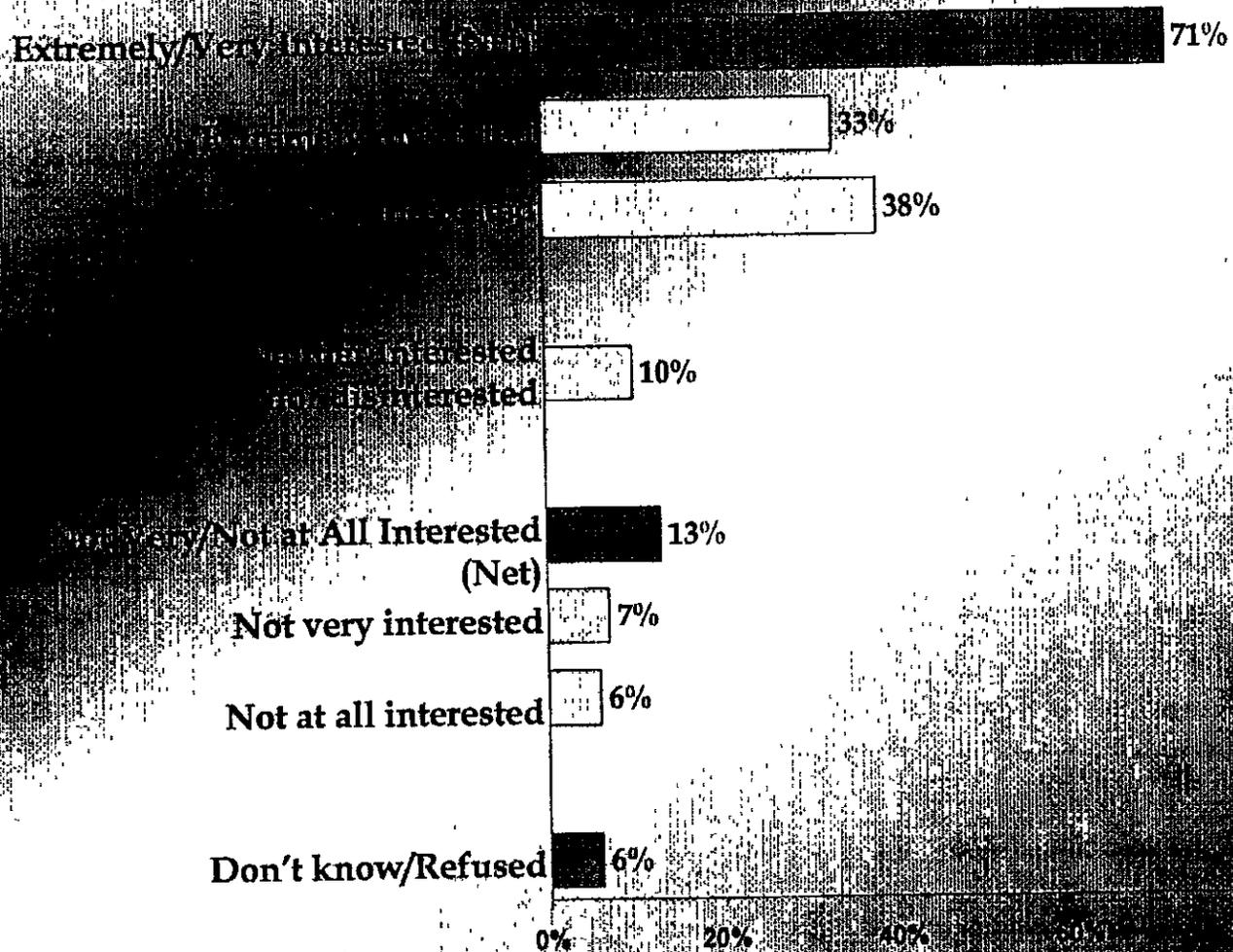


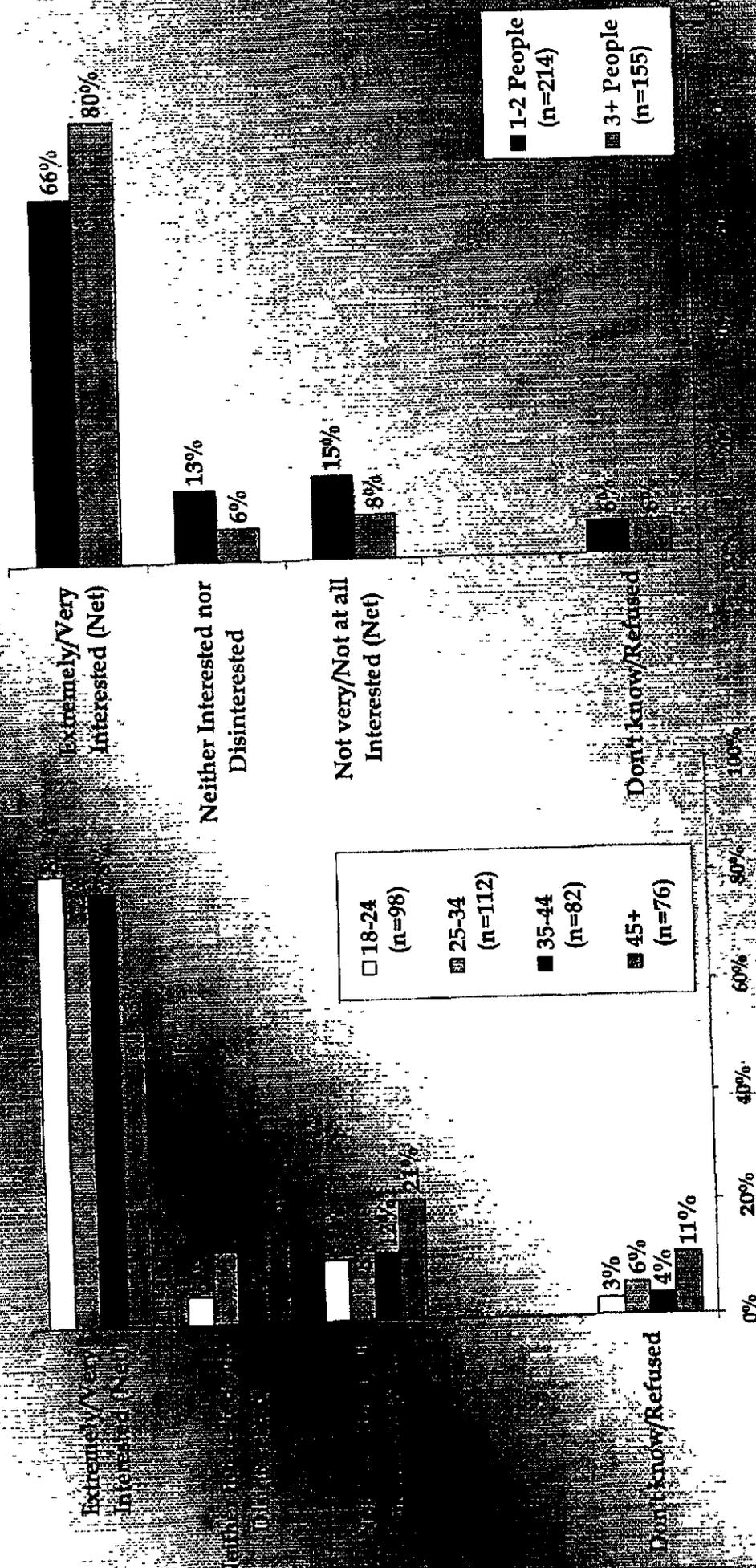
# Overall Interest In The Lifetime Plan



Base: Total Respondents (n=372)

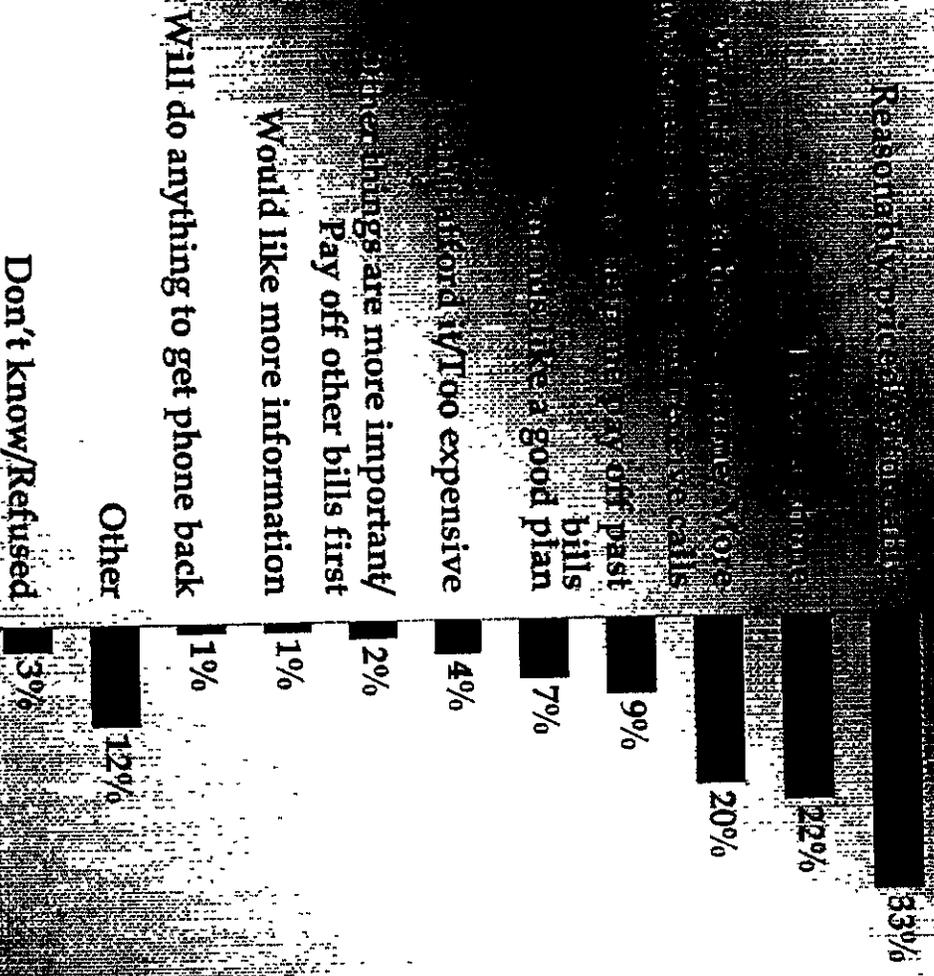
Q.31 Regardless of whether or not you would qualify, how interested are you in the lifetime plan?

# Overall Interest In The Lifetime Plan



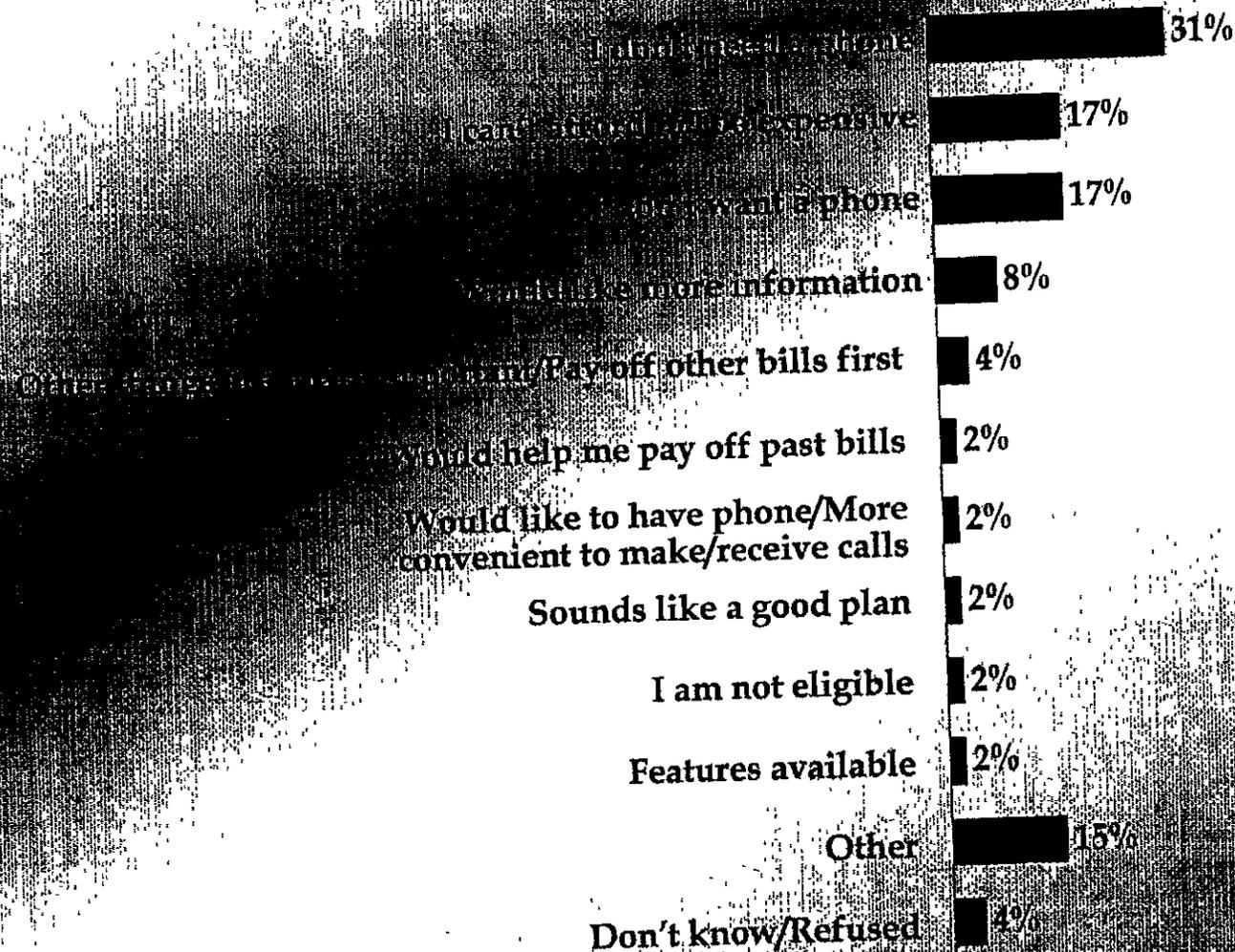
Q.31 Regardless of whether or not you would qualify for interest-free financing, how interested are you in the lifetime plan?

# Reasons For Interest In Life Insurance



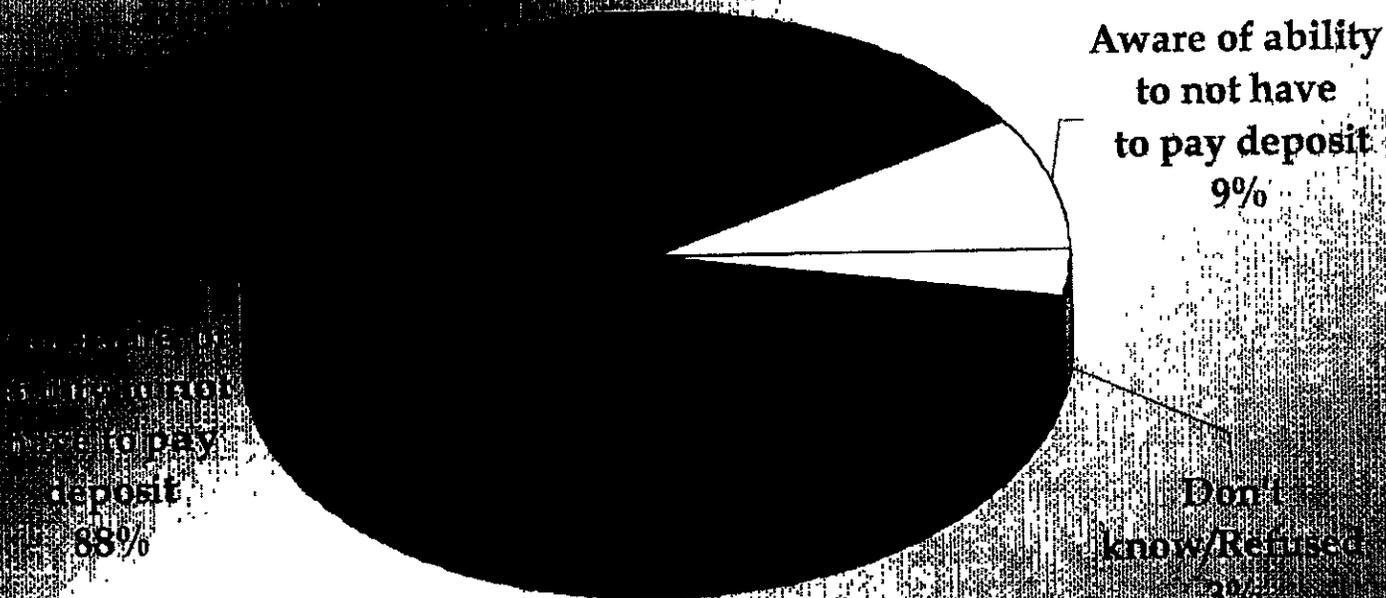
Base: Extremely/Very Interested at Q.31 (n=255)  
 Q.32a Why are you... in the Lifetime Plan?

# Reasons For Not Being Interested in Lifeline



Base: Not Very/Not at all Interested at Q.31 (n=48)  
 Q.32a Why are you... in the Lifeline Plan?

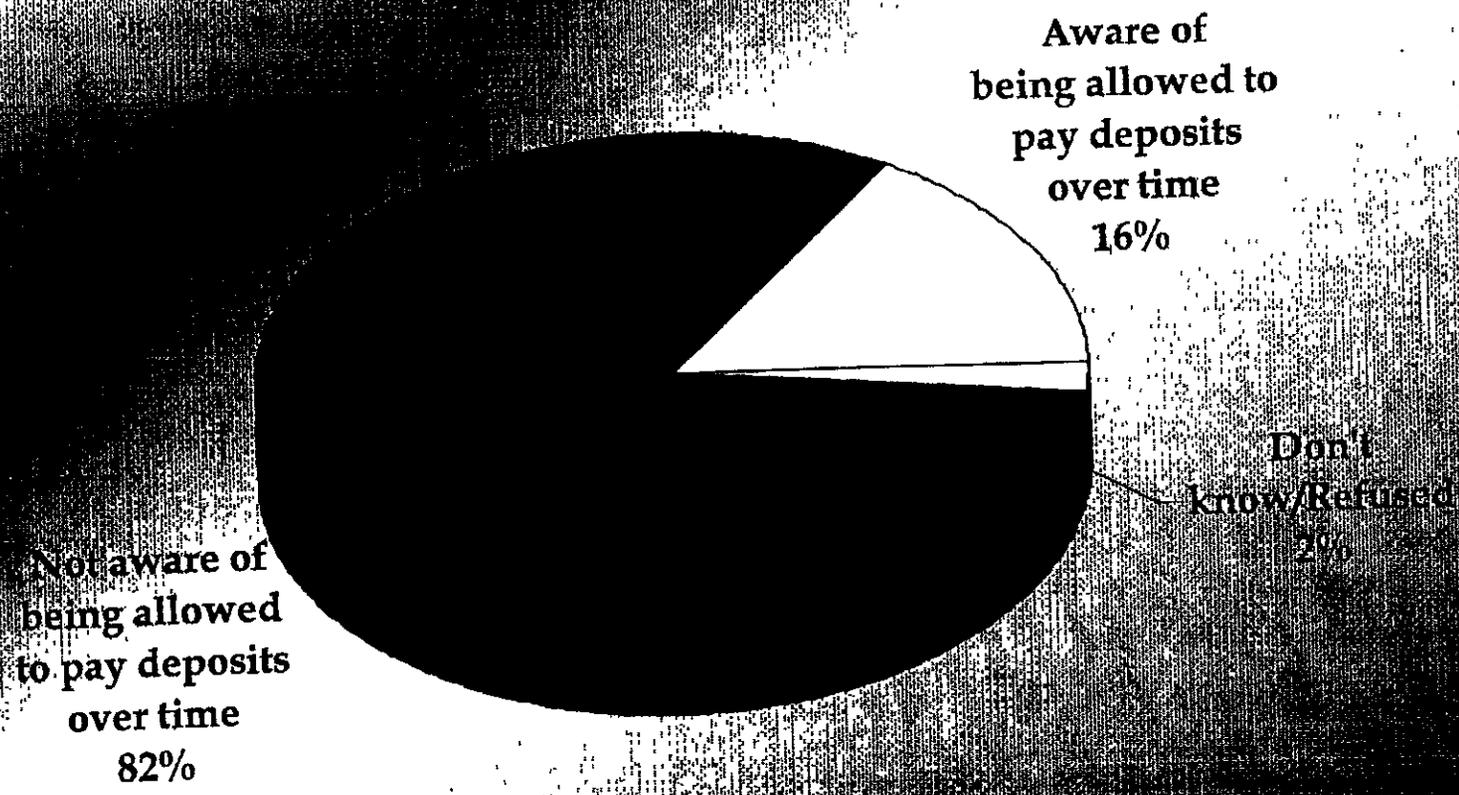
# Awareness Of Deposit Options



Base: Total Respondents (n=372)

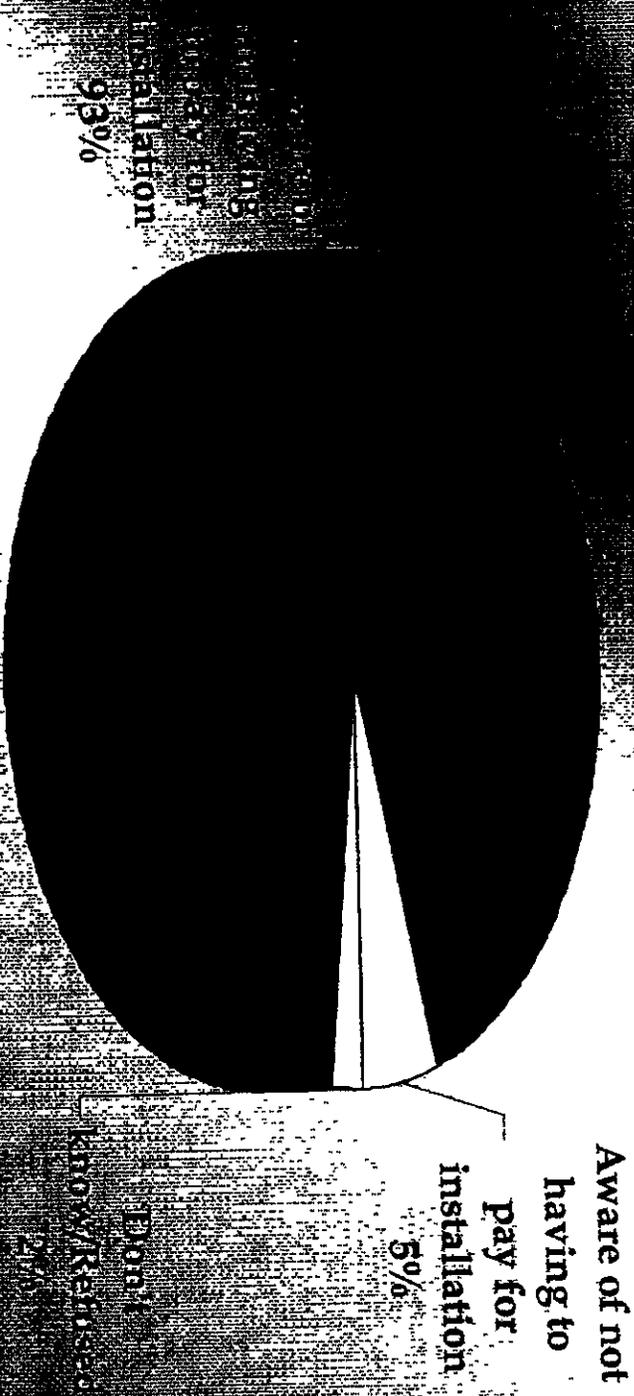
Q.33a What about the deposit requirement? - As shown here, deposits may be required for certain services. Are there any deposit options available that either allow you to spread deposit payments over time or reduce the amount of the deposit? Were you aware that you could get phone service without having to pay a deposit?

# Awareness Of Deposit Options (Cont.)



Base: Total Respondents (n=372)  
Q.33c Were you aware that deposits, if required, could be paid over time?

# Awareness Of Installation Payment Option



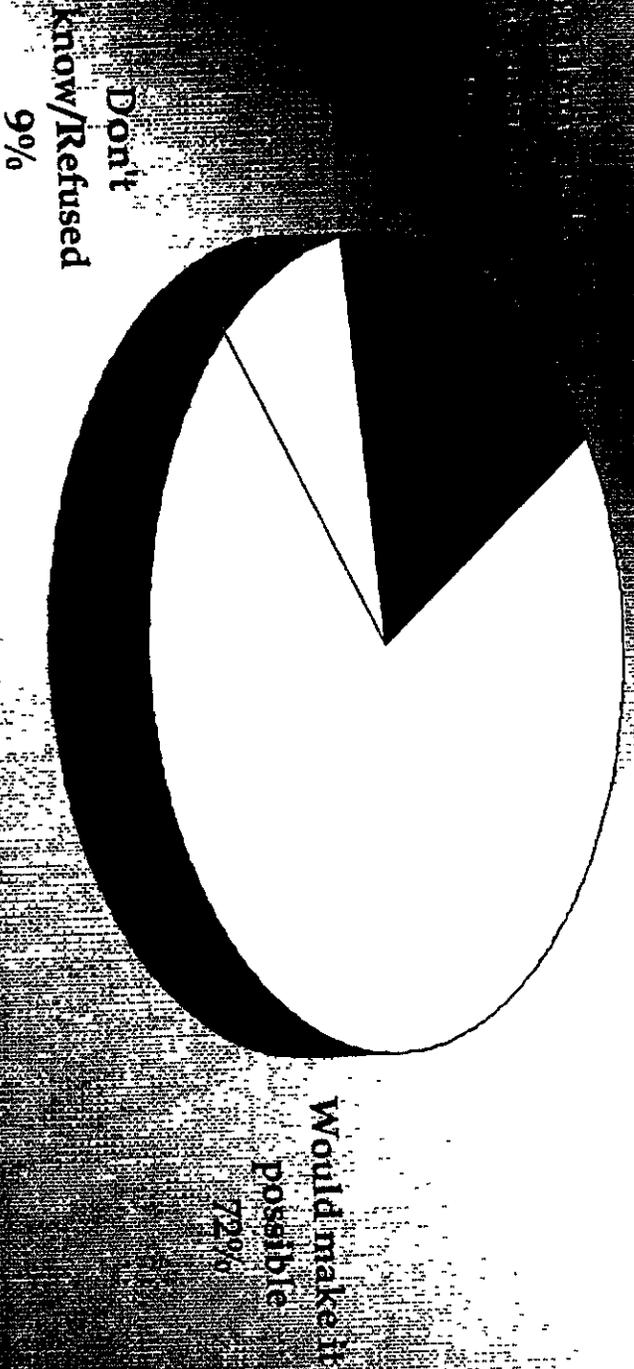
Base: Total Respondents (n=372)  
Q.33b Were you aware you could get phone service with

# Impact Of Deposit/Installation Options



Base: Total Respondents (n=372)  
Q.33d Would either of these options persuade you to get home service?

# Impact Of Lifeline Plan



Base: Total Respondents (n=372)  
Q.34 Assuming you were eligible for the Lifeline Plan, would it:

# Impact Of Lifeline Plan

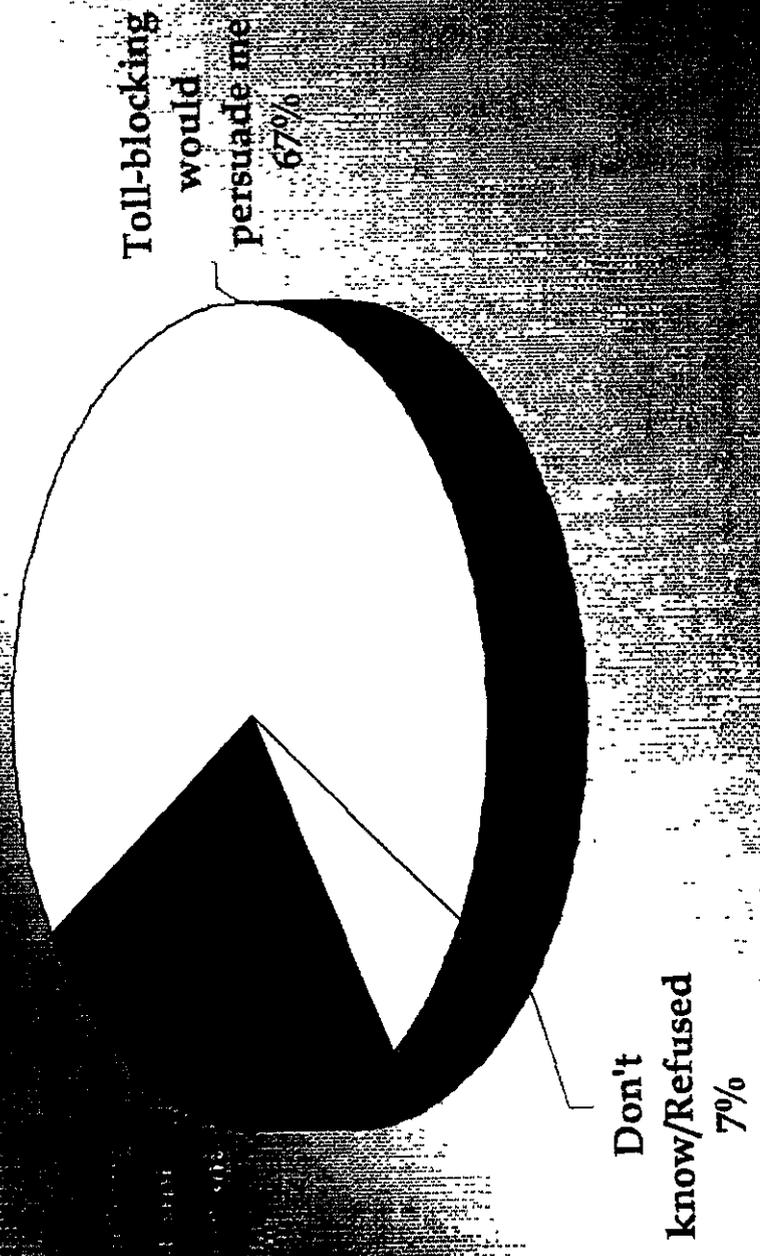
## Get or Restore Telephone Service with Lifeline Plan

More Promise of Getting/Restoring Service		Less Promise of Getting/Restoring Service	
Time Without Phone Service: Never Had	78%	Time Without Phone Service: Never Had	43%
Time Without Phone Service: Less Than 2 Years	72%	Age: 45+	30%
Age: 45+	73%	Financial Reasons: Have No Reasons	32%
Qualify For Lifeline: Yes	73%	Qualify For Lifeline: No	31%
Have At Least One Reason To Get/Restore Service	80%		
Would Use Lifeline: Yes	73%		
	82%		

Base: Total Respondents (n=372)

Q.34 Assuming you were eligible for the Lifeline Plan, would the plan make a difference in your ability to get or restore telephone service?

# Influence Of Toll Blocking Option



Base: Total Respondents (n=372)  
Q.34c The Lifeline service provides toll blocking on your Lifeline service. How likely are you to use this service on your line with Lifeline service, your deposit or credit line?

# Influence Of Toll Blocking Option

Influence of Toll Blocking Option	
Yes	
Age: 18-24	67%
Age: 25-34	70%
Age: 35-44	72%
Age: 45-54	74%
Age: 55-64	67%
Age: 65-74	67%
Age: 75+	72%
Gender: Female	73%
Features: Have At Least One	
Qualify for Lifeline: Yes	

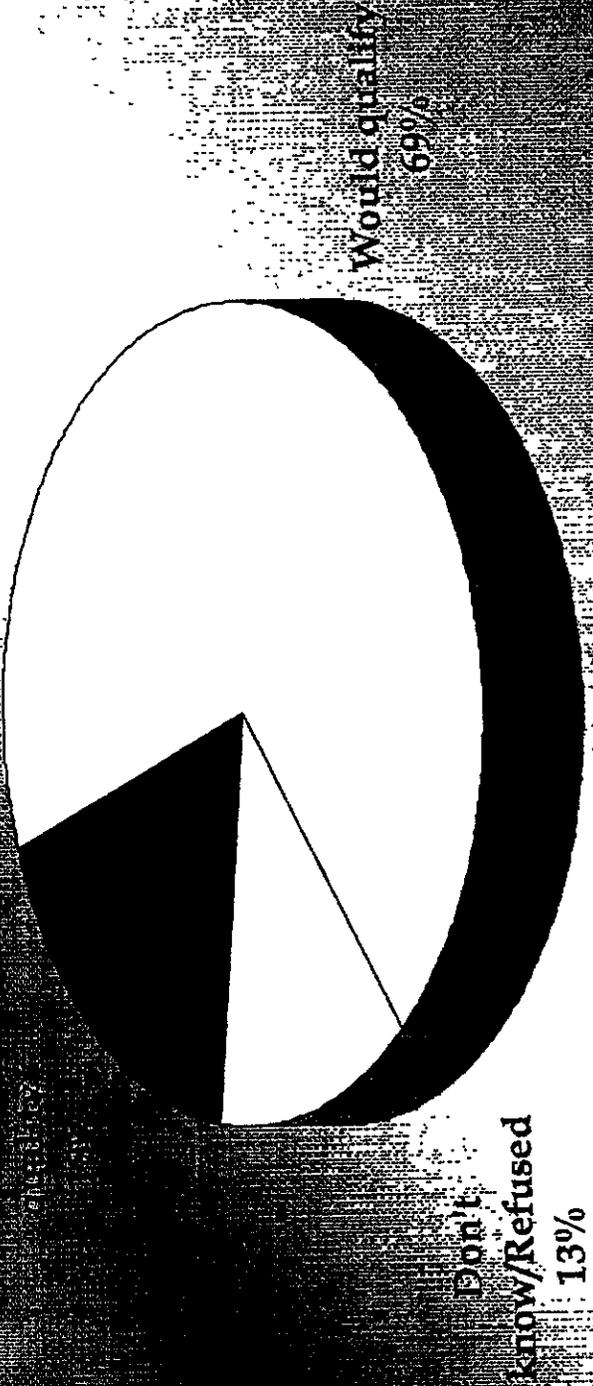
Base: Total Respondents (n=372)

Q.34c The Lifeline service provides toll blocking on your line. If your line with Lifeline service, your deposit will be used to pay for toll calls.

# Findings

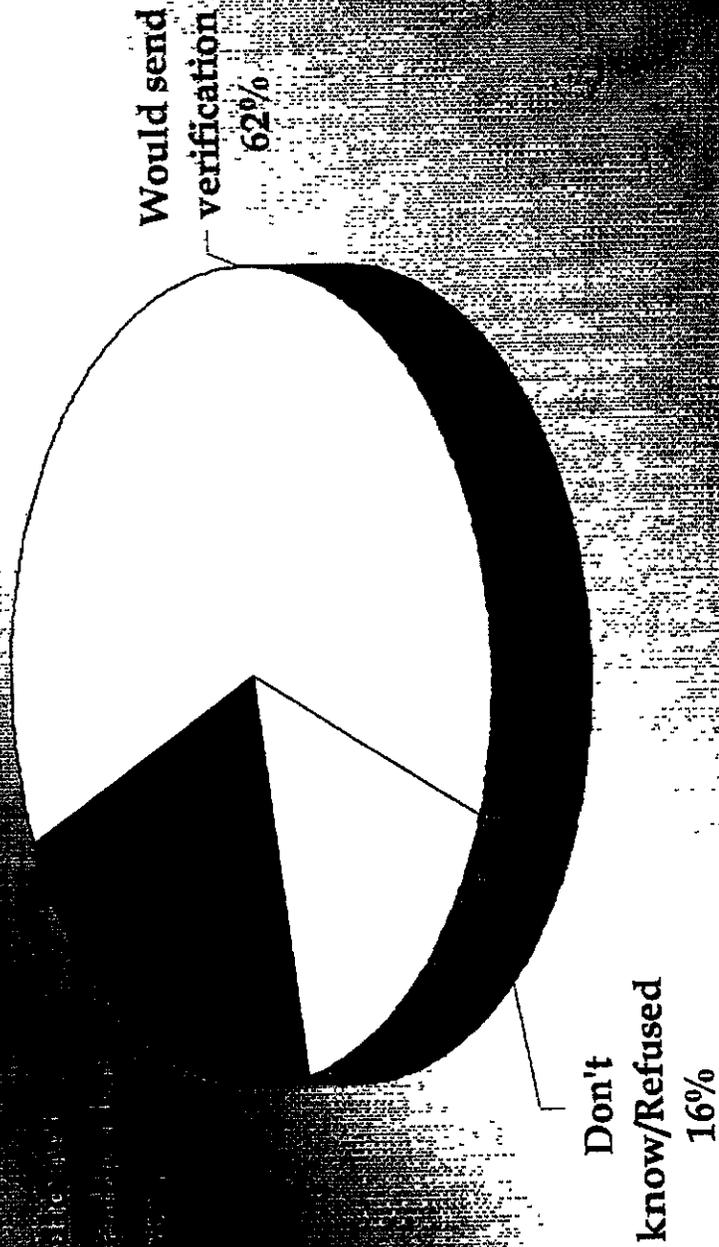
## Low-Income Qualification

# Low-Income Eligibility



Base: Qualified for Lifeline: No (n=143)  
Q.34d If you are not on any of the qualifying programs listed on the banner, would you qualify for Lifeline?  
would you participate in Lifeline?

# Willingness To Verify Income



Base: Qualify for Lifeline (n=143)

Q.34e Would you be willing to send verification for your income?

# Findings

## Inclination To Use Lifeline

# Assessment Of Total Monthly Bill With Lifeline

Very/Somewhat Easy (Net)

83%

34%

49%

Somewhat/Very Difficult (Net)

13%

10%

Very difficult for you to afford

3%

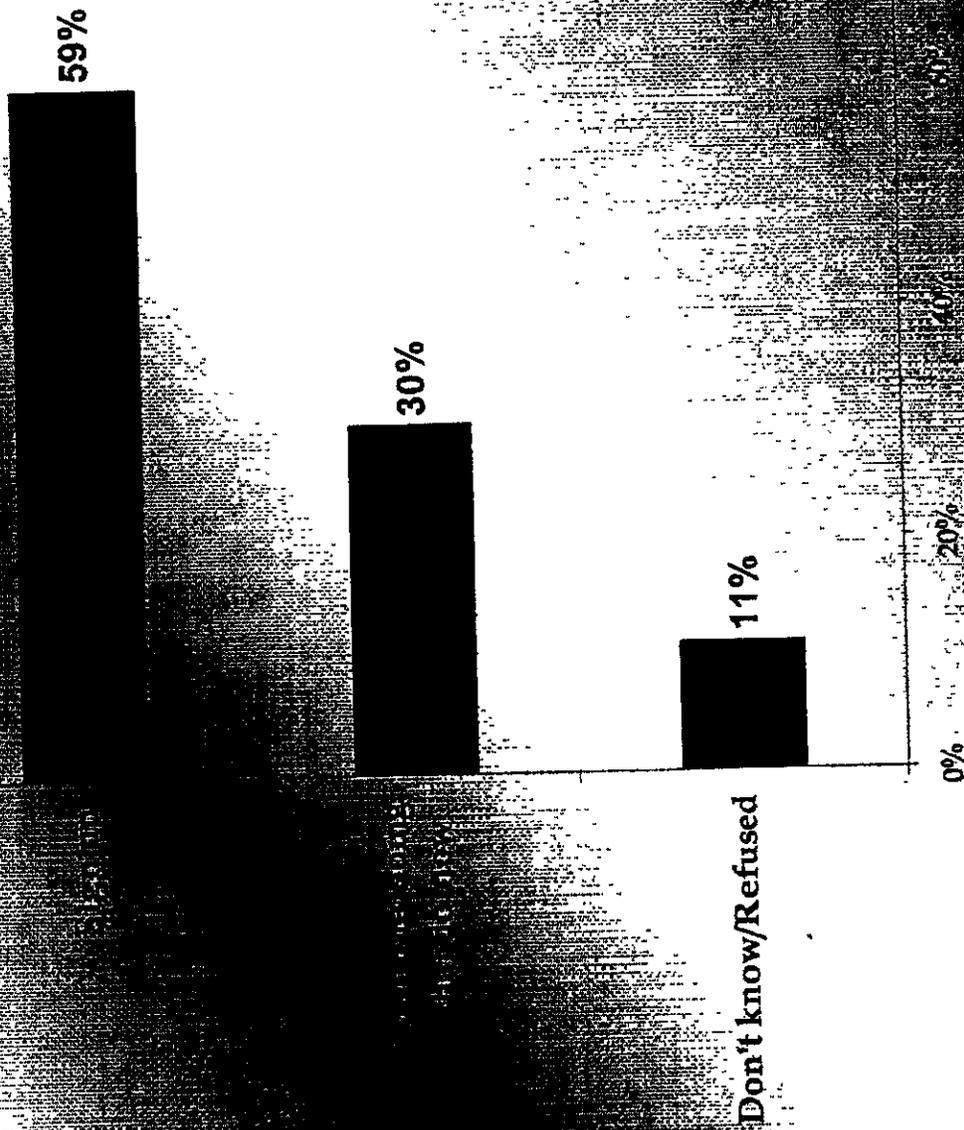
Don't know/Refused

4%



Base: Total Respondents (n=372)  
 Q.34f Considering what you'll pay for services, how difficult is it for you to afford your total monthly bill with Lifeline?

# Likelihood To Sign Up For Lifeline?



Base: Total Respondents (n=372)  
Q.34g Assuming you are eligible for this Lifeline phone service, how likely are you to sign up for it?  
or will you continue doing what you are currently doing?

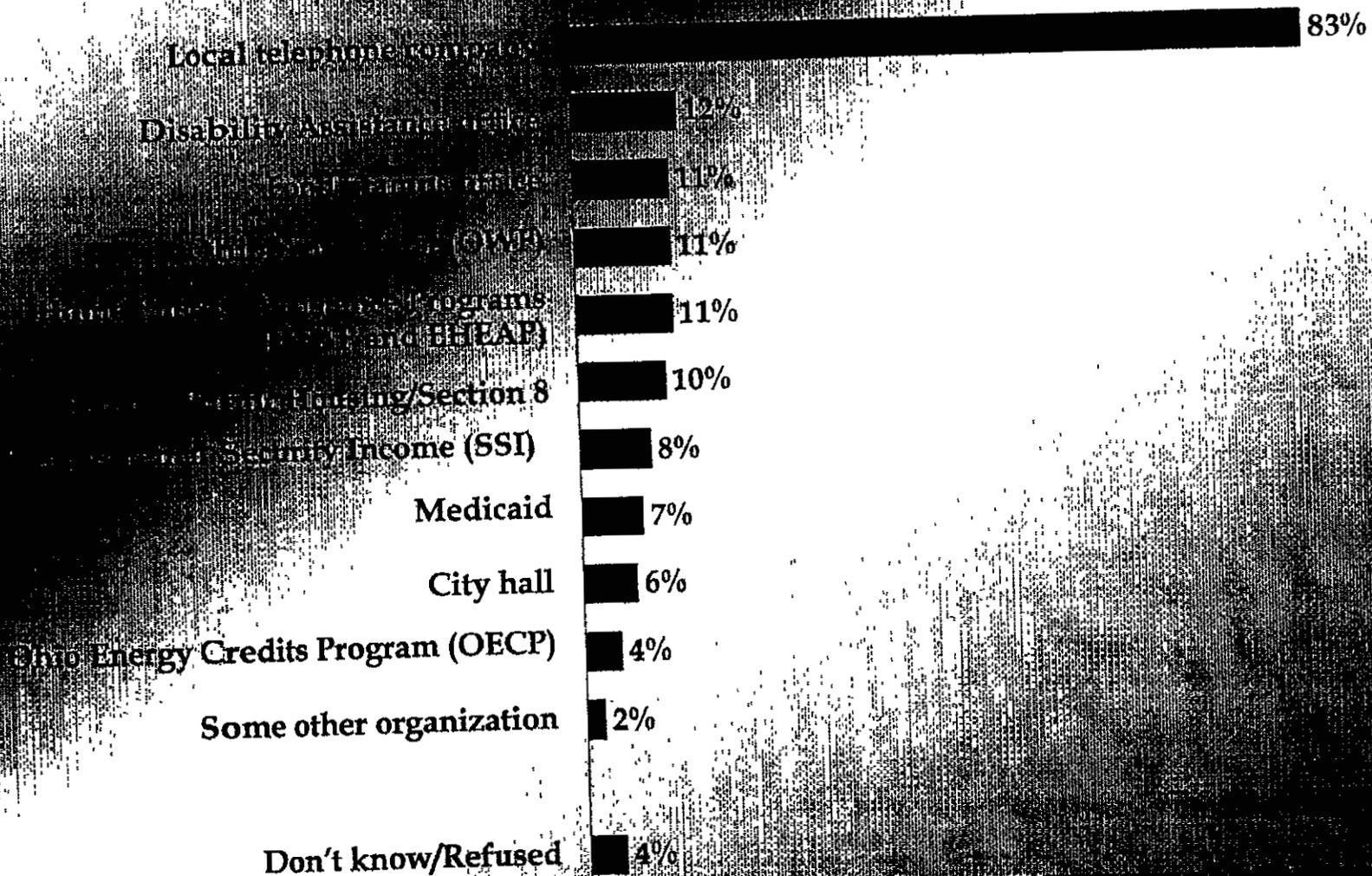
# Likelihood To Sign Up For Lifeline?

Will Contact Telephone Company to Sign Up for Lifeline	
	Yes
Total	59%
Time Using Telephone Service: Less Than 2 Years	63%
Time Using Telephone Service: More Than 2 Years	63%
Time Using Telephone Service: Never Had	39%
Age 18-24	70%
Age 25-34	60%
Age 35-44	62%
Gender: Male	51%
Gender: Female	65%
Household Size: 1-2 people	54%
Household Size: 3+ people	67%

Base: Total Respondents (n=372)

Q.34g Assuming you are eligible for this Lifeline phone service, would you sign up for this service, or will you continue doing what you'd normally do?

# Who Would Be Contacted?

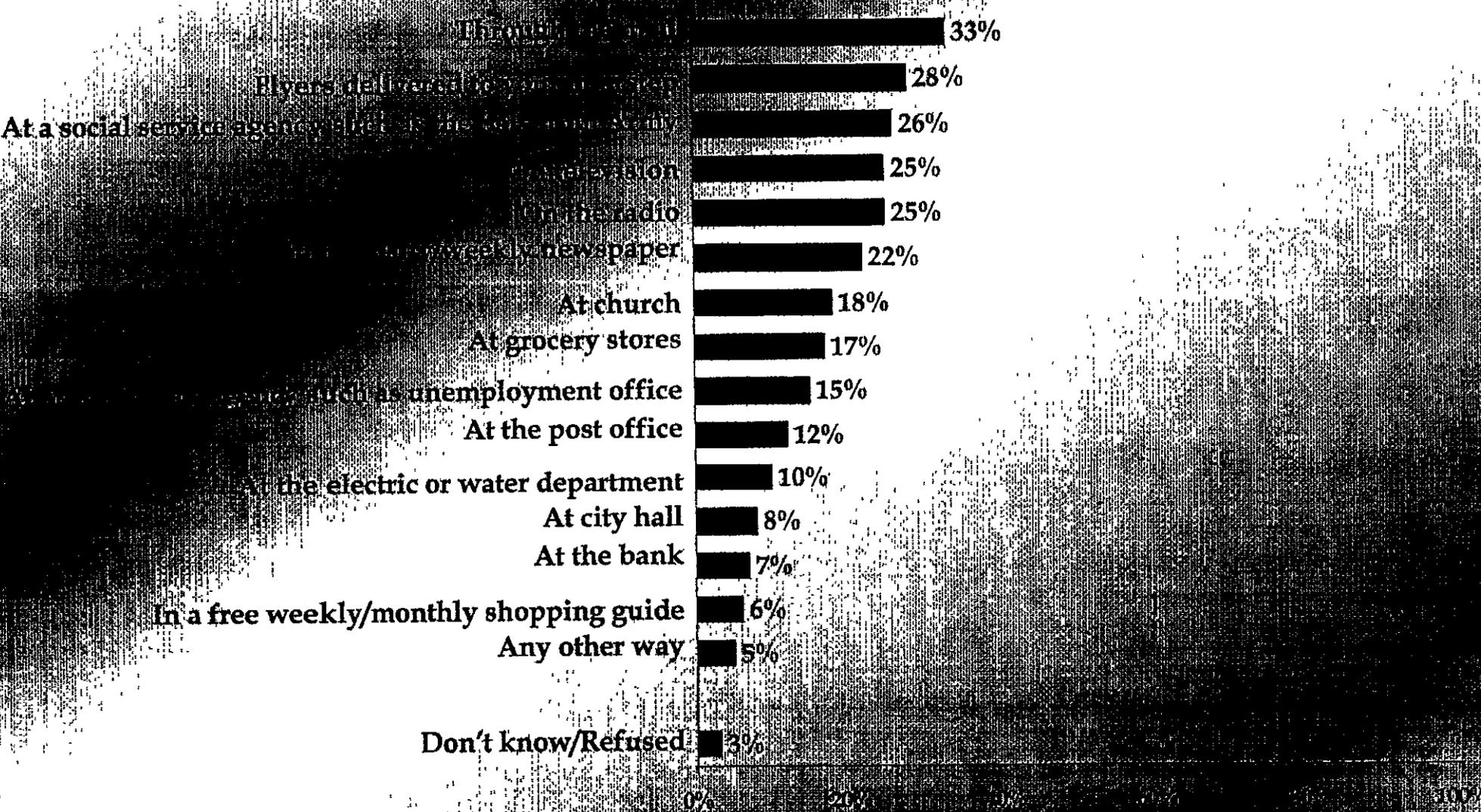


Base: Total Respondents (n=372)

Q.35 Assuming you were interested in the Lifeline Plan, you would be contacted by:

**Findings**  
**Communicating The**  
**Lifeline Plan**

# Best Way To Make Customers Aware Of The Lifeline Plan



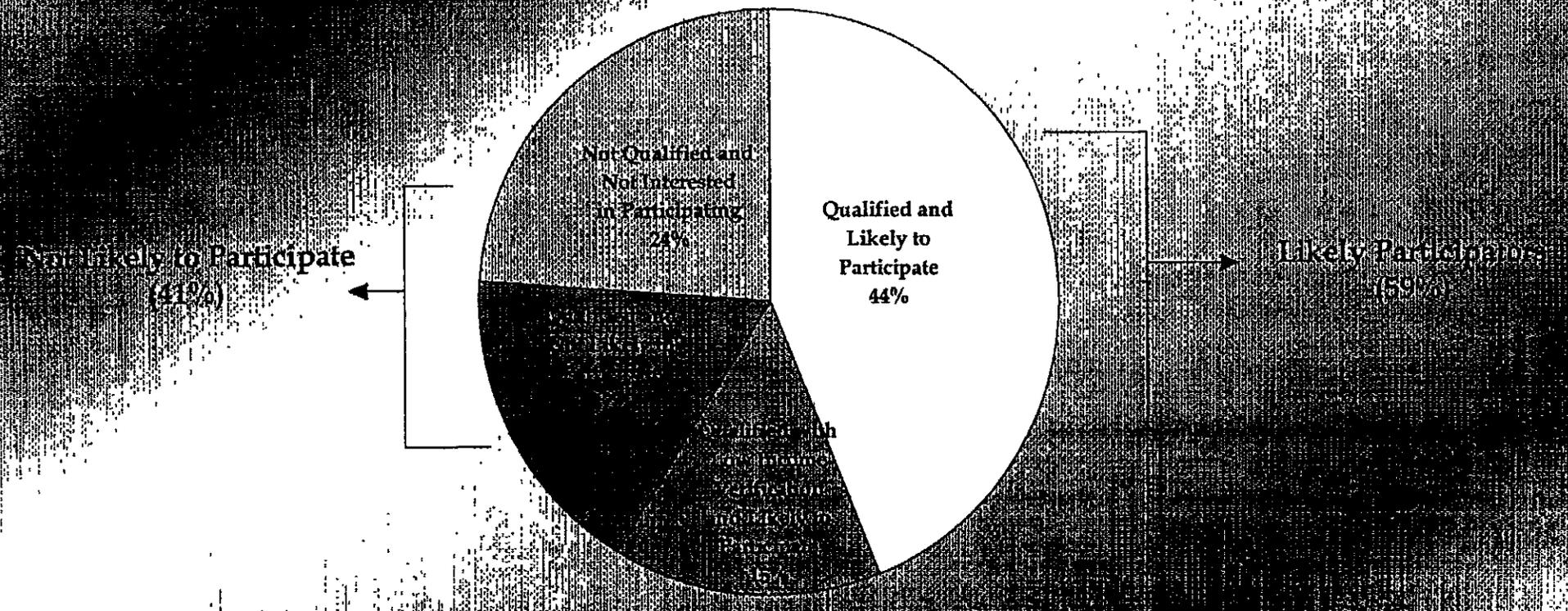
Base: Total Respondents (n=372)

Q.36 Which of the following methods are the best ways to make you aware of the Lifeline Plan?

# Implications for Action

# Implications for Action

- ◆ This study has indicated that if the Lifeline Plan is successfully communicated and implemented, that as many as 44% of the phoneless market in the Verizon Ohio territory would be interested in the Plan and would participate. As the chart below indicates, by adding the low-income provision (and incentive) to those who would verify their income) to the Plan, participation could increase to 59% of the market.



## Implications for Action (Cont'd)

- ◆ The Lifeline Plan has not yet penetrated the phoneless market to date due to extremely low penetration of the Plan in general, as well as its rollout procedure. The rollout of installation provisions. In order to begin to approach all phoneless households, all impact of the Lifeline Plan there must be a significant increase in the awareness of the Lifeline Plan.

Direct mail, targeted mail, flyers, and social service agencies will help increase awareness. Television is a broad reach (and expensive) medium. Perhaps PSAs could be employed to help boost awareness of the Plan and its provisions.

## Implications for Action (Cont.)

◆ The telephone company should be contacted when there is interest in the Lifeline Plan. The telephone company must be accessible to communicate with potential participants in an uncomplicated and direct manner, as possible.

◆ Utility companies have a major interface with the phoneless household. Utility also readily provide information on Lifeline to community officials.

The timing and efficiency of enrolling potential Lifeline plan participants, are those most interested in reconnecting and participating in the Plan as those who have been connected in the past (males, ages 18-44, have children in the household, are unemployed, and are at the lowest income levels.

**BALDWIN'S OHIO ADMINISTRATIVE CODE**  
**4901. PUBLIC UTILITIES COMMISSION**  
**4901:1. UTILITIES**  
**CHAPTER 4901:1-4. ELECTIVE ALTERNATIVE REGULATION PLAN**  
Copr. West Group 2003 No Claim to U.S. Govt Works

Rules and Appendices are current through May 31, 2003

**4901:1-4-05 ALTERNATIVE REGULATION COMMITMENTS**

**(A) Advanced services**

(1) Advanced telecommunications services capability is the availability of high-speed, full broadband telecommunications that enables a customer to originate and receive high-quality data, graphics, and video using any technology (e.g., xDSL, cable, fiber optic, fixed wireless, satellite, or other system) at a minimum rate of two hundred kilobits per second in one direction.

(2) An ILEC electing this alternative regulation plan must commit to provide the following:

(a) High density central offices: No later than twelve months from the effective date of the alternative regulation plan, an ILEC must provide advanced telecommunications service capability from all class five central offices (CO) in its traditional service territories which serve census tracts with a population density of five hundred or more people per square mile as defined by the 2000 census.

(i) No later than twelve months from the effective date of the alternative regulation plan, an ILEC must deploy broadband, advanced telecommunications services upon customer demand within sixty days to any customer within twelve thousand feet from a high density CO.

(ii) No later than twenty-four months from the effective date of the alternative regulation plan, an ILEC must deploy broadband, advanced telecommunications services upon customer demand within sixty days to any customer within eighteen thousand feet from a high density CO.

(b) County seat central offices: For counties that do not meet the population density criterion described in paragraph (A)(2)(a) of this rule, an ILEC must provide advanced telecommunications service capability from all class five COs in its traditional service territories that are within the county seat no later than twelve months from the effective date of the alternative regulation plan.

(i) No later than twelve months from the effective date of the alternative regulation plan, an ILEC must deploy broadband, advanced telecommunications services upon customer demand within sixty days to any customer within twelve thousand feet from a county seat CO.

(ii) No later than twenty-four months from the effective date of the alternative regulation plan, an ILEC must deploy broadband, advanced telecommunications services upon customer demand within sixty days to any customer within eighteen thousand feet from a county seat CO.

**(B) Lifeline assistance**

(1) The ILEC must implement a lifeline program that provides eligible residential customers with the maximum contribution of federally available assistance. Eligible lifeline service consists of flat-rate monthly access line service with touch-tone service.

(a) *Credits*: The ILEC shall credit one hundred per cent of all nonrecurring service order charges for commencing service and a monthly amount that will ensure the maximum federal matching contribution.

(b) *Other benefits*: Lifeline customers shall receive a waiver of the local exchange service establishment deposit requirements, free blocking of toll and 900/976 dialing patterns, an option to purchase call waiting and an option to purchase other features for medical and/or safety reasons. Requests to purchase vertical features must be signed by the customer certifying that the customer has a legitimate need, either for medical or safety reasons, for the optional feature(s) requested.

(c) *Restrictions*: The discount will apply to only one access line per household. Optional features, other than call waiting, are prohibited unless the phone company receives a signed statement from the customer self-certifying that the feature is necessary for medical and/or safety reasons. Existing lifeline customers that have optional features prior to the adoption of this plan will be grandfathered into the lifeline program so long as the customer makes no changes whatsoever to their existing local exchange service. Telephone companies are prohibited from marketing vertical services to existing or new lifeline customers.

(2) *Lifeline assistance eligibility* shall include:

- (a) Home energy assistance program (LIHEAP, HEAP, and E-HEAP);
- (b) Ohio energy credit program (OECF);
- (c) Foodstamps;
- (d) Supplemental security income-blind and disabled (SSDI);
- (e) Supplemental security income-aged (SSI);
- (f) General assistance (including disability assistance (DA));
- (g) Medical assistance (medicaid), including any state program that might supplant medicaid;
- (h) Federal public housing/section eight;
- (i) Ohio works first (formerly AFDC); and
- (j) Household income at or below one hundred fifty per cent of the poverty level

(3) Each ILEC participating in the elective alternative regulation plan shall offer a lifeline assistance program to eligible customers throughout the traditional service area of that carrier, in conformance with this rule.

(a) ILECs with fifteen thousand or more access lines shall automatically enroll customers onto lifeline assistance who participate in a qualifying program. Additionally, such companies must also enroll customers who participate in a qualifying program by using on-line company to agency verification or self-certification.

(b) ILECs with less than fifteen thousand access lines may use one or any combination of automatic enrollment, on-line company to agency verification and/or self-certification to enroll customers onto lifeline assistance who participate in a qualifying program.

(c) All ILECs must use self-certification to enroll customers onto lifeline assistance who qualify through household income-based requirements.

- (4) At no time will the monthly access line discounts cause the local service rates to be less than zero.
- (5) Lifeline assistance customers with past due bills for regulated local service charges will be offered special payment arrangements with the initial payment not to exceed twenty-five dollars before service is installed, with the balance for regulated local charges to be paid over six equal monthly payments. Lifeline assistance customers with past due bills for toll service charges will be required to have toll restricted service until such past due toll service charges have been paid or until the customer establishes service with a subsequent toll provider pursuant to the minimum telephone service standards.
- (6) Staff will work with the appropriate state agencies, which administer qualifying programs for lifeline assistance, and the ILECs to negotiate and acquire on-line access to the agencies' electronic databases for the purpose of accessing the information necessary to verify a customer's participation in an eligible program, and data necessary to automatically enroll customers into the lifeline program. On-line verification and automatic enrollment will be in place within six months after the effective date of a company's alternative regulation plan.
- (7) An ILEC is permitted to perform a verification audit of a customer already on lifeline assistance service.
- (8) All lifeline program activities must be coordinated through an advisory board composed of commission staff, the Ohio consumers' counsel, consumer groups representing low-income constituents, and the company. Commission staff will work with the advisory board to reach consensus. However, where consensus is not possible, the commission's staff shall make the final determination. Advisory board decisions on how the program is implemented and the lifeline promotional plan are subject to commission review. Companies with less than fifteen thousand access lines may join with other such companies to form one advisory board.
- (9) The ILEC will establish an annual marketing budget for promoting lifeline and performing outreach using ten cents per access line multiplied by the number of residential access lines the company serves. The ILEC shall work with the advisory board to reach a consensus, where possible, regarding how the marketing budget funds will be spent. The marketing budget funds shall only be spent for the promotion and marketing of lifeline service and not for the administrative costs of implementing and operating the lifeline program.
- (C) Retail rate commitments
- (1) An ILEC's offering of in-territory, basic local exchange service shall include flat-rate residential calling.
- (2) Any measured-rate or optional extended area service plans that are being provided to customers on the effective date of the alternative regulation plan shall continue to be available to customers unless the commission subsequently approves changes to these plans.
- (3) Tier one rate caps
- (a) Core service rate caps
- (i) Tier one core services as used in these rules shall include basic local exchange service as defined in section 4927.01 of the Revised Code, and basic caller identification service only.
- (ii) An ILEC adopting alternative regulation pursuant to this chapter, shall cap the in-territory rates for tier one core service at the existing rates for so long as the company remains under the elective alternative regulation plan. The electing ILEC's existing rates shall represent the maximum or "ceiling" levels, below which the ILEC may lower or raise rates upon making the appropriate filing with the commission.
- (iii) The electing ILEC may not price below the long run service incremental cost of each service plus a common cost allocation. The ILEC may provide a common cost study to the commission's staff to justify the common cost

allocation or the ILEC may use a default allocation of ten percent for common costs.

(b) Noncore service rate caps

(i) Noncore tier one services shall include:

(a) Second and third local exchange service access lines;

(b) Call waiting;

(c) Call trace (\*57);

(d) Centrex access lines;

(e) Private branch exchange (PBX) trunks;

(f) Per line number identification blocking;

(g) Nonpublished number service;

(h) N11 service codes;

(i) Payphone access lines.

(ii) An electing ILEC shall cap the rates for all in-territory, noncore, tier one services at existing rates for twenty-four months from the effective date of the alternative regulation plan.

(iii) During those twenty-four months, the electing ILEC may lower or raise rates below the cap, upon making the appropriate filing with the commission

(iv) The electing ILEC may not price below the long run service incremental cost of each service plus a common cost allocation. The ILEC may provide a common cost study to the commission's staff to justify the common cost allocation or the ILEC may use a default allocation of ten per cent for common costs.

(v) After twenty-four months, upward pricing flexibility for a second local exchange access service line and call waiting shall be limited to no more than a ten per cent increase in price per year for each service, up to a maximum cap for the life of the plan that is double the initial rate for each service.

(vi) After twenty-four months, upward pricing flexibility for all other tier one, noncore services shall be limited to a cap that is double the initial rate for the life of the plan.

(4) Tier two services

(a) Tier two services include all regulated, public telecommunications services that do not fall on tier one.

(b) Tier two service rates are not subject to any rate cap and may be priced at market-based rates.

(c) The rate for any tier two service must recover the long run service incremental costs associated with the service plus a common cost allocation. The ILEC may provide a common cost study to the commission's staff to justify the common cost allocation or the ILEC may use a default allocation of ten percent for common costs.

(5) Nothing herein prohibits an electing ILEC from seeking, through an appropriate filing with the commission,

the flexibility to discount tier one service rates, on an exchange or on a wire center basis when an exchange has more than one wire center, provided the company demonstrates that the discount is necessary to meet competition and provided the discount is uniformly available to all tier one service customers within the designated exchange(s) or wire center(s).

(6) Notice to customers of any changes in rates must comply with the notice requirements established in the rules for competitive telephone companies.

CREDIT(S)

HISTORY: 2002-03 OMR 134 (E), eff. 7-18-02

RC 119.032 rule review date(s): 5-30-07

<General Materials (GM) - References, Annotations, or Tables>

CROSS REFERENCES

RC 4927.01, Definitions

RC 4927.02, Statement of policy

RC 4927.03, Exemptions or alternative regulatory requirements for competitive telephone companies

RC 4927.04, Alternative method of establishing rates for telephone companies  
OH ADC 4901:1-4-05  
END OF DOCUMENT