



N A R U C

National Association of Regulatory Utility Commissioners

August 11, 2015

Dear Colleagues,

We are about a month away from the annual Lifeline Awareness Week—September 14-20! We hope that your State is getting ready. Since 2009, NARUC and its colleagues at the Federal Communications Commission and the National Association of State Utility Consumer Advocates have recognized the first week after Labor Day as Lifeline Awareness Week. Our efforts are helping eligible consumers participate in this vital program.

As you may know, NARUC has been active this year in Lifeline issues. Our Summer Committee Meetings featured a debate on Lifeline between FCC Commissioners Mignon Clyburn and Michael O’Rielly. Also, the NARUC Board passed a resolution on ETC designation for Lifeline Broadband Service. In June, Florida Commissioner Ronald Brisé testified before Congress on Lifeline accountability and financing.

As you well know, Lifeline affects millions of lives. By States across the country working together, along with the FCC and NASUCA, we can continue to raise consumer awareness of the program. Lifeline is an important program that helps qualifying low-income consumers connect to the nation’s communication networks to access emergency services and community resources. Having telephone service is a vital link to find jobs, access health care services and to call for help in an emergency. Lifeline Awareness Week can also help remind participants and service providers about eligibility and other rules, including the annual recertification requirement, to make this program as efficient and effective as possible.

Thanks to the support of the Committee on Consumer Affairs, participation during Sept. 14-20 is easy. The Staff Subcommittee on Consumer Affairs has updated the Lifeline Awareness Outreach Toolkit, available on the NARUC Lifeline web page at <http://www.naruc.org/lifeline/default.cfm>. The Toolkit has messaging tips, sample press releases, social media advice, and much more to help you plan your outreach events and has been distributed to both the Staff Subcommittee on Consumer Affairs as well as the Staff Subcommittee on Telecommunications. The NARUC Lifeline web page also has important links to sample State outreach materials; FCC information, including flyers and PSAs; and stats and information from the Universal Service Administrative Company that may be useful to you.

Many thanks to the Staff Subcommittee for continuing their hard work and leadership on the FCC/NARUC/NASUCA Lifeline Across America Task Force.

We are hoping to have even more States participate in Lifeline Awareness Week this year. Please let NARUC know how your State is planning to participate. Send information on your activities to Brian O’Hara and Regina L. Davis, of the NARUC staff. They can be reached at bohara@naruc.org and rdavis@naruc.org, respectively.

Thank you in advance for your service. We look forward to hearing from you soon.

Sincerely,
Lisa Edgar
NARUC President and Florida Commissioner

Brandon Presley
Committee on Consumer Affairs Chair and Commissioner, Mississippi Public Service Commission