Request for Applications

Get the Good Stuff Program Expansion

Original Release Date: Friday, October 9th, 2026

Revised/Corrected Posting Date: October 13th, 2026

Due Date: Friday November 20th, 2026, by 11:59 p.m. EST

This revised version of the Get the Good Stuff Expansion RFA was posted on October 13th to correct the application link on page 18.

RELEASED BY:

Fund for Public Health NYC

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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 Administration (FNA) is an agency of the United States Department of Agriculture (USDA) responsible for administering nutrition assistance programs, including Supplemental Nutrition Assistance Program (SNAP).

Food and Nutrition Administration (FNA) number is the 7-digit number printed on the 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

1.1 Summary Information

Project Title: Get the Good Stuff
Application Deadline: Friday, November 20, 2026
Expected Number of Awards: Up to 12
Estimated Average Award Size: $20,000-$200,000 per year

All necessary information regarding the project and application process may be found in this Request for Applications (RFA). Applicants may pose individual questions to FPHNYC at any point during the application process by e-mailing procurement@fphnyc.org with the subject line "Get the Good Stuff Program Expansion."

1.2 Purpose of this Request for Applications

The Fund for Public Health in New York City and the New York City Department of Health and Mental Hygiene's Center for Health Equity and Community Wellness are pleased to announce the expansion of the Get the Good Stuff program to grocery stores in communities disproportionately impacted by poverty and food insecurity where a high number of residents participate in the Supplemental Nutrition Assistance Program (SNAP). Through Get the Good Stuff, New Yorkers participating in 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, up to $10.00 per day.

The intent of this Request for Applications (RFA) is to identify up to twelve (12) grocery stores with capacity to electronically distribute incentives to shoppers through their point-of-sale (POS) systems. Grocery stores with more than one store location may apply; however, if applying for more than one location, each location requires a separate and complete application.

1.3 About the Partners

The Fund for Public Health in New York City (FPHNYC) was created in 2002 as an independent nonprofit organization with the purpose of connecting the NYC Health Department to private sector partners and the greater philanthropic community. These collaborations raise funds to develop, test, and launch innovative initiatives that would otherwise not be possible, and when successful, can be scaled and replicated across the city and around the country. FPHNYC also provides expert implementation support and the administrative infrastructure for the Health Department to act quickly and flexibly to meet the public health needs of individuals, families, and communities across New York City. Since its founding, they have raised more than $500 million in public and private funding for over 440 projects.

The New York City (NYC) Department of Health and Mental Hygiene (Health Department) works every day to protect and promote the health of New York City's 8 million residents. With an annual budget of $1.6 billion and more than 6,000 employees throughout the five boroughs, the Health Department is one of the largest public health agencies in the world. It is also one of the nation's oldest public health agencies, with more than 200 years of leadership in the field.

1.4 Available Funding and Project Timeline

Approximately $780,000 in city and federal funding will be available annually to support the expansion of Get the Good Stuff. Up to twelve (12) grocery stores will be selected to participate,

with individual awards expected to be between $20,000 to $200,000 per year. Initial award amounts will vary based on capacity as determined by each grocery store's record of sales activity. Amounts may be adjusted in subsequent years based on actual incentive distribution.

Awards will end as late as August 31st, 2029, or when 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.

Funding is being made available through the New York City Department of Health and Mental Hygiene and a grant from the USDA National Institute of Food and Agriculture as part of its Gus Schumacher Nutrition Incentive Program (GusNIP).

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

The contract timelines, 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.

1.6 Priority Neighborhoods

To ensure the resources from this RFA reach communities with the greatest need, eligibility will be limited to stores located in the zip codes list below.

Neighborhood	Zip Code	Neighborhood	Zip Code
Manhattan			
Lower East Side and Chinatown	10002	Morningside Heights and Hamilton Heights	10031
Lower East Side and Chinatown	10003	Washington Heights and Inwood	10033
Lower East Side and Chinatown	10009	Washington Heights and Inwood	10034
Lower East Side and Chinatown	10013	East Harlem	10035
Morningside Heights and Hamilton Heights	10025	Central Harlem	10037
Central Harlem	10026	Central Harlem	10039
Morningside Heights, Hamilton Heights, Central Harlem	10027	Washington Heights and Inwood	10040
Central Harlem	10030		
Staten Island			
St. George, Tompkinsville, and Westerleigh	10301	New Dorp, Oakwood, and Grant City	10306
Port Richmond, Elm Park, and Westerleigh	10302	St. George, Stapleton, Port Richmond, Tompkinsville, and Mariner's Harbor	10310
St. George, Stapleton, Port Richmond, Tompkinsville, and Mariner's Harbor	10303	Willowbrook, New Springville, Bulls Head, and Westerleigh	10314
St. George, Stapleton, Port Richmond, Tompkinsville, and Mariner's Harbor	10304		
Bronx			
Melrose	10451	Morrisania and Crotona	10460
Fordham and University Heights	10453	Kingsbridge, Kingsbridge Heights, and Bedford Park	10463
Mott Haven and Melrose	10454	Williamsbridge, Norwood, Olinville, Edenwald, and Wakefield	10466
Hunts Point, Longwood, Mott Haven, Melrose	10455	Williamsbridge, Norwood, Olinville, Edenwald, and Wakefield	10467
Morrisania, Crotona, Mott Haven, Melrose	10456	Fordham, University Heights, Belmont, East Tremont	10468
Belmont and East Tremont	10457	Soundview, Clason Point, Castle Hill, and Unionport	10472
Fordham, University Heights, Belmont, East Tremont	10458	Soundview, Clason Point, Castle Hill, and Unionport	10473
Morrisania, Crotona, Hunts Point,	10459	Hunts Point and Longwood	10474

Longwood			
Brooklyn			
East Flatbush	11203	Coney Island and Brighton Beach	11224
Bedford Stuyvesant	11205	Flatbush, East Flatbush	11226
Bushwick, Bedford Stuyvesant	11206	Sunset Park	11232
Bushwick, East New York, Starrett City, and Cypress Hills	11207	Brownsville, Bedford Stuyvesant	11233
East New York, Starrett City, and Cypress Hills	11208	Coney Island and Brighton Beach	11235
Brownsville	11212	Canarsie	11236
Bedford Stuyvesant	11216	Bushwick	11237
Sunset Park	11220	Bedford Stuyvesant	11238
Bushwick, Bedford Stuyvesant	11221	East New York, Starrett City, and Cypress Hills	11239
Queens			
Queensbridge	11101	Jamaica, South Jamaica, Hollis, St. Albans, Rochdale, and Springfield Gardens	11432
Corona	11368	Jamaica, South Jamaica, Hollis, St. Albans, Rochdale, and Springfield Gardens	11433
East Elmhurst	11369	Jamaica, South Jamaica, Hollis, St. Albans, Rochdale, and Springfield Gardens	11434
Jamaica, South Jamaica, Hollis, St. Albans, Rochdale, and Springfield Gardens	11412	Jamaica, South Jamaica, Hollis, St. Albans, Rochdale, and Springfield Gardens, Briarwood	11435
Richmond Hill and South Ozone Park	11419	Jamaica, South Jamaica, Hollis, St. Albans, Rochdale, and Springfield Gardens	11436
Richmond Hill and South Ozone Park	11420	Rockaway and Broad Channel	11691
Woodhaven	11421	Rockaway and Broad Channel	11692
Jamaica, South Jamaica, Hollis, St. Albans, Rochdale, and Springfield Gardens	11423	Rockaway and Broad Channel	11693
Queens Village	11429	Rockaway and Broad Channel	11694

1.7 Eligibility Information

To be eligible, Applicants must meet all of the following criteria:

1. Applicants must be a food retailer located in a zip code listed in the table above.
2. Applicants must be authorized to accept SNAP benefits for the location they are applying for and willing to share their Food and Nutrition Administration (FNA) number with the NYC Health Department.
3. Applicants must demonstrate at least $300,000 in annual SNAP sales in 2025.

4. Applicants must utilize a 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 10-13 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 grocery store 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. Enroll in the City's Procurement and Sourcing Solutions Portal (PASSPort).
    b. Provide proof of required insurance coverage prior to work commencing. Further detail on insurance requirements can be found in Section 5 on page 18.
    c. Share SNAP transaction, incentive, and eligible purchases data as outlined in Section 2: Scope of Services.
    d. Designate grocery store staff, including management, to participate in an interview with a NYC Health Department program evaluator.
    e. Allow NYC Health Department staff to: 1) recruit customers enrolled in Get the Good Stuff to participate in interviews to learn about their experience with the program; and 2) survey customers participating in Get the Good Stuff annually to learn to learn about their food and nutrition security status, fruit and vegetable patterns and barriers and facilitators to program participation.
    f. Explore opportunities to procure locally grown produce to sell at the grocery store.

Applicants whose grocery stores were previously selected to participate in Get the Good Stuff but did not provide the required materials to execute a contract in a timely manner or whose stores were terminated from the program are welcome to apply to this RFP. However, a store's prior performance with the program will be considered as factors in their application.

Funding Priorities

In awarding contracts, priority will be given to grocery stores:

- With high average monthly SNAP sales.
- Located within a zip code that does not have a grocery store currently participating in Get the Good Stuff.
- Located in a zip code where a high percentage of residents live at or below the Federal Poverty Line (FPL) based on the American Community Survey 2019-2023.
- 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.
- Located in a community district where a high percentage of adults were at risk of food insecurity, per the NYC Health Department's Community Health Survey 2022-2023.
- Located in a community district where a large number of households participated in SNAP as of April 2026, per the New York City Human Resources Administration, Borough/Community District, Report - SNAP Population.
- With a large percentage of grocery store square footage dedicated to fresh produce and high percentage of total grocery store sales spent on fresh produce.

Other Competitive Priorities

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 grocery stores identifying as a M/WBE will be awarded additional points.

Applications for stores located in Staten Island, the one borough of NYC without any grocery stores participating in Get the Good Stuff, will also be awarded additional points.

1.8 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	October 9, 2026
Q&A posted	October 19, 2026
Deadline for submitting written questions	November 11, 2026
Application due date	November 20, 2026
Expected selection notification	Week of December 21st
Expected contract start date	Beginning February 2027 and continuous

Contracts will be awarded on a rolling basis beginning in February 2027. Selected stores 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 with a subject line of "Get the Good Stuff Expansion 2026." Questions will be accepted until 11:59 p.m. EST on Monday, November 11th. 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.

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. Applicants are encouraged to check the website prior to submitting their application.

Section 2: Scope of Services

2.1 Background and Purpose

In 2019, the New York City Department of Health and Mental Hygiene (NYC Health Department), in partnership with independent grocery stores and their point-of-sales (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.

The program currently offers shoppers at 21 grocery stores 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 makes healthy food more affordable for New Yorkers with SNAP benefits. Since Get the Good Stuff launched, over 27,000 New Yorkers with SNAP benefits have enrolled in the program and redeemed more than $8.2 million worth of fruit and vegetable incentives at participating grocery stores.

2.2 Project Scope of Work

Through the RFA, the NYC Health Department aims to expand Get the Good Stuff to additional grocery stores. The program expansion will be operated by the NYC Health Department in partnership with FPHNYC. This Scope of Work outlines the key program elements and activities the selected stores, and their POS vendors, will be responsible for completing.

Grocery stores:

1. Enroll in New York City's procurement system: Grocery stores must enroll in the City's Procurement and Sourcing Solutions Portal (PASSPort) in order to be reimbursed for redeemed incentives.
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. Support incentive system programming: Facilitate communication between the NYC Health Department and the grocery store's POS vendor to discuss programming requirements. Support programming and testing of incentive system.
4. Staff Training: Ensure that cashiers and other relevant staff attend a program training led by the NYC Health Department and the grocery store's point-of-sales (POS) vendor. Staff will be trained in program enrollment and operations.
5. Promotion: Promote Get the Good Stuff by displaying program promotional materials

including posters, floor decals, palm cards and shelf-talkers.

6. 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 grocery stores immediately following program launch. Grocery stores are expected to continue enrolling eligible customers into the program thereafter.
7. Implementation: Operate Get the Good Stuff including:
    a. Distribute incentives: The grocery store'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 grocery store'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.
8. Reporting: Submit, or ensure submission by POS vendor, of monthly program reports including the following:
    a. Incentives accrued: Transaction level data showing date, loyalty card number and points accrued.
    b. Incentives redeemed: Transaction level data showing date, loyalty card number and points redeemed.
    c. SNAP transactions: Total dollar value of SNAP purchases and total number of SNAP transactions.
    d. Eligible items purchased by shoppers participating in the program including product UPC, product description, product department, weight/quantity and amount paid.
9. Invoicing: Invoice FPHNYC for redeemed incentives monthly by the 15th of the following month.
10. Evaluation: Participate in program evaluation activities including:
    a. Designate grocery store 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.
    b. Allow NYC Health Department staff to survey customers participating in Get the Good Stuff on an annual basis about their eating and shopping behaviors.
    c. Allow NYC Health Department staff to recruit customers to participate in in-depth interviews to learn about their experience using the program.

Point-of-Sale Vendors:

1. Enroll in New York City's procurement system: grocery stores must enroll in the City's Procurement and Sourcing Solutions Portal (PASSPort) in order to be reimbursed for redeemed incentives.
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. This step should be completed

within 2 months of executing a contract for the project.

4. Program incentive system: Program grocery store'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.
5. 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.
6. Train grocery store staff: Conduct in-person or virtual store staff training. Train relevant grocery store 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.
7. Custom Reporting: Within 5 months of contract execution, program POS system to auto-generate monthly program reports including:
   a. Incentives accrued: Transaction level data showing date, loyalty card number and points accrued.
   b. Incentives redeemed: Transaction level data showing date, loyalty card number and points redeemed.
   c. SNAP transactions: Total dollar value of SNAP purchases and total number of SNAP transactions.
   d. Eligible items purchased by shoppers participating in the program including product UPC, product description, product department, weight/quantity and amount paid.
8. Technical Support: Provide grocery store and NYC Health Department staff with technical support related to Get the Good Stuff implementation, as needed.
9. 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 grocery stores and their POS vendors with ongoing technical assistance, including support programming the incentive system, developing program reports, and assistance with grocery store 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.

3.1 Submission Instructions

Proposals must be submitted by 11:59 p.m. ET on November 20th 2026, using the online Application Form linked below. Google Chrome and Mozilla Firefox are the recommended web browsers for submitting this application.

Grocery stores should submit separate and complete applications for each eligible location.

CLICK HERE TO ACCESS THE APPLICATION FORM.

Or copy and paste the following URL into your address bar:
https://survey.alchemer.com/s3/9009859/Get-the-Good-Stuff-RFA-2026

3.2 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 19. The online Application Form consists of the following sections and forms:

Section I: Applicant Eligibility Questionnaire*
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.

Section II: Grocery Store Application

- Part 1: Applicant Information
  - Attachment A – Applicant Signature Form (download here)
  - Attachment B – IRS Form W-9 (download here)
- Part 2: Grocery Store Operations
- Part 3: Grocery Store Size
- Part 4: Grocery Store Sales
- Part 5: Point-of-Sale Vendor Information
  - Attachment C – Point-of-Sale Vendor Commitment Form (download here)

3.3 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

4.1 Proposal Evaluation Criteria

Applications will be reviewed and evaluated by a committee convened by the NYC Health Department. Below are the criteria that will be used by the review committee during the evaluation/review process. Please consider these criteria when preparing your proposal.

Criteria	Points
Geographic factors and population served	50 points
Space dedicated to and sales of fresh produce	25 points
Grocery store SNAP sales	12 points
Total Technical Points	87 points
Located on Staten Island	10 points
Minority and Women-Owned Business Enterprise (MWBE)	3 points
Total Possible Points	**100 points**

4.2 Review Process

Applications will undergo an initial administrative review for completeness and minimum requirements. Basic requirements include timely receipt of the 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 using the evaluation criteria above. After review, the panel will compile scores and rank applications according to total score.

4.3 Award Selection

Applications with the highest total score will be considered first for possible funding. However, the panel may make exceptions to ensure adequate geographic distribution of services, particularly to neighborhoods 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 assess the quality of produce sold at the grocery store.

4.4 Award Process

Each Applicant will be notified in writing regarding the decision concerning their application. Once selections are made, FPHNYC will contract with selected grocery stores 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 store's POS vendor, another store 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. The Applicant shall review each statement below to ensure capacity for compliance before submitting a proposal for consideration.

Right to Amend or Cancel this RFP, or Solicit a New RFP

FPHNYC may amend or cancel this RFP at any time, without any liability to FPHNYC and/or DOHMH. FPHNYC or DOHMH may solicit new requests for information and/or proposals regarding the services addressed in this RFP 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 RFP may be excluded from further consideration and alternative information packages may not be considered.

Insurance

Prior to the start of work, selected Contractors, including coalition members, shall procure and maintain in force at all times during the term of the agreement, insurance of the types and in the amounts set forth below:

I. Commercial General Liability: insurance to provide coverage for bodily injury and property damage, including damage to any facilities, equipment or vehicles, in limits of no less than $1,000,000 per occurrence $3,000,000 aggregate.
II. Professional Liability: if Contractor is providing professional services, Contractor shall obtain professional liability insurance, in limits of no less than $1,000,000 per occurrence and $2,000,000 aggregate;
III. Employers Liability: insurance to provide coverage for the acts and omissions of Contractor's employees in limits of no less than $1,000,000 per accident;
IV. Workers' Compensation: workers' compensation and disability insurance as required by the applicable New York State law.
V. Commercial Auto: if Contractor plans to use any vehicles in the performance of services under the agreement, Contractor shall obtain commercial auto coverage for all owned, non-owned, and hired vehicles, written on a form at least as broad as ISO form CA 00 01, with minimum limits of $1,000,000 per accident.
VI. Excess Umbrella Liability: in the event that Contractor's insurance policy(s) does not meet the limits stated above.

Contractor shall maintain on file with FPHNY current Certificates of Insurance for the above referenced policies, listing FPHNY and the City as Additional Insureds for General Liability policies and as Certificate Holders for all other required insurance.

NYC Vendor Registration

This project is being supported, in part, with funding from the NYC Health Department, which requires that vendors register in the City's Payee Information Portal (PIP) and enroll in the Procurement and Sourcing Solutions Portal (PASSPort), the City's end-to-end procurement platform. It is ***strongly*** recommended that vendors create a PIP account before enrolling in PASSPort. To get started, see the

learning resources listed in the Getting Started in PIP section of the PIP homepage. To learn how to create a PASSPort account, please visit the PASSPort Resources Library.

Proposal Costs
The Applicant will be solely responsible for any costs incurred in preparing, delivering, or presenting responses to this RFP. Applicants will not be reimbursed for any costs incurred in preparing proposals.

Fulfillment of Requirements
By submitting an information package, the Applicant acknowledges that the respondent has read and understands this RFP and can fulfill all requirements.

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

APPENDIX A
STORE APPLICATION GUIDE

The purpose of this guide is to assist grocery stores 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. You can access the form here: https://survey.alchemer.com/s3/9009859/Get-the-Good-Stuff-RFA-2026.

SECTION I: APPLICANT ELIGIBILITY QUESTIONNAIRE

Instructions: Please answer the following questions to demonstrate your grocery store's eligibility for the Get the Good Stuff expansion. For more information on applicant eligibility, please refer to pages 7 and 8 of the RFA.

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

Bronx	10451, 10453, 10454, 10455, 10456, 10457, 10458, 10459, 10460, 10463, 10466, 10472, 10473, 10474
Brooklyn	11203, 11205, 11206, 11207, 11208, 11212, 11216, 11220, 11221, 11224, 11226, 11232, 11233, 11235, 11236, 11237, 11238, 11239
Manhattan	10002, 10003 10009, 10013, 10025, 10026, 10027, 10030, 10031, 10035, 10037, 10039, 10040
Queens	11101, 11368, 11369, 11412, 11419, 11420, 11421, 11423, 11429, 11433, 11434, 11435, 11436, 11691, 11692, 11693, 11694
Staten Island	10301, 10302, 10303, 10304, 10306, 10310, 10314

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

2. Is the grocery store you are applying for authorized to accept Supplemental Nutrition Assistance Program (SNAP) benefits?
   ☐ Yes. If yes, you may be eligible.
   ☐ No. Sorry, this opportunity is only available to grocery stores authorized to accept SNAP benefits.

3. If awarded, do you agree to share your grocery store's Food and Nutrition Administration (FNA) number with the NYC Health Department?
   ☐ Yes. If yes, you may be eligible.
   ☐ No. Sorry, grocery stores must agree to share their FNA number with the NYC Health Department.

4. Does the grocery store you are applying for have at least $300,000 in SNAP sales over the last 12 months?
   ☐ Yes. If yes, you may be eligible.
   ☐ No. Sorry, this opportunity is only available to grocery stores with at least $300,000 in SNAP sales over the last 12 months.

5. Does your grocery store utilize a POS system to process transactions?
   ☐ Yes. If yes, you may be eligible.
   ☐ No. Sorry, this opportunity is only available to grocery stores utilizing a POS system to process transactions.

6. Did your grocery store's POS vendor complete and sign Appendix A POS Vendor Commitment Form indicating their willingness to participate in this project?
   ☐ Yes. If yes, you may be eligible
   ☐ No. Sorry, a grocery store's POS vendor must complete a POS Vendor Commitment Form to be eligible.

7. Does your grocery store sell or market tobacco products?
   ☐ Yes. Sorry, grocery stores selling or marketing tobacco products are not eligible.
   ☐ No. If no, you may be eligible.

8. Does your grocery store sell or market hard liquor products or alcohol other than beer, cider, or wine products?
   ☐ Yes. Sorry, grocery stores selling or marketing hard liquor products or alcohol other than beer, cider, or wine products are not eligible.
   ☐ No. If no, you may be eligible.

9. If awarded, do you agree to facilitate communication between the NYC Health Department and your grocery store's POS vendor to discuss programming requirements and to support programming and testing of the incentive system?
   ☐ Yes. If yes, you may be eligible.
   ☐ No. Sorry, you must agree to comply with this requirement to be considered for this application.

10. If awarded, do you agree to ensure that cashiers and other relevant staff attend an initial program training led by the NYC Health Department and the grocery store's POS vendor and follow up trainings, as needed?
    ☐ Yes. If yes, you may be eligible.
    ☐ No. Sorry, you must agree to comply with this requirement to be considered for this application.

11. If awarded, do you agree to 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?
    ☐ Yes. If yes, you may be eligible.
    ☐ No. Sorry, you must agree to comply with this requirement to be considered for this application.

12. If awarded, do you agree to promote Get the Good Stuff by displaying program promotional materials including posters, floor decals, palm cards and shelf-talkers?
    ☐ Yes. If yes, you may be eligible.
    ☐ No. Sorry, you must agree to comply with this requirement to be considered for this application.

13. If awarded, do you agree to share your grocery store's SNAP transaction, incentive, and eligible purchases data as outlined in Section II B Scope of Services?

☐ Yes. If yes, you may be eligible.
☐ No. Sorry, you must agree to comply with this requirement to be considered for this application.

14. If awarded, do you agree to allow NYC Health Department staff to survey customers participating in Get the Good Stuff about their eating and shopping behaviors on an annual basis?
☐ Yes. If yes, you may be eligible.
☐ No. Sorry, you must agree to comply with this requirement to be considered for this application.

15. If awarded, do you agree to designate grocery store staff, including management, to participate in an interview with a NYC Health Department program evaluator?
☐ Yes. If yes, you may be eligible.
☐ No. Sorry, you must agree to comply with this requirement to be considered for this application.

16. If awarded, do you agree to allow NYC Health Department staff to recruit customers to participate in interviews about their experience using the program?
☐ Yes. If yes, you may be eligible.
☐ No. Sorry, you must agree to comply with this requirement to be considered for this application.

17. If awarded, do you agree to explore opportunities to procure locally grown produce to sell at your store?
☐ Yes. If yes, you may be eligible.
☐ No. Sorry, you must agree to comply with this requirement to be considered for this application.

18. 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 17 of the RFA.
☐ Yes. If yes, you may be eligible.
☐ No. Sorry, grocery stores must agree to provide proof of required insurance coverage prior to work commencing.

19. If awarded, do you agree to enroll your grocery store in PASSPort, New York City government's Procurement Platform?
☐ Yes. If yes, you may be eligible.
☐ No. Sorry, grocery stores must agree to enroll their business in PASSPort prior to work commencing.

20. If awarded, do you agree to negotiate and sign a contract with FPHNYC within the requested timeline?
☐ Yes. If yes, you may be eligible.
☐ No. Sorry, grocery stores must agree to sign a contract with FPHNYC in a timely manner.

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.

SECTION II: GROCERY STORE APPLICATION

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

Part 1: Applicant Information

1. Applicant's Legal Name
2. Grocery Store 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 grocery store 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 grocery store'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.

15. Please upload your grocery store'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: Grocery Store Operations

1. Month and Year Grocery store Opened:
2. Days and Hours of Operation (for example 9am-8pm)

Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

3. Total Number of Store Employees:

Part 3: Grocery Store Size

1. What is your grocery store's total square footage?
2. What is the approximate square footage of your grocery store's produce section?

Part 4: Grocery Store Sales

1. What was your grocery store's total SNAP sales over the last 12 months?
2. Please specify the time period for total SNAP sales reported in the previous question.
3. What was your grocery store's percentage of total sales on fresh produce over last 12 months? (Calculate using produce sales/total sales)
4. Please specify the time period used in calculating the percentage 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 grocery store'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.

1. POS Vendor Company Name
2. POS Vendor Contact Person
3. POS Vendor Contact Title
4. Contact Phone Number
5. Contact Email Address
6. 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.”