

AT&T Wire Center Trials: Data Collection and Reporting for 4th Quarter, 2014

April 3, 2015

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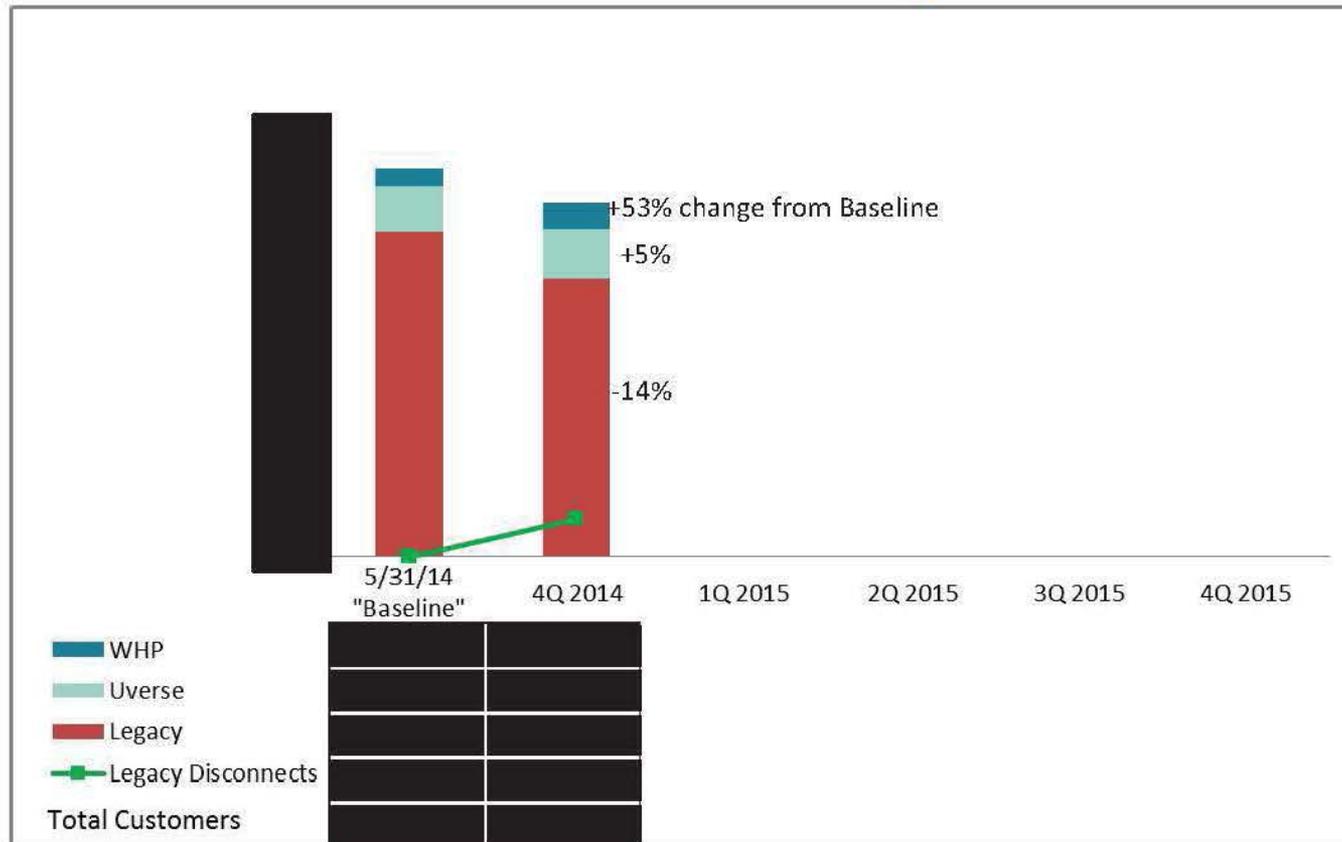


Transition Progress Report

Description: Consumer and business customer activity transitioning from legacy TDM to IP service offerings within the trial wire centers



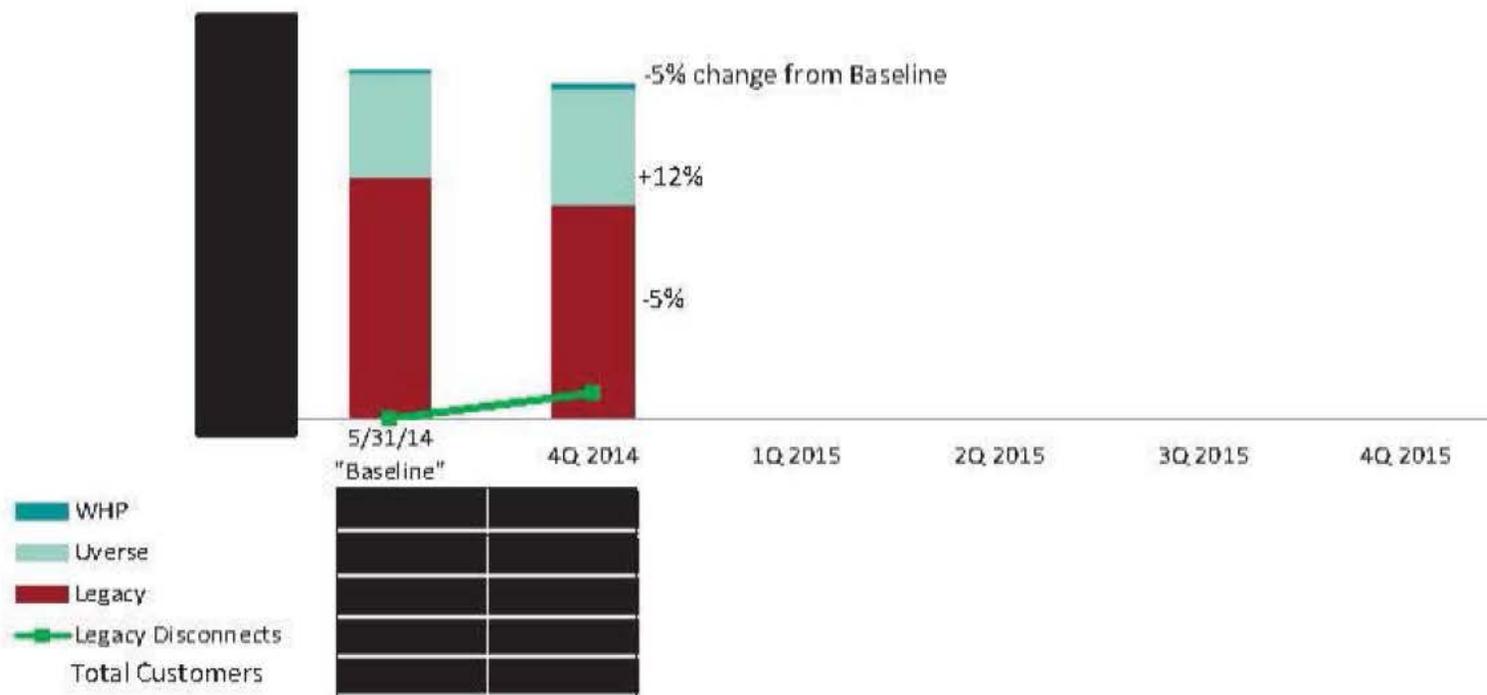
Consumer Service Transition Report – Carbon Hill, AL



Legend

WHP	Wireless Home Phone and Wireless Home Phone with Internet - This is the number of new consumer WHP accounts and former legacy customers who have migrated to WHP.
Uverse	Uverse Voice and Internet or Uverse Voice, Internet and Video - This is the number of new consumer Uverse accounts and former legacy customers who have migrated their TDM service(s) to Uverse.
Legacy	TDM POTS and DSL - This is the number of legacy customer service accounts and includes both baseline (<i>i.e.</i> , pre-existing) accounts and well as any newly established accounts.
Legacy Disconnects	TDM POTS and DSL baseline disconnects - This is the number of customer legacy accounts that disconnected service and did not select one of AT&T's IP replacement services.

Consumer Service Transition Report – Kings Point, FL



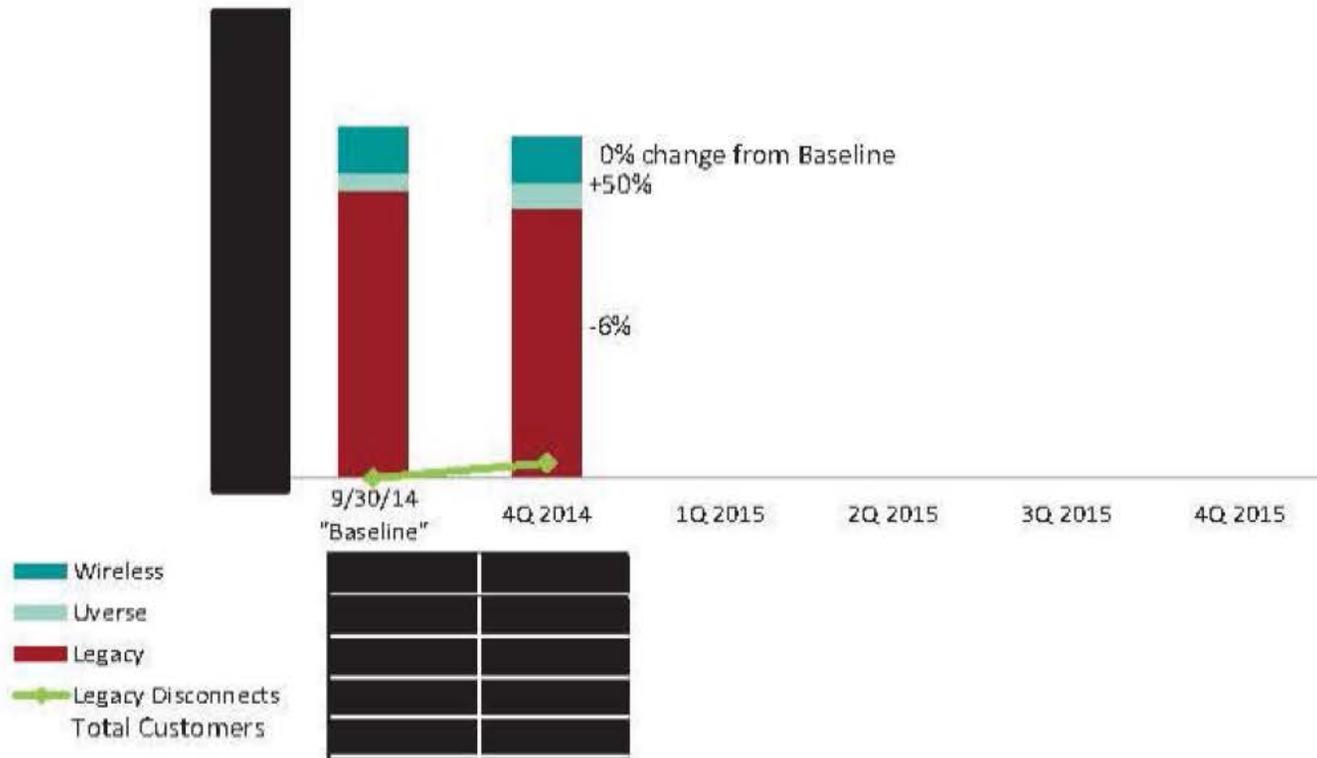
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Simple Business Service Transition Report

Carbon Hill, AL (business accounts with less than 7 lines)

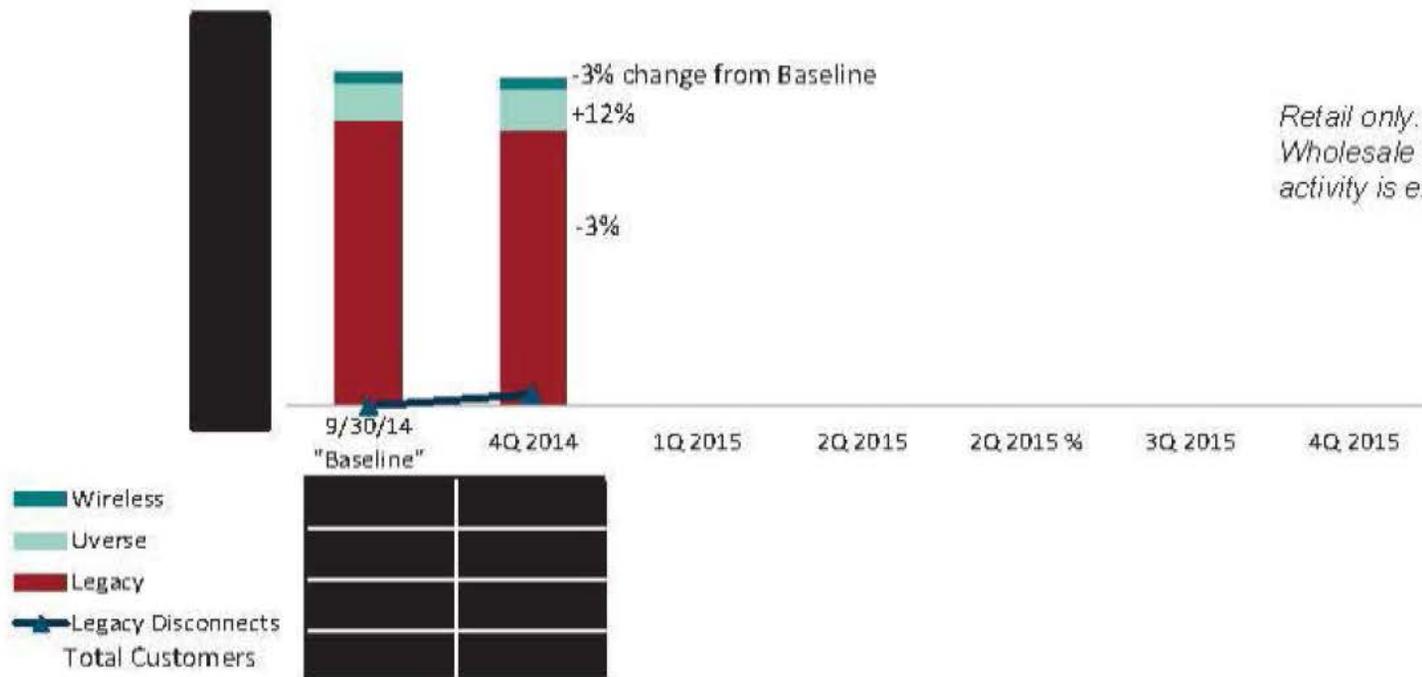


WHP	Wireless Home Phone and Wireless Home Phone with Internet - This is the number of new business accounts and former legacy customers who have migrated to WHP.
U-verse	U-verse Voice - This is the number of new business U-verse accounts and former legacy customers who have migrated their TDM service(s) to U-verse.
Simple Legacy	TDM POTS (<7 lines) and DSL - This is the number of customer Legacy accounts and include both new and "Baseline"
Legacy Disconnects	TDM POTS and DSL baseline disconnects - This is the number of customer legacy accounts that disconnected service and did not select one of AT&T's IP replacement services.



Simple Business Service Transition Report

Kings Point, FL (business accounts with less than 7 lines)



Retail only.
 Wholesale customer activity is excluded.

Legend

WHP	Wireless Home Phone and Wireless Home Phone with Internet - This is the number of new business accounts and former legacy customers who have migrated to WHP.
U-verse	U-verse Voice - This is the number of new business U-verse accounts and former legacy customers who have migrated their TDM service(s) to U-verse.
Simple Legacy	TDM POTS (<7 lines) and DSL - This is the number of customer Legacy accounts and include both new and "Baseline"
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Customer Migration Plans and Issues

Description: A summary of trial-specific service migration plans and how customers are responding.



Consumer Account Migration Plans and Issues

Sales and Marketing Initiatives

- AT&T began its initial campaign to migrate eligible consumers to IP products in September 2014.
 - Offers and Product Information sent to trial customers.
 - Dedicated Sales team trained on catch products and special offers and incentives

As our migration numbers show, trial customers are responding positively to our offers and our products

- Response rates to our 2014 trial offers were well above our YTD Core response rates.
- The sales team conversion rate to our U-verse products in the two trial wire centers is in-line with our business-as usual DSL to IP Broadband migration efforts.
- As our Transition Reports show trial customers are migrating from TDM to U-verse services and WHP.
- Approximately a third of the customers who chose not to migrate to WHP at this time expressed concerns regarding 911 calls, compatibility with medical devices, alarms and fax machines. AT&T is working on product and service enhancements to address these concerns.



Consumer Account Migration Plans and Issues

IMS Tool:

- AT&T established a dedicated sales channel for wire center participants and an Information Management System (IMS) tool to record and track migration related issues and sales to IP products
- As of 4Q 2014 the dedicated center sales associates created approximately [REDACTED] tickets in the tool, many of which did not relate to the trial
- Data reported here includes [REDACTED] tickets that were trial related and fell within the reporting parameters
- AT&T is refining the IMS Tool to capture data more relevant to the IP transition

	Tickets
Compatibility: WHP compatibility related issues (medical devices, alarms, fax machines)	[REDACTED]
Billing Issues: Billing Issues related to adjustments, promotional rates and rate inquiries	[REDACTED]
Ordered IP Service	[REDACTED]
Service Outage or Slow Installation	[REDACTED]
Service Availability: [REDACTED] U-verse Voice issues related to availability, porting or product functionality; [REDACTED] related to WHP porting, product functionality, or availability	[REDACTED]
Total Records	[REDACTED]



Consumer Account Migration Plans and Issues

IVR Report:

- Except for repairs calls, trial participants who call into AT&T's customer care number are automatically directed to a dedicated trial call center. Repair calls are routed to a repair center
- A weekly IVR report is used to track the number of calls coming into the dedicated trial center related to either IP (e.g., U-verse) or legacy services and the general reason for each call
- Data from this report can also be used to get a general picture of the types of calls the dedicated center is handling

Total Call Volume

4Q 2014	U-verse	Legacy
Total Calls Route thru IVR		
Percent Split	46.7%	53.3%
Billing: Includes all billing inquires	45.2%	32.0%
Payment : Includes bill pay, payment inquiries, confirm payment, set-up auto payment	14.2%	12.8%
Acquire Service: Includes U-verse, Internet, other	7.0%	15.1%
Lifeline	0.4%	0.6%
Cancel Service*	0.7%	0.6%

Calls from New IP and Migrated Customers

4Q 2014	U-verse
Billing: Includes all billing inquires	
Payment : Includes bill pay, payment inquiries, confirm payment, set-up auto payment	
Acquire Service: Includes U-verse Internet, other	
Lifeline	
Cancel Service*	

* Remaining call types include restore service, check order/order status, request agent, change/move requests, collections and repair



Consumer Account Migration Plans and Issues

Office of the President

In 4Q 2014, the Office of the President tracked [REDACTED] issues from customers in the two trial wire centers.

Category	Calls
Non-Trial Related TDM billing issues and line porting issues	[REDACTED]
Billing Issues U-verse Billing Related, including disputes on TDM final bill/U-verse new bill, promotional pricing expirations, and misquoted rates.	[REDACTED]
Product Functionality WHP issues, one which resulted in an informal FCC complaint (case # 14-C00628719; see note below)	[REDACTED]
Public Safety: Temporary U-verse Service Outage	[REDACTED]
Total Complaints reviewed	

Lessons Learned to Date

- Case #14-C00628719: Customer ported back to POTS from WHP because WHP Caller ID provides just the telephone number where Caller ID on their POTS phone provided telephone number and caller name. Outcome: Issue resolved by porting the customer back to POTS, courtesy credit issued.
- Embedded base is predominantly TDM; most of the calls to the dedicated center, the IVR, and Office of the President involved legacy services
- Customers are responding to our promotional offers
- Customer issues are consistent with non-trial markets
- Top calling reasons: billing; expired promotions
- Less than 1% asked to port their phone number back to a legacy TDM service



Small Business Account Migration Plans and Issues

Small Business Activity Summary

Campaigns:

Activity	Date	Customers	Results
Customer Letters	March, 2014 November, 2014	All	NA
U-verse Marketing Campaign • Outbound • Direct Mail	Sep., 2014	█ Customers Targeted █ Outbound calls attempted	█ New Migrations █ Already Migrated
U-verse Marketing – Holiday Mailer	Dec., 2014	█ Customers Targeted	Results Pending
U-verse Product Surveys	Nov. – Dec., 2014	█ Customers Targeted	█ Completed Surveys
Ongoing Inbound Activity Tracking	Sep. – Ongoing	Entire base of Small Business Customers within Delray Beach, FL and Carbon Hill, AL	█ Additional Migrations

AT&T has begun initial campaigns to small business customers that are eligible to receive current IP products. During our initial campaign, █ customers, or █% of targeted customer base moved or had already moved to IP. In addition, there were █ additional customers moved to IP via our inbound sales efforts.

Generally, customers were receptive to IP service when contacted. We have a very high conversion rate when customers take the time to discuss IP. Despite our mailings and outbound contact attempts, we have had difficulty reaching the decision maker for a significant portion of the base.

Sample Comments from Reps working with Customers:

- Customer was really excited to get U-verse and experienced no issues with switching.
- Customer was happy to be a part of the FCC trial. She said she had a rough time getting started with U-verse from the beginning but she'd like to try the VoIP lines.
- Customer was excited to make the switch and was pleased he could choose his installation date.
- Customer called about gate phones needing repair and was asked about converting but needs to check if his service will work with VoIP.
- The customer called to get a faster speed, but only DSL 1.5 Mbps is currently available at location and said he really wanted U-verse. The customer was disappointed and commented “the whole business community wants U-verse.”
- Customer did not want to switch and stated he did not want to migrate his services.



Small Business Account Migration Plans and Issues

Surveys:

To gain further insight into the customer experience, surveys are attempted on all completed Small Business VoIP sales. (U-verse Essentials) To date, we have had a total of █ VoIP customers participate in the survey which produced an average overall satisfaction rating of 9. (Rating: 1 Lowest/10 Highest)

AT&T will continue to pursue surveys of completed migrations.

Avg. Satisfaction Rating (1 Low – 10 High)	Score	Customer Feedback
Overall Satisfaction	9	All customers extremely happy with AT&T. Key benefit of the migration has been that they are saving money.
Communication	8.5	All customers have received outbound calls from AT&T. Not all customers were aware of the trial.
Easy to do Business With	10	Sign-up was easy with rep on the telephone
Service Performance	10	Voice service is performing as promised. Installer did not explain new voice mail for one customer. Modem needed replacement for another customer.
Billing		Two customers received charges for transfer of service – then needed to contact AT&T to receive credit for this charge.
• Clarity	10	
• Accuracy	10	
• Timeliness	10	
• Overall Sat.	9.5	
Installation		One customer reported that the installer did not show up on day of install. Customer TDM/DSL was out for ½ day on the day of installation. Upon investigation it was determined that the arrival window communicated to the customer was 9am to 12pm. When the installer arrived closer to 12pm the customer thought the tech had missed the appointment as the customer heard only the earliest arrive time of the appointment window.
• Scheduling	7.5	
• Time to install	10	
• Install Sat	6.5	

Lessons Learned from Surveys:

- Overall experience with AT&T and the migration has been very positive. (Average Rating: 9)
- Customers cite the reason they agreed to switch as “cost savings.”
- Sign-up was easy with rep on the telephone. Customers rated 10 for Easy to do Business.
- Installation experience identified opportunities for improvement with a rating of 8.
- Customers felt voice service is performing as promised and rated service as a 10.
- Overall satisfaction with Billing was rated 9.5 due to a transfer of service charge correction



Small Business Account Migration Plans and Issues

Inbound Call Activity:

CATEGORY	TDM*	IP*	TOTAL
SERVICE			
General Billing Inquiry			
Chose not to migrate			
Chose to migrate			
Chose to disconnect			
ACCESSIBILITY			
PUBLIC SAFETY			
REPAIR & INSTALLATION			
TOTAL			

* The service that the customer currently obtains

General Lessons Learned:

- Customers are generally receptive to migrating when contacted.
- Embedded base is predominantly TDM. As more IP products become available, more of the embedded base will transition and IP call volumes will increase over time providing additional learning opportunities.
- Small Business received 7 calls regarding existing VoIP service.
 - Customer A: Requested technical support. Was provided assistance via our technical group.
 - Customer B: General Billing Inquiry. Customer had problems with their auto-pay. Rep resolved issue.
 - Customer C: General Billing Inquiry. Customer has VOIP, checking bill payment.
 - Customer D: General Billing Inquiry. Customer has VOIP, checking auto-bill payment
 - Customer E: General Billing Inquiry. Customer has VOIP, redeeming gift card (promotion).
 - Customer F: Incompatible Equipment. Customer requested port back to TDM service.
 - Customer G: Internal call on behalf of customer – tracking status of placed order for VOIP.
- With low volumes of VoIP migrations, identifying IP opportunities and/or successes are minimal and difficult to trend at this time.
- There is a significant portion of the FCC targeted trial base (65%) that we have been unable to reach via phone and have not responded to our letters or direct mail attempts. We will continue to review opportunities on how to reach out to these customers.

Outbound Call Activity:

OUTBOUND RESULT	CUSTOMER CONTACT ATTEMPTS
Sold IP	
Customer Had Already Migrated via Inbound	
No Answer/Unable to Reach	
Declined	
Had Already Disconnected	
Customer not interested in discussing migrations/trial	
Other*	
TOTAL **	

* Includes ineligible equipment/service, Sales Rep Coaching, Misc. TDM Sales

** Total attempts to contact customers



Large Business Account Migration Plans and Issues

Proactive customer contact: All [REDACTED] large business customers in trial areas were contacted by their account team

Details of Reporting Components:

[REDACTED] Business Customers in Carbon Hill, AL Wire Center
[REDACTED] Business Customers in Delray Beach, FL Wire Center

[REDACTED] Business Customers in both Wire Centers
[REDACTED] Business Customers disconnected various services provided by AT&T

Feedback Themes:

Timing:

- Contract Expiration - some customers on long-term contracts (expiring 2017+) stated migration conversations are premature at this time
- 4Q Blackout Period – some customers designate network ‘quiet’ periods in 4Q; thus, these discussions were postponed until 1Q due

Product Conversations:

- Customers have varying exposure to AT&T’s IP solutions and expressed interest in better understanding of the replacement offers
- Customers inquired about full network solutions versus a change to a single site within their regional footprint
- Businesses seeking to understand low bandwidth (fax, alarms, elevators, etc.) alternatives to current TDM-based services.

Third Party Involvement – some customers employ other solution providers and aggregators which complicate the migration discussion.

Targeted Products: Most large business customers are focused on: IP Flexible Reach, AVPN, ANIRA, Network Suite, and ABN Express

Site Consolidation: Some customers commented that site consolidation is underway some remote locations may be disconnected in lieu of larger areas.



Network Performance

AT&T has retained its business-as-usual network performance reporting processes for purposes of the wire center trial. Thus, there are some modest differences among these metrics due to the location in the network at which a defect can be observed.

Regardless, it is still possible to reach conclusions about the significant and comparable performance of these networks.

Description of terms:

TDM Defects Per Million (DPM) (calculated: total blocked calls/total attempts x 1M):

For TDM, the DPM metric includes defects attributed to the regional (inter-office) and long distance network events, like equipment, engineering, transport, process or software. A defect is defined as a blocked or dropped call.

VoIP DPM (calculated: total defects/total attempts x 1M): For VoIP (both CVoIP and BVoIP), the DPM metric includes defects attributable to the local access network, transport and switching network, call set up and border control functions, including process and software related defects. A defect is defined as a blocked or dropped call.

Wireless Network Performance: Measurement of Accessibility and Retainability, which defines the customer's ability to make and retain a call on the wireless network. Accessibility = percent of attempted calls that are successfully established and allow voice communication to begin while Retainability = percent of voice calls that are successfully carried for the duration of the conversation. These measurements are taken for calls carried on the AT&T cell sites serving the trial wire centers.

FCC Reportable Outages: a report summarizing network outages that affected voice services in a trial wire center area that were reported to the FCC via NORS, pursuant to 47 CFR Part 4.



Defects Per Million for TDM

Location		2014 4Q	2015 1Q	2015 2Q	2015 3Q	2015 4Q
Trial	Carbon Hill, AL	■				
	West Delray Beach, FL	■				
Control	Ohatchee, AL	■				
	Boca Raton Sandal Foot, FL	■				

Success Rate for TDM

Location		2014 4Q	2015 1Q	2015 2Q	2015 3Q	2015 4Q
Trial	Carbon Hill, AL	■				
	West Delray Beach, FL	■				
Control	Ohatchee, AL	■				
	Boca Raton Sandal Foot, FL	■				



Defects Per Million for Consumer-VoIP

Location		2014	2015			
		4Q	1Q	2Q	3Q	4Q
Trial	Carbon Hill, AL	██████				
	West Delray Beach, FL	██████				
Control	Ohatchee, AL	██████				
	Boca Raton Sandal Foot, FL	██████				

Success Rate for Consumer-VoIP

Location		2014	2015			
		4Q	1Q	2Q	3Q	4Q
Trial	Carbon Hill, AL	██████				
	West Delray Beach, FL	██████				
Control	Ohatchee, AL	██████				
	Boca Raton Sandal Foot, FL	██████				

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Defects Per Million for Business-VoIP

Location		2014	2015			
		4Q	1Q	2Q	3Q	4Q
Trial	Carbon Hill, AL	██████				
	West Delray Beach, FL	██████				
Control	Ohatchee, AL	██████				
	Boca Raton Sandal Foot, FL	██████				

Success Rate for Business-VoIP

Location		2014	2015			
		4Q	1Q	2Q	3Q	4Q
Trial	Carbon Hill, AL	██████				
	West Delray Beach, FL	██████				
Control	Ohatchee, AL	██████				
	Boca Raton Sandal Foot, FL	██████				

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Wireless Accessibility

Location		2014	2015			
		4Q	1Q	2Q	3Q	4Q
Trial	Carbon Hill, AL - Trial					
	W. Delray Beach, FL - Trial					
Control	Ohatchee, AL - Control					
	Boca Raton Sandal Foot, FL - Control					

Wireless Retainability

Location		2014	2015			
		4Q	1Q	2Q	3Q	4Q
Trial	Carbon Hill, AL - Trial					
	W. Delray Beach, FL - Trial					
Control	Ohatchee, AL - Control					
	Boca Raton Sandal Foot, FL - Control					



FCC Reportable Outages

Location		2014 4Q	2015			
			1Q	2Q	3Q	4Q
Trial	Carbon Hill, AL	████				
	West Delray Beach, FL	████				
Control	Ohatchee, AL	████				
	Boca Raton Sandal Foot, FL	████				

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NORS Reports – Detail



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Access by Persons with Disabilities

Description: A summary of trial-specific customer issues. Reports will be based on customer perception, not actual AT&T performance. Customer issues will be sorted by trial location and customer segment (i.e., consumer and business). Data elements will include the number of issues by location, category and subcategory.



Disability Consumer Advocacy Outreach

AAPD Activity Report – Q3/Q4, 2014:

This first phase of AAPD's work in the trial sites was focused on identifying and connecting with community-based organizations (CBOs) to create a database of local contacts and help AAPD and AT&T gain an understanding of the disability community within each of the trial sites. AAPD introduced the concept of the transition and importance of IP-based technology to the CBOs and connected local advocates with local AT&T EA/PA resources.

Reporting Tools

- The Contact Log: Complete list of phone calls and emails to establish community-based relationships
- Appendix A: Summary of on-site meetings and feedback from CBOs
- Appendix B: Blog posts and other outreach communications relevant to the campaign

Activity Summary

- 40 phone and email communications to 29 CBOs in Alabama
- 130 phone and email communications to 37 CBOs in Florida
- 1 local meeting in W. Delray, FL; 17 reps from 9 CBOs
- 1 local meeting in Jasper, AL; 11 reps from 7 CBOs

Areas of Concern that Will Need to Be Addressed

- Compatibility with Assistive Technologies: CapTel phones, hearing aids and frequencies, medical monitoring devices and alarms.
- Other Issues: Providing training for the intellectual development community (an environment similar to their homes is recommended), Text-to-911 and location-based accuracy, educating customer care to about assistive technology issues, increased costs
- Local Issues: Ability to make contact with non-English speaking customers (FL), ability to make contact who may distrust outsiders



Community Outreach

Description: Trial States Overview of Events, Activities, Collateral from September – December 2014.



Summary of Trial Site Activities, September – December 2014

Between September 1 and December 31, events, education, outreach and engagement efforts have continued in Carbon Hill, Alabama and the West Delray Beach area of Florida. This includes meetings and activities with customers and the general public in both locations, and continued targeted outreach to, and engagement with, seniors and the disability communities in both areas.

The events and trainings with seniors were designed to share information about the trials and the products, services and devices that IP networks enable, to answer questions and allay concerns, and to provide interested seniors with hands-on tutorials on how to use the particular products, including smartphones and tablets, and applications, including those that help them to connect with friends and family and to help monitor health and well-being, that will become more readily available in these communities as a result of the trials. In each location, these tech tutorials were conducted in partnership with local organizations.

In addition to public and audience-specific community events, meetings were convened, and are in the process of being scheduled in both Carbon Hill and the West Delray Beach area with local and national seniors, disability and consumer groups. These meetings are designed to inform and engage these groups in trial education and outreach.



**West Delray Beach,
Florida**



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Summary of Events in West Delray Beach, Florida

4 total events and meetings from September - December:

- 3 senior tech training events held in partnership with the Delray Alliance. One training was convened at the South County Civic Center; the other two were convened with two of the area's largest homeowners associations (Floral Lakes and Kings Point, respectively). The goal of these events was to continue to conduct education and outreach to the West Delray area's predominantly senior population, and to offer residents an opportunity to ask questions, learn more about the trials, and become more familiar with smartphones, tablets and other devices.
- 1 meeting hosted by AT&T and the American Association of People with Disabilities for a number of other local disability organizations, to educate them about the trial, answer questions and address concerns, and discuss the potential of working together as the trial moves forward to assure that residents of the West Delray Beach area are aware of, and can benefit from, access to newer technologies and services.

Upcoming 2015 events include:

- Continued senior tech trainings to be conducted in partnership with West Delray Beach area organizations, including the High Point Homeowners Association, Pines of Delray North, Lakes of Delray and Villa Borghese.
- A public screening of the documentary "Cyber Seniors."
- Continued outreach to, and engagement of, local and national seniors, disability and consumer groups and organizations.
- Potential tech trainings with local disability organizations, based on their guidance.
- An HOA (Home Owners Association) Vendor Fair, to be conducted in partnership with AT&T Home Solutions.
- Outreach to West Delray Beach area public schools to promote awareness of parental control applications.



IP4WestDelrayBeach.att.com

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Meeting Consumer Demand for advanced Internet-based services



New Connections on the Horizon for West Delray Beach community
By Jon York, AT&T President – Florida, Puerto Rico & US-VI

As you may know, AT&T has announced the selection of the West Delray Beach area of Florida as one of two locations nationwide for a multi-year technology trial to be overseen by the Federal Communications Commission (FCC). This pilot program will shape AT&T's efforts to develop new products and processes in the West Delray Beach community — and nationally. The announcement is in response to a request by the FCC to companies to submit proposals to conduct trials where connections and services would be rolled out and offered to customers.

In greater numbers, and with greater frequency than ever before, consumers and businesses are choosing to use newer technologies and devices that enable more choices in how they connect: video, email, text and voice. These connections not only benefit consumers, but also communities and important community institutions, including schools, hospitals, police and fire stations, and businesses. Students can access education resources on the other side of the country or world, first responders can have the best real-time information going into emergency situations, and businesses can reach out to and expand in new markets on the other side of the state and other side of the globe.

This trial presents an important opportunity for Floridians to gain access to new technologies and products, while ensuring that the essential values of universal service, competition, public safety, reliability and consumer protection are preserved. Our goal is to get our customers the most powerful new technologies while maintaining the reliability they have come to expect from us.

[Read more about the National Technology Trial](#)



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Tweets by IP4WestDelrayBeach

Tweets 

 **Stephanie Smith** @IP4WestDelrayBeach 25 mins
Great to see QATT & NY @MTA offering \$00,000 for app to help improve & coordinate metro riders. Appquest bit.ly/1E1AbzG @gottechnews @appnet



Print & Online Ads

Ran in the following publications,
both print and online:

- *Nostalgic America*
- *Jewish Journal*
- *Boca Raton Tribune*

MOBILIZING
YOUR
WORLD™ 

*Committed to providing West Delray Beach
with modern, reliable, affordable connections.*

Customers in the West Delray Beach area, like customers across the nation, are increasingly using wireless and Internet-based technologies for their voice and Internet connections.

And we're investing to expand and enhance the AT&T network to seamlessly bring you what you want, wherever you are.

As part of this effort, AT&T has selected the West Delray Beach area as one of two locations nationwide for a technology trial program overseen by the Federal Communications Commission (FCC).

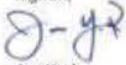
During the trial, we want to hear from you about your experiences with our Internet-based services like Wireless Home Phone, U-verse Voice, and U-verse High-Speed Internet.

Throughout the trial, AT&T is committed to working openly and transparently with our customers, local and state government, and the FCC to ensure the values of universal service, competition, public safety, reliability, and consumer protection continue to be met.

As the trial moves forward, we want to keep you informed and make sure your questions are answered. We have been holding meetings, town halls and other events throughout the West Delray Beach area, and will continue to do so in the weeks and months ahead.

You can find out more about the technology trial and upcoming events in your area by visiting IP4WestDelrayBeach.att.com, or by calling us at 855-920-0066 (English), 855-920-0072 (Spanish), or 866-992-9357 (Business).

Your participation is important because your voice and experience will help shape future efforts to roll out modern network technologies across America.

Signed,

Joe York
President AT&T Florida

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Community Meetings



Florida Senior Tech Outreach Meeting

October 9

South County Civic Center

- Tablet presentation and group training format:
 - Andrea Brands and Griffin Hagler, The Marketing Arm, led the presentation. Trainers supported the hands-on practice in small groups.
 - Joe York, AT&T FL State President, provided welcoming remarks and spoke about the IP trial.
- 63 attendees
- The event was coordinated in collaboration with the Alliance of Delray.

Many attendees recognized the quality of information given, along with the hands-on approach as the best aspects of the event. Additional comments include:

- *"Very informative. Explained all the things that you can do with this small and light iPad. Extremely educational and very well done."*
- *"It was very informative, I learned a great deal."*



Attendee survey results:

- 88% said this event made them more interested in new communications tools and mobile devices.
- 70% rated the event as a 5 (on a 1 to 5 scale) in regards to helpfulness of the event.



Sample of Local Media Coverage from the *Sun Sentinel* and *Palm Beach Post*

Palm Beach Post Building their tech skills

(10/30/14)

Joel Klausner and Carol Klausner learn how to use a tablet at a recent tech training session hosted by AT&T at the South County Civic Center in Delray Beach. The four-hour class gave participants step-by-step demonstrations on how to use their devices, including sharing photos and making video calls.

http://images.burrellesluce.com/image/7727FA/7727FA_4512

Sun Sentinel Seniors get Internet lesson

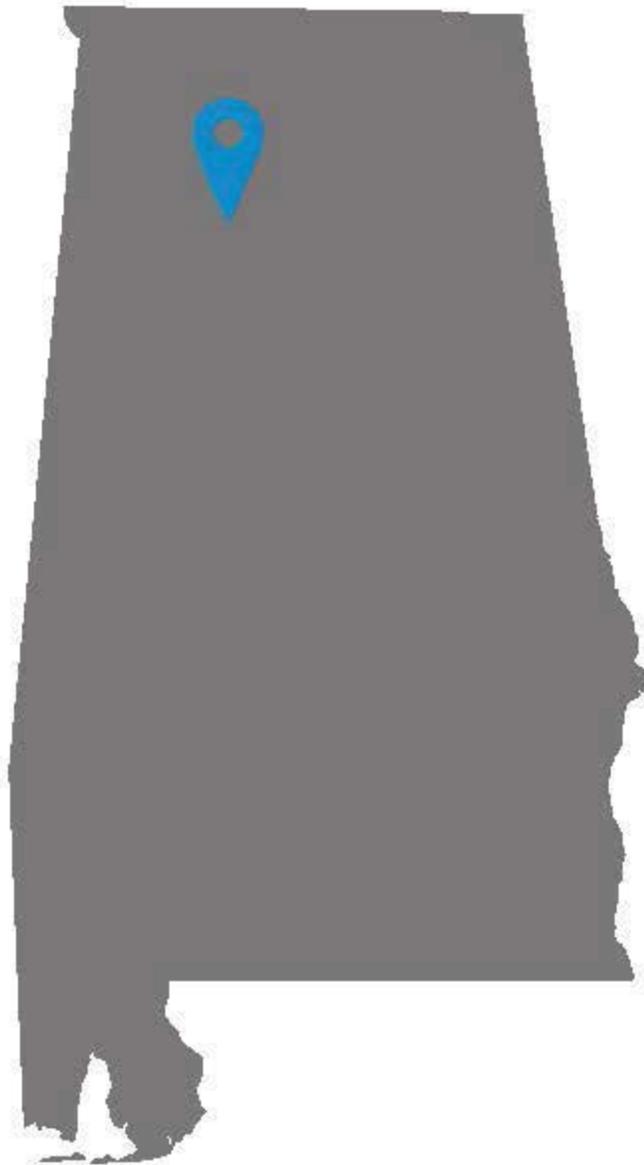
By Miriam Valverde, 10/14/14

More than 50 senior citizens spent hours hooked on tablets Oct. 9 in Delray Beach. The group attended a four-hour tech training hosted by AT&T at the South County Civic Center and got the chance to learn how to share photos, use maps and make video calls.

<http://www.sun-sentinel.com/business/careers/fl-att-tech-training-20141014-story.html>



Carbon Hill, Alabama



Summary of Events in Carbon Hill, Alabama

17 total events and meetings from September-December:

- 9 public events, including 8 bimonthly informational sessions held at the Carbon Hill Community Center, promoted in the Carbon Hill Corridor Messenger and the Daily Mountain Eagle both in print and online; and a booth at the annual Carbon Hill Fest in September.
- 8 meetings, including attendance at the American Legion's monthly meeting in September to provide an update on the status of the trial and answer questions; a meeting with the American Association of People with Disabilities and local disability organizations; a briefing with Call for Action and their volunteers at WBRC; and the first meeting of the Carbon Hill Advisory Council. Additionally, a senior tech training event was held with the local youth group FCCLA, to help students provide hands-on guidance and tutorials for local seniors on how to use technology, and the benefits it provides.

Upcoming 2015 events include:

- Continued, bimonthly information sessions to be held at the Carbon Hill Community Center.
- A legislative "roadshow" where AT&T representatives will meet with state and local elected officials to provide an update on the trials and answer any questions.
- Continued outreach to, and engagement of, local and national seniors, disability and consumer groups and organizations.
- Potential tech trainings with local disability organizations, based on their guidance.



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Meeting Consumer Demand for advanced Internet-based services

New Connections on the Horizon in Carbon Hill
By Fred McCallum, President — AT&T Alabama



Carbon Hill has been proposed by AT&T as one of two locations in the country where we will implement a new trial technology program overseen by the Federal Communications Commission (FCC). This will serve as the model for providing our customers with access to our ultra-fast, Internet-based network.

What we learn together in Carbon Hill will enable cities, small towns and rural communities across America to take advantage of this communications technology.

We are excited to work with our customers, to hear about their experiences and to understand what we can do to make their transition to the future of technology safe, easy, simple and seamless. We will be on the ground in Carbon Hill talking to customers about their communications needs, so that we can find solutions and put them in place — both here in Alabama and around the country.

I am excited that Carbon Hill has been selected for this trial. AT&T and our Alabama employees are proud to be a part of the fabric of our state. We live and work here; we send our children and grandchildren to the local schools; we cheer on the local sports teams; and we shop at the local stores. We know we provide more than just a service; we are connecting our friends, our neighbors and our communities to another. This trial will help ensure that AT&T can continue giving Carbon Hill, and all of Alabama, the efficient, reliable and affordable connections they want.

[Read more about the National Technology Trial.](#)



Please follow us on Twitter

Tweets by @IP4CarbonHill

Tweets [37 Follow](#)

Kim Allen (@IP4CarbonHill) 3 Dec
Future of tech: New sensor technology that provides round-the-clock monitoring [#today.com/business/local...](#)



Print & Online Ads

Ran in the following publications, both print and online:

- *Daily Mountain Eagle*
- *Carbon Hill Corridor Messenger*

MOBILIZING
YOUR
WORLD™ 

*An open invitation to
AT&T customers in
the Carbon Hill area*

Recently, AT&T proposed to the Federal Communications Commission that Carbon Hill be selected for a technology trial program.

As part of this program, we'll be hosting informational sessions to answer questions and help Carbon Hill residents learn more.

This trial, and your participation, will help us ensure that modern networks can deliver the strong, reliable connections you depend on to keep you safe, informed and connected to friends and family.

Join us!
Please come to one of these informational sessions.

October 14 & 28
4 pm - 6 pm

Carbon Hill Community Center
Corner of NW 2nd Ave. and NW 2nd St. Carbon Hill

Learn more and join the conversation at
IP4CarbonHill.att.com
Or call us toll free at (855) 920-0066
or for Business customers (866) 992-9357

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Tuesday, November 18
Tuesday, December 2
4 pm - 6 pm

Carbon Hill Community Center
Corner of NW 2nd Ave. and NW 2nd St. Carbon Hill

Learn more and join the conversation at
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Community Meetings



November 6 Senior Tech Training with FCCLA youth members (Family, Career and Community Leaders of America)

- This training event was led by AT&T EA/PA staffers, and held at Carbon Hill High School. Eight seniors were joined by the students, who led the training.
- In depth, one-on-one trainings were conducted, where each senior was able to work with a student on a tablet and get a specific tutorial on how to use the camera, access websites, use apps and use FaceTime.
- Each FCCLA student “trainer” spent time talking to seniors about their specific interests, so that they could tailor the training and teach the seniors about the technologies and features that matched those interests.



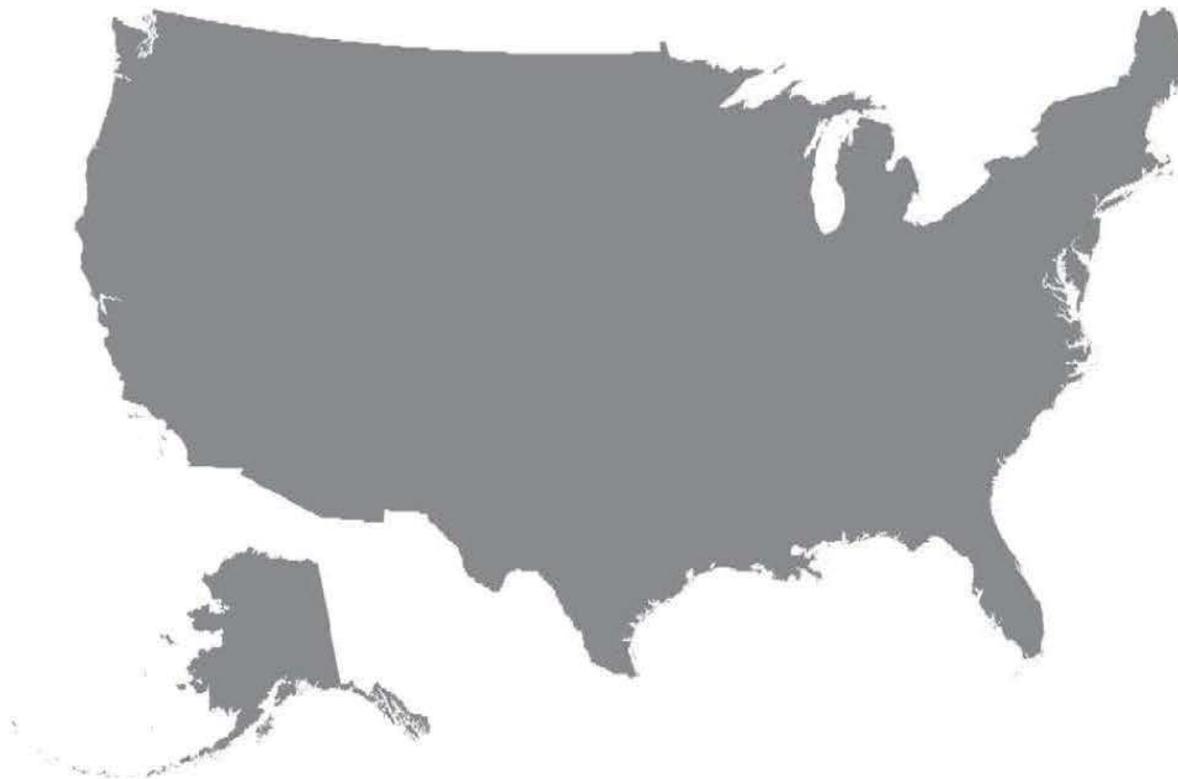
Sample of Local Media Coverage from the *Daily Mountain Eagle*

**Daily Mountain Eagle AT&T hosts technology training for seniors
8/1/2014**

Seniors from throughout the Carbon Hill area tried out new technologies last week as part of a program AT&T sponsored at the First Baptist Church.

Representatives from AT&T joined the “Young at Heart” seniors that meet every other month at the church to show how tablets work and explain some of the basic ways people can use tablets and smartphones to communicate with loved ones.





National



Sample of National Media Coverage

Channel Partners FCC Asked to Relieve Phone Companies From Legacy Regulations

10/6/14

The Federal Communications Commission should relieve incumbent local phone companies of outdated regulations that date back to an era of monopoly phone service and are an impediment to investments in high-speed broadband networks, according to a petition filed Monday with the agency.

<http://www.channelpartneronline.com/news/2014/10/fcc-asked-to-relieve-phone-companies-from-legacy.aspx>

Broadcasting & Cable Wheeler Wields Big Stick on Interconnection

By John Eggerton, 10/06/14

FCC Chairman Tom Wheeler appeared at home among competitive telecom carriers give his “competition, competition, competition” mantra.

<http://www.broadcastingcable.com/news/washington/wheeler-wields-big-stick-interconnection/134602>

FierceTelecom Granite, AT&T extend wholesale agreement through 2017

By Sean Buckley, 10/29/14

Granite Telecommunications has reached an agreement to extend its commercial agreement with AT&T (NYSE: T) through 2017, a move that will give it confidence to continue supplying its POTS voice and other data services to its business customers.

<http://www.reuters.com/article/2014/06/13/us-usa-fcc-idUSKBN0EO1OW20140613>

The Wall Street Journal FCC Aims to Modernize Phone-Service Rules

By Ryan Knutson, 10/29/14

Federal regulators are drafting rules to protect 911 services and maintain competition between Internet providers as the country undergoes a major overhaul of the technology at the core of the phone network.

<http://online.wsj.com/articles/fcc-aims-to-modernize-phone-service-rules-1414791067?mod=rss> Technology



Presence in the Trial Area Communities: Progress to Date and Ongoing

Goal:

- To create and maintain a continuous presence in the Carbon Hill and West Delray Beach communities through the entire trial process, so that our customers know that we are here and that they can come to us with questions, comments or issues that they may have – now or as we move forward.

SUMMARY OF 2014 ACTIVITY

Wave 1 (February – June):

- **General community events** in Carbon Hill and the West Delray Beach area to give our customers, community members and the general public an opportunity to ask questions and find out more information.

Wave 2 (June – September):

- Community events and outreach, focused on **seniors**, such as “tech trainings.” We teamed up with trusted local organizations to conduct education and outreach efforts for seniors.

Wave 3 (September – end of year):

- Events and meetings, focused on the **disability community**.

Employee communications:

- We are also developing and executing employee communications designed to help educate employees about the trial and answer any questions they may have, in order to prepare to work with customers who live and work in the trial locations.



Actions to Date: Outreach to Disability & Aging Communities

Disability

- AT&T continues to incorporate community feedback to identify, connect with and support customers with disabilities in each of the trial locations.
- AT&T has engaged the American Association of People with Disabilities (AAPD) to:
 - Provide leadership;
 - Identify customers with disabilities through the network of community and faith-based organizations (CBOs) within the proposed trial locations.
 - Identify disability leaders and organizations in both trial locations, and connect them with AT&T teams in each state.
- To date, AAPD has convened successful meetings in both Carbon Hill and the West Delray Beach area. These meetings included local disability organizations, and were designed to provide information about the trials, enable these organizations to ask questions about the trials, and raise any concerns they may have. These activities will continue in 2015.
- AAPD is providing AT&T with a 2014 report of outreach/education activity that will be used in AT&T's FCC filing and AAPD will provide quarterly reports in 2015.

Seniors/Aging

- Outreach, education and engagement of the aging community is a priority in both trial locations.
- To date, a number of meetings and events targeted at seniors have taken place in both locations. These include "tech trainings" where local senior citizens have been able to have hands-on experience learning about and using IP-powered products and devices.
- In addition, consumer-focused educational materials have been developed in collaboration with Consumer Action that will be distributed in both trial locations in partnership with community and faith-based organizations. This information will also be available at: www.newphonenetwork.com.
- Call for Action¹ is working with AT&T to educate its local volunteers in Birmingham about the IP trials so that they can respond to and redirect any inquiries they receive to AT&T.
- Consumer Action² will also participate in AT&T events regarding the trials and host their own public events as appropriate.

1. <http://callforaction.org/about/>

2. <http://www.consumer-action.org/about/>



“214” Customer Notifications

Description: A summary of Section 214 grandfather and sunset customer notifications by AT&T to TDM trial customers. The report will summarize by product the date of notification and the number of customers notified. The Customer Notification Report is a consolidated report of consumer, business and wholesale notifications.



214 Customer Notification Report

No discontinuance notices were sent in 4Q 2014, thus there is nothing to report.

