

David M. Christian
Vice President - Regulatory Affairs

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10 SEP -3 AM 9:02

COMMISSION
CLERK



106 E. College Avenue, Suite 710
Tallahassee, FL 32301

Phone 850 224-3963
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david.christian@verizon.com

September 3, 2010

Ann Cole, Commission Clerk
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850

100000-OT

CLAIM OF CONFIDENTIALITY
 NOTICE OF INTENT
 REQUEST FOR CONFIDENTIALITY
 FILED BY OPC

FOR DN 07439-10, WHICH
IS IN LOCKED STORAGE. YOU MUST BE
AUTHORIZED TO VIEW THIS DN. - CLK

Re: FPSC Lifeline Data Request

Dear Ms. Cole:

Attached is Verizon Florida LLC's Response to Staff's 2010 Lifeline Data Request

The response to Question No. 15 is included in a separate envelope as it includes confidential data. Verizon considers this information to be confidential as it contains proprietary information that could be used by competitors to gain an unfair competitive advantage. Therefore, this filing is made under a Claim of Confidentiality pursuant to F.S. 364.183(1) and Rule 25-22.006(5). Verizon understands the information must be kept confidential until returned to Verizon.

If you have any questions or concerns, please feel free to contact me or Demetria Clark at (850) 222-5479.

Sincerely,

ABC for
David M. Christian

David M. Christian
Vice President - Regulatory Affairs

- COM
- APA
- ECR Attachment
- GCL
- RAD
- SSC
- ADM
- OPC
- CLK *ABC*

DOCUMENT # 07438

07438 SEP -3 2010

FPSC-COMMISSION CLERK

VERIZON'S RESPONSE TO LINK-UP AND LIFELINE DATA REQUEST

Verizon Florida LLC ("Verizon") responds to the Commission's Link-Up and Lifeline Data Request as follows:

1. **RESPONSE:** This information is available in the Schedule 8 report filed quarterly with the *Division of Competitive Markets and Enforcement* under Rule 25-4.0185. Verizon considers this information to be proprietary and confidential. The latest report was filed for the 2nd Quarter with access line data as of June 30, 2010.

2. **RESPONSE:**

Lifeline Subscribers

Jul	20,991
Aug	21,152
Sep	21,177
Oct	21,283
Nov	21,313
Dec	21,309
Jan	21,305
Feb	21,824
Mar	22,448
Apr	23,059
May	23,352
Jun	23,681

3. **RESPONSE:**

Link Up Connections

Jul	303
Aug	342
Sep	309
Oct	310
Nov	321
Dec	229
Jan	206
Feb	229
Mar	256
Apr	196
May	198
Jun	182

4. **RESPONSE:**

The reasons for denial of Lifeline are not tracked. Verizon manually tracked the information provided in denial letters for a brief time after the Commission adopted new policies and procedures in Docket 070572. Verizon has not tracked this data on an ongoing basis because of resource constraints and the manually intensive process that would be required.

5. **RESPONSE:**

Lifeline Customers

Added

Jul	849
Aug	947
Sep	800
Oct	813
Nov	776
Dec	636
Jan	604
Feb	1,145
Mar	1,289
Apr	1,315
May	1,177
Jun	1,266

6. **RESPONSE:** Please refer to the response for Question No. 3.

7. **RESPONSE:**

Lifeline Customers

Removed

Jul	240
Aug	256
Sep	229
Oct	239
Nov	268
Dec	201
Jan	238
Feb	254
Mar	274
Apr	287
May	356
Jun	449

8. **RESPONSE:**

As of June 30, 2010, 3,631 Verizon Lifeline customers subscribed to bundled packages. However, Verizon does not maintain historical data and does not track the types of bundled packages to which customers are subscribing.

9. **RESPONSE:**

*Transitional Lifeline
Subscribers*

Jul	365
Aug	341
Sep	312
Oct	306
Nov	291
Dec	297
Jan	286
Feb	285
Mar	229
Apr	137
May	127
Jun	115

10. **RESPONSE:**

*Tribal Lifeline
Subscribers*

Jul	-
Aug	-
Sep	-
Oct	-
Nov	-
Dec	-
Jan	-
Feb	2
Mar	2
Apr	2
May	2
Jun	1

11. **RESPONSE:** Verizon does not track this data, but obtained the following response from the Office of Public Counsel.

	Approved	Denied	Pending	Withdrawn	Applications Received
Jul	74	12	0	0	75
Aug	50	13	0	2	65
Sep	59	9	0	2	63
Oct	39	11	0	0	43
Nov	55	12	0	1	65
Dec	37	9	0	1	46
Jan	35	5	0	3	50
Feb	45	11	0	2	55
Mar	33	13	0	0	42
Apr	34	11	0	3	44
May	46	5	5	4	85
Jun	54	16	4	1	51

12. **RESPONSE:** Verizon does not track this data.
13. **RESPONSE:** Verizon does not track this data.
14. **RESPONSE:** Verizon does not track this data
15. **RESPONSE: VERIZON PROPRIETARY – Please refer to confidential filing.**
16. **RESPONSE:** Same as 2009
17. **RESPONSE:** Same as 2009
18. **RESPONSE:** Verizon does not track the types of bundled packages to which customers are subscribing. In Docket 080278-TP, Verizon agreed to allow Link-Up and Lifeline customers to have regulated telecommunications service packages. Service packages or bundles that include unregulated services such as high speed internet access or television may not be combined with the Lifeline discount. Verizon began this process within the 90 day time period as outlined in the final order. Verizon complies with all regulations regarding payment of the local usage component in order to avoid disconnection.
19. **RESPONSE:** In Docket 080278-TP, Verizon agreed to spend \$125,000 to promote Lifeline. Verizon’s outreach plan (currently in action) includes:
- A direct mailing to current Lifeline customers advising them of the ability to add voice packages. (See attached brochure and sample letter)

- An extensive advertising campaign including ads run in regional newspapers from May through January. Additionally, Verizon has placed notices and ads in public transportation. Large interior ads have run in the newest and busiest buses of the Pinellas Suncoast Transit Authority (PSTA) and on Hillsborough County (Hartline) buses. A list of publications is provided below.

North Hillsborough/ Pasco Publications
Park News: The Laker
Pasco Tribune
Pinellas Publications
Clearwater Beacon
Polk County Publications
Plant City Courier
Winter Haven News Chief
Hillsborough County Publications
Central/ South Tampa News and Tribune
Manatee County Publications
Bradenton Herald: The Shopper
East Tampa Publications
Old Seminole Heights City Newsletter
Florida Sentinel Bulletin
Spanish Publications
Nuevo Siglo
La Gaceta
Outdoor/Misc. Advertising
Hillsborough Area Regional Transport
Pinellas Suncoast Transit Authority

- An update to the Lifeline information on the Verizon.com website and making such information more easily accessible
- Engagement of a consultant to assist in conducting outreach events and community level meetings

Copies of outreach materials are included as attachments.

Verizon and Linking Solutions, Inc. have identified potential partners for outreach including the Family Justice Center, Corporation to Develop Communities (CDC), workforce centers, meals on wheels organizations, senior centers, Medicaid/Food Stamp offices, health departments, public housing agencies and complexes.

20. **RESPONSE:** Same as 2009.

- (a) All Lifeline and Link-Up credits are passed through to a reseller in the same manner as such items appear on Verizon's retail customer bills.
- (b) Verizon is not aware of what certification and verification procedures are used by resellers when they enroll a customer for Lifeline. The FCC requires that resellers comply with FCC rules 54.405(c), 54.405 (d), 54.409 (d), 54.410, and 54.416 – 54.417(b).
- (c) FCC rules require that Verizon obtain from resellers certification indicating compliance with all FCC Lifeline requirements (FCC Rule 54.417(a)). This is the only additional requirement for resellers who choose to offer Lifeline.

21. **RESPONSE:** Same as 2009.

Verizon Consumer Sales and Service representatives receive initial training for handling new orders, which includes an overview of Lifeline. Representatives are instructed where and how to locate Lifeline information in the Verizon on-line reference system, how to process the Lifeline order, including hands-on practice calls, including all appropriate services. The nonrecurring and monthly charges are reviewed with representatives who are advised that they are required to offer the customer information on the eligibility requirements to qualify for Lifeline service.

Representatives receive ongoing training when there are changes to the Lifeline program. Lifeline program updates are communicated to Verizon associates by leader training, Service Alerts, and Methods and Procedures updates. Verizon associates receive timely training on Lifeline and Link-Up processes, regulations and guidelines in team meetings and leader-led training. Program changes are also made available through an internal on-line reference system.

22. **RESPONSE:** Same as 2009.

If a customer expresses interest in the Lifeline program, a representative will either have the simplified enrollment form mailed to the customer, direct the customer to a Verizon Plus Store to pick up a form or provide the telephone number for the Office of Public Counsel, when appropriate. Customer service representatives may also learn of customer needs by certain comments made or questions asked that may lead them to advise the availability of Lifeline and Link-Up assistance.

23. **RESPONSE:** WWW.VERIZON.COM/FL A "Lifeline" link is near the top of the webpage.

Look Inside! Great New Options for
Your Verizon Lifeline Phone Service!

Customer A. Customer
125 Main Street
Tampa, FL 53255

Date

Dear Customer,

Great news! As a Lifeline customer, Verizon now offers voice service packages just for you.

You will continue to receive a monthly Lifeline credit of \$13.50 on your local phone bill, yet now you can combine it with one of **ten** new packages.

There are several types of packages to choose from. Simply refer to the enclosed brochure to review the additional Verizon Lifeline options. By combining your Lifeline credit with one of these great packages, we think you'll really like all we have to offer.

To find out how you can sign up for one of these great packages, simply call us at 1-800-VERIZON (1-800-837-4966). We'll also be glad to answer any questions you might have.

Sincerely,

Verizon

Local Packages



Local Package includes:

- Unlimited Local Calling Service
- Unlimited Local Directory Assistance
- Up to 3 features:
 - Anonymous Call Block
 - Busy Redial
 - *69
 - Call Forwarding
 - Call Waiting/Cancel Call Waiting
 - Caller ID
 - Distinctive Ring
 - Select Call Forwarding
 - Speed Dialing – 8 or 30
 - Three-Way Calling

Local Package Extra includes:

- Unlimited Local Calling Service
- Unlimited Local Directory Assistance
- Up to 10 features:
 - Anonymous Call Block
 - Busy Redial
 - *69
 - Call Forwarding
 - Call Waiting/Cancel Call Waiting
 - Caller ID
 - Distinctive Ring
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 - Three-Way Calling



Verizon Phone Service

Reliability

*Over one billion calls a day with
99.9% network reliability.*

Security

*Works during emergencies
and power outages.*

Sound Quality

*Conversations are free from
crackling and distortion.*

Hassle-Free

*Minutes don't have to be counted when
you have unlimited calling.*

CALL 1.800.837.4966
CLICK verizon.com



Choose the Lifeline Package that's right for you.

Now with more choices to fit your lifestyle.



LIFELINE CREDIT
SAVE \$13.50
/MO. 1H

Verizon Lifeline Packages Now with Voice Services.

Select one of the following
new packages to start experiencing
all of the services it has to offer.

Verizon Freedom® Packages

Freedom Package *includes:*

- Unlimited Local Calling Service
- Unlimited Regional Toll Calling†
- Unlimited residential calling in the U.S. – including to Puerto Rico, Guam and the U.S. Virgin Islands – and to Canada
- Voice Mail
- Up to 4 features:
 - Call Waiting/Cancel Call Waiting
 - Caller ID
 - Speed Dialing – 8 or 30
 - Three-Way Calling

Freedom Essentials *includes:*

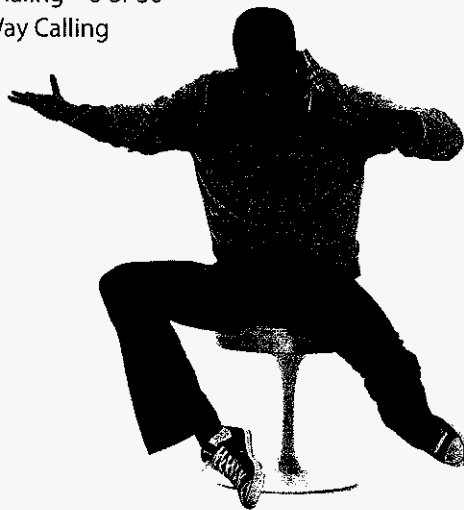
- Unlimited Local Calling Service
- Unlimited Regional Toll Calling†
- Unlimited residential calling in the U.S. – including to Puerto Rico, Guam and the U.S. Virgin Islands – and to Canada
- Up to 6 features:
 - Caller ID
 - Call Waiting/Cancel Call Waiting
 - Voice Mail
 - Call Forwarding
 - Three Way Calling
 - Verizon Call Assistant

Freedom Value *includes:*

- Unlimited Local Calling Service
- Unlimited Regional Toll Calling†
- Unlimited residential calling in the U.S. – including to Puerto Rico, Guam and the U.S. Virgin Islands – and to Canada

Freedom Extra Package *includes:*

- Unlimited Local Calling Service
- Unlimited Local Directory Assistance
- Unlimited Regional Toll Calling†
- Unlimited residential calling in the U.S. – including to Puerto Rico, Guam and the U.S. Virgin Islands – and to Canada
- Call Intercept
- Voice Mail
- Up to 10 features:
 - Anonymous Call Block
 - Busy Redial
 - *69
 - Call Forwarding
 - Call Waiting/Cancel Call Waiting
 - Caller ID
 - Distinctive Ring
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 - Speed Dialing – 8 or 30
 - Three-Way Calling



†IntraLATA Long Distance;
only 1+ direct dialed

Regional Packages

Regional Package *includes:*

- Unlimited Local Calling Service
- Unlimited Regional Toll Calling†
- Voice Mail
- Up to 4 features
 - Caller ID
 - Call Waiting/Cancel Call Waiting
 - Three-Way Calling
 - Speed Dialing 8 or 30

Regional Essentials *includes:*

- Unlimited Local Calling Service
- Unlimited Regional Toll Calling†
- Up to 3 features:
 - Caller ID
 - Call Waiting/Cancel Call Waiting
 - Voice Mail

Regional Value *includes:*

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Verizon Lifeline Packages Now with Voice Services.

Select one of the following
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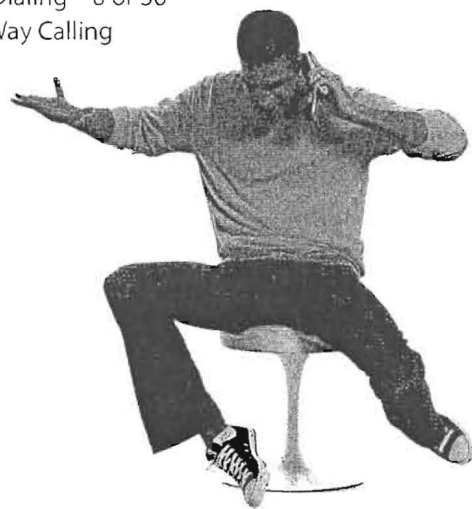
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 - Three-Way Calling

PUBLIC TRANSPORTATION INTERIOR CARD ADVERTISEMENT

NEED AFFORDABLE HOME PHONE SERVICE? WE HEAR YOU.



Having telephone service in your home provides a sense of security, peace of mind and a vital link to friends, family and community services. Verizon is a proud sponsor of Lifeline, a program offering home telephone service at a discounted monthly rate to those who qualify.

Lifeline provides:

- Home phone service (you can upgrade voice features at an additional charge)
- Up to \$13.50 off your monthly phone bill*
- Up to \$30 off the one-time service connection fee

You may qualify for Lifeline if you receive any of these:

- Federal Public Housing or Section 8 Assistance
- Low income Home Energy Assistance Program
- National Free School Lunch Program
- Temporary Assistance for Needy Families
- Medicaid
- Food stamps
- Supplemental Security Income

You may also qualify if your household income is less than 150% of the federal poverty income guidelines.

FIND OUT IF YOU'RE ELIGIBLE FOR LIFELINE.
VISIT www.verizon.com/florida/lifeline or CALL 1-800-VERIZON

Maximum benefit toward installation charges is \$30. Does not include charges for wiring inside the home. Terms and conditions subject to change. Some restrictions may apply. ©2010 Verizon. All rights reserved.



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CFR Part 27.37, 28) in
with Disabilities Act of 1990
PSTA
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REGISTRATION INFORMATION

City of Tampa Resident Priority
 March 29-April 2 or until full
 Open Registration • April 3 or until full

Check out our web site for camp dates,
 locations and registration details

www.tampagov.net/parksandrec



Child Care Space Needed

In Northeast Hillsborough County

Hillsborough County Head Start/Early Head Start is seeking to lease space to expand its child care services.

- Between the North and South borders of Fowler Ave. and Busch Blvd. and
- Between the East and West borders of 47th St. and I-275.

Site requirements:

- Indoor area must be at least 4,500 square feet to accommodate 4 classrooms and office space
- Outdoor area must be at least 3,600 square feet to accommodate a playground.



Property owners interested in leasing space that meet these qualifications should contact Henry at (813) 272-5140 ext. 3213.

HILLSBOROUGH COUNTY
of County Commissioners

NEED AFFORDABLE HOME PHONE SERVICE? WE HEAR YOU.

Having telephone service in your home provides a sense of security, peace of mind and a vital link to friends, family and community services. Verizon is a proud sponsor of Lifeline, a program offering home telephone service at a discounted monthly rate to those who qualify.



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FIND OUT IF YOU'RE ELIGIBLE FOR LIFELINE. VISIT www.verizon.com/florida/lifeline or CALL 1-800-VERIZON

¹Maximum benefit toward installation charges is \$30. Does not include charges for wiring inside the home. Terms and conditions subject to change. Some restrictions may apply. ©2010 Verizon. All rights reserved.





TIME FOR BACK TO SCHOOL AND HOME PHONE SERVICE THAT'S IN A CLASS ALL ITS OWN.

Having telephone service in your home provides a sense of security, peace of mind and a vital link to friends, family and community services. Verizon is a proud sponsor of Lifeline, a program offering home telephone service at a discounted monthly rate to those who qualify.

Lifeline provides:

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- Up to \$30 off the one-time service connection fee¹

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- Medicaid
- Food stamps
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You may also qualify if your household income is less than 150% of the federal poverty income guidelines.

**FIND OUT IF YOU'RE ELIGIBLE FOR LIFELINE.
VISIT verizon.com/florida/lifeline or
CALL 1-800-XXX-XXXX**



FPO

¹Maximum benefit toward installation charges is \$30. Does not include charges for wiring inside the home. Terms and conditions subject to change. Some restrictions may apply. ©2010 Verizon. All rights reserved.

izarra

grandes cosas para el país, pero esto se hará realidad si nuestros dirigentes políticos hacen lo correcto y le dan la oportunidad de conseguirlo".

Mientras tanto el reloj avanza y no llegan las soluciones prometidas.

con el piano mágico del dominicano Damirón. Apambinchao surgió, entre merengue y merengue, cuando unos músicos complicaron su ritmo haciéndolo más excitante para el oído de quienes acudían a los bailes en un hotel de Palm Beach. Así nació la canción "El Negrito del Batey", interpretada por Alberto Beltrán y la Sonora Matancera, dando origen a la palabra Apambinchao, derivación fonética, caribeña y lujuriosa del término inglés "Palm Beach". Por eso, apambinchao significa: bailar de medio lao, bailar medio apretao, con una negra bien sabrosa.



¿NECESITA UN SERVICIO TELEFÓNICO ASEQUIBLE PARA EL HOGAR? NOSOTROS LE ESCUCHAMOS.

En Verizon, sabemos cuán importante es contar con un servicio telefónico en el hogar para la seguridad material y personal de su familia. Verizon se enorgullece de patrocinar Lifeline, un programa que ofrece a los clientes que reúnen los requisitos un servicio telefónico para el hogar con descuento. Usted podría ahorrar hasta \$13.50 en un mes en la cuenta telefónica de su hogar y hasta 50% en la tarifa de instalación¹. Incluso puede actualizar las funciones de voz de su teléfono con un cargo adicional. Con un teléfono en el hogar, usted podrá sentirse tranquilo y estar comunicado las 24 horas del día, los 7 días de la semana, con la familia, los amigos y servicios de la comunidad, como la policía, el departamento de bomberos y el servicio de ambulancia. Comuníquese con nosotros hoy mismo para obtener más información acerca de Lifeline y para averiguar si reúne los requisitos.

INGRESE o LLAME A LIFELINE HOY MISMO.

www.verizon.com/florida/lifeline

1-800-VERIZON



¹El beneficio máximo para los cargos de instalación es de \$30. No incluye cargos por el cableado dentro del hogar. Los términos y las condiciones están sujetos a cambio. Pueden aplicarse algunas restricciones. © 2010 Verizon. Todos los derechos reservados.

State of Florida



Public Service Commission
CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD
TALLAHASSEE, FLORIDA 32399-0850

David M. Christian
106 E. College Avenue
Suite 710
Tallahassee FL 32301

Re: Acknowledgement of Confidential Filing in Docket No. 100000-OT

This will acknowledge receipt by the Florida Public Service Commission, Office of Commission Clerk, of a CONFIDENTIAL DOCUMENT filed on September 3, 2010, in the above-referenced docket.

Document Number 07439-10 has been assigned to this filing, which will be maintained in locked storage.

If you have any questions regarding this document, please contact Kim Peña, Records Management Assistant, at (850) 413-6393.