### Operation Chuck Wagon

**Force-Field Analysis**

July 11, 2012

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<tbody>
<tr>
<td>Info to public / targeted businesses (newspaper article, chamber of commerce letter, police chief assoc)</td>
<td>Consumer / Business not educated</td>
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<tr>
<td>Handle product properly; larger profits with less waste</td>
<td>Profits over safety – must sell; small profit margins</td>
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<td>Increase communication about substitute trucks</td>
<td>One mobile food vending company, but many trucks</td>
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<td>Host safety class</td>
<td>Vendor's lack of knowledge</td>
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<td>Quick inspection if following regulations</td>
<td>Very competitive market; must move quickly</td>
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<td>Afternoon – opportunity to interact</td>
<td>Very busy; challenge to get vendors involved in QI process</td>
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<td>Website – mobile vendor of the month; info on safety</td>
<td>Culture??</td>
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