

# California LifeLine Program

## Administrative Committee Program Review

Tom Burns, PMP, CSM  
Program Manager

November 8, 2016



# Executive Summary

- January to September 2016 program subscriber growth rate of -2.9%
- Wireless subscriber growth rate has been positive for three consecutive months (three month average of 0.44%)
- Wireline enrollment decreasing trend continues at a decelerated rate (May 2016: -2.4%; September: -1.9%)
- FCC LifeLine Reform Order program impacts
- Carrier Consolidations and market impact
- Wireless connection charge (\$39)
- Forms Processing turn-around-time is currently at ~3.5 days
- SMS, IVR and WES Renewal projects appear to have had a positive impact on renewal rates

# Program Changes and Drivers

## Pending Wireless Connection Fee

- Scheduled to sunset on December 23, 2016.

## Pending Projects

- Enrollment freeze
- Port Freeze
- Eligibility criteria updates
- WES Phase II
- Renewal SMS

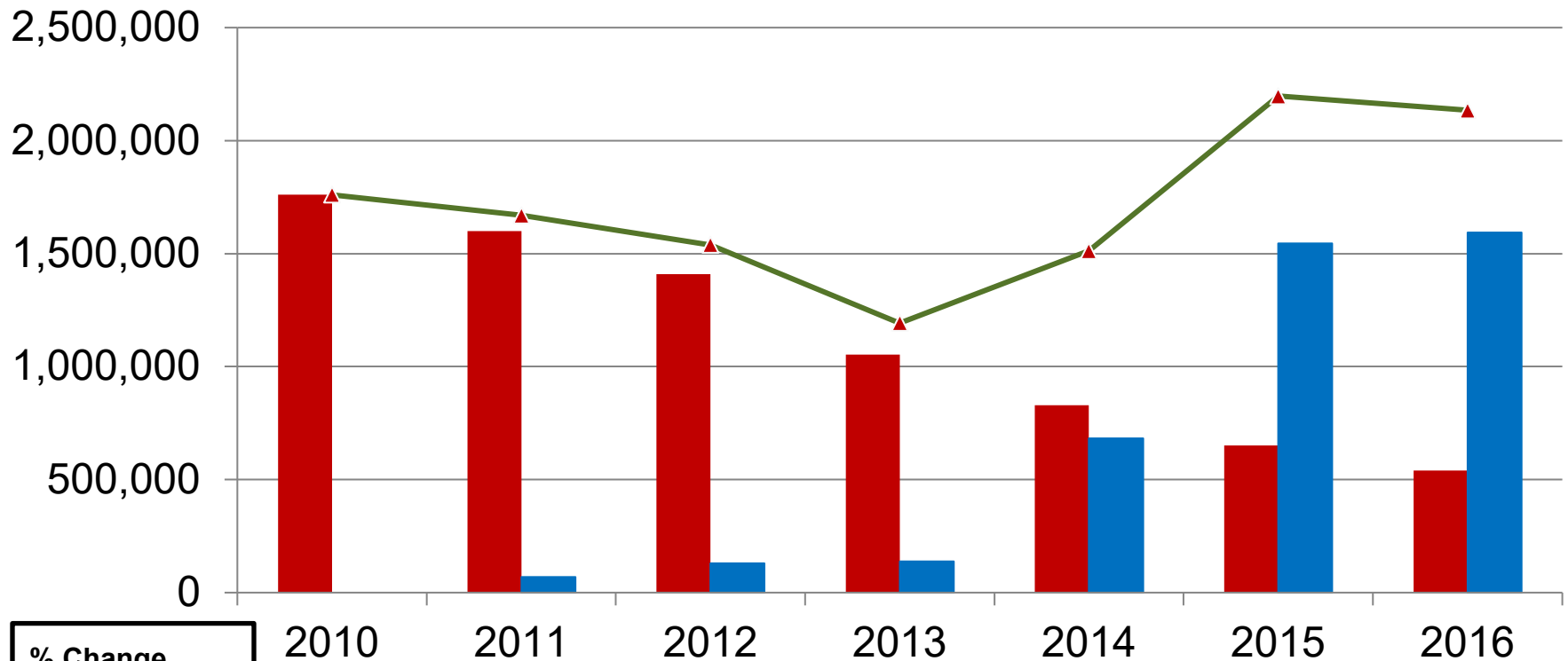
## Carrier Consolidations

- Budget > TracFone
- Assurance > i-Wireless
- Budget and Total Call Mobile > Boomerang
- Time Warner Cable/Charter Communications/Bright House



# Subscriber Statistics: 2010 – Sept 2016

## Year End Totals – 2016 Data: January thru September



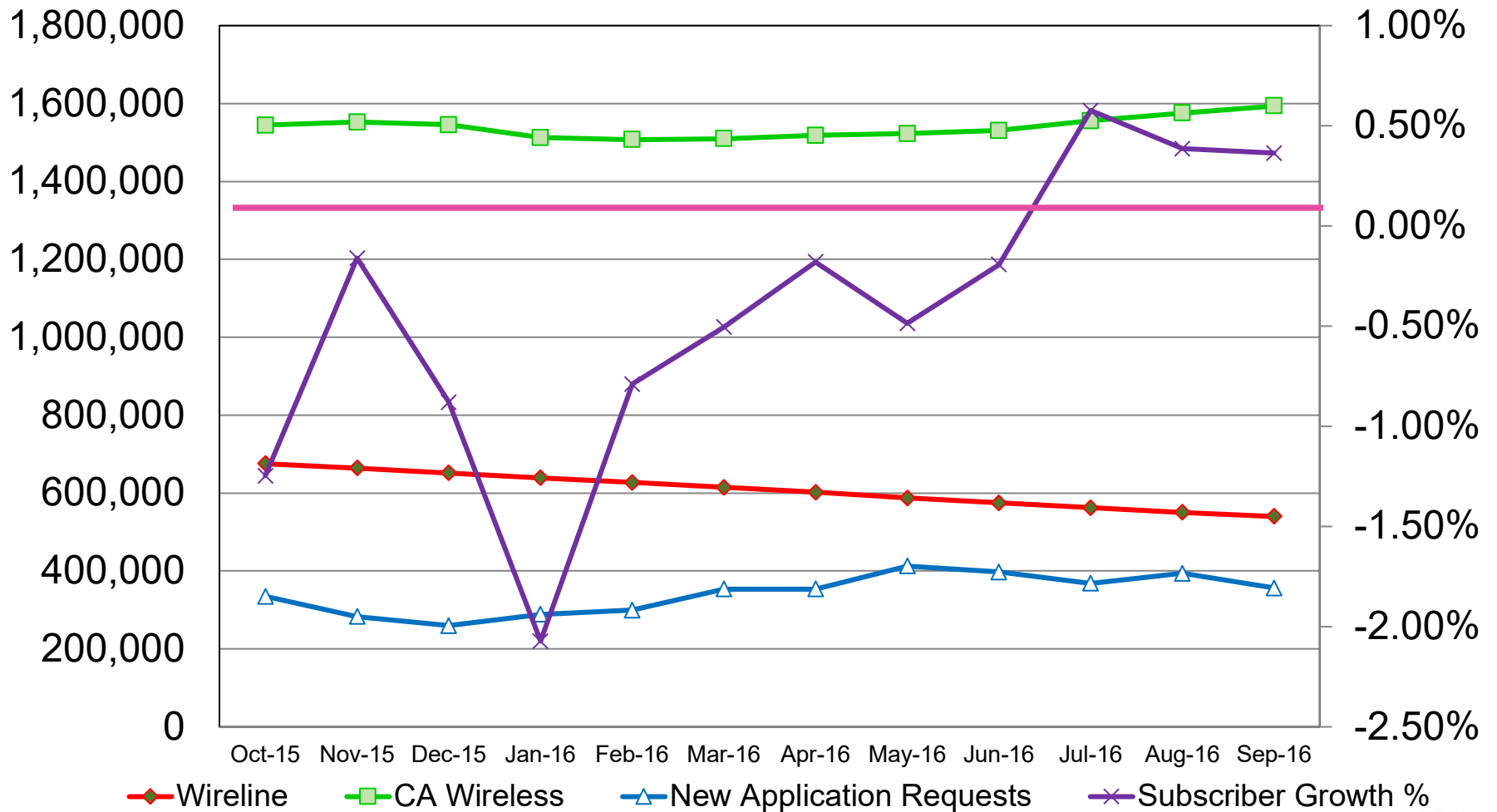
### % Change

2011	- 5.5%
2012	- 8.5%
2013	- 29.0%
2014	+26.8%
2015	+37.6%
2016	-2.9%

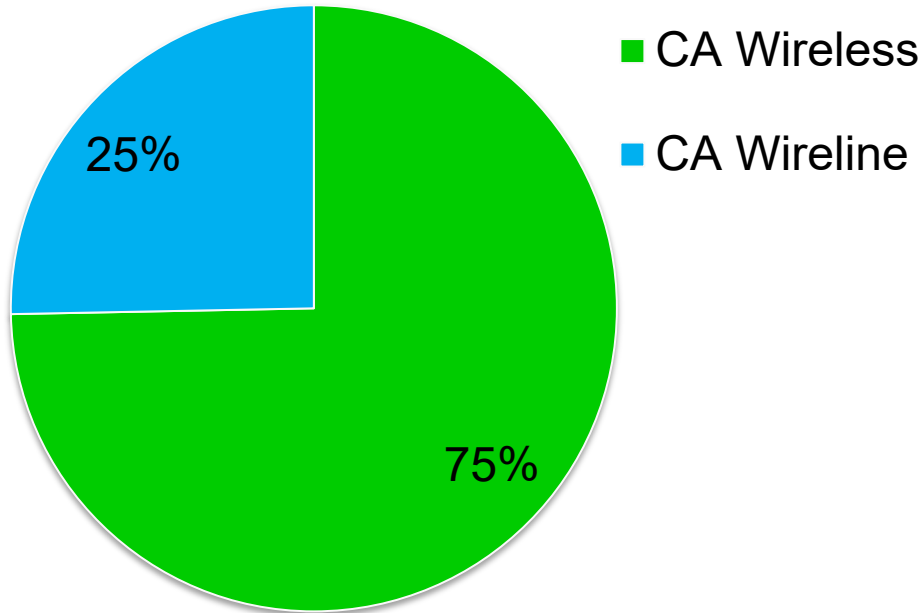
■ Wireline   ■ Wireless   ▲ Cumulative

# Program Subscriber Trends

## Oct 2015 - Sept 2016



# LifeLine Enrollment Breakdown – September 2016



## Program Enrollment Statistics

**CA Wireless: 1,593,983**

**Wireline: 539,985**

**Total Enrollment: 2,133,968**

## September 2016 Growth Rates

**Wireless Growth Rate: +18,383 or +1.2%**

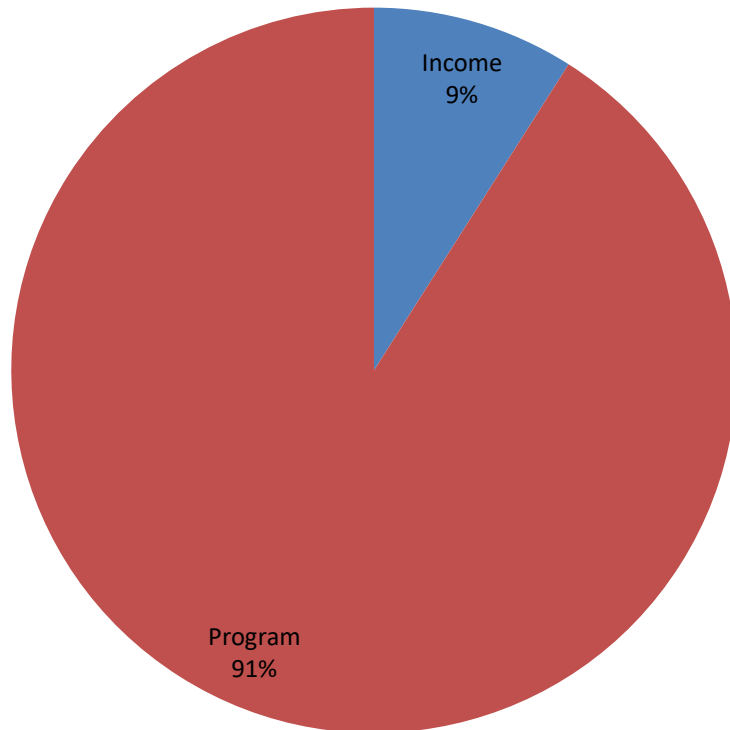
**Wireline Growth Rate: - 10,655 or -1.9%**

**Program Growth Rate: +7,728 or +0.36%**

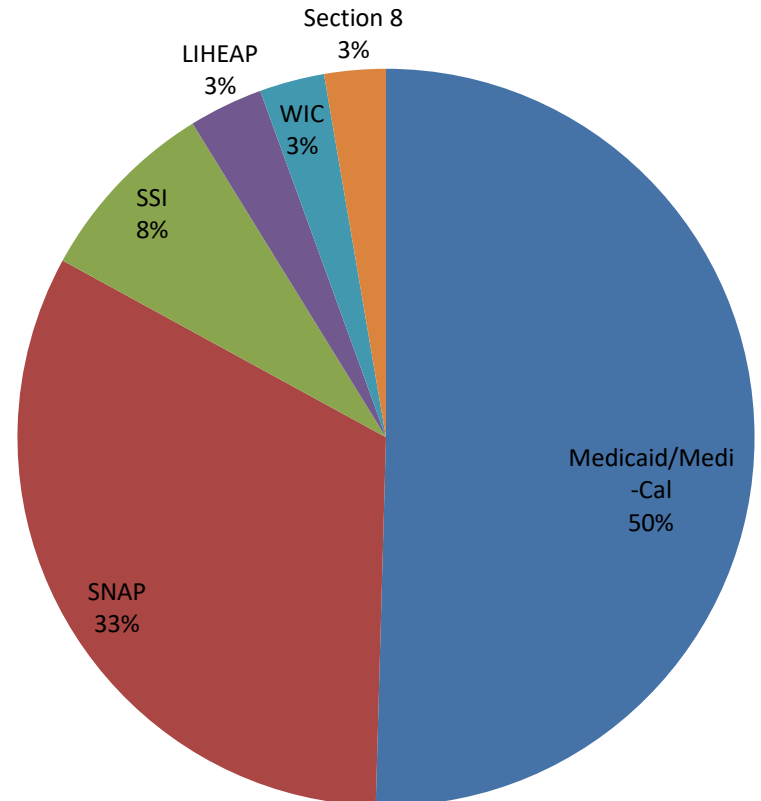


# Enrollment Eligibility Mechanism – September 2016

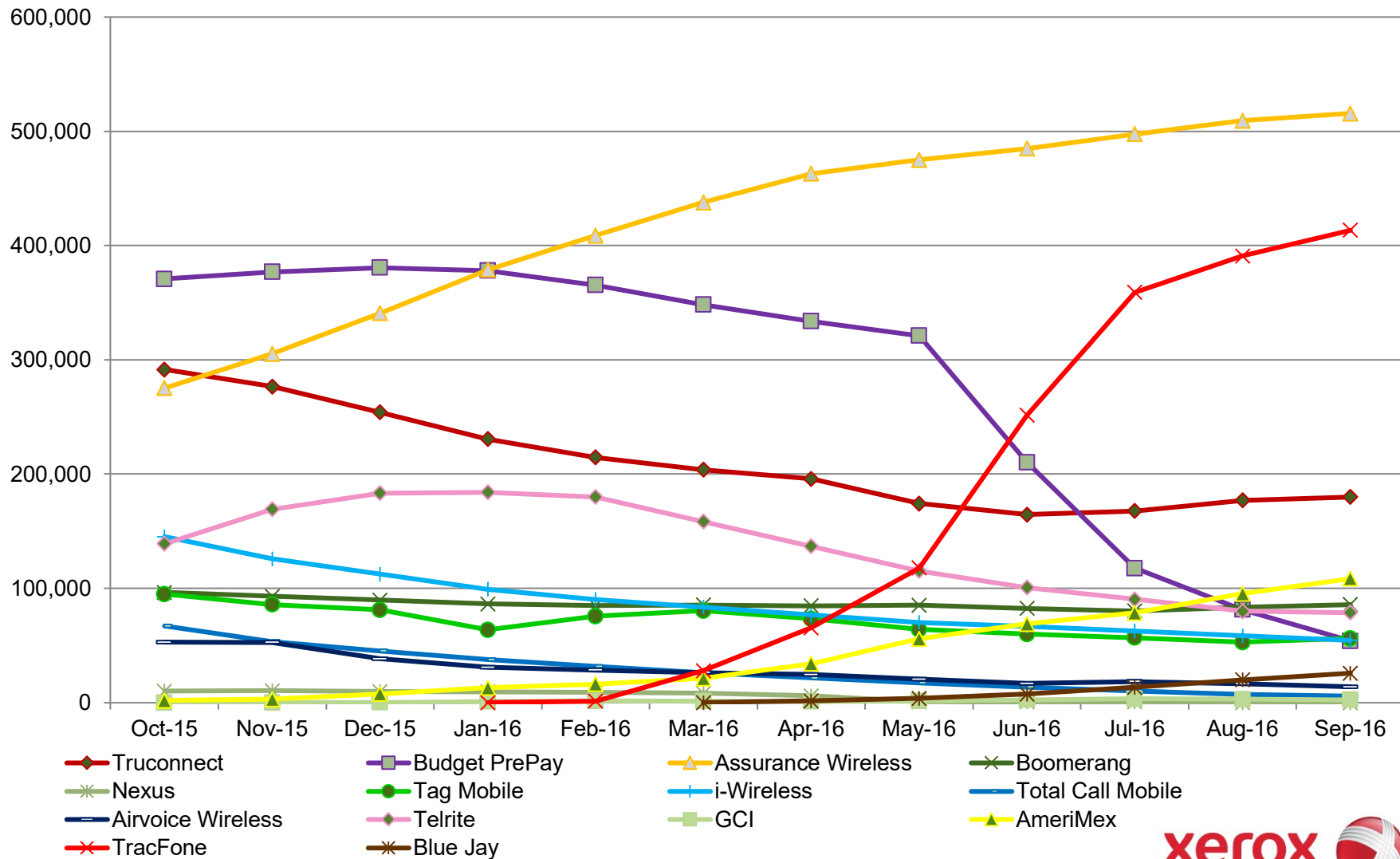
## Enrollment Eligibility Mechanism



## Program Eligibility – Top 6 Programs



# California LifeLine Wireless Subscriber Trends: Oct 2015 - Sept 2016



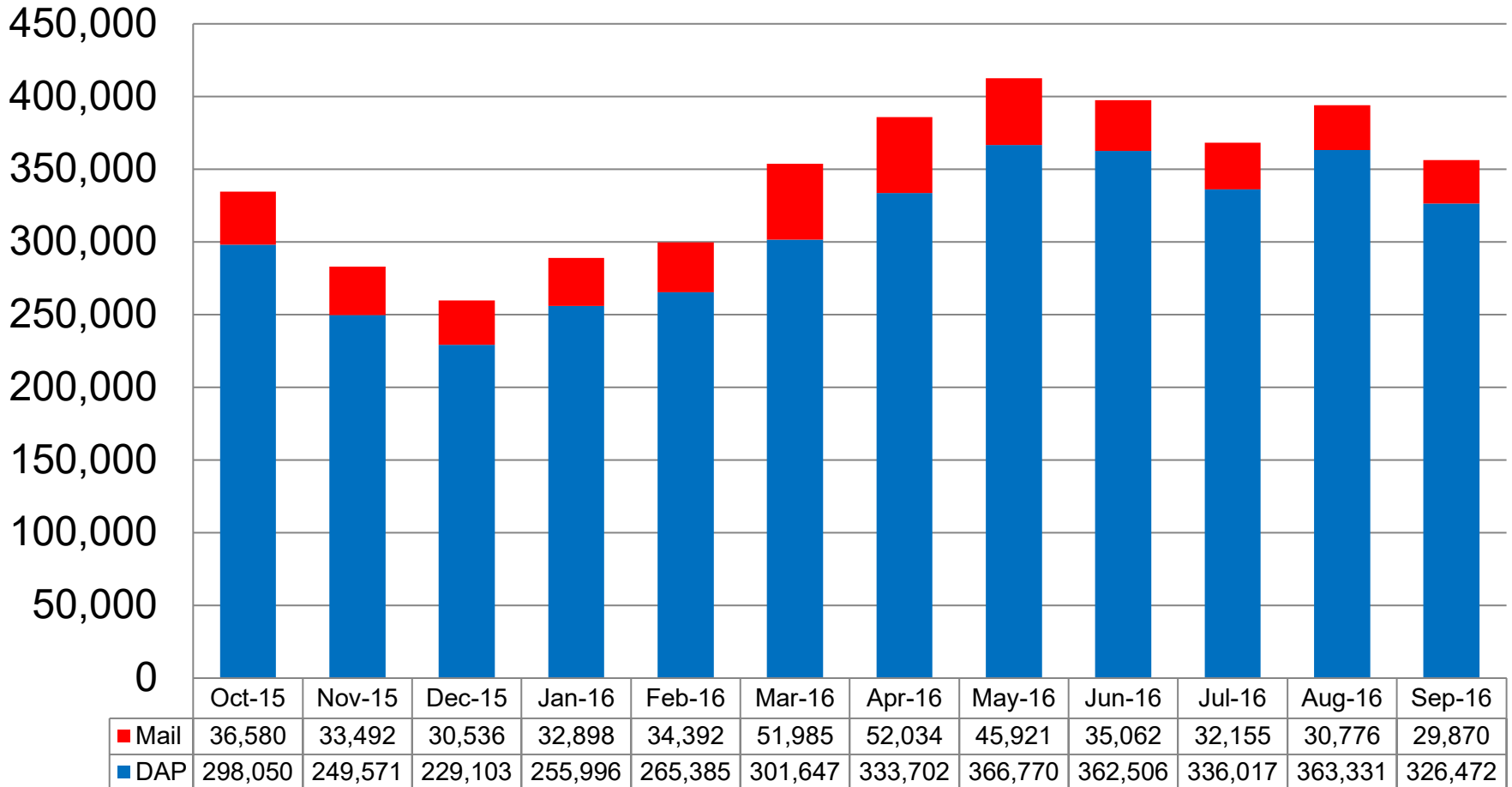


# Growing/Contracting Carrier Statistics – Sep 2016

Carrier	Growth/Contraction	Enrolled Subscribers	Growth/Loss %
<b>Top 3 Growing Carriers</b>			
AmeriMex	13,266 New	108,551	13.92%
TracFone	22,540 New	413,334	5.77%
Assurance Wireless	6,381 New	515,658	1.25%
<b>Top 3 Contracting Carriers</b>			
Budget	27,397 Lost	53,952	-33.68%
i-wireless	3,910 Lost	54,465	-6.70%
AT&T	6,880 Lost	366,828	-1.84%

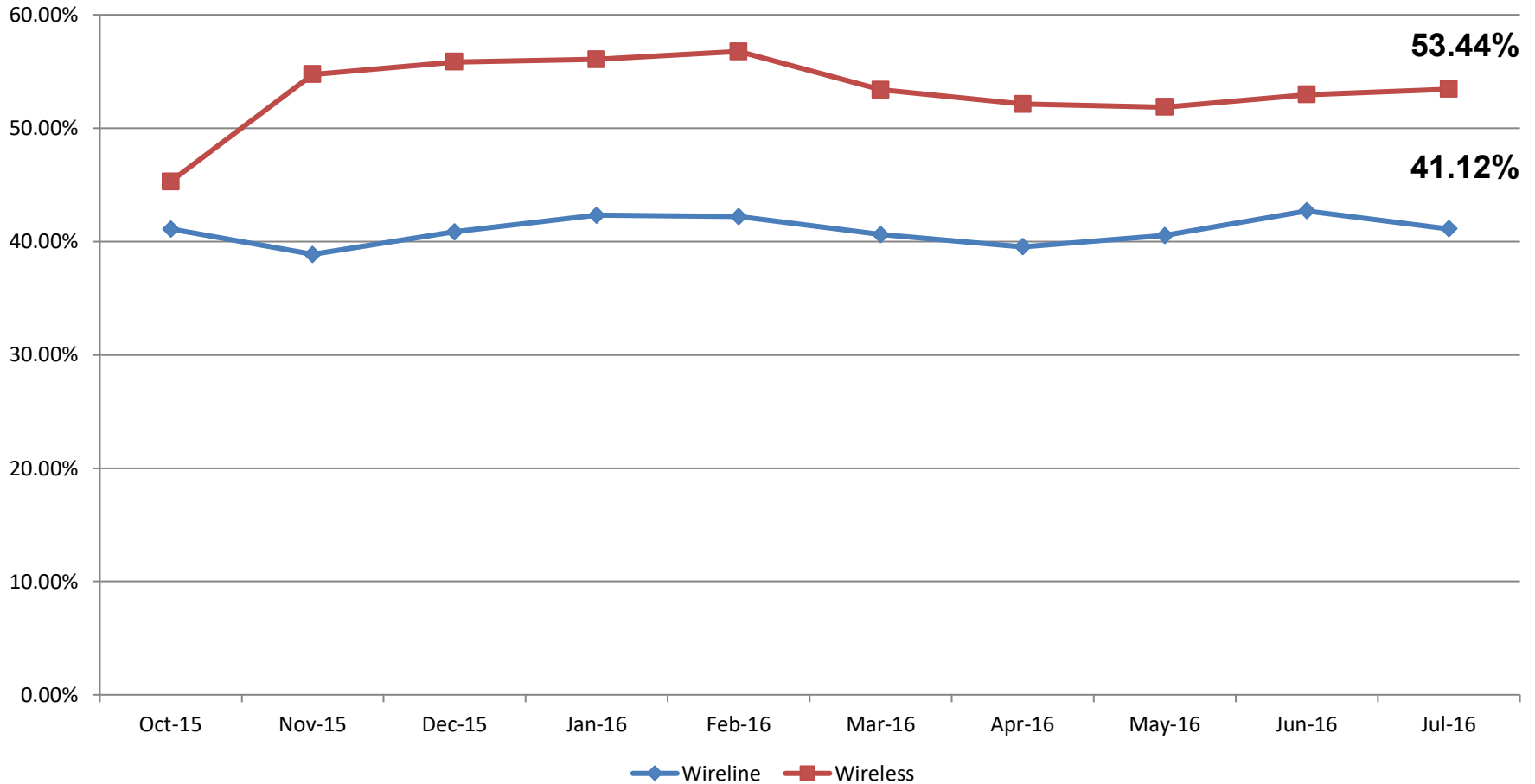
# New Application Requests per Month

## Oct 2015 – Sept 2016



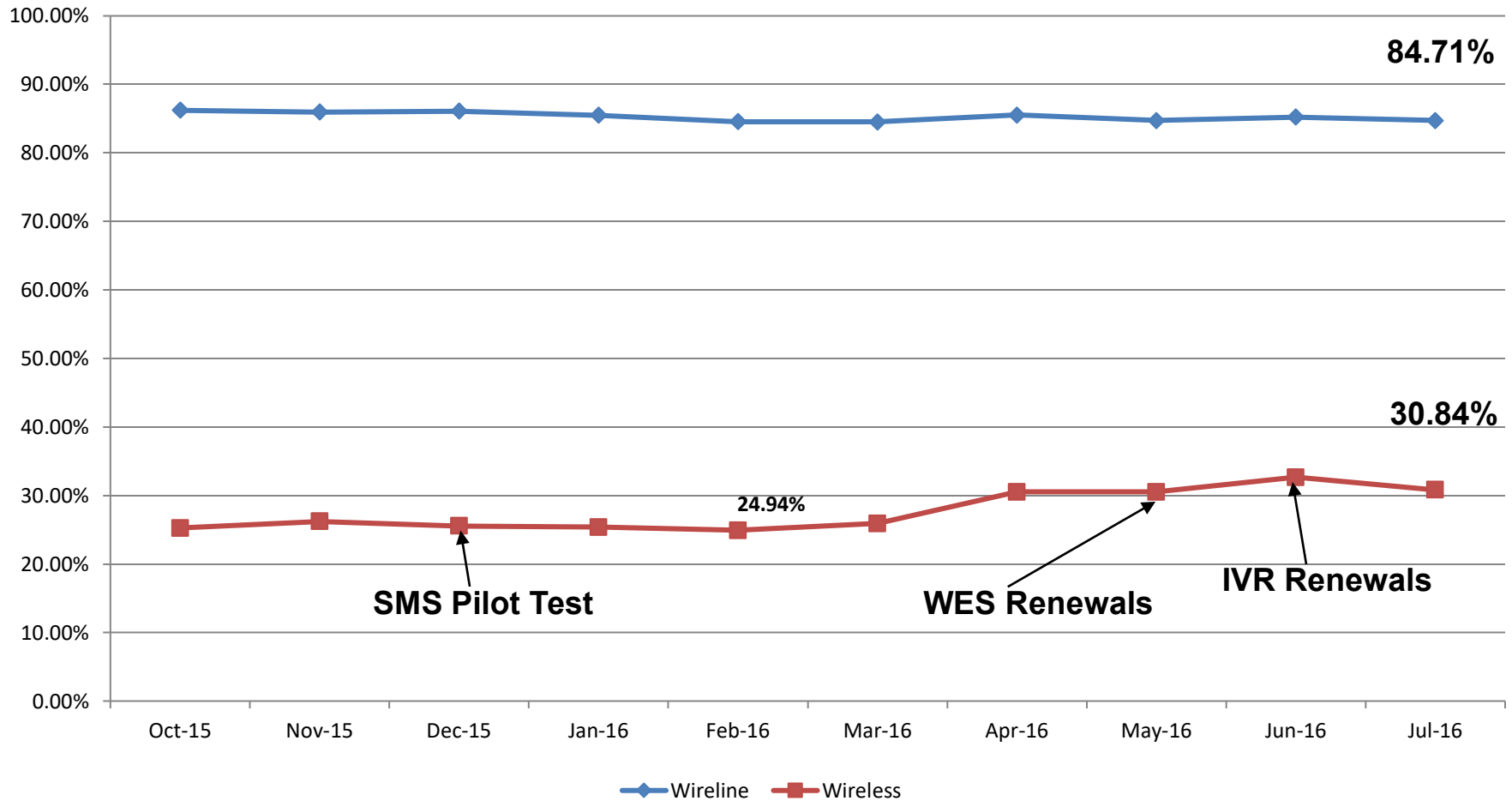
# Certification Approval Rates

## Oct 2015 – July 2016

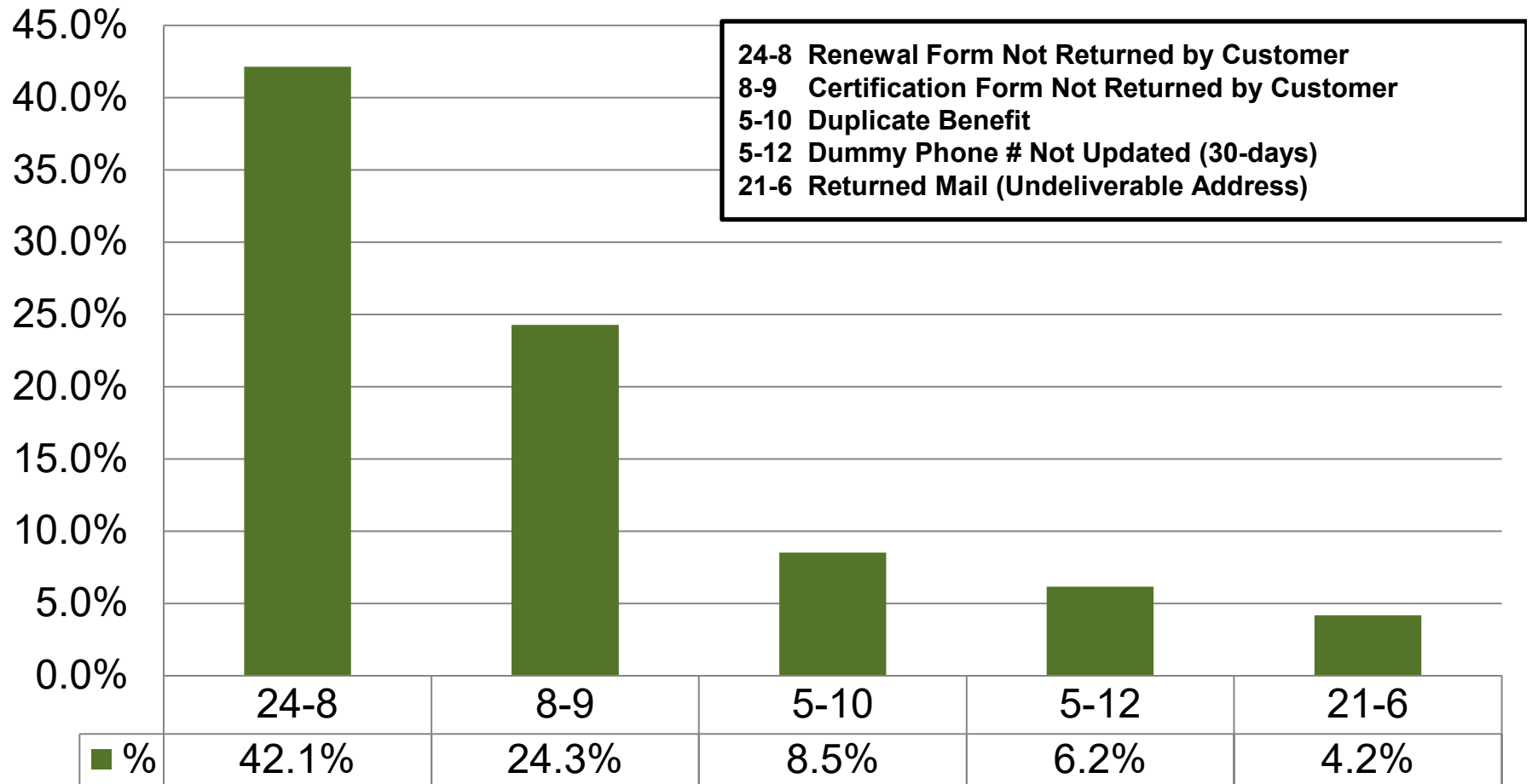


# Renewal Approval Rates

## Oct 2015 – July 2016



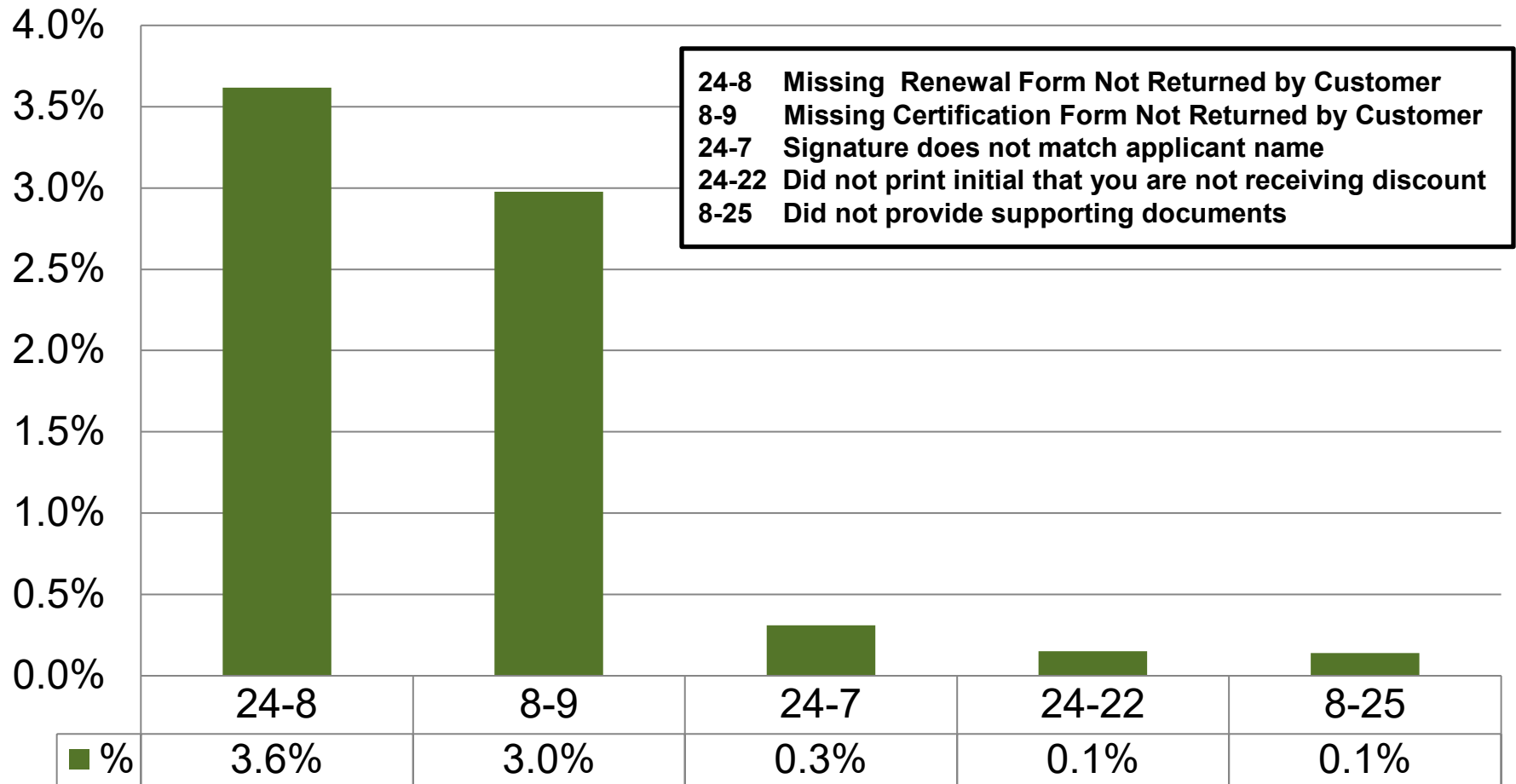
# Top Denial Codes – Wireless: Sept 2016



Data from September 2016 – The top 5 account for 85.3% of all denials



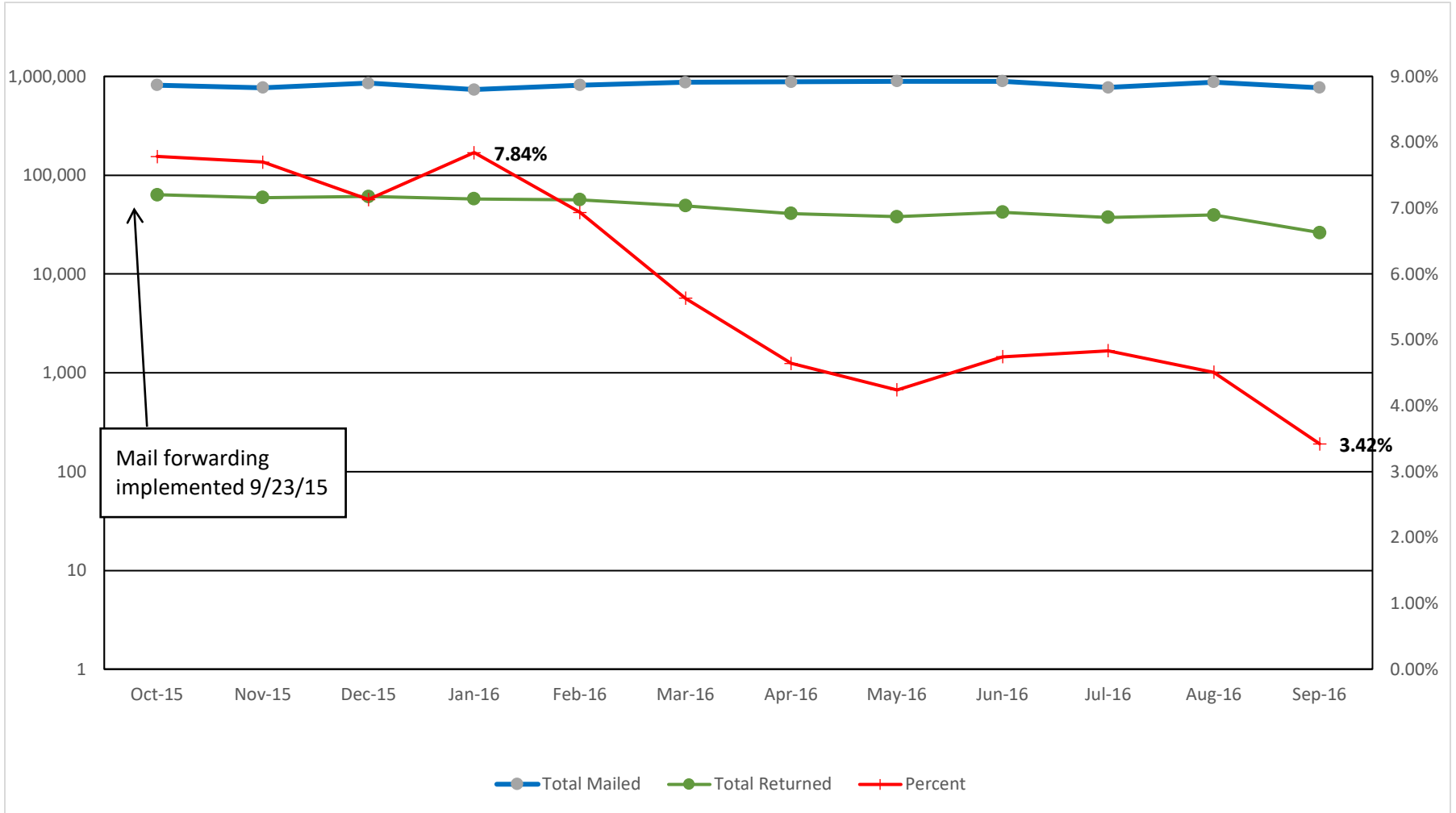
# Top Denial Codes – Wireline: Sept 2016



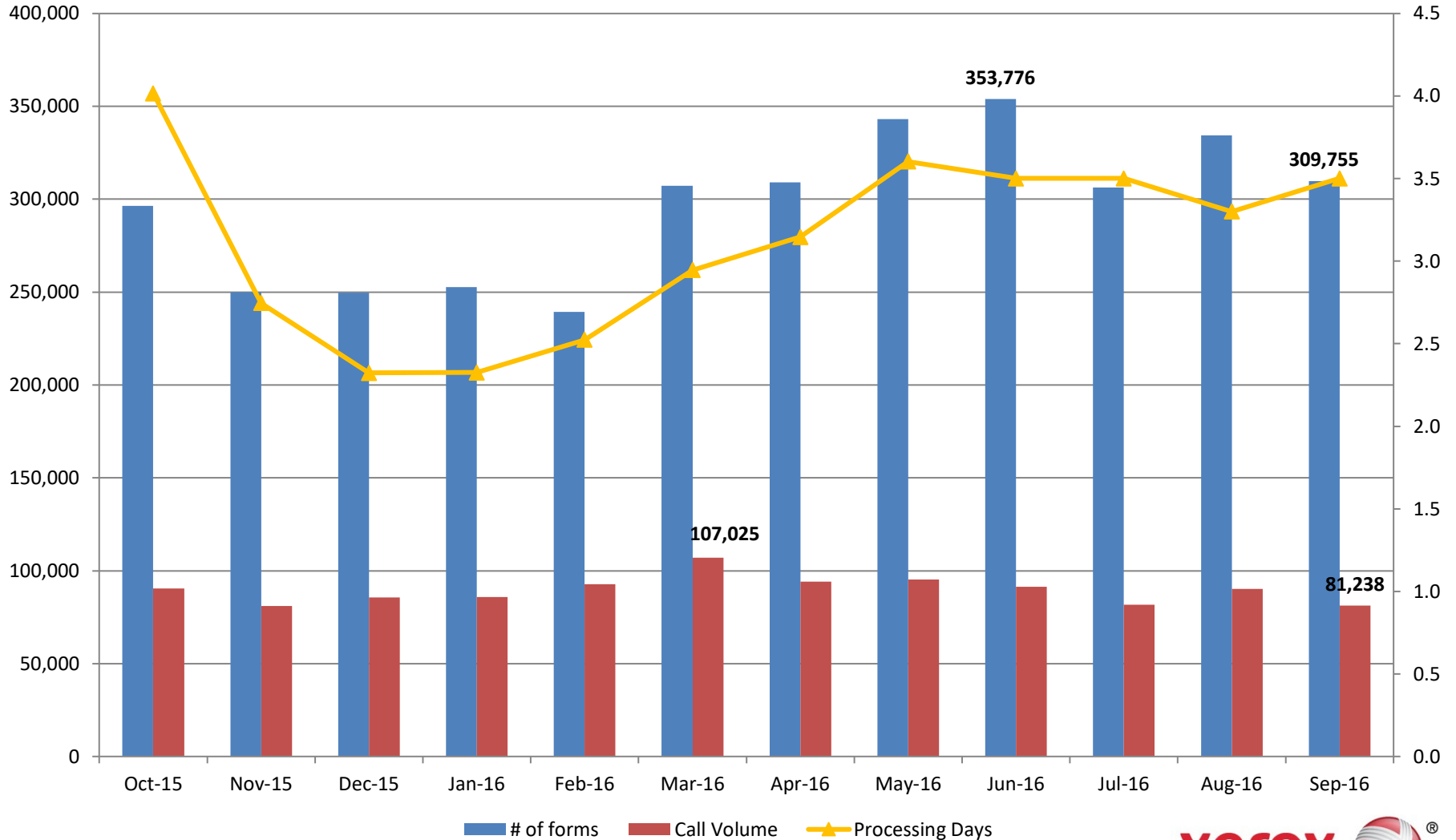
Data from September 2016 – The top 5 account for 7.2% of all denials



# Returned Mail Trends

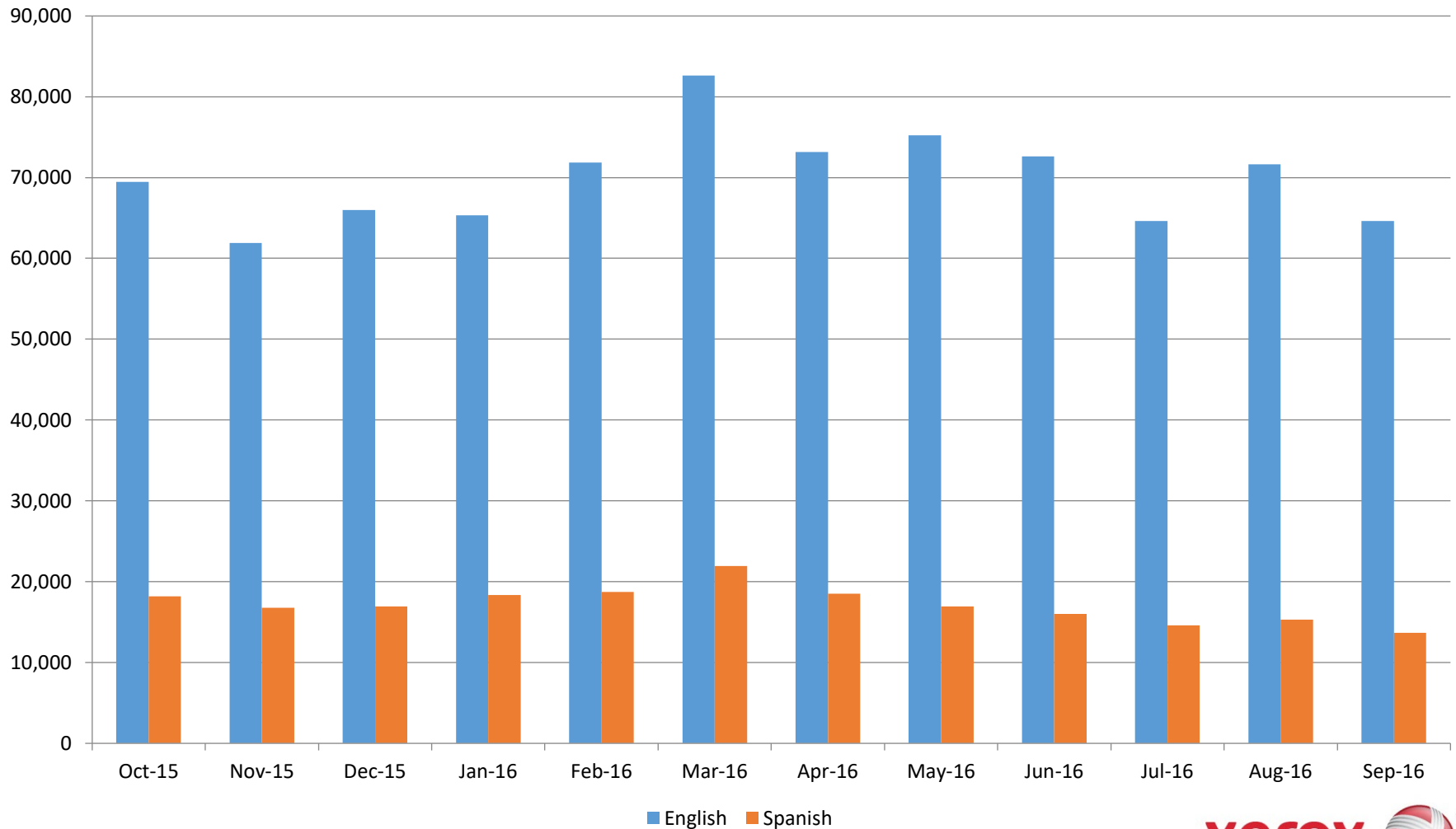


# Call Center Throughput October 2015 - Sept 2016



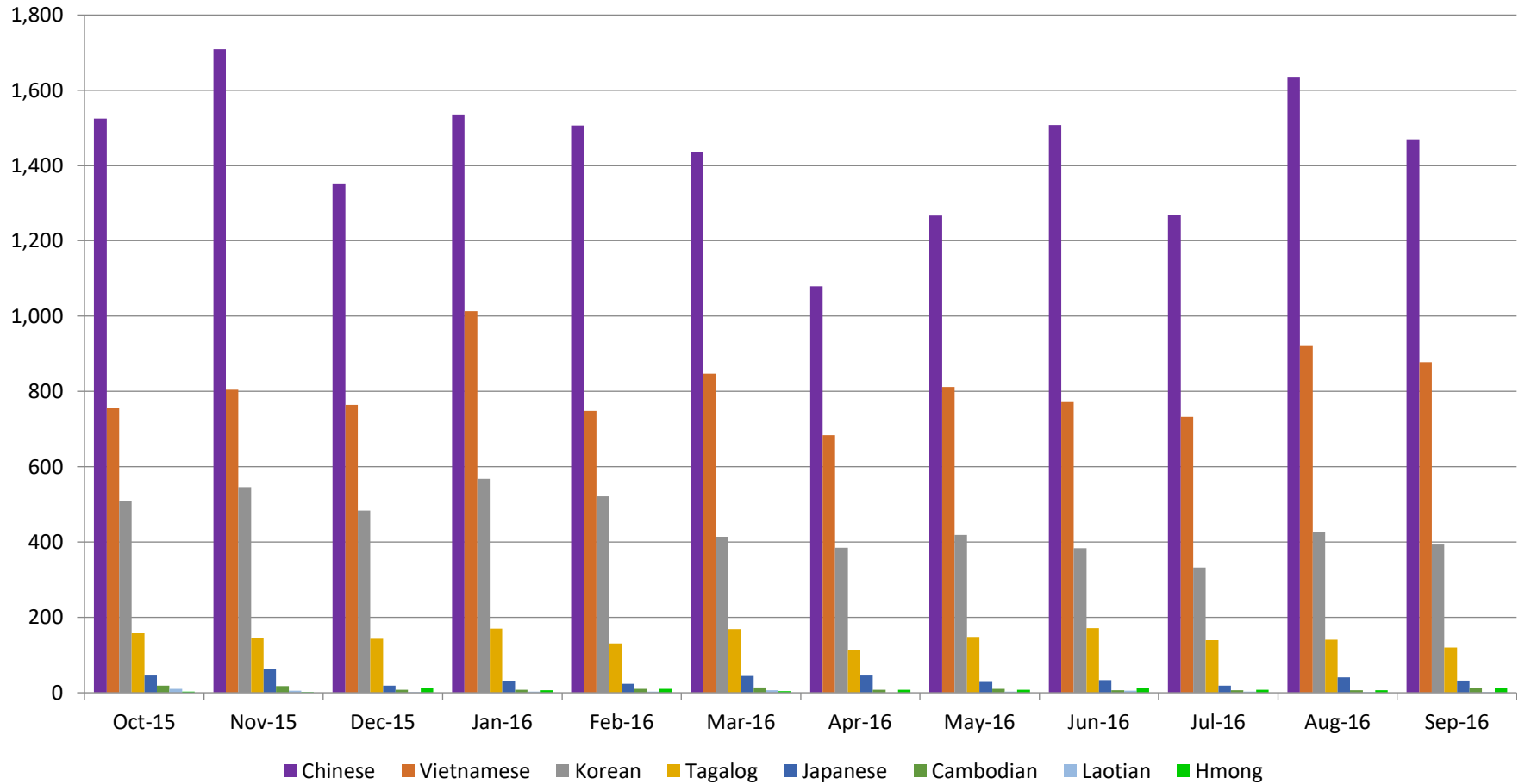


# Call Center Call Volumes – English and Spanish October 2015 - Sept 2016



# Call Center Volumes – Asian Languages

## October 2015 - Sept 2016



# Top Call Reasons

1. Status of application – Why was I denied?
2. Help with form
3. Transfer process issue
  - Waiting for a new application
  - Didn't want discount transferred
  - Being told to reapply for a new phone
4. Who is my discount with? - Trying to apply and not able to because carrier states they already have an account, then they can't verify PII so we can't assist them any further
5. Status of Pre-authorization

