

Neighborhood Grocery Initiative (NGI) Evaluation

AN INITIATIVE OF
FUND FOR SHARED INSIGHT

Listen4Good (L4G) Survey Results



January-March 2022

Overview of Evaluation

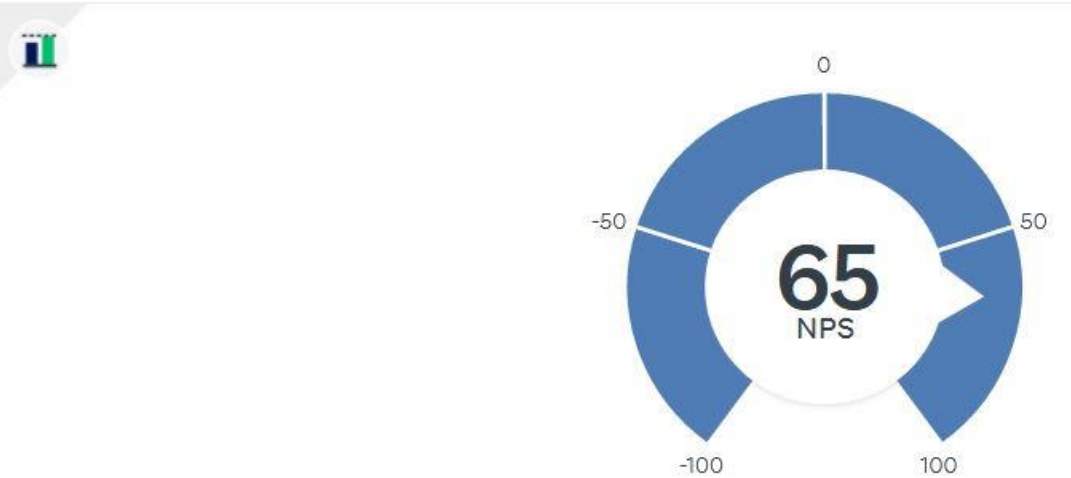
Food Gatherers conducted this evaluation in collaboration with Listen4Good (L4G), a capacity-building program and national initiative helping nonprofits build sustainable, high-quality, client-focused feedback loops that lead to meaningful change.

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 in English were translated by a person fluent in that language.

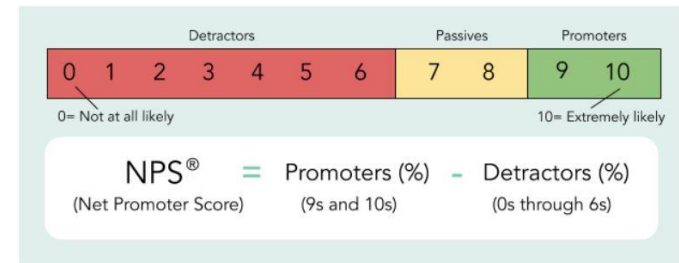
Food Gatherers' Net Promoter Score (NPS)

Answered: 131 Skipped: 3



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:



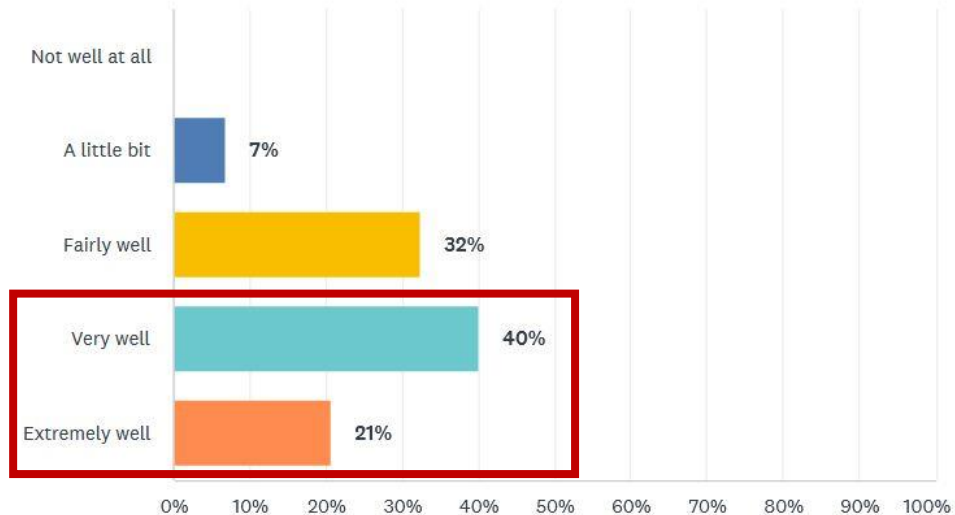
NPS was originally developed by Bain & Company in the for-profit sector, where NPSs 60 and above are in the “excellent” category. L4G is now applying NPS to the non-profit sector.

Needs Met and People Treated Respectfully

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*).

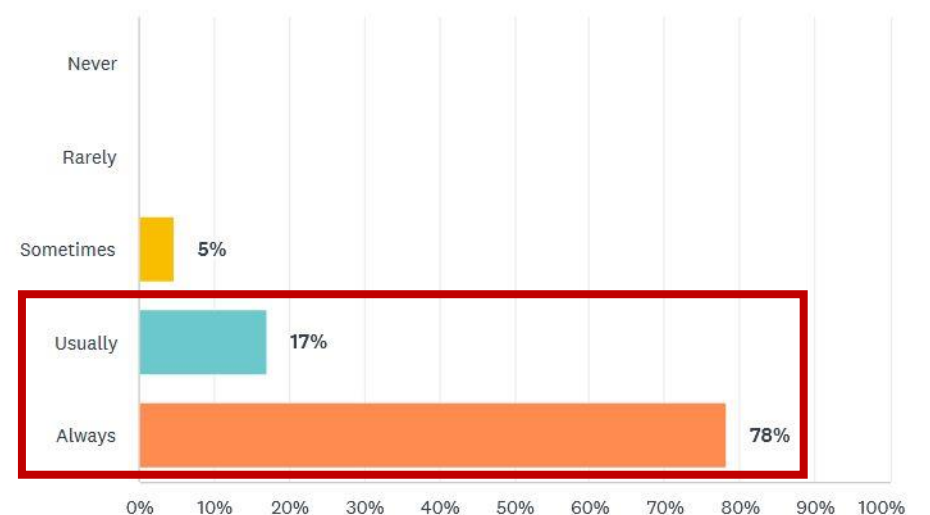
Overall, how well has Food Gatherers met your needs?

Answered: 130 Skipped: 4



How often do the people passing out food treat you with respect?

Answered: 129 Skipped: 5



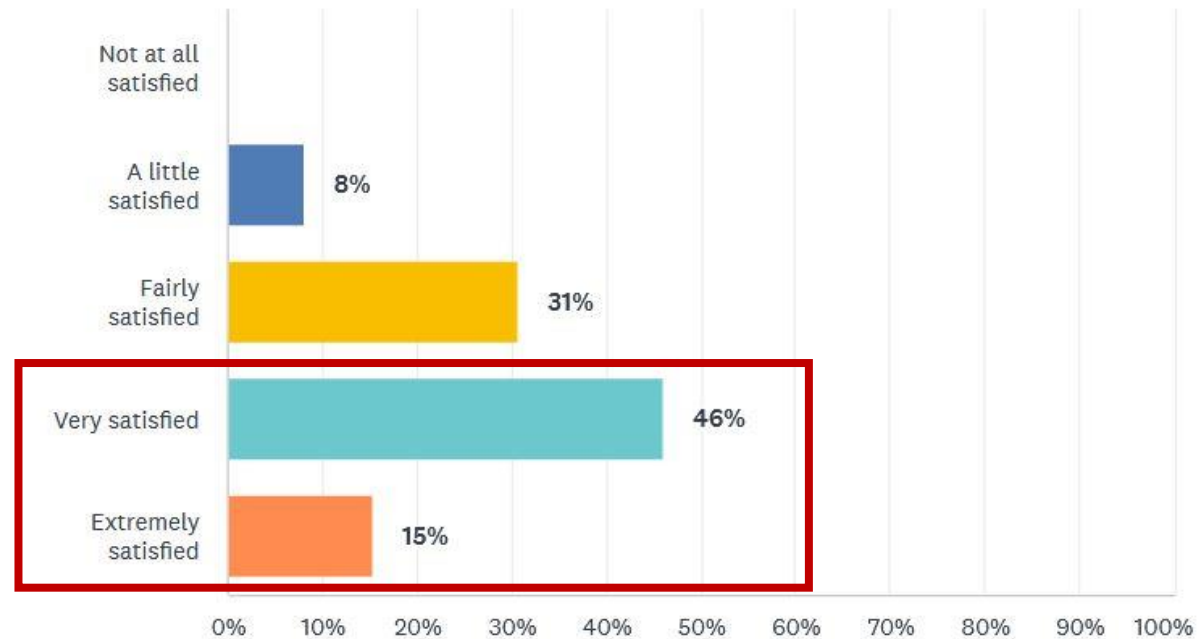
Food Amount Satisfaction



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.

How satisfied are you with the amount of food provided?

Answered: 124 Skipped: 10



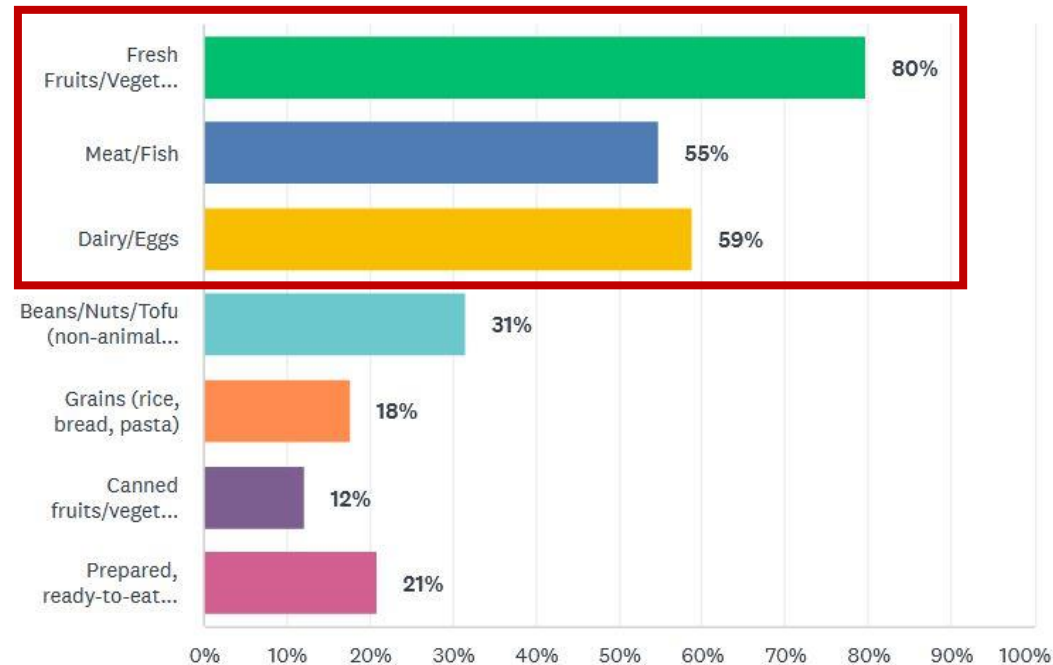
Types of Food Desired



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)

Answered: 124 Skipped: 10



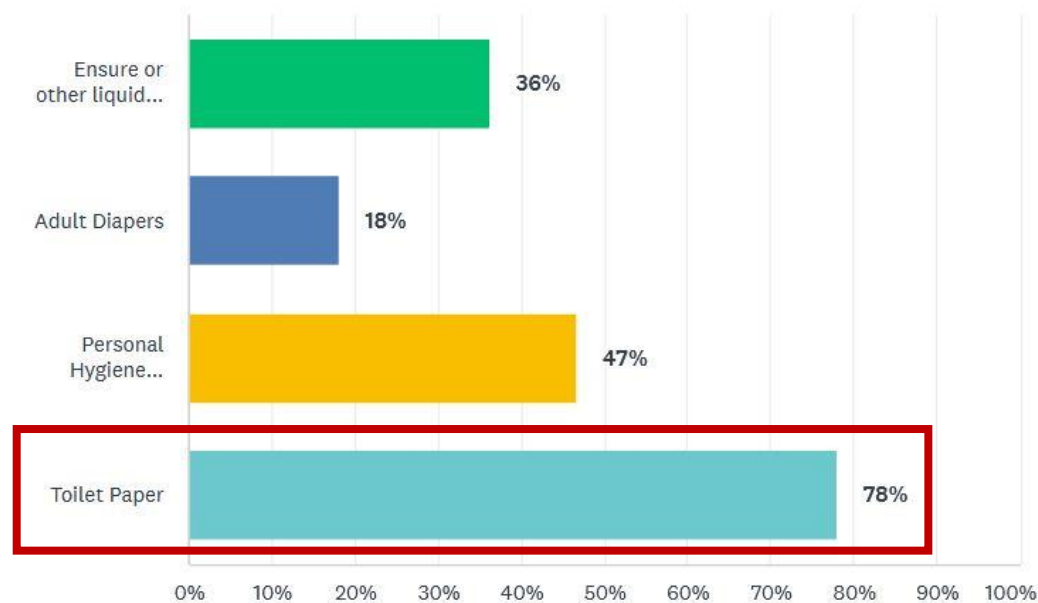
Desired Non-Food Items



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).

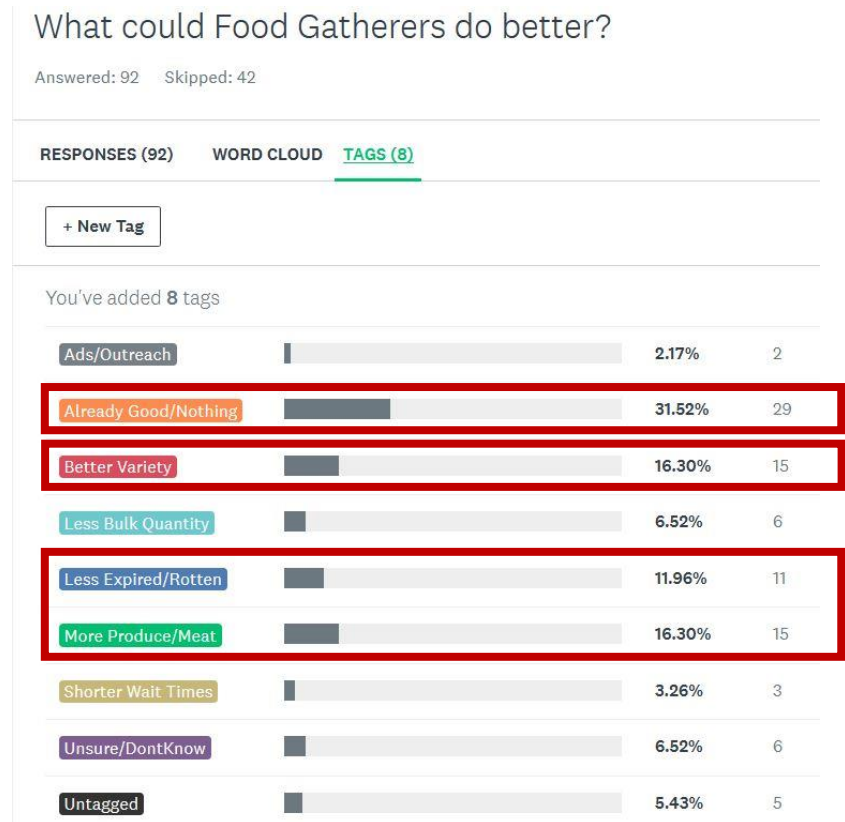
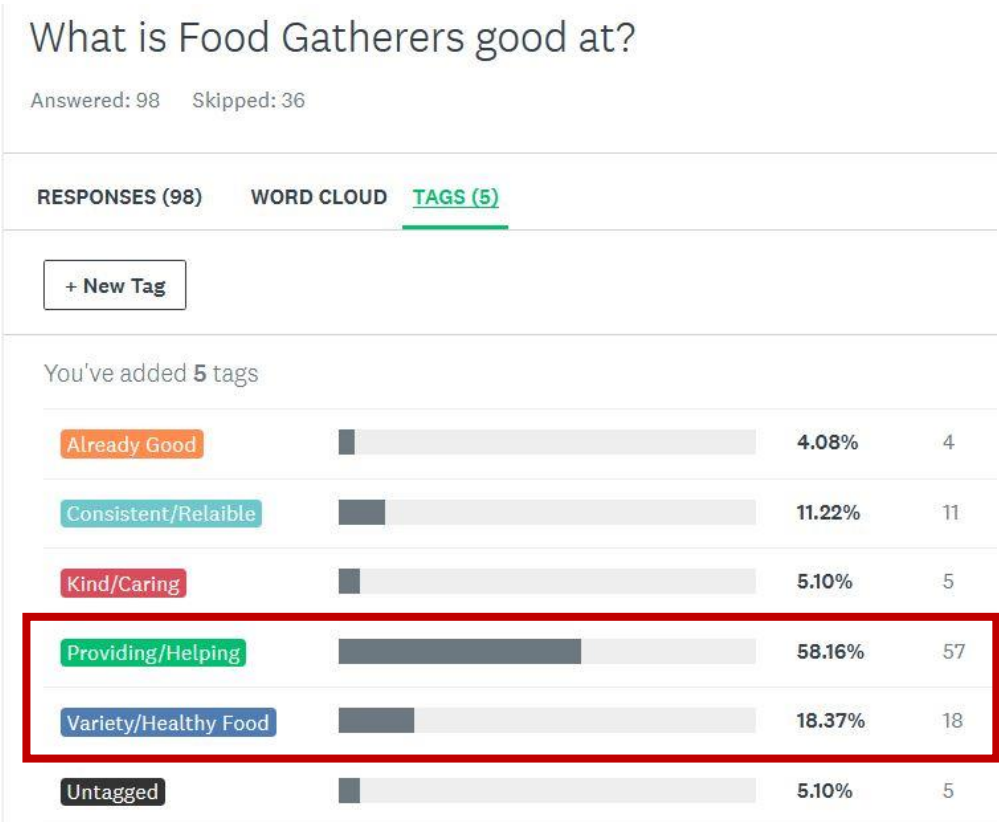
Are there any non-food items that you would like to receive? (Select all that apply)

Answered: 105 Skipped: 29



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!”).



Open-Ended: Change One Thing and Add Services



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.

If you could change one thing about this food distribution, what would it be?

Answered: 74 Skipped: 60

RESPONSES (74) WORD CLOUD TAGS (7)

+ New Tag

You've added 7 tags

Already Good/Nothing	39.19%	29
Home Delivery	2.70%	2
Less Bulk Quantity	6.76%	5
Less Expired/Damaged	5.41%	4
More Hours/Less Wait	10.81%	8
More Variety-Quantity	13.51%	10
More Veg & Meats	14.86%	11
Untagged	9.46%	7

Are there any additional services that you would like to have available?

Answered: 50 Skipped: 84

RESPONSES (50) WORD CLOUD TAGS (4)

+ New Tag

You've added 4 tags

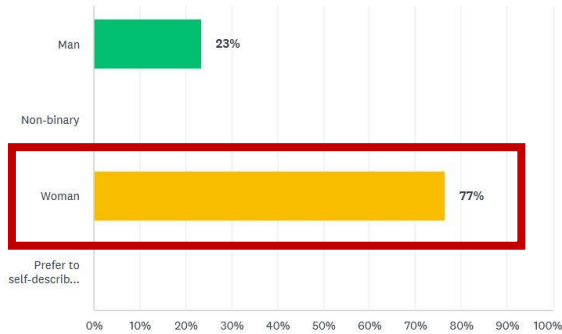
Help Consulting-Decisions	6%	3
Housing-Transportation	6%	3
Medical-Dental-Health	10%	5
Nothing/Unsure	64%	32
Untagged	16%	8

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*.

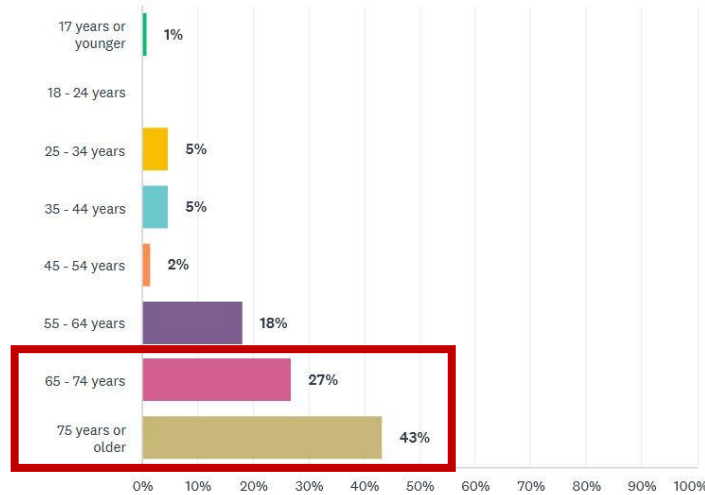
Gender: How do you identify?

Answered: 124 Skipped: 10



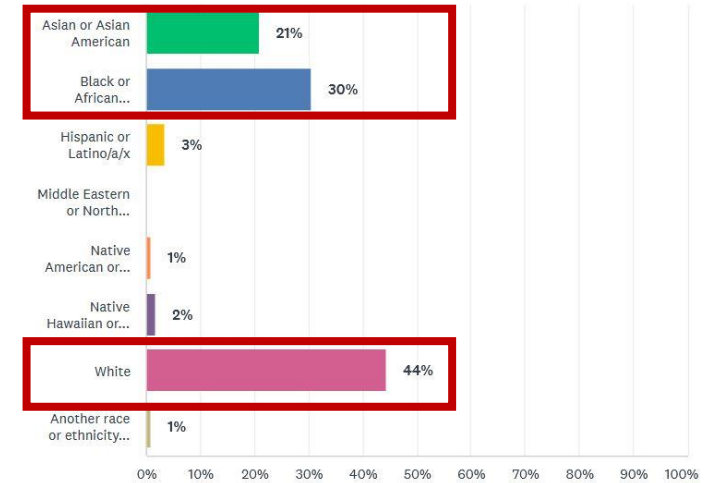
What is your age?

Answered: 127 Skipped: 7



Race/Ethnicity: How do you identify? (Check all that apply)

Answered: 115 Skipped: 19



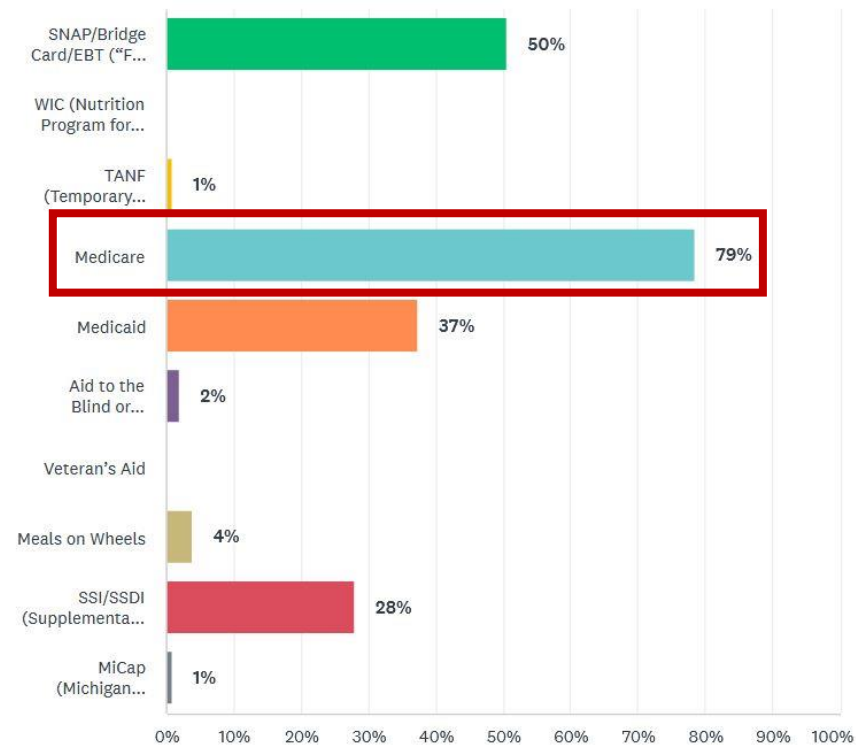
Demographics: Other Program Participation



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.

Do you participate in any of the following? (Check all that apply)

Answered: 107 Skipped: 27



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.