



# Public Service Commission

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TALLAHASSEE, FLORIDA 32399-0850

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**DATE:** March 20, 2006

**TO:** Eligible Telecommunications Carriers, Agencies, and All Other Interested Persons

**FROM:** Kira Scott, Attorney, Office of the General Counsel

**RE:** Link-Up Florida and Lifeline Assistance Workshop  
(Commissioners May Participate)

Please note that a Link-Up Florida and Lifeline Assistance Workshop has been scheduled for the following time, date and location:

TIME	DATE	LOCATION
9:00 A.M.	TUESDAY, APRIL 11, 2006	ROOM 148, BETTY EASLEY CONFERENCE CENTER, 4075 ESPLANADE WAY, TALLAHASSEE, FL 32399-0850

At the February 27, 2006 Internal Affairs Conference, the Commission directed its staff to conduct a Link-Up Florida and Lifeline Assistance Workshop. The purpose of this Workshop is to gather information on current efforts and explore new initiatives to increase the success of the programs. Although this is a staff Workshop, some or all of the Commissioners may participate.

All interested parties are encouraged to participate and provide presentations addressing the topics attached to this notice. If you are interested in participating and giving a presentation, please promptly notify Curtis Williams at (850) 413-6924 or CJWillia@psc.state.fl.us. Where possible, please make every effort to combine presentations to prevent redundancy.

Presentation materials should be sent to Curtis Williams via e-mail (CJWillia@psc.state.fl.us) no later than March 31, 2006 for inclusion in the Workshop handout packet. Presentation materials that are timely received will be distributed to the Commissioners prior to the Workshop. In addition, staff would appreciate participants to send in their respective outreach brochures, if applicable.

If you should have any questions regarding this Workshop, please contact either Curtis Williams at the phone number or e-mail address noted above or Kira Scott at (850) 413-6216.

KS

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### **Link-Up Florida and Lifeline Assistance Workshop Presentation Topics**

The Federal Communications Commission (FCC) states that the goal of the low-income support mechanism, which includes the Link-Up and Lifeline programs, is to ensure that quality telecommunications services are available to low-income consumers at just, reasonable, and affordable rates. This includes the twin goals of not only assisting low-income consumers with initial access to the telephone network, but also assisting consumers with maintaining service.

#### **Presentation Topics For Eligible Telecommunications Carriers (ETCs)**

1. Provide your company's opinion on what Florida's Link-Up and Lifeline goals should be.
2. Describe your company's goals with respect to Link-Up and Lifeline subscribership.
3. Describe your company's outreach techniques to promote Link-Up and Lifeline. Please include in your presentation a discussion related to the use of a mass media campaign (e.g., radio and television public service announcements, billboard advertising, transit advertising, etc.) and the use of community-based outreach.
4. Discuss the methods employed to monitor the success of your company's outreach efforts. Explain whether your company tracks outreach efforts by activity or event. Please include in your discussion those efforts that your company believes have been particularly successful and those deemed ineffective.
5. Describe your company's efforts in providing Link-Up and Lifeline information on its Web site, including information as to whether consumers have enrolled in Lifeline as a result of receiving information from the Web site.
6. Describe your company's outreach activities to educate consumers about Link-Up and Lifeline to ensure that eligible consumers have sufficient knowledge to sign up for the programs.
7. Discuss your company's program to provide training for customer service representatives responsible for responding to inquiries about Link-Up and Lifeline. Please include in your discussion detail of the type of training provided, and the recurring nature of the training.
8. Explain your company's position regarding the level of research performed to determine what Florida's consumers know and do not know about the Link-Up and Lifeline programs and discuss whether any additional research should be conducted.
9. Please identify actions the Florida Public Service Commission can take to help companies promote the Link-Up and Lifeline programs.

10. Describe your company's in-house criteria that could limit your customers' qualification for Link-Up and Lifeline (e.g., purchase of vertical services, package plans, etc.)
11. Summarize the results of the simplified enrollment process. Include in your discussion whether any fraud has been detected.
12. Identify whether your company supports the implementation of a state fund.
13. Explain why your company's participation rate is not higher.
14. Provide an overview of your enrollment, certification, and verification process.
15. Explain whether your company believes automatic enrollment for Link-Up and Lifeline will further the goal of providing affordable phone service to those in need in Florida.
16. Explain whether your company believes that expanding Link-Up and Lifeline for seniors over the age of 65 to 175% of the federal poverty guidelines will further the goal of providing affordable phone service to those in need in Florida.
17. Explain whether your company believes there are barriers to the goal of providing affordable phone service to those in need in Florida, and if there are, describe the barriers and what could be done to eliminate them.
18. Explain whether your company believes Link-Up and Lifeline participation data reporting should be changed from annually to quarterly or monthly.
19. Please comment on whether public pay telephones should be subsidized through the Lifeline program, and the reason why, or why not.

**Presentation Topics For Agencies and Other Interested Parties**

1. Provide your opinion on what Florida's Link-Up and Lifeline goals should be.
2. Discuss any Link-Up and Lifeline outreach efforts performed by your organization.
3. Describe any barriers, if any, you believe discourage or prevent people from enrolling in Lifeline.
4. Provide any suggestions you may have on how to increase enrollment in Lifeline.
5. Identify any specific successes or failures you are aware of regarding Lifeline outreach.