



FILED

05/20/22

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

09:11 AM

R2002008

Order Instituting Rulemaking to
Update the California Universal
Telephone Service (California
LifeLine) Program.

Rulemaking 20-02-008

**ADMINISTRATIVE LAW JUDGE'S RULING
REQUESTING PROGRAM ASSESSMENT COMMENTS**

This ruling requests comments on the California LifeLine Program Assessment by June 17, 2022 and replies by July 1, 2022.

In 2019, a Legislative Analyst's Office report called for the California Public Utilities Commission (Commission) to conduct an external evaluation of California LifeLine. The Commission contracted with California State University Sacramento to conduct the external evaluation. The California LifeLine Program Assessment is attached to this ruling as Attachment A.

Parties are invited to comment on the following questions about how to implement recommendations from the Program Assessment.

1. How could the Program incentivize or encourage internet service providers to offer California LifeLine service plans that include home broadband bundled with voice service (e.g. Voice over Internet Protocol service)?
2. Should California LifeLine provide reimbursement for quality communications devices for accessibility or other purposes? If so, what quality standards should the Program establish for devices? Is reimbursement for devices consistent with the Moore Act?
3. What metrics for success would you recommend for the Program? Please include specific metrics relating to eligible

- subpopulations (*e.g.* region, language, ethnicity/race, disabled participants, tribal participants).
4. Should the Commission contract with a vendor and/or subcontract with community based organizations (CBOs) to develop and implement a marketing, education, and outreach plan for the Program? If so, what should the scope of work include (*e.g.* customer experience and service quality surveys)?
 5. Which underserved or hard-to-reach populations require targeted outreach by a vendor and/or CBOs?
 6. What standards and processes should the Commission establish to hold service providers accountable for their marketing and outreach practices, including "street team" practices? To increase transparency and market competition, what information should service providers' "street teams" be required to include in their marketing and outreach?
 7. How can the Commission encourage more service providers to offer California LifeLine service in tribal lands? How can we increase Program subscribership in tribal lands?
 8. Understanding that the questions above each address a work stream that will require planning, budgeting, and implementation over several years, please comment on which of the work streams should be highest priority.

IT IS SO RULED.

Dated May 20, 2022, at San Francisco, California.

/s/ STEPHANIE WANG

Stephanie Wang
Administrative Law Judge

Attachment A