December 12, 2018

California LifeLine Administrator

Presentation to the Administrative Committee

Executive Summary

- 2018 Program Participation (1.69 million) down 5% from Calendar Year 2017
- 2018 Average Qualification Rate for Wireless/Wireline apps up 13% from CY 2017
- 2018 Average Renewal Rate for Wireless and Wireline down 3% from CY 2017
- Q4 2018 Participation Rate - Wireless 77% vs. Wireline 23%
- Forms Processing turn-around-time at 1.6 days as of October 2018
- Returned Mail up .3% (October 2018) over June 2017 Postcard to Letter implementation
- Extending Renewal by Call Center Reps December 2018 (Fire impacted zip codes)
- Transitioning to new TPA vendor

Key Projects

- Expanding Renewal by Call Center Reps to fire impacted participants in Butte County (December 2018)

- Final Data Migration and Cutover to new TPA vendor (January 31, 2019)

Qualification Rates – Wireless and Wireline
November 2016 - October 2018 (Application Forms)
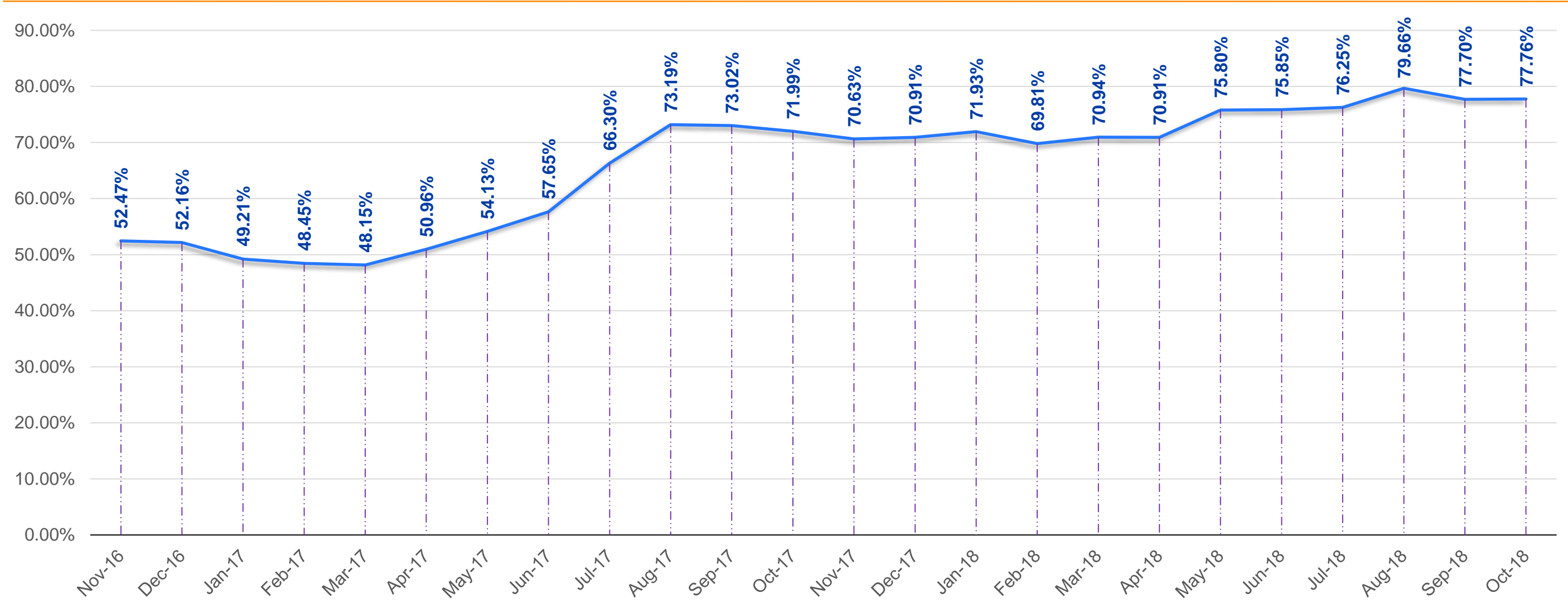
Average qualification rates: 61.22% for 2017, 74.66% for 2018

Qualification Rate Data Description

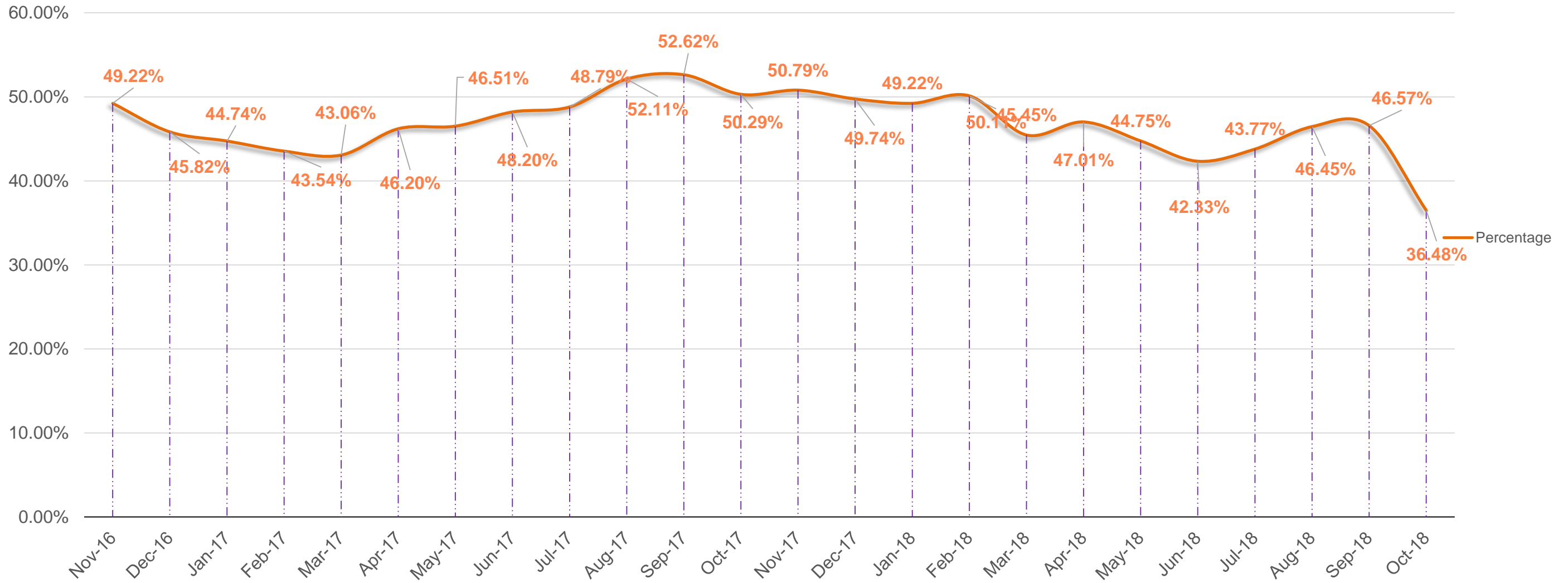| Column Name	Description
Period	Application initiated date/time
Total Vol.	Total Volume of application
Responded	Application is submitted and received for Eligibility Review
Approved	Approval decision rendered
Response Rate	Percentage based on Responded Application Volume vs. Total Volume
Approval Rate	Percentage based on Approved Application Volume vs. Responded Volume
Qualification Rate	Percentage based on Approved Application Volume vs. Total Volume

Response Rate/Qualification Rate - Wireless
Nov 2016 - October 2018 (Application Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Nov-16	244950	233217	129680	95.21%	55.60%	52.94%
Dec-16	232659	220973	122408	94.98%	55.40%	52.61%
Jan-17	234683	220558	116181	93.98%	52.68%	49.51%
Feb-17	215739	203428	105019	94.29%	51.62%	48.68%
Mar-17	267468	245641	129233	91.84%	52.61%	48.32%
Apr-17	244098	224233	125109	91.86%	55.79%	51.25%
May-17	265355	242341	144411	91.33%	59.59%	54.42%
Jun-17	240206	220816	139434	91.93%	63.14%	58.05%
Jul-17	193722	181508	130056	93.70%	71.65%	67.14%
Aug-17	214966	200397	159608	93.22%	79.65%	74.25%
Sep-17	194390	180105	144819	92.65%	80.41%	74.50%
Oct-17	177390	167710	130211	94.54%	77.64%	73.40%

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Nov-17	157858	146219	113767	92.63%	77.81%	72.07%
Dec-17	159056	147205	114672	92.55%	77.90%	72.10%
Jan-18	179613	165940	131230	92.39%	79.08%	73.06%
Feb-18	165077	147201	117112	89.17%	79.56%	70.94%
Mar-18	144150	127196	105013	88.24%	82.56%	72.85%
Apr-18	141988	122958	102641	86.60%	83.48%	72.29%
May-18	145923	135266	113190	92.70%	83.68%	77.57%
Jun-18	137564	126785	107400	92.16%	84.71%	78.07%
Jul-18	140425	128243	109946	91.32%	85.73%	78.30%
Aug-18	165930	156870	135577	94.54%	86.43%	81.71%
Sep-18	146217	135174	116191	92.45%	85.96%	79.46%
Oct-18	159585	147140	126752	92.20%	86.14%	79.43%

Response Rate/Qualification Rate - Wireline
Nov 2016 - October 2018 (Application Forms)

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Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Nov-16	9178	5881	3653	64.08%	62.12%	39.80%
Dec-16	9848	6491	4072	65.91%	62.73%	41.35%
Jan-17	9835	6463	4145	65.71%	64.13%	42.15%
Feb-17	9985	6631	4347	66.41%	65.56%	43.54%
Mar-17	11250	7407	4967	65.84%	67.06%	44.15%
Apr-17	9868	6429	4307	65.15%	66.99%	43.65%
May-17	8547	5581	3854	65.30%	69.06%	45.09%
Jun-17	7968	5190	3640	65.14%	70.13%	45.68%
Jul-17	7663	4891	3462	63.83%	70.78%	45.18%
Aug-17	8192	5274	3713	64.38%	70.40%	45.32%
Sep-17	8266	4968	3178	60.10%	63.97%	38.45%
Oct-17	7345	4535	2787	61.74%	61.46%	37.94%

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Nov-17	6815	4256	2544	62.45%	59.77%	37.33%
Dec-17	6284	4075	2572	64.85%	63.12%	40.93%
Jan-18	7136	4737	3102	66.38%	65.48%	43.47%
Feb-18	7622	5113	3449	67.08%	67.46%	45.25%
Mar-18	9641	6201	4092	64.32%	65.99%	42.44%
Apr-18	7441	4952	3318	66.55%	67.00%	44.59%
May-18	7641	4835	3204	63.28%	66.27%	41.93%
Jun-18	8319	5045	3247	60.64%	64.36%	39.03%
Jul-18	7496	4489	2847	59.89%	63.42%	37.98%
Aug-18	8597	5207	3448	60.57%	66.22%	40.11%
Sep-18	6937	4317	2805	62.23%	64.98%	40.44%
Oct-18	6298	3713	2236	58.96%	60.22%	35.50%

Renewal Rates - Wireless and Wireline
Nov 2016 - October 2018 (Renewal Forms)

Average renewal rates: 48.05% for 2017, 45.21% for 2018

Renewal Rate Data Description

Column Name	Description
Period	Renewal initiated date/time
Total Vol.	Total Volume of renewal for the period
Responded	Renewal received by administrator for Eligibility Review
Approved	Approval decision rendered
Response Rate	Percentage based on Responded Renewal Volume vs. Total Volume
Approval Rate	Percentage based on Approved Renewal Volume vs. Responded Volume
Renewal Rate	Percentage based on Approved Renewal Volume vs. Total Volume

Response Rate/Renewal Rate - Wireless
Nov 2016 - October 2018 (Renewal Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Nov-16	114674	41320	37270	36.03%	90.20%	32.50%
Dec-16	133215	46708	42069	35.06%	90.07%	31.58%
Jan-17	137796	47570	42885	34.52%	90.15%	31.12%
Feb-17	120059	41241	37111	34.35%	89.99%	30.91%
Mar-17	123972	41651	37564	33.60%	90.19%	30.30%
Apr-17	116634	38906	35381	33.36%	90.94%	30.34%
May-17	109693	39200	35986	35.74%	91.80%	32.81%
Jun-17	101225	37351	34540	36.90%	92.47%	34.12%
Jul-17	100383	39086	36292	38.94%	92.85%	36.15%
Aug-17	88050	33519	30632	38.07%	91.39%	34.79%
Sep-17	76352	29369	26063	38.47%	88.74%	34.14%
Oct-17	85206	33182	28660	38.94%	86.37%	33.64%

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Nov-17	87824	34984	30408	39.83%	86.92%	34.62%
Dec-17	95443	38734	34051	40.58%	87.91%	35.68%
Jan-18	99324	40090	35476	40.36%	88.49%	35.72%
Feb-18	80865	33515	30235	41.45%	90.21%	37.39%
Mar-18	101929	38173	34255	37.45%	89.74%	33.61%
Apr-18	100587	36782	33099	36.57%	89.99%	32.91%
May-18	107460	39530	35489	36.79%	89.78%	33.03%
Jun-18	112941	39277	34944	34.78%	88.97%	30.94%
Jul-18	98404	36567	32331	37.16%	88.42%	32.86%
Aug-18	91610	32690	29027	35.68%	88.79%	31.69%
Sep-18	80152	27741	24448	34.61%	88.13%	30.50%
Oct-18	93544	24966	21622	26.69%	86.61%	23.11%

Response Rate/Renewal Rate - Wireline
## Nov 2016 - October 2018 (Renewal Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Nov-16	51295	46543	44423	90.74%	95.45%	86.60%
Dec-16	46129	41888	40109	90.81%	95.75%	86.95%
Jan-17	44463	40347	38653	90.74%	95.80%	86.93%
Feb-17	35057	31671	30419	90.34%	96.05%	86.77%
Mar-17	36416	32831	31507	90.16%	95.97%	86.52%
Apr-17	43875	40105	38774	91.41%	96.68%	88.37%
May-17	36616	33183	32057	90.62%	96.61%	87.55%
Jun-17	35919	32491	31557	90.46%	97.13%	87.86%
Jul-17	32222	29153	28404	90.48%	97.43%	88.15%
Aug-17	41762	38292	37011	91.69%	96.65%	88.62%
Sep-17	41194	37806	35747	91.78%	94.55%	86.78%
Oct-17	41735	38126	35180	91.35%	92.27%	84.29%

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Nov-17	42261	38752	35664	91.70%	92.03%	84.39%
Dec-17	38944	35522	32794	91.21%	92.32%	84.21%
Jan-18	37389	34131	31819	91.29%	93.23%	85.10%
Feb-18	29433	26783	25038	91.00%	93.48%	85.07%
Mar-18	30548	27831	25954	91.11%	93.26%	84.96%
Apr-18	36862	33820	31510	91.75%	93.17%	85.48%
May-18	31140	28482	26530	91.46%	93.15%	85.20%
Jun-18	30145	27543	25625	91.37%	93.04%	85.01%
Jul-18	27324	24783	22705	90.70%	91.62%	83.10%
Aug-18	35253	32387	29905	91.87%	92.34%	84.83%
Sep-18	33624	30863	28534	91.79%	92.45%	84.86%
Oct-18	34375	28053	25046	81.61%	89.28%	72.86%

Renewal Response Rate by Channel - Wireless and Wireline 2016, 2017, Oct 2018

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	2016				2017				Oct 2018			
	MAIL	WEB	WES	IVR	MAIL	WEB	WES	IVR	MAIL	WEB	WES	IVR
Program Total	63%	28%	5%	4%	61%	28%	7%	4%	56%	27%	13%	3%
Wireline	69%	27%	3%	2%	67%	27%	4%	2%	65%	28%	6%	2%
Wireless	57%	30%	7%	6%	55%	29%	11%	5%	49%	27%	19%	5%

Renewal by Call Center Reps - Wireless and Wireline March 2018 – October 2018: Weekly Stats
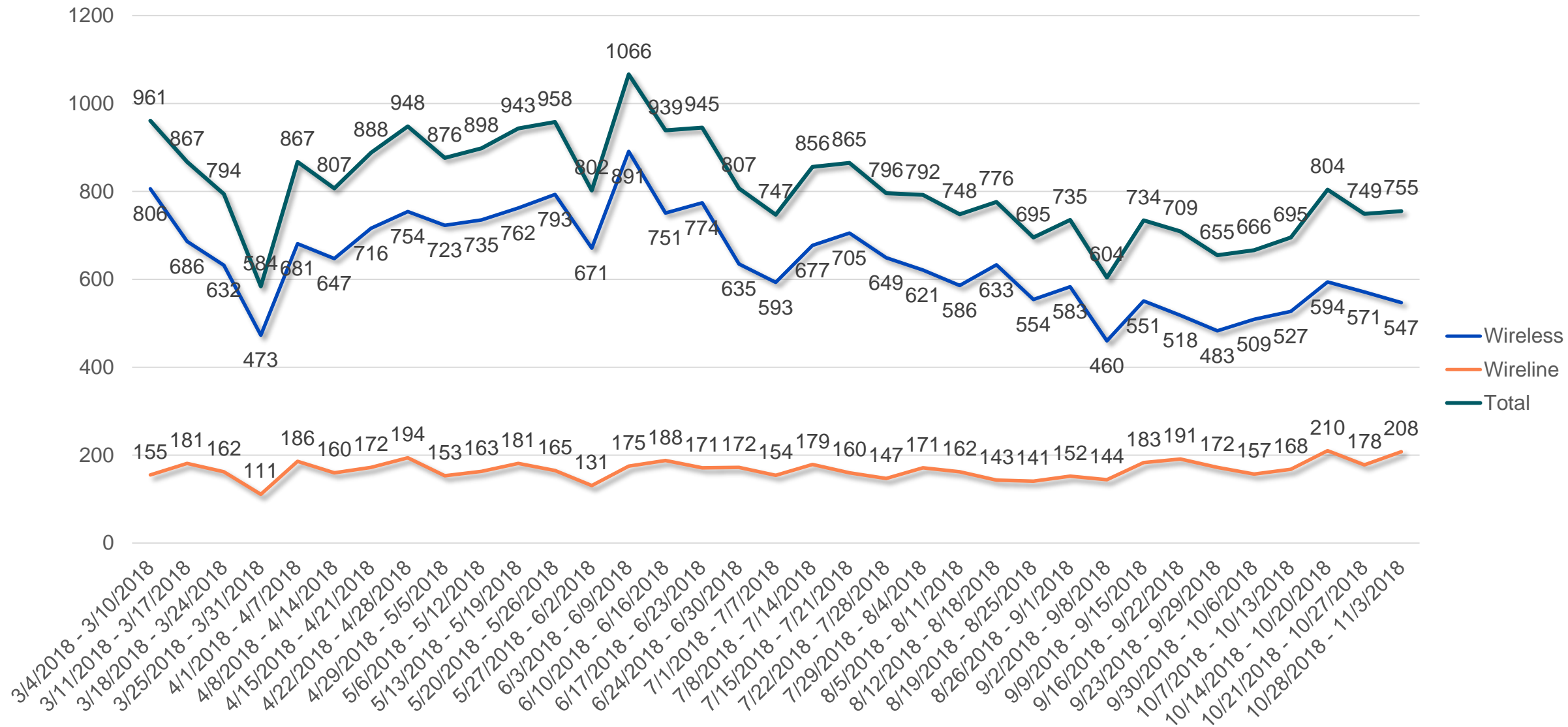
Total 30,987 offered as of 11/03/2018

SMS Pilot Carriers
Data as of November 1, 2018

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CALIFORNIA LIFELINE WIRELESS TELEPHONE SERVICE PROVIDERS	DATE WHEN JOINED TEXT MESSAGE PILOT	VOLUME of TEXT MESSAGES SENT by ADMINISTRATOR as of 8/1/2018	VOLUME of TEXT MESSAGES SENT by ADMINISTRATOR as of 11/1/2018
Truconnect Communications, Inc.	January 15, 2018	62,447	79,272
Telrite Corporation	December 2017	40,292	53,909
AmeriMex Communications Corp.	December 2017	64,897	68,611
Blue Jay Wireless, LLC	December 2016	19,154	19,154
TAG Mobile, LLC	August 2016	36,410	37,020
Budget PrePay, Inc.	February 2016	102,887	102,887
i-wireless, LLC	February 2016	193,766	215,685
Boomerang Wireless, LLC	December 2015	48,018	48,018
Virgin Mobile USA, L.P.	December 2015	1,832,431	2,017,145

Renewal Rate Comparison: Jan 2016 - October 2018
Wireless SMS Pilot vs. Non-Pilot Carriers
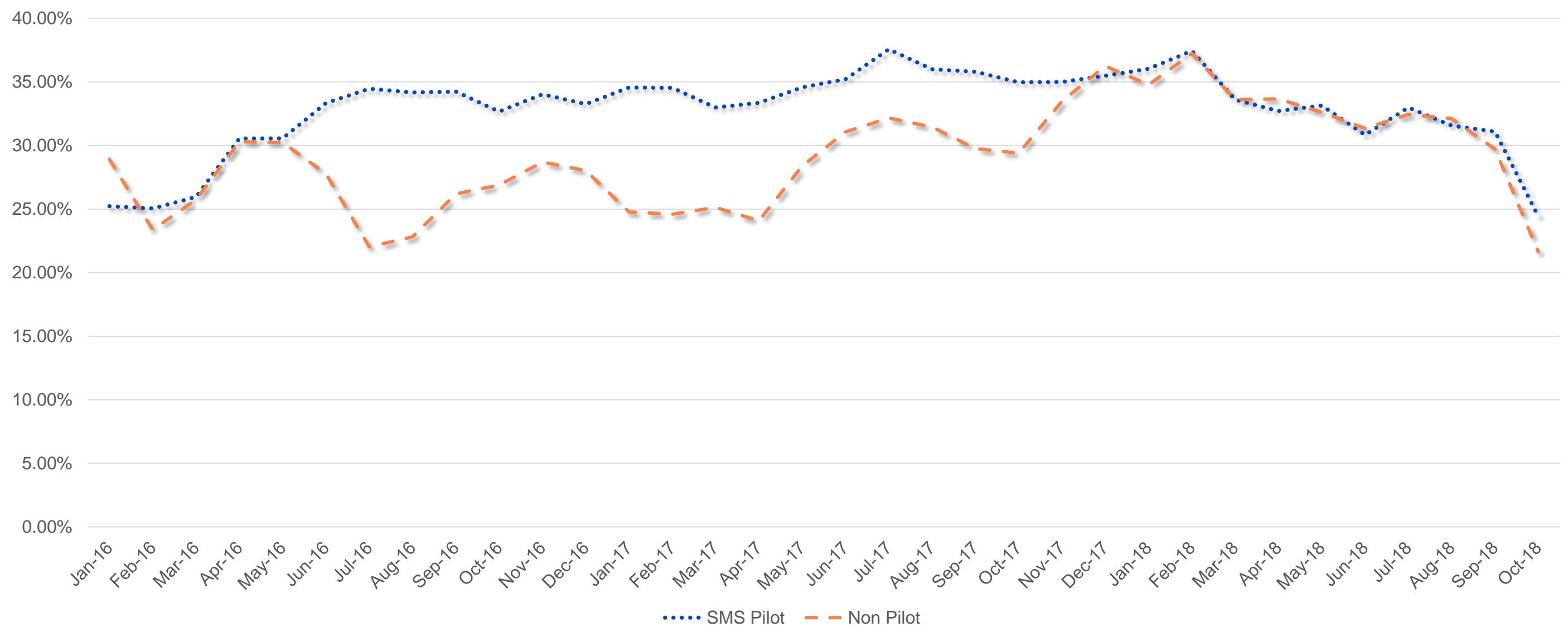
Yearly Program Participation - Wireless and Wireline 2018 To Date

% Change	
2011	-5.2%
2012	-12.6%
2013	-32.3%
2014	-14.1%
2015	24.8%
2016	23.0%
2017	1.3%
2018 YTD	-4.2%
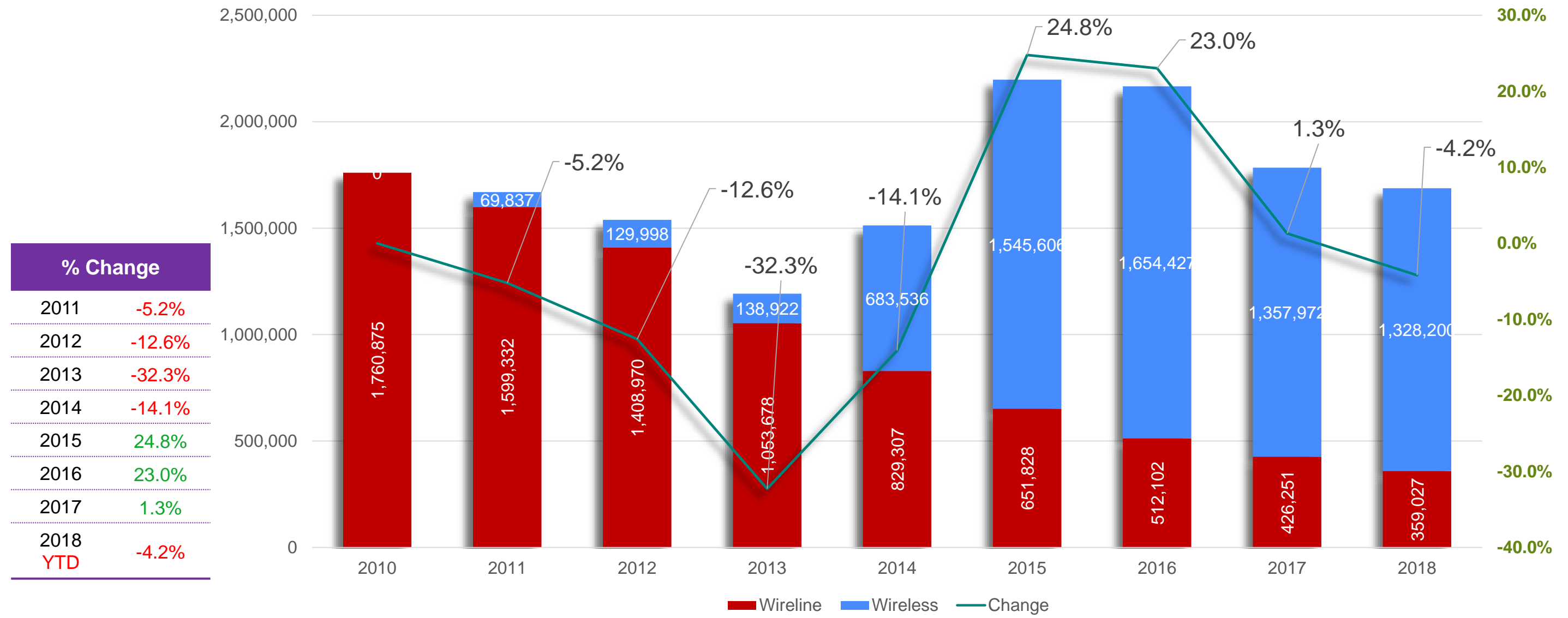
Program Participation by Type of Service
October 31, 2018
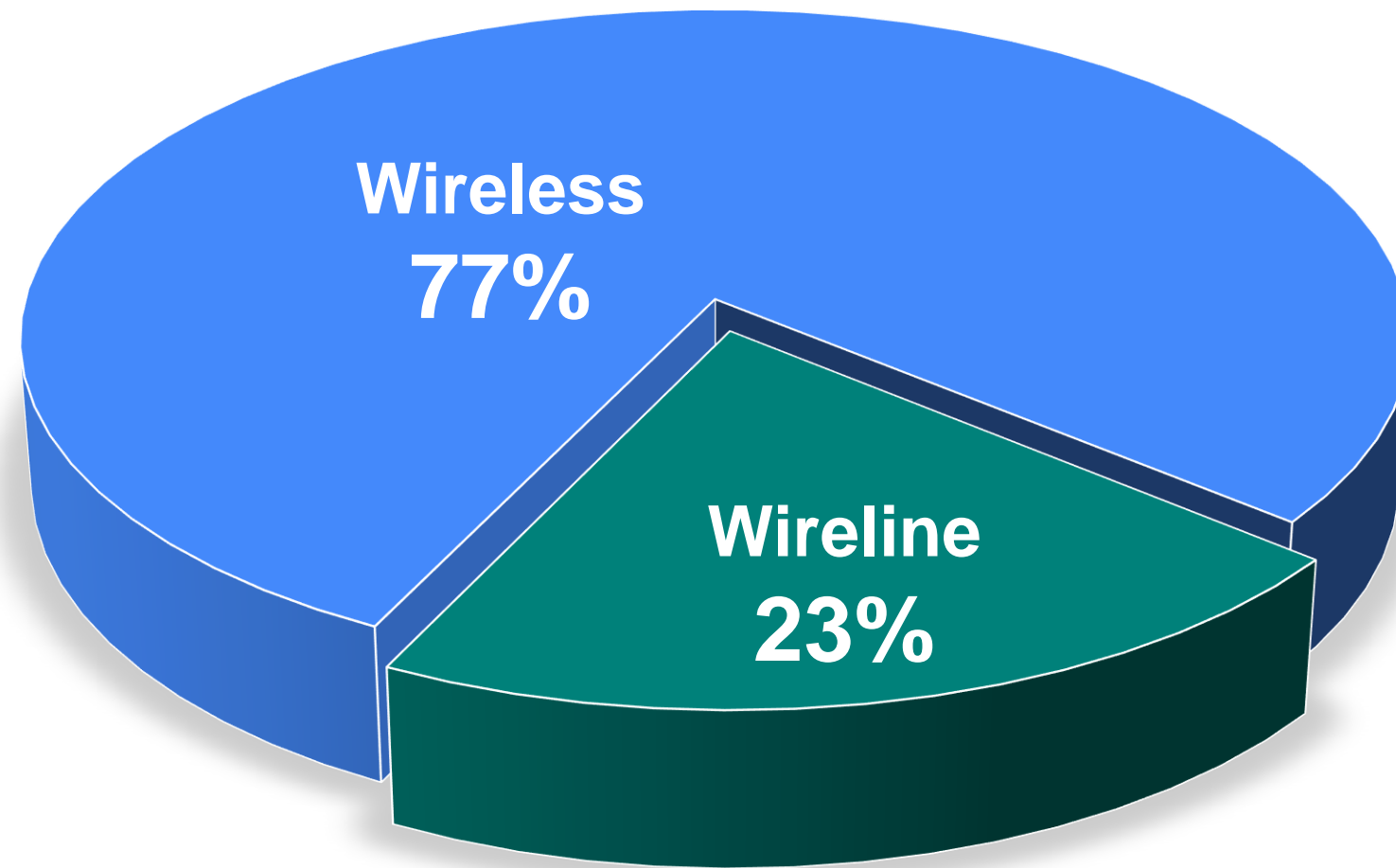
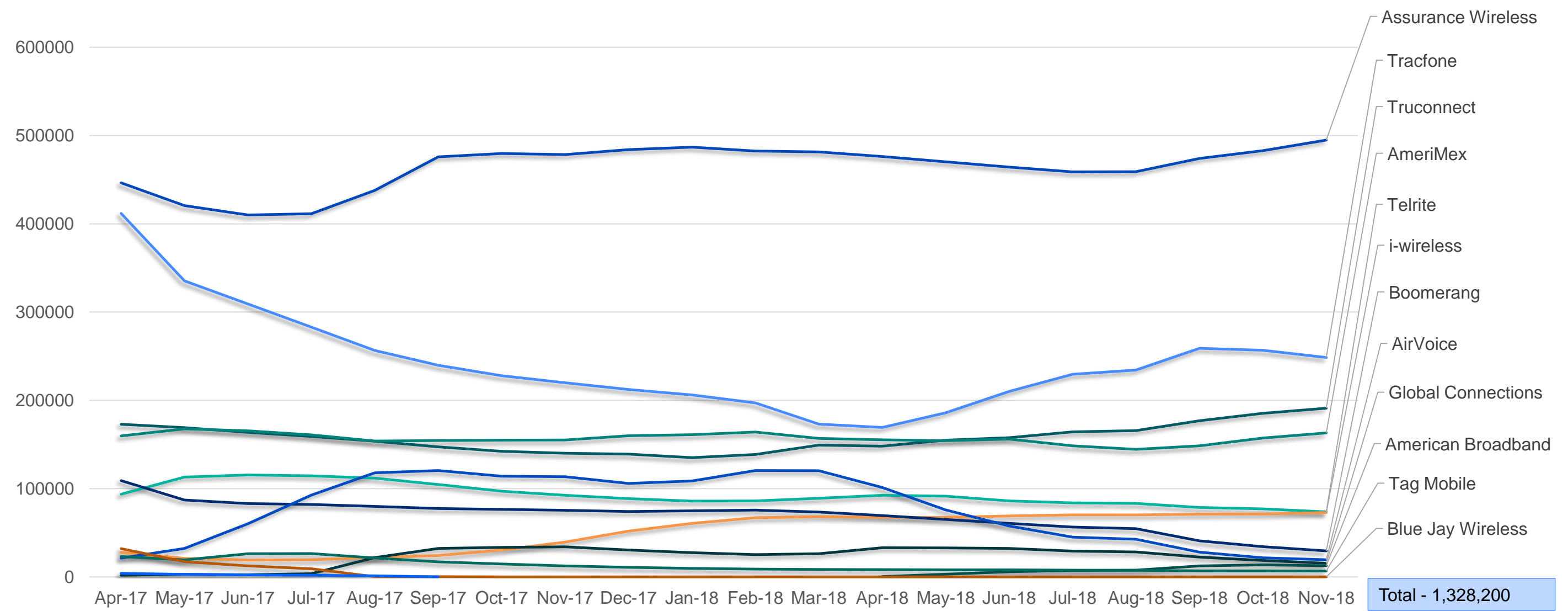# Enrollment Eligibility Method - Wireless and Wireline

Jan 2018 - October 2018

Income 11%
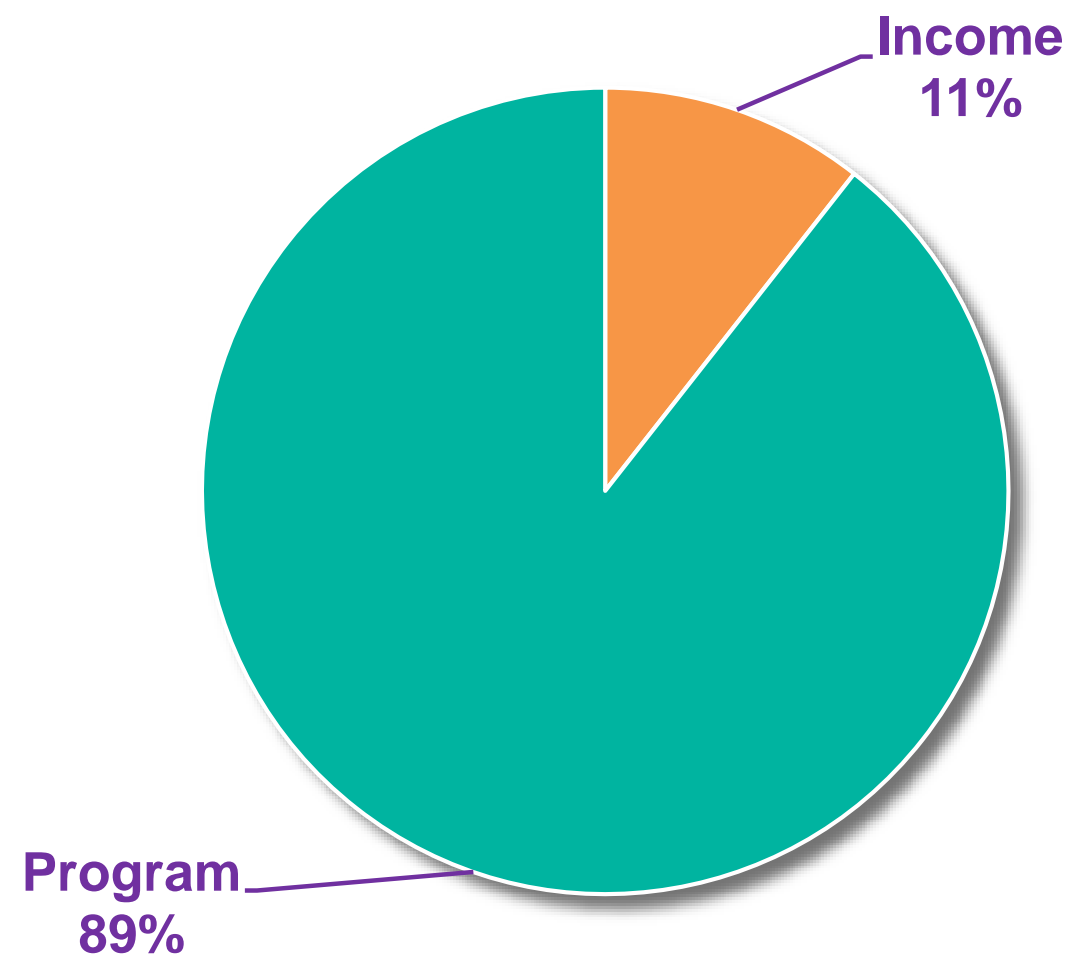
Program 89%

4780 participants qualified under the Veterans program within Jan - Oct 2018 Enrollments

Top 5 Programs

Medicaid 46%

Others 5%

Section 8 3%

LIHEAP 3%

SSI 10%

SNAP 33%
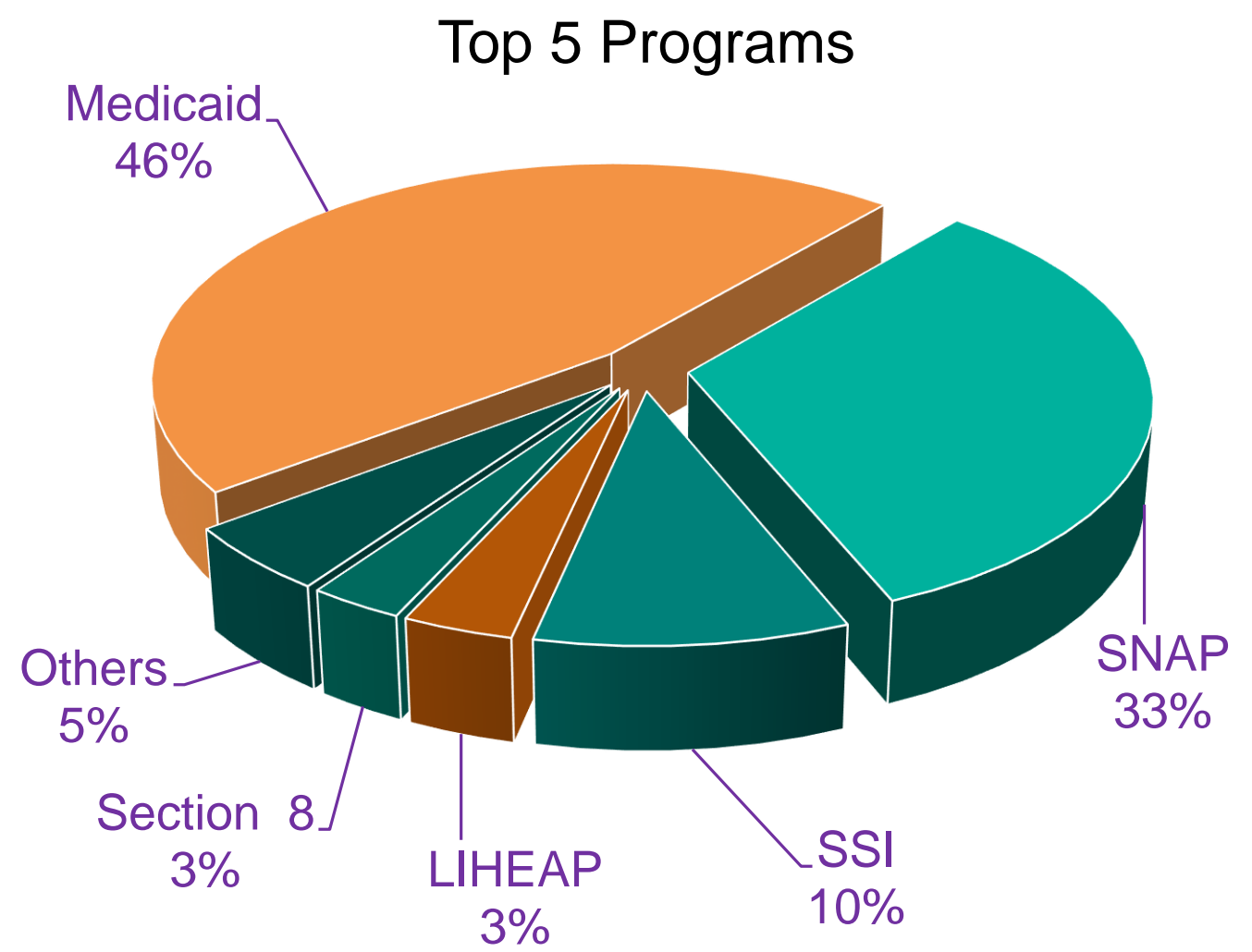
The top 5 programs account for 95% of Jan 2018 - Oct 2018 enrollments

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California LifeLine Wireless Participation by Service Provider - April 2017 - October 2018

Legend (right side, top to bottom):
- Assurance Wireless
- Tracfone
- Truconnect
- AmeriMex
- Telrite
- i-wireless
- Boomerang
- AirVoice
- Global Connections
- American Broadband
- Tag Mobile
- Blue Jay Wireless

Total - 1,328,200

Growing/Contracting Wireless Service Providers
April 2017 – October 2018

Service Provider	Number of Participants Beginning of April 2017	Number of Participants End of October 2018	Nominal Change	Percent Change
Assurance Wireless	434826	494934	60108	13.82%
i-wireless	24084	72879	48795	202.60%
Truconnect	172310	191213	18903	10.97%
American Broadband	0	12675	12674	1267500%
Global Connections	3464	15458	11994	346.25%
AmeriMex	161949	163147	1198	0.74%
AirVoice	21348	19399	-1949	-9.13%
Tag Mobile	20255	6679	-13576	-67.03%
Blue Jay Wireless	24429	4	-24425	-99.98%
Tracfone	411,817	173,157	-23,8660	-57.95%

New Application Requests - Wireless and Wireline
April 2017 - October 2018

	DAP	Mail
APR-17	276,631	35,135
MAY-17	294,168	37,921
JUN-17	288,087	33,092
JUL-17	251,238	24,718
AUG-17	312,929	27,333
SEP-17	279,936	27,192
OCT-17	243,106	21,907
NOV-17	211,953	24,300
DEC-17	213,367	23,714
JAN-18	251,431	25,674
FEB-18	218,121	29,707
MAR-18	203,399	30,051
APR-18	213,617	31,118
MAY-18	233,911	23,438
JUN-18	223,213	23,259
JUL-18	229,860	23,152
AUG-18	269,907	24,551
SEP-18	235,605	24,279
OCT-18	254,174	24,775
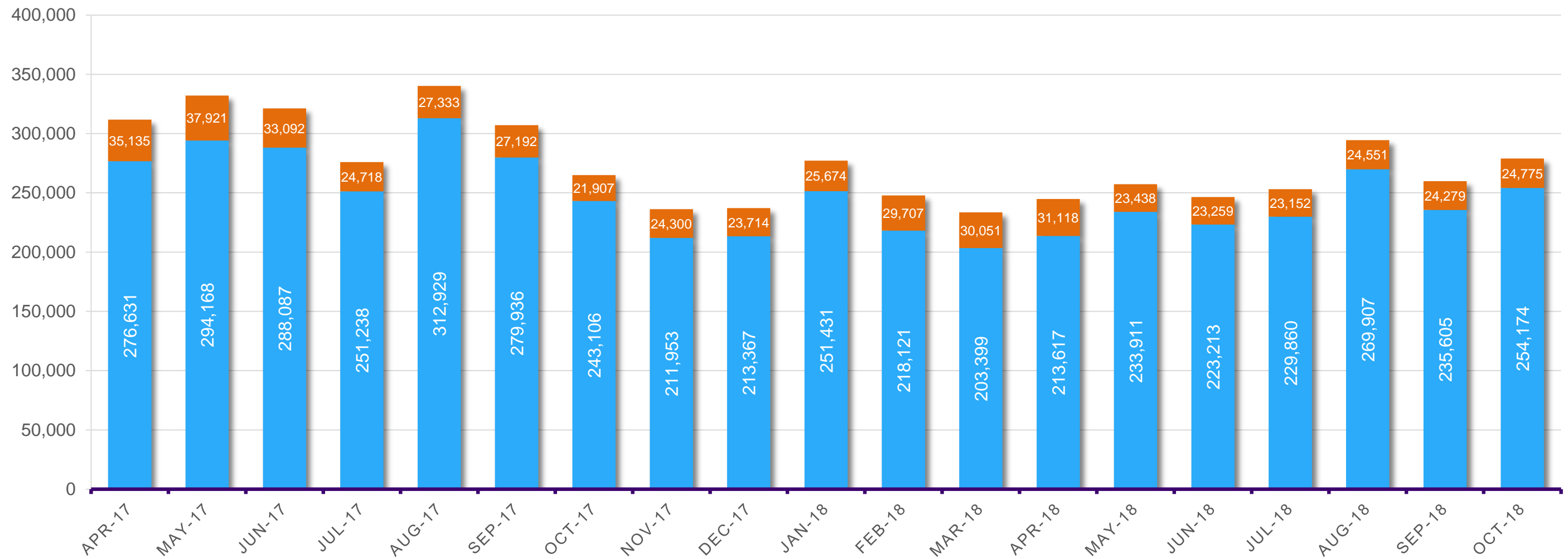
New Requests Breakdown:
- 90% DAP
- 10% Mail

Submission Channel for Enrollments Wireless and Wireline April 2017- Oct 2018 (Applications and Renewals)

Total = 4,621,216 applications and renewals

DAP 65%

IVR 1%

Mail 21%

Online 10%

WES 3%
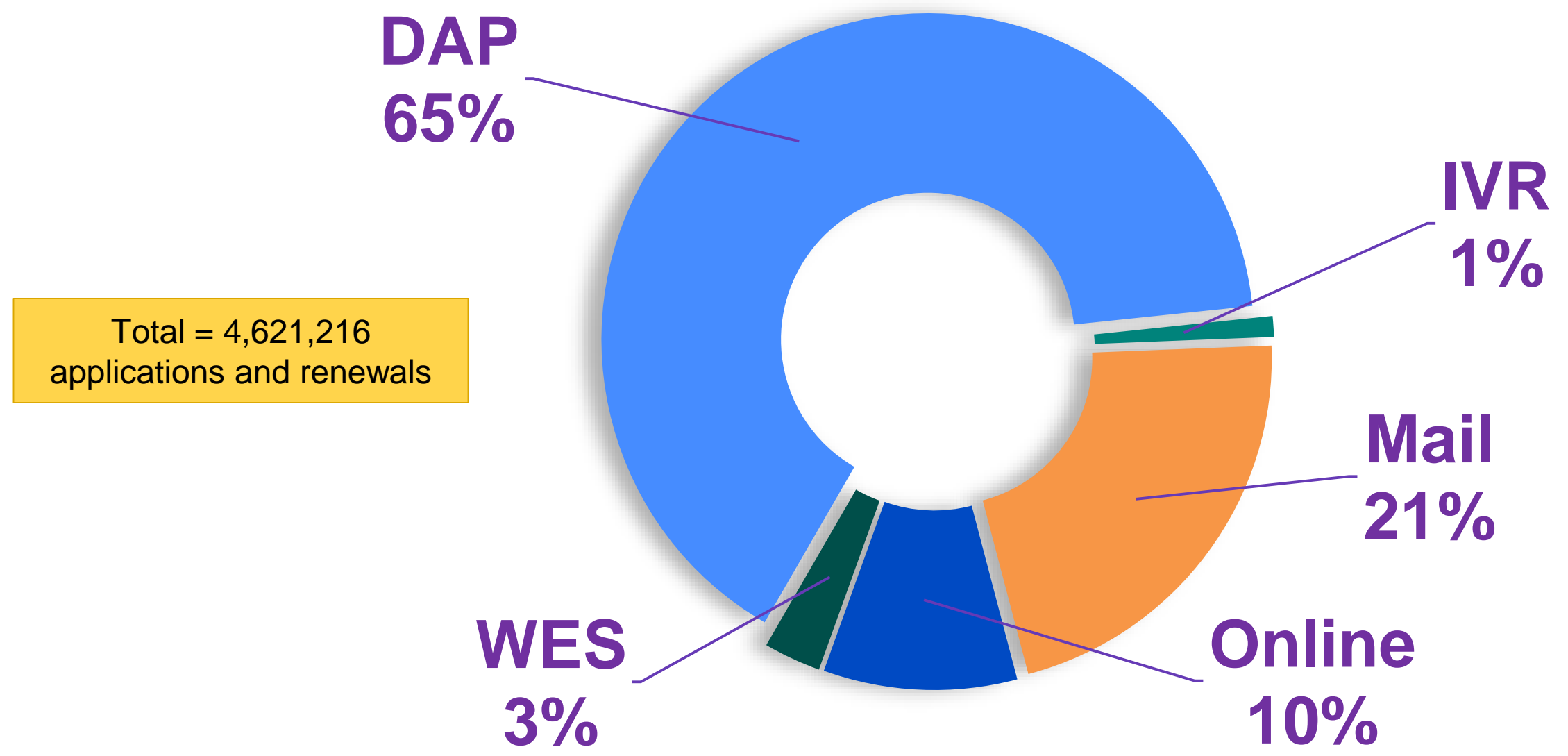
Indicates how a consumer submitted the application or renewal form

Top Denial Codes – Wireless

April 2017 - October 2018

Application

Code	Description
8-9	Application not returned.
5-12	Dummy phone number not updated (30 days).
5-16	Identity Verification form not returned.
5-10	Receiving discount more than one line.

Renewal

Code	Description
24-8	Renewal not returned.
21-6	Non-deliverable. (Bad address initial hard denial)
24-9	Non-deliverable. (Bad address during renewal process)
21-13	IDV form not returned.

Denial total - 529,490
Top denials - 87% of total
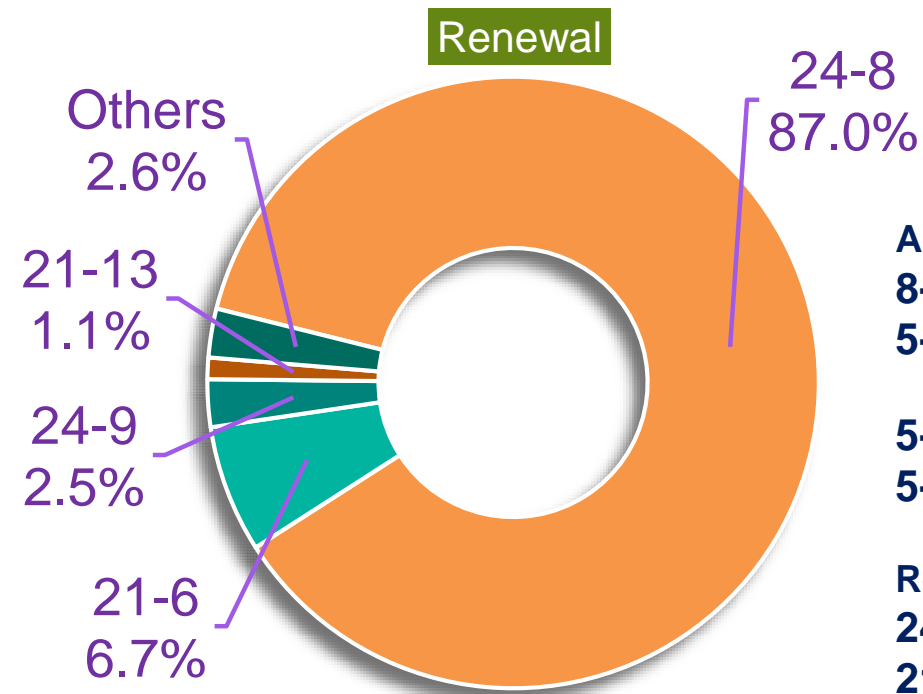
Denial total - 1,003,003
Top denials - 97% of total

Top Denial Codes – Wireline
April 2017 - October 2018

Application chart:
- 8-9: 71%
- Other: 17%
- 5-16: 2%
- 8-3: 4%
- 8-25: 6%
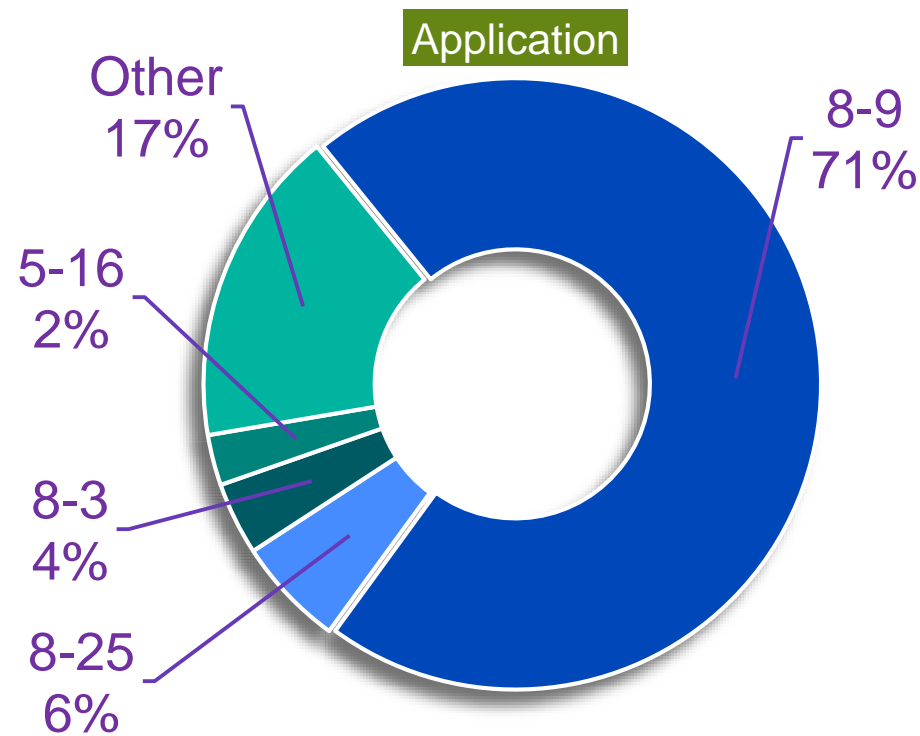
Denial total - 80,230
Top 5 denials - 83% of total

Renewal chart:
- 24-8: 65%
- Other: 18%
- 21-6: 3%
- 24-31: 6%
- 21-13: 8%
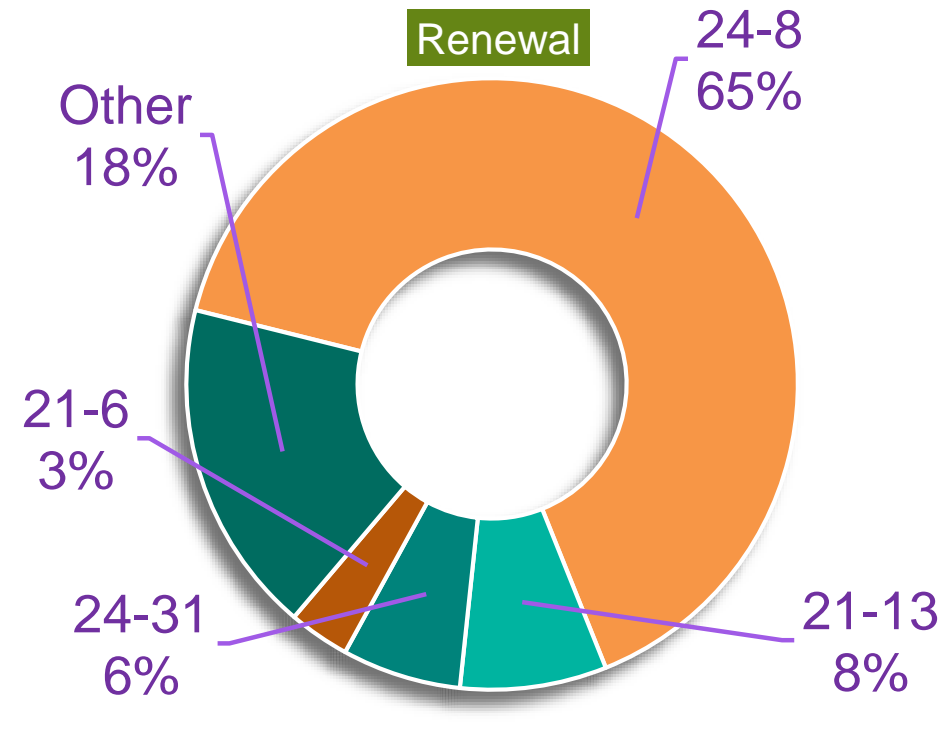
Denial total - 77,298
Top 5 denials - 82% of total

Application
8-9	Application not returned.
8-25	No documents for qualifying program.
8-3	No documents for income.
5-16	IDV form not returned.

Renewal
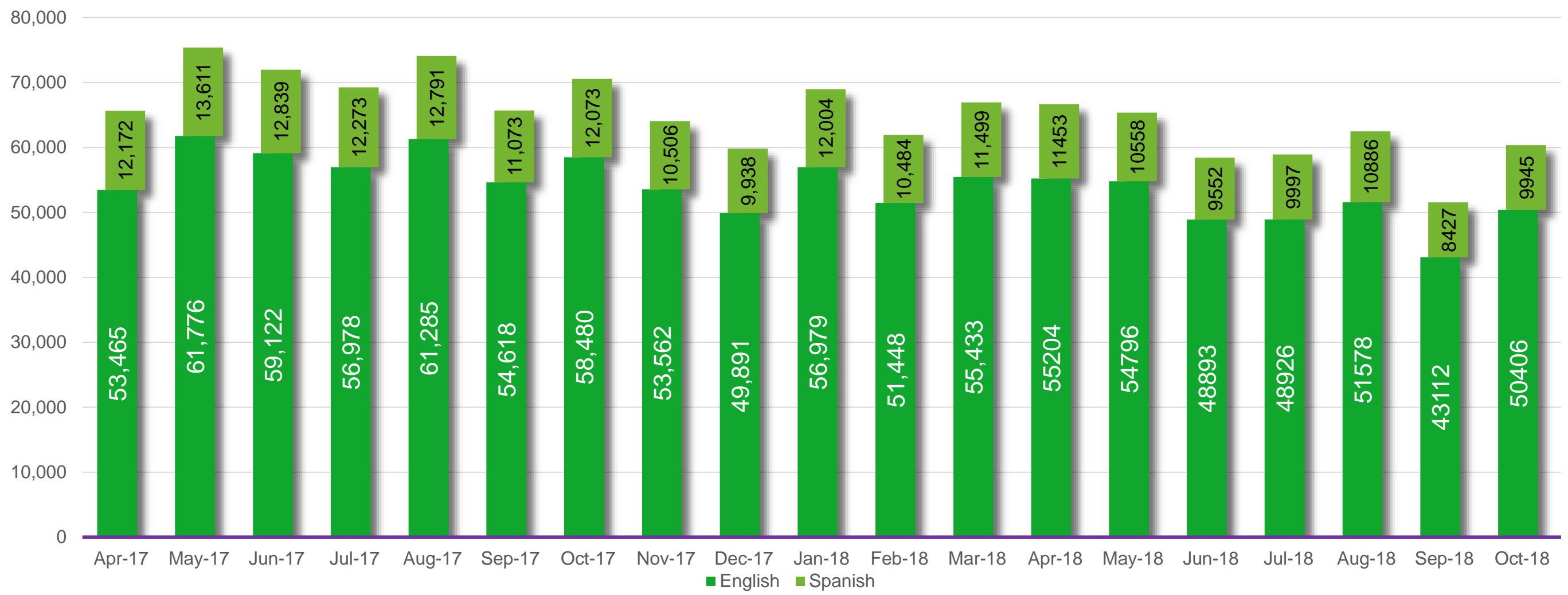|	
24-8	Renewal not returned.
21-13	IDV form not returned.
24-31	Unable to prove your identity using the information you provided.
21-6	Non-deliverable. (Bad address initial hard denial)

Returned Mail

April 2017 - October 2018
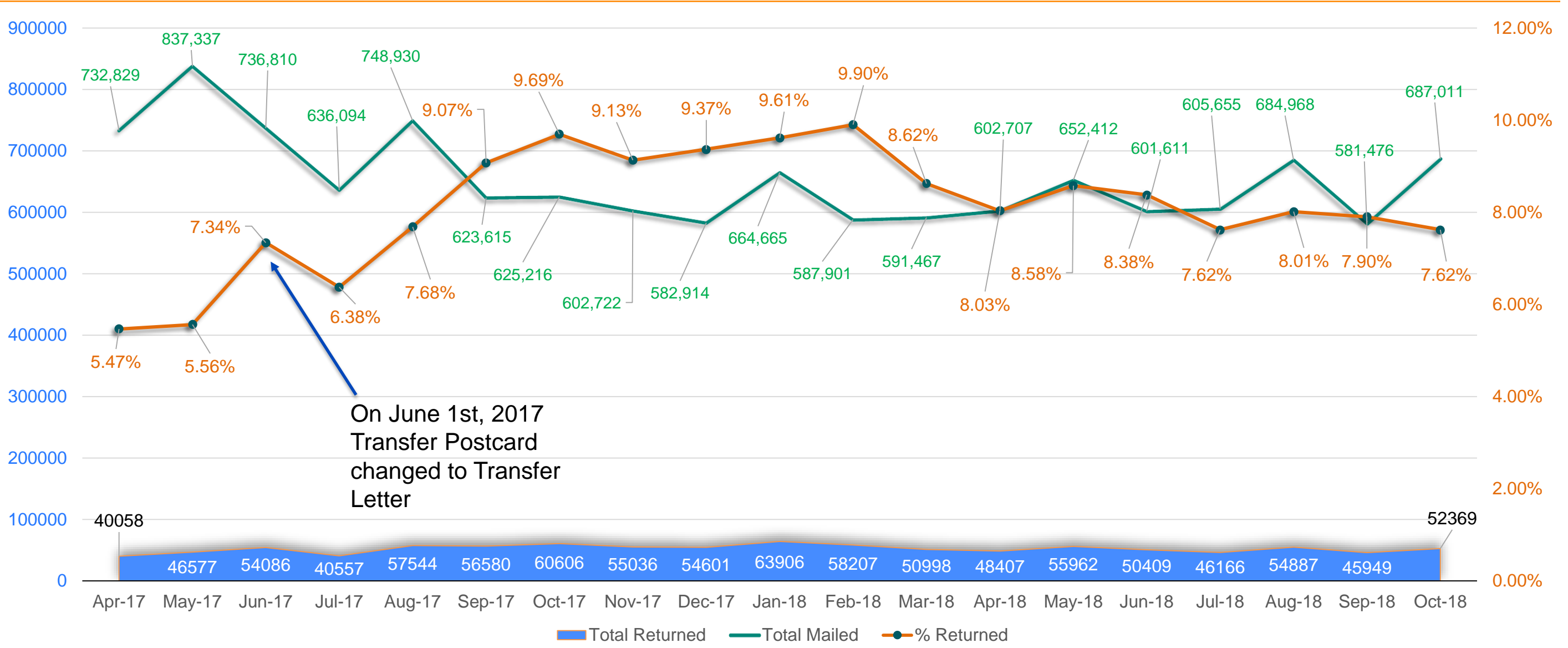
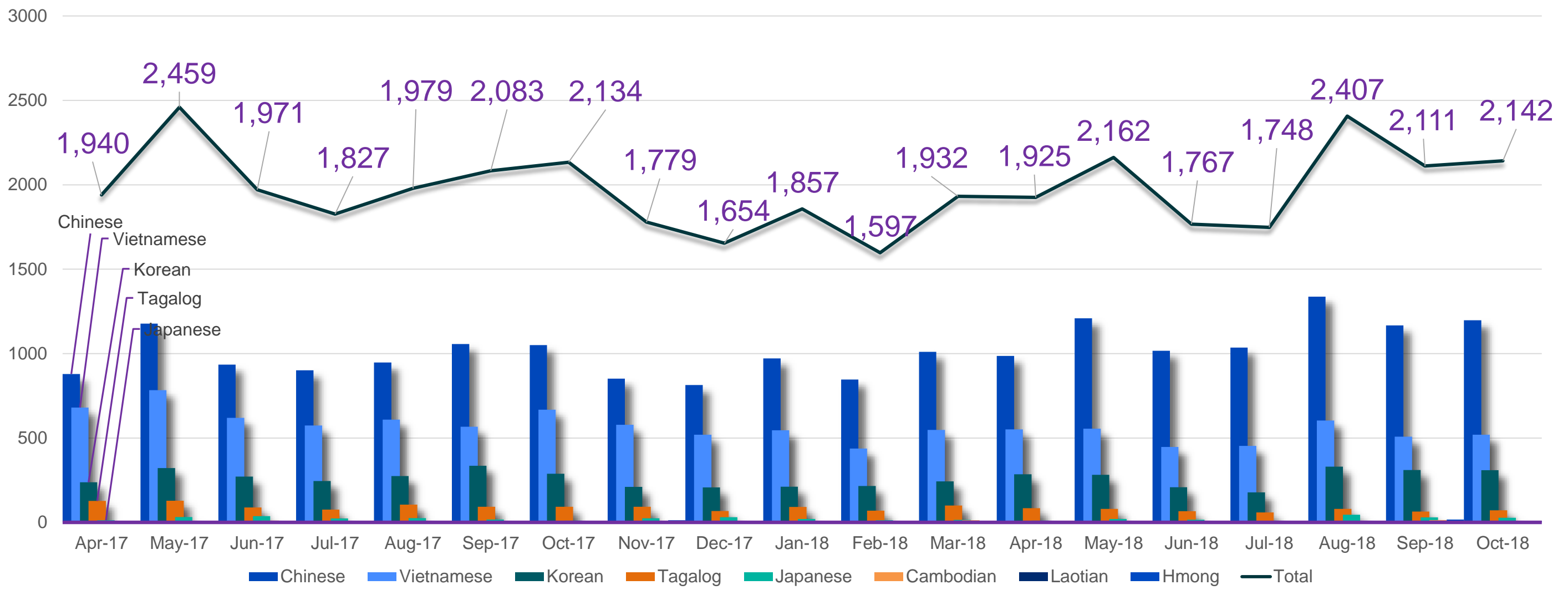# Call Center Throughput
April 2017 - October 2018
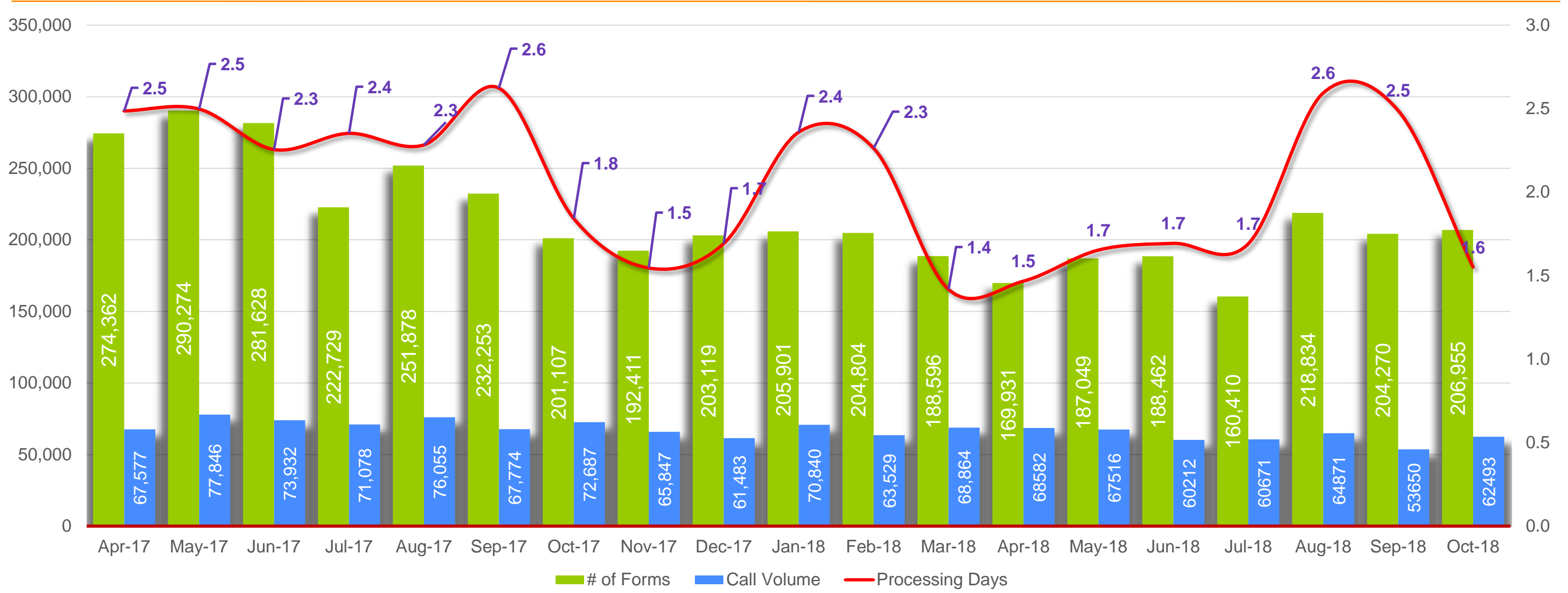
Call Center Volumes (English and Spanish)
April 2017 - October 2018

Call Center Volumes (Asian Languages)

April 2017 - October 2018

Top Call Reasons
April 2017 - October 2018

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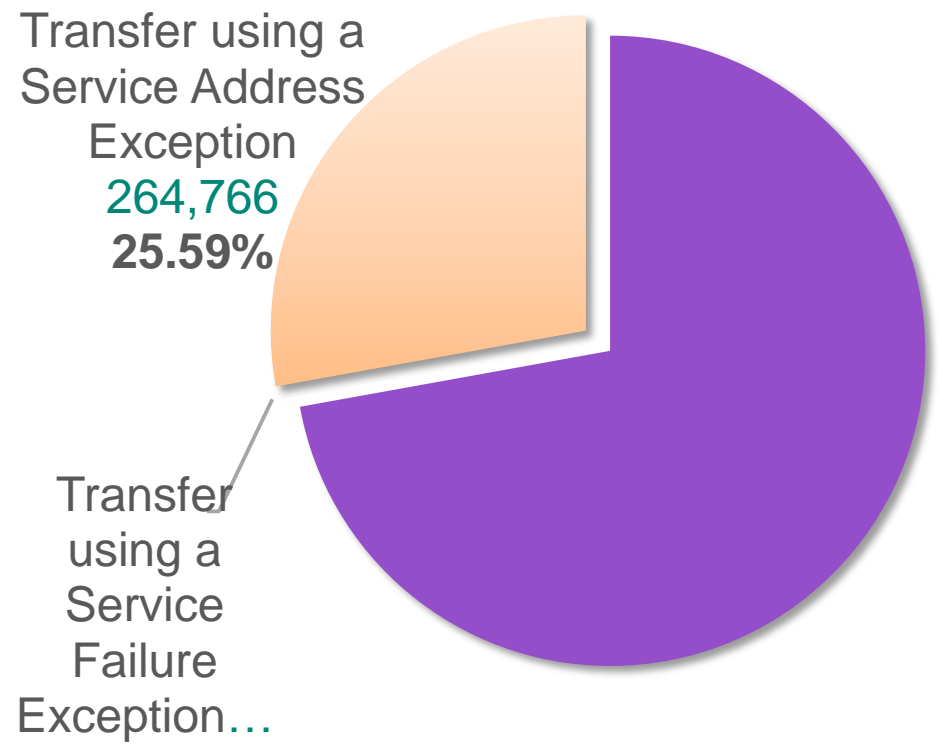| Call Reason	Volume
1. Checking Renewal Status	150,768
2. Needs CD/Denial letter explained	122,420
3. Checking Application status	84,552
4. Device Issues - Equipment	73,105
5. Info change request, referred back to carrier	55,437
6. Needs denial letter explained	53,252
7. Wants to cancel service	48,622

Volume of Inter-Carrier Transfers (DAP) - Wireless
December 2016 – October 2018
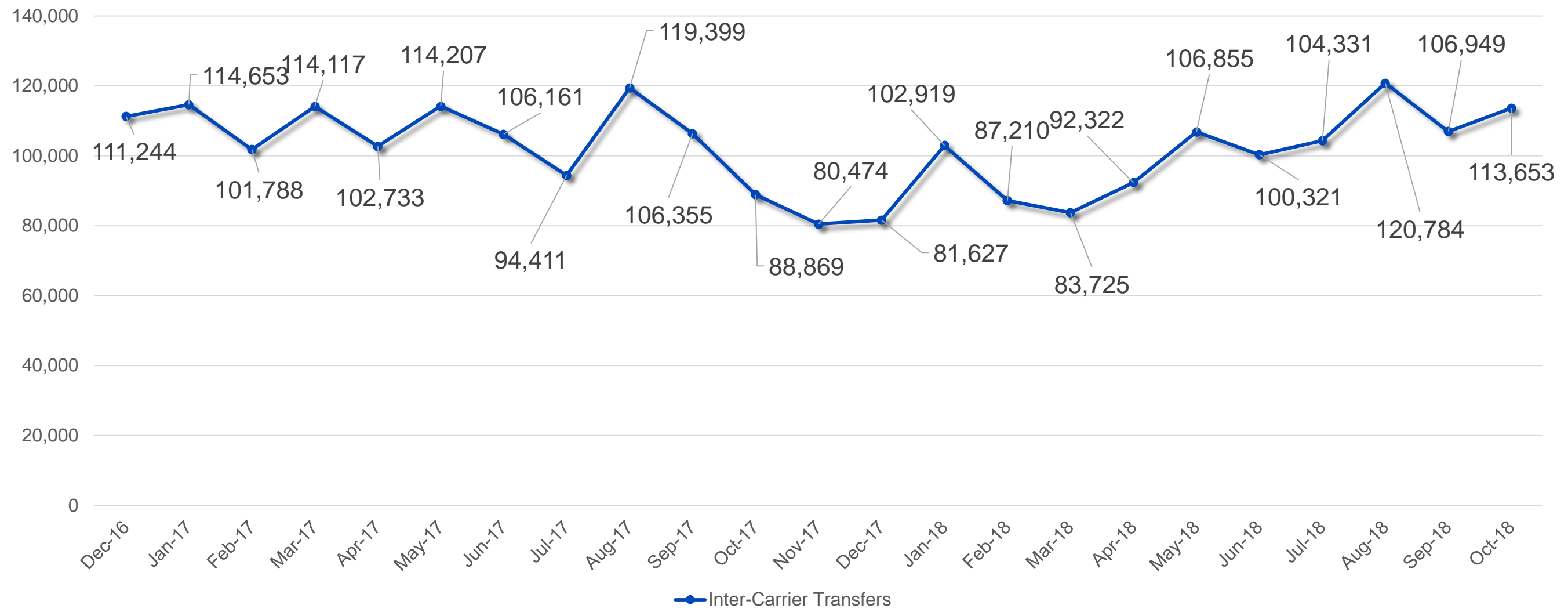
Volume of Inter-Carrier Transfers by Status Code (DAP) – Wireless: December 2016 – October 2018

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Transfer without a
Freeze or Exception
685,742
100%

Transfer using a
Service Address
Exception
264,766
25.59%

Transfer
using a
Service
Failure
Exception…

Transfer
without a
Freeze or
Exception
686,336
74.41%

Transfer without a
Freeze or Exception
745,213
100%

Pre-Launch of Discount
Transfer Freeze
Dec. 2016 – May 2017

During Discount Transfer
Freeze
Jun. 2017 – Mar. 2018

After Discount Transfer
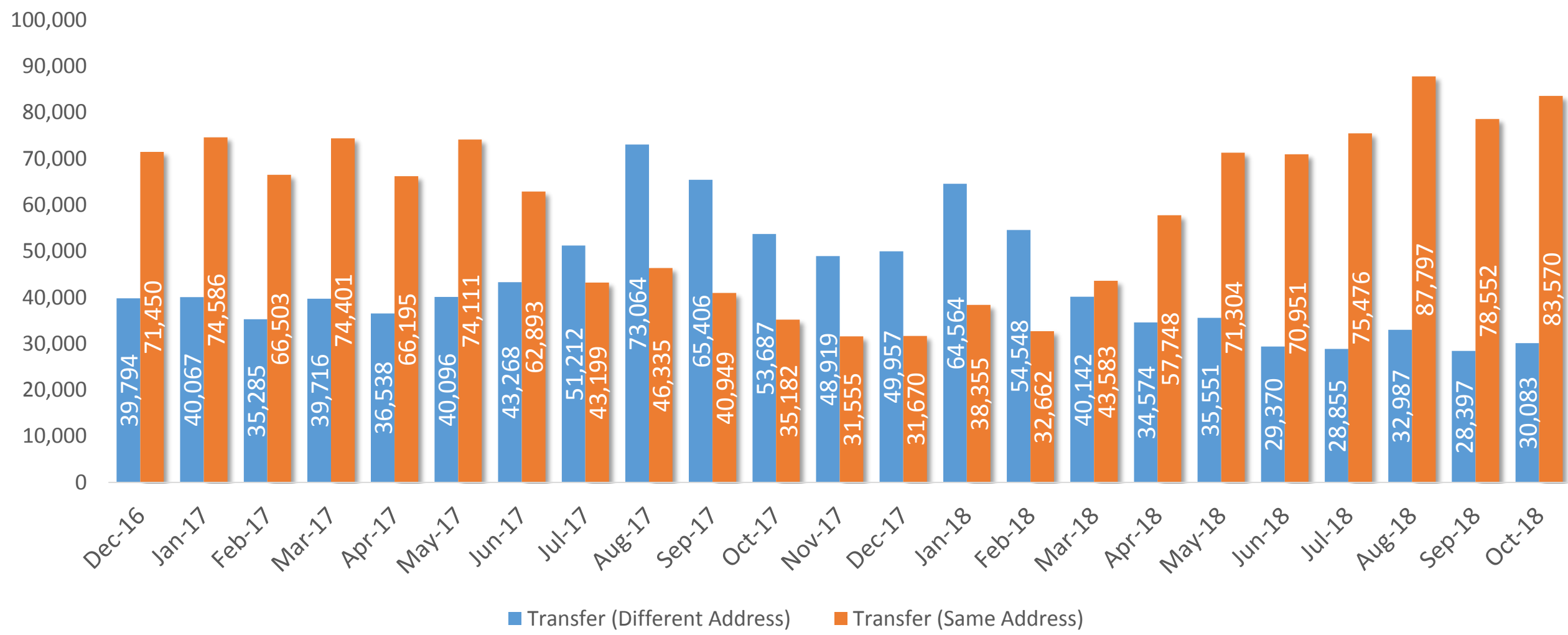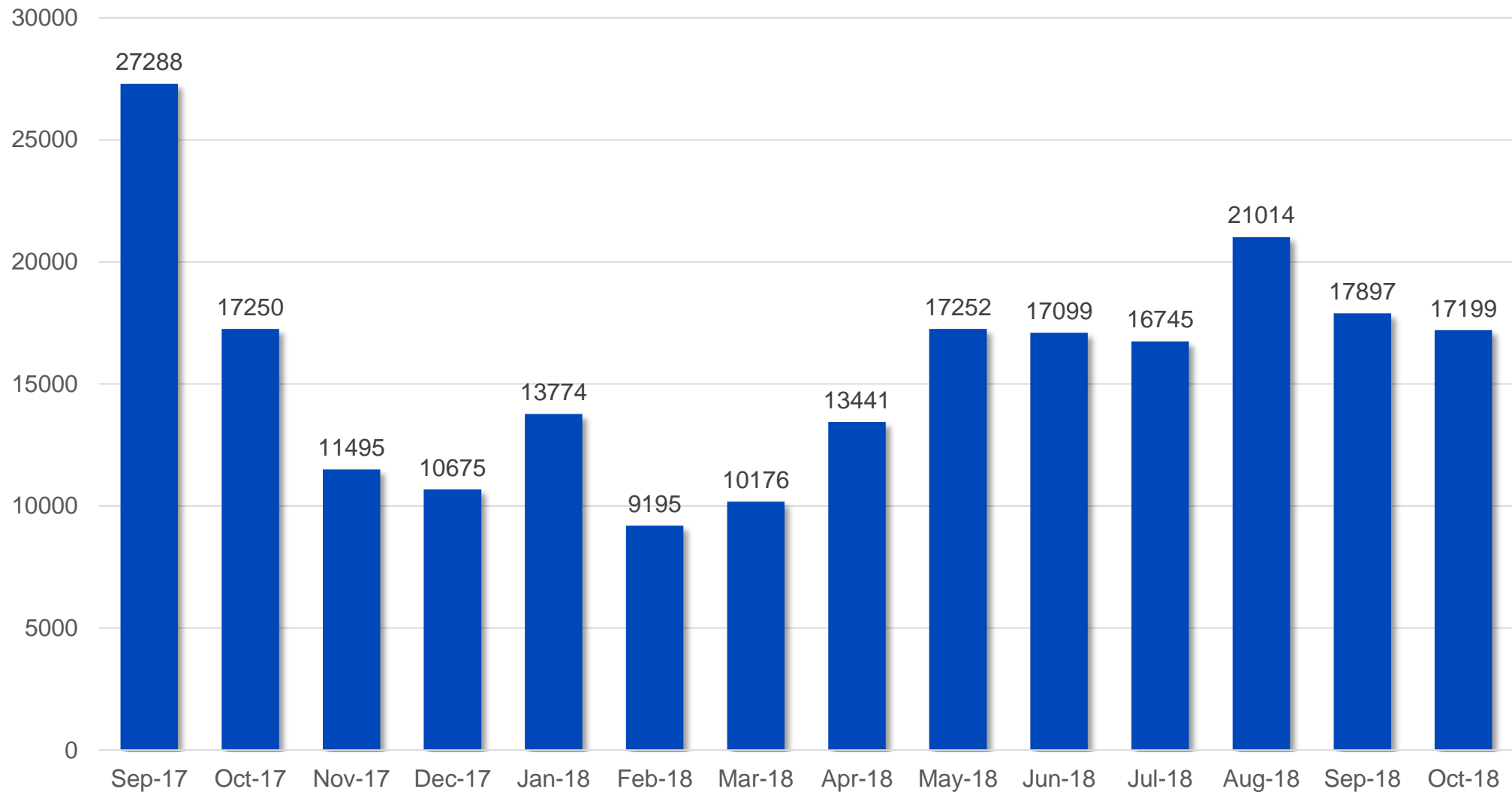Freeze is Over
Apr. 2018 – Oct. 2018

Volume of Wireless Inter-Carrier Transfers: Same vs Different Service Address (DAP) December 2016 – October 2018

30-day Enrollment Request Freeze - Wireless September 2017 – October 2018

New application requests subjected to 30-day Enrollment Request Freeze

Month	Value
Sep-17	27288
Oct-17	17250
Nov-17	11495
Dec-17	10675
Jan-18	13774
Feb-18	9195
Mar-18	10176
Apr-18	13441
May-18	17252
Jun-18	17099
Jul-18	16745
Aug-18	21014
Sep-18	17897
Oct-18	17199

Complaints/Questions About the 30-Day Enrollment Request Freeze

Complaints

- Questions/complaints about the Enrollment Request Freeze have ceased

Most Frequent General Questions/Concerns

- Why was my application/renewal denied?

- How do I complete the renewal process?

- My carrier incorrectly referred me to CA LL to request an application, change my address, or cancel service.

- I am unable to get in touch with my carrier to make an address change or cancel service.

- My phone does not work (won't charge, won't turn on, doesn't have data).