



N A R U C
National Association of Regulatory Utility Commissioners

August 20, 2018

RE: Your Commission's Participation in *Lifeline Awareness Week*—September 10-14!

Dear Colleagues:

We are only a few weeks away from *Lifeline Awareness Week*—September 10-14—and we hope your State will participate. Since 2009, NARUC and its colleagues at the Federal Communications Commission (FCC) and National Association of State Utility Consumer Advocates (NASUCA) have recognized the first week after Labor Day as *Lifeline Awareness Week*. Our collective efforts are making a difference to help eligible consumers participate in this vital program.

At this year's Summer Policy Summit, NARUC passed a *Resolution to Implement a Properly Functioning and Consumer-Friendly Federal Lifeline National Eligibility Verifier As Soon As Possible*, which urges the FCC to order USAC to incorporate application programming interfaces into its National Verifier implementation to permit carriers to help Lifeline recipients with the enrollment process.

Lifeline positively benefits millions of Americans. It is an important program that provides qualifying low-income consumers access to voice and/or broadband services. Voice and/or broadband service is a vital link to crucial emergency health care, government services, and employment. Your Commission's participation in Lifeline Awareness Week can also increase the efficiency of the program by reminding both participants and service providers about program proscriptions and service quality requirements. By joining our FCC and NASUCA colleagues, NARUC member Commissions across the country can promote more efficient program operation while continuing to alert qualified consumers of program benefits.

Thanks to the Committee on Consumers and the Public Interest, participation is easy. The Staff Subcommittee on Consumers and the Public Interest updated the *Lifeline Awareness Outreach Toolkit*, available on NARUC's Lifeline resource page at <http://bit.ly/NARUCLifeline>. The *Toolkit* has messaging tips, sample press releases, social media advice, and much more to help you plan your outreach events. It has already been distributed to the Staff Subcommittees on Consumers and the Public Interest and Telecommunications and to members of the communications listserv. The resource page also has important links to outreach materials; FCC information, including flyers and PSAs; and statistics and information from USAC that may be useful to you.

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

This year, we hope to have even more States participate in *Lifeline Awareness Week*. Please let us know how your State is planning to participate. Send information on your activities to Kenneth Mallory, at kmallory@naruc.org, or Regina L. Davis, at rdavis@naruc.org.

Thank you in advance for continuing to serve the public interest. We look forward to hearing from you soon!

Sincerely,

John W. Betkoski III
NARUC President
Vice-Chairman, Connecticut Public Utilities Regulatory Authority