Neighborhood Grocery Initiative (NGI) Evaluation

Listen4Good (L4G) Survey Results
January-March 2022
Overview of Evaluation

Food Gatherers conducted this evaluation in collaboration with Listen4Good (L4G), a capacity-building program and national initiative helping nonprofits build sustainable, high-quality, client-focused feedback loops that lead to meaningful change.

Neighbors/clients at 7 Food Gatherers’ Neighborhood Grocery Initiative (NGI) sites were surveyed in January-March 2022. There were 134 total respondents across the 7 NGI sites. The NGI sites were selected for inclusion based upon Food Gatherers’ staff input, NGI site manager agreement to participate, and representativeness. Food Gatherers’ and NGI staff were consulted when designing the evaluation and constructing the survey, and their suggestions for questions were added to those required by L4G.

Surveys were written in Arabic, Chinese (Simplified), English, Farsi, Spanish, and Russian, the languages requested by the site managers. Paper surveys were administered in-person by Food Gatherers’ Program Evaluator at 5 sites, while at the remaining 2 sites surveys were administered by the site manager(s). Most administered surveys were in English (83%). Any answers to open-ended questions in languages other than English were translated by a person fluent in that language.
One major part of this evaluation was NPS. Food Gatherers’ NGI overall NPS was **65**. NPS was measured on an 11-point scale with the question: “**How likely is it that you would recommend Food Gatherers to a neighbor who needs food?**” (0 = Not at all likely; 10 = Extremely likely).

Respondents rating 9-10 are considered “promoters,” the most loyal enthusiasts. NPS is calculated as follows:

NPS was originally developed by Bain & Company in the for-profit sector, where NPSs 60 and above are in the “excellent” category. L4G is now applying NPS to the non-profit sector.
61% of neighbors said that Food Gatherers is meeting their needs (Very well + Extremely well), although 39% said their needs are being met only “fairly well” or “a little bit.” 95% of neighbors said people passing out food treat them with respect (Usually + Always).
61% of neighbors said they’re satisfied with the amount of food provided (Very satisfied + Extremely satisfied), whereas 39% said they’re only “fairly satisfied” or “a little satisfied,” leaving some room for improvement.
Food Gatherers and NGI staff wanted to know the types of foods desired by neighbors. The top 3 desired foods were fresh fruits/vegetables, dairy/eggs, and meat/fish; the foods least used were canned fruits/vegetables. Write-in suggestions for “other” varied, but snack foods (crackers, nuts) were mentioned among the desired.

Which foods would you most like to receive or see more of? (Select up to three)
Desired Non-Food Items

The most requested non-food item was toilet paper, followed by personal hygiene products (e.g., shampoo, toothpaste, deodorant, bar soap) and Ensure or other liquid nutrition. Paper towels was the most frequently mentioned write-in item in the “other” category, and a few people mentioned medical assistance (e.g., OTC drugs, clinic/health services).

Are there any non-food items that you would like to receive? (Select all that apply)

Answered: 106   Skipped: 29

- Ensure or other liquid... 36%
- Adult Diapers 18%
- Personal Hygiene... 47%
- Toilet Paper 78%
Open-Ended: Good At and Do Better

Responses to open-ended questions were categorized. The most common response was that Food Gatherers is good at providing/helping (e.g., “providing needed food”). But may do better at variety (e.g., “sometimes a better variety of food groups”), focusing on produce/meat. Expired/rotten food was mentioned (some expiration-date confusion?). Many neighbors thought things were already good (e.g., “Nothing! You guys are the berries!”).
Two open-ended questions asked about change and added services. Many neighbors thought nothing needed to be changed, but more variety and produce/meat was again mentioned. Most said nothing, or were unsure, when asked about additional services; a few people mentioned medical services, housing-transportation, and general help with decisions.
Demographics: Gender, Age, Race/Ethnicity

Three demographic questions asked about gender, age, race/ethnicity. Most neighbors were women and over 65 (43% over 75). Race/ethnicity was diverse, with White, Black or African-American, and Asian or Asian-American being the top three categories, among those who answered these questions.
Another demographic question asked about participation in other programs. The highest participation was for Medicare, then SNAP, Medicaid, and SSI/SSDI. This corresponds to the generally older population being served at NGI sites.
We Heard You…Here’s What We’re Doing

Short Term
• Work with site distribution managers to provide training on how to maximize variety of products ordered from Food Gatherers inventory for the food program.
• Work with site distribution managers to provide training on how to sort food for quality and how to better display it for residents.
• Work with site distribution managers to increase education about date extension guidelines, so they can share information with residents.
• Increase outreach about other food programs and services in the community to complement NGI foods offered on-site.

Long Term
• Continue to increase purchasing budget so Food Gatherers can buy items residents want to supplement the donated items we have access to (particularly fresh produce, meat, fish, dairy, eggs, frozen items, and non-food items like toilet paper and personal care products).
• Develop ongoing methods of getting feedback and input from residents, volunteers and site staff about the NGI program. Explore ongoing surveys, listening sessions, advisory groups, and other options.