



N A R U C
National Association of Regulatory Utility Commissioners

August 22, 2024

Chairs of Each State Commission In NARUC

RE: Your Commission's participation in National Digital Connectivity and Lifeline Awareness Week— up September 8-14!

Dear Colleagues:

We are under month away from the annual Lifeline Awareness Week (LAW) —September 11-14! We hope that your state is getting ready. Since 2009, NARUC and its colleagues at the Federal Communications Commission (FCC) and the National Association of State Utility Consumer Advocates (NASUCA) have recognized the first week in September after Labor Day as Lifeline Awareness Week.

Our efforts help eligible consumers participate in this vital program.

We are writing to urge you to participate in this week's events.

Since 2009 NARUC has joined the National Association of State Consumer Advocates in promoting Lifeline Awareness Week. Last year, NARUC passed a resolution, endorsed generally by NASUCA, rechristening the annual event as **National Digital Connectivity and Lifeline Awareness Week** to reflect changes to the program.

The federal Lifeline Program helps qualifying low-income consumers access affordable broadband and phone services. Eligible consumers can get up to \$9.25 off the cost of phone, Internet, or bundled services.

The Lifeline program benefits millions. The FCC, NASUCA, and NARUC members can effectively increase access by raising awareness of the program. Having phone and broadband service are absolute pre-requisites for educating students, working, finding a job, accessing health care, and calling for help in emergencies. Digital Connectivity and Lifeline Awareness Week reminds both participants and service providers about vital eligibility and recertification requirements in the Lifeline programs.

Thanks to the support of the Committee on Consumers and the Public Interest and the FCC, participation during September 11-14 is easy. A Digital Connectivity and Lifeline Awareness Outreach Toolkit, is attached and is available on NARUC's Lifeline resource page at <https://www.naruc.org/our-programs/national-telephone-discount-lifeline-awareness-week/>. The Toolkit has messaging tips, sample press releases, social media advice, and infographic, outreach video, and much more to help you plan your

outreach events and has been distributed to both the Staff Subcommittee on Consumers and the Public Interest, as well as the Staff Subcommittee on Telecommunications. The Toolkit also includes sample state outreach materials; FCC information, including flyers and PSAs; and stats and information from the administrators of both programs, the Universal Service Administrative Company, that may be useful to you.

We are hoping to have even more states participate in the National Digital Connectivity and Lifeline Awareness Week this year. Please let NARUC know how your state is planning to participate. Send information on your activities to Brad Ramsay and Regina L. Davis at jramsay@naruc.org and rdavis@naruc.org, respectively.

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

Sincerely,

Julie Fedorchak
National Association of Regulatory Utility Commissioners