

Outline

We analyzed

1. Lunch Data
2. On campus locations
3. Student Center – Coffeehouse
4. Student Center – Lobdell AYCE
5. Lunch in existing dining halls
6. Food Trucks

1. Lunch Data

<i>Method Obtained</i>	<i>Number of Lunches in 5 day week</i>	<i>Description</i>
On campus café	1.96	About 2x per week
At home	0.98	About 1x per week
Brown Bag	0.44	About 1x every other week
Skip	0.41	About 1x every other week
Snack	0.40	About 1x every other week
Food truck	0.29	About 1x per month
Off campus	0.28	About 1x per month
House Dining / FSILG	0.12	About 1x every other month
Free Food	0.05	Rarely
Other	0.04	Rarely
Takeout / delivery	0.02	Rarely

Reasons people brown bag lunch instead of buying lunch on campus: Price, health, quality, lines

2. On campus locations

Consider:

- Quality
- Healthiness
- Variety each day
- Variety over time
- Pricing
- Hours
- New locations

Locations seem great – spread out over main campus nicely.

Hours are fine for lunch, except Bio Café should be open until 3pm (currently open until 2pm). *The lunch time period is defined as 10am-4pm; it would be great to have data about when students each lunch during this time frame. Personal experience shows that people eat from 12:30-1 and from 2-2:30.*

Pricing/quality/variety – Of course it would be great if everything was free, healthy and tasty. We don't see overall changes to implement, but some specific ideas are:

- Make your own sandwiches
- Salad and fruit bars (Kendall food court has \$0.35/oz salad bar)
- Add the option of buying 1 plate of food for a set price. i.e. You could buy a plate of rice, or a plate of salad, or an apple, or a muffin, or you could put them together on a plate, and buy some rice, some salad and some fruit for a balanced meal.
- Get fruit and vegetables at cheaper prices, if you buy some amount of food. e.g. Buy \$4, get a fruit half off.

Experience shows significant pricing discrepancies between different vendors on campus. Perhaps the competition could be advertised so that prices are lowered.

Conclusion: On campus vendors should improve their selection, but locations and hours are good overall.

3. Student Center – Lobdell and AYCE

Not too much data on this.

Many lunch options already exist in the student center. There is no need to open another option, especially one that might lose MIT money.

Students eat more for dinner than lunch, and skip lunch more often than dinner (Table 15), so if an AYCE option is added, it should be open for dinner and not for lunch.

Conclusion: An AYCE option for lunch is not needed. Another option for lunch in Lobdell is not needed.

4. Student Center – Coffeehouse

Not too much data on this.

As above, there are appear to already exist lunch options.

Conclusion: Another option for lunch in the student center is not needed.

5. Lunch in existing dining halls

Tables 60 and 61 show only lukewarm support for lunch in dining halls. Where (5 = Strongly agree, 4 = Agree, 3 = No opinion, 2 = Disagree, 1 = Strongly Disagree), students are slightly against lunch in the dorm dining hall. Students in dining hall dorms average a 2.92, and students in non-dining hall dorms average a 2.94.

Conclusion: Do not open dorm dining halls for lunch.

6. Food Trucks

Not too much data on this.

It would be great if they could be moved back to a more central location (They were in the Stata-68 parking lot, now they are behind medical) and lower their prices. Perhaps MIT can negotiate a better location in exchange for lower prices.

Conclusion: Lower prices and better locations would be nice.