August 23, 2018

California LifeLine Administrator

Presentation to the Administrative Committee

Executive Summary

- 2018 Program Participation (1.67 million) down 6% from Calendar Year 2017
- 2018 Average Qualification Rate for Wireless/Wireline apps up 16% from CY 2017
- 2018 Average Renewal Rate for Wireless and Wireline unchanged from CY 2017
- Q1 2018 Participation Rate - Wireless 77% vs. Wireline 23%
- Forms Processing turn-around-time at 1.4 days as of March 2018
- Returned Mail up 1.3% (March 2018) over June 2017 Postcard to Letter implementation
- Implemented Renewal by Call Center Reps. Jan 26, 2018 (Fire impacted zip codes)
- Transitioning to new TPA vendor

Key Projects

Pending Projects

- Implementing automated process notifications for OSP printing & mailing functions

- Monitoring Renewal by Call Center Reps. for fire impacted counties implemented on January 26, 2018 (ongoing)

- Transitioning to new TPA vendor

Completed Projects

- 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)

- Final Information Document for Form 555 was released to carriers (August 8, 2018)

Qualification Rates – Wireless and Wireline
April 2016 - March 2018 (Application Forms)

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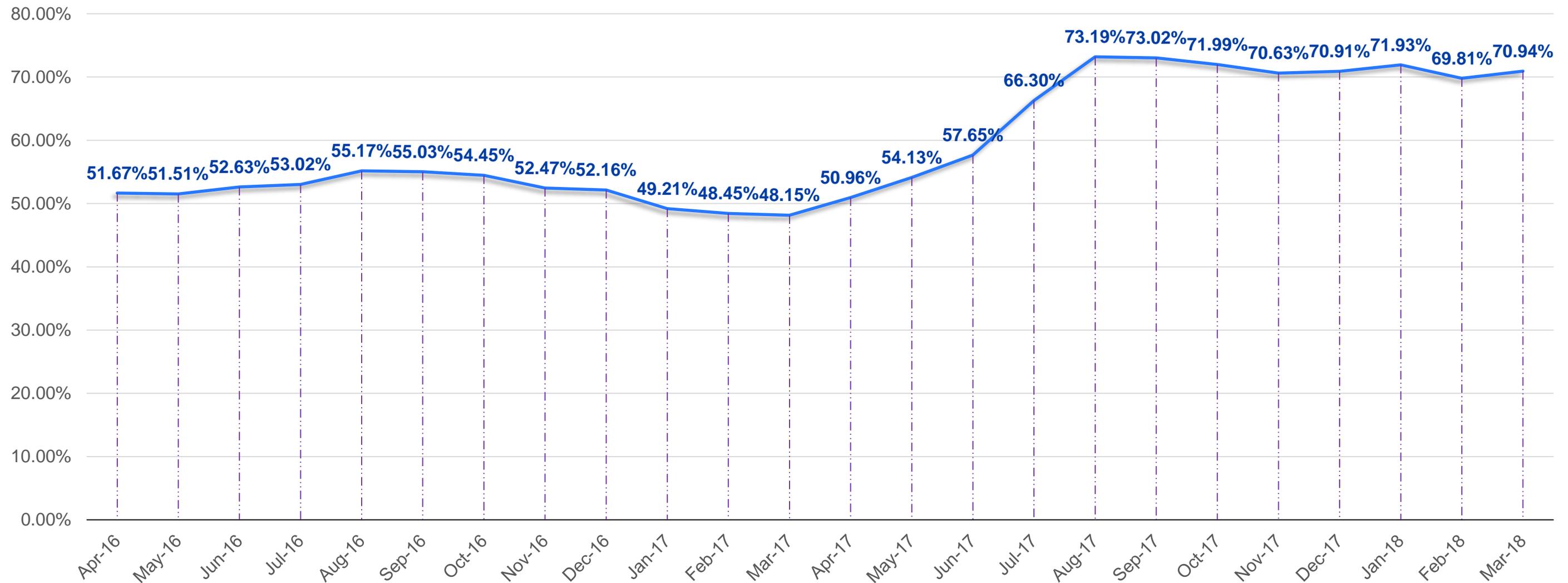
Average qualification rates: 53.51% for 2016, 61.22% for 2017, 70.89% for 2018

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
April 2016 - March 2018 (Application Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Apr-16	286945	258538	149556	90.10%	57.85%	52.12%
May-16	304877	279889	158113	91.80%	56.49%	51.86%
Jun-16	291575	272522	154438	93.47%	56.67%	52.97%
Jul-16	272834	251062	145781	92.02%	58.07%	53.43%
Aug-16	298435	280684	166122	94.05%	59.18%	55.66%
Sep-16	267290	252450	148517	94.45%	58.83%	55.56%
Oct-16	273495	259409	150122	94.85%	57.87%	54.89%
Nov-16	244950	233217	129680	95.21%	55.60%	52.94%
Dec-16	232659	220973	122408	94.98%	55.40%	52.61%
Jan-17	234683	220558	116181	93.98%	52.68%	49.51%
Feb-17	215739	203428	105019	94.29%	51.62%	48.68%
Mar-17	267468	245641	129233	91.84%	52.61%	48.32%

| Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Apr-17	244098	224233	125109	91.86%	55.79%	51.25%
May-17	265355	242341	144411	91.33%	59.59%	54.42%
Jun-17	240206	220816	139434	91.93%	63.14%	58.05%
Jul-17	193722	181508	130056	93.70%	71.65%	67.14%
Aug-17	214966	200397	159608	93.22%	79.65%	74.25%
Sep-17	194390	180105	144819	92.65%	80.41%	74.50%
Oct-17	177390	167710	130211	94.54%	77.64%	73.40%
Nov-17	157858	146219	113767	92.63%	77.81%	72.07%
Dec-17	159056	147205	114672	92.55%	77.90%	72.10%
Jan-18	179613	165940	131230	92.39%	79.08%	73.06%
Feb-18	165077	147201	117112	89.17%	79.56%	70.94%
Mar-18	144150	127196	105013	88.24%	82.56%	72.85%

Response Rate/Qualification Rate - Wireline
April 2016 - March 2018 (Application Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Apr-16	10565	6884	4180	65.16%	60.72%	39.56%
May-16	9802	6526	3976	66.58%	60.93%	40.56%
Jun-16	9815	6699	4196	68.25%	62.64%	42.75%
Jul-16	9992	6762	4162	67.67%	61.55%	41.65%
Aug-16	10849	7278	4499	67.08%	61.82%	41.47%
Sep-16	10595	7075	4392	66.78%	62.08%	41.45%
Oct-16	9716	6565	4090	67.57%	62.30%	42.10%
Nov-16	9178	5881	3653	64.08%	62.12%	39.80%
Dec-16	9848	6491	4072	65.91%	62.73%	41.35%
Jan-17	9835	6463	4145	65.71%	64.13%	42.15%
Feb-17	9985	6631	4347	66.41%	65.56%	43.54%
Mar-17	11250	7407	4967	65.84%	67.06%	44.15%

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Apr-17	9868	6429	4307	65.15%	66.99%	43.65%
May-17	8547	5581	3854	65.30%	69.06%	45.09%
Jun-17	7968	5190	3640	65.14%	70.13%	45.68%
Jul-17	7663	4891	3462	63.83%	70.78%	45.18%
Aug-17	8192	5274	3713	64.38%	70.40%	45.32%
Sep-17	8266	4968	3178	60.10%	63.97%	38.45%
Oct-17	7345	4535	2787	61.74%	61.46%	37.94%
Nov-17	6815	4256	2544	62.45%	59.77%	37.33%
Dec-17	6284	4075	2572	64.85%	63.12%	40.93%
Jan-18	7136	4737	3102	66.38%	65.48%	43.47%
Feb-18	7622	5113	3449	67.08%	67.46%	45.25%
Mar-18	9641	6201	4092	64.32%	65.99%	42.44%

Renewal Rates - Wireless and Wireline
April 2016 - March 2018 (Renewal Forms)

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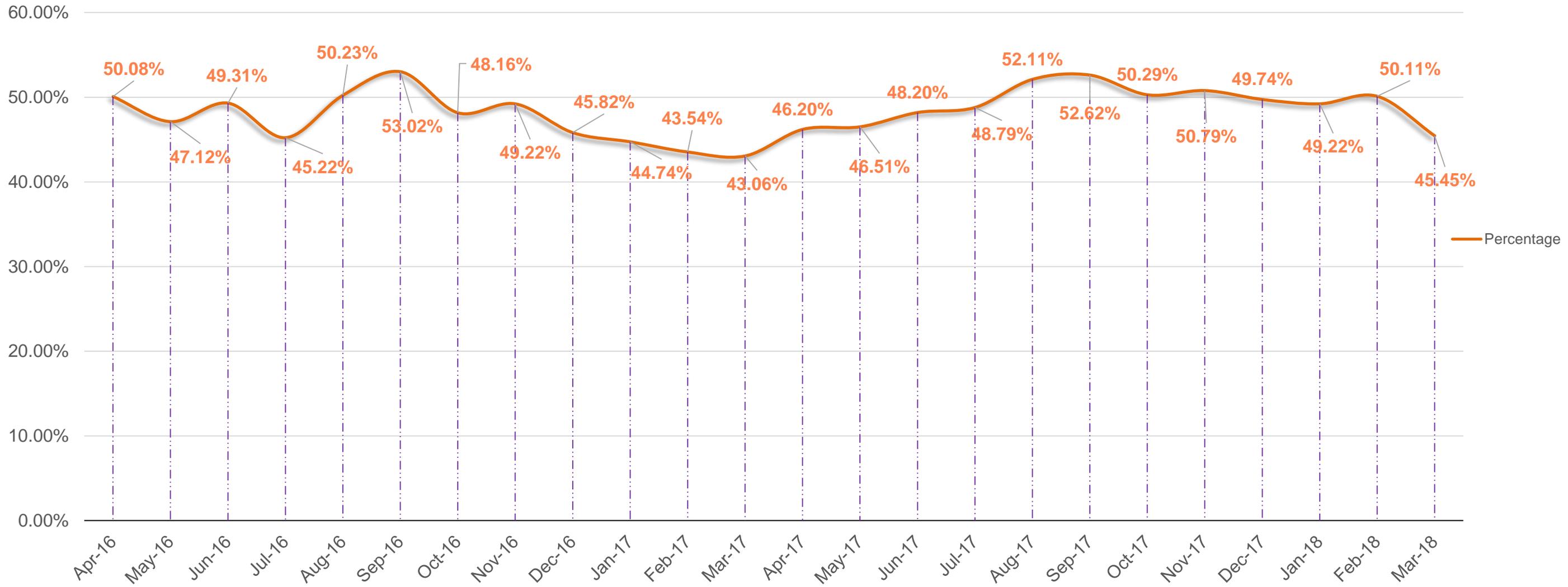
Average renewal rates: 46.73% for 2016, 48.05% for 2017, 48.26% for 2018

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
April 2016 - March 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
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%
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%

Response Rate/Renewal Rate - Wireline
April 2016 - March 2018 (Renewal Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Apr-16	55968	50919	47861	90.98%	93.99%	85.51%
May-16	46481	41991	39402	90.34%	93.83%	84.77%
Jun-16	43937	39562	37499	90.04%	94.79%	85.35%
Jul-16	39561	35621	33863	90.04%	95.06%	85.60%
Aug-16	51593	47184	44949	91.45%	95.26%	87.12%
Sep-16	50122	45734	43644	91.25%	95.43%	87.08%
Oct-16	50957	46065	43945	90.40%	95.40%	86.24%
Nov-16	51295	46543	44423	90.74%	95.45%	86.60%
Dec-16	46129	41888	40109	90.81%	95.75%	86.95%
Jan-17	44463	40347	38653	90.74%	95.80%	86.93%
Feb-17	35057	31671	30419	90.34%	96.05%	86.77%
Mar-17	36416	32831	31507	90.16%	95.97%	86.52%

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Apr-17	43875	40105	38774	91.41%	96.68%	88.37%
May-17	36616	33183	32057	90.62%	96.61%	87.55%
Jun-17	35919	32491	31557	90.46%	97.13%	87.86%
Jul-17	32222	29153	28404	90.48%	97.43%	88.15%
Aug-17	41762	38292	37011	91.69%	96.65%	88.62%
Sep-17	41194	37806	35747	91.78%	94.55%	86.78%
Oct-17	41735	38126	35180	91.35%	92.27%	84.29%
Nov-17	42261	38752	35664	91.70%	92.03%	84.39%
Dec-17	38944	35522	32794	91.21%	92.32%	84.21%
Jan-18	37389	34131	31819	91.29%	93.23%	85.10%
Feb-18	29433	26783	25038	91.00%	93.48%	85.07%
Mar-18	30548	27831	25954	91.11%	93.26%	84.96%

Renewal Response Rate by Channel - Wireless and Wireline 2016, 2017, Q12018

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2016

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

2017

	MAIL	WEB	WES	IVR
Program Total	61%	28%	7%	4%
Wireline	67%	27%	4%	2%
Wireless	55%	29%	11%	5%

Q1-2018

	MAIL	WEB	WES	IVR
Program Total	57%	27%	12%	4%
Wireline	66%	27%	5%	2%
Wireless	50%	28%	17%	5%

Renewal by Call Center Reps - Wireless and Wireline March 2018 – July 2018: Weekly Stats
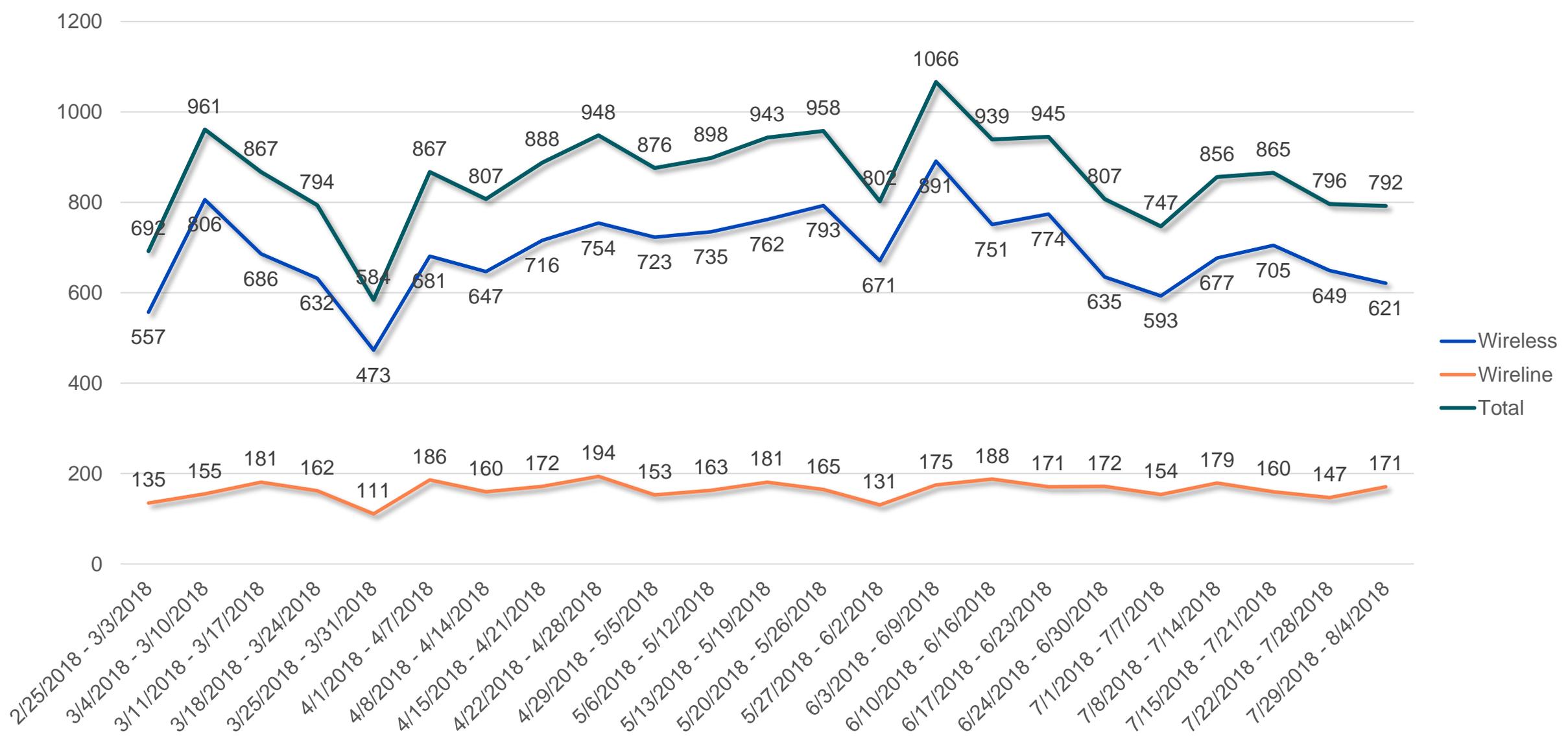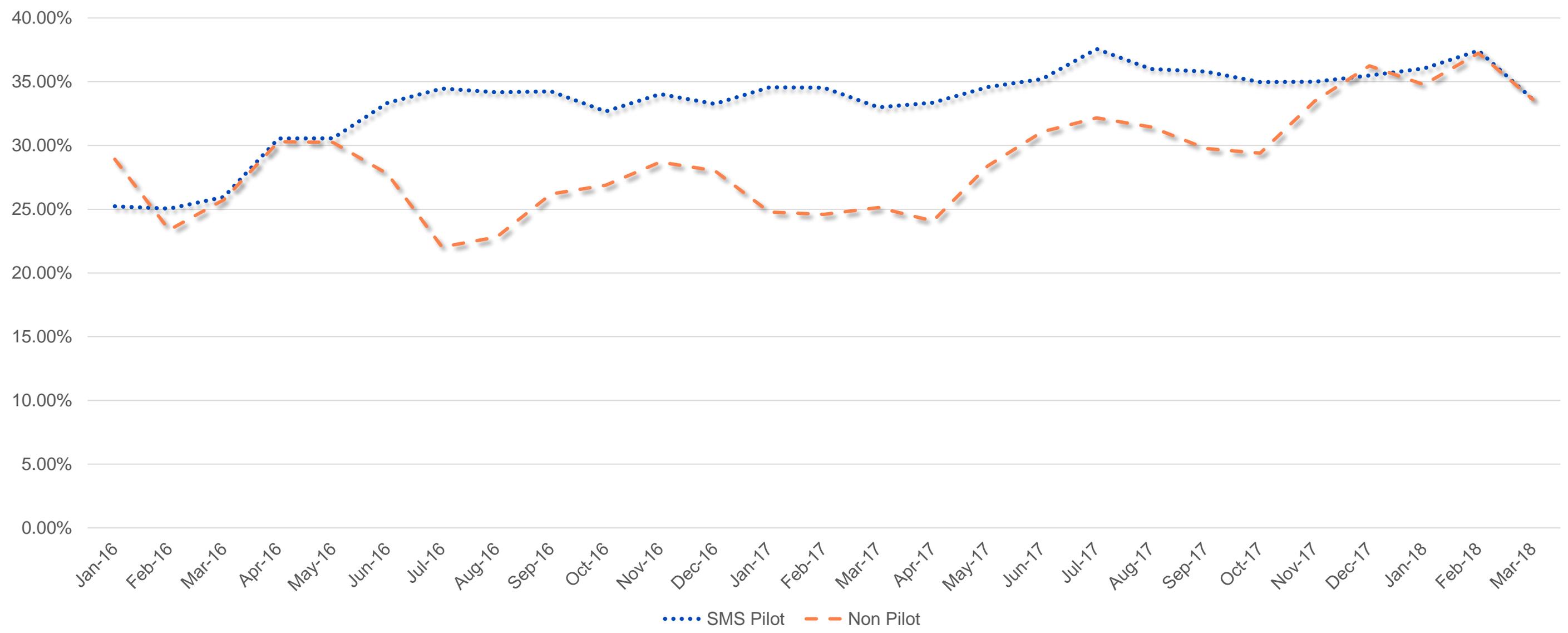
Total 21,662 offered as of 08/04/2018
Approval rate: 90%

SMS Pilot Carriers
Data as of August 1, 2018

| CALIFORNIA LIFELINE WIRELESS TELEPHONE SERVICE PROVIDERS	DATE WHEN JOINED TEXT MESSAGE PILOT	VOLUME of TEXT MESSAGES SENT by ADMINISTRATOR as of 5/10/2018	VOLUME of TEXT MESSAGES SENT by ADMINISTRATOR as of 8/1/2018
Truconnect Communications, Inc.	January 15, 2018	29,460	62,447
Telrite Corporation	December 2017	19,924	40,292
AmeriMex Communications Corp.	December 2017	44,558	64,897
Blue Jay Wireless, LLC	December 2016	19,151	19,154
TAG Mobile, LLC	August 2016	35,430	36,410
Budget PrePay, Inc.	February 2016	102,887	102,887
i-wireless, LLC	February 2016	177,048	193,766
Boomerang Wireless, LLC	December 2015	48,016	48,018
Virgin Mobile USA, L.P.	December 2015	1,614,415	1,832,431

Renewal Rate Comparison: Jan 2016 - March 2018
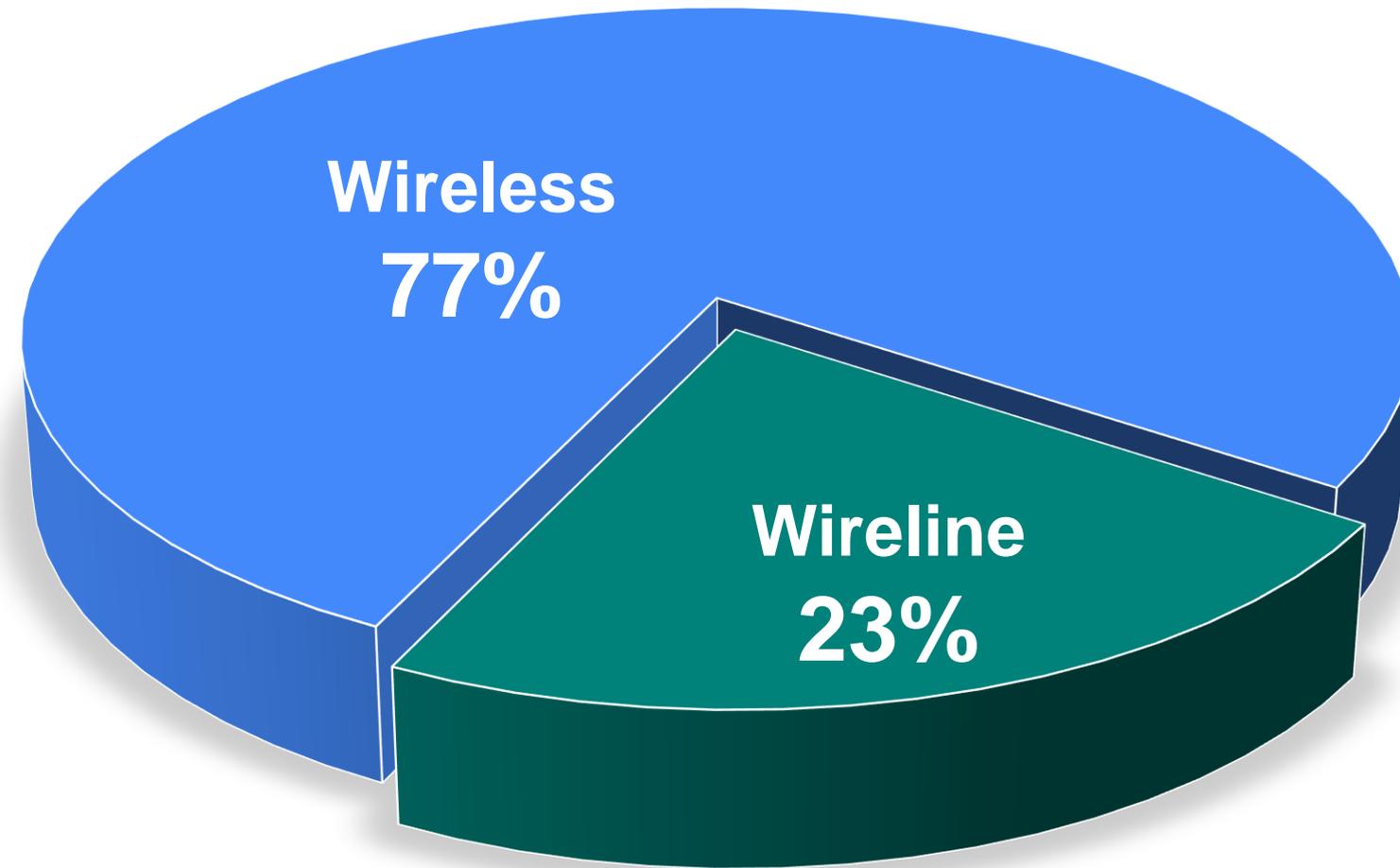# Wireless SMS Pilot vs. Non-Pilot Carriers

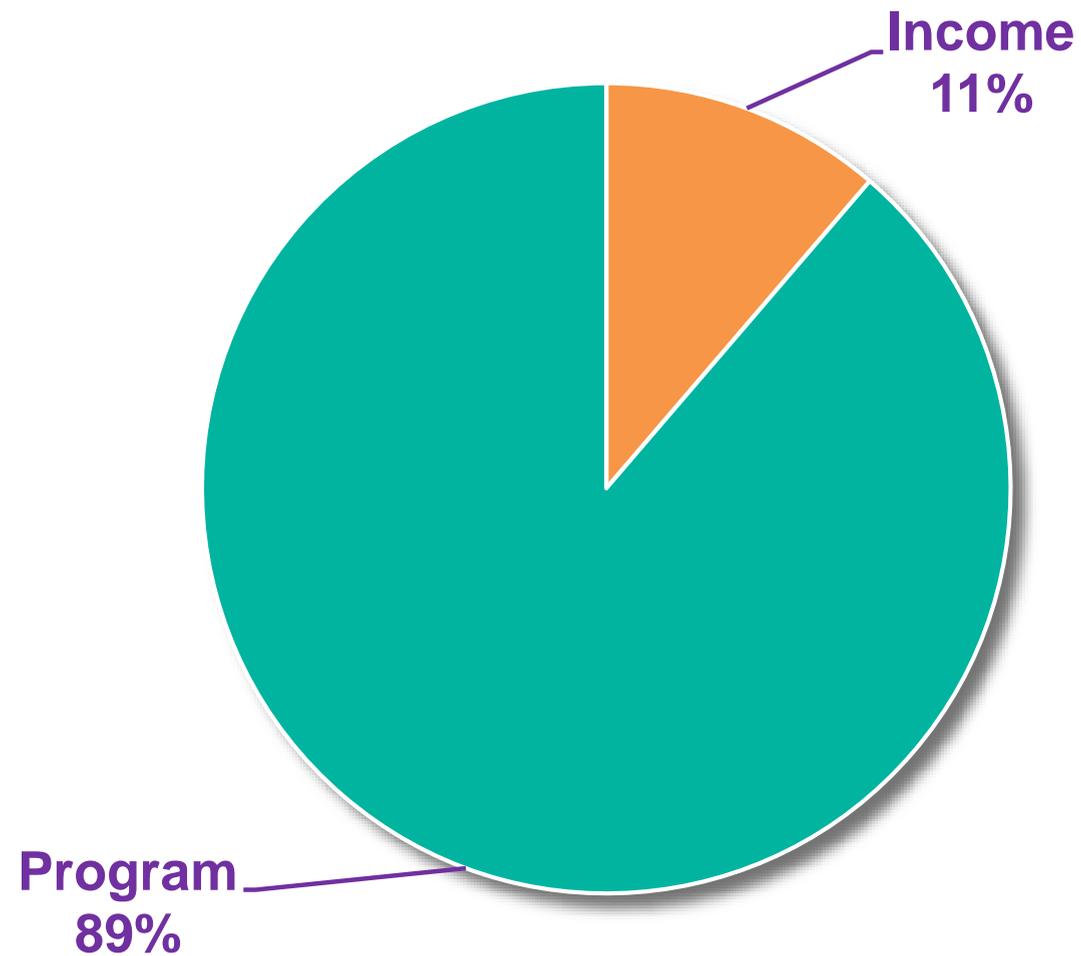# Yearly Program Participation - Wireless and Wireline 2010 To Date

% Change	
2011	-5.2%
2012	-12.6%
2013	-32.3%
2014	-14.1%
2015	24.8%
2016	23.0%
2017	1.3%
2018 YTD	-4.8%
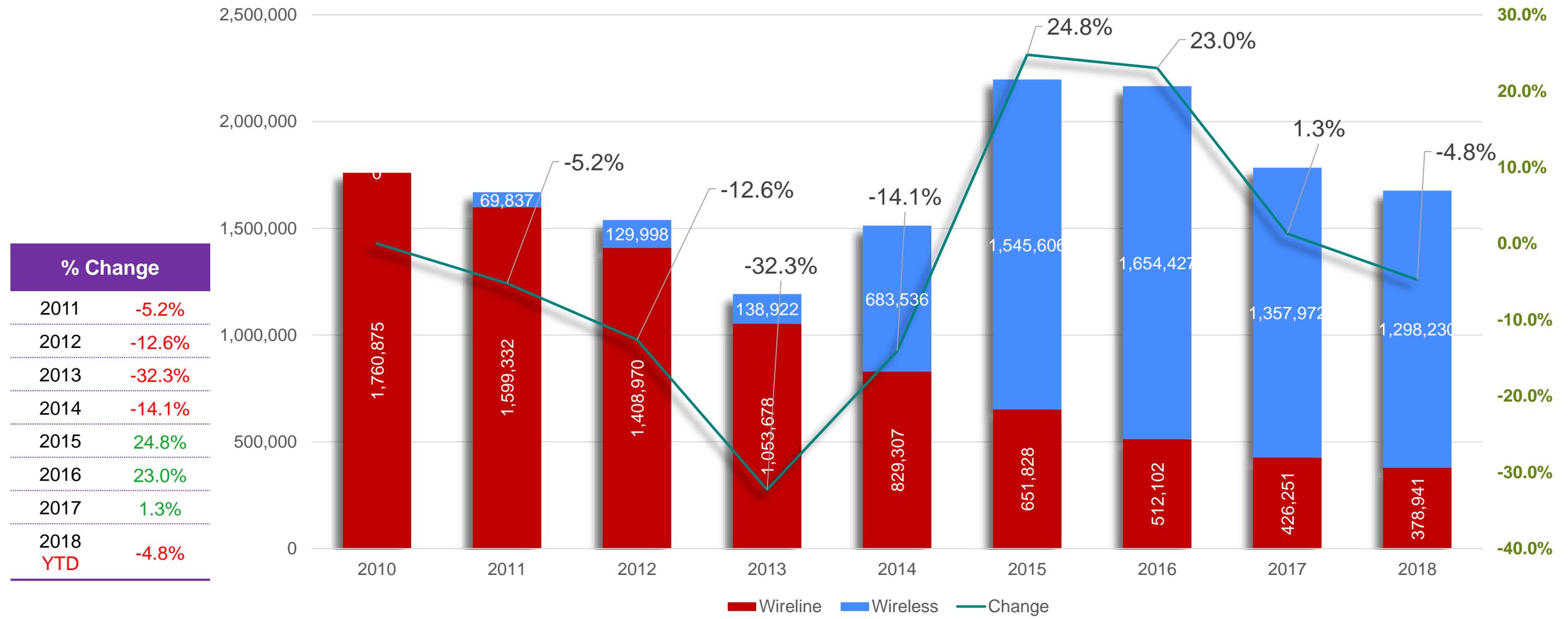
Program Participation by Type of Service
March 31, 2018

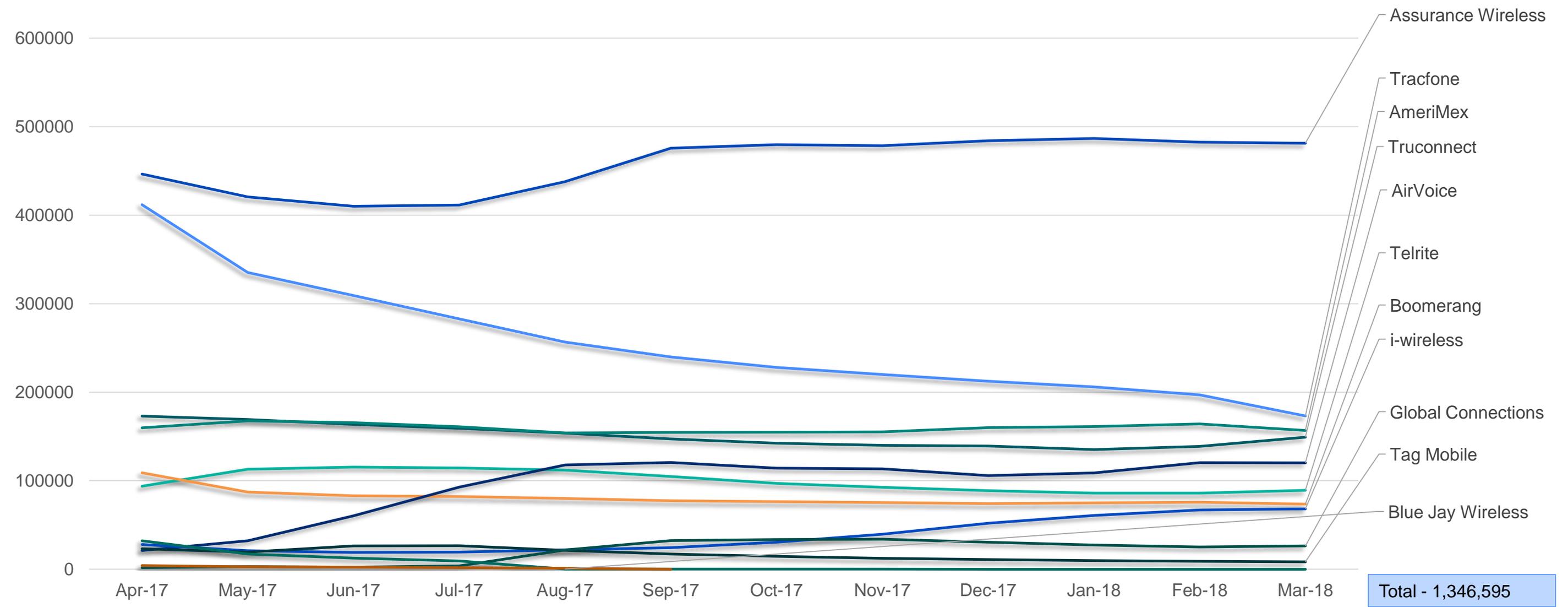# Enrollment Eligibility Method - Wireless and Wireline
Jan 2018 - Mar 2018

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Income
11%

Program
89%

1424 participants qualified under the Veterans program within Jan - Mar 2018 Enrollments

Top 5 Programs

Medicaid
46%

Others
5%

Section 8
3%

LIHEAP
4%

SSI
10%

SNAP
32%
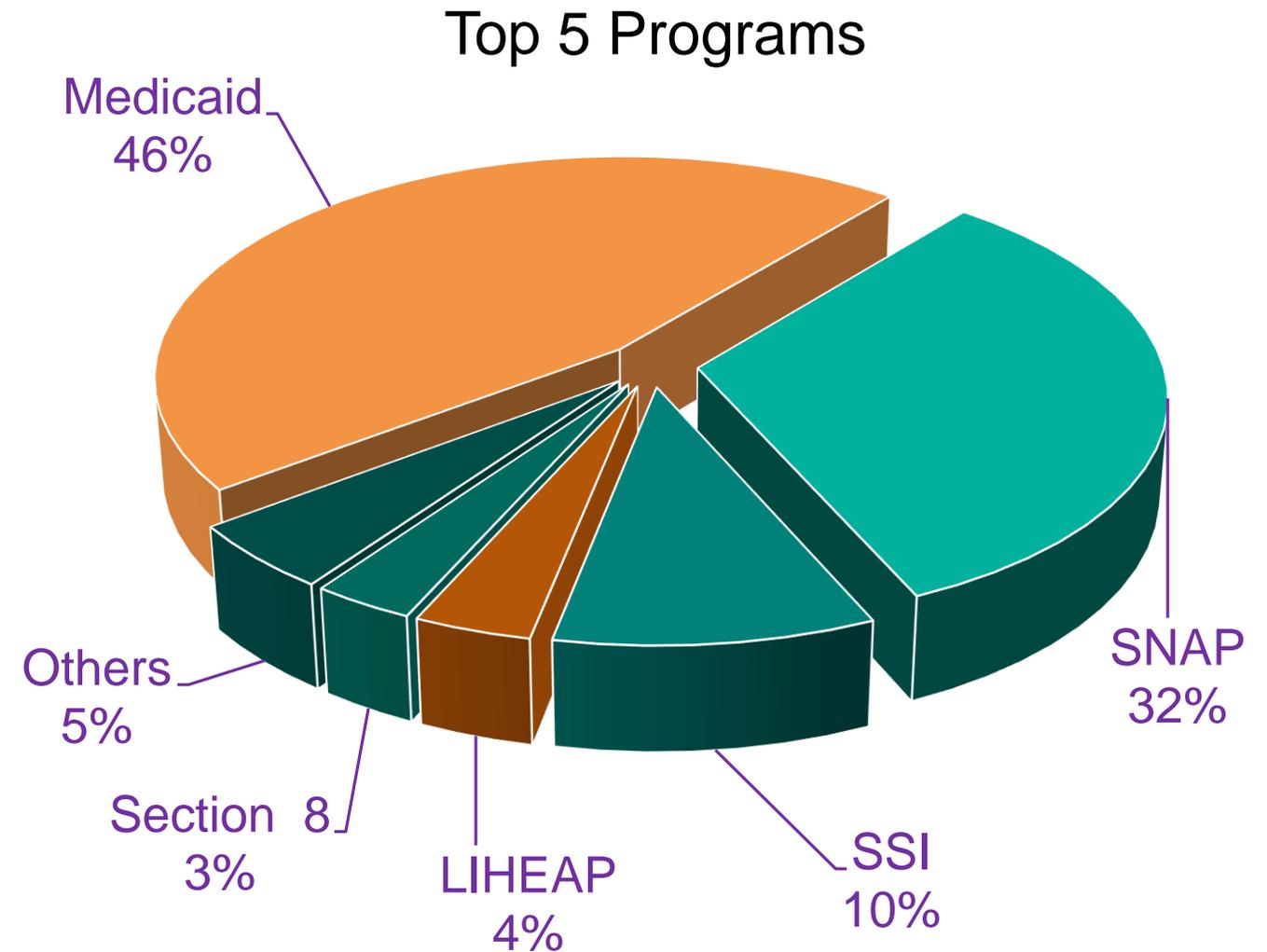
The top 5 programs account for 95% of Jan 2018 - Mar 2018 enrollments

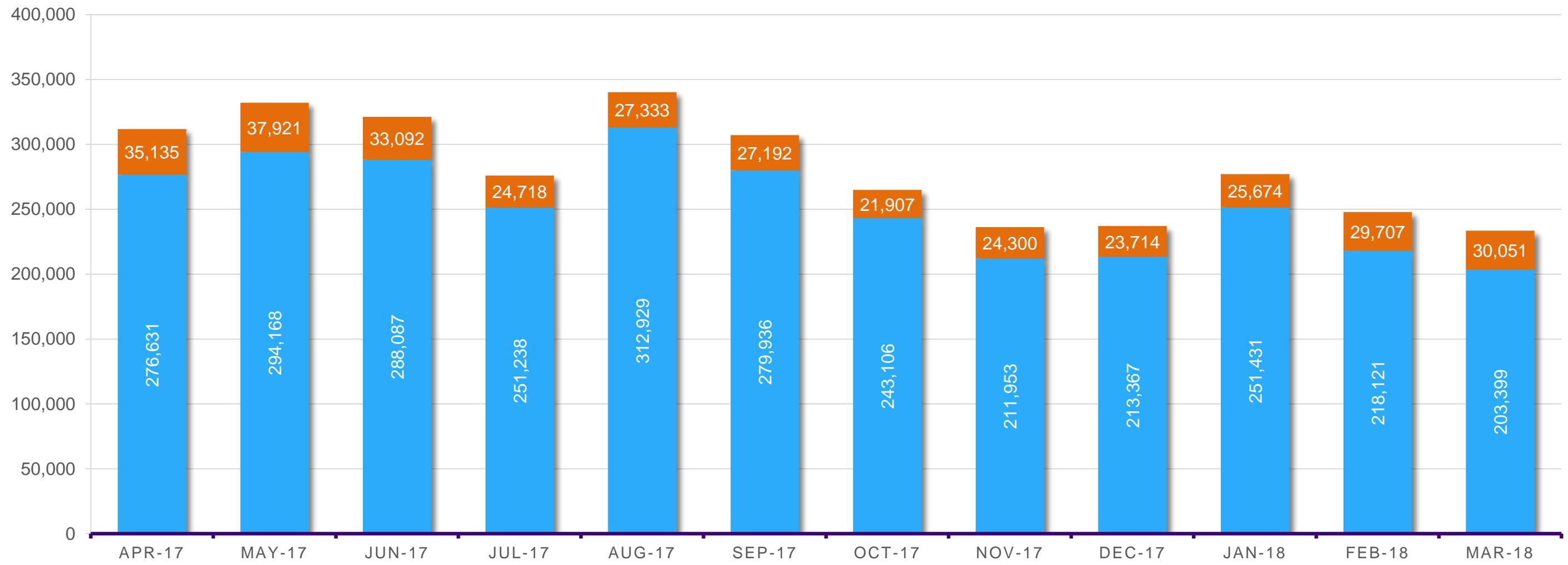# California LifeLine Wireless Participation by Service Provider - April 2017 - March 2018

Chart legend (top to bottom): Assurance Wireless, Tracfone, AmeriMex, Truconnect, AirVoice, Telrite, Boomerang, i-wireless, Global Connections, Tag Mobile, Blue Jay Wireless

Total - 1,346,595

Growing/Contracting Wireless Service Providers
April 2017 – March 2018

Service Provider	Number of Participants Beginning of April 2017	Number of Participants End of March 2018	Nominal Change	Percent Change
AirVoice	21,229	120,223	98,994	466.31%
i-wireless	27,959	68,218	40,259	143.99%
Assurance Wireless	446,441	481,391	34,950	7.83%
Global Connections	1,782	26,343	24,561	1378.28%
AmeriMex	159,782	156,878	-2,904	-1.82%
Telrite	93,786	89,189	-4,597	-4.90%
Tag Mobile	23,066	8,383	-14,683	-63.66%
Truconnect	172,932	149,242	-23,690	-13.70%
Boomerang	109,035	73,556	-35,479	-32.54%
Tracfone	411,817	173,157	-23,8660	-57.95%

New Application Requests - Wireless and Wireline
April 2017 - March 2018

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	APR-17	MAY-17	JUN-17	JUL-17	AUG-17	SEP-17	OCT-17	NOV-17	DEC-17	JAN-18	FEB-18	MAR-18
Mail	35,135	37,921	33,092	24,718	27,333	27,192	21,907	24,300	23,714	25,674	29,707	30,051
DAP	276,631	294,168	288,087	251,238	312,929	279,936	243,106	211,953	213,367	251,431	218,121	203,399

■ DAP   ■ Mail

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

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Submission Channel for Enrollments Wireless and Wireline April 2017-March 2018 (Applications and Renewals)

DAP 66%

IVR 1%

Mail 21%

Online 10%

WES 2%

Total = 3,139,626 applications and renewals
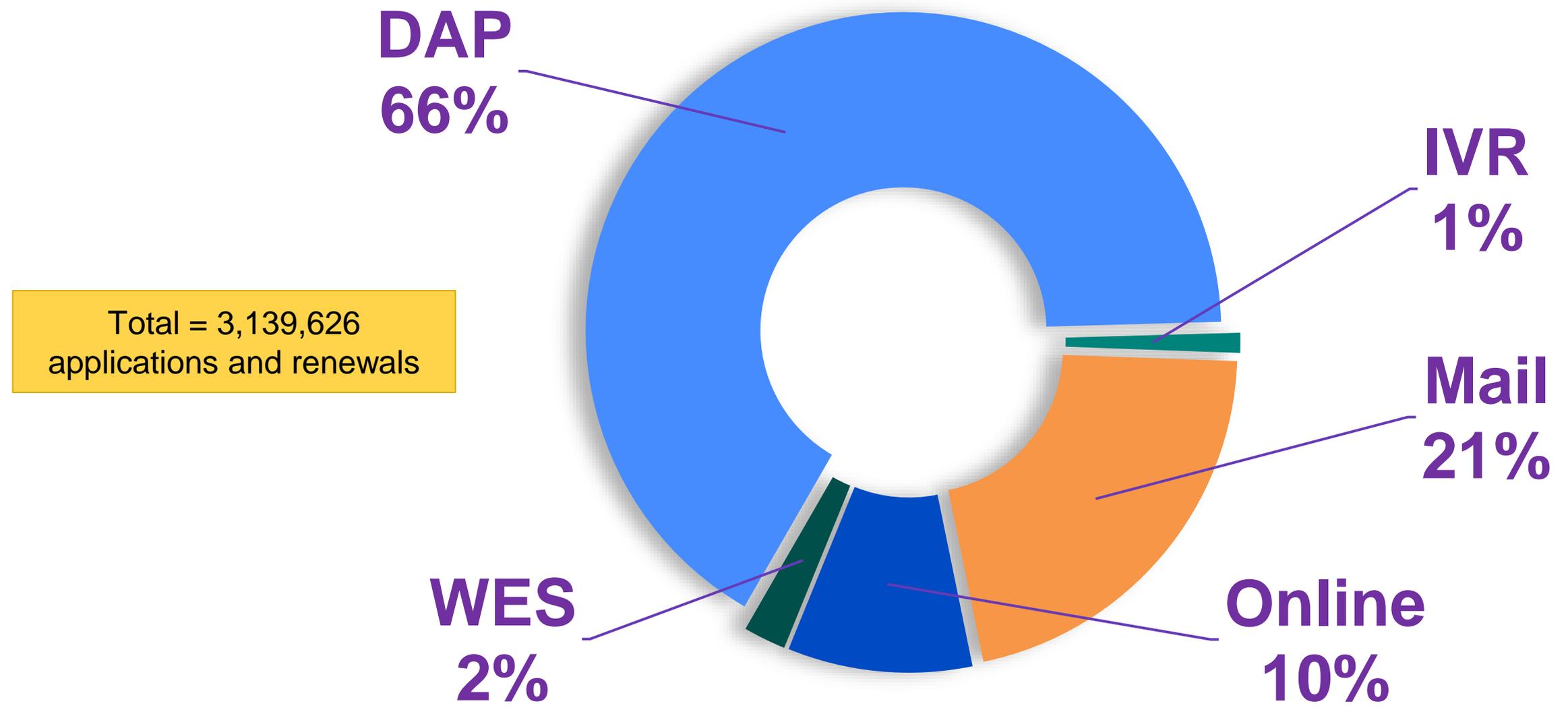
Indicates how a consumer submitted the application or renewal form

Top Denial Codes – Wireless
## April 2017 - March 2018

Application

Others 12.7%

8-9 46.8%

5-10 5.8%

5-16 11.3%

5-12 23.4%

Denial total - 390,011
Top denials - 87% of total

Renewal

Others 2.4%

21-13 0.8%

24-8 88.1%

24-9 2.4%

21-6 6.3%

Denial total - 618,842
Top denials - 98% of total
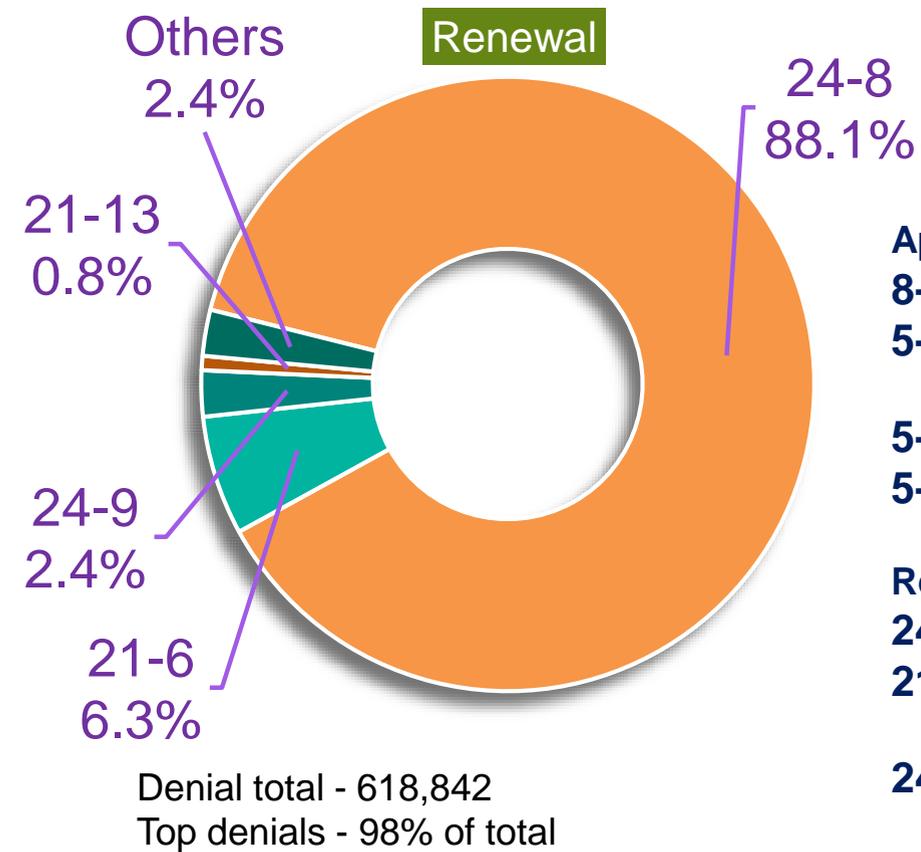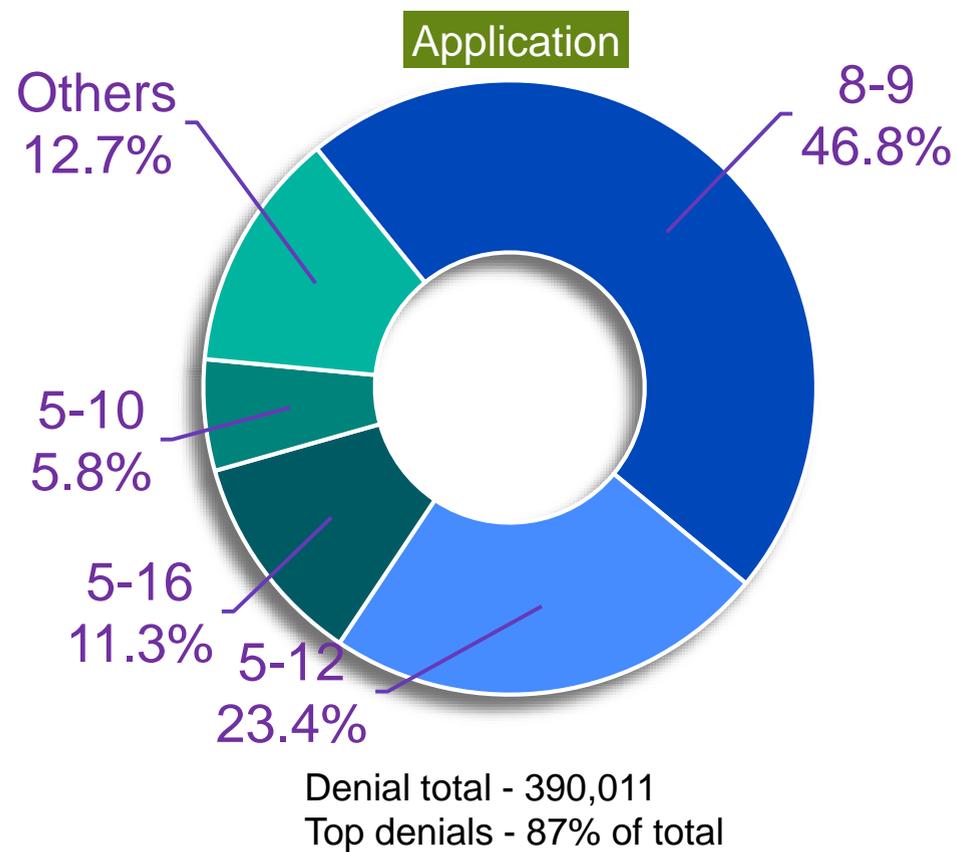
Application
8-9 Application not returned.
5-12 Dummy phone number not updated (30 days).
5-16 Identity Verification form not returned.
5-10 Receiving discount more than one line.

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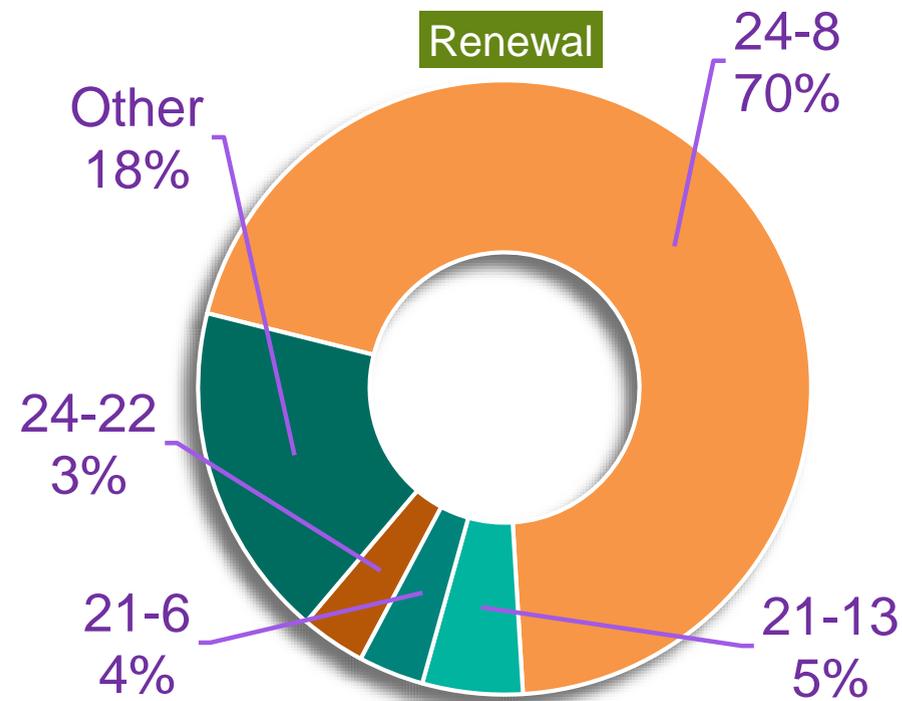**24-8** Renewal not returned.
21-6 Non-deliverable. (Bad address initial hard denial)
24-9 Non-deliverable. (Bad address during renewal process)
21-13 IDV form not returned.

Top Denial Codes – Wireline
April 2017 - March 2018

Application chart

- 8-9 — 72%
- Other — 16%
- 5-16 — 2%
- 8-3 — 4%
- 8-25 — 6%
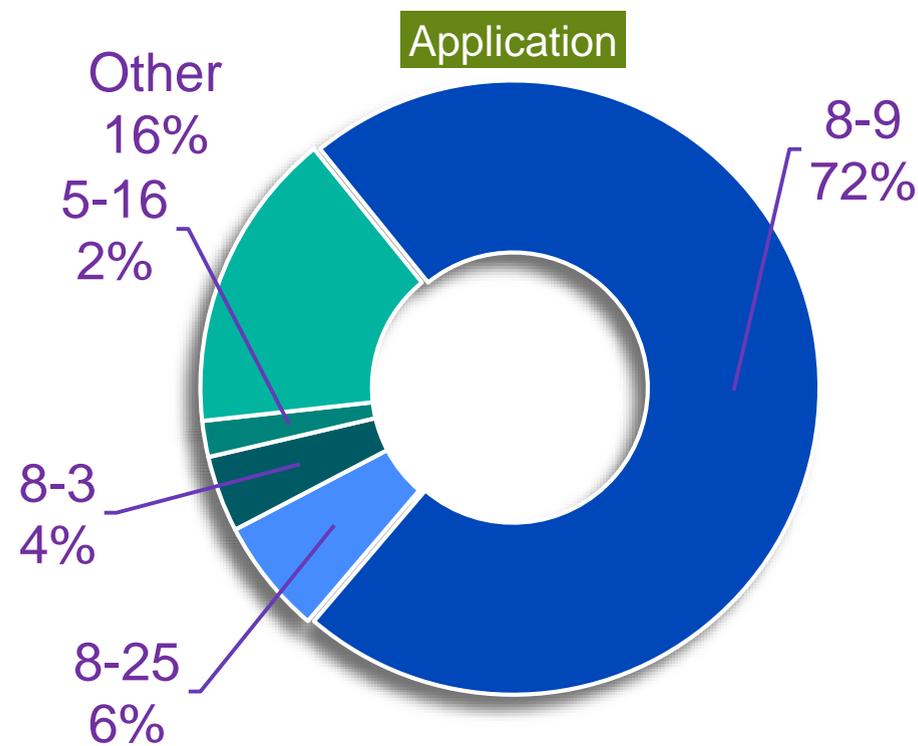
Denial total - 51,476
Top 5 denials - 84% of total

Renewal chart

- 24-8 — 70%
- Other — 18%
- 24-22 — 3%
- 21-6 — 4%
- 21-13 — 5%

Denial total - 49,164
Top 5 denials - 82% of total
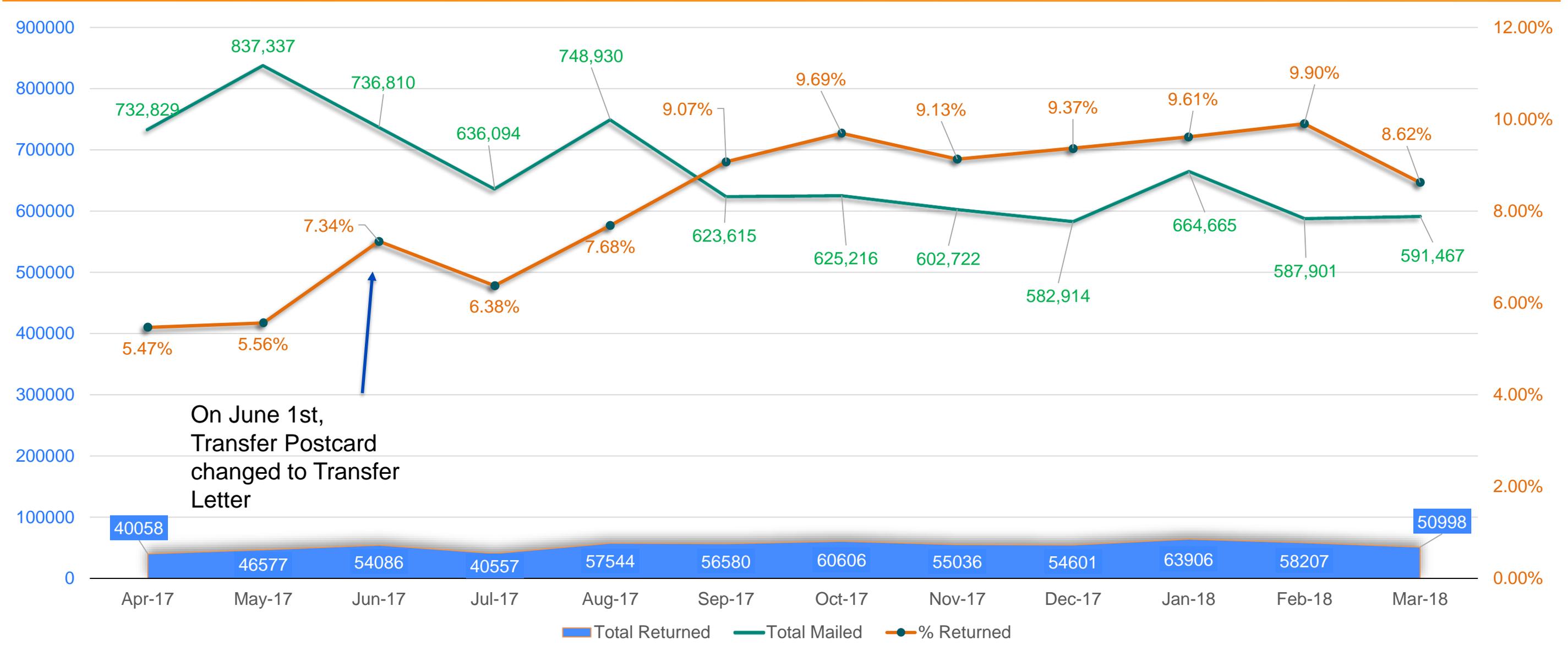
Application
- **8-9** Application not returned.
- **8-25** No documents for qualifying program.
- **8-3** No documents for income.
- **5-16** IDV form not returned.

Renewal
- **24-8** Renewal not returned.
- **21-13** IDV form not returned.
- **21-6** Non-deliverable. (Bad address initial hard denial)
- **24-22** Missing initials for 'No one else in my household is receiving California LifeLine discounts'.
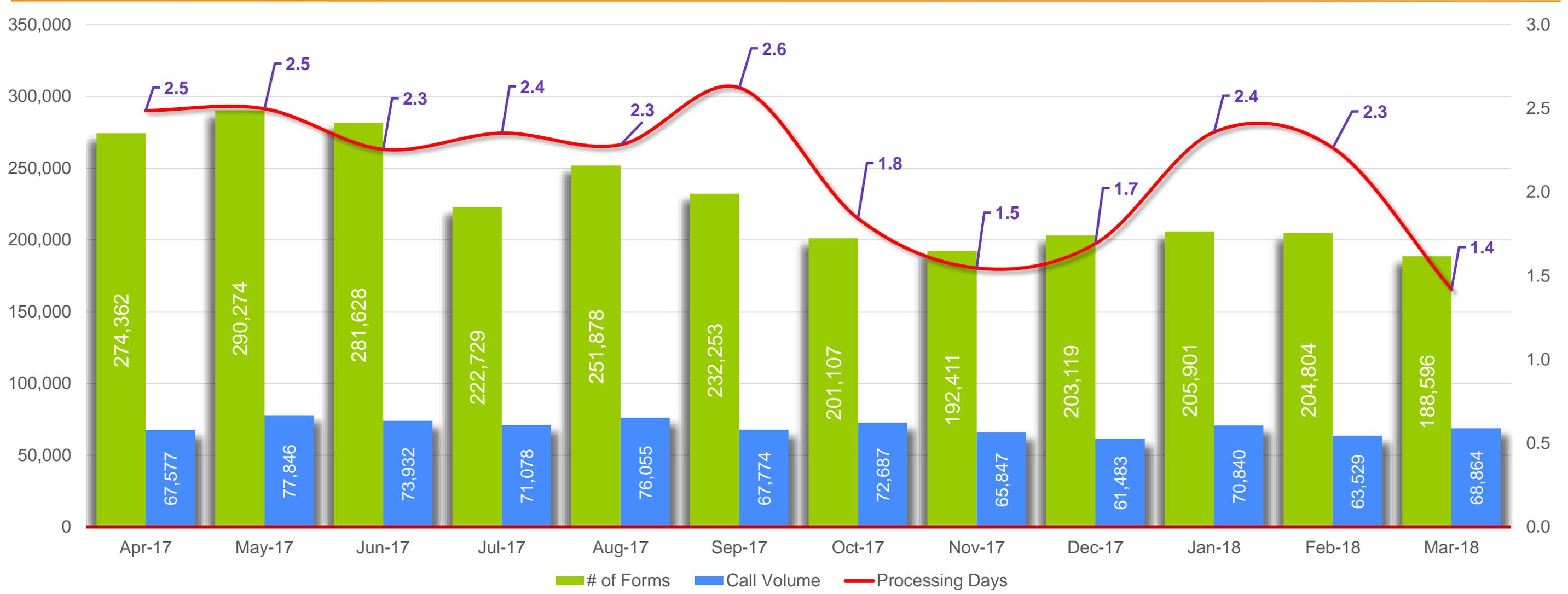
Returned Mail

April 2017 - March 2018

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On June 1st, Transfer Postcard changed to Transfer Letter

Total Mailed:
- Apr-17: 732,829
- May-17: 837,337
- Jun-17: 736,810
- Jul-17: 636,094
- Aug-17: 748,930
- Sep-17: 623,615
- Oct-17: 625,216
- Nov-17: 602,722
- Dec-17: 582,914
- Jan-18: 664,665
- Feb-18: 587,901
- Mar-18: 591,467

% Returned:
- Apr-17: 5.47%
- May-17: 5.56%
- Jun-17: 7.34%
- Jul-17: 6.38%
- Aug-17: 7.68%
- Sep-17: 9.07%
- Oct-17: 9.69%
- Nov-17: 9.13%
- Dec-17: 9.37%
- Jan-18: 9.61%
- Feb-18: 9.90%
- Mar-18: 8.62%

Total Returned:
- Apr-17: 40058
- May-17: 46577
- Jun-17: 54086
- Jul-17: 40557
- Aug-17: 57544
- Sep-17: 56580
- Oct-17: 60606
- Nov-17: 55036
- Dec-17: 54601
- Jan-18: 63906
- Feb-18: 58207
- Mar-18: 50998

Legend: Total Returned — Total Mailed — % Returned

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Call Center Throughput
April 2017 - March 2018

Call Center Volumes (English and Spanish)
April 2017 - March 2018

Month	English	Spanish
Apr-17	53,465	12,172
May-17	61,776	13,611
Jun-17	59,122	12,839
Jul-17	56,978	12,273
Aug-17	61,285	12,791
Sep-17	54,618	11,073
Oct-17	58,480	12,073
Nov-17	53,562	10,506
Dec-17	49,891	9,938
Jan-18	56,979	12,004
Feb-18	51,448	10,484
Mar-18	55,433	11,499

■ English ■ Spanish
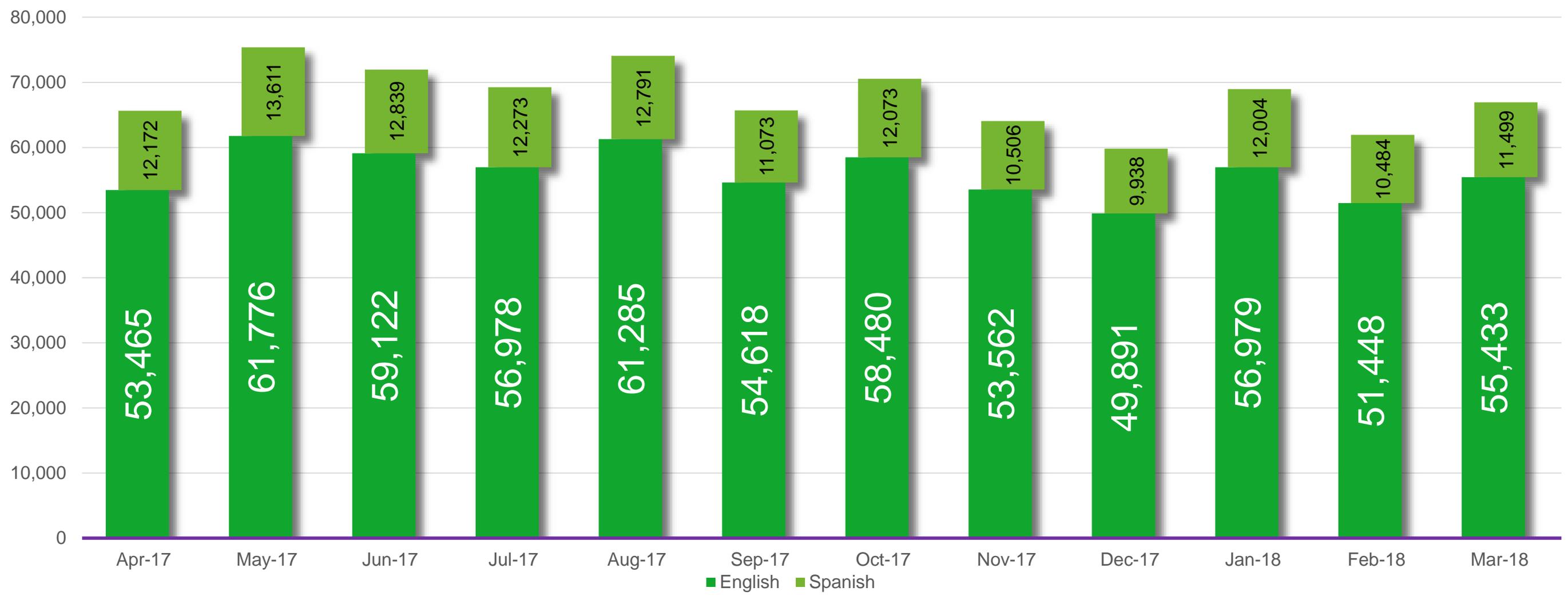
Call Center Volumes (Asian Languages)
April 2017 - March 2018
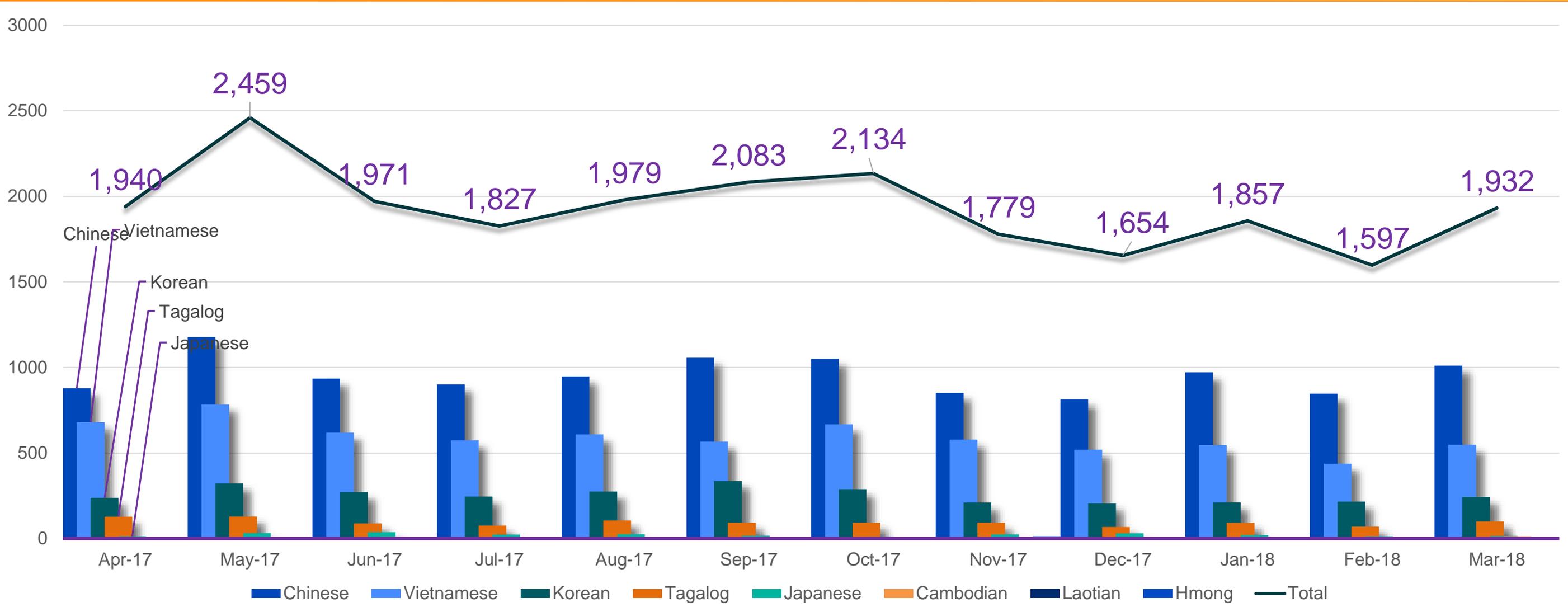
Top Call Reasons

April 2017 - March 2018

Call Reason	Volume
1. Check Status	187,303
2. Needs CD/Denial letter explained	67,927
3. Needs denial letter explained	53,252
4. Wireless Caller	41,194
5. Device Issues - Equipment	38,332
6. Info change request, referred back to carrier	38,803
7. Wants to cancel service	27,211

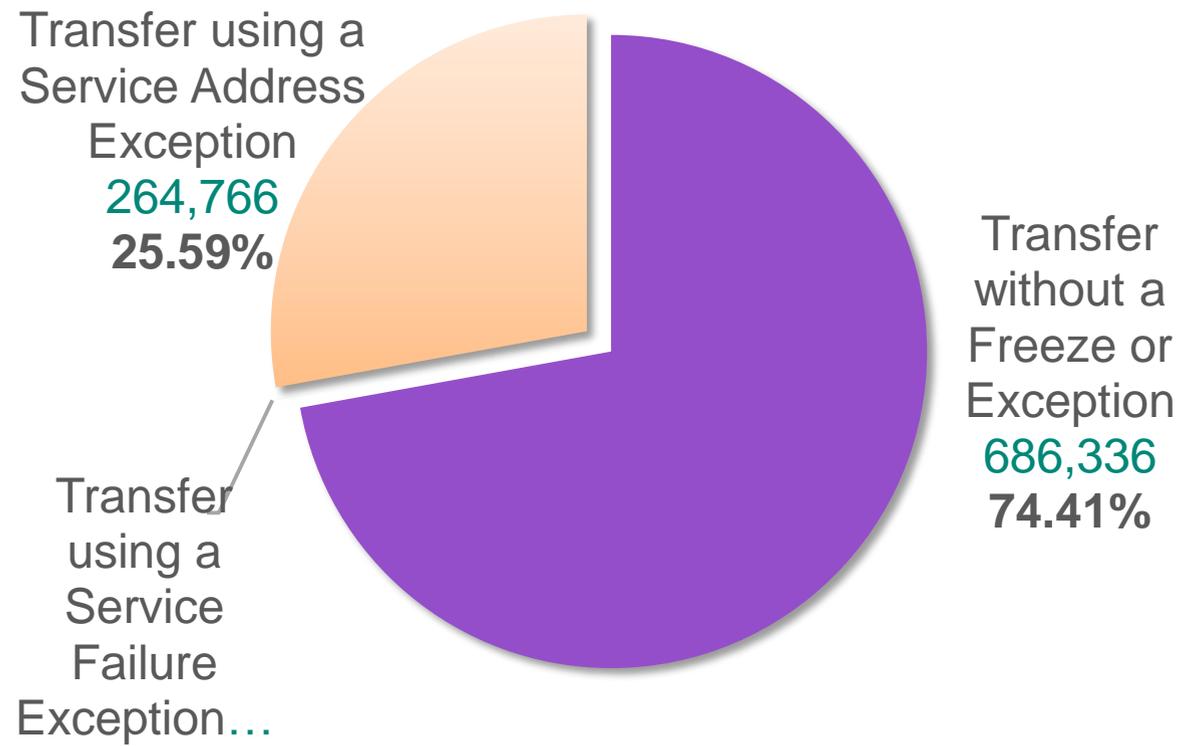# Volume of Inter-Carrier Transfers (DAP) - Wireless
December 2016 – June 2018
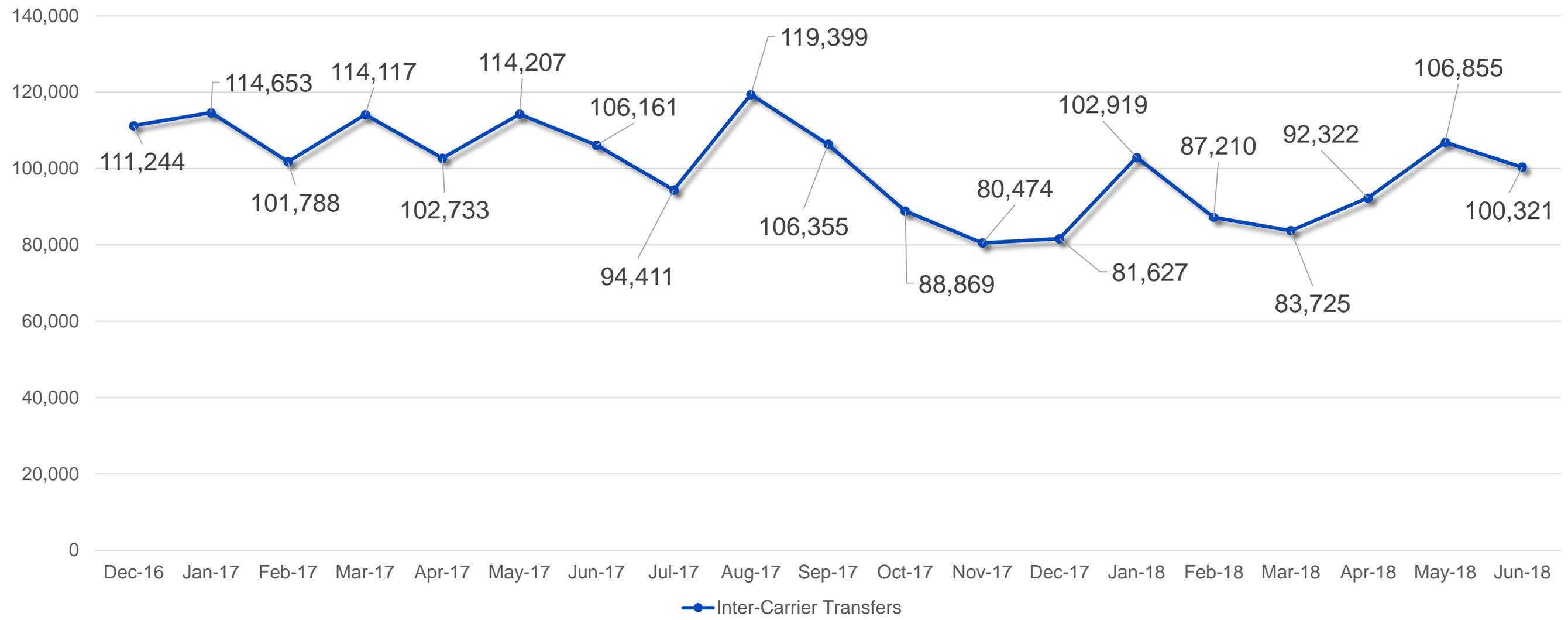
Volume of Inter-Carrier Transfers by Status Code (DAP) – Wireless: March 2017 – June 2018

Transfer without a Freeze or Exception
331,057
100%

Transfer using a Service Address Exception
264,766
25.59%

Transfer using a Service Failure Exception…

Transfer without a Freeze or Exception
686,336
74.41%

Transfer without a Freeze or Exception
299,496
100%

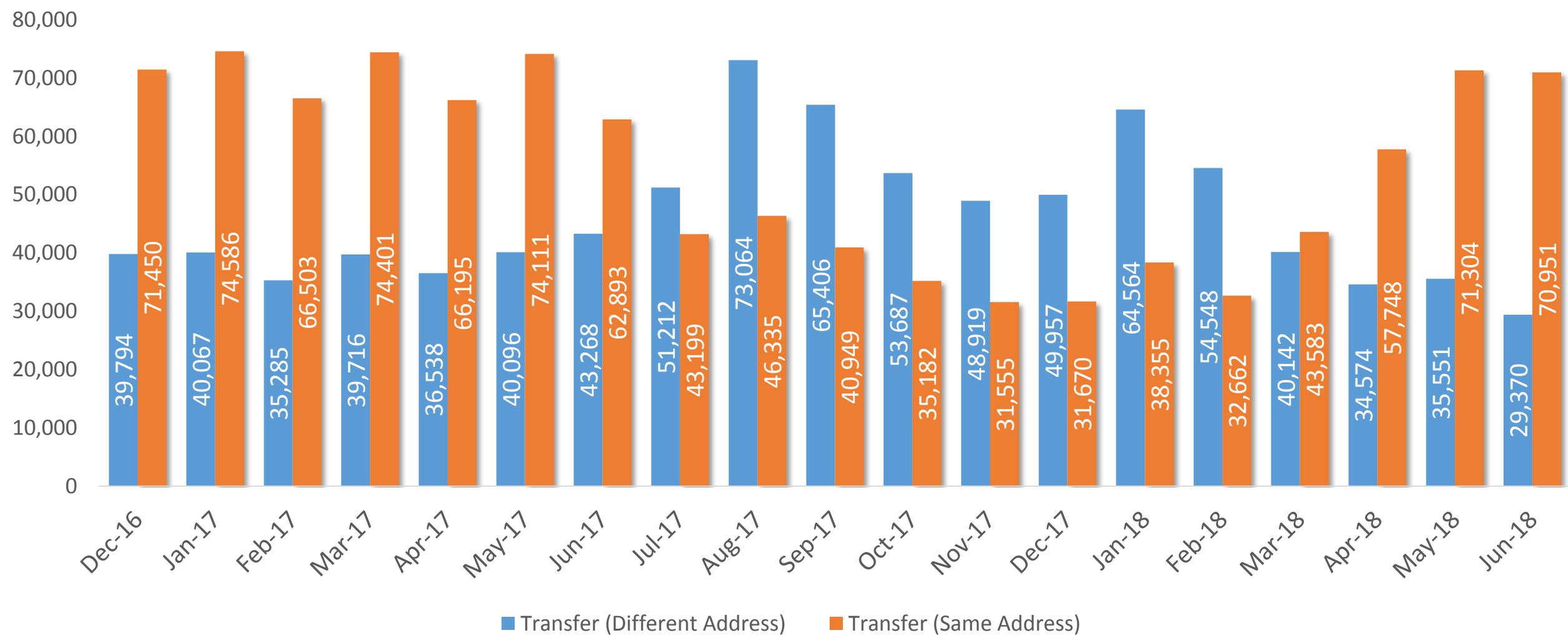Pre-Launch of Discount Transfer Freeze
Mar. 2017 – May 2017

During Discount Transfer Freeze
Jun. 2017 – Mar. 2018

After Discount Transfer Freeze is Over
Apr. 2018 – Jun. 2018

Volume of Wireless Inter-Carrier Transfers: Same vs Different Service Address (DAP) December 2016 – June 2018

Month	Transfer (Different Address)	Transfer (Same Address)
Dec-16	39,794	71,450
Jan-17	40,067	74,586
Feb-17	35,285	66,503
Mar-17	39,716	74,401
Apr-17	36,538	66,195
May-17	40,096	74,111
Jun-17	43,268	62,893
Jul-17	51,212	43,199
Aug-17	73,064	46,335
Sep-17	65,406	40,949
Oct-17	53,687	35,182
Nov-17	48,919	31,555
Dec-17	49,957	31,670
Jan-18	64,564	38,355
Feb-18	54,548	32,662
Mar-18	40,142	43,583
Apr-18	34,574	57,748
May-18	35,551	71,304
Jun-18	29,370	70,951

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?

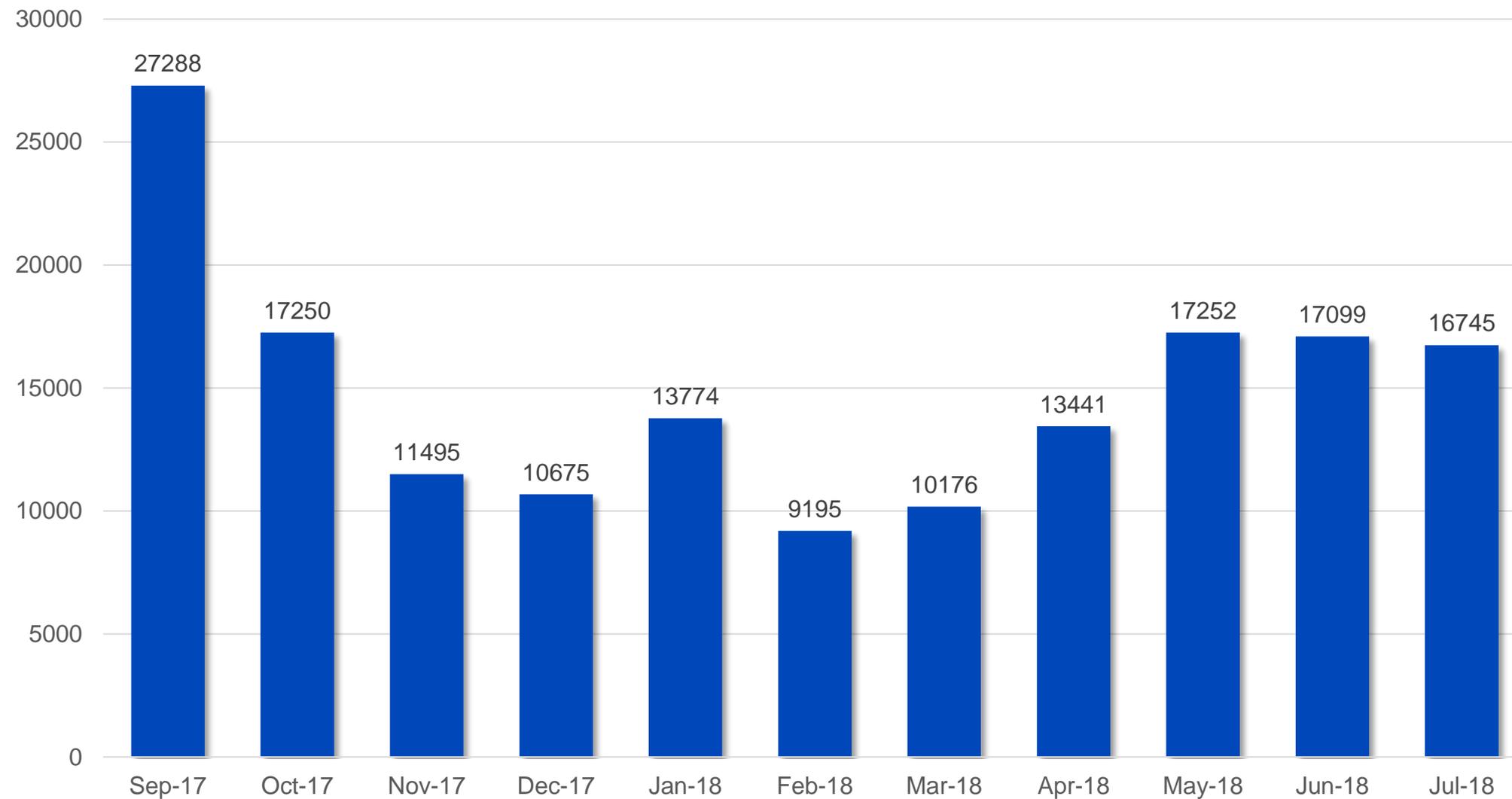3. Can I file an appeal/complaint in regards to the discount transfer freeze because I:

   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 - Wireless September 2017 – July 2018

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

California LifeLine Participants by County

Number of Participants

	11 - 2,000
	2,001 - 10,000
	10,001 - 20,000
	20,001 - 70,000
	70,001 - 150,000
	150,001 - 600,000

Total: 1,838,778

Data as of 06/30/2017