

## II. CONSUMER AFFAIRS RESOLUTIONS

### *CA-1 Resolution On Furthering Lifeline Participation Through Outreach*

**WHEREAS**, On July 26, 2005, during the National Association of Regulatory Utility Commissioners' (NARUC) Summer meetings, the Federal Communications Commission (FCC) and NARUC Commissioners launched "Lifeline Across America," a nationwide initiative to provide relevant stakeholders with additional outreach resources on Lifeline and Link-Up, educate consumers, and ultimately increase participation in these programs; *and*

**WHEREAS**, The joint federal/state Lifeline and Link-Up Working Group has completed its first year, and at the 2006 NARUC Summer meetings, presented its findings to the Committees on Telecommunications and Consumer Affairs, released the results of its work to date regarding the state of outreach and possible next steps to improve outreach, and established a Web site, [www.lifeline.gov](http://www.lifeline.gov); which aggregates important information on Lifeline and Link-Up and will serve as a means to distribute additional outreach materials; *and*

**WHEREAS**, There is further work to be done by all eligible telecommunications carriers (ETCs) as well as State and federal governments; *and*

**WHEREAS**, A key finding of the Working Group is that public/private partnerships involving ETCs, State public utility commissions, consumer advocates, and other community organizations have been successful at improving outreach on and enrollment in Lifeline and Link-Up; *now therefore be it*

**RESOLVED**, That the National Association of Regulatory Utility Commissioners, convened in its November 2006 Annual Convention in Miami, Florida, encourages all ETCs to:

- include information about Lifeline and Link-Up on all disconnection notices and payment plan confirmation letters;
- regularly train customer service staff so they have and distribute accurate information and are ready and able to educate potentially eligible callers and customers about the Lifeline and Link-Up programs and to help eligible consumers apply for discounts;
- add (or otherwise improve accessibility to and content of) Lifeline/Link-Up information on their Web site to make it easier for more consumers and other interested entities (*e.g.*, social workers, local government officials and charities) to find Lifeline/Link-Up information; *and be it further*

**RESOLVED**, That ETCs are encouraged regularly to update the information on USAC's [www.lifelinesupport.org](http://www.lifelinesupport.org) Web site on their Lifeline and Link-Up discounts and how to apply; and all other relevant public and private associations *and be it further*

**RESOLVED,** That State commissions, utility boards and consumer advocates collaborate with and encourage ETCs and community-based organizations to:

- adhere to the above;
- support the establishment of public/private partnerships of State commissions, utility boards, social service agencies, other community-based organizations and other relevant associations whose members have direct contact with eligible consumers to focus on educating all relevant stakeholders, particularly consumers, on the Lifeline and Link-Up programs, facilitate the distribution of accurate information to all potentially eligible consumers, and facilitate the enrollment process for eligible consumers;
- add (or otherwise improve accessibility to and content of) Lifeline/Link-Up information on their Web sites and/or on Web sites of other State or local government offices likely to interact with eligible consumers;
- review consumer service staff's Lifeline/Link-Up telephone scripts to ensure they are current;
- collaborate with the FCC on a National Lifeline Awareness Week; *and*
- encourage non-telecommunications utility companies to consider including a Lifeline/Link-Up bill insert in one or more monthly billing statements each year; *and be it further*

**RESOLVED,** That NARUC supports the recommendations of the joint federal/state Lifeline and Link-Up Working Group; *and be it further*

**RESOLVED,** That NARUC directs its General Counsel to file or take any appropriate actions to further the intent of this resolution.

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*Sponsored by the Committees on Consumer Affairs and Telecommunications  
Recommended by the NARUC Board of Directors November 14, 2006  
Adopted by the Committee of the Whole November 15, 2006*