



Department of
Job and Family Services

John R. Kasich, Governor
Cynthia C. Dungey, Director

Family Assistance Letter #150
OFFICE OF FAMILY ASSISTANCE
October 6, 2015

To: Directors, County Departments of Job and Family Services

From: Kara B. Wentz, Deputy Director
Office of Family Assistance

Subject: Ohio Food Assistance Electronic Benefit Transfer Card

The Ohio Department of Job and Family Services (ODJFS) Office of Family Assistance is pleased to announce that a new card image has been selected for the Supplemental Nutrition Assistance Program (SNAP) Electronic Benefit Transfer (EBT) card, known as the Ohio Direction Card (shown in Figure 1). All new card issuances and replacement card requests will receive a new card design and updated card materials in English and Spanish. The card name and customer service number will remain the same.



Figure 1

In addition, a card replacement project will take place for all Ohio EBT accounts having an active card that is 7+ years old. “Active”, for this purpose, is defined as having a SNAP benefit deposit or EBT transaction within the past 6 months with a balance greater than \$0.00 within the past month. The mailing event will begin on November 6, 2015 and the EBT card vendor will send 10,000 cards each week to issue approximately 75,000 cards statewide. The mailing will take 8 weeks to complete with the final mailing sent on December 28, 2015. Cards will be replaced in order of age, allowing for a natural stagger between county agencies.

A notice will be included with the replacement card materials to notify the cardholder of why they are receiving a new card and provide information on registering the new card prior to expiration of the old card.

Upon receipt of the card, the cardholder must call the number on the back of their new card, 1-866-386-3071, to activate their card and select a new personal identification number (PIN). All existing cards which have been issued a replacement card will remain active until the new card is registered. In order to ensure the cardholders have ample time to receive and register new cards, and to minimize any impact to the access of SNAP benefits, existing cards will be expired on **March 1, 2016** for those accounts where registration has not been completed.

30 East Broad Street
Columbus, Ohio 43215
jfs.ohio.gov

An Equal Opportunity Employer and Service Provider

The new card materials provided in Attachment A will include the Card Carrier with the affixed Ohio Direction Card, Brochure and Tips Card. The card materials are also available on the following sites:

Office of Family Assistance EBT Innerweb

<http://innerweb.odjfs.state.oh.us/OFam/ebt.stm>

Reference “EBT Informational Materials: Ohio Direction Card English” and “EBT Informational Materials: Ohio Direction Card Spanish”.

EBT Cardholder Portal

<https://www.ebt.acs-inc.com/ohebtclient/index.jsp>

Reference “Program Material”.

The new card materials will be available in Somali on these sites shortly.

Questions regarding the new EBT card image and materials can be directed to Christina Thomas, EBT Section Chief, at Christina.Thomas@jfs.ohio.gov or at (614) 644-1319.

cc: Cynthia C. Dungey, Director
Michael McCreight, Assistant Director
ODJFS Deputy Directors
Family Assistance Staff

Joel Potts, OJFSDA
Suzanne Dulaney, CCAO
Kim Bridges, OCDA
Angela Sausser, PCSAO