



*Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Transitional Assistance*


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Governor

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Secretary

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Lieutenant Governor

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Commissioner

**Online Guide Transmittal 2021-62
August 19, 2021**

To: Department of Transitional Assistance Staff
From:  Sarah Stuart, Associate Commissioner for Change Management
Re: Cross Programs: Text Messages Regarding the Emergency Broadband Benefit and COVID Related Resources

Overview

As a part of the Consolidated Appropriations Act of 2021, the Emergency Broadband Benefit Program was developed to provide a temporary discount on monthly broadband bills and/or for the purchase of a qualifying device for eligible low-income households during the COVID-19 pandemic.

The Department of Transitional Assistance has partnered with sister agencies and community partners to share information in a text message to clients regarding Emergency Broadband Benefits and COVID-19 related resources.

The text messages will be sent in English, Spanish, Portuguese, Haitian Creole, Chinese (Simplified) and Vietnamese. Those with Heightened Level of Security (HLS) or who have affirmatively opted-out of text messaging from DTA are excluded. Text messages are sent regardless of the phone type listed on BEACON.

Purpose

The purpose of this Online Guide Transmittal is to advise staff of text messages regarding the Emergency Broadband Benefits and COVID related resources, that were sent on July 21, 2021 to active, pending, and closed SNAP cases within the last 30 days.

**Emergency
Broadband
Benefit Text
Campaign**

On July 21, 2021, all clients who had an active, pending, or closed SNAP case within the last 30 days received the following text message:

“You may be eligible for \$50 off your monthly internet bill and a one-time discount of up to \$100 for a laptop, tablet, or desktop computer as you get SNAP benefits. This is through a new federal program called the Emergency Broadband Benefit. Learn more & apply: [GetEmergencyBroadband.org](https://www.getemergencybroadband.org)”

Cases that are closed or were pending to close for the following reasons did not receive a text message:

- Death
- No longer MA resident
- Incarcerated
- Institutionalized, including incarceration
- Fleeing felon
- Outstanding Default Warrant
- Parole or Probation Violations

Questions

If you have any policy or procedural questions, after conferring with the appropriate TAO personnel, please have your Systems Information Specialists or TAO management email them to DTA.Procedural Issues.

Systems issues should be directed to the Systems Support Help Desk.
