**Good Food Bucks Program**

**Data Collection Overview**

Below is an overview of the data collection process and requirements. You will be allowed to collect data in whatever format you see fit for your market, but we encourage you to use the data collection forms provided to ensure you are collecting the required data points. You will be required to submit your data to City Green so that we can compile network-wide data to show our impact!

1. **Throughout your market day, collect SNAP and Good Food Buck data using the data collection forms. The following data points are REQUIRED and must be recorded for each market.**

**STEP 1: Transaction Log** – record each transaction at the market manager’s table, and then total your numbers at the end of the day.

* Market Name and Date
* The # of New SNAP Customers
* Total # of SNAP Transactions
* SNAP $ Dollars Distributed
* Good Food Buck Incentive Dollars $ Distributed

**STEP 2: Vendor Reimbursement Log** – record the total SNAP dollars and Good Food Bucks that vendors turn into the market manager at the end of each day.

* SNAP $ Dollars Redeemed by Vendors
* Good Food Buck Incentive Dollars $ Redeemed by Vendors
* Total # of Vendors selling fruits and vegetables

**Outreach Activity Log** – throughout the season, keep track of outreach expenses and activities associated with the Good Food Bucks Program and Good Food Bucks. This does not need to be done every market day, but rather as a running list that will be submitted at mid-season and end-of-season.

**Optional Data Entry Forms:**

**Vendor Payment Log** – Be sure to keep a record of reimbursements made to your vendors for SNAP and Good Food Bucks they received as payment from shoppers. Vendors should sign off on a receipt or log when their payment is received to verify their reimbursements, and to avoid future discrepancies.

1. **Submit Data to City Green**

All of the above data points must be submitted to City Green on **the 15th of every month for the prior month**. Data for each market day should be submitted online through the customized Google Sheet or in your excel spreadsheet and must be emailed to aidan@city-green.org. We recommend entering your data on a weekly basis so that your data entry doesn’t pile up!

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| *Use this data sheet to record any SNAP and Good Food Buck transactions that occur. Please include your daily transaction and distribution totals on the second page.* | **Market Name:** |
| **Date:** |
| *#* | Have you ever shopped at this farmers market before today?(Yes or No) | SNAP Dollars ($) Distributed | Good Food Buck incentives Distributed (Match SNAP amount up to daily cap) | *#* | Have you ever shopped at this farmers market before today?(Yes or No) | SNAP ($) Tokens Distributed | Good Food Buck incentives Distributed (Match SNAP amount up to daily cap) |
| *Ex:* | *Yes* | *$10* | *$10* | 16 |  |  |  |
| 1 |  |  |  | 17 |  |  |  |
| 2 |  |  |  | 18 |  |  |  |
| 3 |  |  |  | 19 |  |  |  |
| 4 |  |  |  | 20 |  |  |  |
| 5 |  |  |  | 21 |  |  |  |
| 6 |  |  |  | 22 |  |  |  |
| 7 |  |  |  | 23 |  |  |  |
| 8 |  |  |  | 24 |  |  |  |
| 9 |  |  |  | 25 |  |  |  |
| 10 |  |  |  | **DAILY DISTRIBUTION TOTALS** |
| 11 |  |  |  |  | **SNAP Distributed** | **Good Food Bucks Distributed** |
| 12 |  |  |  |
| 13 |  |  |  | **Total Amount** | **$** | **$** |
| 14 |  |  |  | **Total # of Transactions** | **#** | **#** |
| 15 |  |  |  | **Total # of New Customers** | **#** | **#** |

**STEP 1: SNAP and Good Food Buck Transaction Log**

**STEP 2: Vendor Reimbursements and Vendor Counts**

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| *Use this log to record the amount of SNAP Dollars and Good Food Buck Incentives that Vendors turn into you at the end of each day.* | **MARKET NAME:** |
| **DATE:** |
| # | **Vendor Name** | **Sells Fresh Fruits and/or Vegetables? (Y/N)** | **SNAP Dollars Redeemed** | **Good Food Buck Incentives Redeemed** | **Vendor Reimbursed for currencies today?** |
| **Amount Reimbursed** | **Vendor Sign** |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
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| 11 |  |  |  |  |  |  |
| 12 |  |  |  |  |  |  |
| 13 |  |  |  |  |  |  |
| 14 |  |  |  |  |  |  |
| 15 |  |  |  |  |  |  |
|  |  | **TOTAL # of Fresh Produce Vendors:** | **TOTAL SNAP $ Redeemed:** | **TOTAL GFB $** **Redeemed:**  |  |  |
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| **OPTIONAL: Use this log to manually record your vendor reimbursements every time you pay out a vendor.**  |
| **Vendor Payment Log Market:**  |
| **Market Date** | **Vendor Name** | **SNAP $ Redeemed** | **Good Food Bucks Redeemed** | **TOTAL****Reimbursed** | **Vendor Signature** | **Check # / Cash** |
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