



OFFICE OF POLICY, PROCEDURES, AND TRAINING

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Office of Procedures

POLICY BULLETIN #18-03-OPE

PROMOTING THE USE OF ACCESS HRA WEBSITE AND MOBILE APP

<p>Date: January 26, 2018</p>	<p>Subtopic(s): Cash Assistance, Supplemental Nutrition Assistance Program, Electronic Notices</p>
<p>See Attachment A</p> <p>See BRC-989 (E)</p>	<p>The purpose of this policy bulletin is to inform Job Center and Supplemental Nutrition Assistance Program (SNAP) Center staff about a new marketing project that was developed in collaboration with the Office of External Affairs and Family Independence Administration (FIA) to encourage applicants/participants to use the ACCESS HRA website and mobile app. This policy bulletin is informational for all other staff.</p> <p>When JOS/Workers have interaction with applicants/participants, they should inform them that the ACCESS HRA website and mobile app are available. The JOS/Workers should explain to the applicants/participants that the ACCESS HRA website and mobile app are easy to use once they have an account. To create an account:</p> <ul style="list-style-type: none"> • Applicants/participants should go to the following website: nyc.gov/accesshra. • The free mobile app can be downloaded from App Store or Google Play, or they can go to nyc.gov/accesshramobile on a mobile browser. • The username and password are the same for both website and mobile app. <p>Note: Applicants/participants who are blind can use the ACCESS HRA website using screen reader software, and applicants/participants with low vision can use tools that they already have on their computer to help them to read notices and case information.</p>

HAVE QUESTIONS ABOUT THIS PROCEDURE?
Call 718-557-1313 then press 3 at the prompt followed by 1 or
send an e-mail to *FIA Call Center Fax* or fax to: (917) 639-0298

The JOS/Workers should emphasize usefulness of the ACCESS HRA website and mobile app to applicants/participants explaining that they will have quick access to their benefits information at any time to do the following:

See **BRC-989 (E)**

- Check application status and view scheduled appointments, including eligibility interview.
- Read e-notices online, or sign up to Go Paperless to receive notices electronically.
- Go to “My Cases” to see which documents still needed to be submitted to the Human Resources Administration (HRA).
- Go to “My Documents” to see which documents HRA has received.
- View case details in “My Cases”.
- View their Electronic Benefit Transfer (EBT) balance and payments.
- Request a budget letter.
- Update contact information, such as mailing address, phone number, or email address.

In addition, the ACCESS HRA mobile app allows applicants/participants to do the following:

- Submit documents requested by HRA by taking a picture with their smart-phone and uploading it to their account.
- Get notifications related to their case, such as appointment reminders and messages, directly on a mobile phone.

See **BRC-989 (E)**

The JOS/Workers should inform applicants/participants that through the ACCESS HRA website they can:

- Submit an online application for SNAP benefits.
- Submit a recertification application for SNAP or Cash Assistance.
- Submit an online periodic report for SNAP benefits.
- Print a pre-filled Medicaid renewal.

See **Attachment B**

In addition, applicants/participants may apply at the center using a computer at the PC Bank (if available) online through the ACCESS HRA website.

See **Attachment C**

The following ACCESS HRA marketing materials should be displayed at Job and SNAP Centers:

- **ACCESS HRA Brochure (BRC-989)** – should be displayed in brochure racks, and on tables with information materials, and hand distributed to applicants/participants.
- **ACCESS HRA Flyer (FLY-984)** – should be displayed in brochure racks, and on tables with information materials, and hand distributed to applicants/participants.
- **ACCESS HRA Palm Card (PALM-6)** – should be displayed in brochure racks, and on tables with information materials, and hand distributed to applicants/participants.
- **ACCESS HRA Folding Palm Card (PALM-10)** – should be handed to applicants/participants at PC banks or by JOS/Workers during appointments.
- **ACCESS HRA Table Tents Card (Multi Language) (TENT-1)** – should be displayed at JOS/Workers desks. Purpose is to prompt conversation about ACCESS HRA between JOS/Workers and applicants/participants.
- **ACCESS HRA Posters (Multi Language) (POST-195)** – should be prominently displayed and in all applicant/participant waiting areas.
- **ACCESS HRA Posters Table Top (Multi Language) (POST-195a)** – should be displayed at highly visible location surfaces. Examples: Reception desks, tables in high traffic areas, near customer service windows.
- **ACCESS HRA Notepads** – should be used by JOS/Workers when handwriting notes to applicants/participants.

ACCESS HRA marketing materials are currently in production and ready for distribution to the Job Centers and SNAP Centers. Center staff should use the Central Intake Work Flow System (**CIWS**) when they need to re-order the ACCESS HRA Marketing Materials.

See Attachment D

See W-171F

The Voicemail Protocol Desk Guide (**W-171F**) was revised to include the following: ***And don't forget, you can go to nyc.gov/accesshra or use the NYC Access HRA mobile app at any time to check your account or case status.*** All Job Center and SNAP Center staff must update their voicemail in accordance with the new script.

Effective Immediately

Related Item:

[PB #16-96-OPE](#)

[PB #12-26-OPE](#)

[CD #17-16](#)

🖨 Please use Print on Demand to obtain copies of forms.

Attachments:

- BRC-989 (E)** ACCESS HRA Brochure
- W-171F** Voicemail Protocol Desk Guide (Rev. 1/26/18)
- Attachment A** ACCESS HRA Talking Points All Centers
- Attachment B** ACCESS HRA Talking Points Centers with PC Bank
- Attachment C** Quick Reference Guide to ACCESS HRA Marketing Materials
- Attachment D** Requesting ACCESS HRA Marketing Materials in CIWS



**ACCESS
HRA**
Your Way

Connect to
HRA online and
on the go using
the ACCESS HRA
website and
mobile app

ACCESS HRA WEBSITE & MOBILE APP!

**CONNECT WITH HRA YOUR WAY!
MANAGING YOUR CASE HAS
NEVER BEEN EASIER. GO ONLINE TODAY!**

ACCESS HRA WEBSITE:

Go online to nyc.gov/accesshra and log in or create an account

On the ACCESS HRA website, you can:

- Submit an online application for SNAP benefits
- Submit a recertification application for SNAP or Cash Assistance
- Submit an online periodic report for SNAP benefits
- Print a pre-filled Medicaid renewal

ACCESS HRA MOBILE APP:

- Download the free ACCESS HRA mobile app, in the Apple App Store or Google Play Store, or go to nyc.gov/accesshramobile on your mobile browser
- Use the same username and password as your account on the ACCESS HRA website. If you don't have an account, create one!
- Use the mobile app to submit documents requested by HRA for your SNAP or Cash Assistance case
- Get notifications related to your case, like appointment reminders and messages, directly on your mobile phone

You can do much more online and on the go with ACCESS HRA! Here's what you can do on both the website and mobile app:

After you submit an online application:

- ✓ Check your application status and view scheduled appointments, including the eligibility interview
- ✓ Read e-notices online, or sign up to **Go Paperless** to receive notices electronically
- ✓ Go to **'My Cases'** to see what documents HRA still needs you to submit
- ✓ Go to **'My Documents'** to see which documents HRA has received from you

If your case is active:

- ✓ Go to **'My Account'** on the ACCESS HRA website to connect to your case. This will let you view your case details in **'My Cases'** on the website and mobile app
- ✓ View your EBT balance and payments to you, your landlord, or utility company
- ✓ Update your contact information, such as your mailing address, phone number, or email address
- ✓ Sign up for text alerts, such as upcoming appointments and recertification deadlines



**ACCESS HRA website: Go to ACCESS HRA at nyc.gov/accesshra
ACCESS HRA mobile app: Download the free mobile app from the Apple App Store or Google Play Store, or type nyc.gov/accesshramobile in your device**

REMEMBER: Use the same ACCESS HRA username and password on both the website and mobile app.



With ACCESS HRA online and on the go, phone interviews, and self-service at HRA centers, you can connect with **#HRAYourWay!**

BRC-989 (E)

The ACCESS HRA mobile app is available free in the Apple App Store and Google Play store, or type nyc.gov/accesshramobile on your mobile browser



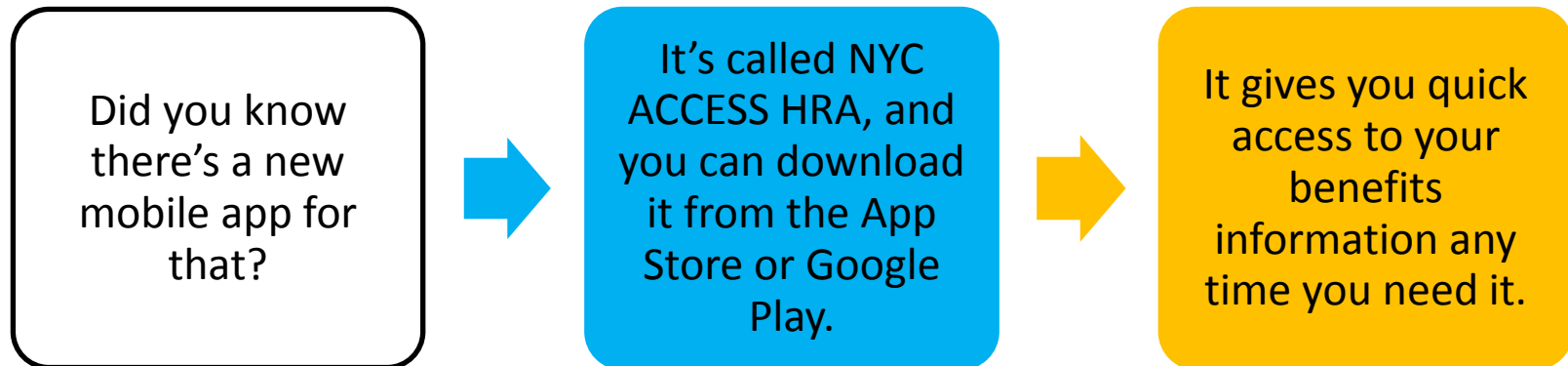
VOICEMAIL PROTOCOL DESK GUIDE

Job Center Voice Mail Scripts	
Title	Model/Non-Model Center Scripts
<p>Center Director (This greeting is to be recorded by the Center Director)</p>	<p>You have reached the (state the name of the Job Center, for example: "Fordham Job Center") at (state the address). Our hours of operation are (state the hours of operation). We are unable to take your call at this time. Please leave your name, case number, telephone number, and a brief message. We will return your call as soon as possible. And don't forget, you can go to www.nyc.gov/accesshra or use the NYC ACCESS HRA mobile app at any time to check your account or case status. Thank you.</p>
<p>Reception/Disbursement and Collection (D&C) (This greeting is to be recorded by the Supervisor of the Unit)</p>	<p>You have reached (state your name) at the (state the name of the Unit) of the (state the name of the Job Center, for example: "Fordham Job Center"). Our hours of operation are (state the hours of operation). We are unable to take your call at this time. Please leave your name, case number, telephone number, and a brief message. We will return your call as soon as possible. And don't forget, you can go to www.nyc.gov/accesshra or use the NYC ACCESS HRA mobile app at any time to check your account or case status. Thank you.</p>
<p>Job Center Staff</p>	<p>You have reached (state your name) at the (state the name of the Job Center, for example: "Fordham Job Center"). I am unable to take your call at this time. Please leave your name, case number, a telephone number where you can be reached, and a brief message. Your call will be returned as soon as possible. If you need assistance with an emergency or reporting a change or securing general information you can call (state supervisor's name) at (state supervisor's telephone number) or visit the (state the name of the Job Center, for example "Fordham Job Center") in person from (state the hours of the Job Center's operation). And don't forget, you can go to www.nyc.gov/accesshra or use the NYC ACCESS HRA mobile app at any time to check your account or case status. Thank you.</p>
Non Cash Assistance Supplemental Nutrition Assistance Program (NCA SNAP) Center Voice Mail Scripts	
Title	Model/Non-Model Center Scripts
<p>Center Director (This greeting is to be recorded by the Center Director)</p>	<p>You have reached the (state the name of the NCA SNAP Center, for example: "Fordham SNAP Center") at (state the address). Our hours of operation are (state the hours of operation). We are unable to take your call at this time. Please leave your name, case number, telephone number, and a brief message. We will return your call as soon as possible. And don't forget, you can go to www.nyc.gov/accesshra or use the NYC ACCESS HRA mobile app at any time to check your account or case status. Thank you.</p>
<p>SNAP Mail Processing Unit (MPU) (This greeting is to be recorded by the Supervisor of the Unit)</p>	<p>You have reached the (state the name of the NCA SNAP Center, for example: "Fordham SNAP Center"). Our hours of operation are (state the hours of operation). We are unable to take your call at this time. Please leave your name, case number, telephone number, and a brief message. We will return your call as soon as possible. And don't forget, you can go to www.nyc.gov/accesshra or use the NYC ACCESS HRA mobile app at any time to check your account or case status. Thank you.</p>
<p>SNAP Center Staff</p>	<p>You have reached the (state your name) at the (state name of the NCA SNAP Center, for example: "Fordham SNAP Center"). I am unable to take your call at this time. Please leave your name, case number, a telephone number where you can be reached, and a brief message. Your call will be returned as soon as possible. If you need assistance with an emergency or reporting a change or securing general information you can call (state supervisor's name) at (state supervisor's telephone number) or visit the (state the name of the NCA SNAP Center, for example "Fordham SNAP Center") in person from (state the hours of this Center's operation). And don't forget, you can go to www.nyc.gov/accesshra or use the NYC ACCESS HRA mobile app at any time to check your account or case status. Thank you.</p>



How to Talk to Clients About ACCESS HRA (All Centers)

When someone comes in to check their case status, EBT card balance, recent payments, upcoming appointments, or documents on file; to return documents requested by HRA; or to request a budget letter, **ASK THEM...**





ACCESS HRA
YOUR WAY

How to Talk to Clients About ACCESS HRA (All Centers)

When someone comes in to scan and upload requested documents, **ASK THEM...**

Did you know there's a new mobile app for that?



It's called NYC ACCESS HRA, and you can download it from the App Store or Google Play.



You just take a picture with your phone and upload requested documents to your ACCESS HRA account.

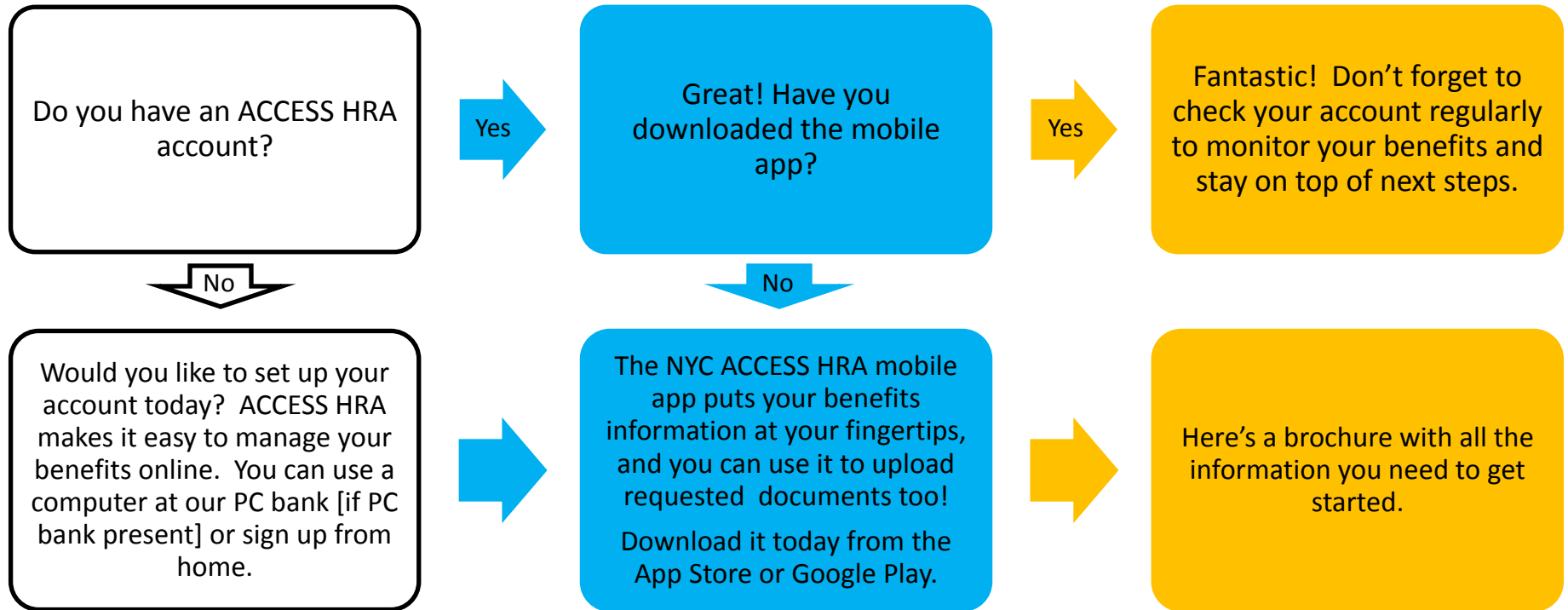


The app also gives you quick access to your benefits information any time you need it.



How to Talk to Clients About ACCESS HRA (All Centers)

When someone finishes an in-person application, interview, or other transaction, **ASK THEM...**





ACCESS HRA

YOUR WAY

How to Talk to Clients About ACCESS HRA (PC Bank)

If your Center has a PC Bank and someone comes in to apply for SNAP, CA, Emergency Cash Assistance, or Child Care in lieu of Cash Assistance (CILOCA),

DIRECT THEM...

Your next step is to use a computer in our PC bank to apply online through ACCESS HRA.



There are staff on hand to help you in case you get stuck or have questions.



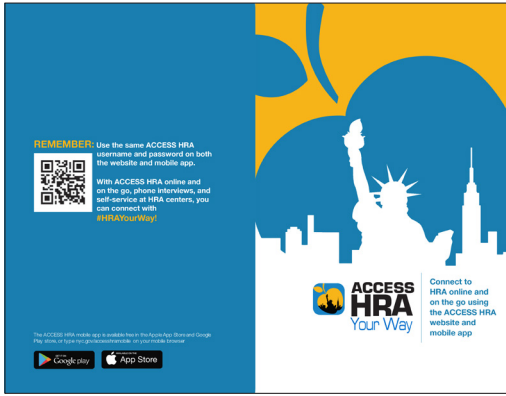
Once you have an account, it's easy to monitor your application & get reminders about next steps online or through our new mobile app.

Notes:

- *Everyone should be directed to the PC bank as the default and only offered a paper application if they are unable to complete an online application even with assistance or if they specifically request paper.*

Attachment C

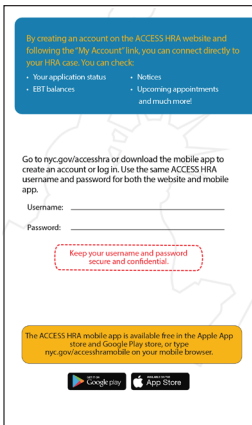
Quick Reference Guide to ACCESS HRA Marketing Materials - January 2018



BRC-989 ACCESS HRA BROCHURE
 Description: 5.5"x 8.5" (letter size folded in half, 2-sided)
 To request in CIWS:
 Choose Request Category: Graphics Design and Print;
 Request Type: Brochure; Type: Reprint;
 Enter Search Criteria Here: BRC-989 ACCESS HRA BROCHURE
 (Please select Language Option)
 Display Instructions: Please display in brochure racks, on tables with information materials and hand distribute to clients.



FLY-984 ACCESS HRA FLYER
 Description: 8.5"x11" (letter size), 2-sided.
 To request in CIWS:
 Choose Request Category: Graphics Design and Print;
 Request Type: Flyer; Type: Reprint; Enter Search Criteria Here: FLY-984 ACCESS HRA FLYER
 (Please select Language Option)
 Display Instructions: Please display in brochure racks, on tables with information materials and hand distribute to clients.



PALM-6 ACCESS HRA PALM CARD
 Description: 5"x8.25", 2-sided.
 To request in CIWS:
 Choose Request Category: Graphics Design and Print;
 Request Type: Table Tents; Type: Reprint;
 Enter Search Criteria Here: PALM-6 ACCESS HRA PALM CARD
 (Please select Language Option)
 Display Instructions: Please display in brochure racks, on tables with information materials and hand distribute to clients.

PALM-10 ACCESS HRA FOLDING PALM CARD
 Description: folded size 3.5"x2", 2-sided.
 To request in CIWS:
 Choose Request Category: Graphics Design and Print;
 Request Type: Palm Card; Type: Reprint;
 Enter Search Criteria Here: PALM-10 ACCESS HRA FOLDING PALM CARD
 (Please select Language Option)
 Display Instructions: To be handed to clients at PC banks or by caseworkers during appointment.



POST-195 (MLF) ACCESS HRA POSTER

Description: Bulletin Board Poster - Printed on a cardstock,
To request in CIWS:

Choose Request Category: **Graphics Design and Print;** *Request Type:*
Posters; Type: Reprint;

Enter Search Criteria Here: **POST-195 (MLF) ACCESS HRA POSTER (12"X18")**

Display Instructions: Prominently displayed and in all applicant/participant waiting areas.

or

POST-195a (MLF) ACCESS HRA POSTER TABLE TOP

Description: Table Top Poster - Foam core and easel

To request in CIWS:

Choose Request Category: **Graphics Design and Print;** *Request Type:*
Posters; Type: Reprint;

Enter Search Criteria Here: **POST-195a (MLF) ACCESS HRA POSTER (12"X18") TABLE TOP**

Display Instructions: To be displayed at highly visible location surfaces.

Examples: Reception desks, tables in high traffic areas, near customer service windows.



TENT-1 (MLF) ACCESS HRA TENT CARD

Description: Folded size 5.5"x6.25"

To request in CIWS:

Choose Request Category: **Graphics Design and Print;**

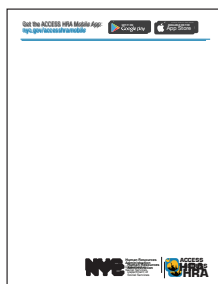
Request Type: **Table Tents;**

Type: **Reprint;**

Enter Search Criteria Here: **TENT-1 (MLF)**

ACCESS HRA TENT CARD

Display Instructions: To be displayed at case workers desks. Purpose is to prompt conversation about ACCESS HRA between workers and clients.



ACCESS HRA NOTE PADS

Description: 4.25"x5.5"

To request in CIWS:

Choose Request Category: **Graphics Design and Print;**

Request Type: **Buck Slips;**

Type: **Reprint**

Document Title: **ACCESS HRA NOTEPADS**

Display instructions: To be used by workers when handwriting notes to clients.

Please note that this is a onetime distribution item.



ACCESS HRA LANYARDS

Available by special requests only.

Attachment D

Requesting ACCESS HRA Marketing Materials in CIWS

- **ACCESS HRA BROCHURE**
 - Choose Request Category: Graphics Design and Print
 - Request Type: Brochure
 - Type: Reprint
 - Enter Search Criteria Here: **BRC-989 ACCESS HRA BROCHURE** (Please select Language Option)
 - Display Instructions: Please display in brochure racks, tables with information materials and hand distribute to clients.

- **ACCESS HRA FLYER**
 - Choose Request Category: Graphics Design and Print
 - Request Type: Flyer
 - Type: Reprint
 - Enter Search Criteria Here: **FLY-984 ACCESS HRA FLYER** (Please select Language Option)
 - Display Instructions: Please display in brochure racks, tables with information materials and hand distribute to clients.

- **ACCESS HRA PALM CARD**
 - Choose Request Category: Graphics Design and Print
 - Request Type: Palm Card
 - Type: Reprint
 - Enter Search Criteria Here: **PALM-6 ACCESS HRA PALM CARD** (Please select Language Option)
 - Display Instructions: Please display in brochure racks, tables with information materials and hand distribute to clients.

- **ACCESS HRA FOLDING PALM CARD**
 - Choose Request Category: Graphics Design and Print
 - Request Type: Palm Card
 - Type: Reprint
 - Enter Search Criteria Here: **PALM-10 ACCESS HRA FOLDING PALM CARD** (Please select Language Option)
 - Display Instructions: To be handed to clients at PC banks or by caseworkers during appointment.

- **ACCESS HRA TABLE TENTS CARDS**
 - Choose Request Category: Graphics Design and Print
 - Request Type: Table Tents
 - Type: Reprint
 - Enter Search Criteria Here: **TENT-1 ACCESS HRA TENT CARDS** (Multi Language)
 - Display Instructions: To be display at case workers desks. Purpose is to prompt conversation about ACCESS HRA between workers and clients.

- **ACCESS HRA POSTERS**
 - Choose Request Category: Graphics Design and Print
 - Request Type: Posters

Attachment D

- *Type:* Reprint
- *Enter Search Criteria Here:* **POST-195 (MLF) ACCESS HRA POSTER (12"X18") (MULTI LANGUAGE)**
- *Description:* Printed on a cardstock
- *Display Instructions:* **Prominently displayed and in all applicant/participant waiting areas.**

- **ACCESS HRA TABLE TOP POSTERS**

- *Choose Request Category:* Graphics Design and Print
- *Request Type:* Posters
- *Type:* Reprint
- *Enter Search Criteria Here:* **POST-195a (MLF) ACCESS HRA POSTER (12"X18") (MULTI LANGUAGE)**
- *Description:* Foam core and Easel
- *Display Instructions:* **To be displayed at highly visible location surfaces. Examples: Reception desks, tables in high traffic areas, near customer service windows.**

- **ACCESS HRA NOTEPADS**

- *Choose Request Category:* Graphics Design and Print
- *Request Type:* Buck Slips
- *Type:* Reprint
- *Document Title:* **ACCESS HRA NOTEPADS**
- *Display instructions:* **To be use by workers when handwriting notes to clients.**
- *Please note that this is a onetime distribution item.*