# California LifeLine Working Group Conference Call Notes
## September 21, 2017

| | Agenda Item | Discussion | Action Items/Pending Issues |
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| 1 | Correcting any misinformation provided by the California LifeLine Administrator during the 09/15/17 DAP call | • The purpose of today's call is to clarify any confusion resulting from last Friday's DAP call during which there was a discussion about the renewal text campaign, e-signature, and Web Enrollment System (WES)<br>• The California LifeLine Program currently has a renewal text campaign, which we launched in late December 2015. It is a pilot in which only some of the California LifeLine wireless telephone service providers have chosen to participate. There is no limit on the number of service providers that can participate in the pilot. We continue to encourage service providers to participate in the pilot.<br>• We developed two types of text messages to encourage the participant to renew:<br>1) one message includes the PIN and directs the participant to the Interactive Voice Response (IVR) system and Web site<br>2) other message does not require the PIN because it has a link to WES with an embedded code – meaning the participant does not have to enter a PIN to renew<br>• The California LifeLine Program has four vehicles for participants to renew:<br>1) Mail, which does not require the PIN<br>2) Web Site, californialifeline.com, which requires the PIN<br>3) IVR, which requires the PIN<br>4) WES, which may or may not require the PIN<br>• The California LifeLine Program is in the process of developing a renewal text campaign. We have an approved contract amendment for a renewal text campaign. We currently do not pay for the text messages in this pilot phase. Once we are out of the pilot phase, we will start paying.<br>• i-wireless submitted a proposal suggesting increasing the frequency and altering the scheduling of the renewal text messages. It would be cost-effective for the California LifeLine Program to determine the appropriate frequency and scheduling of these text messages while in the pilot phase.<br>• The California LifeLine Program also has WES, which is currently only for renewals. It is mobile friendly and launched in April 2016. We gave the Working Group the opportunity to test it before launch.<br>• The last time we shared updated renewal statistics was in April 2017. When looking at the statistics, one should consider that the renewal text campaign is in pilot phase so not all of the California LifeLine participants and wireless telephone service providers are a part of the campaign. Also, we only send the text messages twice, on Day 3 and on Day 21.<br>• The California LifeLine Program has had an e-signature process (for more than a decade) since July 2007 when we launched the public Web site, californialifeline.com. When renewing through the Web site, it only requires the PIN and a checkbox as a signature. As we added the IVR and WES, these renewal methods also use an e-signature. | For the purposes of transparency and of ensuring the California LifeLine Program provides all stakeholders with consistent and accurate information, the Working Group should consider covering issues that were previously discussed during the DAP Calls and Carrier Calls during the Working Group Call. This will mean eliminating the DAP Calls and Carrier Calls. We can discuss the future of the DAP Calls and Carrier Calls on the next Working Group Call. |

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| | • The California LifeLine Program does not allow service providers to renew participants themselves. That is consistent with the direction the federal program is moving.<br>• The California LifeLine Program is not currently set up to allow service providers to accept applications through their own Web sites. | |