



Reaching Low Income Consumers: State and Federal Cooperation

Universal Service Administrative Company

NARUC Summer Meetings

Salt Lake City, Utah

July 14, 2004

USAC



Reaching Low Income Consumers

- ➡ All Eligible Telecommunications Carriers are obligated to “publicize the availability of Lifeline service in a manner reasonably designed to reach those likely to qualify for the service.” (47 C.F.R. § 54.405(b))



Reaching Low Income Consumers

- ☞ The FCC has recently established suggested outreach guidelines for states and carriers
 - Target households that do not have telephone service
 - Coordinate efforts with agencies that administer relevant assistance programs
 - Use USAC as a resource

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Reaching Low Income Consumers

☞ What does USAC have to offer to states and carriers as a resource?

- www.lifelinesupport.org
 - ◆ Lists specific information by state and carrier
 - ◆ Carriers are invited to submit information for posting
- Customer support center 1-888-641-8722
 - ◆ Answers questions from consumers and carriers
 - ◆ Toll free number offers convenience for consumers



Reaching Low Income Consumers

➡ USAC also conducts targeted outreach

- Speaking at conferences and meetings
- Contacting carriers directly through e-mail and mailings
- Communicating with organizations that work with low income consumers



Reaching Low Income Consumers

➡ USAC is also focusing on outreach to carriers regarding the new FCC Form 497

- Carriers will use the new form beginning October 2004 to claim reimbursement for providing Lifeline and Link Up discounts to eligible consumers
- A draft of the form is available on USAC's web site at www.universalservice.org/li
- Training opportunities will be available

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Reaching Low Income Consumers

- ◆ New FCC Form 497 will collect substantially more data from carriers, which will allow USAC to validate ETCs' claims for support
 - CETCs will list the ILEC name, SAC and exchange, if applicable, in which they are claiming support
 - ETCs that use a weighted average for Tier 1 support must show the multiple SLC rates and number of subscribers they used to calculate the weighted average.
 - ETCs that resell Lifeline connections to non-ETCs and claim support for these connections must identify the name of the reselling carrier and the number of Lifeline connections resold

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Reaching Low Income Consumers

☞ Potential new outreach initiatives

- Conduct periodic conference calls with carriers
 - Similar to the regularly scheduled calls USAC's Schools and Libraries Division holds with applicants
- Hold training sessions
 - Sessions will be recorded and made available on USAC's web site via WebEx
- Create a list of organizations that work with low income consumers
 - National, state and local groups



Reaching Low Income Consumers

☞ State cooperation could help USAC

- Target ETCs that receive High Cost support, but not Low Income support
- Identify organizations at the state and local level that work with low income individuals
- Target groups within a state that may be eligible for support, such as tribal residents and retirees

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Reaching Low Income Consumers

ETC Designation Orders

- USAC needs the states' help
- Please make your orders as specific as possible
 - List the name of each ILEC study area in which the CETC has been designated
 - Clearly indicate whether the CETC has been designated in all or part of each ILEC's study area
 - If designating a CETC below the ILEC's study area, list each wire center, including common name or CLLI code, in which the CETC has been designated
 - If designating a CETC in partial ILEC wire centers, clearly identify in which part the CETC is eligible

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◆ ETC Designation Orders (continued)

- If follow-up filings or other conditions are required before the ETC designation is final, either notify USAC directly or require the CETC to notify USAC when the conditions have been fulfilled
- If designating a CETC below the ILEC study area, remember to go to the FCC for approval of your re-definition of the ILEC's study area, pursuant to § 54.207 of the FCC's rules



Reaching Low Income Customers

➡ USAC also seeks advice from the states on “best practices” that have been successful in increasing Lifeline participation



Reaching Low Income Consumers

➡ Please contact me to discuss joint state-USAC outreach ventures or with any questions

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