



Data Collection Toolkit

SNAP Market Match is part of Washington State's Fruit and Vegetable Incentive Program. For more information, visit: www.doh.wa.gov/FVIP. To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.



340-353 March 2024

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Formstack is an intuitive workplace productivity platform that gathers SNAP transaction data. That data is translated into a visual dashboard with easy to digest information so you can see SNAP and SNAP Market Match data in real time.

Formstack can be accessed on your market tablet or any device that your market uses for data collection.

Create Formstack Account Password

Log-in to Formstack.com with username and temporary password that were emailed to you from Formstack Admin. You will be prompted to create a permanent password.

If you need your password reset, please contact SNAP.MarketMatch@doh.wa.gov.

Amanda Weyrauch has created a new account for you at Formstack

To access your new account, go to the [login page](#) and log in with the email address and temporary password below:

Email:
FarmersMarketTester @gmail.com

Password: zX2x9UTE

You can also log in automatically by [clicking this link](#).

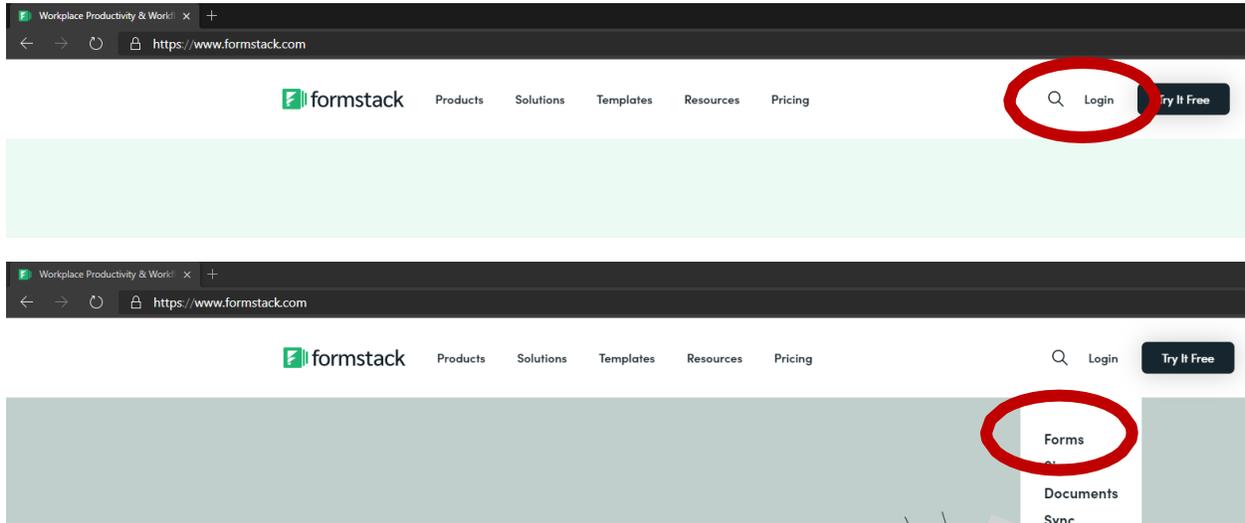
If you have any questions about this account, please contact amanda.weyrauch@doh.wa.gov.

Happy Form Building!
— The Formstack Team

Accessing Formstack.com

. Follow these steps to access your Formstack account.

1. Go to www.formstack.com
2. On the Formstack home page, click Login in the top right corner. This will open a drop-down menu. Select Forms.

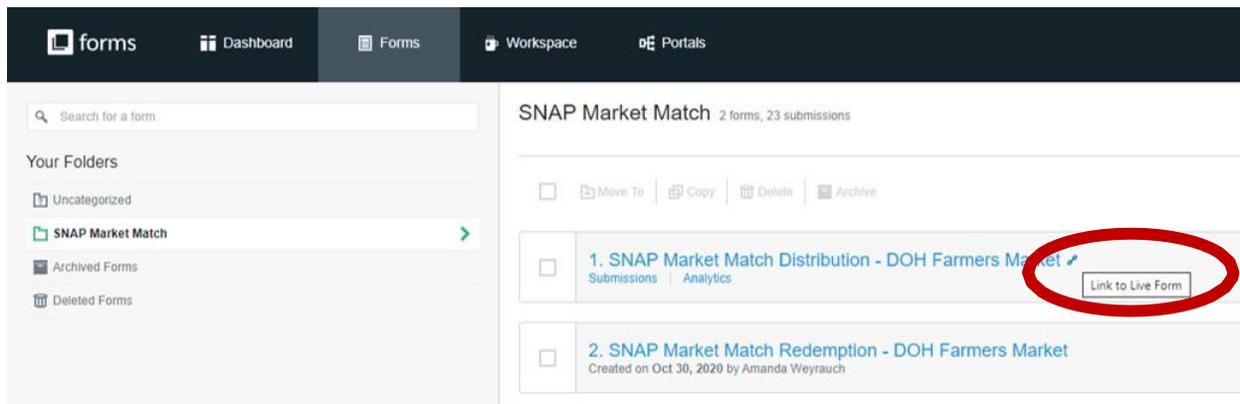


3. Follow the prompts to login to Formstack using the username that was emailed to you from the Formstack Administrator.

Accessing Forms through Formstack.com

Market distribution and redemption forms are available in your Formstack.com account.

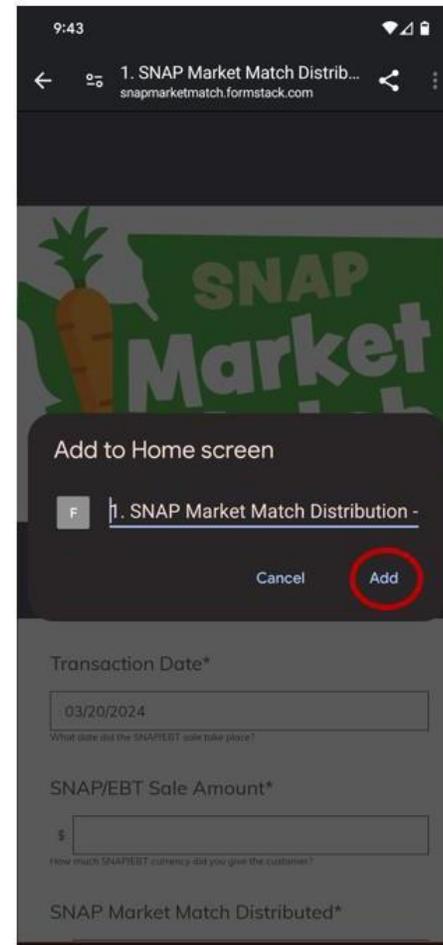
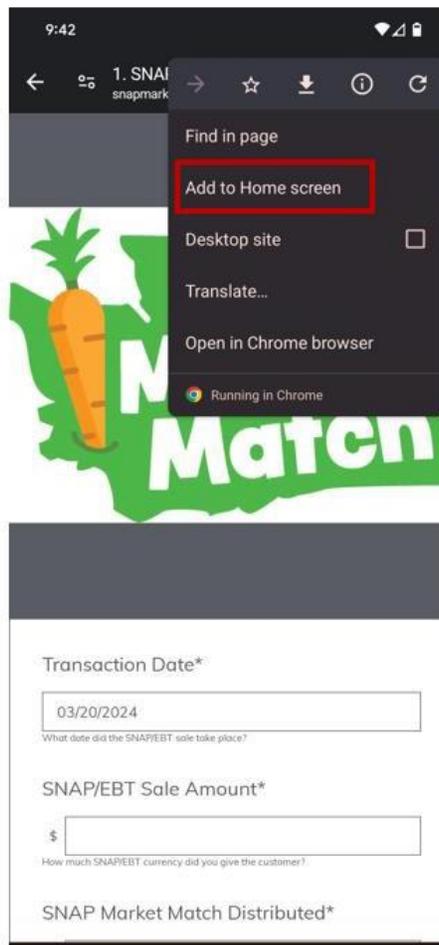
1. To access your form, hover over the blue SNAP Market Match Distribution text and sub-text will appear. Click on the small blue link icon at the end of the text. This will open the distribution form in a new internet browser window.



2. Submit your distribution data and click Submit Form at the bottom.
3. After submitting data, the form will automatically refresh to a blank form.
4. Complete the same steps to access your redemption form.
5. **NOTE: The links for both the distribution and redemption form are unique to your market and should not be shared.**

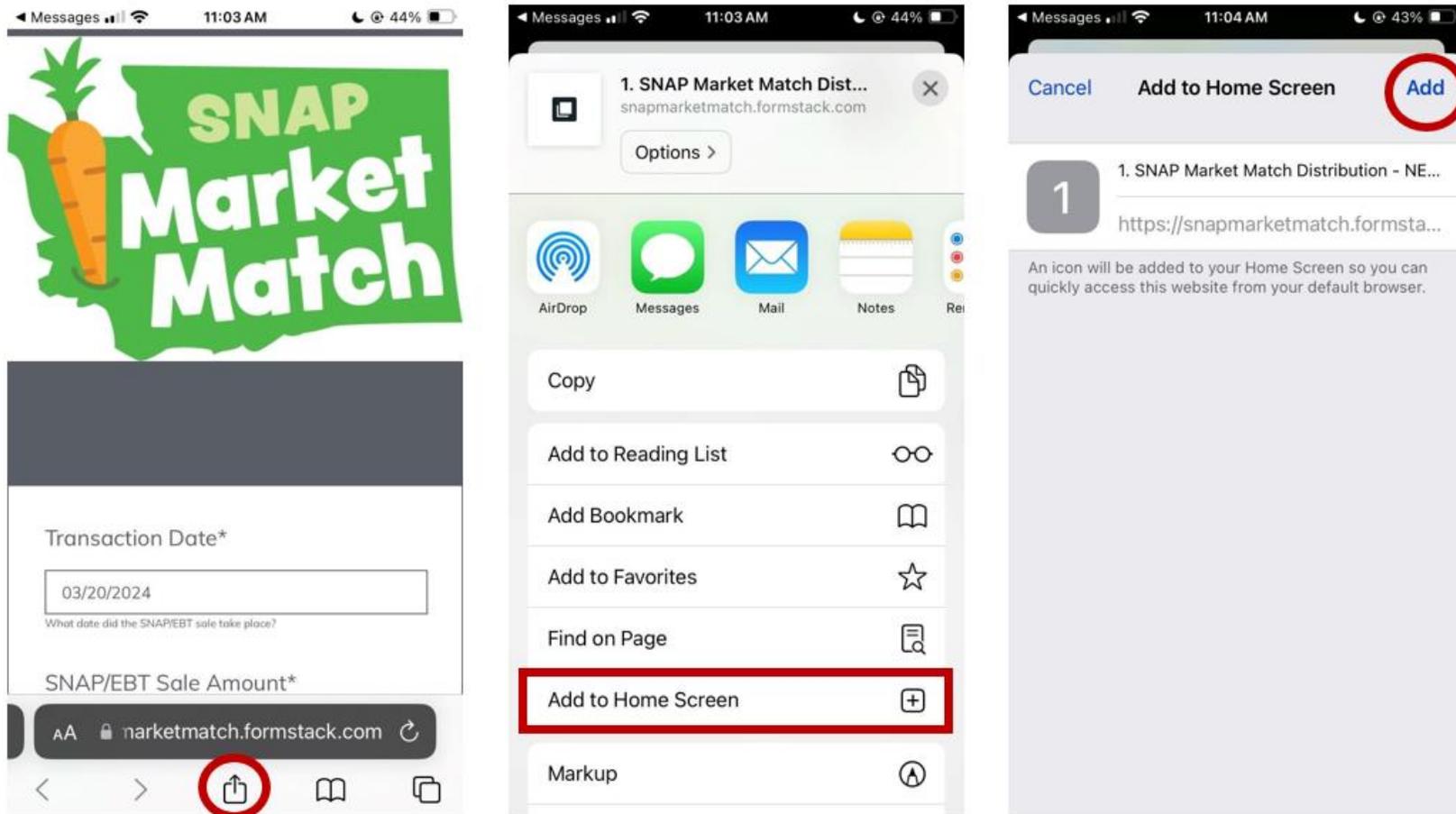
Add shortcut to Formstack Forms to your **Android** home screen

Open your distribution form from Formstack.com and follow the steps below. You do not need to be logged into Formstack.com to submit forms. Repeat these steps for your redemption form.



Add shortcut to Formstack Forms to your **Apple** home screen

Open your distribution form from Formstack.com and follow the steps below. You do not need to be logged into Formstack.com to submit forms. Repeat these steps for your redemption form.



SNAP Market Match Distribution Form

Distribution Forms are to be completed for each SNAP transaction processed.

- Transaction Date: Defaults to today's date. Select which date the transaction took place.
- SNAP/EBT Sale Amount: Amount of SNAP/EBT currency you gave the customer.
- SNAP Market Match Distributed: Amount of SNAP Market Match currency you gave the customer.
- SNAP/EBT Last 8 Digits: The last 8 digits of the SNAP/EBT card. If unavailable, please record 99999999.
- Shopper Zip Code: Zip code of shopper. If unavailable, please record 99999.
- Select 'Submit Form' at the bottom when finished. Page will automatically refresh to a blank form.

Transaction Date*

03/20/2024



What date did the SNAP/EBT sale take place?

SNAP/EBT Sale Amount*

\$

How much SNAP/EBT currency did you give the customer?

SNAP Market Match Distributed*

\$

How much SNAP Market Match currency did you give the customer?

SNAP/EBT Card Last 8 Digits

####

What is the last 8 digits listed on the customers SNAP/EBT card? Record 99999999 if card number is not available

Shopper Zip Code

What zip code does the customer live in? Record 99999 if zip code is not available

Submit Form

Alternative SNAP Market Match **Distribution** Form

As an alternative to entering distribution data into Formstack, data can be tracked using the approved DOH Incentive Distribution Tracking spreadsheet to be submitted by the 15th of each month.

Download the [DOH Incentive Distribution Tracking template from the SNAP Market Match Google Drive](#). Complete each data field of the form.

- Market Name. *Tip: Enter market name on first line and [copy information down the column using the Fill Handle](#).*

- Transaction Date: Record date the transaction took place.

- SNAP/EBT Sale Amount: Amount of SNAP/EBT currency you gave the customer.

 SNAP & SNAP Market Match Distribution Tracking					
Market Name	Transaction Date	SNAP/EBT Sale Amount	SNAP Market Match Amount Distributed	Last 8 digits of SNAP/EBT card	Shopper Zip Code
Ex Washington Farmers Market	What date did the SNAP/EBT sale take place?	How many SNAP/EBT tokens did you give the customer?	How much SNAP Market Match currency did you give the customer?	What is the last 8 digits listed on the customer's SNAP/EBT card? Customer is not required to provide this information. Record 99999999 if card number is not available	Which zip code does the customer live in? Customer is not required to provide this information. Record 99999 if zip code is not available
	0	\$0	\$0	<---- Report these numbers via Formstack by the 15th of each month	
	Total Amount of SNAP transactions	Total Amount of SNAP Distributed	Total Amount of SNAP Market Match Distributed		

- SNAP Market Match Distributed: Amount of SNAP Market Match currency you gave the customer.
- SNAP/EBT Last 8 Digits: The last 8 digits of the SNAP/EBT card. If unavailable, please record 99999999.
- Shopper Zip Code: Zip code of shopper. If unavailable, please record 99999.

Criteria for submitting distribution data using the DOH Incentive Distribution Tracking spreadsheet:

- Data must be recorded and submitted on DOH approved template.
- Changes to the template will not be accepted.
- Data must be submitted as an editable Excel spreadsheet. Do not send as a PDF or any other file format.
- Submit by the 15th of each month along with invoice.

SNAP Market Match Redemption Form

The Redemption form includes monthly consolidated information for both distribution and redemption. Redemption forms are due along with corresponding invoice by the 15th of each month for data collected the previous month.

Complete each data field of the form.

- Month of Reimbursement: Month data is collected.
- SNAP Redemption Total: Amount of SNAP dollars redeemed for submission month.
- SNAP Market Match Redemption Total: Amount of incentive dollars redeemed for submission month.
- DOH Incentive Funds Used: Amount you are invoicing DOH for incentives.
- Other Incentive Funds Used: Amount of other funds that are being used to reimburse market for incentives.
- Select Submit Form at the bottom of the screen.
- DOH Funds + Other Funds = SNAP Market Match Redemption Total

Month of Reimbursement*

SNAP Transactions Total*

How many SNAP/EBT transactions did you have this month?

SNAP Distribution Total*

\$

How much SNAP/EBT currency did you give customers this month?

SNAP Market Match Distribution Total*

\$

How much SNAP Market Match currency did you give customers this month?

SNAP Redemption Total*

\$

How much SNAP/EBT did you reimburse your vendors for this month?

SNAP Market Match Redemption Total*

\$

How much SNAP Market Match did you reimburse your vendors for this month?

DOH Incentive Funds Used*

\$

How much are you billing DOH for? This should be the same amount of SNAP Market Match redemption above.

Other Incentives Funds Used*

\$

If you're not billing DOH, how much other funds (grants or community donations) are you using to reimburse vendors for SNAP Market Match?

GusNIP Data Reporting Requirements

These additional redemption form questions are being collected as part of required reporting for the federal GusNIP grant that funds the SNAP Market Match program. The Department of Health is required to report this information for all farmers markets participating in the program.

Complete each data field of the form.

- How many fruit and vegetable vendors sold at the farmers markets in the past month?
 - Count each unique produce vendor only once, even if they sold at the market on separate days.
 - *Example:*
Week 1: 10 unique vendors sell produce
Week 2: same 10 vendors sell produce
Week 3: same 10 vendors sell produce
Week 4: 15 vendors sell produce, 10 of which sold the previous weeks and 5 new unique vendors
The total amount of produce vendors for the month is 15.
- During the past month, did the market offer nutrition education activities for SNAP Market Match participants?
 - Select all that apply.
 - If not applicable, select none.
- During the past month, did the market offer additional services for SNAP Market Match participants?
 - Select all that apply.
 - If not applicable, select none.

GusNIP Grant Reporting

- * How many fruit and vegetable vendors sold at the farmers market in the past month? Count each fruit and vegetable vendor only once, even if they sold at the market on separate days.

- * During the past month, did the market offer nutrition education activities for SNAP Market Match participants? Nutrition education activities could have been done independently or in collaboration with a community partner. Select all that apply. If the market did not offer nutrition education from the list above select 'None'.

- None
- Diabetes Prevention Program (DPP Classes)
- Tours
- Nutrition education materials
- Consultations with a Registered Dietitian
- Recipes or cookbooks
- SNAP-Ed programs
- Support groups
- Taste tests/ cooking demonstrations

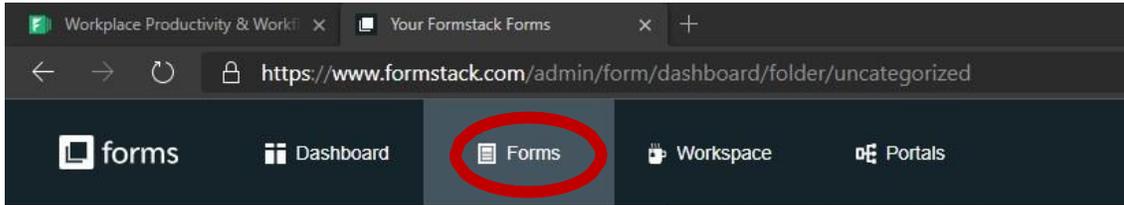
- * During the past month, did the market offer additional services for SNAP Market Match participants? Select all that apply. If the market did not offer additional services from the list above select 'None'.

- None
- Public benefit application assistance (e.g., applying for WIC or FMNP)
- COVID testing
- Delivery services
- Fitness program
- Nutrition or cooking information
- Shopping assistance
- Transportation assistance (e.g., provide bus passes)
- Resource referrals
- Voter registration

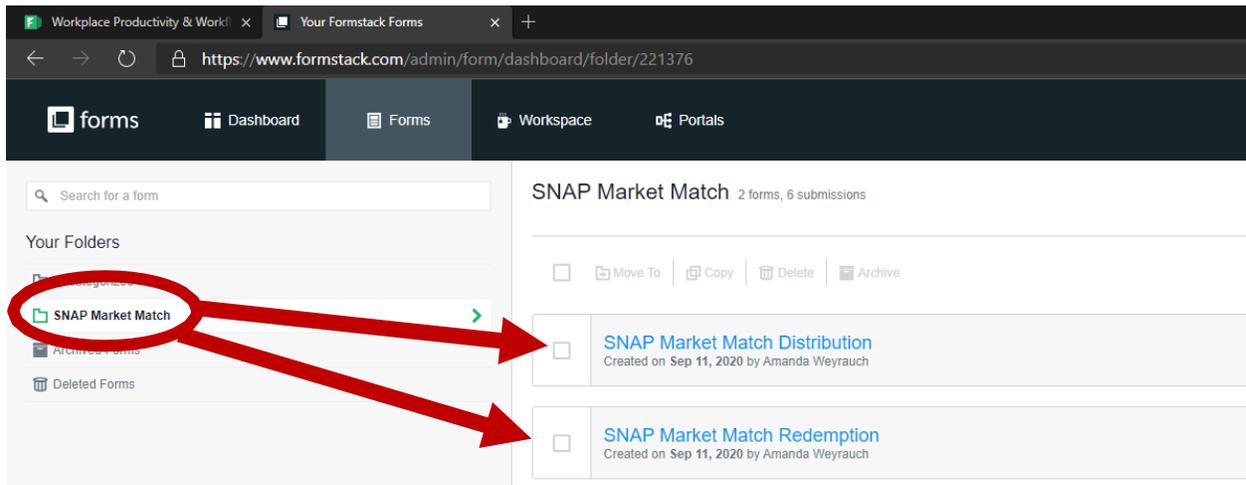
Exporting Formstack Data Reports

. Follow these steps to access your data distribution and redemption data.

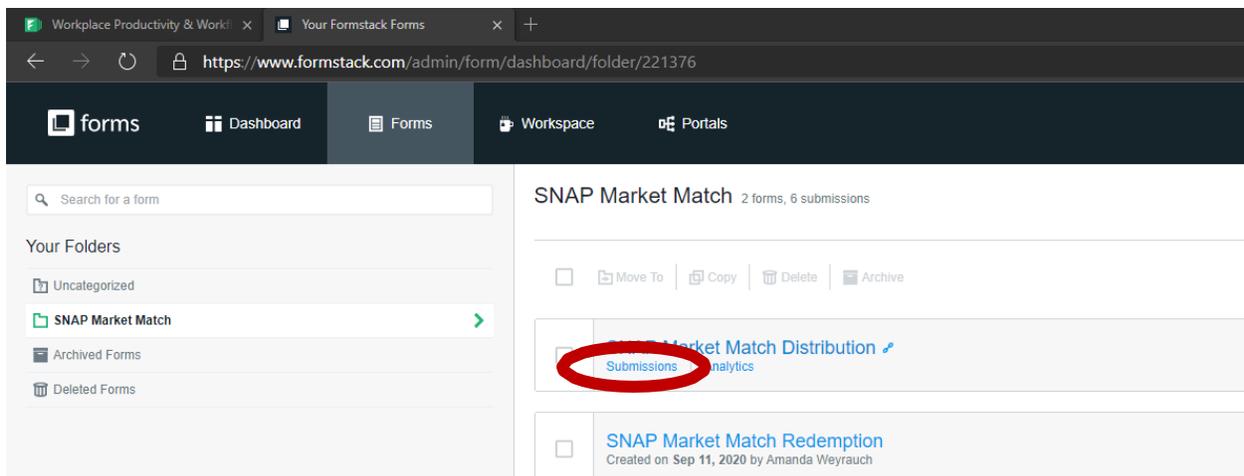
1. Once logged in to Formstack, navigate to Forms tab.



2. From the Forms tab, use the navigation bar on the left-hand side of the page and select SNAP Market Match. This is where both your Distribution and Redemption forms live and their corresponding data.



3. To review Distribution data, hover your mouse over the blue SNAP Market Match Distribution text and sub-text will appear. Click on Submissions.



- You are now on the Distribution Form Submission landing page. You can view all SNAP Market Match Distribution data and export a distribution report to monitor and report monthly data.

The screenshot shows the Formstack submission report page. The URL is <https://www.formstack.com/admin/submission/report/25379277>. The page displays a table with 4 submissions. The 'Export All' button is visible on the right side of the table.

Date Submitted	Farmers Market Name	Submission Date	Are you billing this out on market day?	EBT Sale Amount
2020-10-15 15:56:23	Alyssa FM	10/15/2020	YES	\$20
2020-10-15 15:39:34	Doh	10/17/2020	NO	\$20
2020-10-15 15:39:04	Doh	10/15/2020	YES	\$25
2020-10-15 14:15:26	DOH	10/15/2020	YES	\$20

- To export distribution report, select "Export All" on the far-right side of the screen.

The screenshot shows the Formstack submission report page. The URL is <https://www.formstack.com/admin/submission/report/25379277>. The page displays a table with 22 submissions. The 'Export All' button is circled in red.

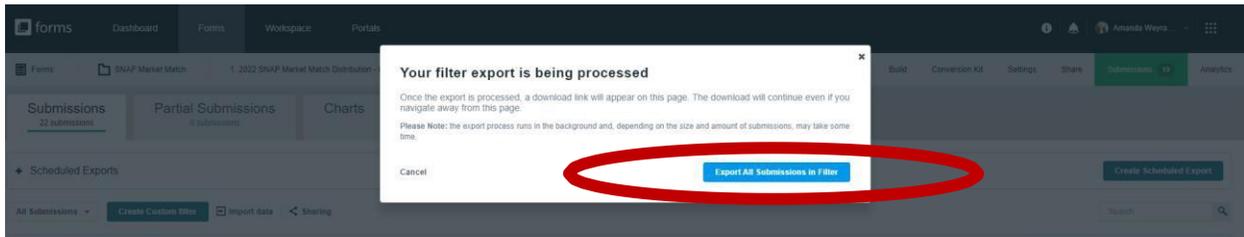
DOH Test Farmer Market	Date Submitted	Transaction Date	SNAP/EBT Sale Amount	SNAP Market Match Distributed	SNAP/EBT Card Last 8 Digits	Shopper Zip Code
	2021-05-10 14:35:29	05/10/2021	\$10	\$10	98765325	999999
	2021-05-06 11:38:35	05/06/2021	\$2580	\$2580	98765321	98512
	2021-05-03 09:39:48	05/03/2021	\$96369	\$96369	98765326	96352

- From the drop-down menu, select "to Excel."

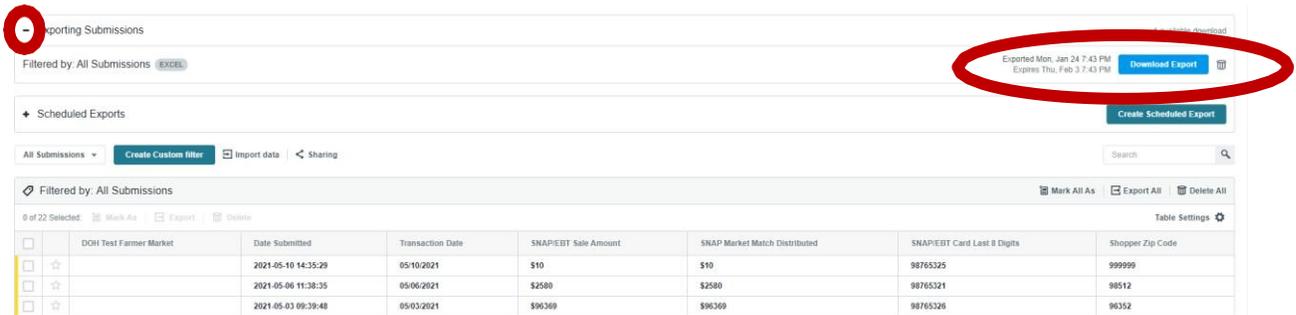
The screenshot shows the Formstack submission report page. The URL is <https://www.formstack.com/admin/submission/report/25379277>. The page displays a table with 22 submissions. The 'Export All' button is circled in red, and the 'to Excel' option is highlighted in the dropdown menu.

DOH Test Farmer Market	Date Submitted	Transaction Date	SNAP/EBT Sale Amount	SNAP Market Match Distributed	SNAP/EBT Card Last 8 Digits	Shopper Zip Code
	2021-05-10 14:35:29	05/10/2021	\$10	\$10	98765325	999999
	2021-05-06 11:38:35	05/06/2021	\$2580	\$2580	98765321	98512
	2021-05-03 09:39:48	05/03/2021	\$96369	\$96369	98765326	96352

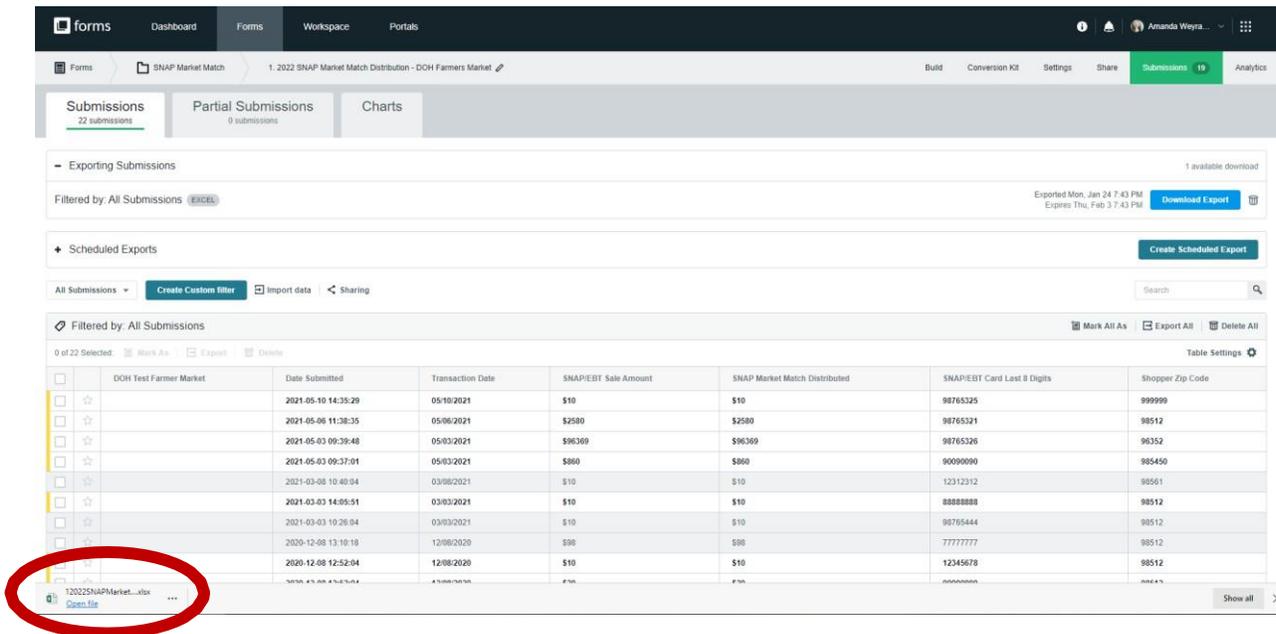
7. A pop-up window will appear. Click "Export All Submissions in Filter."



8. Click the plus sign on the left side next to "Exporting Submissions" to expand the section. Click "Download Export" on the right side in the blue box.



9. This prompts an Excel document to download. Click Open File.



10. This will open an Excel document that contains all distribution data that can be filtered and sorted as needed. Repeat steps to access Redemption data.

SNAP Market Match Technical Assistance (TA) Providers

TA providers are the primary points of contact for farmers markets and can answer questions about Formstack and invoicing.



Organization	Contact Name	Contact Email	Contact Phone
Birdsign Consulting	Rita Ordóñez Ellen Gray	Rita@birdsignconsulting.com	360-336-6401
Washington State Department of Health (WA DOH)	Amanda Weyrauch	SNAP.MarketMatch@doh.wa.gov Amanda.Weyrauch@doh.wa.gov	360-485-6430
WSU Extension Kitsap County	Jess Sappington	Jess.Sappington@wsu.edu	360-228-7308
Catholic Charities of Eastern Washington	Carolyn Knowles	Carolyn.Knowles@cceaseternwa.org	509-464-9222

SNAP Market Match Program Contacts

Questions or issues with data reporting? Stay in touch!

Please contact SNAP.MarketMatch@doh.wa.gov and cc your TA provider for questions using Formstack or for data corrections.