Boston Mobile Food Truck Program

Commissioner Joanne Massaro, Boston Public Works Department
NACTO Conference, October 25th 2012, Food Truck & Street Vendor Panel

Boston Mobile Food Truck Program

- Overview & History
- Challenges
- Impacts
- Road Ahead

photo: Christina DiLisio

BOSTON PROGRAM OVERVIEW

- **Goals**
  - Expand Food Options
  - Encourage Small Business Development
  - Increase Access to Fresh, Healthy Food
  - Promote Community Engagement & Environmental Sustainability

BOSTON FOOD TRUCK
wicked good food
THOMAS M. MENINO, MAYOR

Healthy Food, Healthy Environment, Healthy Community

photo: Charlotte Fleetwood

photo: Charlotte Fleetwood

- Rethink Your Drink
- Healthy Menu Option
- Support & Encourage:
  - Local Sourcing & Food Procurement
  - Recycling & Composting
  - Environmental Sustainability

PROGRAM BACKGROUND

- Passed Mobile Food Truck Ordinance, April 2011
  - Set Parameters
    - Defined Food Trucks (vs. food carts, ice-cream trucks, canteen trucks)
    - Regulated Vending on all Public & Private Sites
    - Mandated Commissary Space
    - Mandated GPS
    - Established Permit Fee
    - Capped % of Total Permits to Each Business

MOBILE FOOD TRUCK ORDINANCE

– Established Mobile Food Truck Committee
  - Mayor's Office of Food Initiatives
  - Department of Public Works
  - Department of Transportation & Parking
  - Office of Business Development
  - Inspectional Services Department
  - Boston Fire Department
  - Boston Police Department
  - Boston Redevelopment Authority

BOSTON FOOD TRUCK
wicked good food
THOMAS M. MENINO, MAYOR

MOBILE FOOD TRUCK PILOT

- Identified 18 Public Sites in Boston, June 2011
  - Polled public and vendors on desired locations
  - Committee conducted Site Evaluations
  - Abutters notified
  - Public Parking (metered spaces) removed
  - Designated Food Truck Parking signage installed
    - Hours of Operation: 6am-9pm/11pm

photo: Charlotte Fleetwood

MOBILE FOOD TRUCK PILOT

- Launched Pilot, July 2011 – March 2012
  - Scheduled vendors based on requests
  - Created administrative processes between Public Works Department and Office of Food Initiatives

photo: Charlotte Fleetwood

CHALLENGES

- Siting
- Scheduling
- Technology
- Compliance & Enforcement
- Measuring Success

BOSTON FOOD TRUCK
wicked good food
THOMAS M. MENINO, MAYOR

SITING

- Bricks & Mortar Businesses
- Loss of Public Parking
- Abutter & Community Concerns
- Desirability
- Prime Sites and Tiers

photo: Caitlin Cameron

SCHEDULING

- Prime Sites
  - Annual Live Lottery
  - Limiting # of Lunches at Prime Sites
- By Request for Tiers 1-3
- Changes to Schedule
- Rollover Schedules
- Seasonality

photo: Charlotte Fleetwood

TECHNOLOGY

- GPS Devices & Data
- Live Website
  - Food Truck Icon Lights Green on Arrival
  - Accessed on Desktop Computer
  - Still Need Mobile App
- Vendor Payment Devices & Social Media

COMPLIANCE & ENFORCEMENT

- Office of Food Initiatives, ISD Code Enforcement & BPD Coordinate Monitoring
- Issues
  - Timely Payment of Permits & License Fees
  - Conforming to Schedules
  - Rules
    - e.g. Trash, Queuing, Drinks, Napkins
  - Rogue Trucks

BOSTON FOOD TRUCK
wicked good food
THOMAS M. MENINO, MAYOR

MEASURING SUCCESS

- Annual Vendor Report
  - Vendors Report on Progress on Program Goals
- Program Evaluation
  - Pilot Evaluation
    - Survey
    - Focus Groups
  - Annual Program Evaluation
    - E-surveys
    - Interviews

BOSTON FOOD TRUCK
wicked good food
THOMAS M. MENINO, MAYOR

IMPACT

- Changing Perception of Food Trucks

photo: Rose Kennedy Greenway Conservancy

IMPACT

- Enlivened Public Spaces

photo: Christina DiLisio

IMPACT

- More Special Events & Festivals

photo: Rose Kennedy Greenway Conservancy

IMPACT

- 36 Vending Sites
- 22 New Businesses
- 40 Food Trucks
- 4 New Brick & Mortar Businesses
- 300 New Jobs

photo: Christina DiLisio

IMPACT

- Increased Demand in Ancillary Markets
  - Food truck fabricators
  - Commissary Space
  - Local Food Producers
  - Compostable & Environmentally Friendly Serviceware
  - Program Consultants

BOSTON FOOD TRUCK
wicked good food
THOMAS M. MENINO, MAYOR

THE ROAD AHEAD

- Mobile Markets
  - Mobile Farmers' Markets & Produce Carts
- Non-Profit Food Trucks
  - Focused on food access & food security in neighborhoods
- Community Food Trucks
  - Trucks shared among vendors

BOSTON FOOD TRUCK
wicked good food
THOMAS M. MENINO, MAYOR

For more information: www.cityofboston.gov/foodtrucks

Commissioner Joanne Massaro, Boston Public Works Department:
Joanne.Massaro@cityofboston.gov

Director of Food Initiatives, Edith Murnane, Mayor's Office:
Edith.Murnane@cityofboston.gov