



California LifeLine Program August Workshop

California LifeLine Team
August 6 & 7, 2018
www.californialifeline.com
<http://cpuc.ca.gov/lifeline/>





Housekeeping

- Phone Bridge will be listen-only.
- For participants that would like to speak, please state your name and affiliation.
- Please use the microphone when speaking.





Introductions





Potential Areas to Address and Action Items

AREAS

- Service providers' marketing methods
- Approach to enrolling consumers
- Decreasing program participation
- Limited stakeholder participation
- Lack of coordination and collaboration within the CPUC and state/local governments
- Inefficient compliance with rules

ACTION ITEMS

- Evaluate the level and methods employed to market the program
- Reconsider the enrollment process
- Reassess consumers' needs
- Recruit more stakeholders
- Develop and implement intra-agency and inter-agency governmental partnerships
- Facilitate ease and efficiency





Potential Contraction of the Federal Lifeline Program

- Limiting federal funds to rural areas and to broadband infrastructure
- Diminishing the role of resellers, and instead focusing on facilities-based service providers
- Further narrowing the pool of low-income households who can qualify
- Increasing the administrative requirements for service providers and consumers to participate
- Moving universal service funds to the U.S. Treasury





Presentations





Pilot Program Interactive Discussion





Target Markets and Services

- Target Markets – Which groups should we include? How should we choose locations, if needed? Is there an ideal size for each target market?
- Service Plans – Which types of service plan should funded by the Program? Which factors should we use in choosing the appropriate service plans?





Duration and Funding Level

- Duration – How do we determine the appropriate duration for the pilot? What is the ideal duration for a pilot?
- California LifeLine Discount Level – How do we determine the appropriate discount level?





Enrollment

- Enrollment Process – What would an ideal enrollment process look like for consumers to receive the California LifeLine discounted services?





Eligibility

- Entity(ies) Responsible for Eligibility Determinations – Which entity(ies) should perform the eligibility determinations? Would it be appropriate to transition eligibility determinations to a more stable set of entities such as local or state government agencies, including the CPUC? If government agencies assume this responsibility, is there still a role for a California LifeLine Administrator? How can the California LifeLine Program coordinate with the energy utilities when performing eligibility determinations and partnering with local or state government agencies?
- Entity(ies) Responsible for Database Management





Distribution and Outreach

- Distribution Methods – After a consumer receives an approval, what are some methods by which the consumer can sign-up for California LifeLine discounted service? What kind of information will the consumer need to give to the service provider?
- Outreach Methods – Which outreach strategies should be used in a model where the consumer does not go to the service provider first? With which entities (e.g., paid vs. unpaid) should the Program partner for outreach?





Program Rules and Metrics

- Reimbursements – Will the claims process and timeline need to change?
- Approval Process for Proposed Pilots
- Measuring Success of Implemented Pilots
 - What does success look like?





Recording of Stakeholders' Input/Comments

