

## Get the Good Staff Program Expansion RFA Questions and Responses

4/18/2022

- 1. I would like to inquire about which POS systems are certified to be able to participate in the 'Get the Good Stuff Expansion'?**

POS systems are not required to be certified in order for stores to participate in Get the Good Stuff. All supermarkets' POS systems are eligible as long as a store's POS vendor is willing and able to program the POS system to flag all food eligible for incentives and electronically distribute and redeem incentives. Incentive system programming should be completed within 5 months of executing a contract for the program.

Please see page 11 and 12 of the RFA for the POS vendor scope of work, including programming requirements. The NYC Health Department will provide supermarkets and their POS vendors with ongoing technical assistance, including support programming the incentive system, developing program reports, and assistance with supermarket staff training.

- 2. On Staten Island, you list "St. George, Stapleton, and Port Richmond" and "10301, 10303, 10304, 10310" as the required neighborhoods and ZIP codes. However, the Port Richmond neighborhood is the missing ZIP code 10302, and 10303 is the Mariners Harbor neighborhood. Will you be able to correct the listings to "St. George, Stapleton, Port Richmond, and Mariners Harbor" and "10301, 10302, 10303, 10304, 10310"?**

Thank you for pointing out the misalignment between the names of eligible Staten Island neighborhoods and the zip codes listed. The list in the RFA aligns with the [priority neighborhoods](#) identified by the Taskforce on Racial Inclusion and Equity. For consistency, we are not going to change the neighborhoods listed and are unable to add zip code 10302 because it was not named as a priority zip code by the Taskforce. Supermarkets located in 10302 will not be eligible for this funding opportunity.

- 3. City Harvest did a study of where people in Staten Island's low-income neighborhoods shopped and found that they generally did NOT shop in their neighborhoods. See p. 8 in Shopping Habits among Community Members of the North Shore of Staten Island, [http://sinfi.org/HNI%20Action%20Learning%20Report%20final\\_01.25.18.pdf](http://sinfi.org/HNI%20Action%20Learning%20Report%20final_01.25.18.pdf). The most popular stores, the two ShopRite stores (10314 and 10306) and Stop & Shop (10302), are not in the required ZIP codes. Is it possible to change the requirements to accommodate these stores or to provide a waiver?**

Thank you for sharing the "Shopping Habits Among Community Members of the North Shore of Staten Island" report. It notes that survey participants frequently shop at the Western Beef Supermarkets on Bay Street and on Forest Avenue. Both supermarkets are located in zip code 10303 and eligible for this funding opportunity. We encourage you to share the RFA with the supermarket owners and managers and encourage them to apply.

We are not able to change the zip codes eligible for this funding opportunity. Eligible zip codes are those identified as a priority neighborhood by the Taskforce on Racial Inclusion and Equity and

where 33% or more of residents live at or below 200% of the Federal Poverty Line based on the American Community Survey 2014-2018. The zip codes 10302, 10306 and 10314 were not identified as priority by the Taskforce. To ensure fairness to other supermarkets outside of eligible zip codes, we are not able to provide a waiver or make exceptions to the eligibility criteria.

**4. *If majority of individuals from the listed zip codes shop in a particular supermarket not in included zip code (as was apparent by the data and SINFI study), could that supermarket participate?***

We understand that New Yorkers may shop for food at a supermarket outside of the zip code where they reside. However, to ensure fairness in the supermarket selection process, we are unable to make exceptions to the eligibility criteria. Supermarkets must be located in a zip code listed on page 5 of the RFA to be eligible to participate in the Get the Good Stuff expansion.

**5. *We have a wonderful relationship and partnership with Shoprite and they are eager to participate but do not qualify since their supermarkets are not in the eligible zip codes. The store in 10314 however is still a part of CB1 and borders the Mariners Harbor neighborhood so if RFP could include the entire CB1 or North Shore, they would qualify to apply. They also have a dietician to help customers get educated on benefits of eating fruits and vegetables as well as share recipes and educate the community and those that come to the store, or go to neighborhoods included in the RFP.***

Eligible zip codes are those identified as priority by the Taskforce on Racial Inclusion and Equity and where 33% or more of residents live at or below 200% of the Federal Poverty Line based on the American Community Survey 2014-2018. The zip code 10314 was not identified as a priority zip code by the Taskforce. To be fair to other supermarkets across the city that may also be narrowly outside of the eligible zip codes, we cannot make exceptions to the eligibility criteria.

**6. *Can a task force or Coalition partner with a supermarket to help with the project by educating the community on this program, giving out the digital cards and speaking to the benefits of eating more fresh fruits and veggies? Could there be additional funding build in for that partnership?***

We encourage the taskforce, Coalition, and other community organizations to promote Get the Good Stuff to community members. We are happy to provide fliers and enrollment forms to support promotional activities. To complete the enrollment process, community members must visit a participating supermarket and submit a completed enrollment form at customer service. Supermarket staff will create a Get the Good Stuff account in the store's POS system and issue a Get the Good Stuff card. The card must be swiped to get the dollar-for-dollar match on SNAP purchases of eligible food.

Currently, we do not have funding to support outreach and enrollment efforts by external partners. If additional funding becomes available, we will explore this option.

**7. *Is each Borough expected to be granted at least 1 award to at least 1 store?***

Supermarket applications meeting the eligibility requirements will be reviewed by a panel convened by the NYC Health Department. The panel will evaluate applications per the criteria outlined on page 14 of the RFA. Applications with the highest total score will be considered first for funding. The

panel may make exceptions in order to assure adequate geographic distribution of services, particularly to areas and boroughs not currently served by Get the Good Stuff.

- 8. Does Fund for Public Health have contacts for managers and administrative staff at the supermarkets and how are they sharing this RFP with the stores? What is the plan for outreach to corporate offices? Could we ask for those contacts so we can advocate on our end?**

The RFA was disseminated widely among many supermarket owners, industry organizations, community partners, and point-of-sale vendors. It was also shared on the NYC Health Department and the Mayor's Office of Food Policy's social media channels.

The RFA seeks to identify independently owned supermarkets to participate in the Get the Good Stuff expansion. The Fund for Public Health NYC does not have contacts at corporate offices and is relying on outreach to the aforementioned entities to disseminate the RFA to supermarkets. If there is a supermarket in an eligible zip code that might be interested, we encourage you to share the RFA and advocate to the managers and/or owners directly. We do not have consent to share our contacts' information.

- 9. Will new POS vendors selected have access to the programs written for the POS systems of stores currently participating in Get the Good Stuff? Or will new POS vendors selected have to create a new program for the stores they work with?**

New POS vendors of supermarkets selected to participate in Get the Good Stuff will not have access to the incentive program written for other stores and will need to program a new system.

The NYC Health Department will provide supermarkets and their POS vendors with ongoing technical assistance, including support programming the incentive system and developing program reports and assistance with supermarket staff training, program promotion, participant enrollment and program implementation.

- 10. Who would be our contact to complete Section II: POS Vendor Information? Is it the company that installed the POS System at our location? Or, is it the company that processes our electronic transactions?**

The company that installed the POS system and provides ongoing POS system support should complete the POS vendor form. The company that processes your electronic transactions should not complete the form.

- 11. I was wondering if you could speak to how currently enrolled stores are doing.**

Get the Good Stuff launched at six supermarkets in 2019. In FY 2021 (July 2020 through June 2021), customers participating in the Get the Good Stuff program redeemed over \$1,090,000 worth of fruits, vegetables, and beans across all participating supermarkets. Note, the daily cap on incentives changed from \$50 to \$10 in March 2021. [NYC Food Metrics Report 2021](#)

We encourage you to view and share this short video where the supermarket owner of 3 Guys from Brooklyn shares his experience participating in the program: <https://vimeo.com/595540009>