

FILED 8/17/2018
DOCUMENT NO. 05386-2018
FPSC - COMMISSION CLERK

August 16, 2018

VIA OVERNIGHT MAIL

Office of the Commission Clerk
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

REDACTED

Re: 2018 Lifeline Report Data Request

Dear Sir or Madam:

Please find attached the supplement of TracFone Wireless Inc. with respect to the data request issued by your office on July 16, 2018. Pursuant to the request, the responses should be placed in the undocketed file.

Pursuant to Florida Statutes Section 364.183(1), we request that the designated material contained in this report be treated as confidential, in that it contains proprietary confidential business information, including trade secrets and Information relating to competitive interests, the disclosure of which would impair the competitive business of TracFone. In conformity with that section, please find enclosed an unmarked confidential filing, a confidential filing with the confidential portion of the filing highlighted, and two copies of the redacted public filing.

Please contact me if you have any questions about this submission. I can be reached at (305) 715-3613 or sathanson@tracfone.com.

Sincerely,



Stephen Athanson
Regulatory Counsel

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PUBLIC VERSION

TRACFONE WIRELESS, INC.
2018 Lifeline Report Data Request

FLORIDA PUBLIC SERVICE COMMISSION
For the Period Jul17-Jun18

1. The number of residential access lines in service each month.

RESPONSE:

TracFone is a reseller of networks and does not have residential access lines.

2. The number of customers participating in Lifeline each month. Note: Do not include customers receiving Lifeline through the Transitional Lifeline provision.

RESPONSE:

FL Customers (2017-2018)			
Jul-17	344,295	Jan-18	363,392
Aug-17	341,804	Feb-18	358,970
Sep-17	347,863	Mar-18	358,093
Oct-17	358,107	Apr-18	260,775
Nov-17	360,007	May-18	240,705
Dec-17	364,383	Jun-18	232,088

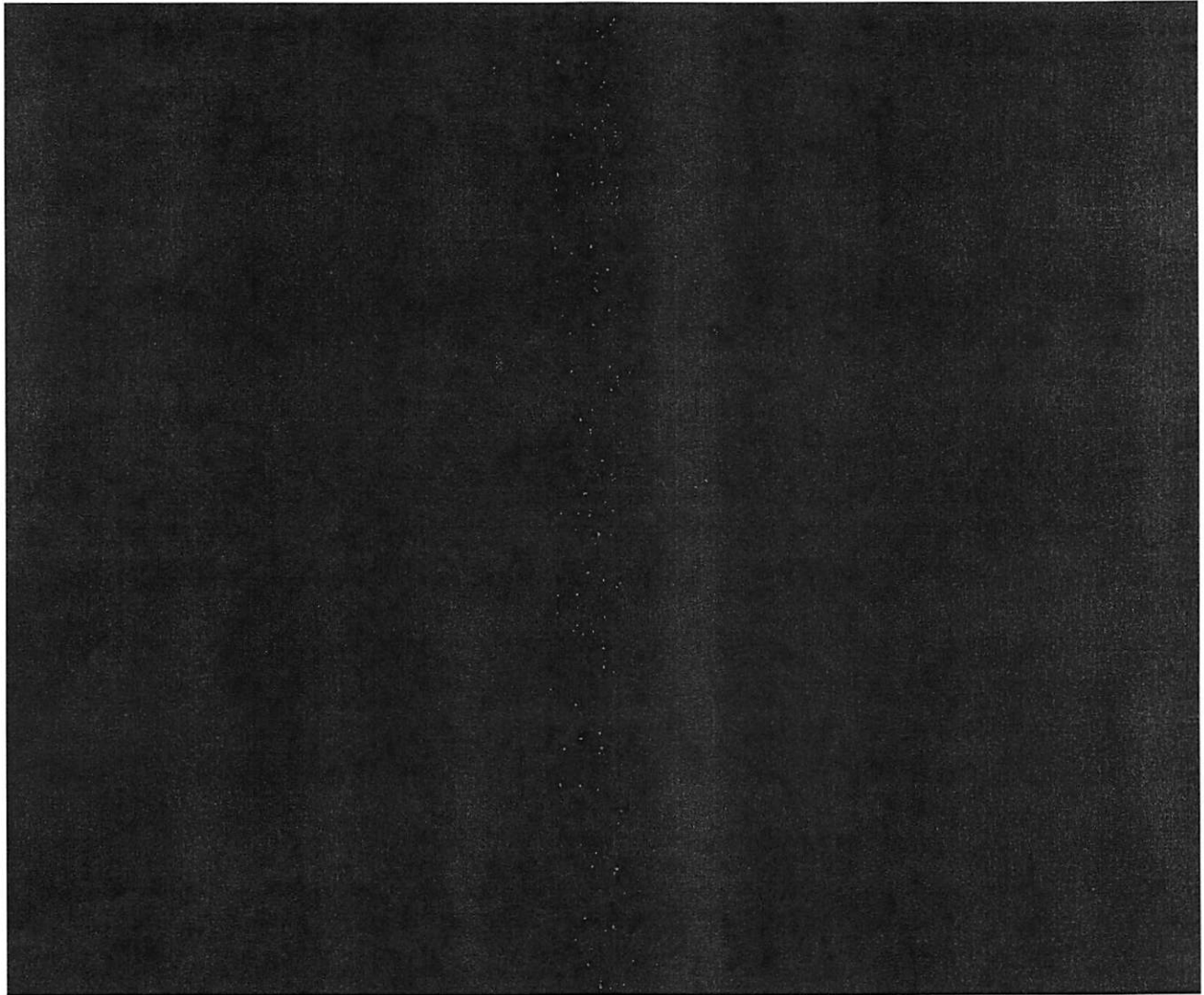
3. The amount of Lifeline credit per line provided to Lifeline customers on their monthly bill.

RESPONSE:

TracFone Wireless does not bill customers. TracFone Wireless provides customers a monthly benefit that meets or exceeds the \$9.25 reimbursement amount provided by USAC.

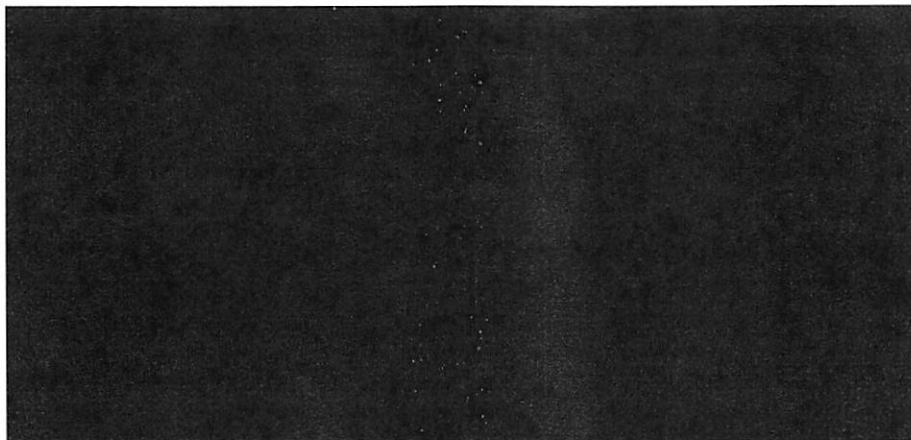
4. The number of customers denied Lifeline service. Identify the reason(s) customers were denied Lifeline (i.e. customer currently receiving Lifeline, inability to verify participation in a qualifying program, past due balance, other reasons not listed).

RESPONSE:



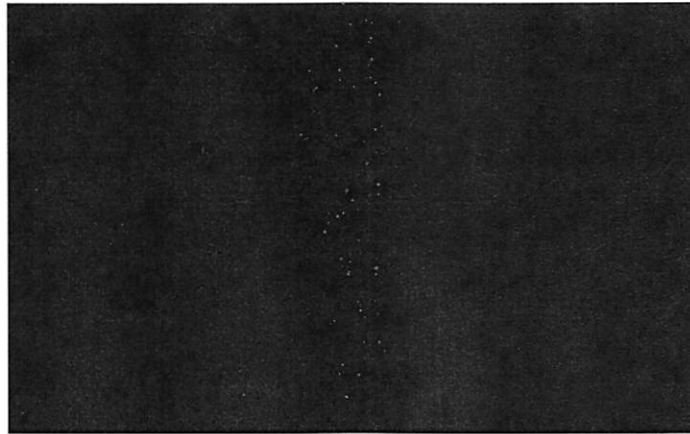
5. The number of Lifeline customers added each month. Note: Do not include customers receiving Lifeline through the Transitional Lifeline provision.

RESPONSE:



6. The number of customers removed from Lifeline each month. Note: Do not include Lifeline customers moved to Transitional Lifeline.

RESPONSE:



7. In accordance with Section 364.105, Florida Statutes, are you offering Transitional Lifeline service? If yes, what is the number of customers participating per month and what are your advertising efforts for Transitional Lifeline service?

RESPONSE:

TracFone Wireless does not offer Transitional Lifeline service.

8. The number of customers participating in Lifeline under the Tribal Lands provision each month.

RESPONSE:

TracFone Wireless does not participate in Lifeline under the Tribal Lands provision.

9. Describe the amount of time required to process applications. Include time period between receipt of customer application and the billing date of the first bill providing the credit.

RESPONSE:



10. Description of your company's procedures for Lifeline. Include the following in your response:

- a. Internal procedures for promoting Lifeline.

RESPONSE:

SafeLink/TracFone worked with external Advertising Agency to develop advertising strategies with the goal of creating awareness by target audience. In Florida, SafeLink/TracFone advertised in Designated Metro Areas on commercial TV and Radio, especially those stations whose programming is targeted at communities where qualified customers are likely to be in the

audience, as well as, nationally through cable television. Also, Retailers and Social Service organizations are provided with signage to display where SafeLink/TracFone products are offered and with printed materials describing the SafeLink Lifeline program.

- b. Outreach and educational efforts involving participation in community events.

RESPONSE:

SafeLink/TracFone events range from speaking engagements with county schools, sharing information at public housing facilities, and community health and family fairs. Efforts include speaking about the SafeLink Lifeline program and sharing testimonials to build awareness and drive enrollments.

- c. Outreach and educational efforts involving mass media (newspaper, radio, television).

RESPONSE:

2017-2018 Radio & TV supports are included as Attachment 10-C1 thru Attachment 10- C12.

- d. Copies of Lifeline outreach materials of your company.

RESPONSE:

2017-2018 Outreach materials are included as Attachment 10-D1 thru Attachment 10-D15.

- e. Any links on your company Web site that provides Lifeline information.

RESPONSE:

www.safelink.com or www.safelinkwireless.com

- f. Organizations you are currently partnering with, have partnered with, and organizations you plan to partner with to educate and inform customers about Lifeline.

RESPONSE:

SafeLink/TracFone partners with Managed Care Organizations, Grassroots and also Social Services organizations like Community Action Partnership, and Lifeline Community Partners. These Social Services organizations provide SafeLink applications for their locations, and collateral materials to assist their locations in the referral process.

11. Did your company provide Lifeline services using resale Lifeline lines obtained from an underlying carrier? If yes, identify the underlying carrier and the number of resale Lifeline lines obtained each month.

RESPONSE:

TracFone Wireless does not resell Lifeline lines.

CLEC and WIRELESS Lifeline Data Request 2018
August 16, 2018

12. To the extent you have experienced a decline in Lifeline customers since last year, please list and describe any issues that may have contributed to the decline. Any additional general comments or information you believe will assist staff in evaluating and reporting Lifeline participation in Florida are welcome.

RESPONSE:

TracFone has reduced the use of Grass Roots agents as the channel costs have become unsustainable.

13. Is your company currently providing Lifeline in any of the first six States that have transitioned to the National Verifier? If yes, please identify any issues you have experienced utilizing the National Verifier.

RESPONSE:

TracFone will continue to provide Lifeline service to customers in Mississippi, New Mexico and Utah once the transition to the National Verifier has completed. However, TracFone anticipates a massive decline in lifeline customers due to the new FCC rules and setup when it begins to use the National Verifier.

14. Did your company elect to participate in USAC recertification of Lifeline consumers for 2018?

RESPONSE:

TracFone Wireless did not elect to participate in USAC recertification of Lifeline consumers for 2018.

15. If you elected USAC recertification, are you aware that in order to elect for 2019 recertification you must fill out the forms on USAC's website between July 16, 2018 and August 31, 2018?

RESPONSE:

N/A

16. Have you switched to using the new National Lifeline Application/Recertification forms in Florida?

RESPONSE:

TracFone Wireless is currently using the mandated FCC National Lifeline Application/Recertification forms in Florida.

17. The Lifeline Modernization Order of 2016 requires ETC's to offer Broadband Internet Access Services. To the extent that you are not offering Broadband Internet Access Services, have you submitted a forbearance notification to the FCC? If yes, please provide the date of your submission.

RESPONSE:

TracFone offers Mobile Broadband and has not requested forbearance from any related requirement.