

TOP 10 WAYS

JURISDICTIONS

CAN FOSTER

FOOD CART POD DEVELOPMENT

1 TIMELINE & COMMUNICATION

RELATED: *EVERYTHING*

- Allow plenty of time!
- Plan for a spring opening – best for business success
- View the pod as a full-scale development project
- Develop a communication plan and detailed gantt chart
- Involve internal staff/departments from Planning, Building, Engineering, Economic Development, Public Works, Public Information early



2 SITE SELECTION

RELATED: *INFRASTRUCTURE; PERMIT PROCESS; PUBLIC OUTREACH*

- Consider a high-traffic area
- Coordinate with all relevant partners for publicly-owned property
- Engage with community neighborhood and business associations



3 FUNDING & PARTNERSHIPS

RELATED: *PERMIT PROCESS*

- Plan ahead for all costs associated with permits, fees, infrastructure, grand opening, and daily operations/maintenance
- Consider placemaking grants for amenities
- Have a budget in place whether public or private



4 INFRASTRUCTURE

RELATED: *TIMELINE; PERMIT PROCESS; PLANNING*

- Develop a detailed timeline – things take longer than you think!
- Communicate early with internal departments and external partners
- Install irrigation for plants when trenches are open
- Consider infrastructure needs for temporary pod use and future site redevelopment



5 PUBLIC OUTREACH & BUY-IN

RELATED: *RECRUITMENT; MARKETING / BRANDING; TIMELINE*

- Ask the community what they want
- Consider an online survey
- Communicate with local business community, particularly adjacent ones
- Create events at the pod, especially a grand opening



6 PERMIT PROCESS

RELATED: *TIMELINE & COMMUNICATION; FUNDING & PARTNERSHIPS; INFRASTRUCTURE*

- Establish clearly-defined requirements for food carts
- Develop an application checklist for all permits and department review



7 PLANNING / MGMT / OPERATIONS

RELATED: *TIMELINE; PARTNERSHIPS; PERMIT PROCESS*

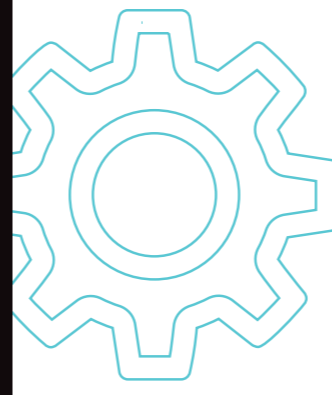
- Hire a pod manager with experience through a bid process
- Develop a contract
- Understand all operating costs including permits, fees, and system development charges



8 DESIGN

RELATED: *PUBLIC OUTREACH; MARKETING / BRANDING; RECRUITMENT; INFRASTRUCTURE*

- Develop the pod layout site plan that factors in form, function, aesthetics, business principles and code requirements
- Involve all relevant departments upfront for code compliance
- Consider plantings & screening



9 MARKETING / BRANDING

RELATED: *RECRUITMENT; PUBLIC OUTREACH; DESIGN; SITE SELECTION*

- Develop a branding strategy and marketing campaign
- Consider an online survey for community desire
- Communicate with all internal departments who may be impacted by and/or receive inquiries about the new development
- Consider asking for public input on the name of the pod



10 RECRUITMENT

RELATED: *TIMELINE; PERMIT PROCESS; PLANNING*

- Solicit carts early but also once site preparation is underway
- Create a recruitment flyer with relevant food cart specifications
- Translate materials
- Provide small business assistance and direct communication to determine cart fit with layout



For additional information contact:
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MILWAUKIE STATION