



# Request for Applications

## Get the Good Stuff Program Expansion

Release Date: January 16, 2024

Due Date: February 23, 2024, by 11:59 p.m. EST

RELEASED BY:



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# Acronyms and Glossary

For the purpose of this Request for Applications, the following definitions are applicable.

**Eligible fruits and vegetables** means fresh, frozen, canned and dried fruits, vegetables and beans without added sugars, fats, oils or salt.

**Food and Nutrition Service (FNS)** is an agency of the United States Department of Agriculture (USDA) responsible for administering nutrition assistance programs, including SNAP.

**Food and Nutrition Service (FNS) number** is the 7-digit number printed on the Supplemental Nutrition Assistance Program (SNAP) permit sent to you/your store when your store became authorized to participate in SNAP.

**Incentives** are defined as financial inducements intended to increase the purchase and consumption of eligible fruits and vegetables by customers participating in the program.

**Point of sale (POS) system** means the electronic system for processing payment, including SNAP benefits, and issuing and redeeming incentives.

**Supplemental Nutrition Assistance Program (SNAP)** means the food assistance program, also known as food stamps, established under the Food and Nutrition Act of 2008 (U.S.C. 2011 et seq).

**United States Department of Agriculture (USDA)** is the federal agency responsible for developing and executing federal laws related to food, farming, forestry, and rural economic development.

# Section 1: Overview

## Purpose of Request for Applications (RFA)

The Fund for Public Health in New York City (FPHNYC) and the New York City Department of Health and Mental Hygiene’s (NYC Health Department) Center for Health Equity and Community Wellness announce the expansion of the [Get the Good Stuff](#) program to supermarkets in communities disproportionately impacted by COVID-19, racism, and disinvestment. Through Get the Good Stuff, New Yorkers participating in the Supplemental Nutrition Assistance Program (SNAP) can earn \$0.01 in reward points for every \$0.01 spent in SNAP benefits on eligible fresh, frozen, canned and dried fruits, vegetables and beans.

The intent of this Request for Applications (RFA) is to identify up to eight supermarkets with capacity to electronically distribute incentives to shoppers through their point-of-sale systems. Supermarkets may apply for more than one store location; however, if applying for more than one location, each location requires a separate and complete application.

## Available Funding and Project Timeline

FPHNYC and the NYC Health Department anticipate approximately \$1.2M in federal funding will be available to support expansion of Get the Good Stuff to up to eight (8) supermarkets through this RFA. Award amounts will vary based on capacity as determined by each supermarket’s record of sales activity.

The project will be funded for up to 16 months, or until all incentives have been distributed, whichever occurs first. There is potential for the project to be extended; however, any extensions will be contingent upon the availability of funds and satisfactory contractor performance.

## Type of Contract

Awards made through this RFA will result in two key contracts to develop and implement Get the Good Stuff. First is a contract between the selected supermarket and FPHNYC. Second is a contract between FPHNYC and the selected supermarket’s POS vendor.

The contract timelines, payment structures and estimated funding are outlined in the table below:

	Supermarket	Supermarket	POS Vendor
Required Activities	Incentive distribution based on penny-for-penny match on purchases of eligible fruits, vegetables and beans paid for with SNAP benefits. Incentive redemption on purchases of eligible food items.	Program administration, including, but not limited to, distribution of loyalty cards, participation in staff training and program promotion and recruitment.	Programming of electronic nutrition incentive system utilizing customer loyalty technology
Timeline	Approx. 12-16 months	Approx. 12-16 months	Up to 6 months

<b>Payment Structure</b>	Monthly reimbursement of redeemed incentives	Fixed monthly payments	Payment upon completion of deliverables
<b>Estimated Funding</b>	Award amounts will vary based on SNAP sales, up to \$200,000	\$100 per month	Up to \$10,000 for development and launch of incentive system at first supermarket.  Up to \$5,000 for each additional supermarket

### Who May Apply

Supermarkets applying for this funding must meet all of the following criteria:

1. Applicants must be a food retailer located in a zip code listed below.

Neighborhood	Borough	Zip Code
St. George, Stapleton, Port Richmond, Mid Island	Staten Island	10301, 10302, 10303, 10304, 10306, 10310, 10314
Bedford Stuyvesant and Bushwick	Brooklyn	11216, 11221
Bushwick	Brooklyn	11221
Flatbush and Midwood	Brooklyn	11203, 11226
East New York and Starret City	Brooklyn	11207, 11208, 11239
Brownsville	Brooklyn	11212, 11233
East Flatbush	Brooklyn	11226
Sunset Park	Brooklyn	11220, 11232
Coney Island	Brooklyn	11224, 11235
Queensbridge and Astoria	Queens	11101
Jackson Heights	Queens	11369
Kew Gardens and Woodhaven	Queens	11419
Jamaica and Hollis	Queens	11433, 11435
Briarwood, Flushing South	Queens	11435
Rockaway and Broad Channel	Queens	11692, 11693
Lower East Side and Chinatown	Manhattan	10002, 10009
Central Harlem	Manhattan	10026, 10027, 10030, 10037, 10039
Morningside Heights and Inwood	Manhattan	10031
East Harlem	Manhattan	10035
Washington Heights and Inwood	Manhattan	10040
Fordham and University Heights	Bronx	10453
Belmont and East Tremont	Bronx	10457
Longwood, Hunts Point, Morrisania and Crotona	Bronx	10459, 10460, 10474
Williamsbridge, Baychester, Edenwald and Kingsbridge	Bronx	10463, 10466, 10468
Parkchester and Soundview	Bronx	10472

NOTE: Eligible zip codes are those that meet the following criteria: 1a) are identified as part of a priority neighborhood by the COVID-19 Taskforce for Racial Inclusion and Equity (TRIE) and where 33% or more of residents live at or below 200% of the Federal Poverty Line (FPL) based on the American Community Survey 2014-2018; **or** 1b) are documented as serving residents of neighborhoods in Staten Island identified as priority by the COVID-19 Taskforce for Racial Inclusion and Equity<sup>1</sup>; **AND** 2) do not have a supermarket participating in, or selected to participate in, in Get the Good Stuff.

2. Applicants must be authorized to accept SNAP benefits for the location they are applying for and willing to share their Food and Nutrition Service (FNS) number with the NYC Health Department.
3. Applicants must demonstrate at least \$500,000 in SNAP sales in 2023.
4. Applicants must utilize a point-of-sale (POS) system to process transactions and work with a qualified POS vendor willing and able to contract with FPHNYC to complete the scope of work identified on pages 8-11 within an agreed upon timeline. Note, to be considered for the program, applicants must have their POS vendor complete the attached POS vendor application and submit it as part of the supermarket application.
5. Applicants must not sell or market tobacco products.
6. Applicants must not sell or market hard liquor products or alcohol other than beer, cider, and wine products.
7. Applicants must be willing to:
  - a. If awarded, Applicants and their POS vendors must provide proof of required insurance coverage prior to work commencing. Further detail on insurance requirements can be found in Section 5 on page 16.
  - b. Share SNAP transaction, incentive, and eligible purchases data as outlined in Section 2: Scope of Services.
  - c. Designate supermarket staff, including management, to participate in an interview with a NYC Health Department program evaluator.
  - d. Allow NYC Health Department staff to survey customers participating in Get the Good Stuff about their eating and shopping behaviors on an annual basis.
  - e. Explore opportunities to procure locally grown produce to sell at the supermarket.
8. If awarded, Applicants must be willing to comply with all applicable New York City COVID-19 safety precautions and vaccination requirements.

## Funding Priorities

In awarding contracts, priority will be given to supermarkets:

- With high average monthly SNAP sales.
- Located in Staten Island, the one borough of NYC without any supermarkets participating in Get the Good Stuff.
- Located in a zip code where a large percentage of residents live at or below 200% of the Federal Poverty Line (FPL) based on the American Community Survey 2014-2018.
- Located within the catchment areas of the NYC Health Department's Bureaus of Neighborhood Health. Catchment areas include Bronx Community Districts 201-206, Manhattan Community Districts 110-111, and Brooklyn Community Districts 303-305 and 316<sup>2</sup>.

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<sup>1</sup> The borough of Staten Island is prioritized because it does not have any supermarkets that participate in Get the Good Stuff. A report titled "Shopping Habits Among Community Members of the North Shore of Staten Island" by City Harvest's Staten Island Action Learning Group demonstrates that residents of Staten Island's TRIE neighborhoods reported shopping for food outside of their neighborhoods. The stores where people most frequently reported shopping at are located in zip codes 10302, 10306 and 10314.

<sup>2</sup> NYC Department of Health and Mental Hygiene, [Community Health Survey](#), 2019-2020 (unpublished)

- Located in a community district where a large percentage of households reported eating zero servings of fruits and vegetables per the NYC Health Department’s Community Health Survey 2019-20201.
- Located in a community district where a large number of households participated in SNAP over the last 12 months per the New York City Human Resources Administration, Borough/Community District, Report - SNAP Population.
- With a large percentage of supermarket square footage dedicated to fresh produce and high percentage of total supermarket sales spent on fresh produce.

Preference Factors: FPHNYC and the NYC Health Department are working to address historic disparities in City contracting and provide minority and women-owned business enterprises (M/WBE) with increased opportunities to do business with the City. Applications from supermarkets identifying as a M/WBE will be awarded additional points.

FPHNYC and the NYC Health Department aim to partner with up to five new POS vendors that have not previously worked on Get the Good Stuff. However, if the number of applications with new or unique POS vendors exceeds this number, Applicants with a POS vendor experienced in programming the Get the Good Stuff nutrition incentive system and/or a POS vendor that services multiple supermarkets applying to participate in the program may be prioritized for selection.

#### RFA Timetable

The following timetable outlines key events related to the RFP process, from solicitation to program implementation. The dates listed are subject to change, and any amendments to the RFP, including this timeline, will be posted on FPHNYC’s website (<https://fphnyc.org/get-involved/requests-proposals/>). FPHNYC will not provide individual notice of changes; organizations are responsible for regularly checking the [website](#) for any changes.

RFA release	January 16, 2024
Q&A posted	January 29, 2024 (and updated weekly)
Deadline for submitting written questions	February 16, 2024, by 11:59 p.m. EST
<b>Application due date</b>	<b>February 23, 2024, by 11:59 p.m. EST</b>
Expected selection notification	Week of March 11 <sup>th</sup>
Expected project start date	Beginning May 2024 and continuous

Contracts will be awarded on a rolling basis between April and May 2024. Recipients are expected to work with their POS vendor and NYC Health Department staff to launch the program as soon as possible following contract execution.

#### RFA Inquiries, Written Questions and Answers

Questions and requests for clarification about this RFA must be submitted via email to [procurement@fphnyc.org](mailto:procurement@fphnyc.org) with a subject line of “Get the Good Stuff Expansion.” Questions will be accepted until 11:59 p.m. EST on February 16, 2024. FPHNYC will respond to the person who sent the question and will post the question and answer on the FPHNYC website.

The Q&A will be posted at: <https://fphnyc.org/get-involved/requests-proposals/>

Applicants are encouraged to check the webpage frequently to stay informed throughout the procurement process.

### [Submission Instructions](#)

Completed applications are due no later than February 23, 2024, at 11:59 p.m. EST. All applications must be submitted online using the following link: <https://www.surveymonkey.com/r/YV8782P>.

Supermarkets should submit separate and complete applications for each eligible location.

### [Addenda to the RFA](#)

If necessary, FPHNYC will issue addenda to amend conditions or requirements relating to the RFA. Any addenda to the RFA will be posted on the FPHNYC website: <https://fphnyc.org/get-involved/requests-proposals/>. Applicants are encouraged to check the website prior to submitting their application.

## Section 2: Scope of Services

### Background and Purpose

In 2019, the New York City Department of Health and Mental Hygiene (NYC Health Department), in partnership with independent supermarkets and their point-of-sales (POS) vendors, launched [Get the Good Stuff](#), NYC's first supermarket-based nutrition incentive program for New Yorkers who participate in the Supplemental Nutrition Assistance Program (SNAP, previously food stamps).

As of November 2023, the program offers shoppers at 17 supermarkets a penny-for-penny match on purchases of eligible fruits, vegetables and beans paid for with SNAP benefits. For every \$0.01 spent in SNAP benefits on eligible fresh, frozen, canned and dried fruits, vegetables and beans, shoppers enrolled in the program get \$0.01 in reward points added to a Get the Good Stuff card to spend on more eligible food at their next purchase.

Participants can earn up to \$10.00 in reward points on their Get the Good Stuff card per day.

Eligible foods include:

- Fresh fruits, vegetables, and herbs
- Frozen fruits and vegetables without added sugar, salt or fat
- Canned and jarred fruits, vegetables, beans and lentils without added sugar, salt or fat
- Dried beans, lentils and fruit without added sugar, salt or fat

Get the Good Stuff helps New Yorkers with low incomes purchase and consume more fruits and vegetables. Since Get the Good Stuff launched, over 12,000 New Yorkers with SNAP benefits have enrolled in the program and redeemed more than \$3 million worth of fruit and vegetable incentives at participating supermarkets.

The NYC Health Department aims to expand Get the Good Stuff to additional supermarkets in the upcoming year. The program expansion will be operated by the NYC Health Department in partnership with FPHNYC. It will be funded by a United States Department of Agriculture (USDA) Gus Schumacher Nutrition Incentive Program COVID Relief and Response (GusCRR) grant and the City of New York. This program expansion is expected to run through mid-2025, as funding permits.

### Project Scope of Work

The purpose of this RFA is to identify up to 5 independent supermarkets to participate in the Get the Good Stuff expansion. Working in partnership with FPHNYC, the NYC Health Department will contract with selected supermarkets and their POS vendors to complete the following:

#### Supermarkets

1. Contracting: Timely negotiation of contract with FPHNYC and timely submission of all required contract documents. No work can begin, and no payments will be made until supermarket and POS vendor contracts are executed.
2. Support incentive system programming: Facilitate communication between the NYC Health Department and the supermarket's POS vendor to discuss programming requirements. Support programming and testing of incentive system.



3. Staff Training: Ensure that cashiers and other relevant staff attend a program training led by the NYC Health Department and the supermarket's point-of-sales (POS) vendor. Staff will be trained on program enrollment and operations.
4. Promotion: Promote Get the Good Stuff by displaying program promotional materials including posters, floor decals, palm cards and shelf-talkers.
5. Enrollment: Designate staff to screen and enroll eligible customers into the program, issue Get the Good Stuff loyalty cards to program participants, and regularly submit enrollment forms to the NYC Health Department. Health Department staff will support program enrollment at participating supermarkets immediately following program launch. Supermarkets are expected to continue enrolling eligible customers into the program thereafter.
6. Implementation: Operate Get the Good Stuff including:
  - a. Distribute incentives: The supermarket's POS system will be programmed to automatically add \$0.01 in reward points to participants' Get the Good Stuff card for every \$0.01 spent in SNAP benefits on eligible fruits, vegetables, and beans up to \$10.00 in incentives per day.
  - b. Redeem incentives: The supermarket's POS system will be programmed to apply incentives accrued on participants' Get the Good Stuff card toward purchases of eligible foods when requested by customer.
7. Reporting: Share SNAP sales data, including all transactions where SNAP was used to pay for at least part of a purchase of eligible fruits and vegetables, for one year prior to program start and during the first two years of the program. Submit, or ensure submission by POS vendor, of monthly program reports including the following:
  - c. Incentives accrued: Transaction level data showing date, loyalty card number and points accrued.
  - d. Incentives redeemed: Transaction level data showing date, loyalty card number and points redeemed.
  - e. SNAP transactions: Total dollar value of SNAP purchases and total number of SNAP transactions.
  - f. Eligible items purchased by shoppers participating in the program including product UPC, product description, product department, weight/quantity and amount paid.
8. Invoicing: Invoice FPHNYC for redeemed incentives on a monthly basis by the 15th of the following month.
9. Evaluation: Participate in program evaluation activities including:
  - g. Designate supermarket staff, including management, to participate in an interview with a NYC Health Department program evaluator. Interview will explore lessons learned promoting and implementing Get the Good Stuff.
  - h. Allow NYC Health Department staff to survey customers participating in Get the Good Stuff on an annual basis about their eating and shopping behaviors.

### **Point-of-Sale Vendors**

1. Contracting: Timely negotiation of contract with FPHNYC and timely submission of all required contract documents. No work can begin, and no payments will be made until supermarket and POS vendor contracts are executed.
2. Flag eligible foods in POS system: Cross-reference the NYC Health Department's database of eligible foods (including UPC codes and product names) to supermarket's inventory. Update POS system with incentive eligibility for all matching items. Generate a list of remaining inventory items including UPC code and product name and share with NYC Health Department staff. Following staff review, use information provided by the NYC Health Department to flag remaining eligible items in the POS system. This step should be completed within 2 months of executing a contract for the project.

3. Program incentive system: Program supermarket's POS system to:
  - a. Assign each program participant a unique program ID to be captured at the time of a Get the Good Stuff card swipe.
  - b. Automatically add \$0.01 to program participants' Get the Good Stuff card for every \$0.01 spent on eligible items using SNAP benefits, up to \$10.00 per day. Incentives should be available for redemption at the participants' next shopping trip.
  - c. Apply an "all or nothing feature" whereby participants can choose to either redeem all their incentives toward a purchase of eligible items or none. If participants' incentive balance is greater than the value of eligible items being purchased, apply incentives in the value of the purchasing amount.
  - d. Calculate and display the following on customer receipts: (1) Get the Good Stuff card balance at the start of the transaction; (2) total dollar amount spent on eligible items using SNAP; (3) dollar amount of incentives accrued; (4) dollar amount of incentives redeemed; and (5) Get the Good Stuff card balance at the end of the transaction.
  - e. Incentive system programming should be completed within 4 months of executing a contract for the program.
4. Conduct internal and external system testing: Test incentive system to confirm functionality and reprogram system as needed until operating correctly. Prior to launch, conduct virtual demonstration for NYC Health Department team to show system is operational. This step should be completed within 4 months of executing a contract for the program.
5. Train supermarket staff: Conduct in-person or virtual store staff training. Train relevant supermarket staff operate the incentive system, including registering Get the Good Stuff cards, applying accrued incentives to eligible purchases and generating monthly reports. Staff training should be completed within 5 months of executing a contract for the program.
6. Custom Reporting: Program POS system to:
  - a. Generate reports with supermarket's SNAP sales data, including all transactions where SNAP was used to pay for at least part of a purchase for up to a year prior to program start and during the first two years of the program.
  - b. Auto-generate monthly program reports including:
    - i. Incentives accrued: Transaction level data showing date, loyalty card number and points accrued.
    - ii. Incentives redeemed: Transaction level data showing date, loyalty card number and points redeemed.
    - iii. SNAP transactions: Total dollar value of SNAP purchases and total number of SNAP transactions.
    - iv. Eligible items purchased by shoppers participating in the program including product UPC, product description, product department, weight/quantity and amount paid.
  - c. A report with the supermarket's SNAP sales data should be submitted within 5 months of executing a contract for the program. Monthly auto-generating reports should be programmed within the same period.
7. Technical Support: Provide supermarket and NYC Health Department staff with technical support related to Get the Good Stuff, as needed.
8. Program Closeout: Close out program when funding ends and according to timeline provided by the NYC Health Department.

### DOHMH Support and Technical Assistance

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.

## Section 3: Completing the Application

Applicants should follow the instructions set forth below in the preparation and submission of their proposal. FPHNYC will not be responsible for any applications that do not follow the instructions in this RFP, and may, at its discretion, reject any such non-compliant or incomplete applications.

### Submission Instructions

Proposals must be submitted by 11:59 p.m. ET on February 23, 2023, using the online Application Form in SurveyMonkey linked below. Google Chrome and Mozilla Firefox are the recommended web browsers for submitting this application.

CLICK [HERE](#) TO ACCESS THE APPLICATION FORM.

Or copy and paste the following URL into your address bar:

<https://www.surveymonkey.com/r/YV8782P>

### Proposal Contents

An Application Guide, including a complete list of the application questions, instructions, and other helpful tips for completing the application, can be found in Appendix A on page 17. The online Application Form consists of the following sections and forms:

1. Applicant Eligibility Questionnaire\*
2. Supermarket Application
  - a. Applicant Information
    - i. Attachment A – Applicant Signature Form (download [here](#))
    - ii. Attachment B – IRS Form W-9 (download [here](#))
  - b. Supermarket Operations
  - c. Supermarket Size
  - d. Supermarket Sales
  - e. Point-of-Sale Vendor Information
    - i. Attachment C – Point-of-Sale Vendor Commitment Form (download [here](#))

\*Applicants must first complete a questionnaire to determine their eligibility for award. After demonstrating that the RFA’s minimum requirements have been met, Applicants will be able to complete the full application.

### Application Instructions

- The application cannot be saved and returned to for completion. Applicants should ensure they have plenty of time to complete the full application in one sitting. Applicants are strongly encouraged to prepare answers to all application questions prior to beginning their online application.
- Questions requiring a response are marked with an asterisk.
- Applicants must upload a completed Point-of-Sale Vendor Commitment Form for an application to be considered complete.
- Once submitted, Applicants will see the following confirmation message, “Your application has been successfully submitted and will be reviewed by the selection committee.”

- Applicants are strongly encouraged to submit their applications at least 24 hours prior to the due date and time. This will allow sufficient opportunity for the Applicant to obtain assistance should there be a technical issue with the submission process.
- Late applications and applications submitted via email will not be accepted.

## Section 4: Evaluation and Award Procedures

Applications meeting the eligibility requirements and guidelines set forth above will be reviewed and evaluated competitively by a panel convened by the NYC Health Department. The panel will evaluate and rate all qualified applications based on the criteria below.

### Evaluation Criteria

All qualified applications will be scored according to the criteria below.

Criteria	Possible Points
Supermarket SNAP sales	20 points
Geographic factors and population served	40 points
Space dedicated to and sales of fresh produce	20 points
<b>Total Technical Points</b>	<b>80 points</b>
Located on Staten Island (additional potential points)	20 points
MWBE Participation (additional potential points)	3 points
<b>Total Possible Points</b>	<b>103 points</b>

### Review Process

Applications will undergo an initial administrative review for completeness and minimum requirements. Basic requirements include timely receipt of application meeting all eligibility criteria, and submission of all required documentation. Applications that do not meet the required eligibility criteria will not move to the next stage of the review process. Applications with omissions of any required documentation may also be subject to disqualification.

All responsive applications will be reviewed by a panel convened by the NYC Health Department. The panel will evaluate applications and score Applicants according to the criteria listed above. Each application will be scored by at least three reviewers and scored on a scale of 0—100 using the evaluation criteria above. In addition, a preference factor for applications from supermarkets identifying as a MWBE will be awarded 3 additional points for a possible total score of 103 points. After review, the panel will compile scores and rank applications according to total score.

### Award Selection

Applications with the highest total score will be considered first for possible funding. However, the panel may make exceptions in order to assure adequate geographic distribution of services, particularly to areas not currently served by Get the Good Stuff.

Prior to final award decisions, FPHNYC and the NYC Health Department reserve the right to conduct interviews and/or site visits as FPHNYC and the NYC Health Department deem applicable and appropriate, to verify application content and confirm produce sold at the supermarket is of high quality.

### Award Process

Each Applicant will be notified in writing regarding the decision concerning their application. Once selections are made, FPHNYC will contract with selected supermarkets and their POS vendors. Final contract execution is contingent upon successful completion of contract negotiations and demonstration

of compliance with all FPHNYC requirements and applicable federal and state laws and policies. If FPHNYC is unable to execute a contract with the supermarket's POS vendor, another supermarket will be selected.

## Section 5: Disclaimers and General Provisions

The following are disclaimers and general provisions under the Fund for Public Health in New York City. Applicants should carefully review each statement below to ensure capacity for compliance before submitting an application for consideration.

### Right to Amend, Cancel this RFA, or Solicit a New RFA

FPHNYC may amend or cancel this RFA at any time, without any liability to FPHNYC, and/or the NYC Health Department. FPHNYC or the NYC Health Department may solicit new requests for information and/or proposals regarding the services addressed in this RFA at any time.

### Right to Reject Proposals

FPHNYC may reject any or all proposals received and may ask for further clarification or documentation. Submitted information that does not respond to all items in this RFA may be excluded from further consideration and alternative information packages may not be considered.

### Insurance

Applicants selected for award will be required to maintain a commercial general liability insurance policy in the amount of \$1,000,000 per incident and \$3,000,000 aggregate. Contractors will also be required to provide proof of worker's compensation insurance coverage at the statutory limits. FPHNYC and the City of New York shall be named as Additional Insureds on the commercial general liability policy and as Certificate Holders for all other required insurance. Contractors will need to demonstrate that necessary insurance coverage is in place from the start of the contract.

### Fulfillment of Requirements

By applying, the Applicant acknowledges that the respondent has read and understands this RFA and can fulfill all requirements.

### Submitted Information

Once submitted, responses will be the property of FPHNYC and will not be returned.



## APPENDIX A SUPERMARKET APPLICATION GUIDE

The purpose of this guide is to assist Supermarkets in preparing their application materials. Below is the complete list of the questions that will be asked in the online Application Form, as well as instructions and other helpful tips. We strongly encourage you to use this Application Guide to prepare your answers ahead of time, and then copy and paste them into the online form.

All applications must be submitted using the online Application Form in SurveyMonkey. You can access the form here: <https://www.surveymonkey.com/r/YV8782P>.

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### ELIGIBILITY QUESTIONNAIRE

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Instructions: Please answer the following questions to demonstrate your supermarket’s eligibility for the Get the Good Stuff expansion. For more information on applicant eligibility, please refer to pages 4 and 5 of the RFA.

1. Is the supermarket you are applying for located in one of the following zip codes:

Bronx	10453, 10457, 10459, 10460, 10463, 10466, 10468, 10472, 10474
Brooklyn	11203, 11207, 11208, 11212, 11216, 11220, 11221, 11224, 11226, 11232, 11233, 11235, 11239
Manhattan	10002, 10009, 10026, 10027, 10030, 10035, 10037, 10039, 10040
Queens	11101, 11369, 11419, 11433, 11435, 11693
Staten Island	10301, 10302, 10303, 10304, 10306, 10310, 10314

- Yes. If yes, you may be eligible.
  No. Sorry, this opportunity is only available to supermarkets located in one of the specified zip codes.

2. Is your supermarket authorized to accept Supplemental Nutrition Assistance Program (SNAP) benefits for the store location you are applying for?

  - Yes. If yes, you may be eligible.
  No. Sorry, this opportunity is only available to supermarkets authorized to accept SNAP benefits.

3. If awarded, do you agree to share your supermarket’s Food and Nutrition Service (FNS) number with the NYC Health Department?

  - Yes. If yes, you may be eligible
  No. Sorry, supermarkets must agree to share their FNS number with the NYC Health Department

4. Did your supermarket have at least \$500,000 in SNAP sales over the last 12 months for the store location you are applying for?

  - Yes. If yes, you may be eligible
  No. Sorry, this opportunity is only available to supermarkets with at least \$500,000 in SNAP sales over the last 12 months

5. Does your supermarket utilize a POS system to process transactions?
  - o Yes. If yes, you may be eligible
  - o No. Sorry, this opportunity is only available to supermarkets utilizing a POS system to process transactions
  
6. If yes, did your supermarket’s POS vendor complete and sign Appendix A POS Vendor Commitment Form indicating their willingness to participate in this project?
  - o Yes. If yes, you may be eligible
  - o No. Sorry, the POS Vendor Commitment Form is required
  
7. Does your supermarket sell or market tobacco products?
  - o Yes. Sorry, supermarkets selling or marketing tobacco products are not eligible
  - o No. If no, you may be eligible
  
8. Does your supermarket sell or market hard liquor products or alcohol other than beer, cider, or wine products?
  - o Yes. Sorry, supermarkets selling or marketing hard liquor products or alcohol other than beer, cider, or wine products are not eligible
  - o No. If no, you may be eligible

9. If awarded, do you agree to comply with the following program requirements:

	Yes	No
Share your supermarket’s SNAP transaction, incentive, and eligible purchases data as outlined in Section II B Scope of Services?		
Designate supermarket staff, including management, to participate in an interview with a NYC Health Department program evaluator?		
Allow NYC Health Department staff to survey customers participating in Get the Good Stuff about their eating and shopping behaviors on an annual basis?		
Facilitate communication between the NYC Health Department and your supermarket’s POS vendor to discuss programming requirements and to support programming and testing of the incentive system?		
Ensure that cashiers and other relevant staff attend a program training led by the NYC Health Department and the supermarket’s point-of-sales (POS) vendor?		
Promote Get the Good Stuff by displaying program promotional materials including posters, floor decals, palm cards and shelf-talkers?		
Designate staff to screen and enroll eligible customers into the program, issue Get the Good Stuff loyalty cards to program participants, and regularly submit enrollment forms to the NYC Health Department?		
Explore opportunities to procure locally grown produce to sell at your store?		

10. If awarded, do you agree to provide proof of required insurance coverage prior to work commencing? Further detail can be found in Section 5, Page 16 of the RFA.
  - o Yes. *If yes, you may be eligible*
  - o No. *Sorry, supermarkets must agree to provide proof of required insurance coverage prior to work commencing*

Please note that Applicants will be able to complete the full application only after demonstrating that the RFA's minimum requirements have been met.

*If eligible to apply, you will be prompted to press "Next" to continue.*

## SUPERMARKET APPLICATION

Instructions: Please complete the information about the supermarket you are applying for below.

### Part 1: Applicant Information

1. Applicant's Legal Name
2. Supermarket Name
3. Street Address
4. Zip Code
5. Borough (check one of the following)
  - Bronx
  - Brooklyn
  - Manhattan
  - Queens
  - Staten Island
6. Name of Owner/Operator
7. Phone Number
8. Email Address
9. Contact Person for this Application
10. Contact person title
11. Contact person phone number
12. Contact person email address
  
13. Is your supermarket a minority or women-owned business enterprise (M/WBE)? A M/WBE is a business that is at least 51% owned, operated, and controlled by a U.S. Citizen(s) or U.S. permanent resident(s) who are women and/or members of designated minority groups including: Black, Hispanic, Asian-Pacific, Asian-Indian, and Native American.
  - Yes
  - No
  
14. Please upload your supermarket's Applicant Signature Form (Attachment A of the RFA). Access the form here: <https://fphnyc.org/get-involved/requests-proposals/>  
*Please note that a completed Applicant Signature Form must be submitted for an application to be considered complete.*

Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files are supported and maximum size per file is 16 MB.  
File uploads may require more than one try to be successful.

15. Please upload your supermarket's IRS Form W-9 (Attachment B of the RFA). Access the form here: <https://fphnyc.org/get-involved/requests-proposals/>  
*Please note that a completed W-9 must be submitted for an application to be considered complete.*

Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files are supported and maximum size per file is 16 MB.  
 File uploads may require more than one try to be successful.

Part 2: Supermarket Operations

16. Month and Year Supermarket Opened  
 17. Days and Hours of Operation (for example 9am-8pm)

Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

18. Total Number of Store Employees

Part 3: Supermarket Size

19. What is your supermarket's total square footage?  
 20. What is the approximate square footage of your supermarket's produce section?

Part 4: Supermarket Sales

21. What was your supermarket's total SNAP sales over the last 12 months?  
 22. Please specify the time period for total SNAP sales reported in the previous question.  
 23. What was your supermarket's percent of total sales on fresh produce over last 12 months? (calculate using produce sales/total sales)  
 24. Please specify the time period used in calculating the percent of total sales on fresh produce over the last 12 months.

Part 5: Point-of-Sale Vendor Information

To be eligible to participate in Get the Good Stuff, a supermarket's POS vendor must be willing and able to program the store's POS system to flag all food eligible for incentives and electronically distribute and redeem incentives.

25. POS Vendor Name  
 26. POS Vendor Contact Person  
 27. POS Vendor Contact Title  
 28. Contact Phone Number  
 29. Contact Email Address

30. Please upload your Point-of-Sale Vendor Commitment Form. Access the form here:

<https://fphnyc.org/get-involved/requests-proposals/>

*Please note that a completed POS Vendor Commitment Form must be submitted for an application to be considered complete.*

Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files are supported and maximum size per file is 16 MB.  
File uploads may require more than one try to be successful.

You will now be directed to the Final Application Review and Submission screen.

## FINAL APPLICATION REVIEW AND SUBMISSION

You have reached the end of this application. You may press "Previous" to return to any prior screens to review and/or change your responses. When you are ready to submit your application, please press "Done." Thank you for applying for this opportunity.

Please note that the applications **cannot** be saved and completed later. If you exit the application without completing it, your answers will not be saved. Be sure to set aside plenty of time to complete the application in one sitting. If responses and all required documentation are prepared in advance, the application should take approximately 15-20 minutes to complete.

Once submitted, Applicants will see the following confirmation message, ***"Your application has been successfully submitted and will be reviewed by the selection committee."***