

Appendix H1

Retailer Key Informant Interview Recruitment Guide

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SNAP Mobile Payment Pilots Evaluation Retailer Recruitment Guide

Introduction

My name is [X], and I work for Mathematica, an independent research firm. We are evaluating the Supplemental Nutrition Assistance Program (SNAP) Mobile Payment Pilot for the Food and Nutrition Service (FNS) of the U.S. Department of Agriculture. Your retail store is participating in this pilot to allow SNAP participants to use mobile payments as an alternate option to a physical electronic benefit transfer (EBT) card. For the purposes of this study, we are interested in talking to you and other retailers about your experiences working with the State SNAP agency to introduce the mobile payment method for SNAP benefits, as well as your experiences serving customers who are using SNAP mobile payment at the point-of-sale.

[For corporate staff] I am calling to see if corporate staff and staff in your store would be willing to talk to a member of the study team. For in-store staff, we would provide a \$10 cash incentive to each person we talk to as a thank you for participating. Would you be willing to participate, or is there another staff member I should talk to about this request? [May repeat the above if referred to another staff member.]

[For in-store staff] I am calling to see if staff in your store would be willing to talk to a member of the study team. We would provide a \$10 cash incentive to each person we talk to as a thank you for your participation. Would you be willing to participate, or is there another staff member I should talk to about this request? [May repeat the above if referred to another staff member.]

I have a few questions to ask you to ensure that we have the correct information about your store and participation in the SNAP mobile payment pilot.

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 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 3 minutes (0.0501 hours) 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 (0584-XXXX). Do not return the completed form to this address.

Privacy Act Statement

Authority: This information is being collected under the authority of Section 4006(e) of the Agricultural Act of 2018. Disclosure of the information is voluntary.
Purpose: The information is being collected to evaluate the implementation, adoption, and scalability of Supplemental Nutrition Assistance Program (SNAP) Mobile Payment Pilot projects.
Routine Use: Information may be disclosed for any of the routine uses listed in the published System of Record notice titled FNS-8 USDA/FNS Studies and Reports published in the Federal Register April 25, 1991, Volume 56, Number 80 (pages 19078–19080).
Disclosure: Providing the information on this form is voluntary. There are no penalties for nonresponse.

1. Can you confirm your name, role, and the name and location of your store?

Attachment H1. Retailer Recruitment Guide

2. How many staff work for the store?
3. How many staff work at the registers on an average day? Do you have self-checkouts as well? Are those monitored?
4. Have staff at your store recently processed SNAP mobile payments or provided assistance to customers with these payment methods at the point-of-sale?

Contact information questions

We are hoping to interview several staff about the process of preparing to receive SNAP mobile payments (for example, any updates to the point-of-sale system, or similar issues) and helping customers use SNAP mobile payments.

5. Can you suggest a few staff who could talk to us about these topics?
6. Do you have a store manager? If not, who typically supervises the store? Can you provide their name and the best phone number and email to reach them at?
7. Who is the best person to coordinate this set of interviews with? Can you provide their name and the best phone number and email to reach them at?
8. What is the best time of the week for a member of the study team to visit to conduct three or four 15-minute interviews with staff members?

Thank you for your time today. A member of our study team will follow up with the store manager/contact you to coordinate a short visit for these interviews.