

RFA – Get the Good Stuff Program Expansion

Point-of-Sale Vendor Commitment Form

Section I: Supermarket Information

THE APPLICANT/SUPERMARKET COMPLETES THIS SECTION

INSTRUCTIONS TO APPLICANTS: Complete the information in Section I: *Supermarket Information* and have your supermarket’s point-of-sale (POS) vendor read and complete the remainder of the form. **A signed Point-of-Sale Vendor Commitment Form must be uploaded with your application for it to be considered complete.**

Supermarket Name:	Owner/Operator:
Supermarket Address:	

Section II: POS Vendor Information

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

INSTRUCTIONS TO VENDORS: The supermarket listed above is interested in applying to this Request for Applications for Get the Good Stuff, a supermarket-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 supermarket’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 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.

This Request for Applications (RFA) was released by FPHNYC and the NYC Health Department to select up to 8 additional supermarkets to participate in the program through August 2025.

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 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
Payment Structure	Monthly reimbursement of redeemed incentives	Fixed monthly payments	Payment upon completion of deliverables
Estimated Funding	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
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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.

C. Scope of Work

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

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.
3. Program incentive system: Program supermarket’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.
4. Conduct internal and external system testing: Test incentive system to confirm functionality and reprogram system as needed until operating correctly.
5. Train store 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.
6. Reporting: Program POS system to:
 - i. 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.

- ii. 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

- 7. Provide supermarket and NYC Health Department staff with technical support related to Get the Good Stuff, as needed.
- 8. Close out program when funding ends and according to timeline provided by the NYC Health Department.

D. POS Vendor Questionnaire

NO.	QUESTION	Yes	No	Don't Know	COMMENTS
1	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?				
2	Are you able to flag eligible foods in the POS system as described in C.2 above within 3 months of executing a contract?				
3	Are you able/willing to program the incentive system as described in C.3 above within 5 months of executing a contract?				
4	Are you able/willing to test and reprogram the POS system as described in C.4 above within 5 months of executing a contract?				
5	Are you able/willing to conduct in-person or virtual store staff training as described in C.5 above within 6 months of executing a contract?				
6	Are you able/willing to program the POS system to generate reports as described in C.6 above within 6 months of executing a contract?				

7	Are you willing to provide ongoing technical support as described in C.7 above?				
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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 POS vendors to develop and launch the incentive system at the first supermarket; up to \$5,000 is available for each additional supermarket. POS vendors who have participated in an earlier version of the project will be eligible to receive up to \$5,000 for any supermarket awarded under this RFA.

Price to develop and launch GTGS incentive system at one (1) supermarket: \$ _____

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	