proposed location will have to be assessed by the Department for its viability. If such a location is identified, the proposer must include solution to how their MFF will get to and from the Plaza.

Q44: We are a dessert vendor, can we partner with a savory MFF at a particular location?

A44: The Department is open to reviewing collaborative proposals. Attendees to the pre-submittal meetings are posted on the Department website should any respondents want to reach out to each other for collaboration.

Q45: Do all of the locations listed have bathrooms nearby?

A45: Not all park location will have bathrooms nearby. The Department encourages respondents to fully investigate the viability of each location they are interested in and to ensure that their proposed operating locations meet Department of Public Health standards, including, proximity to restroom facilities.

Q46: Is there a list of parks that have bathrooms?

A46: A list of parks with restrooms will be posted on the Dept website at <http://sfrecpark.org/about/partnership-opportunities/>

Q47: When you mention the CPI increase, is that applied to the base rent?

A47: Yes, effective each anniversary date, the then current base rent shall increase at the lesser of the current CPI or 3%.

Q48: If you don't bid the minimum, you are disqualified from participating in the process?

A48: The Department will consider proposed based rents below the Minimum Annual Guarantee (MAG) in the event that a concessionaire does not propose to operate a MFF location on a full time basis. In such instances, the Department shall negotiate an appropriate MAG.

Q49: I'd like a list of vendors that is operating in your parks currently. Can you please provide it?

A49: Please see answer to question #34

Q50: During the meeting I remember you saying 'no more cash only' but the RFP doesn't seem to state that. Please clarify.

A50: Payment Systems under Operating Requirement of Section B, Page 5 of the RFP states: Each Proposal should include a detailed policy for payment options including cash, credit and debit. Each MFF must accept cash, credit and debit.

Q51: Can you explain how the Department's desire for a uniform look of its vendors will be expected to be implemented for food trucks? Are we being asked to redesign the look of our trucks? If not, will we be required to add Department logos to our trucks? If so, can you clarify the requirements for the application of the logo?

A51: The Department is asking respondents to incorporate the general aesthetic of the Exhibit D renderings of the RFP in their proposal where possible. This can range from a redesign of a truck to incorporating the Department logo into the branding/marketing on the truck. The Department is sensitive to the potential added investment this may have on food trucks. Renderings of proposed designs are welcome. If selected, department staff will work with respondent to implement design change prior to execution of permit.

Q52: What financial requirements do I need to show in my proposal?

A52: Under section C of the Evaluation Criteria on Page 16 of the RFP, respondents should provide evidence, they see fit that illustrates:

- their ability to finance their proposed project
- their overall track record

Q53: Do I have to make sure I comply with HRC certification and City contract requirements like minimum wage and first source before I submit my proposal?

A53: All certification and compliance must be met prior to execution of permit, not due date of proposal.

Q54: How do you want the financial information to be presented? Do you have a sample RFP with an ideal format?

A54: The financial statement templates are now online. These templates are meant as a guide for what the Department is looking for. While it is not required that respondents use this format, it is encouraged. <http://sfrecpark.org/about/partnership-opportunities/>.

Q55: For references; can they be our vendors? Do they need to write anything on our behalf or do you just need their info?

A55: References can be professionals or companies whom you've worked with. References should be written and submitted along with your proposal.

Q56: Are current bid/rent/rates for the spots that are currently occupied but up for renegotiation public? If I want to bid on a spot that I know has been previously occupied, I want to make a competitive offer. How do I know what is currently being paid for that spot?

A56: Permits of current MFF concessionaires are public documents and is searchable online.

Q 57: In the Sustainability section of the RFP, it states "Backup generators need to use B100 as fuel" Does this mean on the food production site or the MFF located in the park? Our trucks have CARB compliant Honda generators, but are also powered by solar and batteries. I assume this requirement is for businesses commissary locations that have backup generators.

A57: The MFF located in the Park.

Q58: Justin Herman Plaza shows as City Parks on google maps but are not listed? Can we list these parks in the RFP or is there a list of City Parks that are off limits for some reason.

A58: A list of the parks owned by the Department is attached to the RFP. It's likely that Justin Herman Plaza was not list because it is a plaza and not a park. It is up to the respondent to propose the park locations. Respondents are encouraged to identify up to five park locations, in the event that one or more locations may not be feasible.

Q59: Is Bernal Height Natural area open to an arrangement like Off The Grid has with Fort Mason. If so, how do we apply to manage the road and area for a combined food truck area once or twice a week? Do we propose a schedule and fee structure for trucks that will pay us and then we pay you like Off The Grid? Or must we organize the trucks in advance and apply as a group?

A59: Determination of the viability of any proposed location is done after selections of proposals are made. Respondents should fully investigate the viability of each location and ensure that those locations meet standards set by DPH and DPW prior to submitting their proposals. All financials, including fee structures proposed, will be negotiated with the Department.

Q60: We will probably propose between 3 and 5 MFF trucks for this project. You said in the RFP up to 5 locations. We assume this is per truck. So if we have 5 trucks we could or should propose up to 25 locations.

A60: Please see answer #27.

Q61: Are the RFP organizers open to a rotation of trucks between awarded locations? For example if we have Organic Pizza Truck, Organic Ice Cream Truck, Organic Salad and Produce Truck, Organic Dessert Truck and an Organic Sandwich Truck can these trucks rotate through 5 approved or 8 approved locations if it didn't conflict with other vendors? This would give locals something new each night instead of the same thing each time.

A61: Please see answer #29 and #30 .

Q62: Is there a way for us to look at the bids of the current park MFF's from 2009?

A62: The previous bids received are public record and they are available upon request. Proprietary or trade secrets will be redacted from any document shared with the public.

Q63: Is there a place to see the performance of these current vendors so we have a feel for the amount of revenue the location provided that vendor? One would assume this is public record. It helps in revenue modeling and establishing a final proposal.

A63: Please see answer #34.

Q64: Can I get copies of Twirl and Dip, Annie's Hot Dogs and Sam's Chowder House bids from the 2009 RFP?

A64: The Department was unable to locate Sam's Chowder House bid. Twirl and Dip and Annie's Hot Dog bids from 2009 can be found on the link below

<http://sfrecpark.org/wp-content/uploads/Twirl-and-Dip-2009-bid.pdf>

<http://sfrecpark.org/wp-content/uploads/Annies-Hot-Dog-2009-bid.pdf>

Q65: How much revenue has Twirl and Dip, Annie's Hot Dogs and Sam's Chowder House shared with the Department?

A65: Annie's Hot Dog: Total revenue share paid to the Department since 08/2011 is \$768,787

Twirl and Dip: Total revenue share paid to the Department since 01/2011 is \$105,075

Sam's Chowder House: Total revenue share paid to the Department since 11/2010 is \$61,068.16

Q66: Our business is not required to prepare Audited Financials; can I submit my FY14 tax return instead?

A66: Tax returns are acceptable if audited financials are not available

Q67: Is there a template or form to fill out if I am interested in submitting a proposal? Is it the form lease attached to the RFP?

A67: The form lease is not a template for the proposal. The Department did not provide a proposal template. The only templates available are for the financials and can be found on the Department's website.