California LifeLine Program Workshop Pilots and Partnerships

September 14, 2018

www.californialifeline.com

http://cpuc.ca.gov/lifeline/

California LifeLine Pilot Elements Framework

Objectives

- A specific statement of the concern, or problem that the pilot seeks to address. Pilot proposals should explain how they will address one or more of the following goals:

  – Lower barriers for consumers to participate by streamlining eligibility for participants/applicants already enrolled in other public assistance programs;

  – Increase participation in the California LifeLine Program. This includes increasing the overall participation rate and/or increasing participation among those unserved or underserved by the program such as specific groups that are eligible but may face barriers to enrollment and participation (for example foster youth, reentry population, and English-language learners)

  – Encourage other telephone and broadband service providers, including wireless facilities-based providers, to participate in the California LifeLine Program

  – Expand California LifeLine participants' access to widely available retail offerings in the mass market

New Partnerships and Technologies

- Partnerships with Community Based Organizations and/or other government agencies

- Enrollment that is not commission-based

- Affordable BROADBAND service

Innovative program designs

- Innovative program designs that save money, enroll more people, and/or expand offerings that have not yet been tested or employed

- Suggested program elements for proposed modifications include:

  - Eligibility determination process

  - Consumer education, including digital literacy

  - Enrollment process

  - Service plan and device options

- Proposals should clearly identify variables tested in the pilot

Budgets

- The proposed subsidy amount for the pilots will be $15 per participant per month (after rounding—the estimated SSA for 2019 for the California LifeLine program is $14.85)

- Funding from other sources and/or consumer contributions

- Pilot proposals should include an estimate of the total number of participants and cost

Timing

- Duration of the pilot to complete the project and obtain results.
  - Duration of proposed pilots should be 2 years.
  - This will allow comparison of pilot participant data, particularly retention rates, to data for participants on the existing LifeLine program who are required to renew every 12 months.

Metrics

- Information on relevant standards or metrics or a plan to develop a standard against which the pilot outcomes can be measured; (performance metrics). Suggested metrics include:
  - Why providers stop (participating in the pilot)
  - Why participants stop
  - Participant evaluations of service quality
  - Which service plans participants choose
  - If participants buy additional services
  - What devices participants buy or BYOD
  - Participant payment behavior
  - Amount of voice/text/data used per month
  - Volume of 1st time participants (never been on the program)
- Where possible the CPUC will collect baseline data on proposed metrics.

Evaluation

- A proposed evaluation plan
    - The plan should include a recurring data collection (with anonymized data shared publicly)
    - Where appropriate, propose methodologies to test the cost-effectiveness of the pilot
    - A concrete strategy to identify and disseminate best practices and lessons learned from the pilot to the California LifeLine Program.

Submission and approval process for pilot proposals

- Formal
  - Petition for Modification (parties)
  - Motion (parties)

- Informal
  - Advice Letter (providers)
  - Letter (Non-parties)