



# Office of Temporary and Disability Assistance

ANDREW M. CUOMO  
Governor

MICHAEL P. HEIN  
Commissioner

BARBARA C. GUINN  
Executive Deputy Commissioner

## General Information System (GIS) Message

---

### Section 1

<b>Transmittal:</b>	20 TA/DC108 Upstate and New York City
<b>Date:</b>	December 07, 2020
<b>To:</b>	Subscribers
<b>Suggested Distribution:</b>	Commissioners, SNAP Directors, TA Directors, Medicaid Directors
<b>From:</b>	Jeffrey Gaskell, Deputy Commissioner Employment and Income Support Programs
<b>Subject:</b>	COVID-19 Pandemic EBT Food Benefits –Targeted Text Outreach to Non-Redeemers
<b>Effective Date:</b>	Immediately
<b>Contact Information:</b>	Supplemental Nutrition Assistance Program (SNAP) Questions – SNAP Bureau 518-473-1469 or <a href="mailto:otda.sm.cees.snap@otda.ny.gov">otda.sm.cees.snap@otda.ny.gov</a>

---

### Section 2

The purpose of this GIS is to inform social services districts (districts) of a second targeted outreach effort intended to increase the redemption rates of Pandemic Electronic Benefit Transfer (P-EBT) food benefits among certain Medicaid households with children who received the benefits. Should districts receive any inquiries about this outreach effort, they will be able to confirm that the text messages are legitimate and are not spam or a scam.

As described in [20 TA-DC107](#), OTDA sent text messages on Monday, November 30, to approximately 96,000 households of children whose P-EBT food benefits were issued onto the Medicaid Common Benefit Identification Card (CBIC) of either the parent/guardian or oldest child in the Medicaid-only household (P-EBT “Group 2” households), and who have not yet redeemed any P-EBT food benefits. Approximately 26,000 intended recipients of the original 96,000 households text message did not receive it because their wireless carrier filtered it out as spam.

**On either Friday, December 4, or Monday, December 7, OTDA will re-send this text message to the 26,000 intended recipients who did not get it the first time.**

To review, the text message is being sent to Group 2 households which have not redeemed benefits and for which OTDA has a working cell phone number. The text message will simply remind them that their P-EBT food benefits are still available and will provide a link to a webpage with resources to assist them in creating a PIN for the CBIC linked to the P-EBT account.

Because the text message sent on November 30 from 877-452-0098 did not reach approximately 24,000 households, OTDA is attempting a second targeted text outreach effort on December 4. These

text messages will be sent **from one of the 518 numbers listed below** and will say the same as the November 30 message:

**Your child has been issued P-EBT food benefits that have not been accessed. Visit <https://otda.ny.gov/PEBT> for info on how to access these benefits.**

The December 4 texts will come from the following numbers:

- +1 518 240 1813
- +1 518 240 1801
- +1 518 240 1961
- +1 518 217 4283
- +1 518 240 1693
- +1 518 216 0693
- +1 518 217 4925
- +1 518 217 4180
- +1 518 216 0546
- +1 518 241 1034
- +1 518 241 1039
- +1 518 216 0531
- +1 518 216 0556
- +1 518 240 1973
- +1 518 216 0417
- +1 518 205 9963
- +1 518 241 1028
- +1 518 241 1038
- +1 518 241 1032
- +1 518 216 0472

By sending another round of the target outreach text message to households that did not receive them in the November 30 effort informing households of children in Group 2 who have not yet accessed P-EBT food benefits of the benefits and providing a link to resources intended to assist them creating a PIN, OTDA hopes to increase the number of those who access benefits.