

Helping Government **Serve the People**®

**California LifeLine Administrator
Presentation to the Administrative Committee**

December 7, 2021



TPA January 2021 - November 2021 Enhancements

Pandemic Consumer Protection Measures

- Alerting website visitors to COVID-19 information and resources with added banner on the California LifeLine website home page
- Informing website visitors to FAQs that address the suspension of the annual renewal process and modifications to application process implemented in response to the COVID-19 pandemic.
- Moved anniversary dates for the active LifeLine subscribers multiple times in response to the FCC and CPUC's extensions of the renewal process suspension: 1/1, 4/1, 7/1 & 10/1.

Enhanced Partnerships with External Entities

- Bi-weekly meetings with representatives of Lifeline consumer group stakeholders to share updates about the program
- Monthly meetings with representatives of USAC to allow for a better flow of information and updates between the two programs
- Increased the frequency from monthly to weekly reporting of active CA LifeLine subscribers to USAC to assist with EBB enrollment by USAC
- Supported CPUC with the California State University, Sacramento (CSUS) California Lifeline Program Evaluation
- Created California Service Tiers that allow service providers to report LifeLine subscribers who are enrolled in the Federal Emergency Broadband Benefit (EBB) program

TPA January 2021 - November 2021 Enhancements

Renewal & Subscriber Process Enhancements

- Providing Service Provider Intake API (SPIA) for use by wireless service providers which provides visibility into the current renewal status information for active subscribers
- Adding Custom messaging for IVR callers 10 days before their annual renewal processes begin and to raise awareness that action will be needed
- Adding Day 0 and Day 35 text messages providing PINs to subscribers to help with the subscriber move through the process
- Adding short code two-way text messaging to 345345 for subscribers to obtain their PINs and improve the subscriber experience
- Adding the ability of LifeLine subscribers to set their own PINs upon handset activation and retain that PIN as long as they remain on the Program to utilize for authentication purposes when speaking to a call center representative or to complete their renewal online

California LifeLine Public Website

- Updated the enrollment process for applications and renewals with a “mobile-first” approach which allows for ease of use by subscribers when interacting with the website on their cell phones
- Implemented Adobe Analytics to track visitor counts, unique visits, and page-level traffic
- Updated LifeLine service plan offerings & CA LifeLine Program Household Income Limits to ensure accurate information for subscriber use
- Linked the California Lifeline website to the new CPUC website after CPUC new website launch
- Added functionality that provides participants the option of completing the identity authentication form online and a method for uploading identity documentation

TPA January 2021 - November 2021 Enhancements

Automated Renewals, External 3rd Party Data Matching & Digital IDV Modernization

- Modified business requirements and updated documentation through multiple requirements gathering sessions to capture the changes
- Increased the matching rate by identifying and cleaning data quality issues with the established API connection with the Department of Social Services' CalFresh Confirm system
- Automated, Pre-emptive Renewals utilizing CalFresh Confirm was deployed on November 12 (**Data on slides 12 & 13**)
- Added functionality that affords participants the option of completing the identity authentication form online and a method for uploading identity documentation to improve the subscriber experience – recently deployed on November 29
- Added functionality to support and track CSR-assisted renewal form submissions which also increases the subscriber experience – recently deployed on November 29

Call Center Support

- Assisted with EBB questions & redirected EBB calls as needed to the appropriate EBB Call Center
- Conducted outreach via calls and texts for 1-2 Household Income Threshold Campaign to help subscribers stay enrolled

TPA Upcoming Initiatives

Service Provider Intake API (SPIA) Enhancement / Application Intake Modernization

- Modification to the existing SPIA functionality to create a real-time intake channel for applications that is available to wireless and wireline service providers
- Addition of a real-time program eligibility check of 3rd party data sources. CalFresh Confirm is the first 3rd party data source

Use of CalFresh Confirm for Applications

- Beginning December 13, the TPA's call center will utilize the CalFresh Confirm data matching to check California LifeLine eligibility via CalFresh when performing applications reviews
- Additionally, this enhancement will support the CPUC's waste, fraud and abuse prevention efforts

Public Website Enhancements

- Improvements to how the website displays Service Provider information and plans and enhanced sorting features

Stand-alone Independent Economic Household (IEH) Process

- Evaluating modifications that allow for a smoother IEH process for applicants and subscribers
- Additionally, this enhancement will support the CPUC's waste, fraud and abuse prevention efforts

Reports Appendix

- Program Participation – Enrolled Customers
- Wireless: Response & Approval Rates – All Form Types
- Wireline: Response & Approval Rates – All Form Types
- Top 5 Denial Reasons
- Subscriber Counts by Service Provider (Top 5)
- Enrollment Eligibility Method
- Enrollment Channel
- Call Volumes – English & Spanish
- Call Volumes – Other Languages
- Call Reasons

Program Participation – Enrolled Customers

Total Number of Enrolled Subscribers as of November 30, 2021

- Wireless: 1,007,704
- Wireline: 231,840
- Total: 1,239,544

Wireless: Response & Approval Rates – All Form Types

Month Year	# Total	# Responded	# Approved	% Responded	% Approved
Totals	956,555	886,234	867,833	92.6%	97.9%
Jan 2021	55,061	51,356	50,064	93.3%	97.5%
Feb 2021	54,597	50,760	49,817	93.0%	98.1%
Mar 2021	61,593	56,886	55,927	92.4%	98.3%
Apr 2021	59,595	54,820	53,707	92.0%	98.0%
May 2021	62,894	57,030	55,617	90.7%	97.5%
Jun 2021	85,310	78,231	76,397	91.7%	97.7%
Jul 2021	93,411	83,956	82,580	89.9%	98.4%
Aug 2021	102,487	93,725	91,724	91.5%	97.9%
Sep 2021	98,190	90,627	87,154	92.3%	96.2%
Oct 2021	102,681	95,366	93,247	92.9%	97.8%
Nov 2021	180,736	173,477	171,599	96.0%	98.9%

Avg SLA Days

2.57 ^{100.0%}
% Compliance

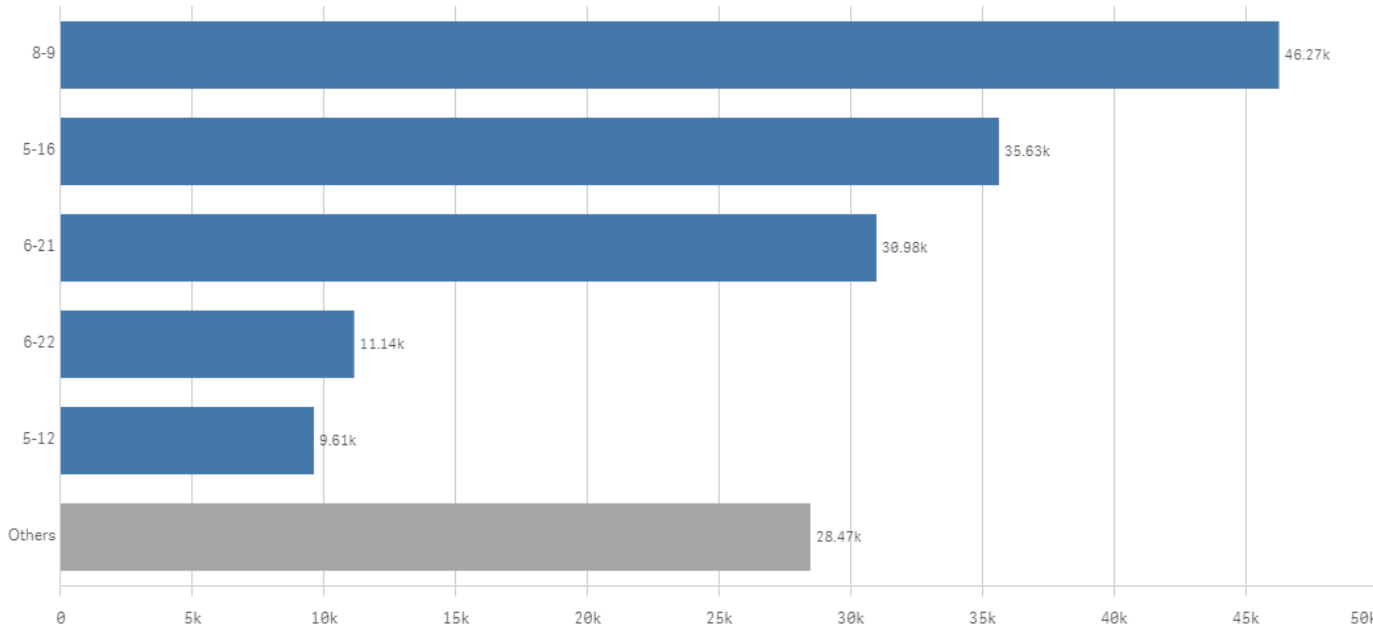
Wireline: Response & Approval Rates – All Form Types

Month Year	# Total	# Responded	# Approved	% Responded	% Approved
Totals	44,857	33,110	30,834	73.8%	93.1%
Jan 2021	2,370	1,118	881	47.2%	78.8%
Feb 2021	2,306	1,202	956	52.1%	79.5%
Mar 2021	2,325	1,381	1,093	59.4%	79.1%
Apr 2021	2,480	1,317	1,033	53.1%	78.4%
May 2021	2,557	1,098	855	42.9%	77.9%
Jun 2021	2,365	1,117	869	47.2%	77.8%
Jul 2021	1,885	872	715	46.3%	82.0%
Aug 2021	1,949	900	779	46.2%	86.6%
Sep 2021	1,749	887	733	50.7%	82.6%
Oct 2021	1,688	791	629	46.9%	79.5%
Nov 2021	23,183	22,427	22,291	96.7%	99.4%

Avg SLA Days

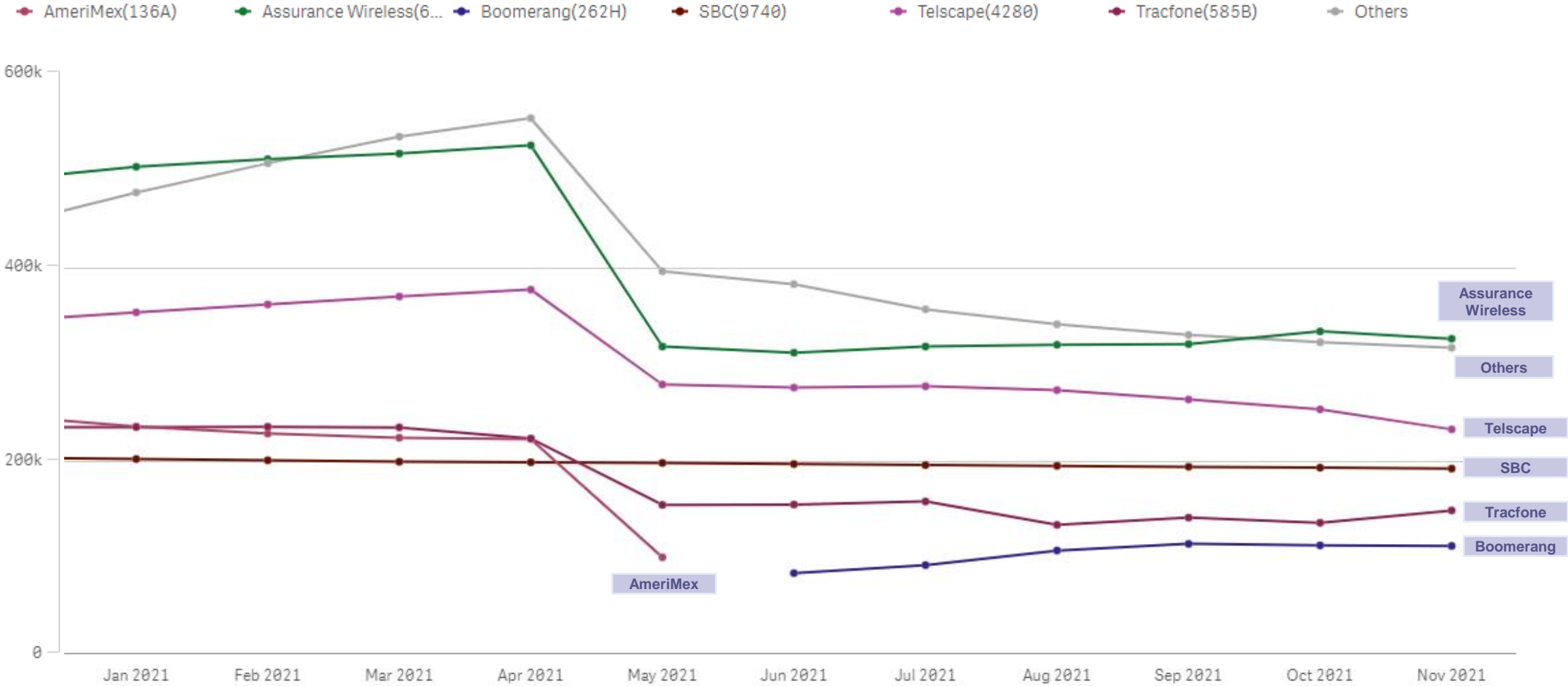
2.35 100.0%
% Compliance

Top 5 Denial Reasons: January 2021- November 2021

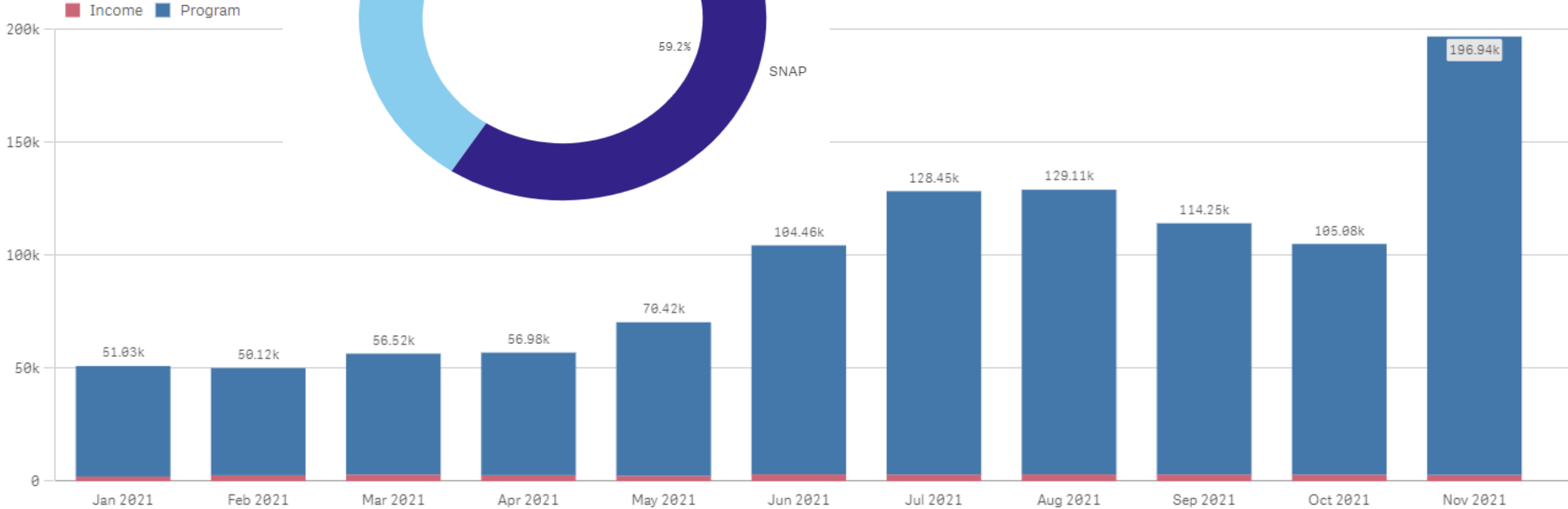
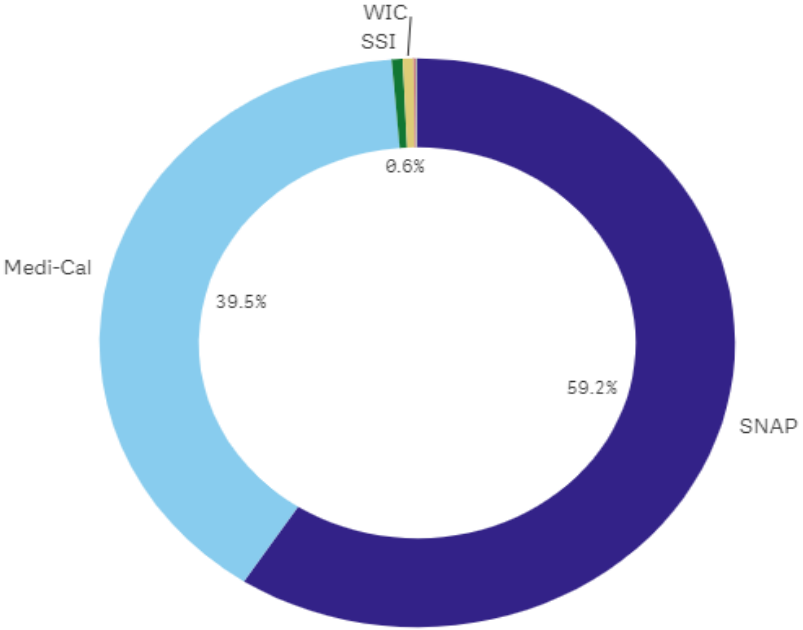


Denial Code	Type	Form	Description
5-12	Hard Denial	Application	An active phone number and service start date was not provided by the carrier within 30 days from receipt of status code 53
5-16	Hard Denial	Application	Applicant failed to return ID verification form and documentation (for IDV)
6-21	Correctible Denial	Application	We do not have evidence that the Application Form was returned to us.
6-22	Correctible Denial	Application	Documentation provided does not meet the eligibility guidelines.
8-9	Hard Denial	Application	We do not have evidence that the Application Form was returned to us.

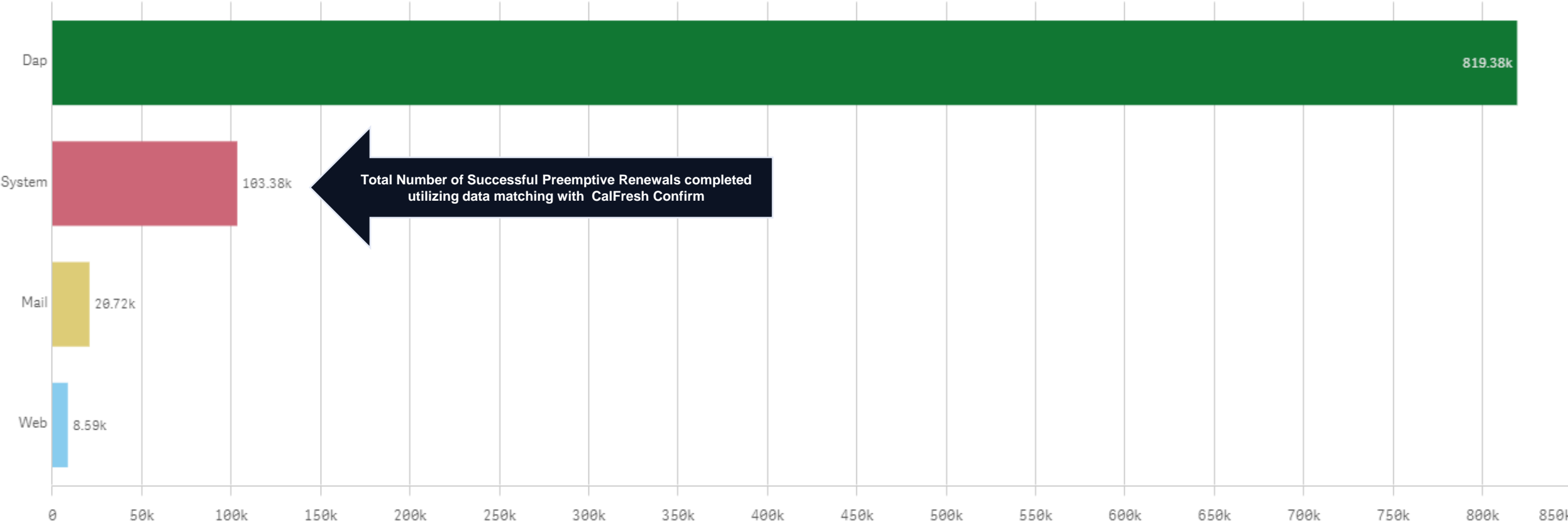
Subscriber Counts by Service Provider (Top 5)



Enrollment Eligibility Method

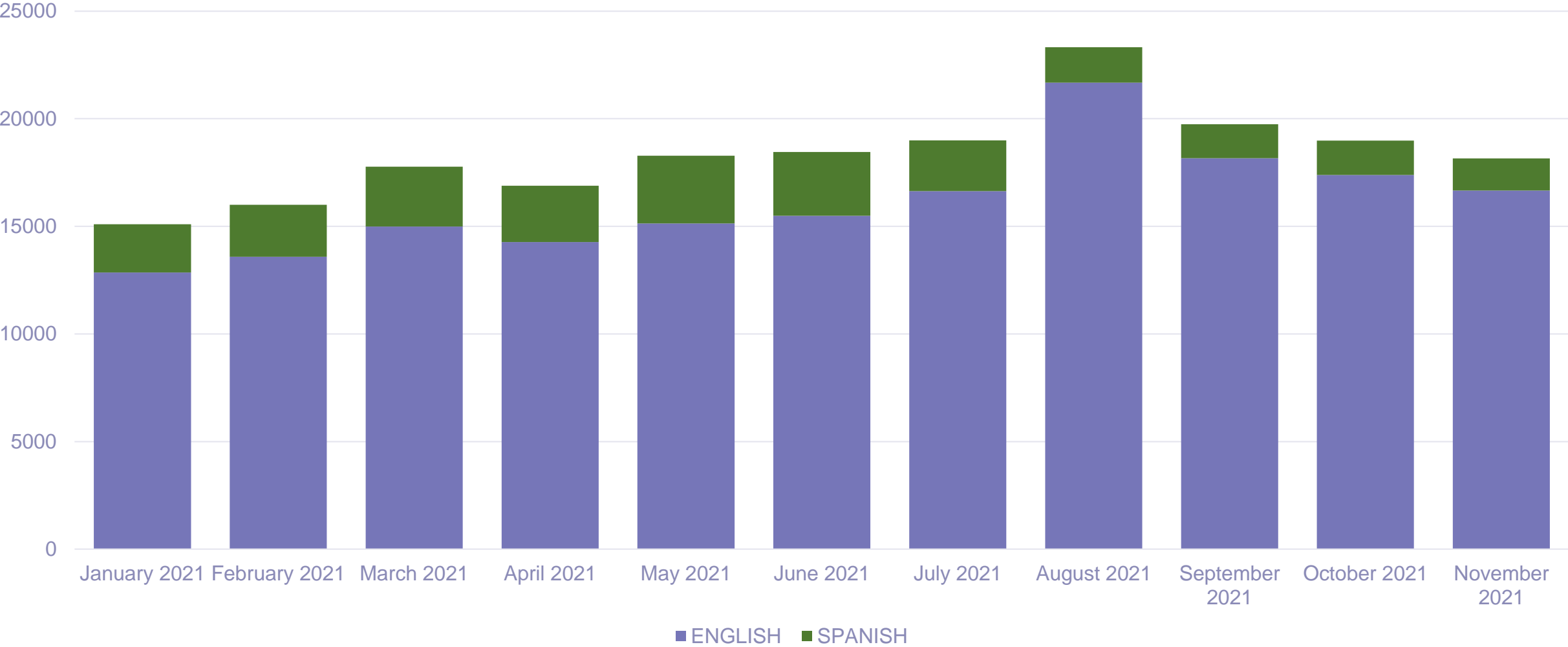


Enrollment Channel: January 2021- November 2021



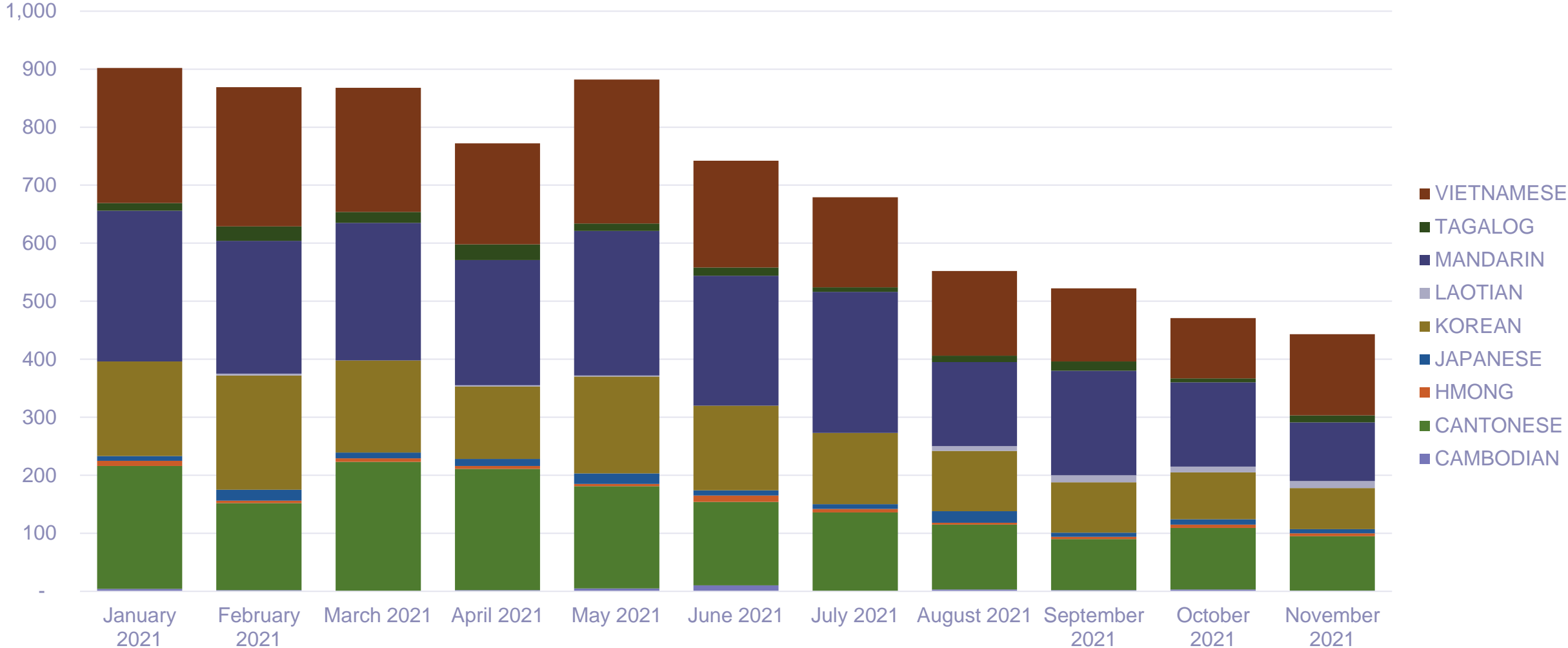
Call Volumes – English & Spanish

Monthly Calls Handled by Language – English & Spanish



Call Volumes – Other Languages

Monthly Calls Handled by Language – Other Languages



Call Reasons

