



Department of
Transitional
Assistance



August 31, 2020

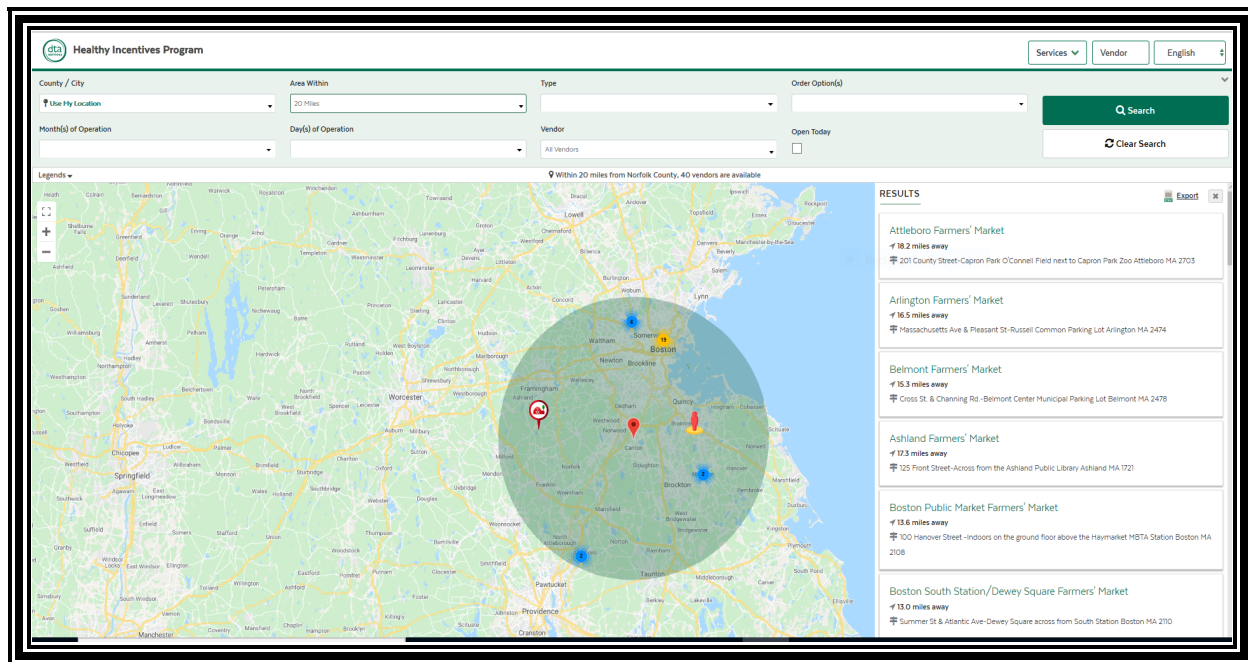
HIP Vendors: Early access to the new DTA Finder website

The Department of Transitional Assistance is pleased to share with you early access to a Healthy Incentives Program (HIP) map on the new DTA Finder website, www.dtafinder.com. This site was designed in response to client requests for **detailed information about HIP providers** around the Commonwealth.

DTA Finder gives vendors the opportunity to **register directly** on the site and provide HIP customers with up-to-date information regarding locations, days of operation, hours, distribution types (e.g., curbside pickup), and more. The accuracy of information on DTA Finder depends on HIP vendors to keep their info current. To support this process, DTA will require HIP vendors to update their information **regularly**.

Early access to DTA Finder enables you to enter your info on the site prior to the website's public launch. **Please register your business promptly.** Complete and accurate information from you and other HIP retailers during this early access phase will expedite the public launch of DTA Finder. **Note:** Please do not share DTA Finder with the public until DTA announces that the site is ready for public release.

Please review the guide in the following pages to register your business on DTA Finder. We hope this map serves as a valuable resource for you and your customers.

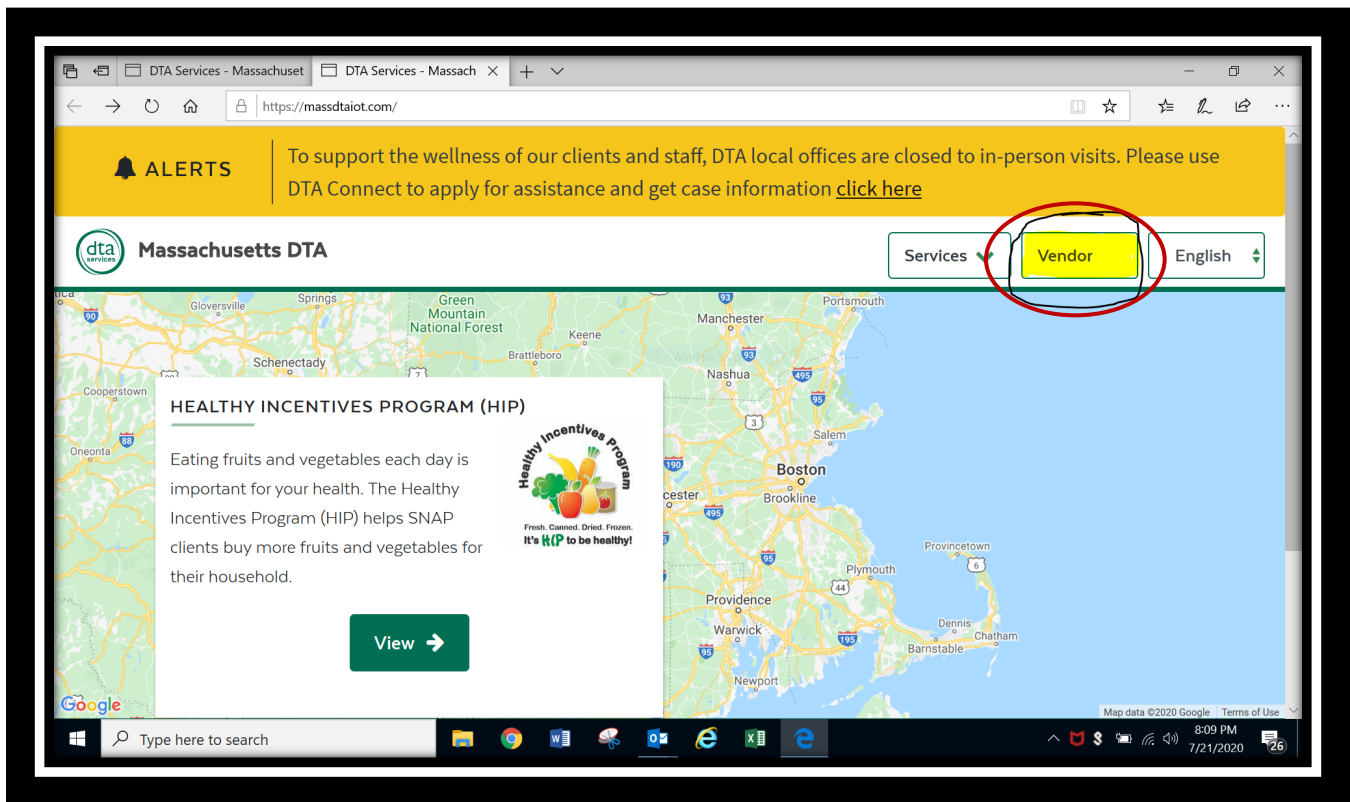


DTA Finder features, as often requested by HIP clients:

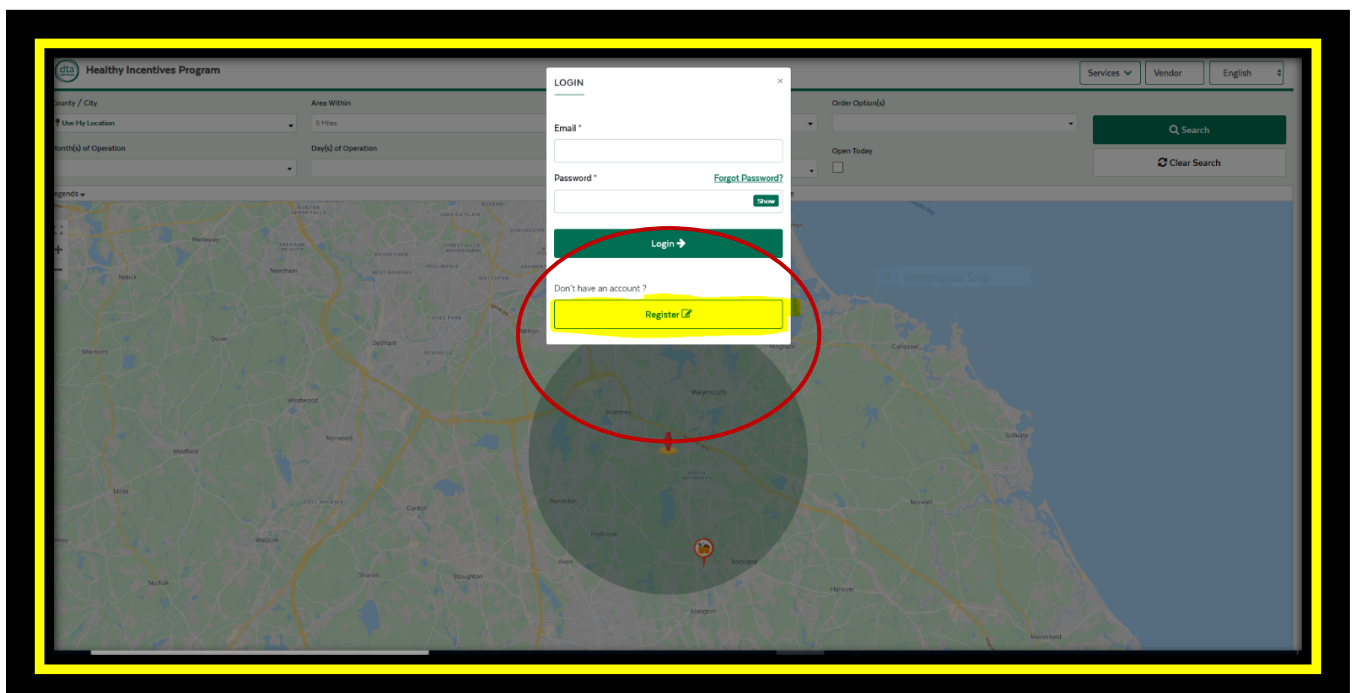
- search for HIP locations by month/day of week or by "open today"
- search for HIP locations by city or county or "my location"
- search for HIP locations by availability of curbside pickup & other distribution options
- view the names of HIP farms attending a farmers' market
- export search results in Excel
- view details about HIP vendors (description, contact info, products, picture)
- navigate to HIP location address using Google Maps

Vendor Registration

Step 1 Navigate to the site at dtafinder.com. Click on the “Vendor” button. This will allow you to register your info via the vendor page.



Step 2 The *LOGIN* window will be displayed. Click “Register” at the bottom of the window.



Step 3. The *Basic Registration* page will appear. Fill in all the required fields and click the green “Register and Next” button. Note: The information on this page is for DTA use only and **will NOT** be made public.

The Food and Nutrition Service (FNS) number is the 7-digit number printed on the Supplemental Nutrition Assistance Program (SNAP) permit sent to you when you became authorized to participate in SNAP. Please look at the permit to find your number. If you have multiple FNS numbers, click the **+Add More** button to register each FNS number.

Make sure to keep your email and password on file. You will need it to log into the site in the future.

The screenshot shows the 'Basic Registration' page of the Healthy Incentives Program. The page is titled 'REGISTER' and includes a sidebar with 'Basic Registration', 'Public Info', and 'Location Types'. The main form contains fields for 'First Name *', 'Last Name *', 'Farm / Vendor Name *', 'FNS Number *', 'Primary Phone Number *', 'Create Password *', and 'Confirm Password *'. A green arrow points to the 'FNS Number *' field, which contains the value '0180271'. A red box highlights the '+Add More' link next to the FNS number field. A text box on the left says 'Click to add additional FNS numbers'. A red circle highlights the 'Register and Next >' button at the bottom right of the form.

Healthy Incentives Program

Services Vendor English

REGISTER

First-time visitor? HIP-authorized vendors should fill out this registration form with accurate and complete information. [Need help?](#)

Basic Registration

Public Info

Location Types

First Name *

Elizabeth

Last Name *

Rodgers

Farm / Vendor Name *

A&E Rodgers Farm

FNS Number *

0180271

+Add More

Primary Phone Number *

Create Password *

Confirm Password *

Additional Contact Info

Register and Next >

Step 4. The **Public Info** page will appear. This information will be made public. Customers can use the email and phone number listed here to contact your business. You can add a photo of your location by clicking “choose file.” Once all the information is entered, click the green “Save and Next” button.

The screenshot shows the 'Public Info' registration page for the 'Healthy Incentives Program'. The page has a header with the program name and navigation links for 'Services', 'Vendor', and 'English'. A sidebar on the left contains 'REGISTER' and two tabs: 'Basic Registration' and 'Public Info'. The main content area is titled 'Public Info' and contains several input fields: 'Public Email Address' (filled with 'MrBubble@comcast.net'), 'Phone' (filled with '(867) 530-9456'), 'Website' (filled with 'MrBubble.com'), 'Business Description' (filled with 'Family owned and operated farm in the heart of the Berkshires'), 'Store Photo' (with a preview image of a farm and a 'Choose File' button), and 'Products' (filled with 'Fresh lettuce, tomatoes, carrots and pepper'). At the bottom right, a green 'Save and Next >' button is highlighted with a red circle.

Healthy Incentives Program

Services Vendor English

REGISTER

First-time visitor? HIP-authorized vendors should fill out this registration form with accurate and complete information. [Need help?](#)

Basic Registration

Public Info

Public Info

Public Email Address

MrBubble@comcast.net

Phone

(867) 530-9456

Website

MrBubble.com

Business Description

Family owned and operated farm in the heart of the Berkshires

Store Photo

Choose File

HiPfinder.jpg

Products

Fresh lettuce, tomatoes, carrots and pepper

Save and Next >

Step 5. The *Location Types* drop down menu will appear. The location type(s) automatically default to “*No*”. Choose the location types where your business processes HIP by clicking the “*Yes*” button for each. You can choose as many that apply. Only include locations where you accept HIP.

The screenshot shows a registration form with a sidebar on the left and a main content area on the right. The sidebar has three items: 'Basic Registration', 'Public Info', and 'Location Types'. The 'Location Types' item is highlighted with a red circle. The main content area is titled 'Location Types' and contains five questions, each with 'Yes' and 'No' radio buttons. All 'No' buttons are selected.

Basic Registration

Public Info

Location Types

Do you have a farm with a HIP CSA program?

☐ Yes ☒ No

Do you accept HIP at a Farm Stand?

☐ Yes ☒ No

Do you accept HIP at a Farmers' Market Booth?

☐ Yes ☒ No

Do you process HIP via a Mobile Market with multiple stops?

☐ Yes ☒ No

Are you a market manager who processes HIP at a Farmers' Market on behalf of your vendors?

☐ Yes ☒ No

When the “*Yes*” button has been chosen, that location type will appear in the menu on the left.

The screenshot shows the same registration form, but now the 'Yes' buttons are selected for the first three questions. In the sidebar, the 'Location Types' item is still highlighted with a red circle, and the three options below it—'HIP CSA Program', 'HIP Farm Stand', and 'HIP Farmers' Market Booth'—are highlighted in yellow. Green arrows point from the 'Yes' buttons to these yellow-highlighted items.

REGISTER

First-time visitor? HIP-authorized vendors should fill out this registration form with accurate and complete information. [Need help?](#)

Basic Registration

Public Info

Location Types

HIP CSA Program

HIP Farm Stand

HIP Farmers' Market Booth

Do you have a farm with a HIP CSA program?

☒ Yes ☐ No

Do you accept HIP at a Farm Stand?

☒ Yes ☐ No

Do you accept HIP at a Farmers' Market Booth?

☒ Yes ☐ No

Do you process HIP via a Mobile Market with multiple stops?

☐ Yes ☒ No

Are you a market manager who processes HIP at a Farmers' Market on behalf of your vendors?

☐ Yes ☒ No

Step 6. Click on each location type in the left menu. You will then be able to enter information about your locations. Only include locations where you accept HIP.

Basic Registration

Public Info

Location Types

HIP CSA Program

HIP Farm Stand

HIP Farmers' Market Booth

HIP CSA Program Remove

HIP CSA program

Pickup Site Name

Address Line 1

Address Line 2

City

State

Zip Code

[Show Map](#)

Special Instructions

Month(s) of Operation

<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March
<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June
<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September
<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December

Order Option(s)

- ☐ Delivery
- ☐ Curbside pickup
- ☐ Online pre-selection
- ☐ Phone pre-selection
- ☐ In-Person
- ☐ Other

Hour(s) of Operation

Day(s)	Start Time	End Time	Store Status
Sunday	<input type="text" value="10:00 AM"/>	<input type="text" value="2:00 AM"/>	<input checked="" type="radio"/> Open <input type="radio"/> Closed
Monday	<input type="text" value="12:00 AM"/>	<input type="text" value="12:00 PM"/>	<input type="radio"/> Open <input checked="" type="radio"/> Closed
Tuesday	<input type="text" value="12:00 AM"/>	<input type="text" value="12:00 PM"/>	<input type="radio"/> Open <input checked="" type="radio"/> Closed
Wednesday	<input type="text" value="10:00 AM"/>	<input type="text" value="3:00 PM"/>	<input checked="" type="radio"/> Open <input type="radio"/> Closed
Thursday	<input type="text" value="10:00 AM"/>	<input type="text" value="3:00 PM"/>	<input checked="" type="radio"/> Open <input type="radio"/> Closed
Friday	<input type="text" value="1:00 AM"/>	<input type="text" value="5:00 AM"/>	<input checked="" type="radio"/> Open <input type="radio"/> Closed
Saturday	<input type="text" value="10:00 AM"/>	<input type="text" value="4:00 PM"/>	<input checked="" type="radio"/> Open <input type="radio"/> Closed

To add another HIP CSA Pickup Site? [+ Add More](#)

Save and Next >

Click on the months
when your location is
open.

Months that are not
chosen will not appear
on the map.

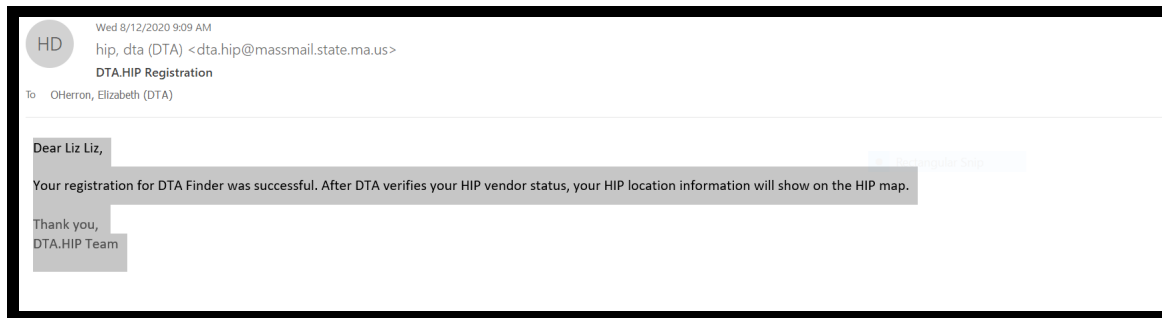
Once the location information has been completed click ***"Save and Next."*** If you have more than one location of this type, click "+Add more" to add more locations of this type.

Make sure to **save your information** by clicking the Save button.

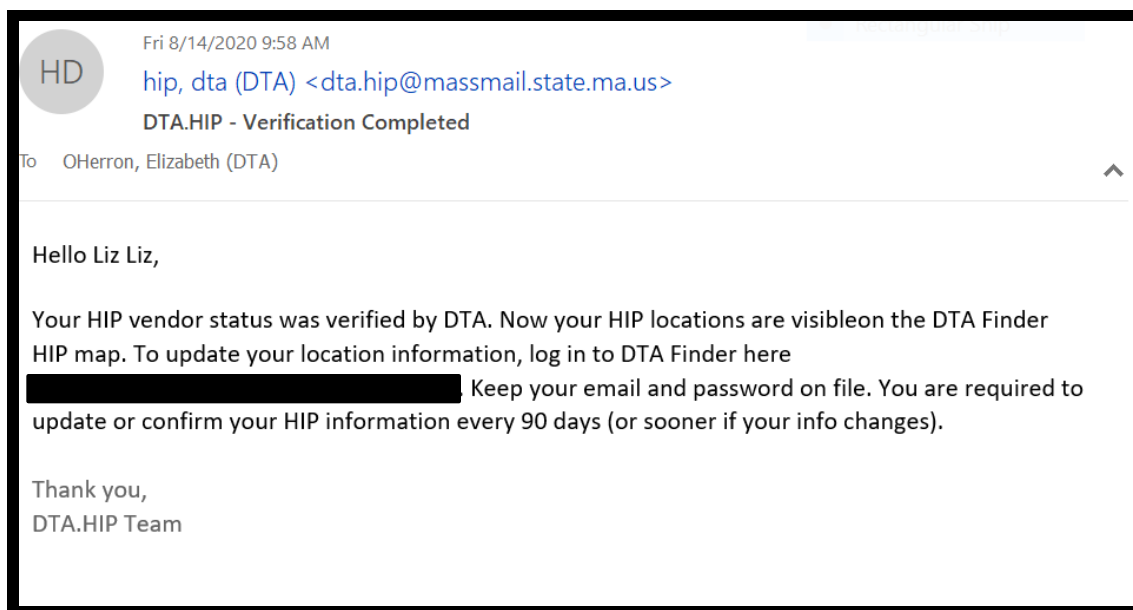
Verifying your information

You will receive *two* emails.

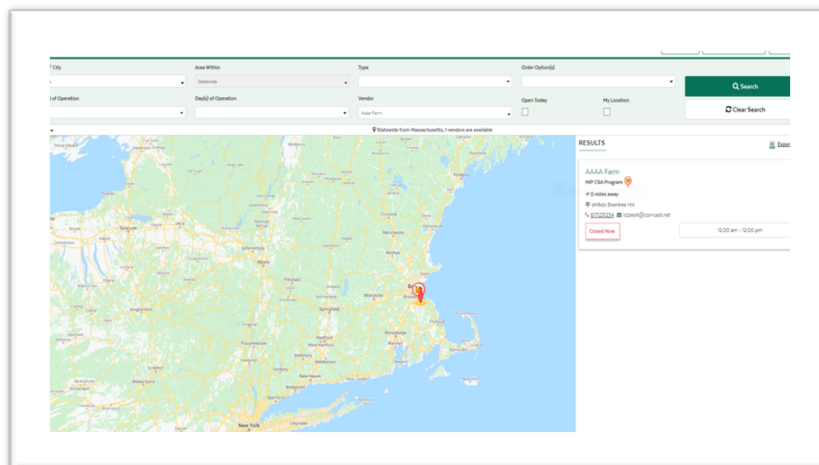
1. Once your basic registration is complete, you will receive an email confirmation.



2. After the vendor information has been reviewed by DTA, you will receive an email from DTA verifying the process has been completed.



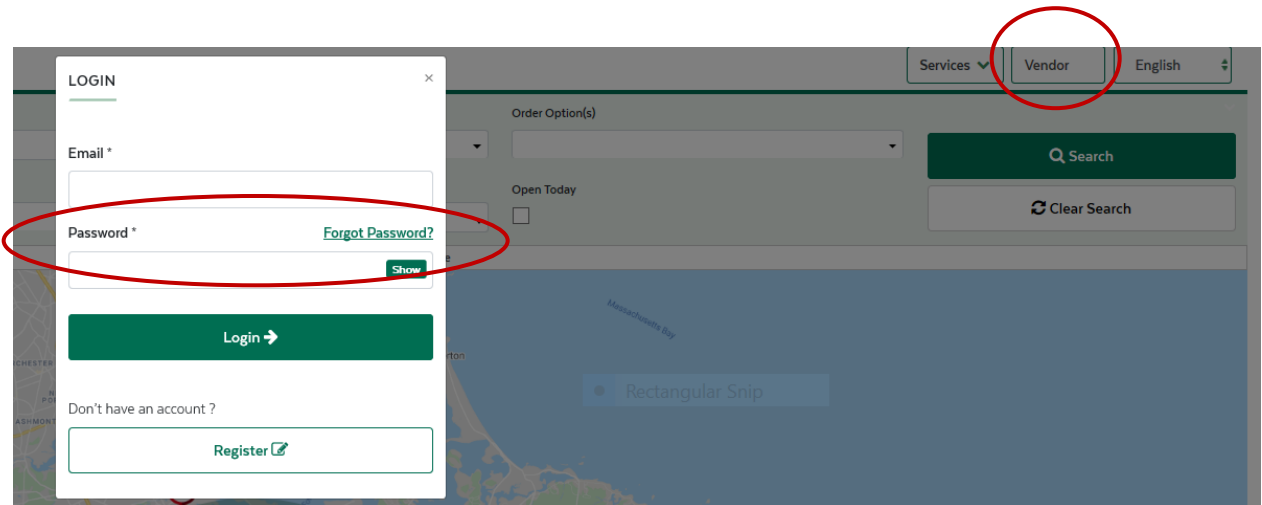
The vendor information will appear on the DTA Finder Map. The registration process is complete!



See next page for how to make changes to your information.

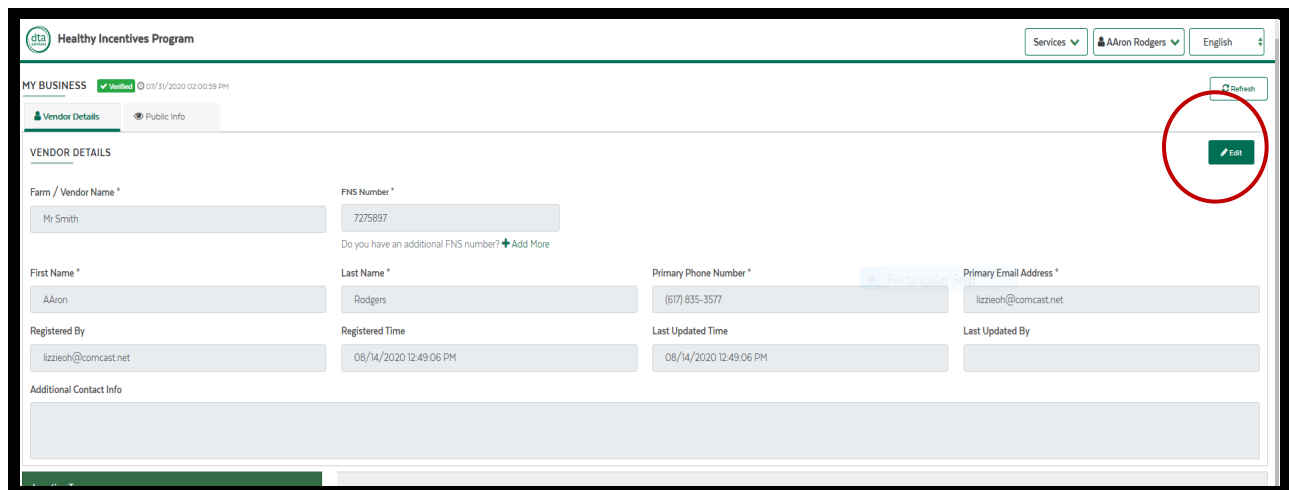
How to make edits and updates in the DTA Finder

When you need to make an edit to your vendor information in the DTA Finder, click on the **“Vendor”** button and log in using your email address and password. If you forgot your password, click **“Forgot password”** and a new password will be sent to the email address on file. If you forgot what email address is connected to your account, email DTA.HIP@mass.gov for help.



The screenshot shows the DTA Finder login interface. A 'LOGIN' modal is open, displaying fields for 'Email *' and 'Password *'. The 'Password *' field is circled in red. A 'Forgot Password?' link is located next to the password field. Below the fields is a 'Login →' button. At the bottom of the modal is a 'Register' link. In the background, the 'Vendor' button in the top navigation bar is circled in red.

After logging in, vendors can make changes to their information by clicking the **“EDIT”** button.



The screenshot shows the 'MY BUSINESS' page in the DTA Finder. The 'Vendor Details' tab is active. The 'Edit' button in the top right corner is circled in red. The page displays various fields for vendor information, including 'Farm / Vendor Name *', 'FNS Number *', 'First Name *', 'Last Name *', 'Primary Phone Number *', and 'Primary Email Address *'. The 'Edit' button is located in the top right corner of the page.

If your HIP location information has changed, click on the *Location type* you wish to edit. Then make the appropriate changes.

The screenshot shows two panels. The left panel, titled 'Location Types', has a dark green header and a list of three options: 'HIP CSA Program', 'HIP Farm Stand', and 'HIP Farmers' Market Booth'. A large red arrow points to the 'HIP Farmers' Market Booth' option. Below the arrow, the text 'Click on location type to edit' is written in red. The right panel, also titled 'Location Types', has a light gray header and contains four questions with radio button answers:

- Does your farm or nonprofit buying coop offer a HIP CSA? (Yes selected)
- Do you accept HIP at a Farm Stand? (Yes selected)
- Do you accept HIP at a Farmers' Market Booth? (Yes selected)
- Do you process HIP via a Mobile Market with multiple stops? (No selected)

You can temporarily hide a location from the map by clicking the "Show/Hide" indicator.

This screenshot shows the 'HIP CSA Program' location details. On the left is a sidebar with 'Location Types' and 'HIP CSA Program' selected. The main area shows the location name 'HIP CSA program' and a 'Pickup Site Name' field containing 'Braintree church'. In the top right corner, there are three buttons: 'Remove', 'Location', and 'Show'. The 'Show' button is highlighted with a green border.

The red Hide indicator will be turned on.

This screenshot is similar to the previous one, but the 'Hide' button in the top right corner is now highlighted with a red border, indicating it has been activated.

You can permanently delete a location by clicking "Remove." A prompt will appear asking again if you want to delete the information. If you wish to permanently delete, click "Yes."

This screenshot shows the 'HIP CSA Program' location details with a confirmation dialog box in the center. The dialog box has a title 'Are you sure?' and a message 'Remove this location of this type? Your data will be deleted'. It has two buttons: 'Yes' (green) and 'No' (gray). The background is dimmed, showing the 'Remove' and 'Hide' buttons in the top right corner.

Once all your edits are complete click the “**update**” icon to save your information.

The screenshot shows the 'Healthy Incentives Program' vendor details page. At the top, there's a header with the program name, a 'Services' dropdown, 'Cumberland Farm' as the selected location, and 'English' as the language. Below the header, there's a 'MY BUSINESS' section with a 'Verified' status and a timestamp. The main section is 'VENDOR DETAILS', which includes a 'Vendor Details' tab and a 'Public Info' tab. The 'Vendor Details' tab is active, showing a form with fields for 'Farm / Vendor Name *' (Mr Smith), 'FNS Number *' (7275897), 'First Name *' (Cumberland), 'Last Name *' (Farm), 'Primary Phone Number *' ((617) 835-3577), and 'Primary Email Address *' (lizzieoh@comcast.net). There are also fields for 'Registered By' (lizzieoh@comcast.net), 'Registered Time' (08/14/2020 12:24:04 PM), 'Last Updated Time' (08/14/2020 12:24:04 PM), and 'Last Updated By'. Below these fields is an 'Additional Contact Info' section. At the bottom, there's a 'Location Types' section with a table listing 'HIP CSA Program' and 'HIP Farm Stand'. To the right of the table, there are three questions with radio button options: 'Does your farm or nonprofit buying coop offer a HIP CSA?' (Yes/No), 'Do you accept HIP at a Farm Stand?' (Yes/No), and 'Do you accept HIP at a Farmers' Market Booth?' (Yes/No). In the top right corner of the form, there are two buttons: 'Update' and 'Cancel'. The 'Update' button is circled in red.

See next page for *Frequently Asked Questions*.

Frequently Asked Questions

Q: How long does it take for DTA to verify my vendor information?

A: DTA will aim to verify your information within 1-3 business days.

Q: Can I register more than one email address / staff member on the site?

A: Each farm/vendor should have only one login for DTA Finder.

Q: What kind of "Special Instructions" should I list for my HIP location?

A: Any information that will help the customer find your location or understand the HIP process at your location.

- Please include the exact dates your business will open and close this season, if known.
- If you have a CSA, please be sure to include information about your enrollment process.
- If you have a farmers' market that processes HIP on behalf of all vendors present, please include the names of vendors for whom you process. You may also include a brief description of how you process HIP. For example:
 - "Shop at any of our three produce vendors (Vendor name, Vendor name, Vendor name). The vendor will tell you how much your items cost. Go to the market manager to pay that amount with your EBT card and earn your HIP. Then bring your receipt to pick up your items at the vendor's booth."

Q: When do you use the **HIDE** function for a location?

A: If the location is temporarily closed due to an unexpected circumstance (e.g., quarantine)

or

A: If you list your farm as being open during a certain month in the *months of operation* field, but your business does not actually open until the middle of that month or closes mid-month for the rest of the season. This way, you can hide the location during the days of that month that you are not in operation.

Note: The hide feature should not be used during entire months when you are not open. Instead, make sure the entire month is unchecked in the *months of operation* field.

Q: I am a farmers' market vendor and I want to list my HIP booth, but the farmers' market I attend is not listed as an option in the dropdown box. What should I do?

A: Email DTA.HIP@mass.gov and cc David.Webber@mass.gov. Include the farmers' market name, address, and dates and times. DTA staff will add the farmers' market to the list on DTA Finder so you can select it as a location for your HIP booth. MDAR staff will follow up with you or the market manager to confirm farmers' market details for the MA Grown map.

Q: I am a farmers' market vendor, and my farm picture does not show up on my booth listing. Why?

A: The size of the farmers' market booth pop-up does not currently allow for pictures, unfortunately.

Q: How often should I update my information?

A: The DTA Finder site exists to provide customers the most up-to-date information. Any changes that directly affect the operations of the farm such as hours, day of the week, adding or eliminating a drop off or pick up site, and months of operation should be updated **as soon as possible**, or at least **within three days of making the change**.

Every 90 days, DTA will remind you to update or confirm your DTA HIP Finder information.

Q: How is DTA Finder different from the MA Grown website?

A: The MA Grown map is administered by the MA Dept. of Agricultural Resources (MDAR). Its main purpose is to help residents find farm businesses across Massachusetts, whether or not those businesses accept SNAP/HIP. MDAR staff maintain the information on the map.

The HIP map on DTA Finder is administered by the Dept. of Transitional Assistance (DTA). Its main purpose is to help SNAP clients find HIP locations across Massachusetts. HIP vendors themselves maintain their own information on the map.

Best practice: When you share your HIP location information to DTA Finder, consider sending MDAR staff your updates so that your information on the MA Grown map stays current, too (David.webber@mass.gov).

Q: When will the site be available to the public?

A: DTA is planning a public release date once HIP retailer information is complete on the site. Please **do not** share the website link with SNAP customers or the general public before the site is ready for release.

Q: How will clients hear about the new site?

A: DTA is creating a public communications plan.

Q: I operate a HIP location with some unique features, and the vendor registration process on DTA Finder does not allow me to input all the details I want. What should I do?

A: DTA recognizes that many HIP locations operate uniquely. The “Special Instructions” box for each location is designed to capture many of the details that otherwise do not fit in your location description.

Q: I offer delivery service to HIP customers. Other than checking off that I offer “delivery” on the order options, how can I ensure that my delivery range is visible to clients on the map?

A: Currently, the delivery features on DTA Finder are limited. Please contact DTA.HIP@mass.gov for assistance in figuring out the options best suited for your business.

Q: Will there be further updates to the DTA Finder map?

A: Yes, further updates are planned. Each must be carefully considered for cost, feasibility, and functionality. Please contact DTA.HIP@mass.gov if you have a feature request to add.

Q: Who should I contact if I have issues with the DTA Finder map?

A: DTA HIP Inbox (DTA.HIP@mass.gov)