

May 24, 2018

**California LifeLine Administrator
Presentation to the Administrative Committee**

Executive Summary

- Calendar Year (CY) 2017 program participation down from 2.17 million to 1.78 million (-18%)
- CY 2017 number of participants with wireless telephone services varied greatly month-to-month from a loss of about 90,000 to a gain of about 15,000
- Return Mail increased ~4% after Postcard to Letter implementation since June 1, 2017
- Modified Transfer Freeze criteria March 19, 2018
- Implemented Renewal by Call Center Reps. Jan 26, 2017 (Fire impacted zip codes)
- CY 2017 Average Qualification Rates for applications up ~8% from CY 2016
- CY 2017 Participation Rate - Wireless 76% vs. Wireline 24%
- Forms processing turn-around-time is an average of 2.3 days (based on CY 2017)

Key Projects

Pending Projects

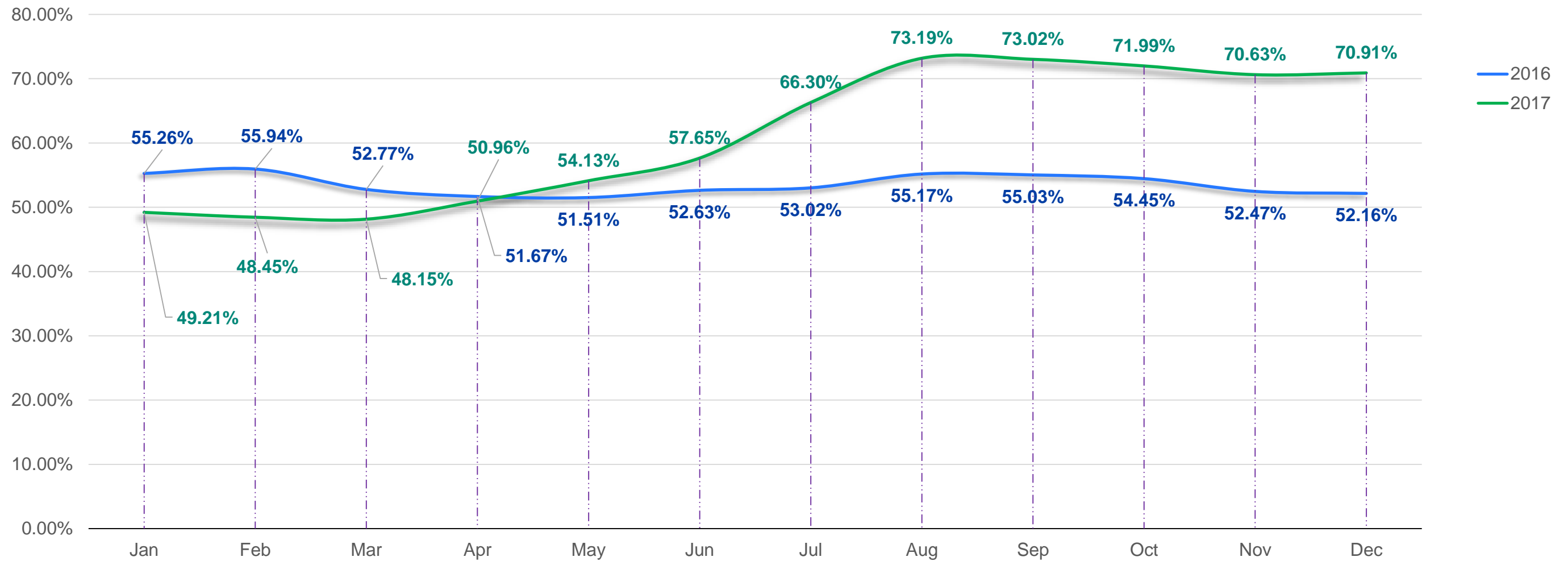
- Monitoring the printing & mailing functions to OSP since go live.
- Opt-out verbiage for text messaging added to applications (go-live June 1, 2018).
- Finalize Funding Type implementation in Weighted Average and Connection Reports, (go-live June 1, 2018).
- Monitoring Renewal by Call Center Reps. for fire impacted counties began on January 26, 2018 (ongoing).

Completed Projects

- The 60-day Transfer Freeze was modified on March 19, 2018.
- Information Document for form 555 was released to carriers on March 20, 2018.
- Began sending outbound dialer messages to targeted zip codes in fire-impacted counties. (April 4, 2018)
- American Broadband was brought on as a new carrier on April 24, 2018.
- Transfer of printing & mailing functions went live on May 1, 2018.

Qualification Rates

2016 – 2017 (Application Forms)



Average qualification rates: 53.51% for 2016, 61.22% for 2017

Qualification Rate Data Description

Column Name	Description
Period	Application initiated date/time
Total Vol.	Total Volume of application
Responded	Application is submitted and received for Eligibility Review
Approved	Approval decision rendered
Response Rate	Percentage based on Responded Application Volume vs. Total Volume
Approval Rate	Percentage based on Approved Application Volume vs. Responded Volume
Qualification Rate	Percentage based on Approved Application Volume vs. Total Volume

Response Rate/Qualification Rate - Wireless

2016 – 2017 (Application Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate	Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Jan-16	205653	189535	115327	92.16%	60.85%	56.08%	Jan-17	234683	220558	116181	93.98%	52.68%	49.51%
Feb-16	216473	199573	122879	92.19%	61.57%	56.76%	Feb-17	215739	203428	105019	94.29%	51.62%	48.68%
Mar-16	261235	233029	139426	89.20%	59.83%	53.37%	Mar-17	267468	245641	129233	91.84%	52.61%	48.32%
Apr-16	286945	258538	149556	90.10%	57.85%	52.12%	Apr-17	244098	224233	125109	91.86%	55.79%	51.25%
May-16	304877	279889	158113	91.80%	56.49%	51.86%	May-17	265355	242341	144411	91.33%	59.59%	54.42%
Jun-16	291575	272522	154438	93.47%	56.67%	52.97%	Jun-17	240206	220816	139434	91.93%	63.14%	58.05%
Jul-16	272834	251062	145781	92.02%	58.07%	53.43%	Jul-17	193722	181508	130056	93.70%	71.65%	67.14%
Aug-16	298435	280684	166122	94.05%	59.18%	55.66%	Aug-17	214966	200397	159608	93.22%	79.65%	74.25%
Sep-16	267290	252450	148517	94.45%	58.83%	55.56%	Sep-17	194390	180105	144819	92.65%	80.41%	74.50%
Oct-16	273495	259409	150122	94.85%	57.87%	54.89%	Oct-17	177390	167710	130211	94.54%	77.64%	73.40%
Nov-16	244950	233217	129680	95.21%	55.60%	52.94%	Nov-17	157858	146219	113767	92.63%	77.81%	72.07%
Dec-16	232659	220973	122408	94.98%	55.40%	52.61%	Dec-17	159056	147205	114672	92.55%	77.90%	72.10%

Response Rate/Qualification Rate - Wireline

2016 – 2017 (Application Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate	Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Jan-16	13015	8791	5510	67.55%	62.68%	42.34%	Jan-17	9835	6463	4145	65.71%	64.13%	42.15%
Feb-16	12969	8566	5473	66.05%	63.89%	42.20%	Feb-17	9985	6631	4347	66.41%	65.56%	43.54%
Mar-16	12839	8580	5216	66.83%	60.79%	40.63%	Mar-17	11250	7407	4967	65.84%	67.06%	44.15%
Apr-16	10565	6884	4180	65.16%	60.72%	39.56%	Apr-17	9868	6429	4307	65.15%	66.99%	43.65%
May-16	9802	6526	3976	66.58%	60.93%	40.56%	May-17	8547	5581	3854	65.30%	69.06%	45.09%
Jun-16	9815	6699	4196	68.25%	62.64%	42.75%	Jun-17	7968	5190	3640	65.14%	70.13%	45.68%
Jul-16	9992	6762	4162	67.67%	61.55%	41.65%	Jul-17	7663	4891	3462	63.83%	70.78%	45.18%
Aug-16	10849	7278	4499	67.08%	61.82%	41.47%	Aug-17	8192	5274	3713	64.38%	70.40%	45.32%
Sep-16	10595	7075	4392	66.78%	62.08%	41.45%	Sep-17	8266	4968	3178	60.10%	63.97%	38.45%
Oct-16	9716	6565	4090	67.57%	62.30%	42.10%	Oct-17	7345	4535	2787	61.74%	61.46%	37.94%
Nov-16	9178	5881	3653	64.08%	62.12%	39.80%	Nov-17	6815	4256	2544	62.45%	59.77%	37.33%
Dec-16	9848	6491	4072	65.91%	62.73%	41.35%	Dec-17	6284	4075	2572	64.85%	63.12%	40.93%

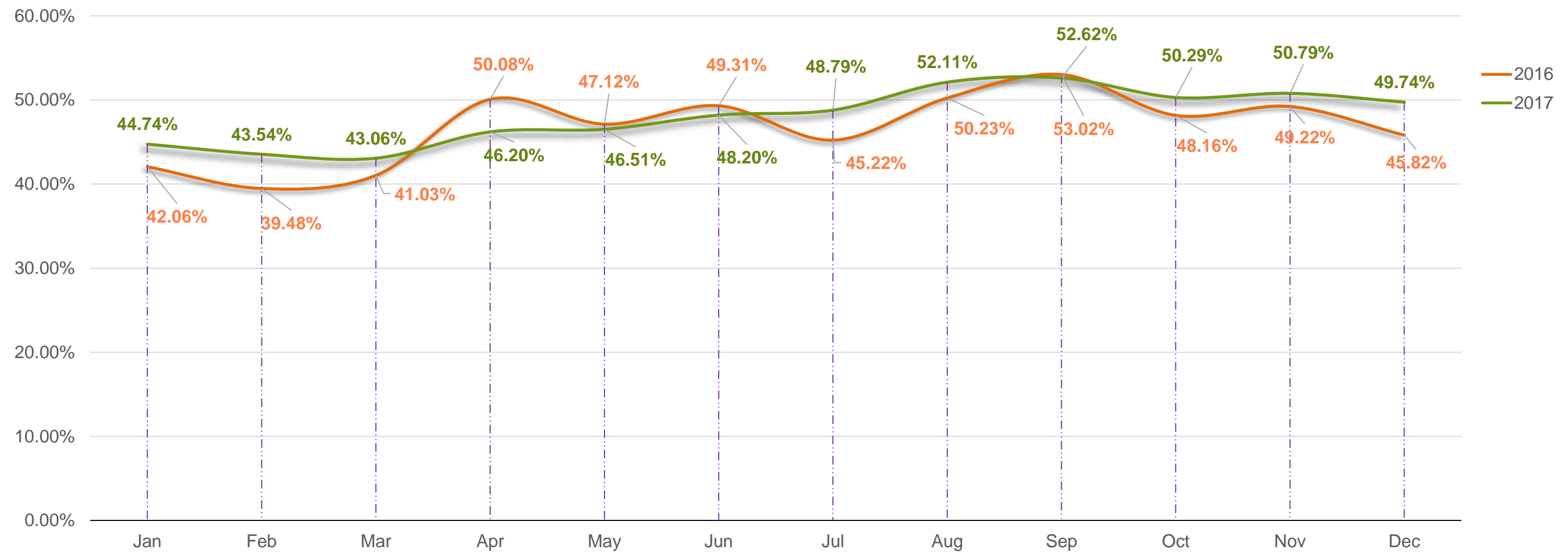
SMS Pilot Carriers

Data as of 05/10/2018

CALIFORNIA LIFELINE WIRELESS TELEPHONE SERVICE PROVIDERS	DATE WHEN JOINED TEXT MESSAGE PILOT	VOLUME of TEXT MESSAGES SENT by ADMINISTRATOR
Truconnect Communications, Inc.	January 15, 2018	29,460
Telrite Corporation	December 2017	19,924
AmeriMex Communications Corp.	December 2017	44,558
Blue Jay Wireless, LLC	December 2016	19,151
TAG Mobile, LLC	August 2016	35,430
Budget PrePay, Inc.	February 2016	102,887
i-wireless, LLC	February 2016	177,048
Boomerang Wireless, LLC	December 2015	48,016
Virgin Mobile USA, L.P.	December 2015	1,614,415

Renewal Rates

2016 – 2017 (Renewal Forms)



Average renewal rates: 46.73% for 2016, 48.05% for 2017

Renewal Rate Data Description

Column Name	Description
Period	Renewal initiated date/time
Total Vol.	Total Volume of renewal for the period
Responded	Renewal received by administrator for Eligibility Review
Approved	Approval decision rendered
Response Rate	Percentage based on Responded Renewal Volume vs. Total Volume
Approval Rate	Percentage based on Approved Renewal Volume vs. Responded Volume
Renewal Rate	Percentage based on Approved Renewal Volume vs. Total Volume

Response Rate/Renewal Rate - Wireless

2016 – 2017 (Renewal Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate	Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Jan-16	148434	43512	37701	29.31%	86.65%	25.40%	Jan-17	137796	47570	42885	34.52%	90.15%	31.12%
Feb-16	150437	43553	37523	28.95%	86.15%	24.94%	Feb-17	120059	41241	37111	34.35%	89.99%	30.91%
Mar-16	136095	40500	35315	29.76%	87.20%	25.95%	Mar-17	123972	41651	37564	33.60%	90.19%	30.30%
Apr-16	101382	34881	30944	34.41%	88.71%	30.52%	Apr-17	116634	38906	35381	33.36%	90.94%	30.34%
May-16	105520	36309	32221	34.41%	88.74%	30.54%	May-17	109693	39200	35986	35.74%	91.80%	32.81%
Jun-16	95360	34785	31186	36.48%	89.65%	32.70%	Jun-17	101225	37351	34540	36.90%	92.47%	34.12%
Jul-16	117176	41304	37016	35.25%	89.62%	31.59%	Jul-17	100383	39086	36292	38.94%	92.85%	36.15%
Aug-16	99372	34540	30888	34.76%	89.43%	31.08%	Aug-17	88050	33519	30632	38.07%	91.39%	34.79%
Sep-16	82202	29630	26512	36.05%	89.48%	32.25%	Sep-17	76352	29369	26063	38.47%	88.74%	34.14%
Oct-16	114610	39931	35796	34.84%	89.64%	31.23%	Oct-17	85206	33182	28660	38.94%	86.37%	33.64%
Nov-16	114674	41320	37270	36.03%	90.20%	32.50%	Nov-17	87824	34984	30408	39.83%	86.92%	34.62%
Dec-16	133215	46708	42069	35.06%	90.07%	31.58%	Dec-17	95443	38734	34051	40.58%	87.91%	35.68%

Response Rate/Renewal Rate - Wireline

2016 – 2017 (Renewal Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate	Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Jan-16	56963	51547	48691	90.49%	94.46%	85.48%	Jan-17	44463	40347	38653	90.74%	95.80%	86.93%
Feb-16	48483	43797	41006	90.33%	93.63%	84.58%	Feb-17	35057	31671	30419	90.34%	96.05%	86.77%
Mar-16	47083	42580	39851	90.44%	93.59%	84.64%	Mar-17	36416	32831	31507	90.16%	95.97%	86.52%
Apr-16	55968	50919	47861	90.98%	93.99%	85.51%	Apr-17	43875	40105	38774	91.41%	96.68%	88.37%
May-16	46481	41991	39402	90.34%	93.83%	84.77%	May-17	36616	33183	32057	90.62%	96.61%	87.55%
Jun-16	43937	39562	37499	90.04%	94.79%	85.35%	Jun-17	35919	32491	31557	90.46%	97.13%	87.86%
Jul-16	39561	35621	33863	90.04%	95.06%	85.60%	Jul-17	32222	29153	28404	90.48%	97.43%	88.15%
Aug-16	51593	47184	44949	91.45%	95.26%	87.12%	Aug-17	41762	38292	37011	91.69%	96.65%	88.62%
Sep-16	50122	45734	43644	91.25%	95.43%	87.08%	Sep-17	41194	37806	35747	91.78%	94.55%	86.78%
Oct-16	50957	46065	43945	90.40%	95.40%	86.24%	Oct-17	41735	38126	35180	91.35%	92.27%	84.29%
Nov-16	51295	46543	44423	90.74%	95.45%	86.60%	Nov-17	42261	38752	35664	91.70%	92.03%	84.39%
Dec-16	46129	41888	40109	90.81%	95.75%	86.95%	Dec-17	38944	35522	32794	91.21%	92.32%	84.21%

Renewal Response Rate by Channel

2016 – 2017

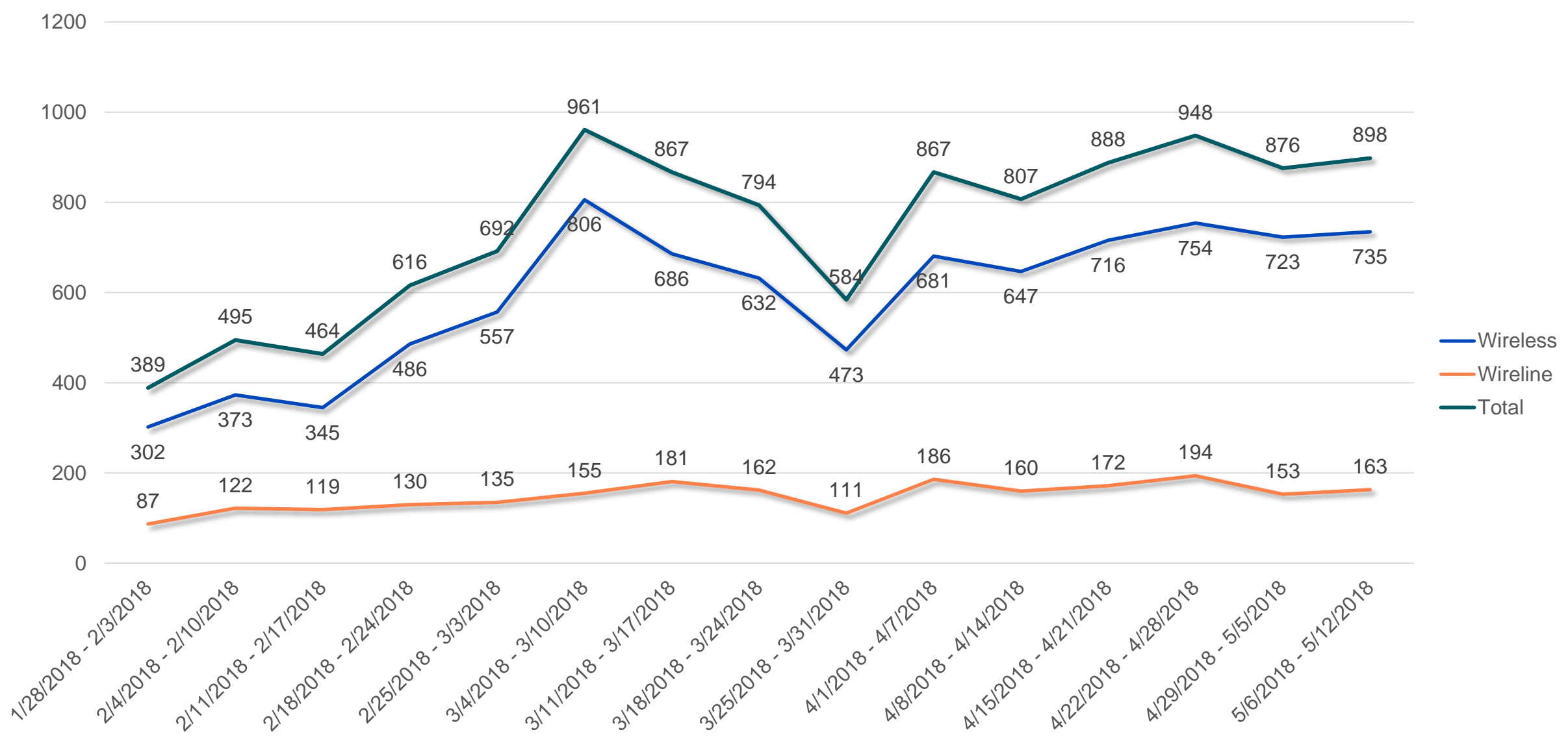
2016

2017

	MAIL	WEB	WES	IVR		MAIL	WEB	WES	IVR
Program Total	63%	28%	5%	4%		61%	28%	7%	4%
Wireline	69%	27%	3%	2%		67%	27%	4%	2%
Wireless	57%	30%	7%	6%		55%	29%	11%	5%

Renewal by Call Center Reps.

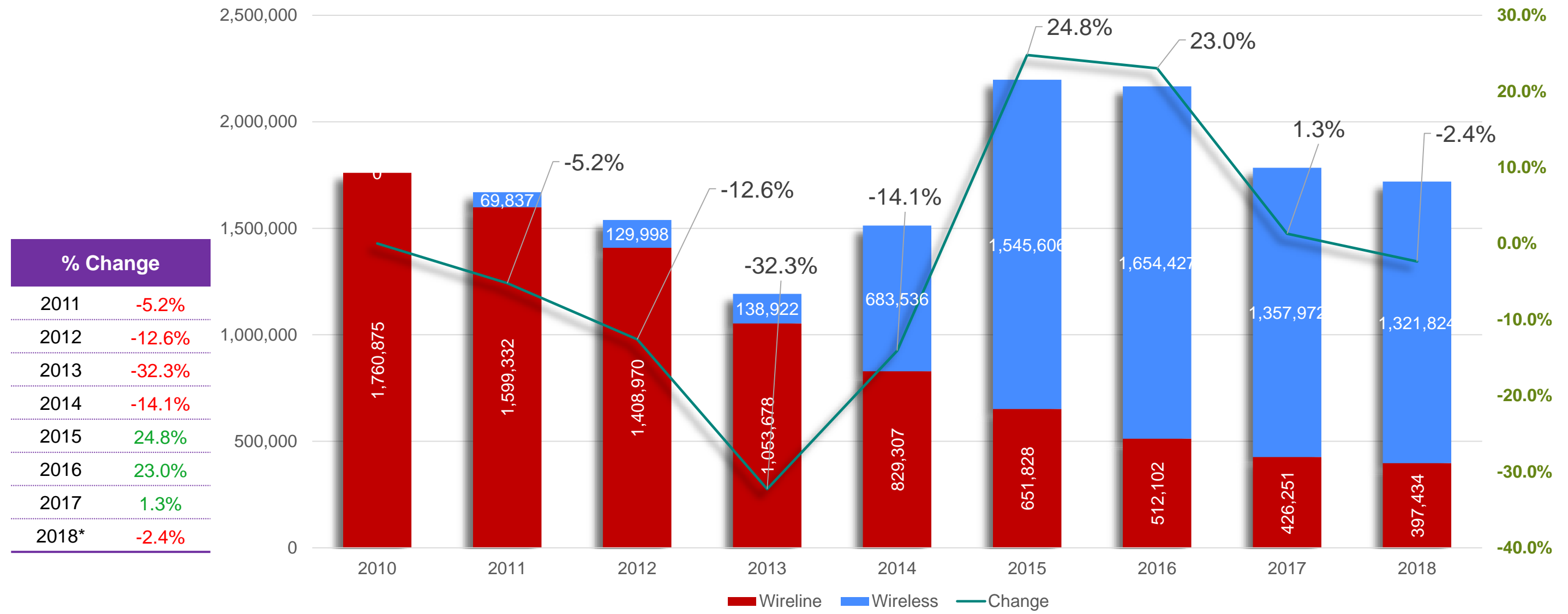
Weekly Stats



Total 11,146 offered as of 05/12/2018
Approval rate: 90%

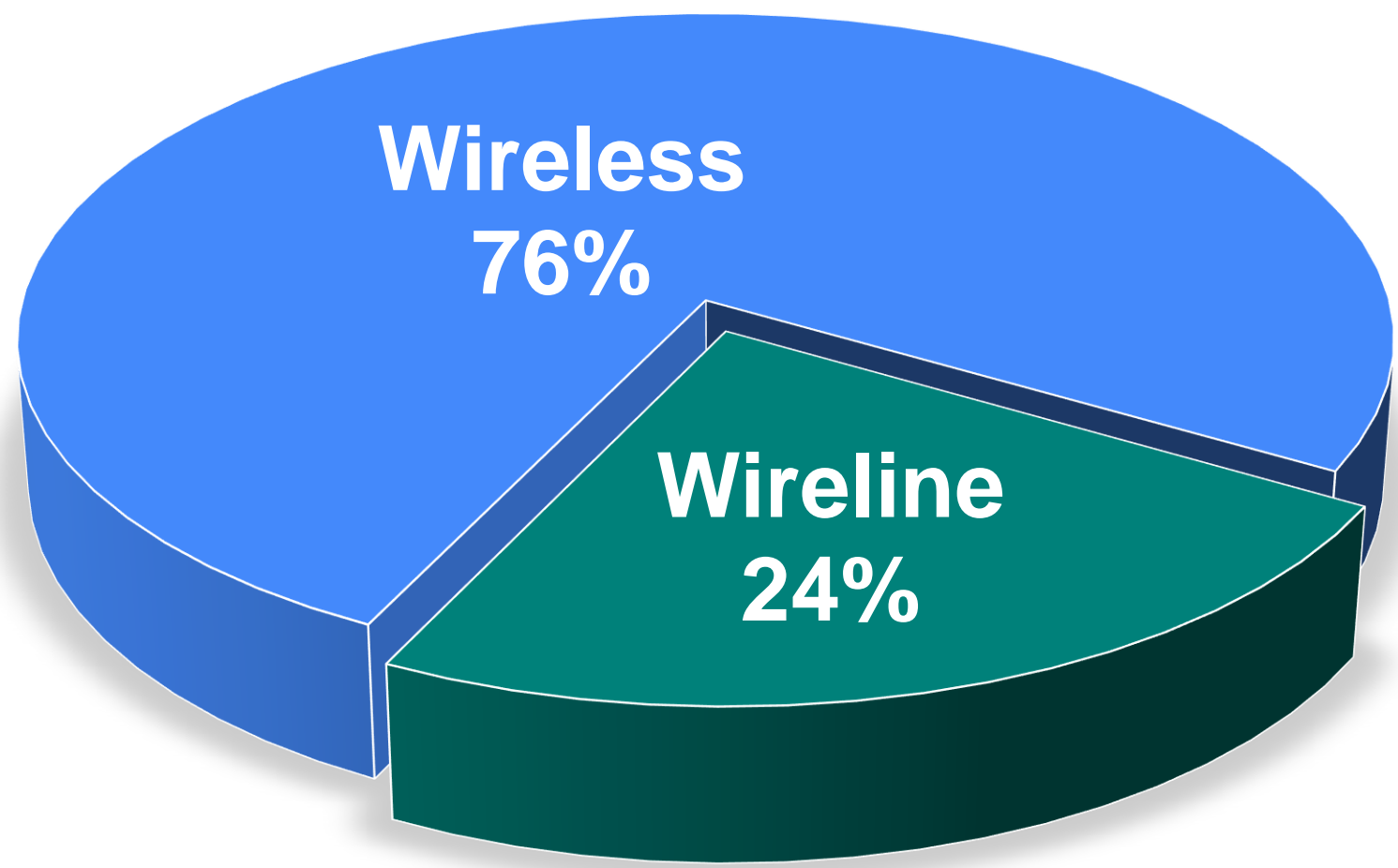
End-of-Year Program Participation

2010 – April 2018



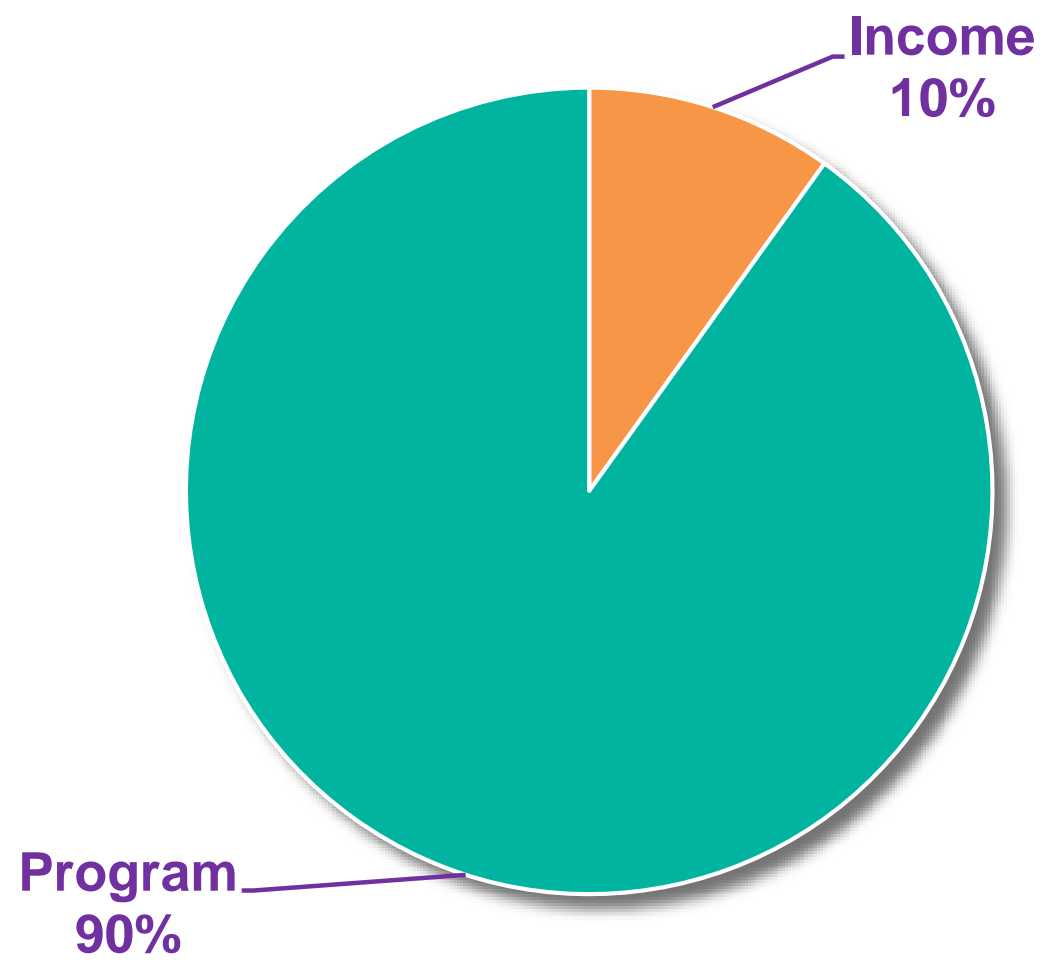
Program Participation by Type of Service

Dec. 31, 2017

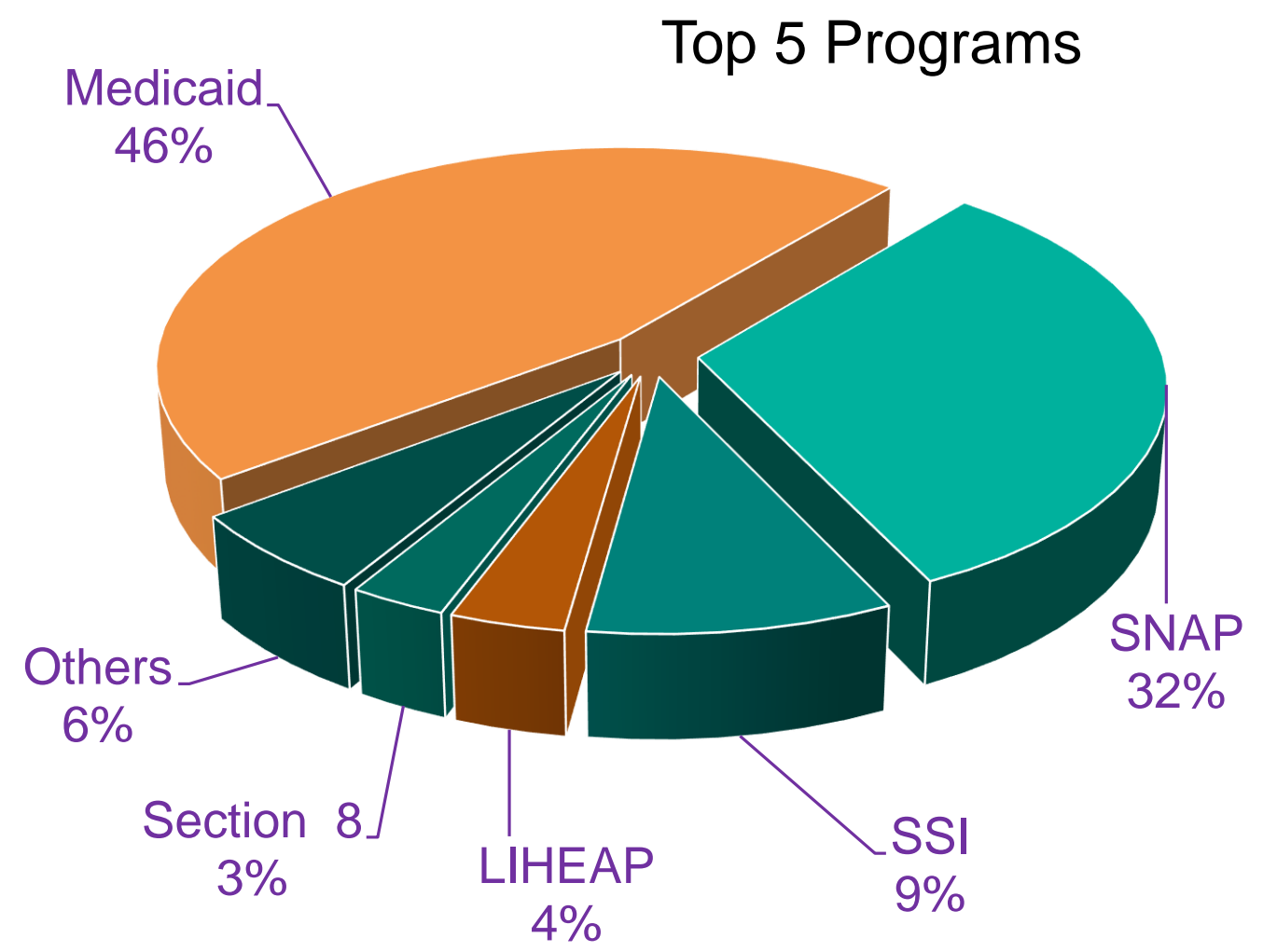


Enrollment Eligibility Method

Dec. 31, 2017

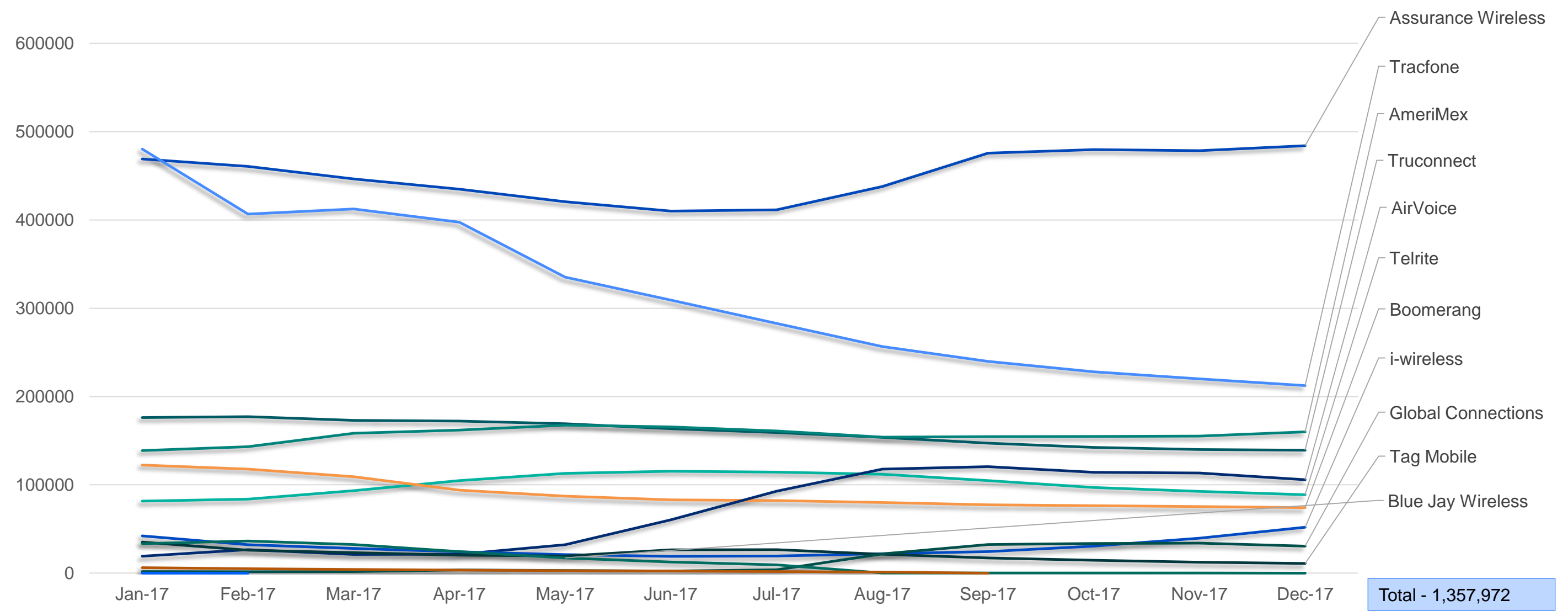


2796 participants qualified under the Veterans program as of 12/31/17



The top 5 programs account for 49% of 2017 enrollments

CY 2017 California LifeLine Wireless Participation by Service Provider



Data Range Jan-17 To Dec-17

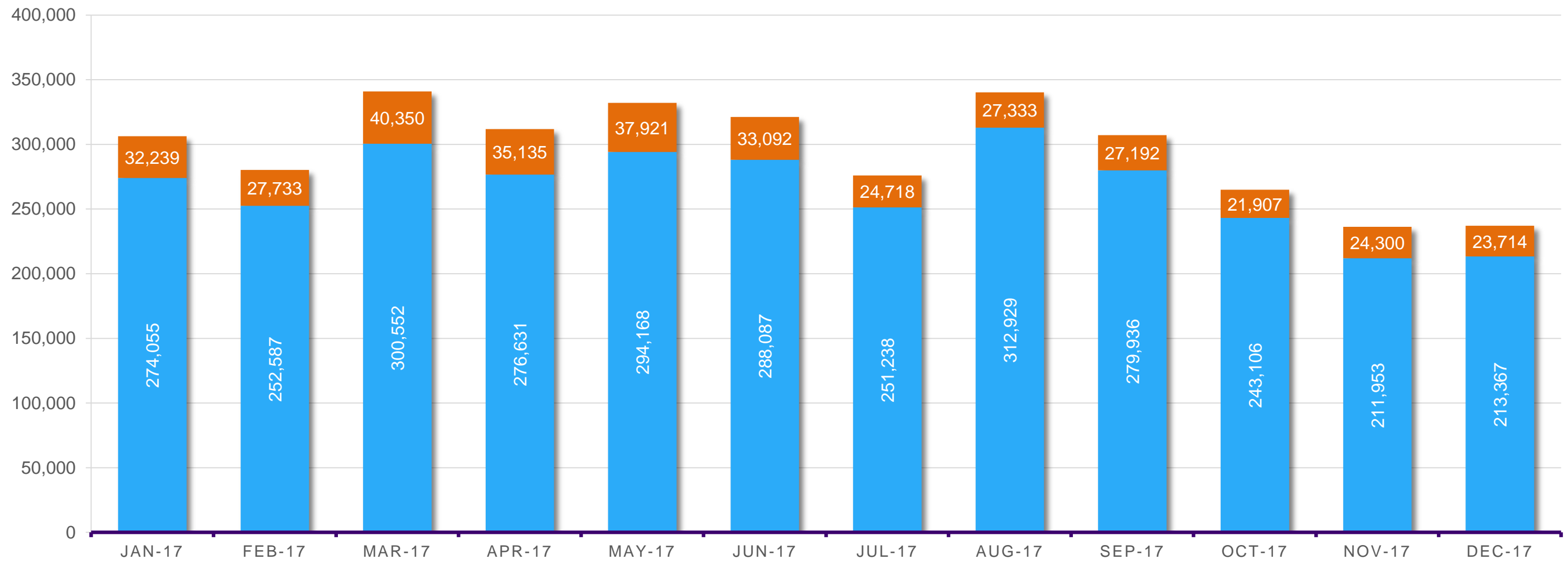
Growing/Contracting Wireless Service Providers

Service Provider	Number of Participants Beginning of Jan. 2017	Number of Participants End of Dec. 2017	Nominal Change	Percent Change
AirVoice	9420	105871	96451	1023.90%
Global Connections	1910	30563	28653	1500.16%
i-wireless	43607	51938	8331	19.10%
AmeriMex	151826	160002	8176	5.39%
Telrite	91405	88790	-2615	-2.86%
Assurance Wireless	493790	484140	-9650	-1.95%
Tag Mobile	37712	10859	-26853	-71.21%
Truconnect	178946	139214	-39732	-22.20%
Boomerang	124438	74186	-50252	-40.38%
Tracfone	477070	212388	-264682	-55.48%

Data Range 01/01/2017 - 12/31/2017

New Application Requests

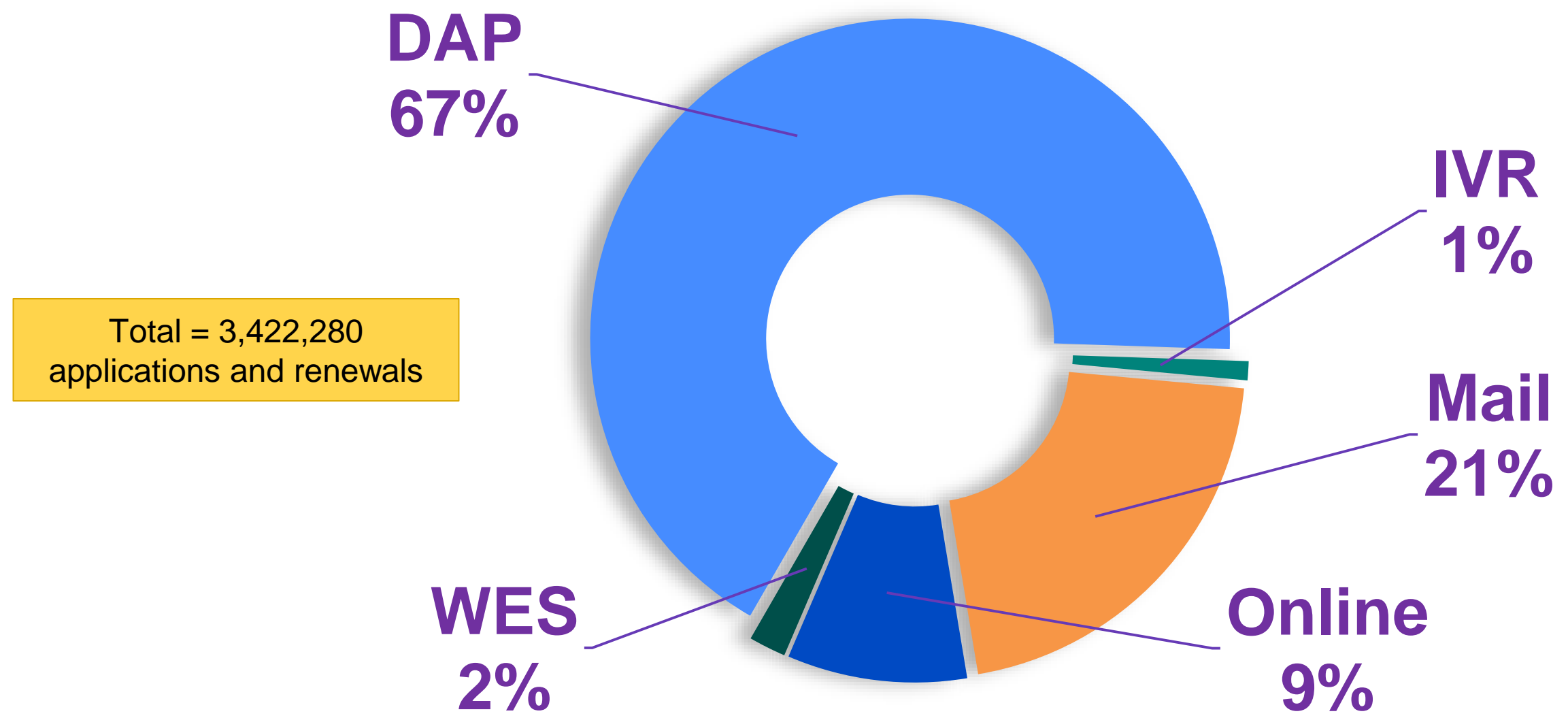
CY 2017



- New Requests Breakdown:**
- 90% DAP
 - 10% Mail

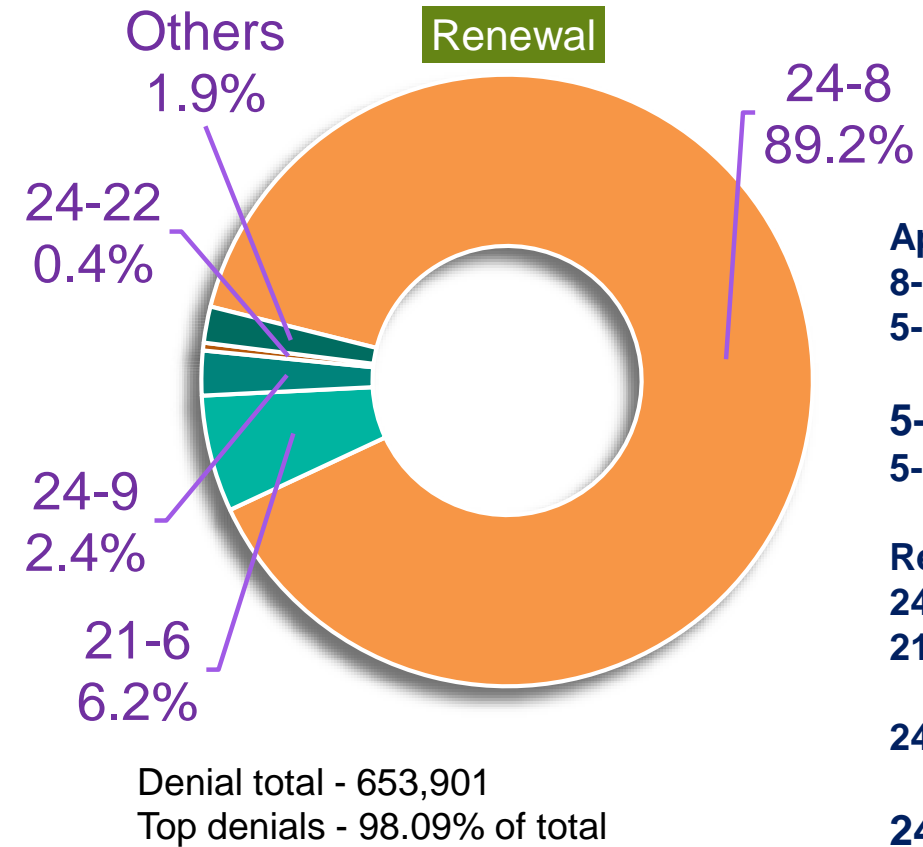
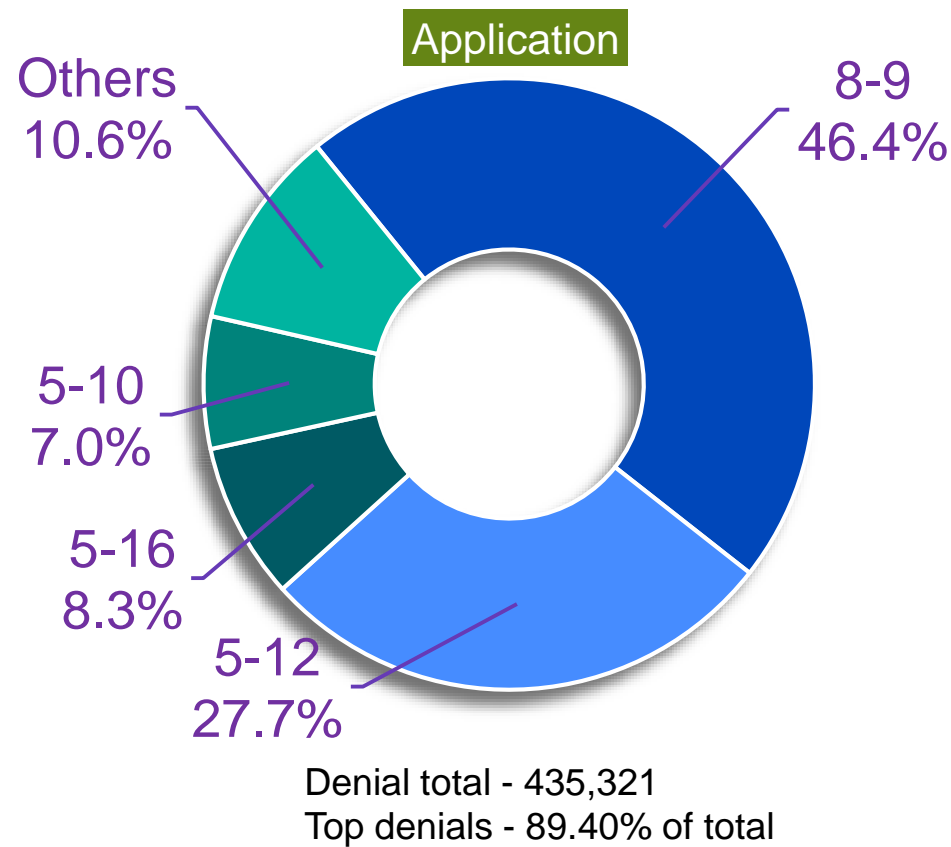
■ DAP ■ Mail

Submission Channel for Enrollments CY 2017 (Applications and Renewals)



Indicates how a consumer submitted completed the application or renewal form

Top Denial Codes – Wireless CY 2017



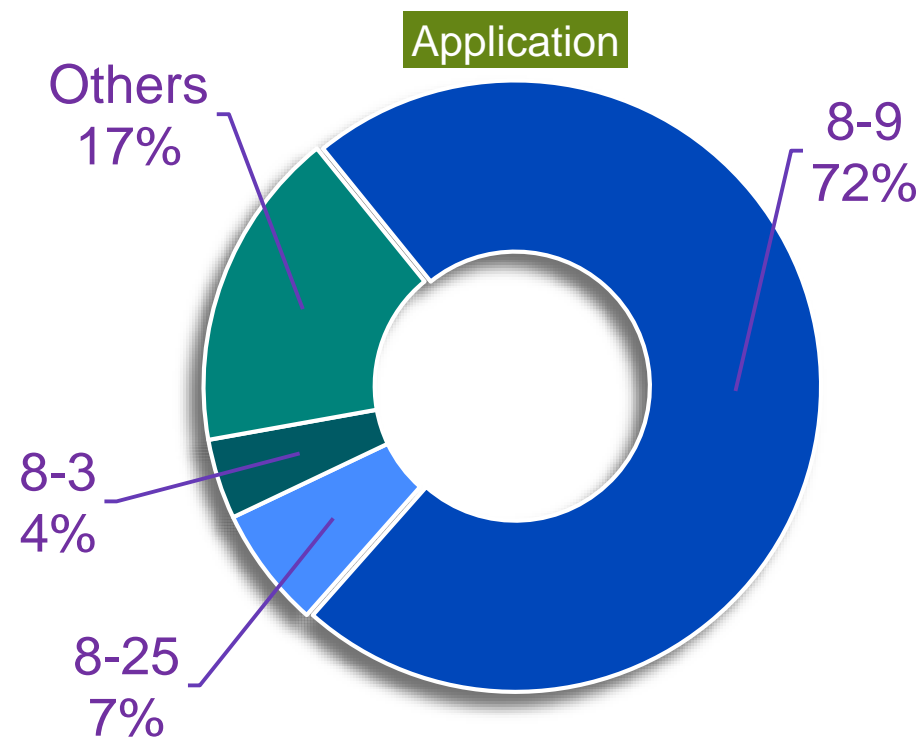
Application

- 8-9** Application not returned.
- 5-12** Dummy phone number not updated (30 days).
- 5-16** Identity Verification form not returned.
- 5-10** Receiving discount more than one line.

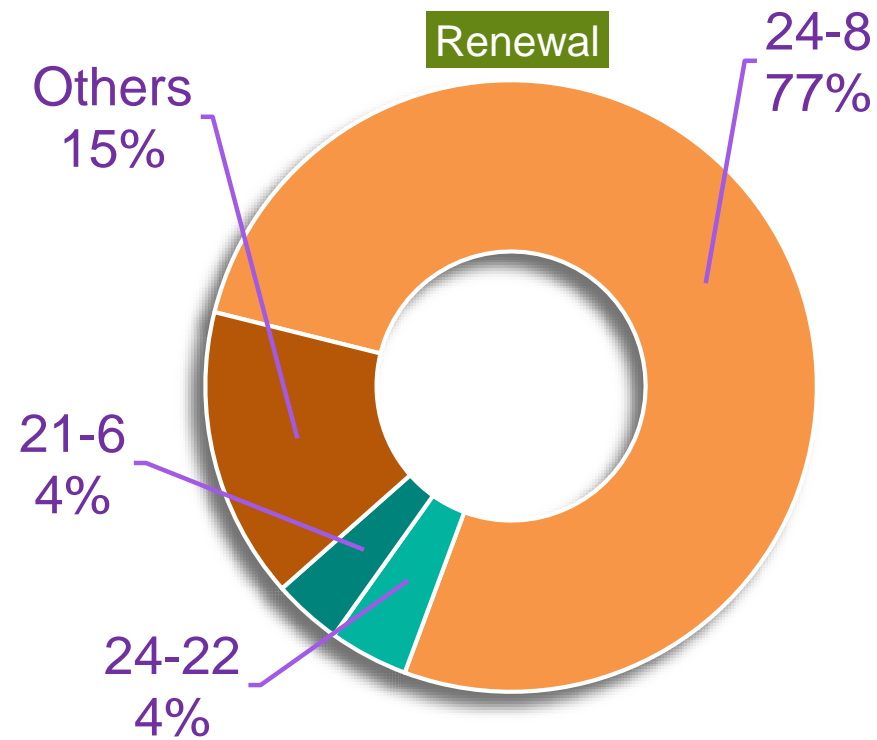
Renewal

- 24-8** Renewal not returned.
- 21-6** Non-deliverable. (Bad address initial hard denial)
- 24-9** Non-deliverable. (Bad address during renewal process)
- 24-22** Missing initials for 'No one else in my household is receiving California LifeLine discounts'.

Top Denial Codes – Wireline CY 2017



Denial total - 55,130
Top 5 denials - 83.01% of total



Denial total - 49,164
Top 5 denials - 84.59% of total

Application

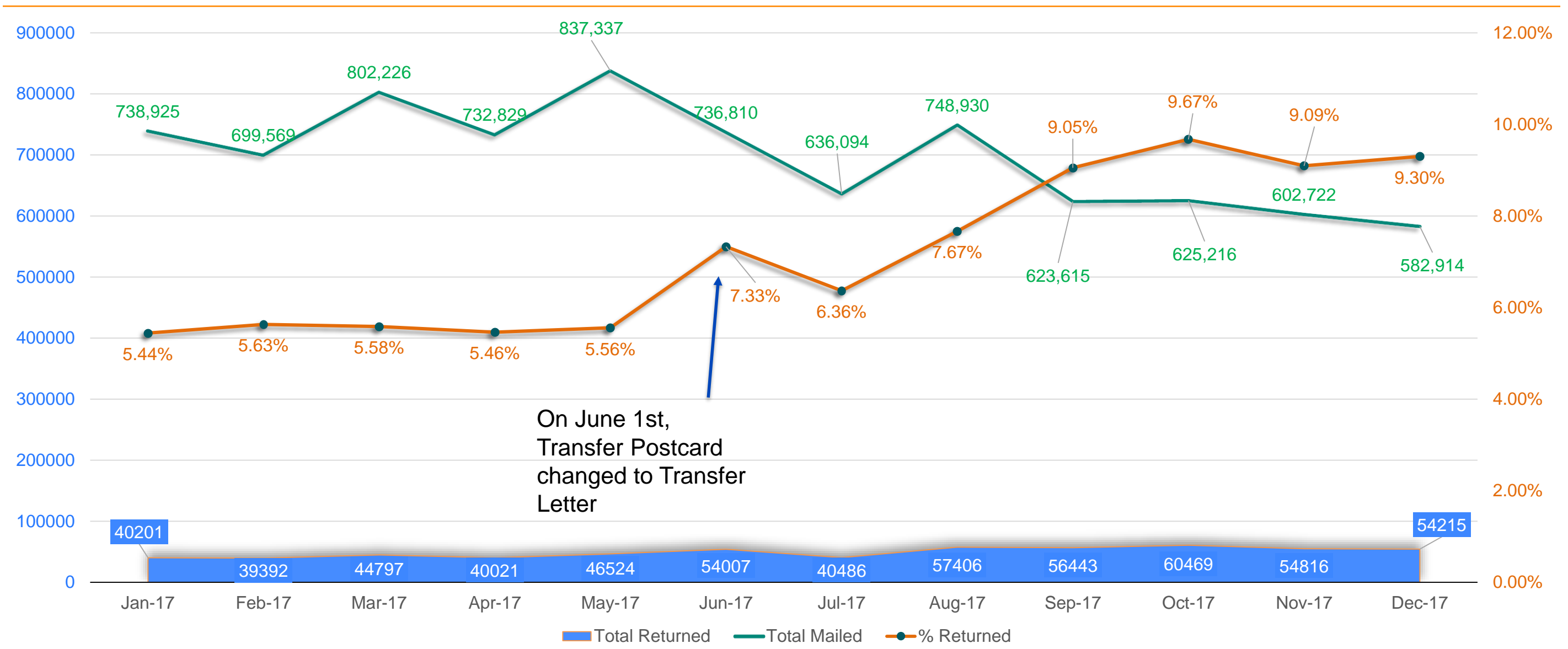
- 8-9** Application not returned.
- 8-25** No documents for qualifying program.
- 8-3** No documents for income.

Renewal

- 24-8** Renewal not returned.
- 24-22** Missing initials for 'No one else in my household is receiving California LifeLine discounts'.
- 21-6** Non-deliverable. (Bad address initial hard denial)

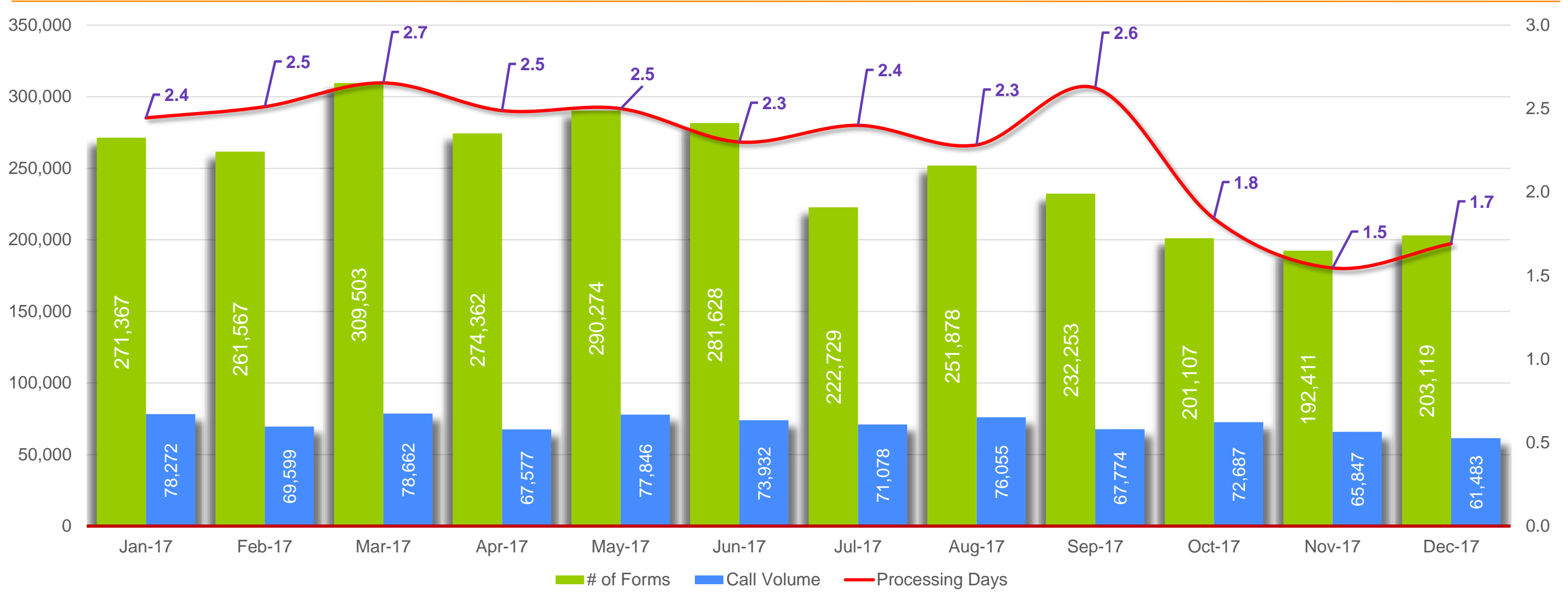
Returned Mail

CY 2017



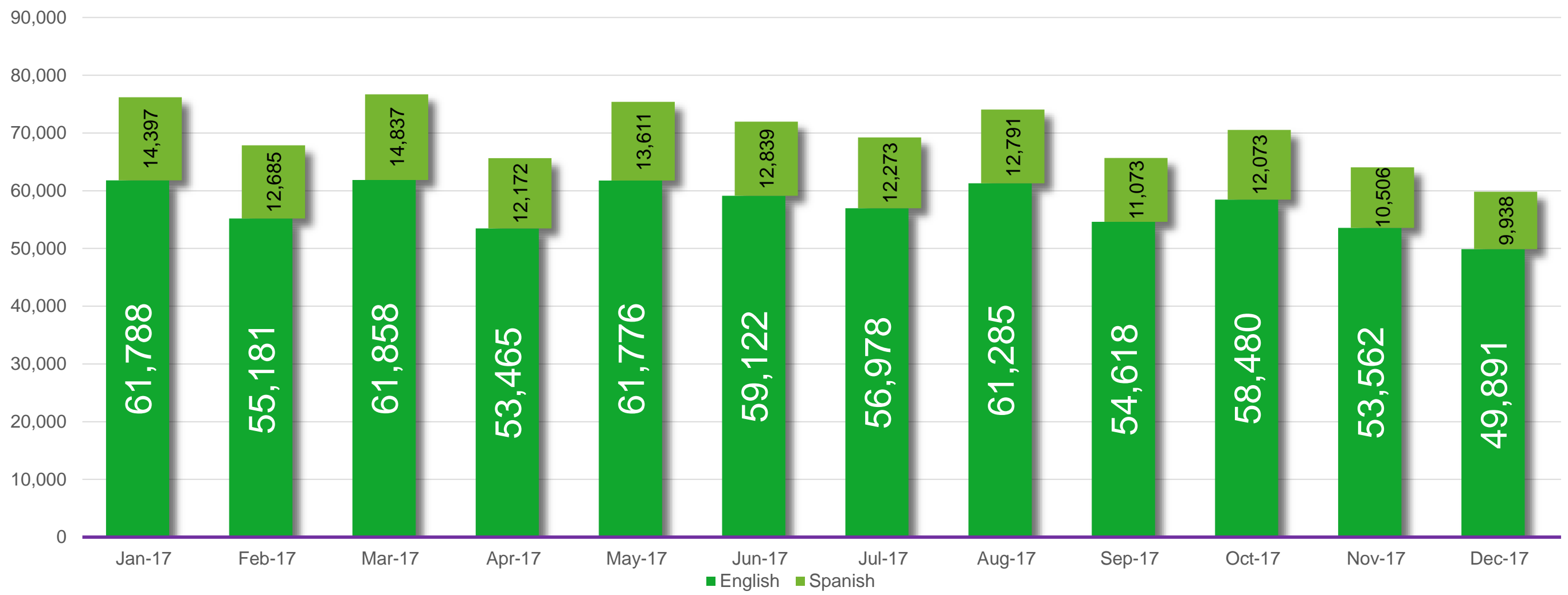
Call Center Throughput

CY 2017



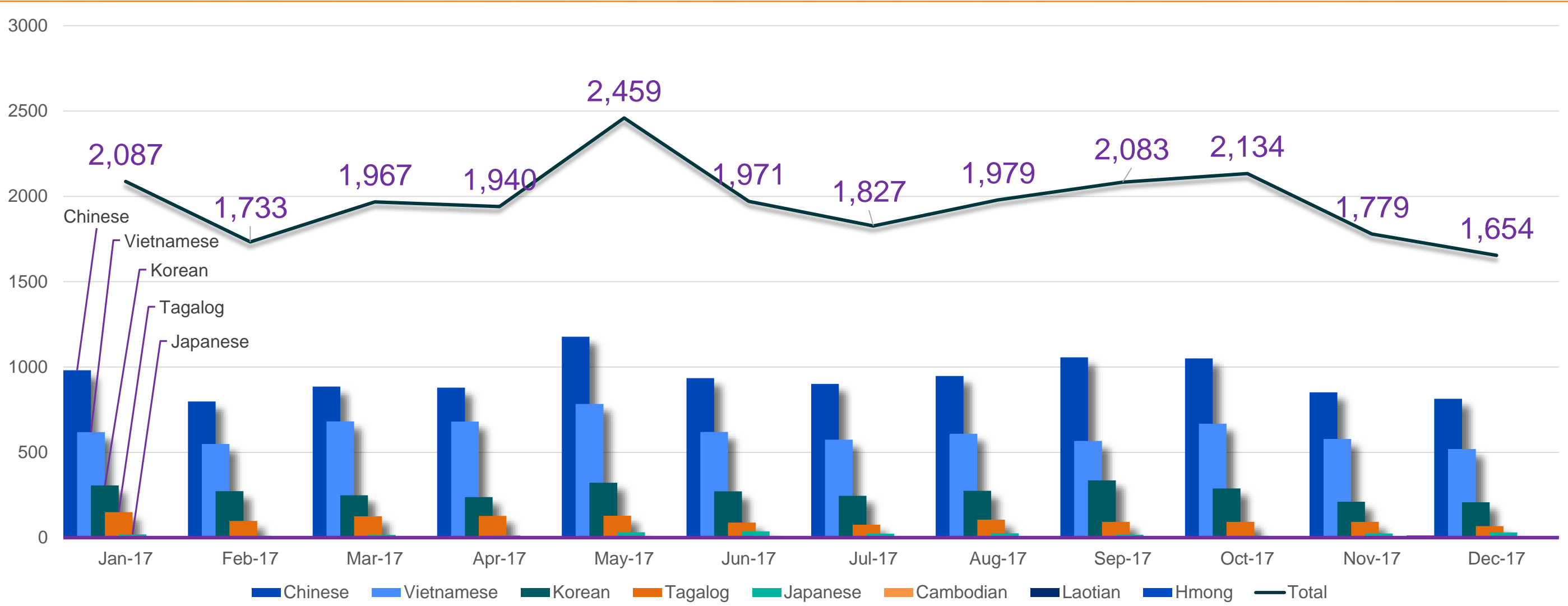
Call Center Volumes (English and Spanish)

CY 2017



Call Center Volumes (Asian Languages)

CY 2017

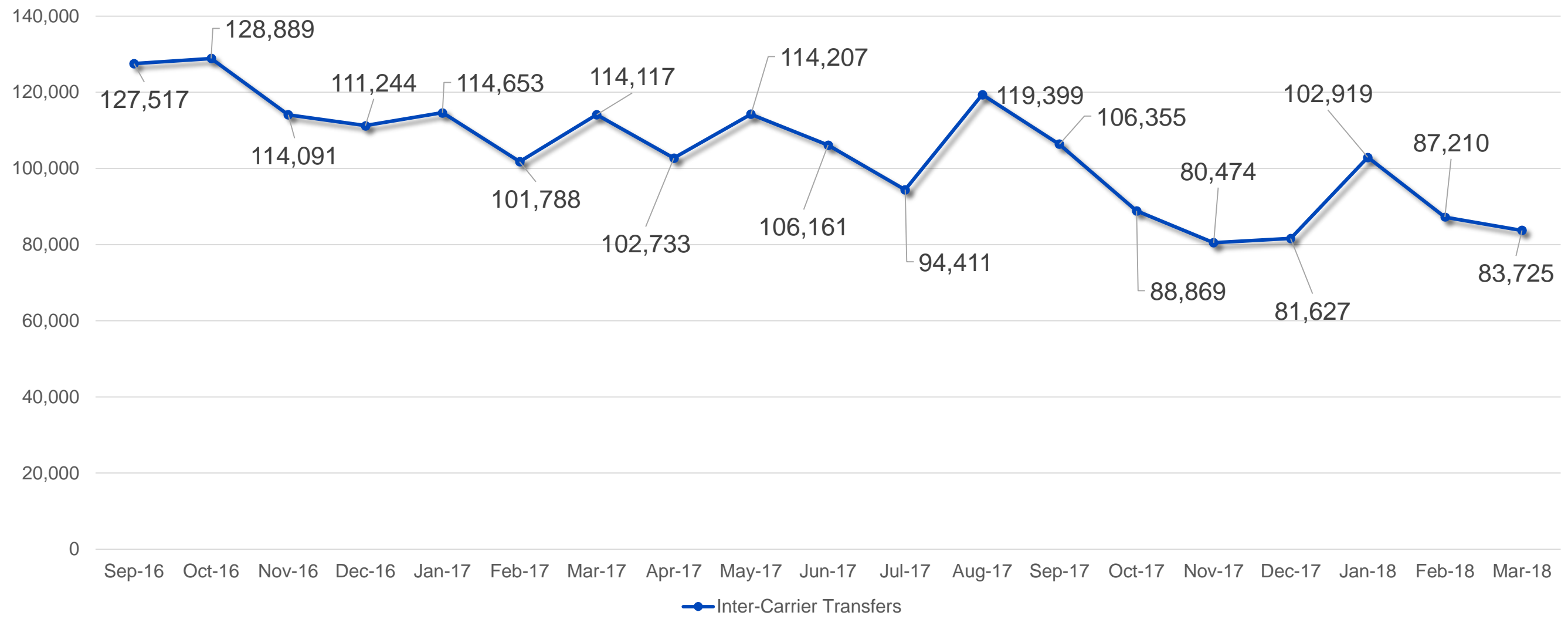


Top Call Reasons CY 2017

Call Reason	Volume
1. Check Status	121,572
2. Needs denial letter explained	86,057
3. Wireless question that had to be referred back to carrier	62,913
4. Needs CD/Denial letter explained	39,798
5. Info change request, referred back to carrier	38,803
6. Check Renewal Status	36,104
7. General Information	35,687

Volume of Inter-Carrier Transfers (DAP)

Sep. 2016 - Mar. 2018

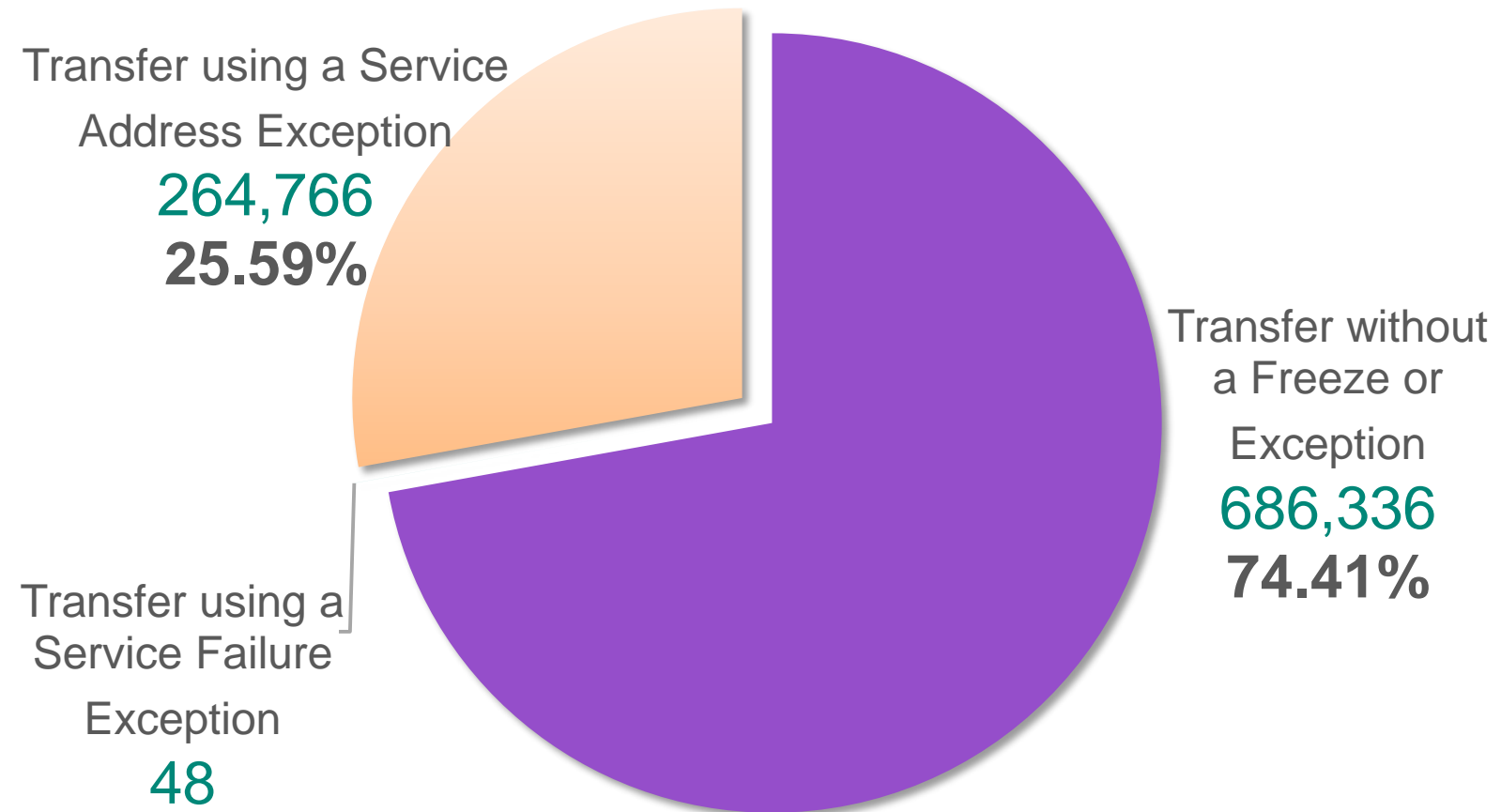


Volume of Inter-Carrier Transfers by Status Code (DAP)

Sep. 2016 - Mar. 2018

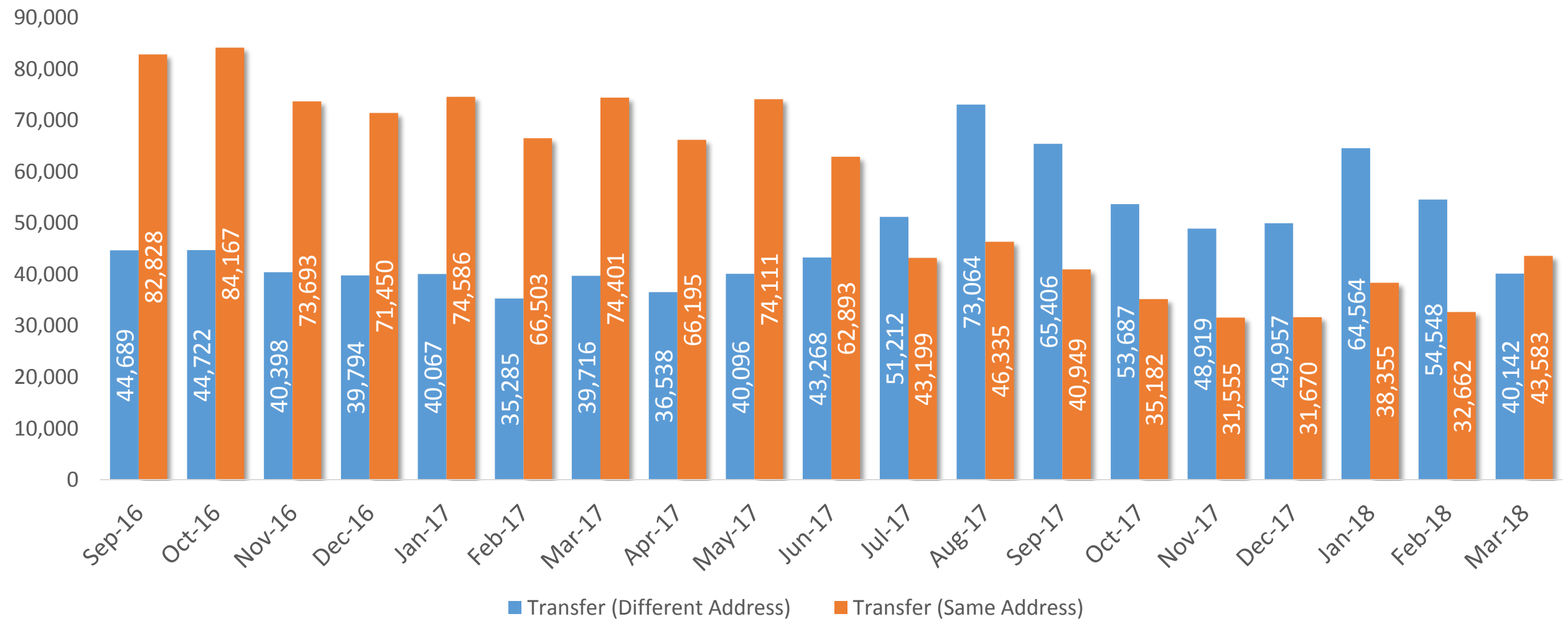


Pre-Launch of Discount Transfer Freeze
 Sep. 2016 – May 2017



Post-Launch of Discount Transfer Freeze
 Jun. 2017 – Mar. 2018

Volume of Inter-Carrier Transfers: Same vs Different Service Address Sep. 2016 - Mar. 2018 (DAP)



Top Complaints/Questions about the 30-Day Enrollment Request Freeze

Complaints

1. Why can't I apply with a different carrier?

Applicants call the Administrator while they are at a booth trying to apply to a different carrier. They ask why they are unable to complete the application process. It does not appear they are being advised of the 30-day enrollment freeze at the booth or by their existing carrier.

2. Why can't this be simpler?

Participants are frustrated when carriers advise them to contact the CA LifeLine Administrator for cancellation requests. They are referred to the Administrator to end the enrollment freeze, and in general find it difficult to determine who to contact for cancellations so they are able to re-connect within 30 days.

3. Why did I lose my discount when I changed my mind about transferring my service?

A participant decides to transfer service from carrier A to carrier B, but changes their mind and requests the transfer be cancelled (either because they decide to stay with carrier A, or because they want to end the 30 day freeze so they can transfer to carrier C). Due to timing, the transfer request could complete before the cancellation request is processed. The discount with carrier A will be ended, and the discount with carrier B will be subsequently lost when the transfer cancellation request processes.

Questions

1. Why was this freeze implemented?

2. Why can't California LifeLine provide me with a handset replacement?

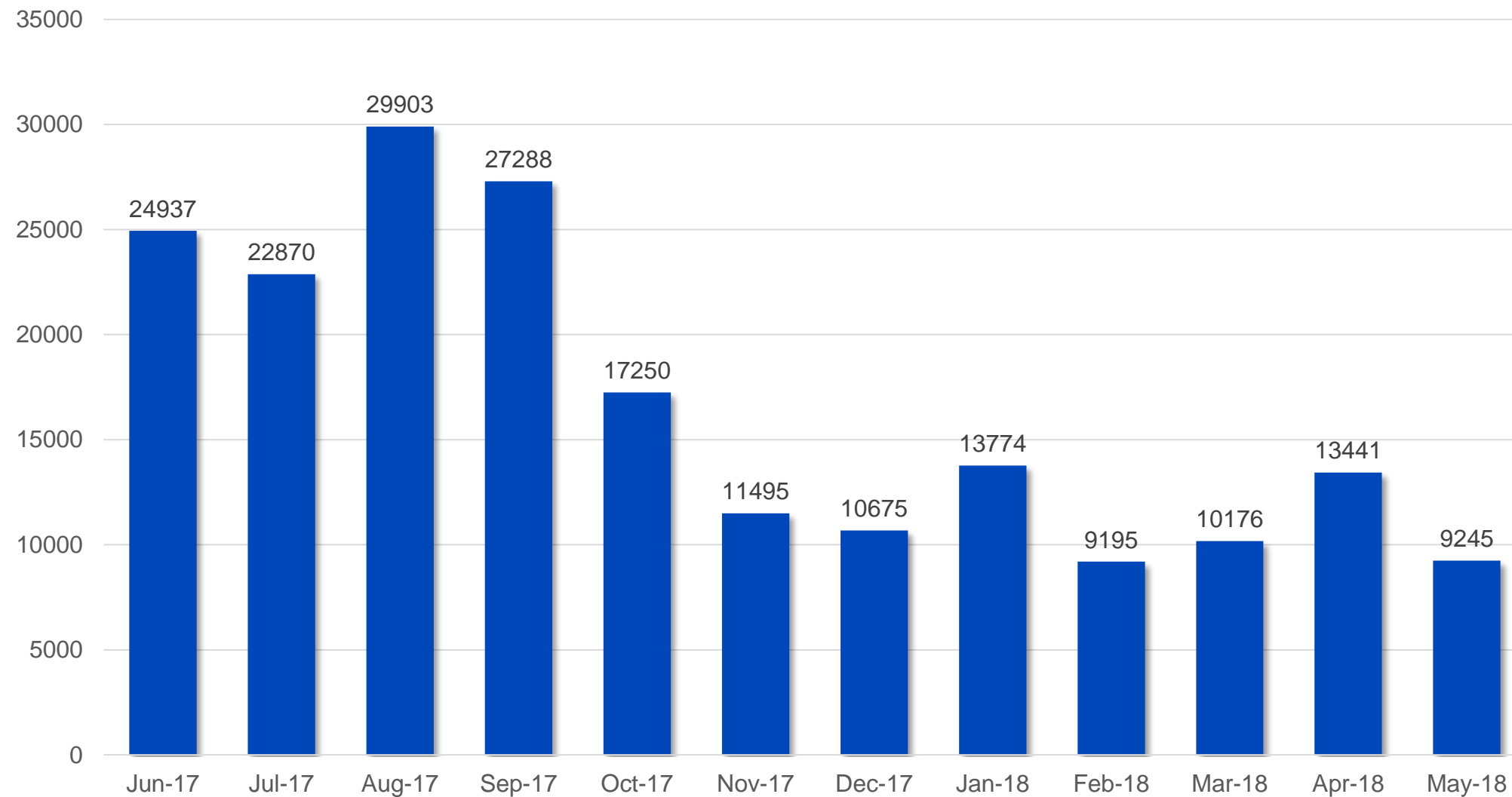
3. Can I file an appeal/complaint in regards to the discount transfer freeze because I:

a.) Was not advised about these new rules;

b.) Was under the assumption I was applying with the same carrier I have current service with.

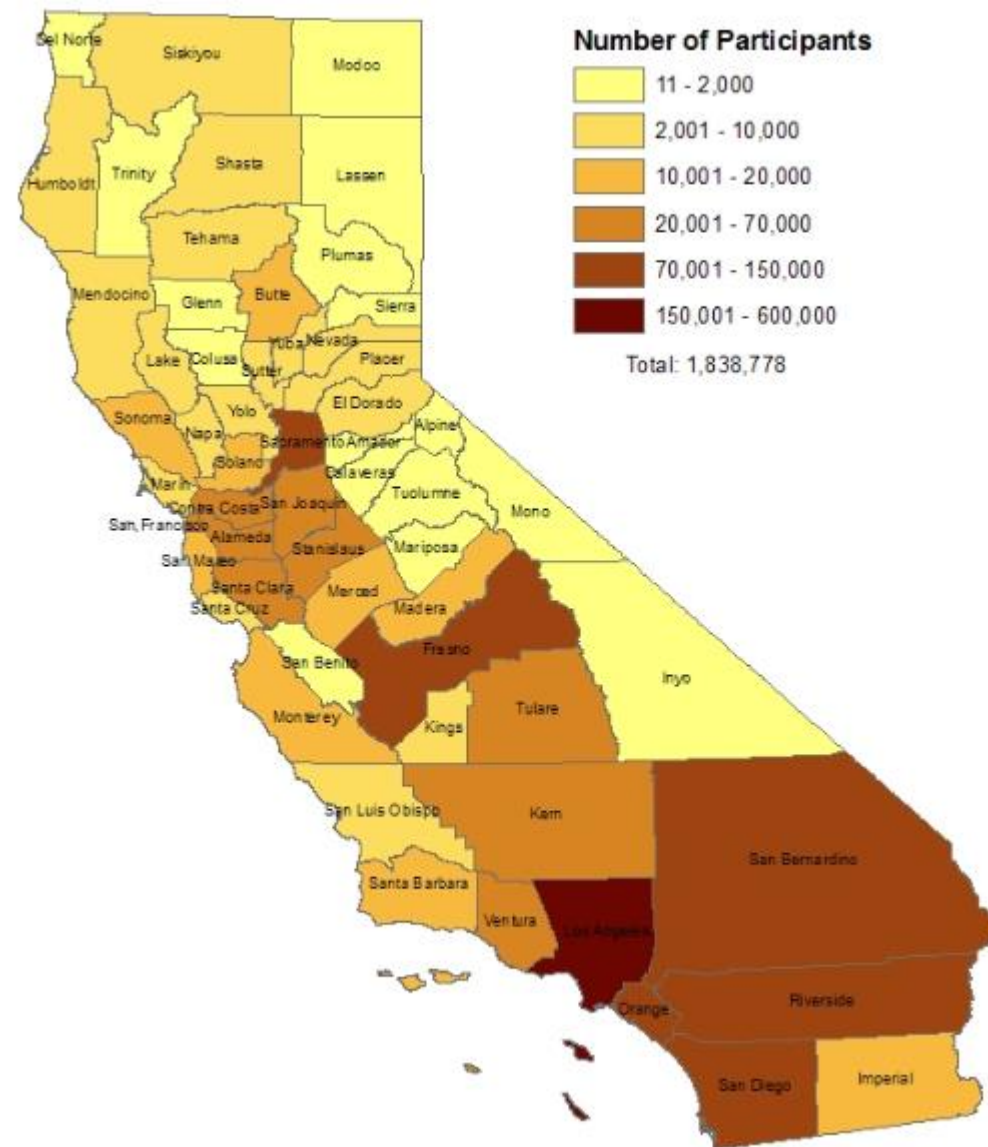
4. Why can't I change carriers if I am not happy with my service?

30-day Enrollment Request Freeze



New application requests subjected to 30-day Enrollment Request Freeze.

California LifeLine Participants by County



Data as of 06/30/2017

CONDUENT

