Department of Transitional Assistance

Healthy Incentives Pilot
Fresh. Canned. Dried. Frozen.
It's HIP to be healthy!

August 31, 2020

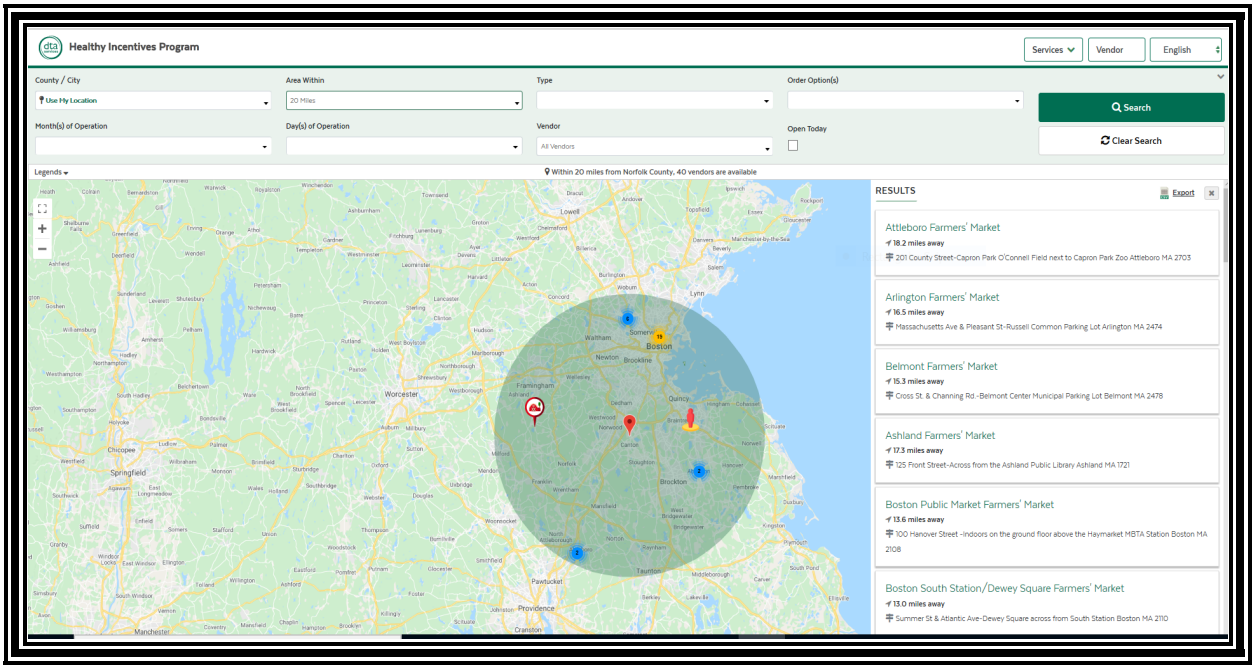
HIP Vendors: Early access to the new DTA Finder website

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.

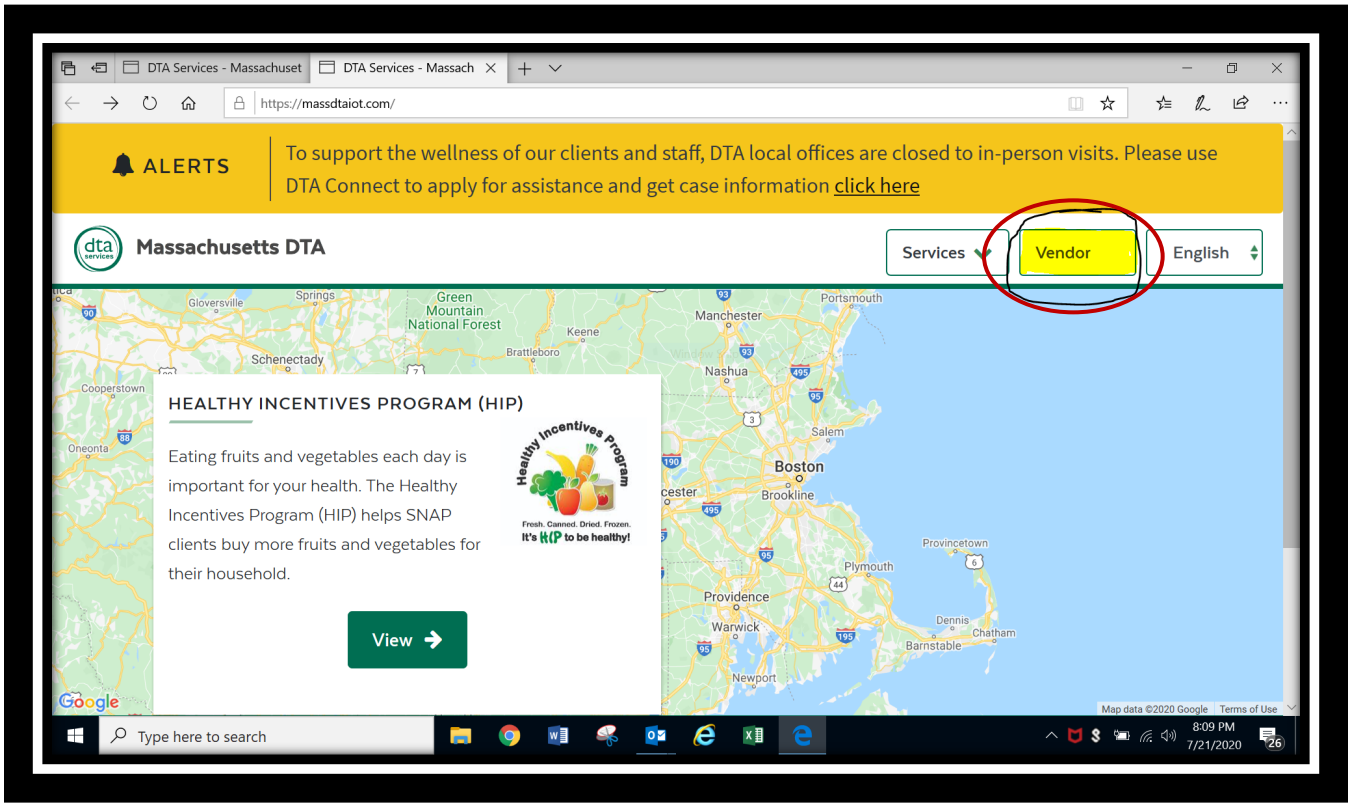


DTA Finder features, as often requested by HIP clients:

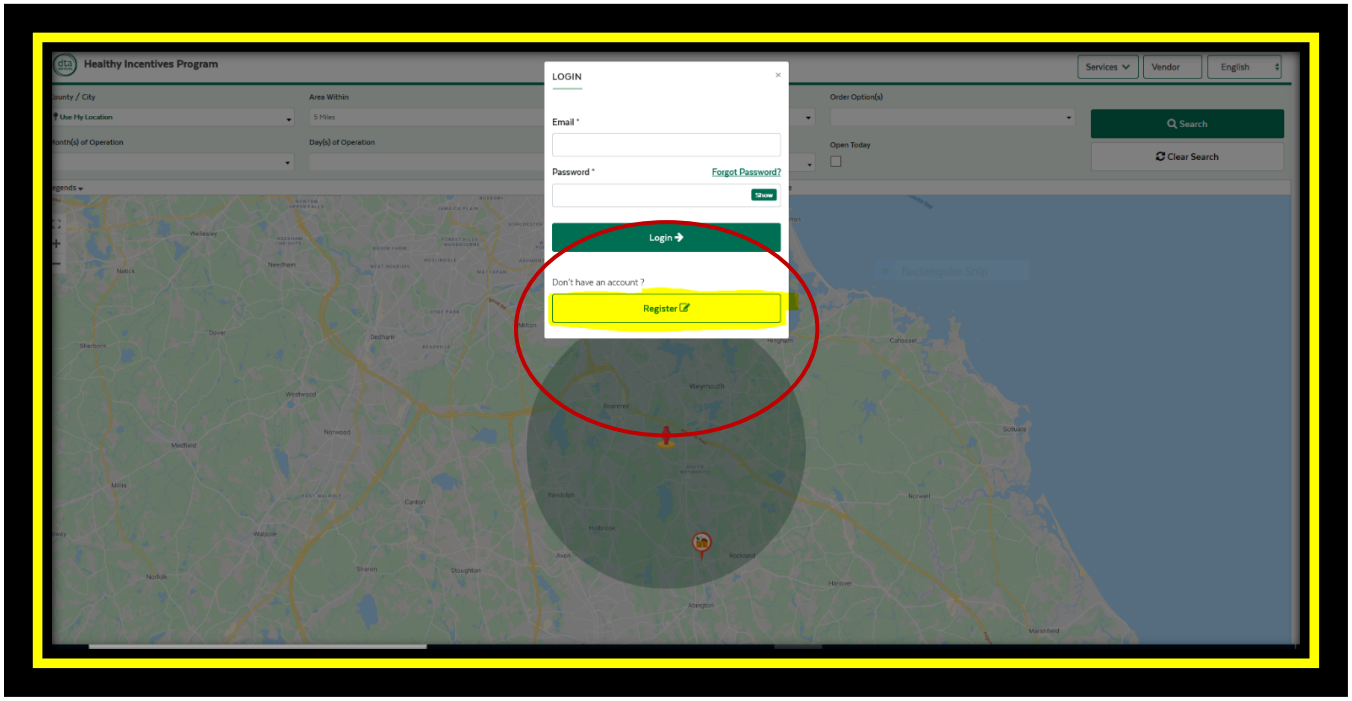
- search for HIP locations by month/day of week or by "open today"
- search for HIP locations by city or county or "my location"
- search for HIP locations by availability of curbside pickup & other distribution options
- view the names of HIP farms attending a farmers' market
- export search results 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.



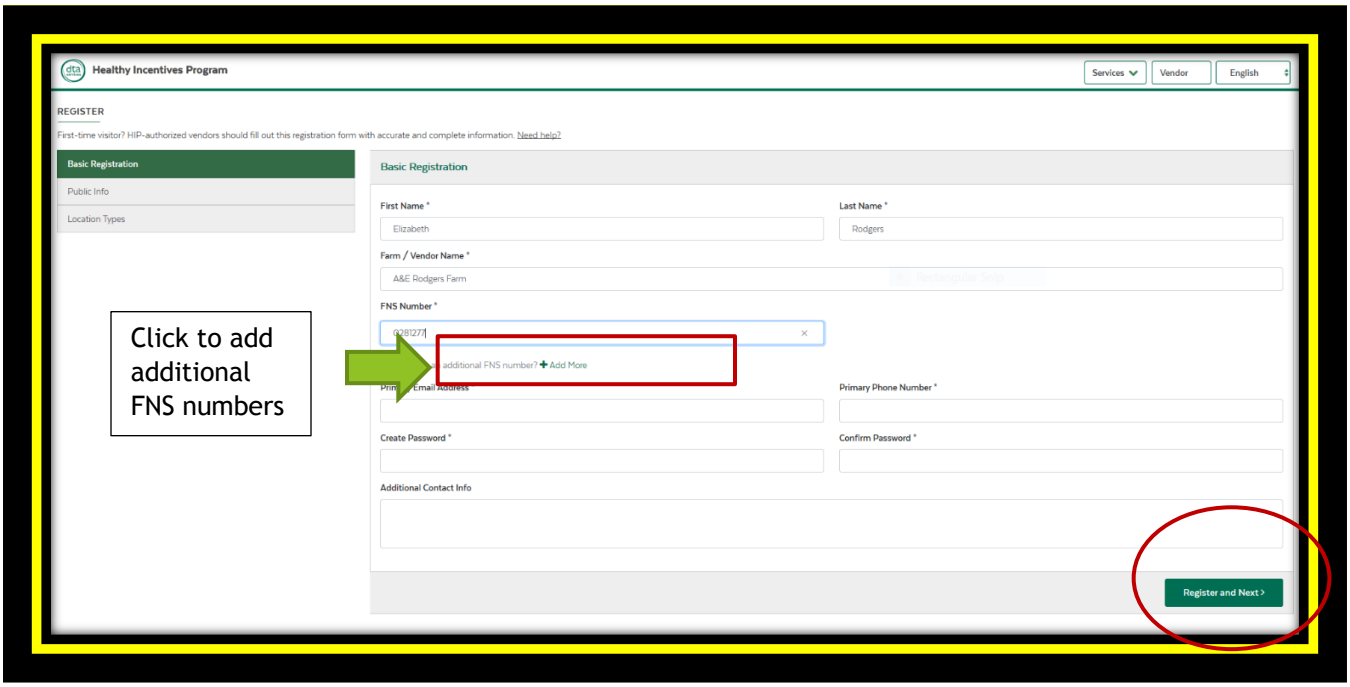
Step 2 The ***LOGIN*** window will be displayed. Click **"Register"** at the bottom of the window.



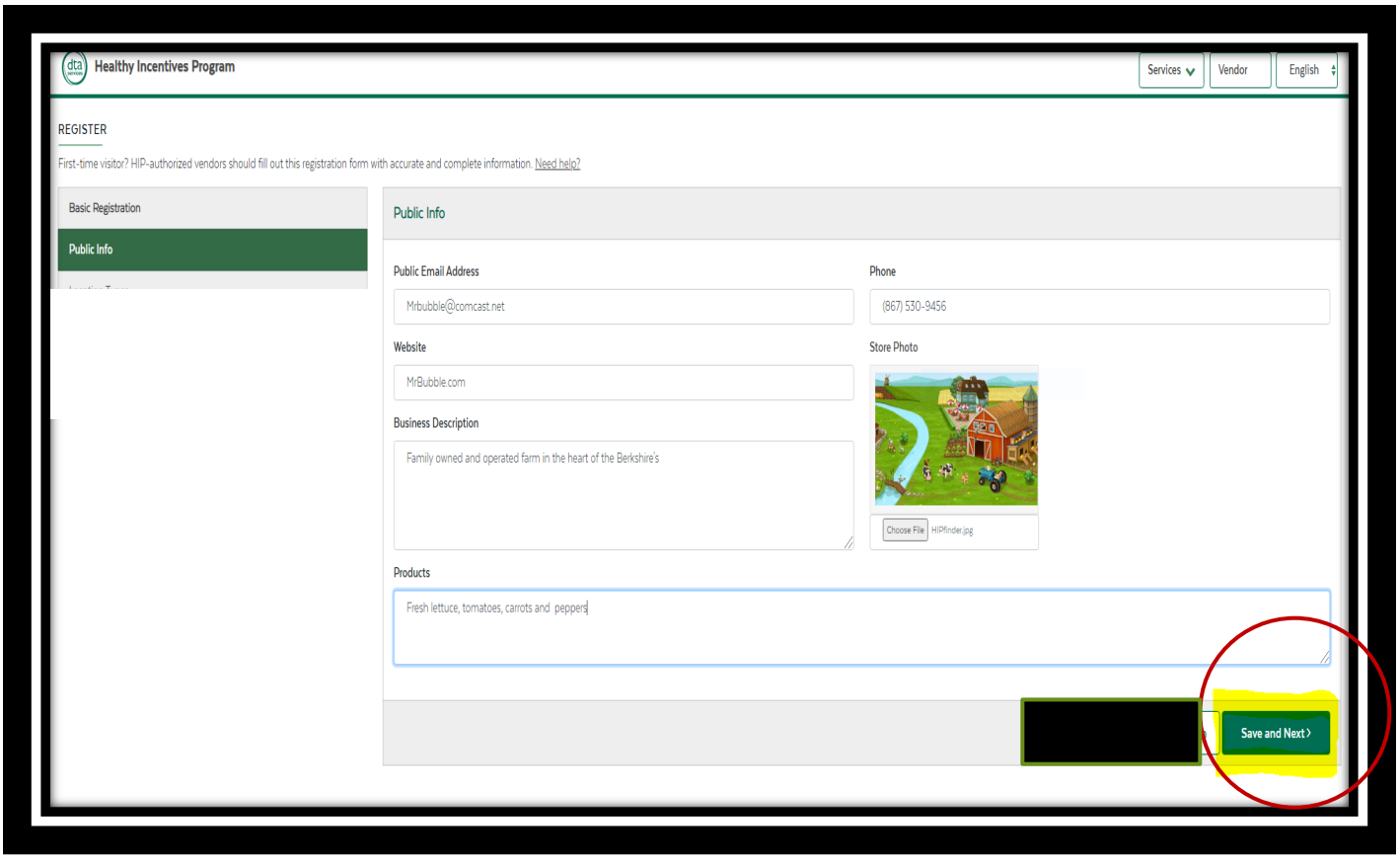
Step 3. *The **Basic Registration*** page will appear. Fill in all the required fields and click the green **"Register and Next" button.** Note: The information on this page is for DTA use only and **will NOT** be made public.

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.

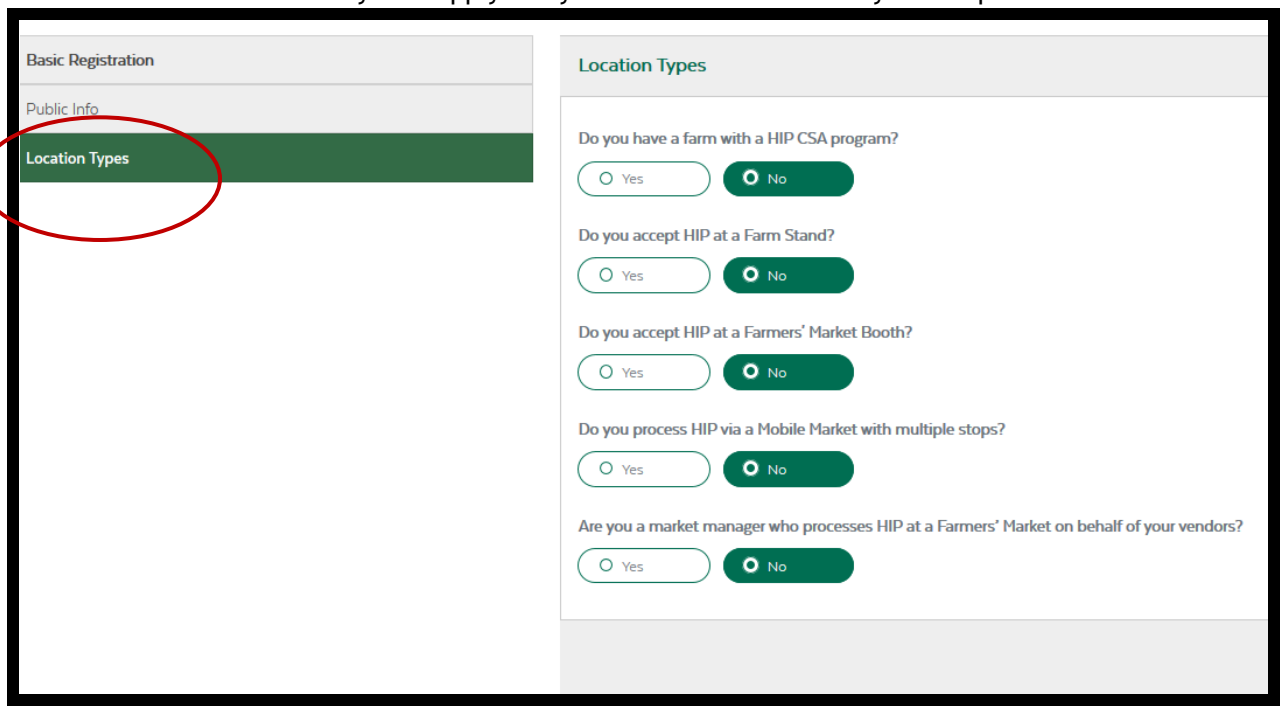
Make sure to keep your email and password on file. You will need it to log into the site in the future.



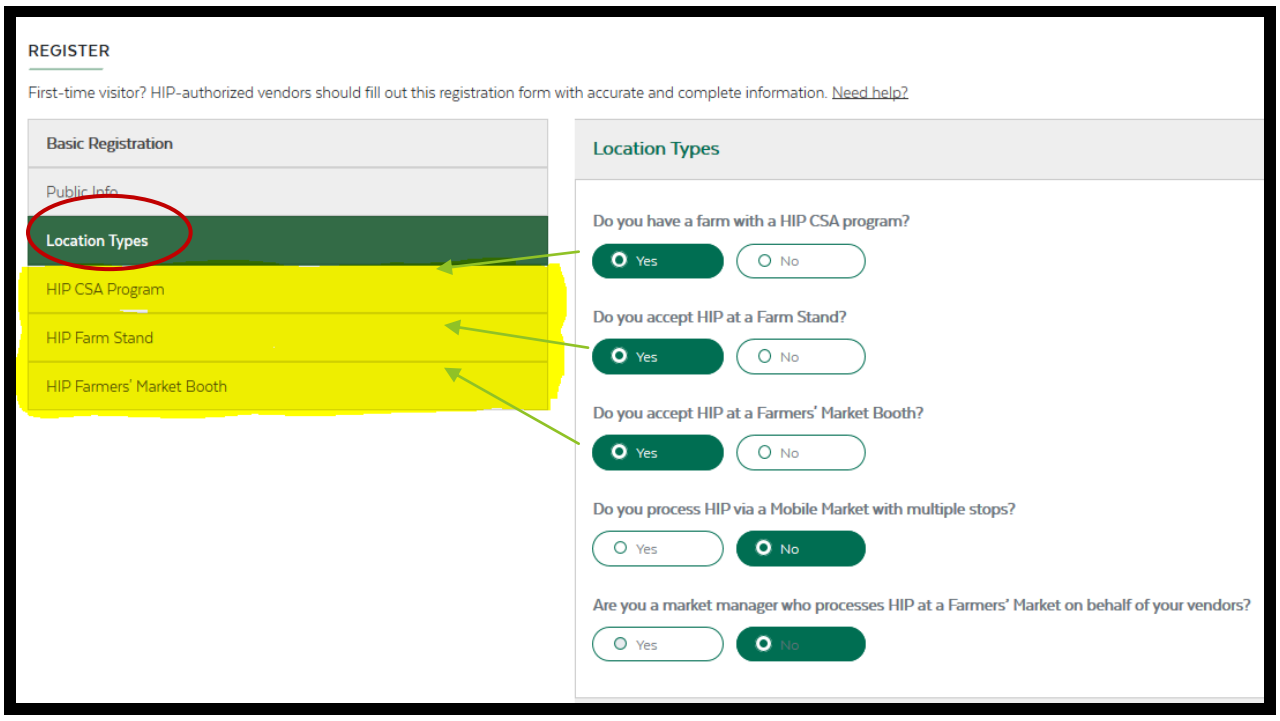
Step 4. The ***Public Info*** page will appear. This information will be made public. Customers can use the email and phone number listed here to contact your business. You can add a photo of your location by clicking "choose file." Once all the information is entered, click the green **"Save and Next"**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



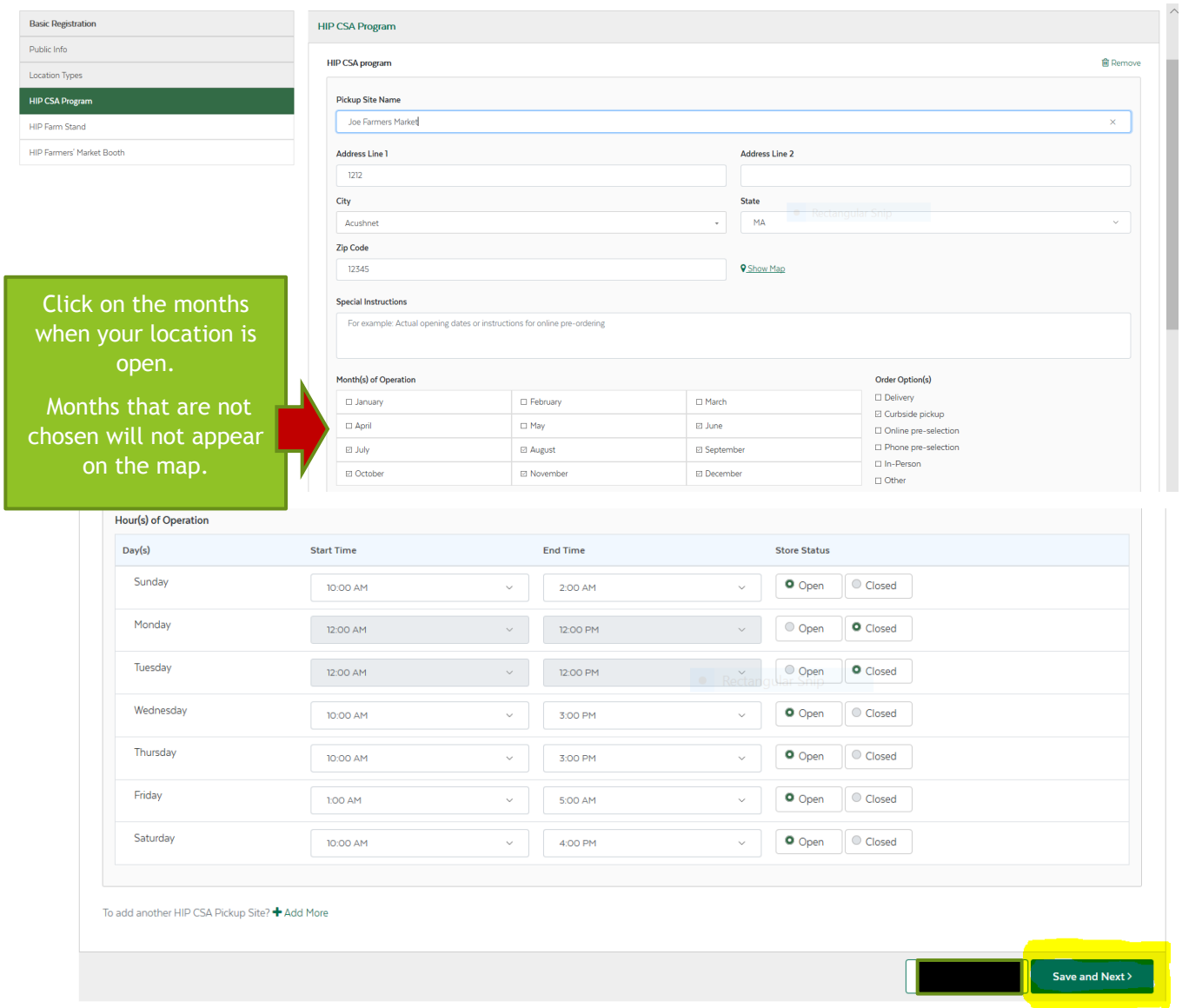
Step 5. The ***Location Types*** drop down menu will appear. The location type(s) automatically default to "***No***". Choose the location types where your business processes HIP by clicking the ***"Yes"*** button for each. You can choose as many that apply. Only include locations where you accept HIP.



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



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*.



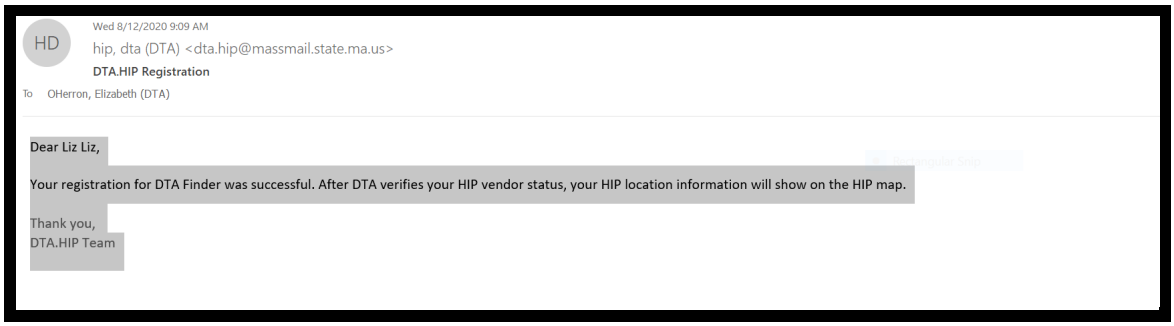
Once the location information has been completed click ***"Save and Next."*** If you have more than one location of this type, click "+Add more" to add more locations of this type.

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.



HD

Wed 8/12/2020 9:09 AM

hip, dta (DTA) <dta.hip@massmail.state.ma.us>

DTA.HIP Registration

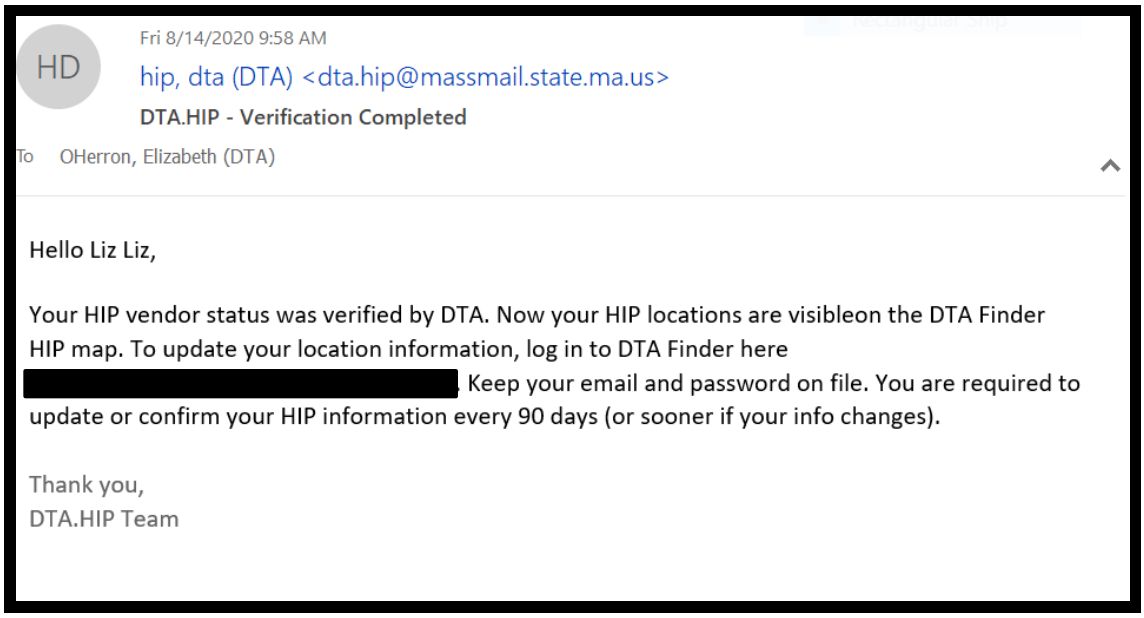
To OHerron, Elizabeth (DTA)

Dear Liz Liz,

Your registration for DTA Finder was successful. After DTA verifies your HIP vendor status, your HIP location information will show on the HIP map.

Thank you,
DTA.HIP Team

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



HD

Fri 8/14/2020 9:58 AM

hip, dta (DTA) <dta.hip@massmail.state.ma.us>

DTA.HIP - Verification Completed

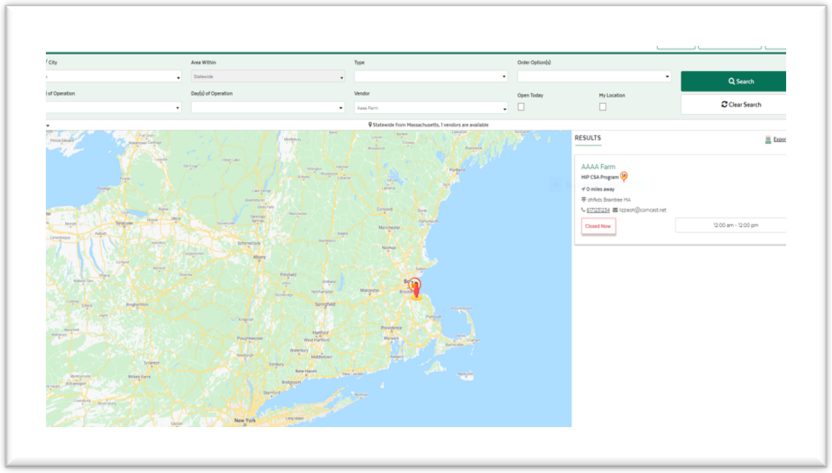
To OHerron, Elizabeth (DTA)

Hello Liz Liz,

Your HIP vendor status was verified by DTA. Now your HIP locations are visibleon the DTA Finder HIP map. To update your location information, log in to DTA Finder here [redacted]. Keep your email and password on file. You are required to update or confirm your HIP information every 90 days (or sooner if your info changes).

Thank you,
DTA.HIP Team

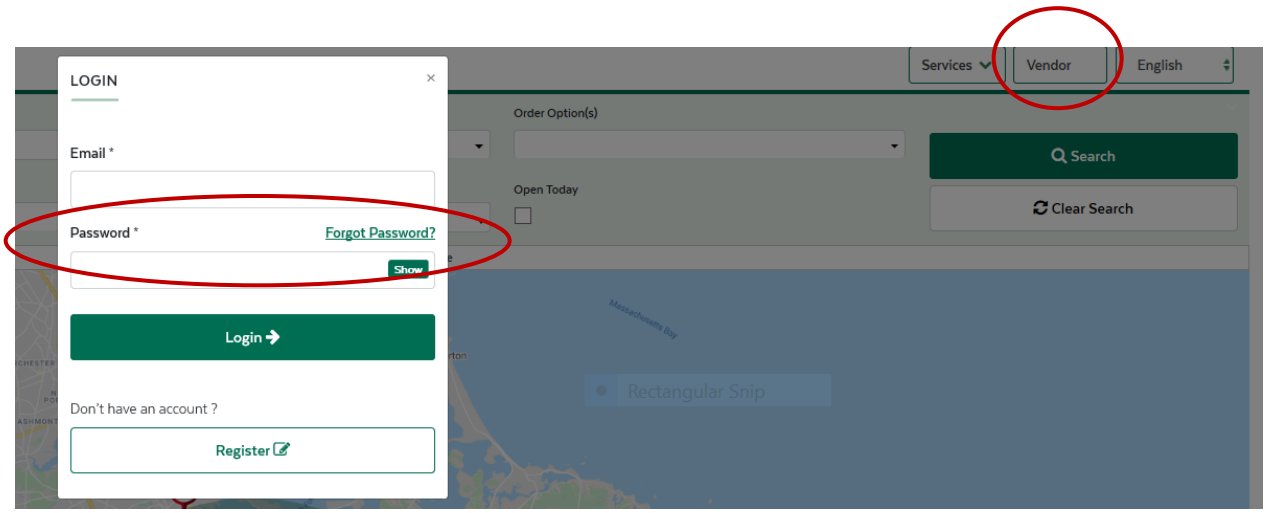
The vendor information will appear on the DTA Finder Map. The registration process is complete!



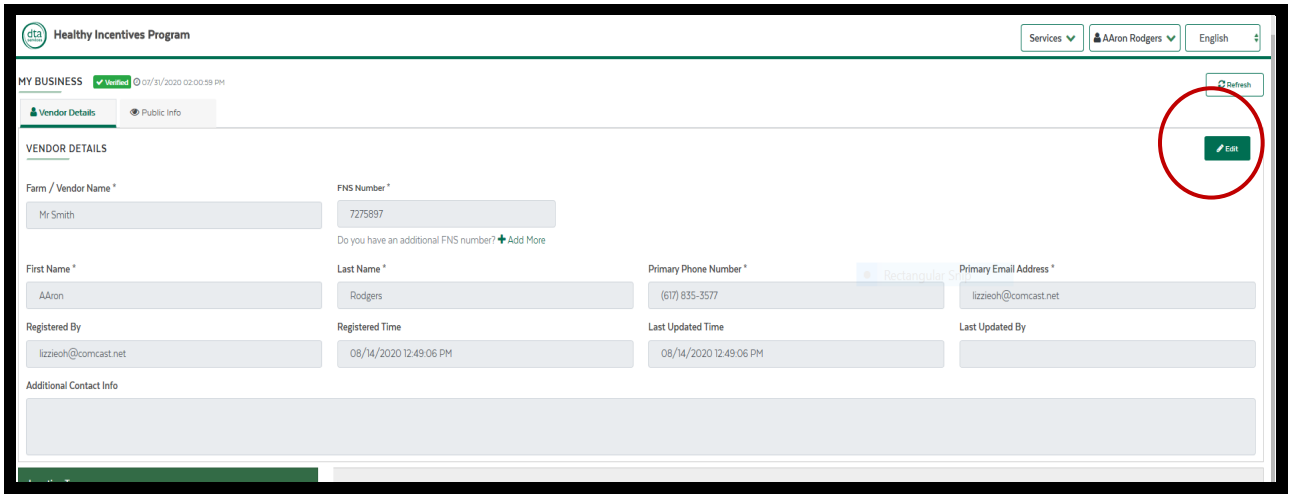
See next page for how to make changes to your information.

How to make edits and updates in the DTA Finder

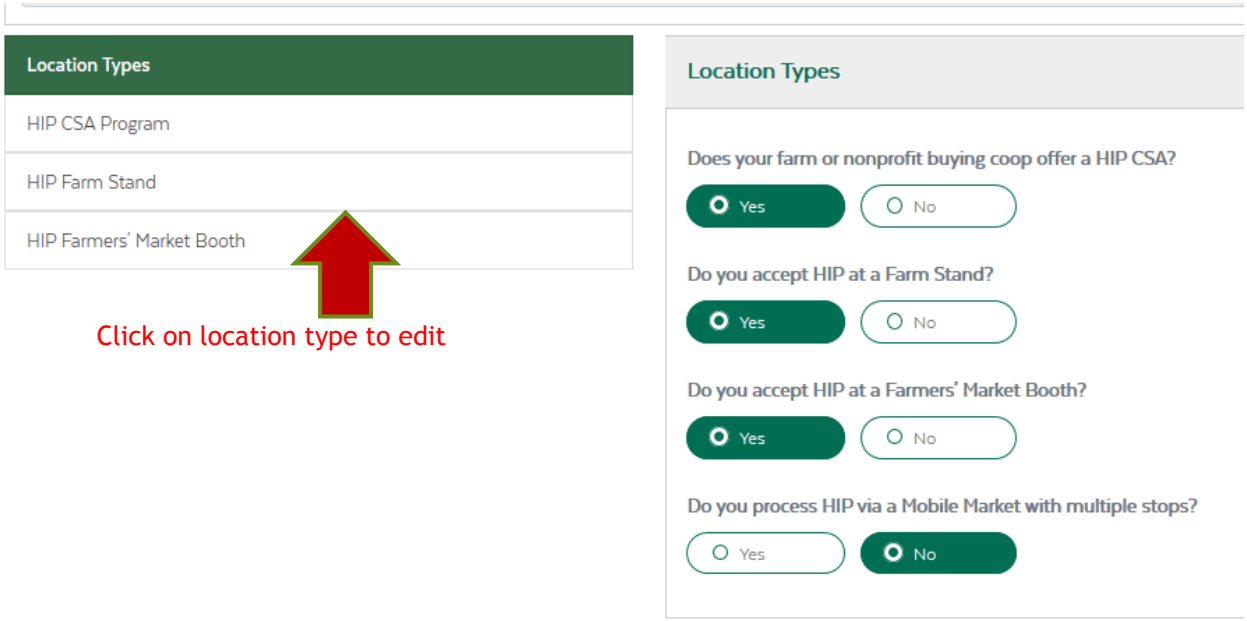
When you need to make an edit to your vendor information in the DTA Finder, click on the **"Vendor"** button and log in using your email address and password. If you forgot your password, click **"Forgot password"** and a new password will be sent to the email address on file. If you forgot what email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



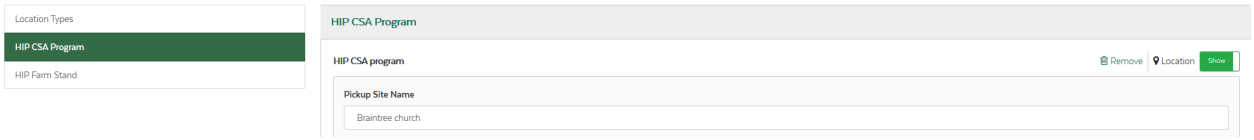
After logging in, vendors can make changes to their information by clicking the **"EDIT"** button.



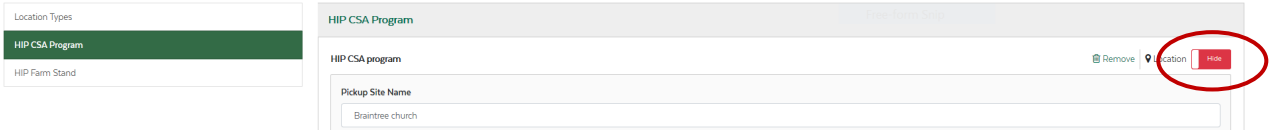
If your HIP location information has changed, click on the ***Location type*** you wish to edit. Then make the appropriate changes.



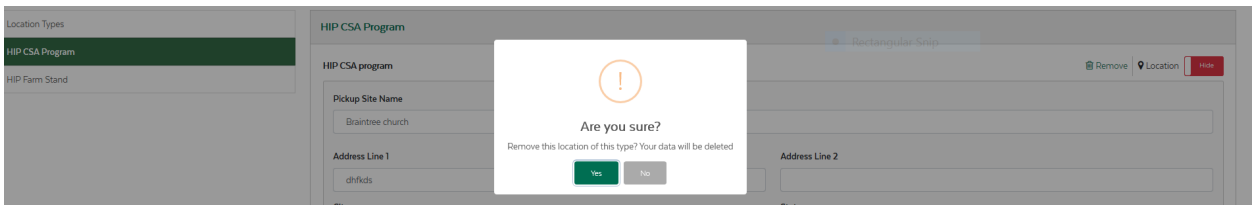
You can temporarily hide a location from the map by clicking the **"Show/Hide"** indicator.



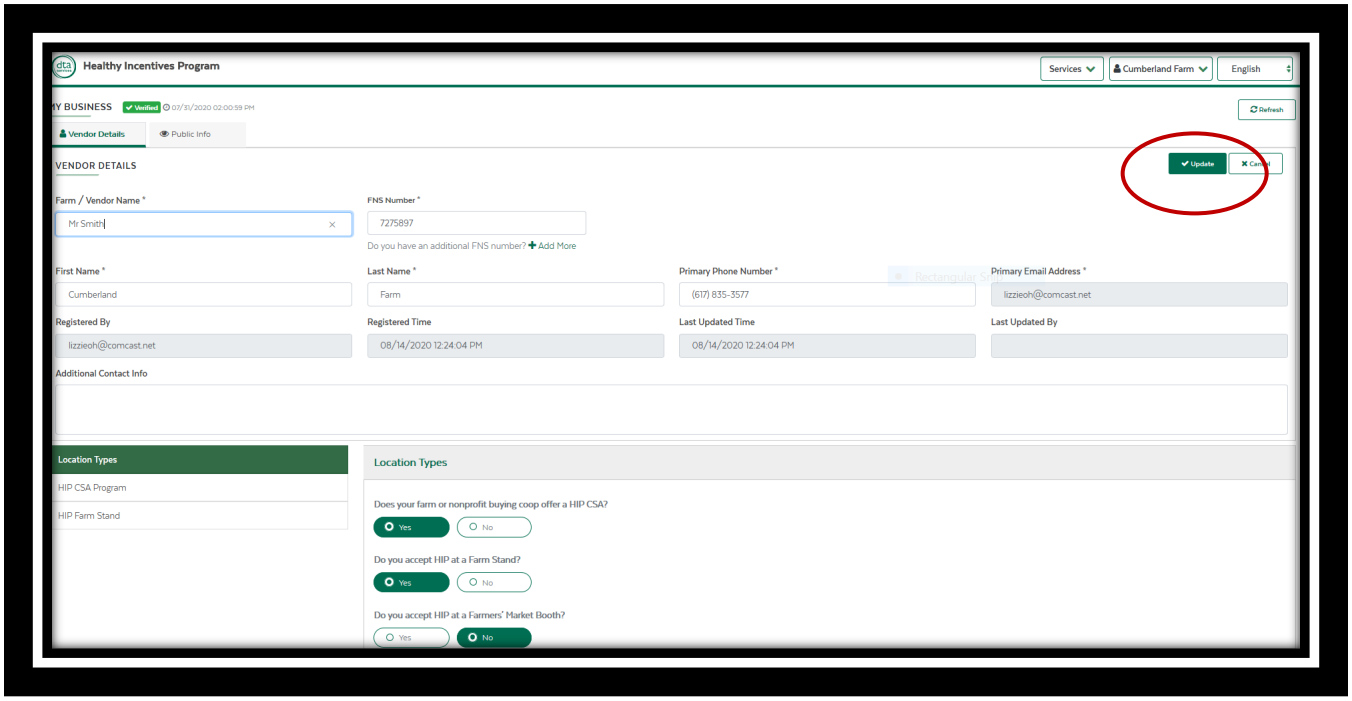
The red **Hide** indicator will be turned on.



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."**



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



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)