



FARMERS MARKET COALITION

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2022 Market SNAP-EBT Technology Survey

This is a survey for market operators across the US who manage SNAP-EBT (Supplemental Nutrition Assistance Program- Electronic Benefits Transfer, formerly known as food stamps) programs.

The purpose of getting information on your SNAP-EBT models is to guide our FMC's advocacy on behalf of the field, but we need your help. This form will take about 15 minutes. The results of this survey will be shared in 2023 with markets via FMC's website and state farmers market associations. If you have any issues filling out this form via Google Forms but would still like to share your input, please reach out to Katie@farmersmarketcoalition.org for alternative methods.

1. Your Name, Title, and Email _____

2. Farmers Market or Organization Name _____

3. How many farmers market sites does your organization operate? _____

Please enter the number (#) of market sites that you manage.

4. Which state(s) does your organization operate markets in? _____

The Current State of your Organization and EBT.

Help us understand how your organization currently manages EBT overall.

5. How does your market organization currently process EBT?
- SOME of our eligible vendors have FNS numbers and process EBT on their own.
 - ALL of our eligible vendors have FNS numbers and process EBT on their own.
 - Our market organization has an FNS number and we process EBT.
 - Our market organization works with a third party organization that has an FNS number and processes EBT.
 - Our market organization does not currently process EBT in any form.
 - Other:
-

6. What type of currency do shoppers use throughout the market for EBT transactions? *Click all that apply:*
- Swipe EBT card directly with eligible vendors
 - Wooden/Plastic Tokens (central terminal booth)
 - Receipt system (central terminal booth)
 - Paper Scrip (central terminal booth)
 - QR codes - digital redemption
 - Mobile Wallet app -- digital redemption
 - Other:
-

7. In the current (or most recent) market season, how many SNAP-eligible vendors do you have on a weekly basis? (Just give us your best estimate in # number form.)
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8. Please choose the range of SNAP-EBT sales your market(s) processes on an annual basis.
- Less than \$100
 - \$100-500
 - \$501-5,000
 - \$5,001-20,000
 - \$20,001-50,000
 - \$50,001-100,000
 - \$100,001-\$500,000
 - Over \$500,000
 - Other:
-

9. How does your organization reimburse vendors for EBT funds?

- a. Cash
 - b. Checks (manual)
 - c. Automatic ACH (automatic clearinghouse payments, sometimes referred to as "direct deposit")
 - d. Other:
-

10. If you process EBT at the farmers market level (i.e central terminal model), what type of EBT Processing Device do you use?

If you're not sure, please visit FMC's EBT Device Category Overview:

<https://farmersmarketcoalition.org/wp-content/uploads/2021/02/FINAL-DRAFT-EBT-Point-of-Sale-Overview.docx.pdf>

- a. Wireless terminal (such as Verifone) with paid cellular plan
 - b. Wireless terminal (such as Verifone) using wireless internet
 - c. Mobile app on tablet or smartphone (such as TotiPayGo, etc.)
 - d. Wired Terminal (this links up with a cord to a phone line)
 - e. Other:
-

11. Who paid for your current EBT processing device(s)? (choose all that apply)

- a. Farmers Market funds (organizational revenue, other general/programmatic funds)
 - b. Grant to your organization specifically
 - c. Marketlink
 - d. State Equipment program
 - e. Private donor
 - f. Other:
-

12. How much did each EBT processing device that your organization utilizes cost upfront?

- a. \$0
 - b. \$100-500
 - c. \$501-1,000
 - d. \$1,001-5,000
 - e. More than \$5,000
 - f. Other
-

13. How much does each EBT processing device that your organization utilizes cost annually?
- a. \$0
 - b. \$100-250
 - c. \$251-750
 - d. \$750-1,500
 - e. More than \$1,500
 - f. Other
-

14. In 2022 (or the most recent market season) , how many EBT processing devices does your market organization use onsite at your market(s), per market day?
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5 or more
 - f. Other
-

15. Does your market lend EBT processing devices such as smartphones or tablets to SNAP eligible vendors on market days?

Note: Some markets have mentioned that they purchase tablets with cellular packages for eligible vendors to use on market day, with an app like TotilPayGo, through which the vendor manages their own authorization and account. We'd like to understand if this is common across many markets.

- a. Yes - we have 1-5 devices
 - b. Yes - we have 6-10 devices
 - c. Yes - we have more than 10 devices
 - d. No
 - e. Other
-

16. We'd love to see a photo of your market's EBT processing device. We'll plan to pull them all together and share them back out with you all. **Please snap a photo and email it to katie@farmersmarketcoalition.org**

17. Has your market organization received federal funding through the Gus Schumacher Nutrition Incentive Program (GusNIP, formerly FINI) for a SNAP matching/incentive program?
- a. Yes - first time in 2022
 - b. Yes - multiple grant rounds
 - c. No - not ever
 - d. Not currently, but previous grantee under FINI or GusNIP
 - e. Other:

18. Please choose the range of matching/incentive program sales your organization(s) processes on an annual basis.
- a. Less than \$100
 - b. \$100-500
 - c. \$501-5,000
 - d. \$5,001-20,000
 - e. \$20,001-50,000
 - f. \$50,001-100,000
 - g. \$100,001-\$500,000
 - h. Over \$500,000
 - i. Other:
-

19. In 2022 (or the most recent market season), other than SNAP incentives, which incentives/matching/benefit programs do you offer? *Choose all that apply.*
- a. Double-up food bucks,
 - b. FMNP/FDNP
 - c. WIC Cash Value Vouchers
 - d. Repeat customer programs
 - e. Special product incentives
 - f. New Customer incentives
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Your market organization's relationship with Technology

We get it - technology is a lot of work to wrangle, just like this survey! Stick with us, this last section is important. Help us understand the amount of work and resources that go into managing the EBT technology in your organization by answering the last two sets of questions.

20. During 2022, how many people hours (staff, volunteer, interns, board members, other) did you spend researching and selecting payment technology, dealing with your technology company(-ies), and troubleshooting your devices?

For this question, we want to know more about the time your staff spends getting technology set up for a season (not including FNS authorization) as well as dealing with unexpected challenges throughout the season in total - this does not include the day-to-day management.

- a. Less than 10 hours per season
- b. 10-40 hours
- c. 40-80 hours

- d. 80-160 hours
 - e. over 160 hours
 - f. Other:
-

21. Did you spend more or less time on preparing and troubleshooting your technology in 2022 compared to previous years?

- a. More
 - b. Less
 - c. About the same
 - d. Other:
-

22. In 2022, how many people hours (staff, volunteer, interns, board members, other) do you dedicate to managing the routine, week-week administrative tasks for the technology-specific aspects of your SNAP-EBT program per month?

For this question, we are asking about the time you spend OUTSIDE of physically facilitating SNAP-EBT transactions during the market, PER MONTH. This could include the time you spend setting up chargers for your devices, prepping tokens/paper/scrip before market or counting tokens/paper/scrip after the market, issuing reimbursements and accounting-related tasks your market(s) manage. Please do not add time in for on-site market hours.

- a. Less than 5 hours
 - b. 5-10 hours
 - c. 10-25 hours
 - d. 25-40 hours
 - e. 40-80 hours
 - f. 80+ hours
 - g. Other:
-

23. Did you spend more or less time on routine, administrative, technology-specific tasks in 2022 compared to previous years?

- a. More
 - b. Less
 - c. About the same
 - d. Other
-

24. **How often do you experience EBT outages?** By "outage" we mean when an EBT transaction does not go through due to a system failure of some kind, NOT insufficient funds on the EBT shopper's card.

- a. Multiple times per market day during market season
 - b. Weekly during market season
 - c. Monthly during market season
 - d. A few times per season
 - e. Not very often -- maybe once or twice during market season
 - f. Have never experienced an outage
 - g. Other
-

25. What is the **most** pressing challenge in regards to EBT processing facing your market(s) today?

- a. SNAP-EBT Outages
 - b. SNAP Authorization for my market
 - c. SNAP Authorization for my vendors
 - d. Technology issues - outdated equipment
 - e. Capacity/funding: staff/admin to operate the device during market hours
 - f. Capacity/funding: weekly administration of EBT accounting and payment issuing
 - g. Vendor relationships -- getting vendors on board
 - h. Recruitment/Marketing to new participants
 - i. Other
-
-

26. What is the **second** most pressing challenge in regards to EBT processing facing your market(s) today?

- a. SNAP-EBT Outages
 - b. SNAP Authorization for my market
 - c. SNAP Authorization for my vendors
 - d. Technology issues - outdated equipment
 - e. Capacity/funding: staff/admin to operate the device during market hours
 - f. Capacity/funding: weekly administration of EBT accounting and payment issuing
 - g. Vendor relationships -- getting vendors on board
 - h. Recruitment/Marketing to new participants
 - i. Other:
-
-

The Future of SNAP-EBT Processing and Incentive Management in my Organization

Help us understand your knowledge on emerging technology systems and your interest in implementing them.

27. Thinking back to the most pressing challenge(s) facing your market, what is the main factor preventing you from solving them?

- a. Lack of affordable technology (funding)
 - b. Lack of suitable technology for my market's needs
 - c. Lack of support from board/leadership
 - d. Lack of staff capacity (funding)
 - e. Relationships with community members
 - f. Knowledge of the EBT transaction process
 - g. Relationships with vendors (lack of cooperation)
 - h. Challenges faced during FNS authorization process
 - i. Other:
-

28. Do you understand what a "digital currency" or "digital incentive management" system is? (sometimes referred to as "e-tokens" or "e-wallets")

- a. Yes, and I could explain it to someone.
 - b. A little.
 - c. Not at all.
 - d. Other:
-

29. On a scale of 1-5, how comfortable are you with understanding "digital currency" or "digital incentives" systems?

1	2	3	4	5
Not comfortable at all.				I could explain it to someone.

30. On a scale of 1-5, how likely are you to consider implementing a "digital currency" or "digital incentives management" system within the next season?

1	2	3	4	5
No way.				We are implementing.

What else would you like to share with FMC about your EBT technology? Is there anything we didn't ask? Please feel free to share it here or reach out at katie@farmersmarketcoalition.org to set up a time to share more information:
