

Double Up Bucks EBT Incentive Program

Date: 6/18/2014

Market: Mount Vernon Farmers Market

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	EBT \$\$	DUBx \$\$	Out of State?	Last 8 digits of EBT	Zip Code	First time shopping at a FM?	First time using EBT at a FM?	How did you hear about DUBx?
1	14	10	N	4751-6829	98107	Y	Y	Friend
2	6	0	N	4751-6829	-----	-----	-----	-----
3	7	6	OR	2981-4770	97674	N	Y	WIC

INSTRUCTIONS

- Begin by recording the date, market name and zipcode, this is for easier tracking at the state level.
- Please fill out all fields for **EVERY EBT TRANSACTION**. The first four columns are questions you can answer yourself at POS, while the last four columns must be asked of the shopper. If the shopper is of little English proficiency, don't worry; merely draw a line through the boxes beneath the questions they were unable to answer.
- Double Up Bucks is in \$2 increments, thus the program matches two dollars for two dollars (not truly 1-to-1). Therefore, odd numbered EBT transactions are to receive the even numbered quantity immediately *lower* than that value (see row #3 above). A \$9 EBT transaction is matched with \$8 in DUBx, a \$7 EBT transaction is matched with \$6 DUBx, etc... Remember, \$10 is the maximum for each shopper per market day!
- If a customer has already received DUBx for the day and returns for more EBT tokens, record the transaction, but without giving out DUBx (see row #2 above), and be sure to also include the last 8-digits of the card as this demonstrates more accurately the average EBT transaction amount *per person* at the market.
- If a shopper has used the program before, only enter info for the 1st four columns, drawing a line through the last four (see row #2 above). Please do not leave columns empty. Empty columns indicate that you did not finish recording a transaction.
- REMEMBER: Column 6 is asking if it is a shopper's first time shopping AT ANY FARMERS MARKET EVER. Not just the market they are currently shopping at. Be sure to ask that question in a way that is clear to the shopper.
- At the end of each day, number each page, with total number of pages in the format below.
- If you ever run into any data troubles, have questions, concerns, or ideas for improvement, please contact Mouse Bird at mvfarmer1@hotmail.com. THANK YOU for helping the Double Up Bucks program!!