

Tim P. Loken
Director – Regulatory Reporting
4005 N Rodney Parham Rd.
Little Rock, AR 72212

(p) 501.748.7442
(f) 501.748.6583
(m) 501.831.1194
tim.p.loken@windstream.com



July 27, 2023

VIA OVERNIGHT MAIL

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

REDACTED

RECEIVED-FPSC
2023 AUG - 1 AM 11:00
COMMISSION
CLERK

Re: 2023 Annual Lifeline Data Request

Dear Sir or Madam:

Windstream Florida, LLC (“Windstream”) hereby provides its Annual 2023 Lifeline Data Request response.

Windstream asks that the information contained in the enclosed response be treated as confidential under Section 364.183, F.S. and Rule 25-22.006, Florida Administrative Code. Windstream deems this information to be confidential because it contains market-sensitive information that competitors could use to their economic advantage. Accordingly, Windstream treats this information as confidential and proprietary within the Company and does not share it in any public forum.

Should you have any questions or concerns, please do not hesitate to contact me at 501.748.7442.

Sincerely,

A handwritten signature in cursive script that reads 'Tim P. Loken'.

Tim Loken

Attachments
TL/sdm

2023 LIFELINE DATA REQUEST

To assist the Florida Public Service Commission in the development of our Annual Report to the Governor, President of the Senate, and Speaker of the House of Representatives on the Lifeline program as required by Chapter 364.10, Florida Statutes, **please provide responses to the following questions by August 16, 2023. Your responses should include your company name, contact person, and email address.**

Please answer the following questions as they relate to your company's Florida Lifeline customers, providing data for fiscal year July 1, 2022, through June 30, 2023.

For those items requesting the data be reported monthly, provide the appropriate number as of the last day of each month during the review period.

1. Provide the number of residential access lines in service each month. [\(See Attachment 1\)](#)
2. 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? [\(See Attachment 1\)](#)
3. Provide the number of customers participating in Lifeline each month by service type (voice, broadband or bundled). Note: Do not include customers receiving Lifeline through the Transitional Lifeline provision. [\(See Attachment 1\)](#)
4. Are you meeting the FCC's minimum service standards for both voice and broadband? If no, which service type meets the requirement? [Yes, if they do not meet the BB minimum Service requirements and have a voice product then the customer receives the \\$5.25 credit and not the \\$9.25 credit](#)
5. Provide description of your company's procedures for Lifeline. Include the following in your response:
 - a. Internal procedures for promoting Lifeline. [We are using the Florida administrative code 25-4.0665 \(3\)](#)
 - b. Outreach and educational efforts involving participation in community events. [Not Applicable](#)
 - c. Outreach and educational efforts involving mass media (newspaper, radio, television). [\(See Attachment 2-1\)](#)
 - d. Copies of Lifeline outreach materials of your company. [\(See Attachment 2-2\)](#)
 - e. Any links on your company Web site that provides Lifeline information. <https://www.windstream.com/about/windstream-information/lifeline-assistance-program>
 - f. Organizations you are currently partnering with, have partnered with, and organizations you plan to partner with to educate and inform customers about Lifeline. [Not Applicable](#)
6. To the extent you have experienced an increase or decrease in Lifeline customers since last year, please describe what may have contributed to the change. Any additional general comments or information you believe will assist staff in evaluating and reporting Lifeline participation in Florida are welcome. [Windstream has seen a continual reduction in lifeline customers as they continue to migrate toward wireless services due to the portability of wireless service.](#)

7. Are you assisting customers with their Lifeline program applications through the National Verifier portal? If yes, please describe any issues you have experienced. If no, please describe your process for directing customers to apply with the National Verifier. Yes, we assist mainly by providing an email with link to the National Verifier ("NV") site. The team that assists customers all have RAD IDs and once customer's information is provided by email, we assist in getting them enrolled in NLAD. We have not experienced any issues with NV.
8. In accordance with Florida administrative code 25-4.0665 (3), are you participating in the Lifeline Promotion Process (i.e. downloading qualified customer contact information from the FPSC) formerly known as "Coordinated Enrollment Process"? If not, please explain. Yes, we are downloading the list weekly and sending below message to all customer that are not currently showing as active in NLAD for Lifeline and we have an email on file. The others are then sent back as not contacted based on the process document.
9. In the last year, has your company filed for any form of bankruptcy? If yes, please identify the chapter and the date filed. No
10. In the last year, has your company been involved in any FCC enforcement actions relating to Florida Lifeline customers? If yes, please provide the date and FCC docket number. No

ATTACHMENT 2-1

KINETIC MEDIA PERFORMANCE

Regulatory Project // 1.17.23



kinetic
by windstream.

CHANNEL PERFORMANCE

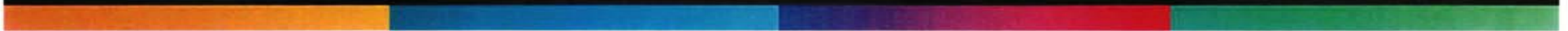


CHANNEL SCORECARD

12/11/2022-12/19/2022 Performance						
Tactic	Impressions	Individuals Reached	Ad Frequency	Clicks	CTR	Spend
Display	5,417,342 <small>+86% over estimated</small>	889,400	6.1x	5,405	0.10%	██████
Facebook/Instagram	1,429,566 <small>+68% over estimated</small>	1,427,471	1.2x	882	0.06%	██████

- The addition of all geographies allowed the campaign to deliver a very efficient CPM across both tactics despite running for only one week with few optimizations. Display's delivered a CPM 13% below the evergreen campaign for the month of December, while Social delivered a CPM 80% below the evergreen campaigns.
- The short run time of the campaign meant that it delivered primarily to unique users, particularly on Social. Social saw a delivery of 1,429,566 impressions with 1,427,471 unique users reached, meaning that over 99.8% of the delivery was to unique users, allowing for a frequency of just 1.2x per user.
- Optimization strategy is important to note in this campaign, with both tactics optimizing on Reach primarily. With the short window of the campaign, that caused both platforms to push to maximum delivery (causing lower frequencies and thus lower engagement). As a result, we recommend exploring a Reach/Frequency objective, with minimum frequency caps, in future campaigns.

In-Market Creative



STATIC BANNERS

Tactic	Impressions	Clicks	CTR	Spend
Lifeline	2,709,042	2,733	0.10%	██████
ACP	2,708,300	2,672	0.09%	██████

Lifeline

kinetic
by windstream.
HIGH SPEED FOR HERE

LIFELINE FEDERAL DISCOUNT PROGRAM

Receive up to \$9.25/mo off your phone or internet service

TO SEE IF YOU QUALIFY, VISIT WINDSTREAM.COM/LIFELINE

ACP

FCC AFFORDABLE CONNECTIVITY PROGRAM
Helping Households Connect

ACP is a federal program that helps low-income households save up to \$30/mo on Internet service.

TO FIND OUT IF YOU QUALIFY VISIT WINDSTREAM.COM/ACP

kinetic
by windstream.
HIGH SPEED FOR HERE

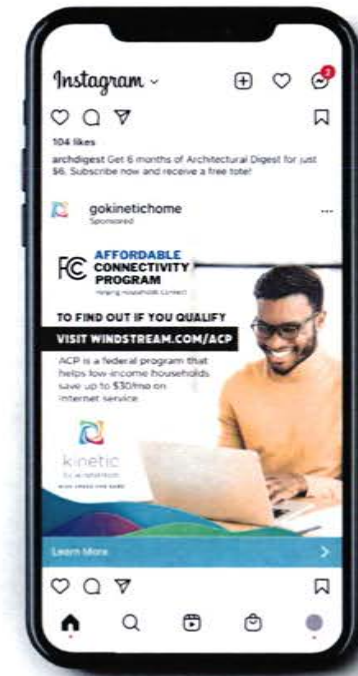
SOCIAL

Tactic	Impressions	Clicks	CTR	Spend
Lifeline	671,798	490	0.07%	██████
ACP	757,768	389	0.05%	██████

Lifeline



ACP





kinetic
by windstream.

HIGH SPEED FOR HERE

LIFELINE FEDERAL DISCOUNT PROGRAM

Receive up to \$9.25/mo
off your phone or
internet service

TO SEE IF YOU QUALIFY,

VISIT [WINDSTREAM.COM/LIFELINE](https://www.windstream.com/lifeline)



ATTACHMENT 2-2

WINDSTREAM CUSTOMER MESSAGE

Windstream continues to work to provide the highest level of service and support to our Customers. Part of this service commitment includes providing Customers with the opportunity to have third party services charged to their Windstream telephone bill as a convenience. While many Customers appreciate this convenience, we understand that it's not for everyone. Windstream always encourages customers to review their Windstream bill each month and contact the company if they are unsure about a charge on their Windstream bill. And, in order to provide our Customers with a greater level of control and an additional layer of account protection, Windstream now offers the ability to block third party charges from your monthly telephone statement. This block will not apply to third party charges for Windstream-related services to which you subscribe (i.e. Dish, TechHelp, etc.), but will prevent unrelated services from appearing on your Windstream statement. This service is completely optional and free of charge. If you're interested in adding a third party block to your account, please call a Windstream representative at the phone number found at the top right hand corner of your statement.

If not paid on time, a late payment collection fee of \$6.50 will apply to any past due Internet balance.

Online payments must be made by 4:00 pm eastern time in order to post for the current day.

Windstream reserves the right to delete your windstream.net email account, without notice, if unused for one hundred and eighty (180) consecutive days. The contents of the email account will be unrecoverable once the account has been deleted.

At Kinetic, we constantly strive to ensure our customer experience, network, and services are top-notch because our customers deserve the very best. Over the past two years, due to the changing economy, our costs have significantly increased and this has been felt across our industry and beyond. To ensure we continue to provide the level of service, quality products, and ever-enhancing experience our customers deserve, we will be adjusting our rates effective with your August invoice. Please know that we did not take this decision lightly, and wanted to share this in advance because it is important to us to be transparent with our customers. We appreciate you and are honored to continue to serve you.

Effective with your August bill, the high-speed internet rate will increase by \$2.50 per month.

Service may be disconnected for non-payment of regulated charges. Call the office number shown above for details on these charges.

Further written itemization of local billing available upon request.

Windstream is proud to offer a financial assistance program: Lifeline Florida.

Windstream offers a federal telephone assistance program developed in response to concerns about the affordability of telephone service or Broadband Internet Access service for limited or fixed income citizens. If you currently participate in one of the public assistance programs listed below, you might qualify for Lifeline services.

Only one non-transferable benefit per household, consisting of either voice service, broadband service, or broadband voice bundle service is available to qualifying customers. The program provides a discount of up to \$5.25 per month for voice only service or a discount of up to \$9.25 per month for broadband service or broadband voice bundle service that meet the qualifying standards.

Only eligible customers may enroll in the program. To qualify for this plan, customers must receive benefits from at least one of the following programs:

- Supplemental Nutrition Assistance Program (SNAP),

WINDSTREAM CUSTOMER MESSAGE (cont'd)

formerly known as Food Stamps

- Medicaid
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance
- Veterans Pension and Survivors Benefit

If your annual household income is at or below 135 percent of the federal poverty guidelines, you may also qualify.

In addition, if you live on a federally recognized tribal land and are eligible for benefits through the Bureau of Indian Affairs General Assistance, Tribal Temporary Assistance for Needy Families (TANF), Tribal Head Start (only households that meet the income qualifying standard) or the Food Distribution Program on Indian Reservation (FDPIR), you qualify for expanded Lifeline assistance.

Consumers who willfully make false statements in order to obtain the benefit can be punished by fine or imprisonment or can be barred from the program.

If you have any questions or would like more information, please call the USAC/ Lifeline Support at 1-800-234-9473 or visit <https://www.lifelinesupport.org/>