

Appendix G3

Retailer Key Informant Interview Invitation Email

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Retailer Key Informant Interview Invitation Email Template

FROM: [STUDY EMAIL]

TO: [RETAILER]

EMAIL SUBJECT: SNAP Mobile Payment Pilot Interview

Dear [RETAILER],

As you may know, the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) has hired Mathematica, an independent research organization, to evaluate the Supplemental Nutrition Assistance Program (SNAP) Mobile Payment Pilot. Pilots are being carried out in five States, including [STATE], that allow SNAP participants to use mobile payments as an alternate option to a physical electronic benefit transfer (EBT) card.

As part of our study, we will be conducting one-on-one conversations of approximately 15-30 minutes to discuss your experiences with implementing the SNAP Mobile Payment Pilot. As a participating retailer, your perspective is especially important to learn what worked well and what could be improved.

If you are interested in participating, **please respond to this email**. We will then conduct a short screening call to collect basic information, identify challenges related to mobile payment technology for SNAP, and discuss the details of setting up one-on-one conversations. **If you participate in the interviews, you will receive a \$10 cash incentive.**

Please contact us as soon as possible if you have any questions. We can be reached at xx@mathematica-mpr.com or at xxx-xxx-xxxx. Thank you in advance for participating in this important study.

Sincerely,

[STUDY PROJECT DIRECTOR]
Project Director

Public Burden Statement

This information is being collected to assist the Food and Nutrition Service in evaluating the Supplemental Nutrition Assistance Program (SNAP) Mobile Payment Pilot (MPP). This is a voluntary collection and FNS will use the information to evaluate the implementation, adoption, and scalability of the SNAP MPP. This collection does not request personally identifiable information under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-XXXX. The time required to complete this information collection is estimated to average 1 minutes (0.0167 hour) per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22314 ATTN: PRA (0548-XXXX). Do not return the completed form to this address.