

RFA – Get the Good Stuff Program Expansion

Point-of-Sale Vendor Commitment Form

Applicants must complete and submit this form as part of their application for the Get the Good Stuff Expansion Request for Applications (RFA). The complete RFA can be accessed here:

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

Section I: Grocery Store Information

THE APPLICANT/GROCERY STORE COMPLETES THIS SECTION

INSTRUCTIONS TO APPLICANTS: Complete the information in Section I: *Grocery Store Information* and have your grocery store's point-of-sale (POS) vendor read and complete the remainder of the form.

Grocery Store Name:	Owner/Operator:
Grocery Store Address:	

Section II: POS Vendor Information

THE POINT-OF-SALE VENDOR MUST COMPLETE THE REMAINDER OF THIS FORM

INSTRUCTIONS TO VENDORS: The grocery store listed above is interested in applying to this Request for Applications for Get the Good Stuff, a grocery store-based nutrition incentive program developed by the New York City (NYC) Department of Health and Mental Hygiene (Health Department). To apply to this funding opportunity, a grocery store's POS vendor must also demonstrate its willingness to participate by reading and completing the form below.

POS Vendor Name:	
POS Vendor Address:	
Contact Person Name:	Contact Person Title:
Contact Phone Number:	Contact Email Address:

A. Program Overview/Background

In 2019, the NYC Health Department, in partnership with independent grocery stores and their POS vendors, launched [Get the Good Stuff](#), NYC's first grocery store-based nutrition incentive program for New Yorkers who participate in the Supplemental Nutrition Assistance Program (SNAP, previously food stamps).

Get the Good Stuff offers a penny-for-penny match on purchases of eligible fruits, vegetables and beans paid for with SNAP benefits at participating grocery stores. For every \$0.01 spent in SNAP benefits on

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

Get the Good Stuff is currently operating in 21 NYC grocery stores. This Request for Applications (RFA) was released by the Fund for Public Health in New York City, in partnership with the NYC Health Department, to select up to 12 additional grocery stores to participate in the program through August 31st, 2029, or until all incentives have been distributed. There is potential for the project to be extended; however, any extensions will be contingent upon the availability of funds and satisfactory contractor performance.

B. Anticipated Funding and Timeline

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 grocery store and FPHNYC. Second is a contract between FPHNYC and the selected grocery store's POS vendor.

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

	Grocery store	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.	- Program electronic nutrition incentive system utilizing customer loyalty technology. - Assist with program testing and supermarket staff training.
Timeline	February 2027 through August 2029	Up to 6 months
Payment Structure	Monthly reimbursement of redeemed incentives.	Payment upon completion of deliverables.
Estimated Funding	Awards are expected to range between \$20,000 to \$200,000 per year.	Up to \$10,000. Payments for POS vendors that have previously programmed the incentive system will be capped at \$5,000.

Contracts will be awarded on a rolling basis beginning in early 2027. Selected grocery stores and their POS vendors are expected to work with the NYC Health Department to launch the program as soon as possible following contract execution.

C. Scope of Work

Working in partnership with the Fund for Public Health NYC (FPHNYC), the NYC Health Department will contract with grocery stores' POS vendors to complete the activities outlined below.

1. Enroll in New York City's procurement system: Grocery stores and POS vendors must enroll in the City's [Procurement and Sourcing Solutions Portal \(PASSPort\)](#) in order to be compensated for work completed on Get the Good Stuff. **PASSPort registration must be completed before a contract can be issued.**
2. 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 grocery store and POS vendor contracts are executed.**
3. Flag eligible foods in POS system: Cross-reference the NYC Health Department's database of eligible foods (including UPC codes and product names) to grocery store'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.
4. Program incentive system: Program grocery store's POS system to:
 - i. Assign each program participant a unique program ID to be captured at the time of a Get the Good Stuff card swipe.
 - ii. 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 per day. Incentives should be available for redemption at the participants' next shopping trip.
 - iii. 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.
 - iv. Calculate and display on customer receipts: Get the Good Stuff card balance at the start of the transaction; total dollar amount spent on eligible items using SNAP; dollar amount of incentives accrued; dollar amount of incentives redeemed and; Get the Good Stuff card balance at the end of the transaction.
5. Conduct internal and external system testing: Test incentive system to confirm functionality and reprogram system as needed until operating correctly.
6. Train store staff: Conduct in-person or virtual store staff training in partnership with the NYC Health Department. Train relevant grocery store staff to operate the incentive system, including registering Get the Good Stuff cards, applying accrued incentives to eligible purchases and generating monthly reports.
7. Reporting: Program POS system to 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
8. Provide grocery store and NYC Health Department staff with technical support related to Get the Good Stuff, as needed.

9. If funding for the program ends, close out the incentive system according to the timeline provided by the NYC Health Department.

D. POS Vendor Questionnaire

NO.	QUESTION	Yes	No	Don't Know	COMMENTS
1	Are you willing to register your business in PASSPort , New York City's procurement platform?				
2	Are you willing to enter into a contract with the Fund for Public Health in NYC to complete the activities outlined above in the scope of work?				
3	Are you able to flag eligible foods in the POS system as described in C.3 above within 3 months of executing a contract?				
4	Are you able/willing to program the incentive system as described in C.4 above within 5 months of executing a contract?				
5	Are you able/willing to test and reprogram the POS system as described in C.5 above within 5 months of executing a contract?				
6	Are you able/willing to conduct in-person or virtual store staff training as described in C.6 above within 6 months of executing a contract?				
7	Are you able/willing to program the POS system to generate reports as described in C.7 above within 6 months of executing a contract?				
8	Are you willing to provide ongoing technical support as described in C.8 above?				

E. Pricing

In the space provided, please specify a price quote for completing the scope of work as outlined in Part C. Quotes should not exceed the maximum contract value: up to \$10,000 is available for initial development and launch of the Get the Good Stuff incentive system; up to \$5,000 is available for each subsequent grocery store. POS vendors that have participated in an earlier version of the project will be eligible to receive up to \$5,000 for any grocery store awarded under this RFA.

Price to develop and launch GTGS incentive system at one (1) grocery store:

\$ _____

F: Authorized Official Certification

As the Authorizing Official, I hereby certify that the information provided is true and accurate to the best of my knowledge and that the above named point-of-sale vendor is fully able and willing to carry out the terms of the project.

Signature of Authorizing Official	Date
Printed Name and Title	