

March 7, 2019

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

Executive Summary

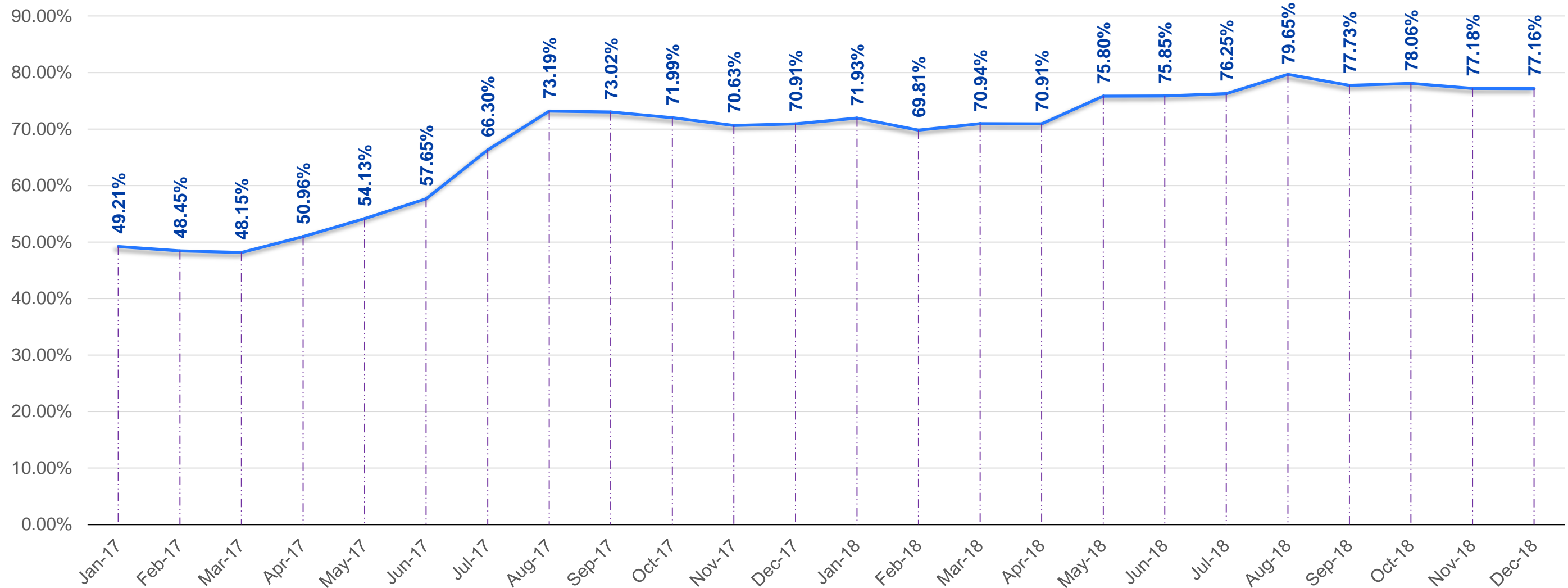
- 2018 Program Participation (1.7 million) down 4% from Calendar Year 2017
- 2018 Average Qualification Rate for Wireless/Wireline apps up 14% from CY 2017
- 2018 Average Renewal Rate for Wireless and Wireline down 3% from CY 2017
- Jan 2019 Participation Rate - Wireless 77% vs. Wireline 23%
- Forms Processing turn-around-time at 2.3 days as of January 2019
- Returned Mail (January 2018) even with June 2017 Postcard to Letter implementation benchmark
- Extended Renewal by Call Center Reps for fire impacted zip codes (Dec 2018)
- Transitioning to new TPA vendor

Key Projects

- Expanded Renewal by Call Center Reps to fire impacted participants in Butte County (December 2018)
- Final Data Migration and Cutover to new TPA vendor end of March 2019

Qualification Rates – Wireless and Wireline

January 2017 - December 2018 (Application Forms)



Average qualification rates: 61.22% for 2017, 75.16% for 2018

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

January 2017 - December 2018 (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-17	234683	220558	116181	93.98%	52.68%	49.51%	Jan-18	179613	165940	131230	92.39%	79.08%	73.06%
Feb-17	215739	203428	105019	94.29%	51.62%	48.68%	Feb-18	165077	147201	117112	89.17%	79.56%	70.94%
Mar-17	267468	245641	129233	91.84%	52.61%	48.32%	Mar-18	144150	127196	105013	88.24%	82.56%	72.85%
Apr-17	244098	224233	125109	91.86%	55.79%	51.25%	Apr-18	141988	122958	102641	86.60%	83.48%	72.29%
May-17	265355	242341	144411	91.33%	59.59%	54.42%	May-18	145923	135266	113190	92.70%	83.68%	77.57%
Jun-17	240206	220816	139434	91.93%	63.14%	58.05%	Jun-18	137564	126785	107400	92.16%	84.71%	78.07%
Jul-17	193722	181508	130056	93.70%	71.65%	67.14%	Jul-18	140425	128243	109946	91.32%	85.73%	78.30%
Aug-17	214966	200397	159608	93.22%	79.65%	74.25%	Aug-18	165930	156870	135567	94.54%	86.42%	81.70%
Sep-17	194390	180105	144819	92.65%	80.41%	74.50%	Sep-18	146217	135301	116183	92.53%	85.87%	79.46%
Oct-17	177390	167710	130211	94.54%	77.64%	73.40%	Oct-18	159585	147898	126730	92.68%	85.69%	79.41%
Nov-17	157858	146219	113767	92.63%	77.81%	72.07%	Nov-18	136549	126533	107317	92.66%	84.81%	78.59%
Dec-17	159056	147205	114672	92.55%	77.90%	72.10%	Dec-18	131529	122473	103299	93.11%	84.34%	78.54%

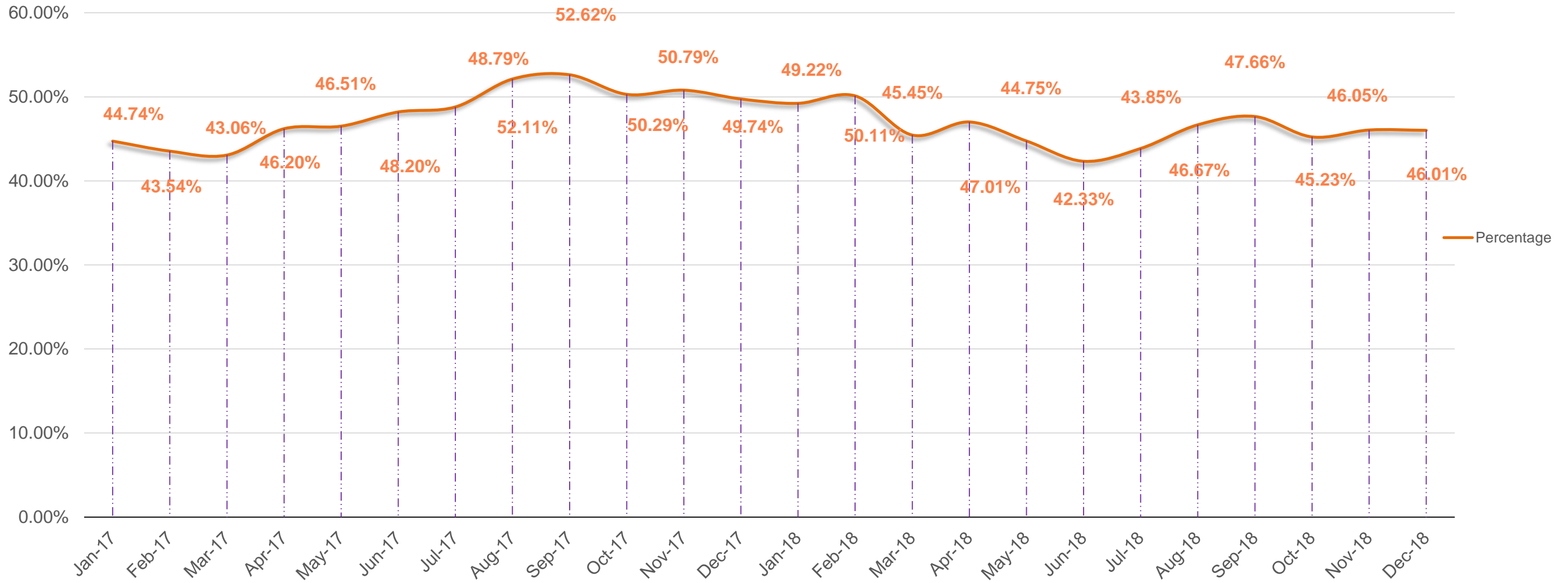
Response Rate/Qualification Rate - Wireline

January 2017 - December 2018 (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-17	9835	6463	4145	65.71%	64.13%	42.15%	Jan-18	7136	4737	3102	66.38%	65.48%	43.47%
Feb-17	9985	6631	4347	66.41%	65.56%	43.54%	Feb-18	7622	5113	3449	67.08%	67.46%	45.25%
Mar-17	11250	7407	4967	65.84%	67.06%	44.15%	Mar-18	9641	6201	4092	64.32%	65.99%	42.44%
Apr-17	9868	6429	4307	65.15%	66.99%	43.65%	Apr-18	7441	4952	3318	66.55%	67.00%	44.59%
May-17	8547	5581	3854	65.30%	69.06%	45.09%	May-18	7641	4835	3204	63.28%	66.27%	41.93%
Jun-17	7968	5190	3640	65.14%	70.13%	45.68%	Jun-18	8319	5045	3247	60.64%	64.36%	39.03%
Jul-17	7663	4891	3462	63.83%	70.78%	45.18%	Jul-18	7496	4489	2848	59.89%	63.44%	37.99%
Aug-17	8192	5274	3713	64.38%	70.40%	45.32%	Aug-18	8597	5207	3450	60.57%	66.26%	40.13%
Sep-17	8266	4968	3178	60.10%	63.97%	38.45%	Sep-18	6937	4370	2864	63.00%	65.54%	41.29%
Oct-17	7345	4535	2787	61.74%	61.46%	37.94%	Oct-18	6298	4181	2756	66.39%	65.92%	43.76%
Nov-17	6815	4256	2544	62.45%	59.77%	37.33%	Nov-18	5690	3717	2466	65.33%	66.34%	43.34%
Dec-17	6284	4075	2572	64.85%	63.12%	40.93%	Dec-18	5410	3535	2368	65.34%	66.99%	43.77%

Renewal Rates - Wireless and Wireline

January 2017 - December 2018 (Renewal Forms)



Average renewal rates: 48.05% for 2017, 45.35% for 2018

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

January 2017 - December 2018 (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-17	137796	47570	42885	34.52%	90.15%	31.12%	Jan-18	99324	40090	35476	40.36%	88.49%	35.72%
Feb-17	120059	41241	37111	34.35%	89.99%	30.91%	Feb-18	80865	33515	30235	41.45%	90.21%	37.39%
Mar-17	123972	41651	37564	33.60%	90.19%	30.30%	Mar-18	101929	38173	34255	37.45%	89.74%	33.61%
Apr-17	116634	38906	35381	33.36%	90.94%	30.34%	Apr-18	100587	36782	33099	36.57%	89.99%	32.91%
May-17	109693	39200	35986	35.74%	91.80%	32.81%	May-18	107460	39530	35489	36.79%	89.78%	33.03%
Jun-17	101225	37351	34540	36.90%	92.47%	34.12%	Jun-18	112941	39277	34944	34.78%	88.97%	30.94%
Jul-17	100383	39086	36292	38.94%	92.85%	36.15%	Jul-18	98404	36567	32412	37.16%	88.64%	32.94%
Aug-17	88050	33519	30632	38.07%	91.39%	34.79%	Aug-18	91610	32690	29265	35.68%	89.52%	31.95%
Sep-17	76352	29369	26063	38.47%	88.74%	34.14%	Sep-18	80152	28344	25374	35.36%	89.52%	31.66%
Oct-17	85206	33182	28660	38.94%	86.37%	33.64%	Oct-18	93544	31732	28340	33.92%	89.31%	30.30%
Nov-17	87824	34984	30408	39.83%	86.92%	34.62%	Nov-18	92498	32442	28940	35.07%	89.21%	31.29%
Dec-17	95443	38734	34051	40.58%	87.91%	35.68%	Dec-18	92623	34463	30539	37.21%	88.61%	32.97%

Response Rate/Renewal Rate - Wireline

January 2017 - December 2018 (Renewal Forms)

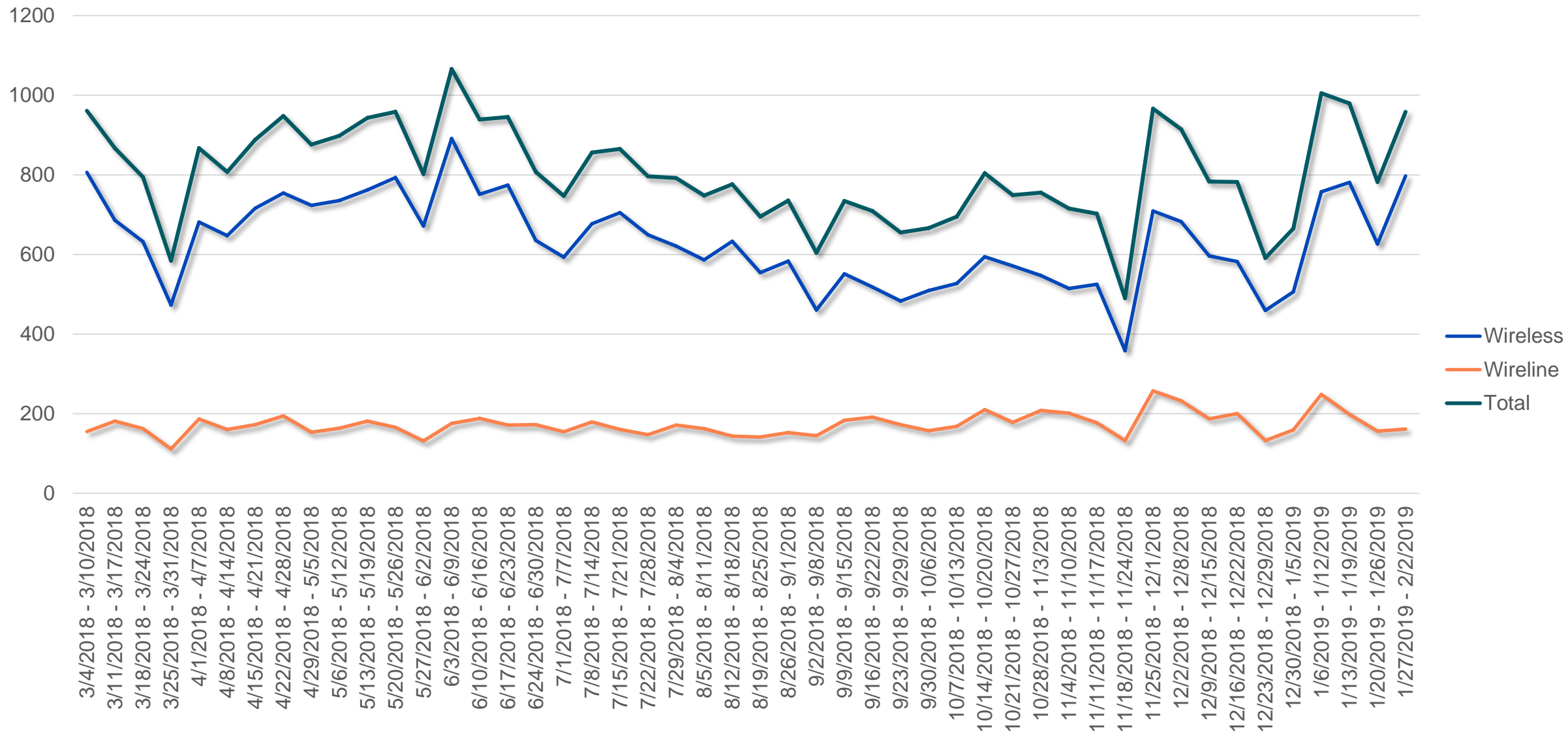
Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate	Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Jan-17	44463	40347	38653	90.74%	95.80%	86.93%	Jan-18	37389	34131	31819	91.29%	93.23%	85.10%
Feb-17	35057	31671	30419	90.34%	96.05%	86.77%	Feb-18	29433	26783	25038	91.00%	93.48%	85.07%
Mar-17	36416	32831	31507	90.16%	95.97%	86.52%	Mar-18	30548	27831	25954	91.11%	93.26%	84.96%
Apr-17	43875	40105	38774	91.41%	96.68%	88.37%	Apr-18	36862	33820	31510	91.75%	93.17%	85.48%
May-17	36616	33183	32057	90.62%	96.61%	87.55%	May-18	31140	28482	26530	91.46%	93.15%	85.20%
Jun-17	35919	32491	31557	90.46%	97.13%	87.86%	Jun-18	30145	27543	25627	91.37%	93.04%	85.01%
Jul-17	32222	29153	28404	90.48%	97.43%	88.15%	Jul-18	27324	24783	22721	90.70%	91.68%	83.15%
Aug-17	41762	38292	37011	91.69%	96.65%	88.62%	Aug-18	35253	32387	29938	91.87%	92.44%	84.92%
Sep-17	41194	37806	35747	91.78%	94.55%	86.78%	Sep-18	33624	31033	28851	92.29%	92.97%	85.80%
Oct-17	41735	38126	35180	91.35%	92.27%	84.29%	Oct-18	34375	31552	29514	91.79%	93.54%	85.86%
Nov-17	42261	38752	35664	91.70%	92.03%	84.39%	Nov-18	34827	31767	29692	91.21%	93.47%	85.26%
Dec-17	38944	35522	32794	91.21%	92.32%	84.21%	Dec-18	32030	28854	26818	90.08%	92.94%	83.73%

Renewal Response Rate by Channel - Wireless and Wireline 2016, 2017, 2018

	2016				2017				2018			
	MAIL	WEB	WES	IVR	MAIL	WEB	WES	IVR	MAIL	WEB	WES	IVR
Program Total	63%	28%	5%	4%	61%	28%	7%	4%	57%	28%	12%	3%
Wireline	69%	27%	3%	2%	67%	27%	4%	2%	65%	28%	5%	2%
Wireless	57%	30%	7%	6%	55%	29%	11%	5%	50%	28%	17%	4%

Renewal by Call Center Reps - Wireless and Wireline

March 2018 – January 2019 : Weekly Stats



Total 41,319 offered as of 02/01/2019

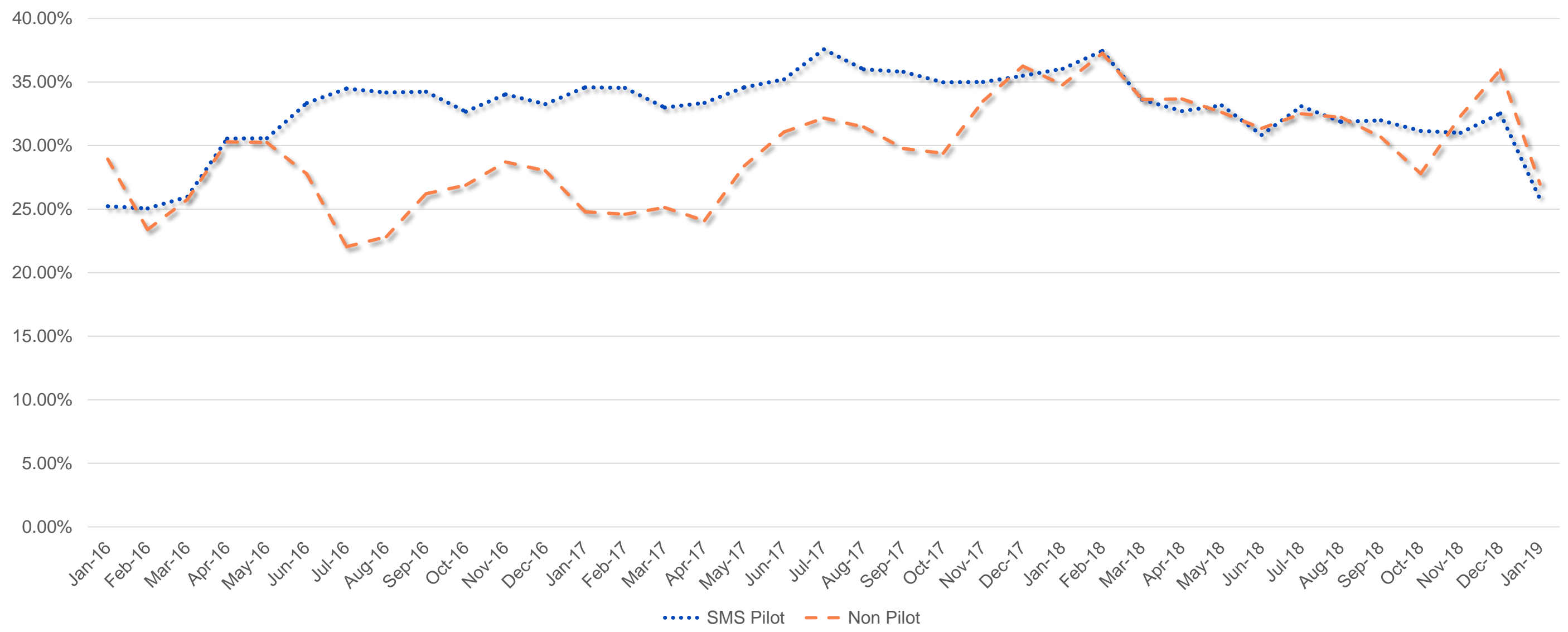
SMS Pilot Carriers

Data as of February 1, 2018

CALIFORNIA LIFELINE WIRELESS TELEPHONE SERVICE PROVIDERS	DATE WHEN JOINED TEXT MESSAGE PILOT	VOLUME of TEXT MESSAGES SENT by ADMINISTRATOR as of 11/1/2018	VOLUME of TEXT MESSAGES SENT by ADMINISTRATOR as of 02/1/2019
Truconnect Communications, Inc.	January 15, 2018	79,272	80,187
Telrite Corporation	December 2017	53,909	66,913
AmeriMex Communications Corp.	December 2017	68,611	71,591
Blue Jay Wireless, LLC	December 2016	19,154	19154
TAG Mobile, LLC	August 2016	37,020	37,728
Budget PrePay, Inc.	February 2016	102,887	102,887
i-wireless, LLC	February 2016	215,685	238,495
Boomerang Wireless, LLC	December 2015	48,018	48,430
Virgin Mobile USA, L.P.	December 2015	2,017,145	2,209,922

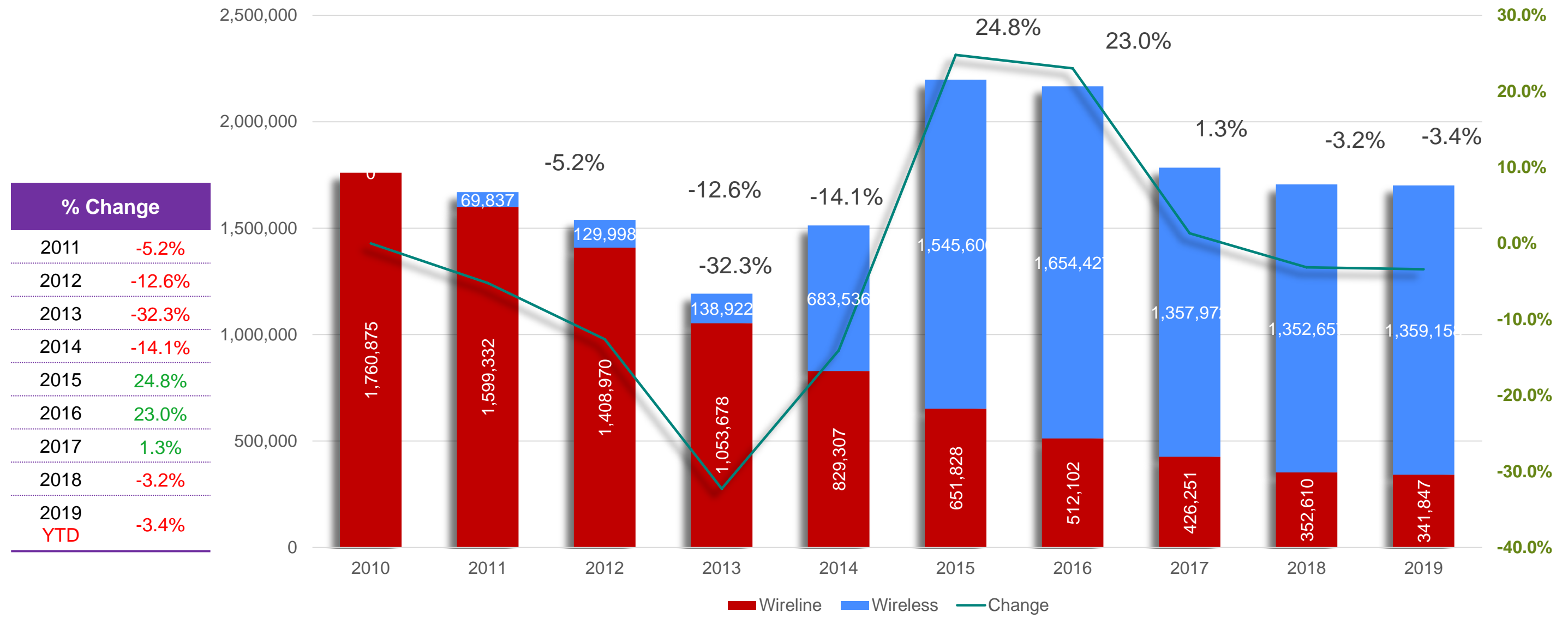
Renewal Rate Comparison: Jan 2016 - Jan 2019

Wireless SMS Pilot vs. Non-Pilot Carriers



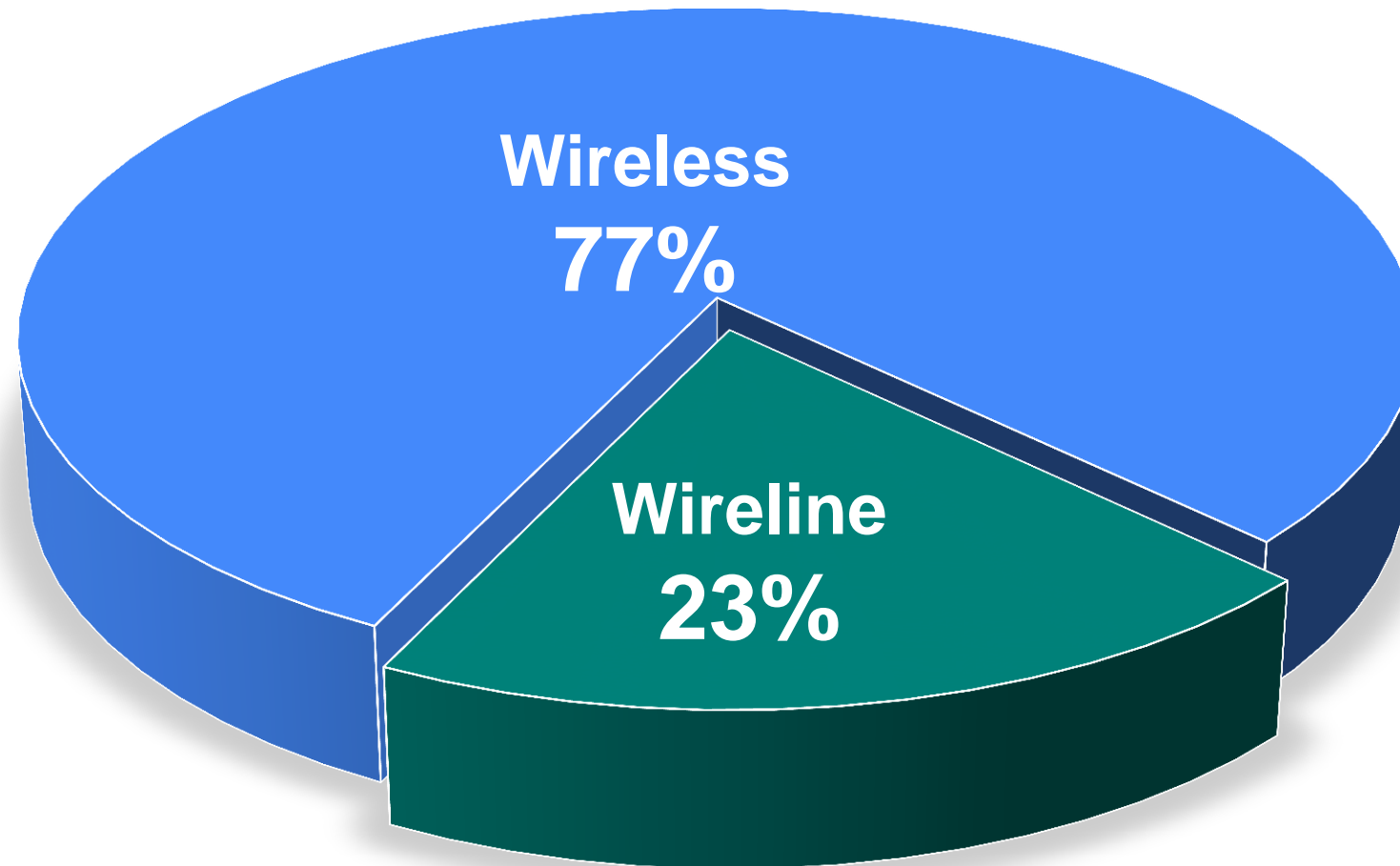
Yearly Program Participation - Wireless and Wireline

As of February 2019



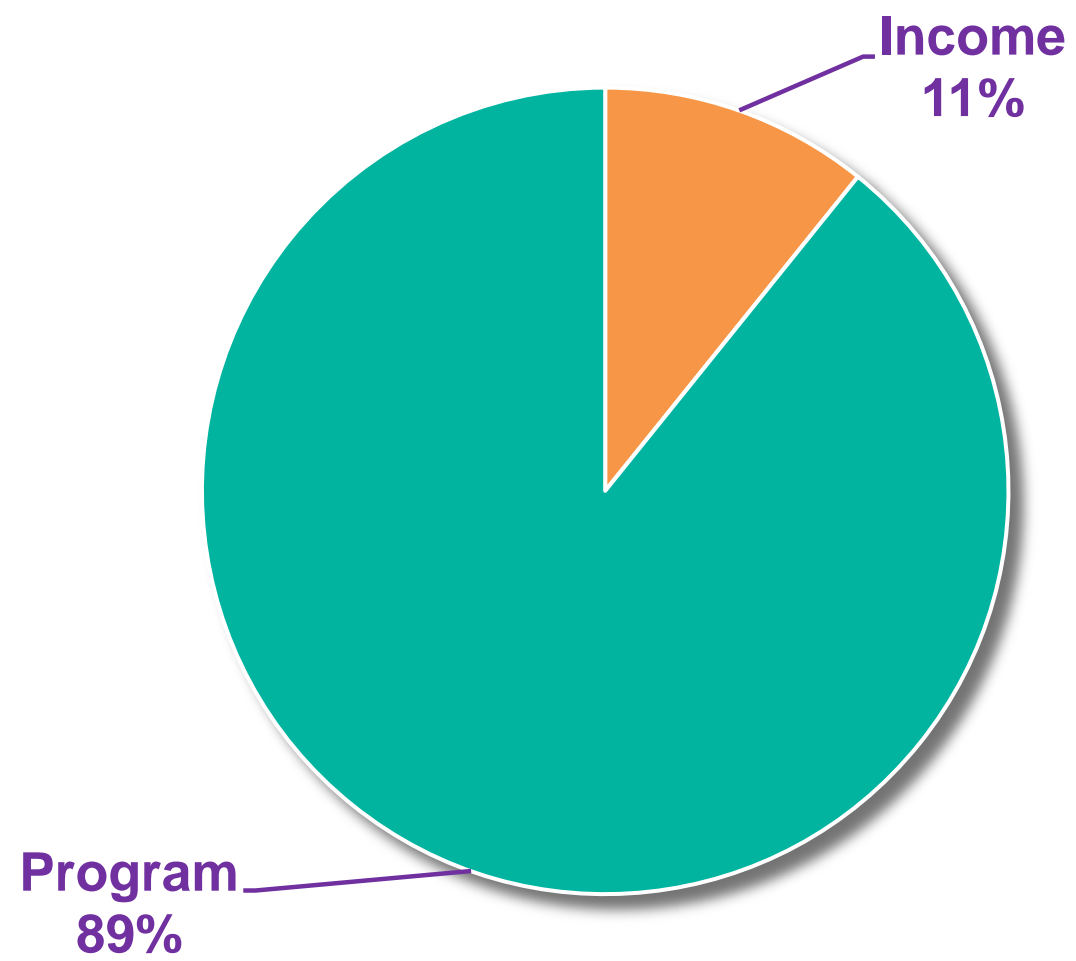
Program Participation by Type of Service

January 31, 2019

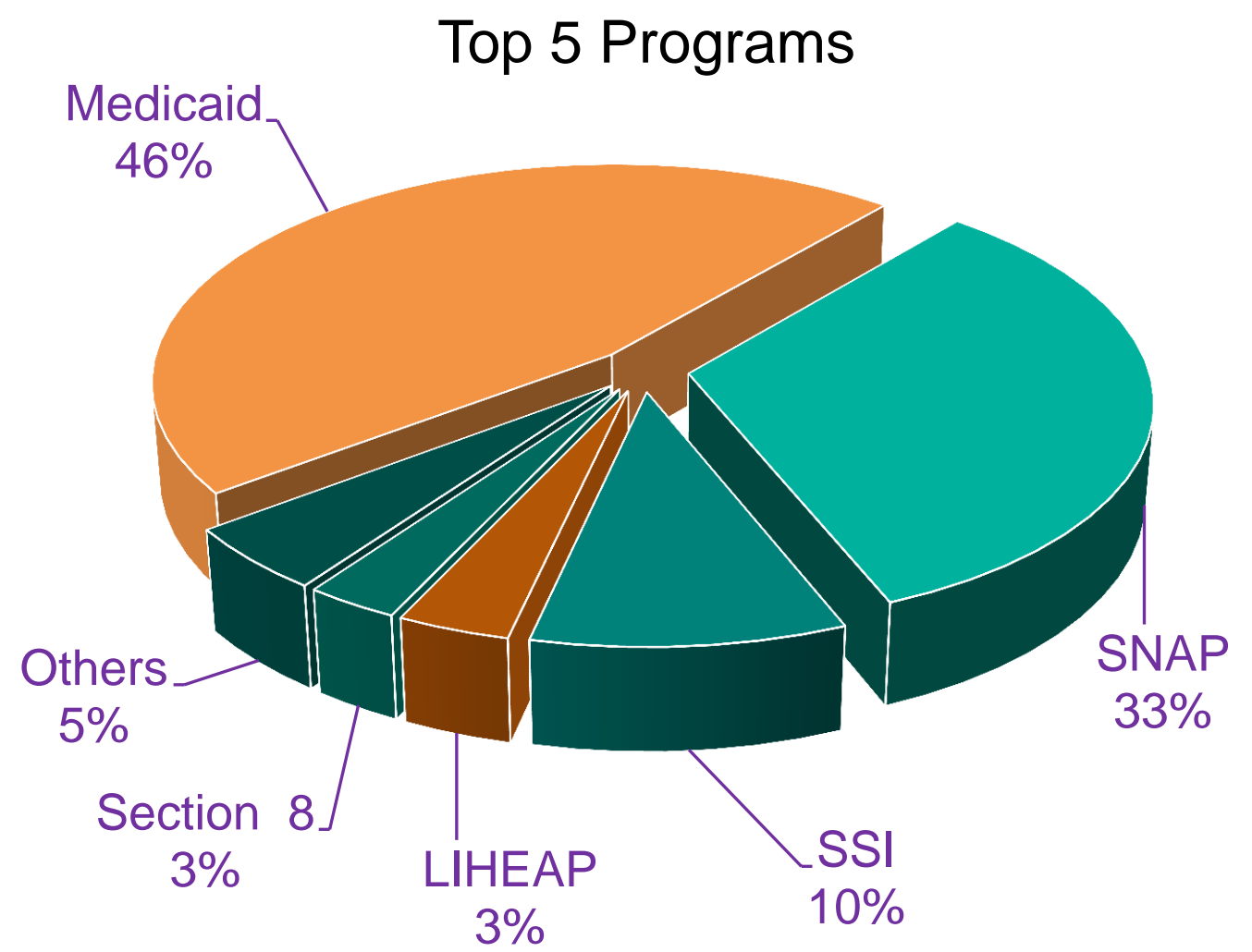


Enrollment Eligibility Method - Wireless and Wireline

January 2018 - January 2019

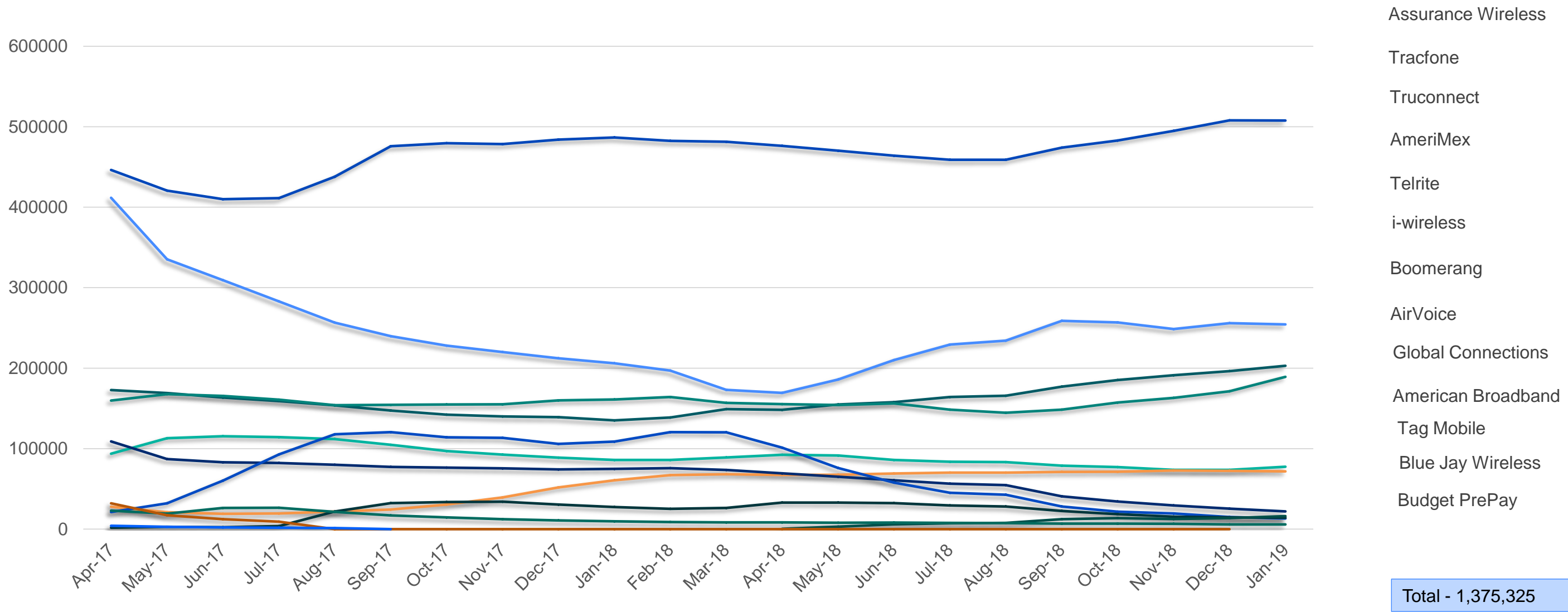


5839 participants qualified under the Veterans program within Jan 2018- Jan 2019 Enrollments



The top 5 programs account for 95% of Jan 2018 - Jan 2019 Enrollments

California LifeLine Wireless Participation by Service Provider - April 2017 - January 2019



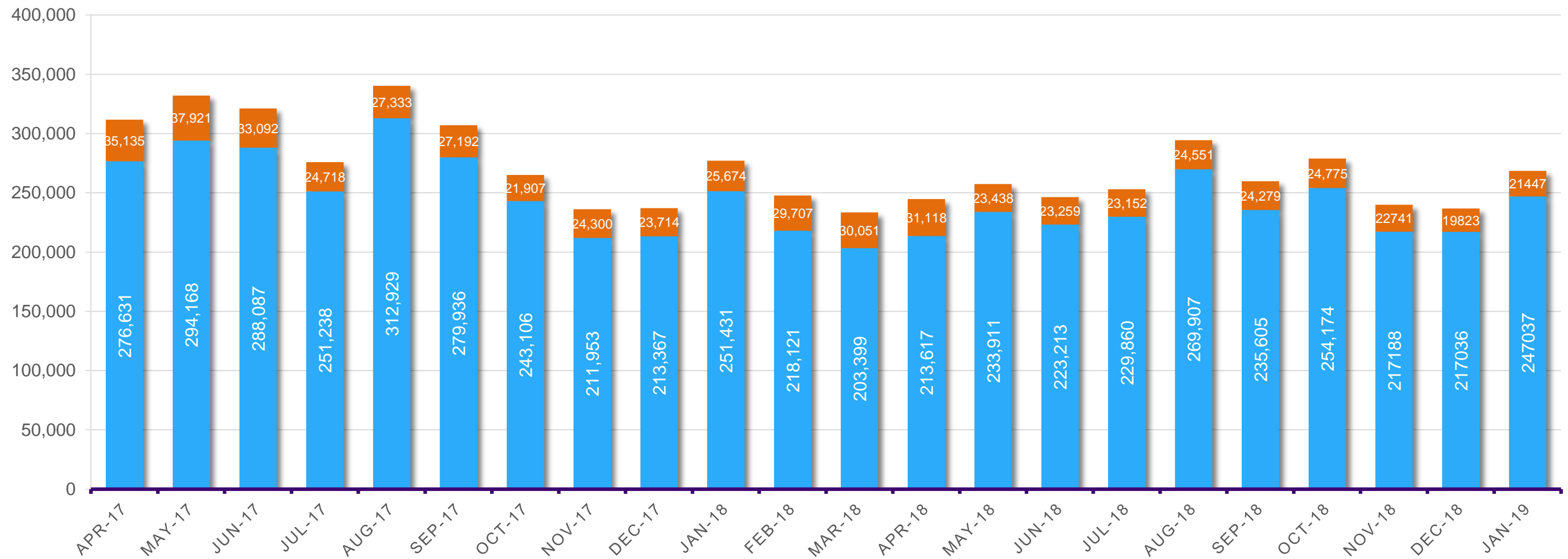
Growing/Contracting Wireless Service Providers

April 2017 – January 2019

Service Provider	Number of Participants Beginning of April 2017	Number of Participants End of January 2019	Nominal Change	Percent Change
Assurance Wireless	446441	507846	61405	14%
i-wireless	27959	71720	43761	157%
Truconnect	172932	202962	30030	17%
AmeriMex	159782	189348	29566	19%
American Broadband	0	16071	16070	1607000%
Global Connections	1782	14142	12360	694%
AirVoice	21229	13260	-7969	-38%
Telrite	93786	77581	-16205	-17%
Tag Mobile	23066	5847	-17219	-75%
Blue Jay Wireless	32140		-32140	-100%
Boomerang	109035	22056	-86979	-80%
Tracfone	411817	254492	-157325	-38%

New Application Requests - Wireless and Wireline

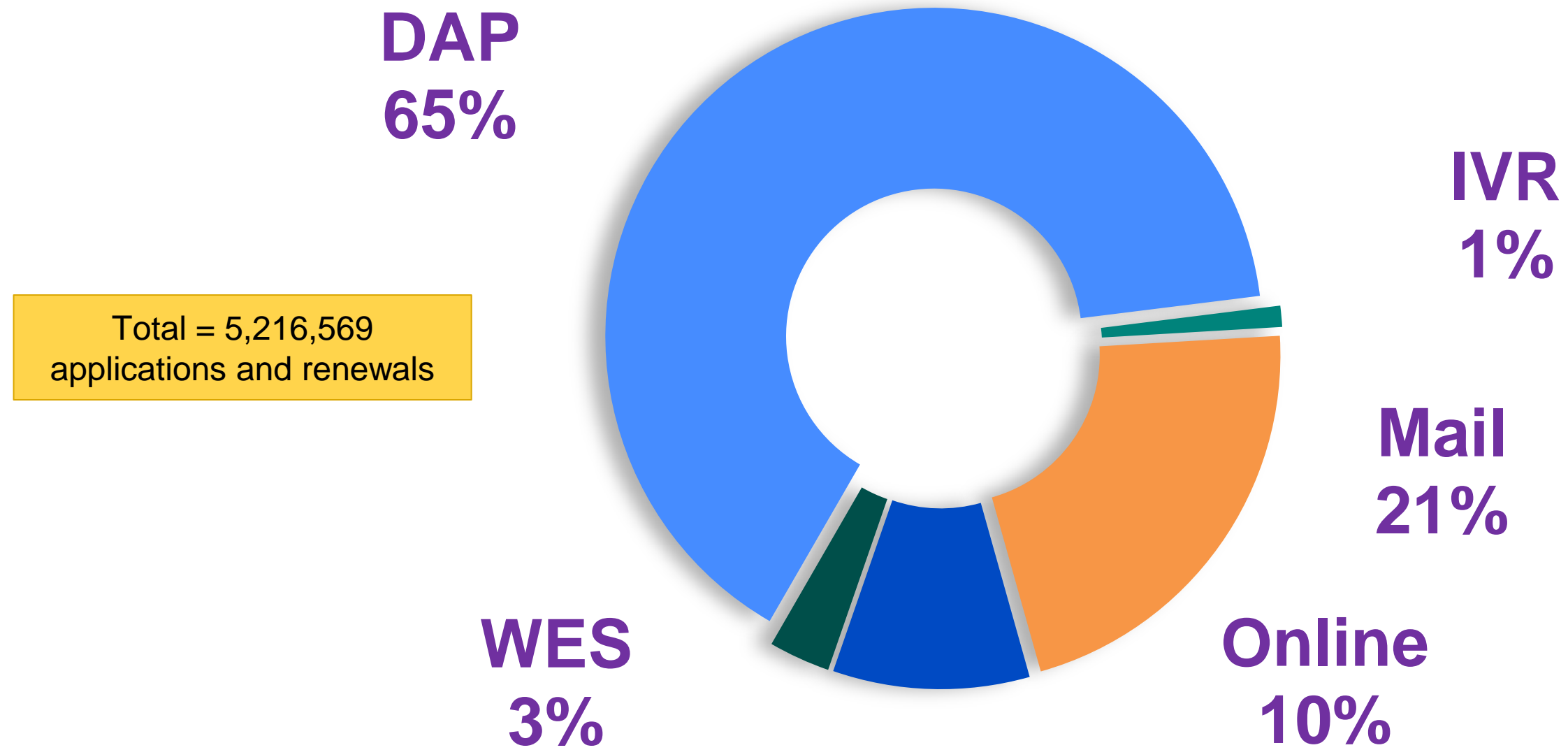
April 2017 - January 2019



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

■ DAP ■ Mail

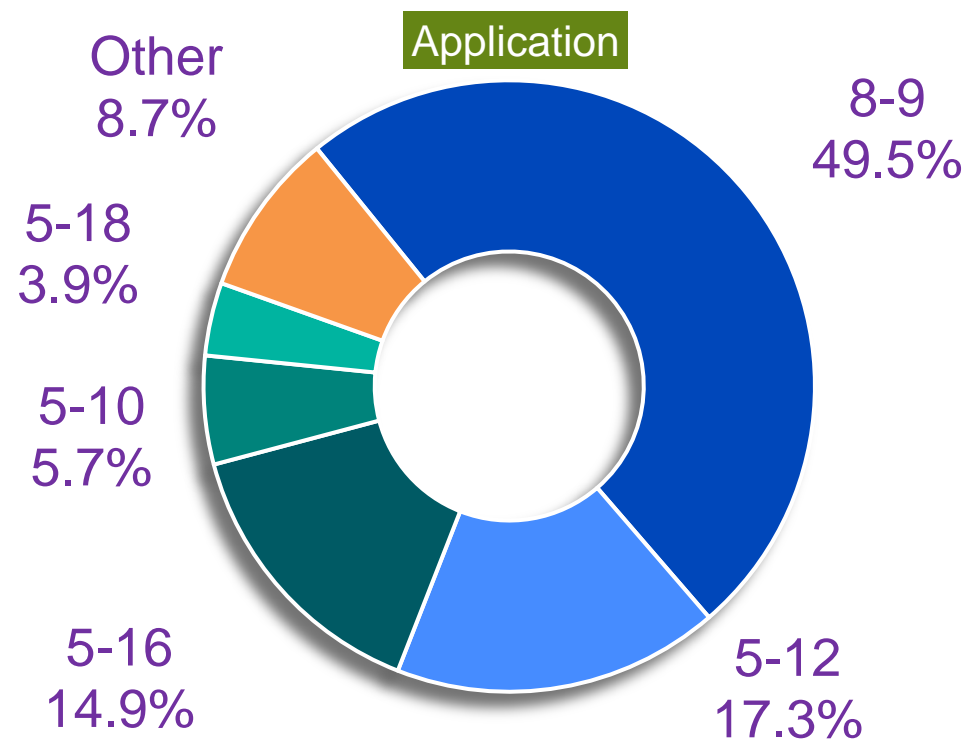
Submission Channel for Enrollments Wireless and Wireline April 2017- January 2019 (Applications and Renewals)



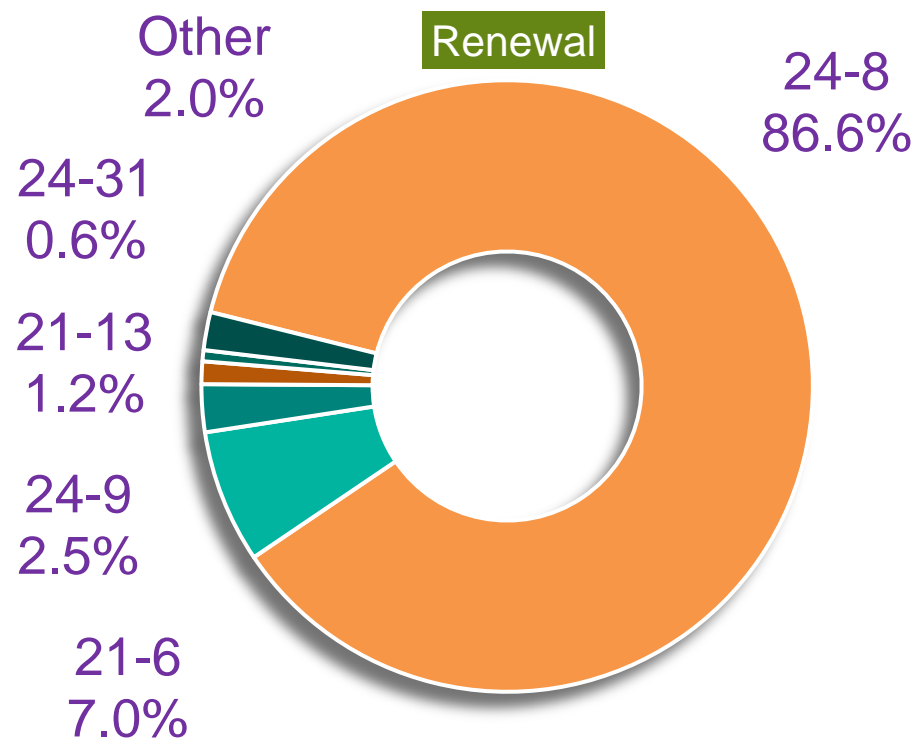
Indicates how a consumer submitted the application or renewal form

Top Denial Codes – Wireless

April 2017 - January 2019



Denial total - 590,418
Top denials - 91% of total



Denial total - 1,158,934
Top denials - 98% of total

Application

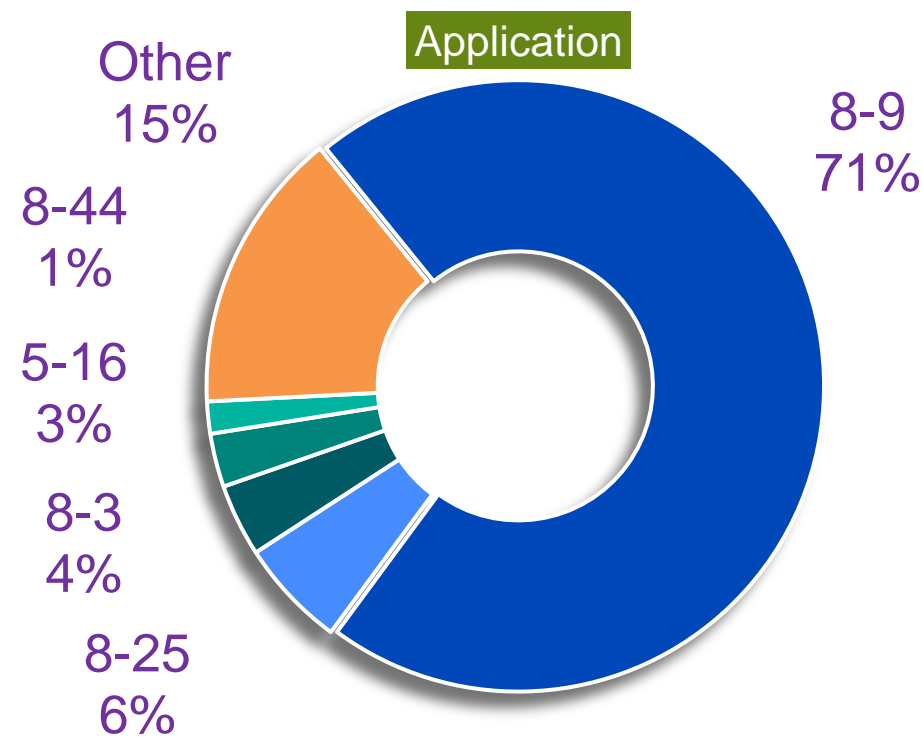
- 8-9** Application not returned.
- 5-12** Dummy phone number not updated (30 days).
- 5-16** Identity Verification form not returned.
- 5-10** Receiving discount more than one line.
- 5-18** Subjected to Enrollment Freeze.

Renewal

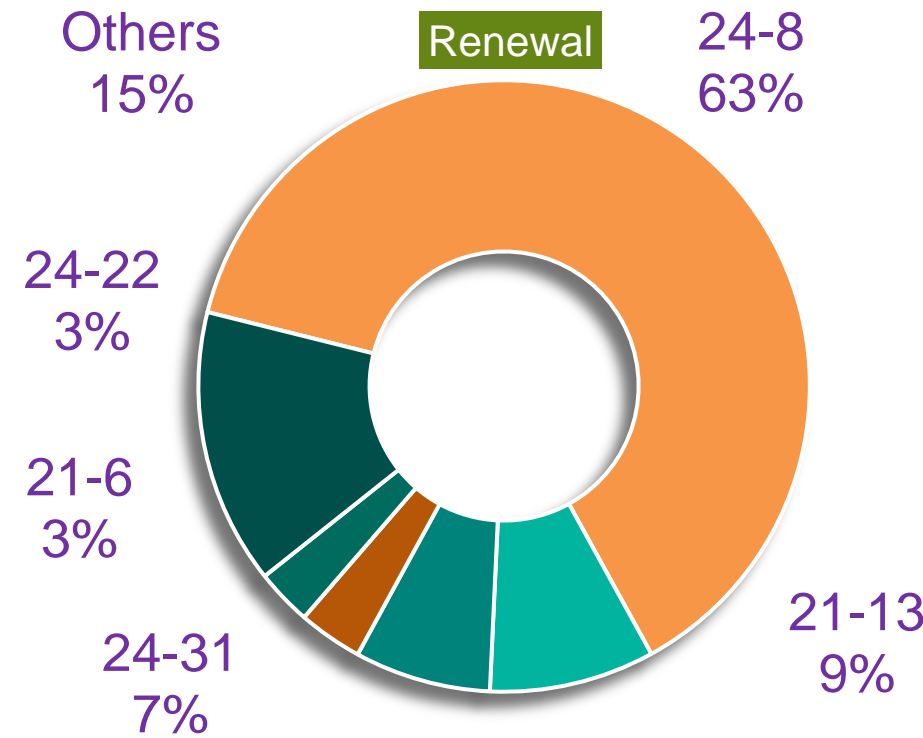
- 24-8** Renewal not returned.
- 21-6** Non-deliverable. (Bad address initial hard denial)
- 24-9** Non-deliverable. (Bad address during renewal process)
- 21-13** IDV form not returned.
- 24-31** IDV authentication failed.

Top Denial Codes – Wireline

April 2017 - January 2019



Denial total - 89,618
Top 5 denials - 85% of total



Denial total - 89,579
Top 5 denials - 85% of total

Application

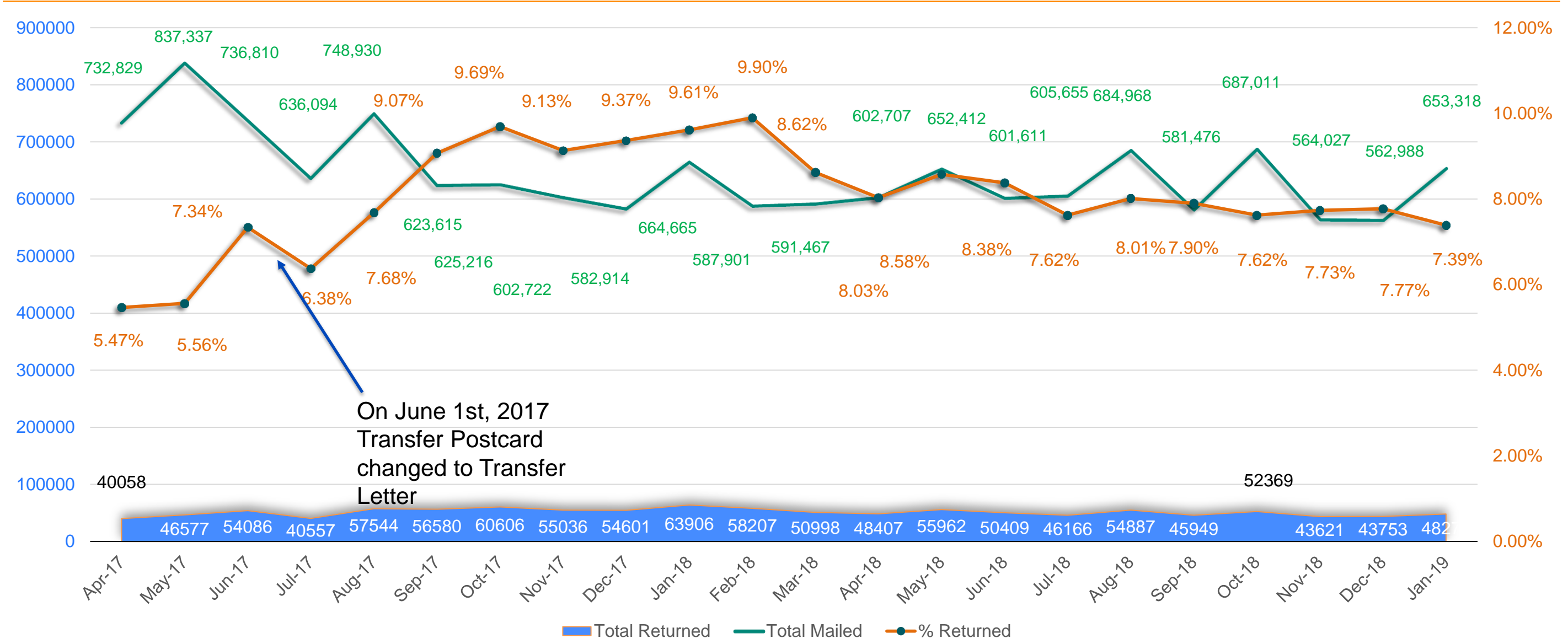
- 8-9** Application not returned.
- 8-25** No documents for qualifying program.
- 8-3** No documents for income.
- 5-16** IDV form not returned.
- 8-44** IDV authentication failed.

Renewal

- 24-8** Renewal not returned.
- 21-13** IDV form not returned.
- 24-31** Unable to prove your identity using the information you provided.
- 21-6** Non-deliverable. (Bad address initial hard denial)
- 24-22** Missing initials for one discount per household

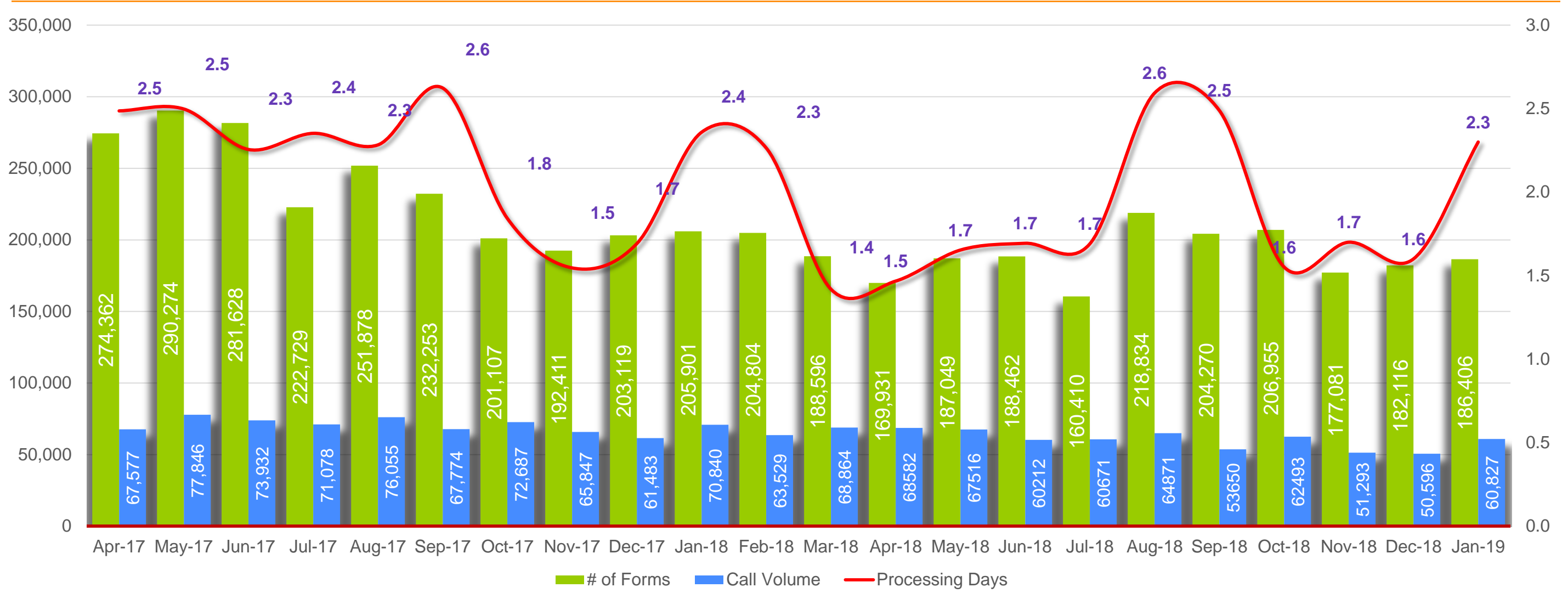
Returned Mail

April 2017 - January 2019



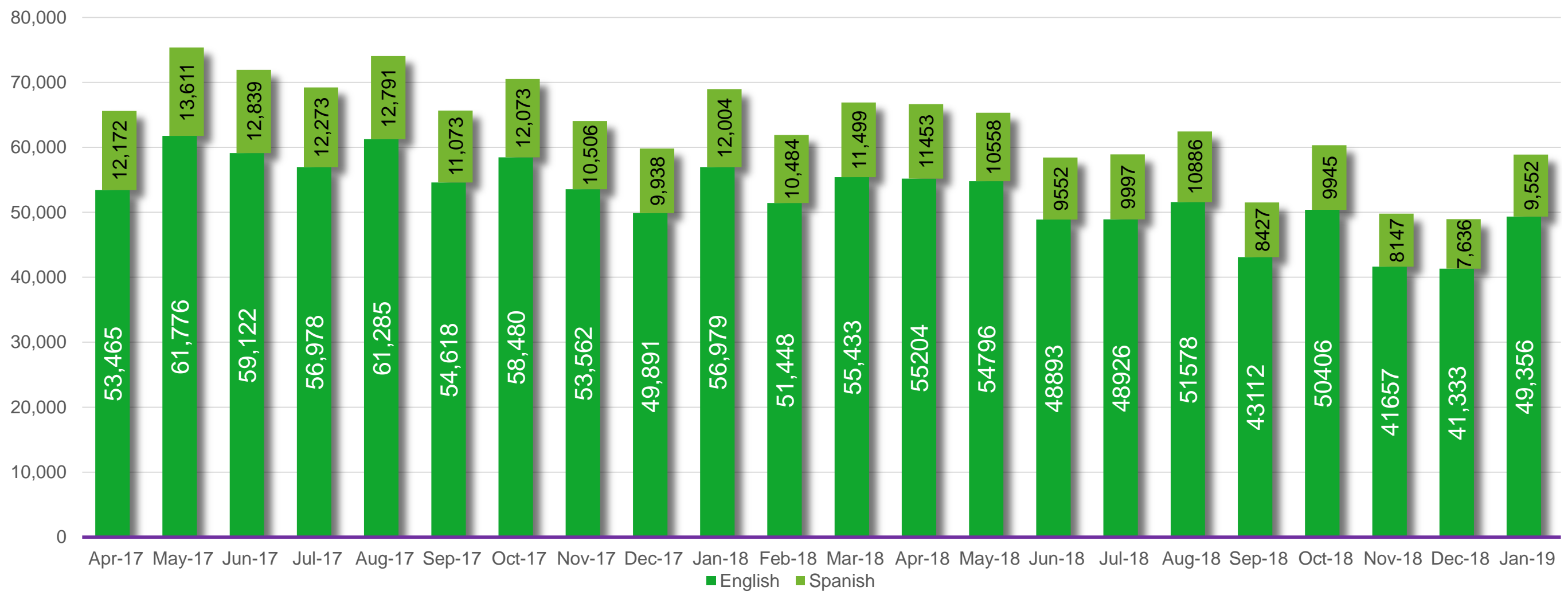
Call Center Throughput

April 2017 - January 2019



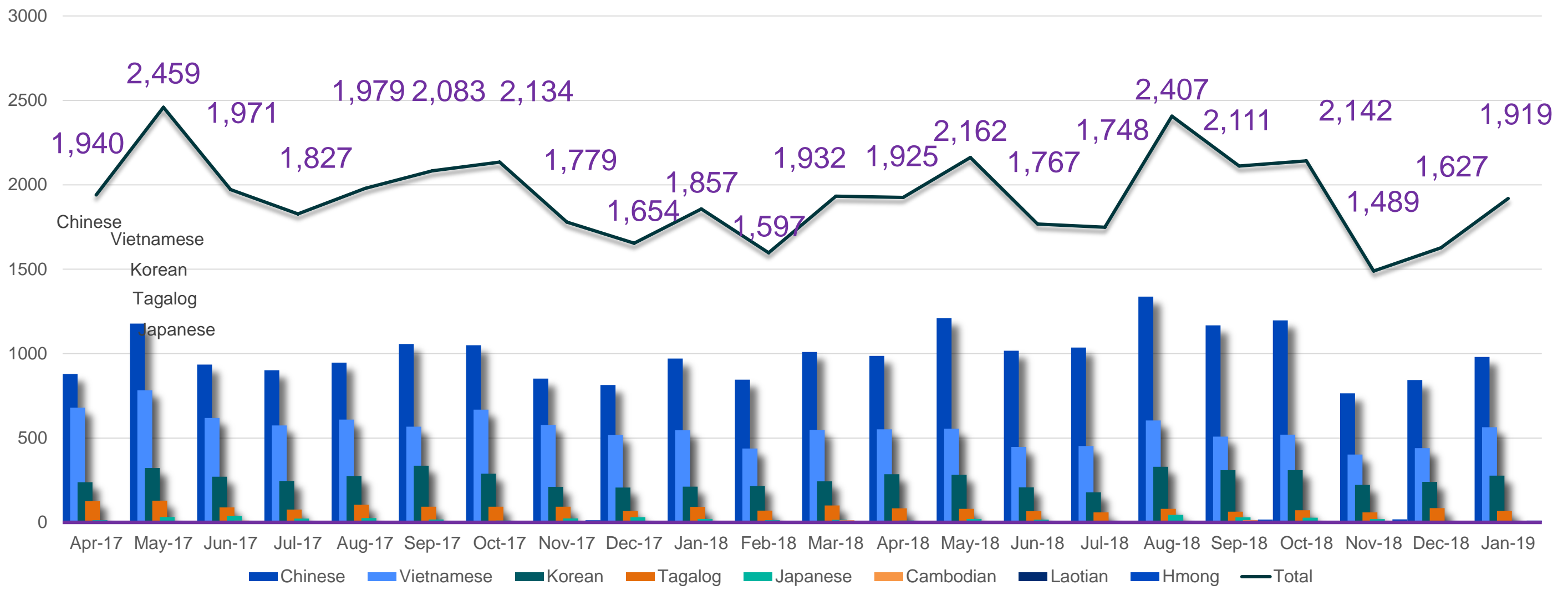
Call Center Volumes (English and Spanish)

April 2017 - January 2019



Call Center Volumes (Asian Languages)

April 2017 - January 2019



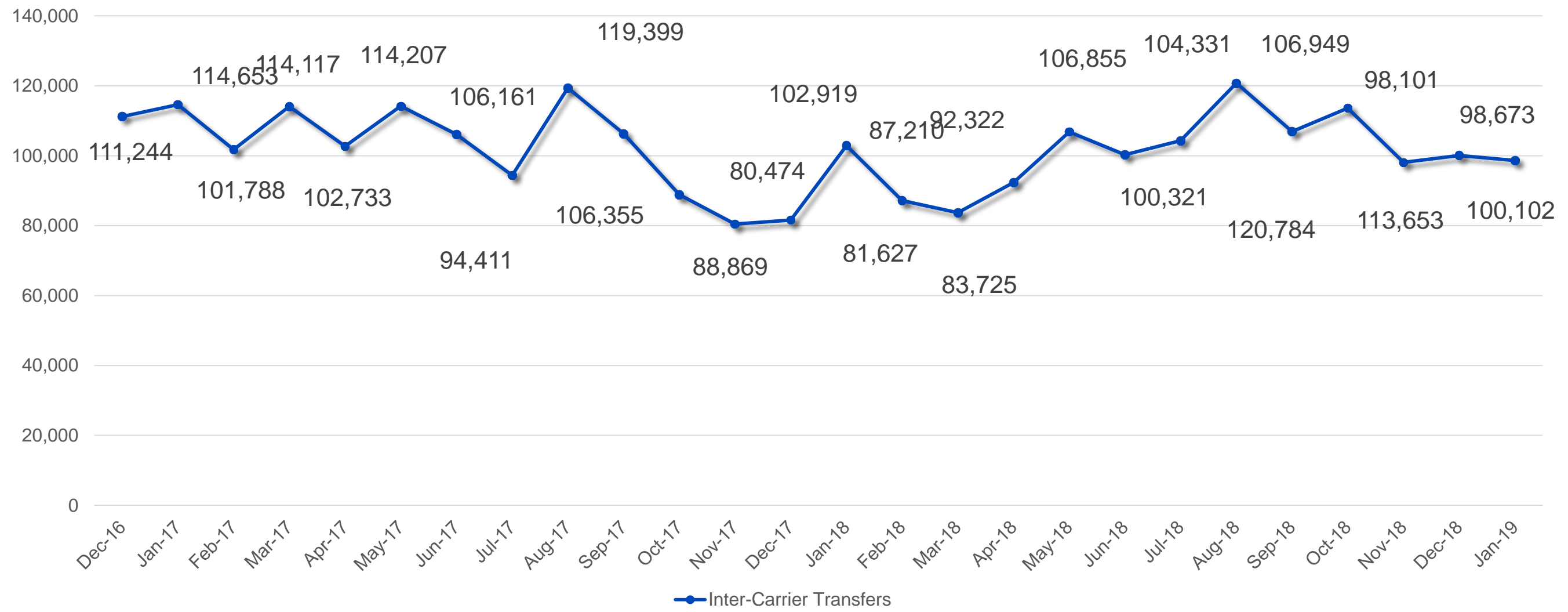
Top Call Reasons

April 2017 - January 2019

Call Reason	Volume
1. Checking Renewal Status	228,548
2. Needs CD/Denial letter explained	141,315
3. Checking Application status	122,992
4. Device Issues - Equipment	85,617
5. Info change request, referred back to carrier	61,545
6. Wants to cancel service	56,287
7. Needs denial letter explained	53252

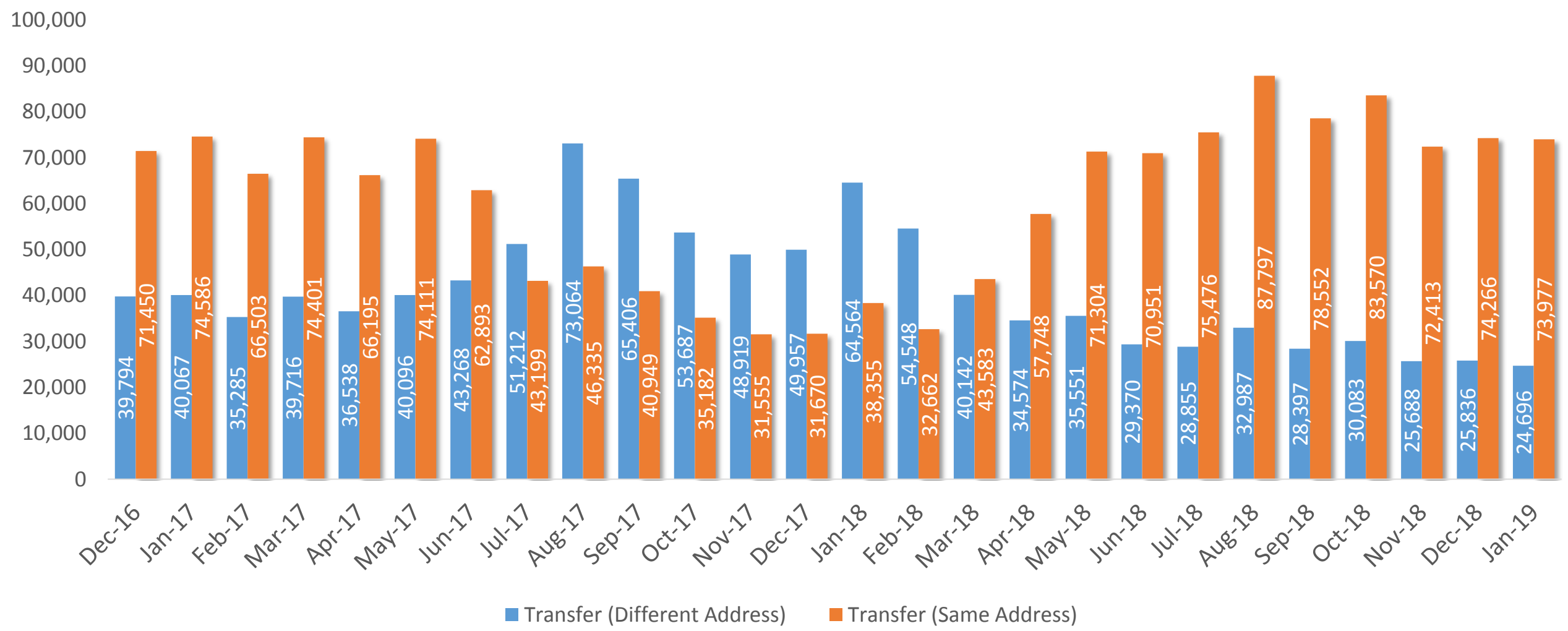
Volume of Inter-Carrier Transfers (DAP) - Wireless

December 2016 – January 2019



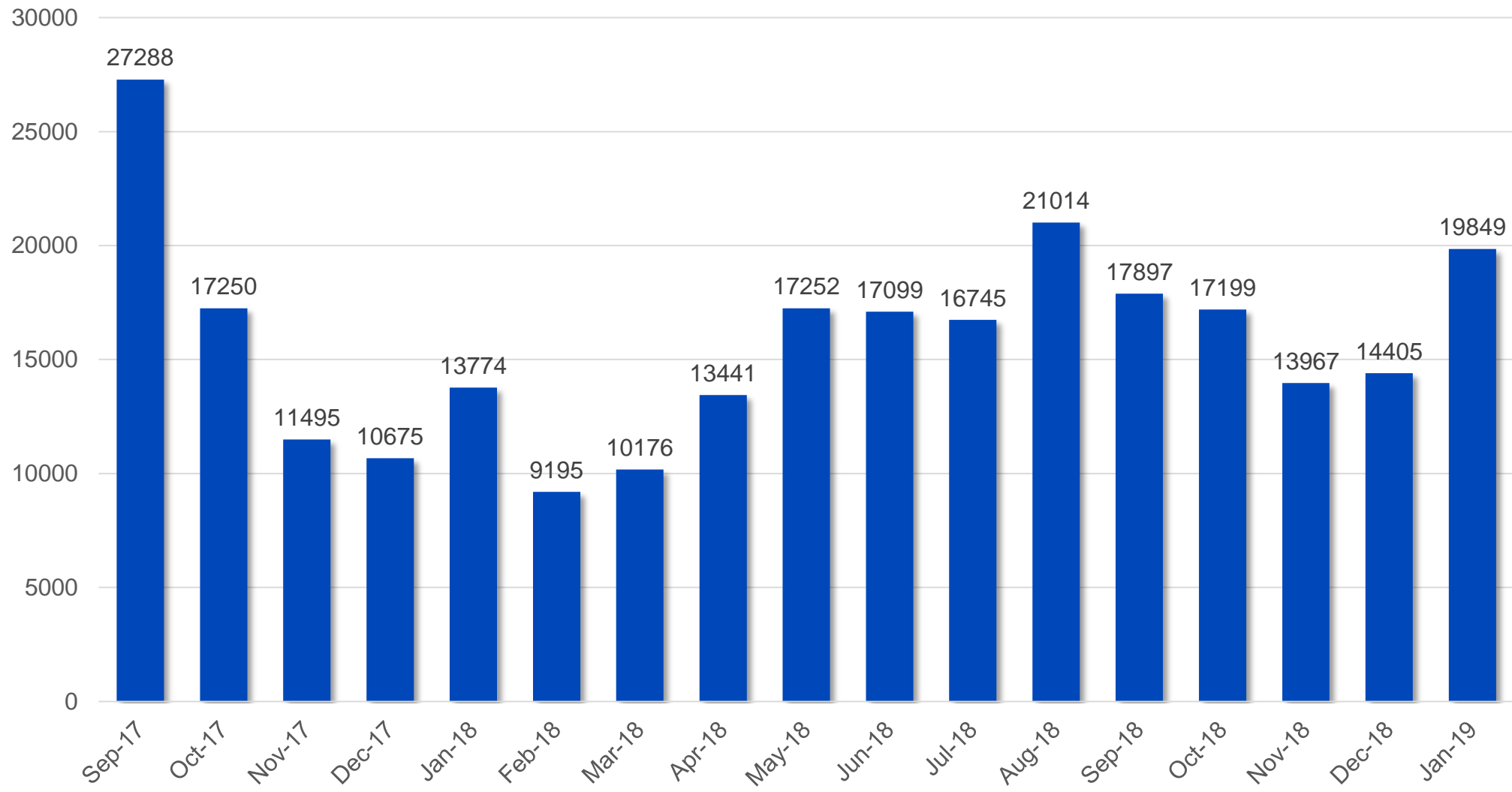
Volume of Wireless Inter-Carrier Transfers: Same vs Different Service Address (DAP)

December 2016 – January 2019



30-day Enrollment Request Freeze - Wireless

September 2017 – January 2019



New application requests subjected to 30-day Enrollment Request Freeze

Most Frequent Questions and Concerns Raised by Program Participants

- I have tried to apply for another phone, but the booth agent is telling me my enrollment did not go through because I'm already in the system.
- How much data do I get? Why does one carrier offer more data than the other?
- Why am I receiving an IDV request?
- Why can't you send me another IDV letter?
- Why is my carrier advising me the CA LifeLine discount is no longer available?

CONDUENT

