Illinois Lifeline Pilot Collaboration

June 6, 2012

Agenda

- Introductions
- History of the Lifeline Program
- New FCC Lifeline Pilot
- Digital Literacy Component
- Return on Investment
- Q & A
- Next Steps

Lifeline Link-Up
UNIVERSAL TELEPHONE ASSISTANCE PROGRAMS

History of Lifeline Program

Allen Cherry, Universal Telephone Access Corporation

Do you need Local Phone Service, but can't afford it?

You may be eligible for a credit each month to lower the cost of your local phone service.

The Lifeline program provides this benefit to eligible individuals and families.

You're eligible for Lifeline if you participate in any of the following programs:

- Medicaid
- Food Stamps
- Temporary Assistance to Needy Families (TANF)
- Low Income Home Energy Assistance (LIHEAP)
- Supplemental Security Income (SSI)
- Free National School Lunch Program
- Federal Public Housing

To determine your eligibility for Lifeline and to enroll in this program, call your local phone company.

For **AT&T** call: 1-888-256-5378

For **Frontier Communications** call: 1-800-683-9793

All others: Call your local telephone company

Lifeline
UNIVERSAL SERVICE
TELEPHONE PROGRAM

This program is supported by voluntary contributions. Contributions can be made through monthly donations of between 50 cents and $6 on local phone bills or by sending contributions to:
USAC, P.O. Box 1176
Springfield, IL 62705

Contributions are deductible on income taxes to the extent allowed by law.

A Message from the Universal Service Telephone Program
P.O. Box 1176, Springfield, Illinois 62705

New FCC Lifeline Pilot

Lacey Buss, Partnership for a Connected Illinois

The Pilot Opportunity

- Federal Communications Commission (FCC) launches competition to identify the best ways to increase broadband adoption among low-income Americans.
- Winners will receive funding for Lifeline pilot projects that test how best to increase adoption of high-speed Internet among low-income Americans, a group with strikingly low adoption levels.
- Data will enable the FCC to evaluate how best to structure the program in the future.
- Encourages partnerships, as the funding from FCC only goes toward the discounted service.
- $25 Million in total to be awarded to “a relatively small number of projects.”

Factors the Bureau will Consider in Choosing Pilot Projects

- Discount Plans
  - May include variations in the amount of the discount, the length the discount is applied, and whether the discount amount is applied to recurring or non-recurring charges.
  - Project may vary in other dimensions of the broadband service, including speed and usage limits.
- Customer Outreach
  - Effectiveness of customer outreach methods aimed at overcoming adoption hurdles.
- Digital Literacy
  - Preference given to projects that include partnerships with groups that already have existing adoption programs in place to provide digital literacy.
- Affordable Equipment
  - The extent to which pilot projects test whether access to equipment can influence adoption.

Roles

- ETC
  - Submit Application
  - Discount Plans
  - Billing/Reimbursement from FCC
  - Marketing/Outreach
  - Data Sharing
  - Leverage Funding
- PCI
  - Coordinate Collaboration
  - Assist with Application
  - Seed Funding for Digital Literacy & Affordable Equipment
  - Assistance with Research and Data Gathering
- Training Entity
  - Digital Literacy Training
  - Access to Affordable Equipment
  - Assistance with Marketing/Outreach
  - Data Sharing
- ICC and UTAC
  - Collaboration Support

Details

- Application deadline is July 2, 2012.
- Winners notified between September to December 2012.
- 12 months of subsidized broadband service either through bundles of voice and broadband services or as standalone broadband service.
- 3 months before and 3 months after for "back-end" work and data collection.
- Universal Service Administration Company (USAC) can do the data collection for no cost.
- FCC award will be used solely for program subsidy.
- ETC can choose the levels of subsidy provided and fees subsidized.
- Subscriber eligibility is expected to be similar to the current Lifeline Voice.
- ETC has flexibility in how to design their own pilot experiment.
- Requires a randomized control group.
  - Example: Zip Code A gets just discount; Zip Code B gets discount and training

Digital Literacy Component

Gina Baxter, Connected Living

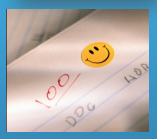
About Connected Living, Inc.

- Private company based in Boston, founded in 2007.
- Experts in getting low-income seniors connected.
- Innovative adoption programs in public sector housing: Atlanta, Boston, DC, Greensboro, and Chicago.
- Currently in over 150 communities in 18 states.
- Awardee of $7.2 Million from the National Telecommunications Information Association (NTIA) to bring program to underserved populations through Broadband Technology Opportunities Program (BTOP).

Connected Living
people + technology + fun

Help the tech-timid use a computer and adopt broadband as a necessary life skill—Program participants will learn how to use entertainment, education, wellness, social media, government resource websites

Access to simple, easy to learn, safe, secure Computer Training & Socialization website, Connected Living Network



Simple curriculum designed to help the new computer learner master beginner and intermediate skills

Trained and Experienced Trainers provide group instruction and 1:1 coaching

Use of existing Computer Lab with Internet Connection

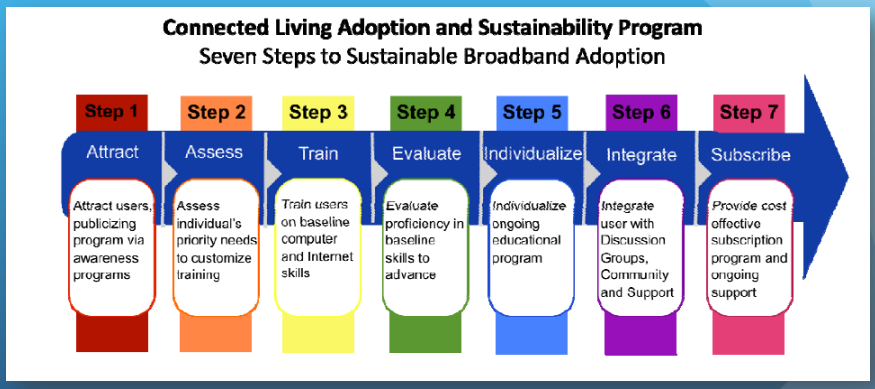
Sustainable programs through Volunteer Trainers to teach ongoing classes if desired

Potential of Laptops and Refurbished computers to Program Graduates

Assistance for home-based broadband sign up

Ongoing Evaluation and Reporting (Strong partnership with Northern Illinois University)

Internet Awareness + Computer Training = Broadband Adoption



The "Secret Sauce" Connected Living Network

Connected Living as a Partner for FCC Broadband Adoption Lifeline Pilot Program

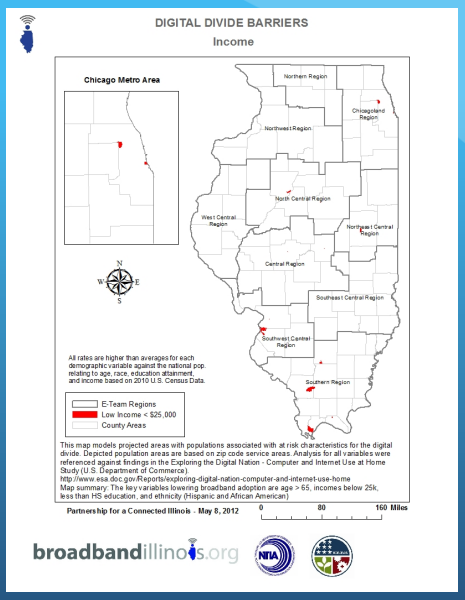
- **Experienced in delivering Computer Training Programs** to unique low-income, unserved and underserved population
- **Knowledgeable in various training methodologies and tools needed to teach** unserved and underserved senior and/or disabled demographic population
- **Demonstrated success in achieving** established training and **adoption goals**
- **Strong reputation with** Federal, State and Corporate **Partners**
- **Strong ties with communities** we serve
- Committed to the notion that **"Doing well by doing good" brings ongoing success to all involved**

ETC Return on Investment

What is the benefit for participation?

Benefits to ETC

- Potential exposure as a best practice.
- Broadened customer base/potential for more customers.
- Get a head start on the use of subsidy funds before the 2014 nationwide rollout.
- Involvement in a pilot project with the FCC.
- Being involved in an adoption and usage marketing opportunity.
- Opportunity to give back and work with an underserved population.



If you are an interested ETC or have additional questions, please contact:

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