STATE OF CALIFORNIA EDMUND G. BROWN JR., *Governor*

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE

SAN FRANCISCO, CA 94102-3298

Request for Proposal - Secondary
Notice to Prospective Proposers
Addendum 6 (February 11, 2011)

February 11, 2011

You are invited to review and respond to this Request for Proposal (RFP), entitled RFP 09PS5848 California LifeLine Administrator for the California Lifeline Telephone Program (LifeLine). In submitting your proposal, you must comply with the instructions stated in this RFP.

Please note that all agreements entered into with the State of California will include by reference General Terms and Conditions and Contractor Certification Clauses available at www.documents.dgs.ca.gov/ols/GTC-610.doc and www.documents.dgs.ca.gov/ols/CCC-307.doc. These documents are also included within this RFP. All other referenced web addresses, regulations, orders and statutes cited in this RFP are incorporated into the RFP, and it is the Bidders' responsibility to look up and understand those references.

In the opinion of the California Public Utilities Commission (Commission or CPUC), this Secondary RFP is complete and without need of explanation. However, if you have any LifeLine program, procurement and/or contract related questions, or need any clarifying information, please provide your questions by email to the CPUC as instructed in *RFP section 3.3.3, Bidder Questions.*

Verbal/oral information provided by the CPUC is not binding; only information issued by the CPUC in writing as an official addendum is binding and becomes part of the RFP.

The changes in RFP Addendum 6 are listed in the attached table. With this Addendum 6, the Final Proposal due date is changed to 4:00 PM March 13th, 2011. It remains the responsibility of individual bidders to read the RFP thoroughly to ensure that all changes from this and earlier addenda are incorporated into their final proposals.

The PDF version of the RFP with all changes accepted (dated 2/11/2011) is the official RFP of record. A Microsoft Word version (with tracked changes accepted) and a PDF version (with tracked changes not accepted) of the RFP are also being provided for the convenience of the

bidders. Any material revisions or edits to the Word document when submitting a Response to the RFP Bid Proposal will constitute reason for rejecting a bidder's proposal.

Richard Maniscalco

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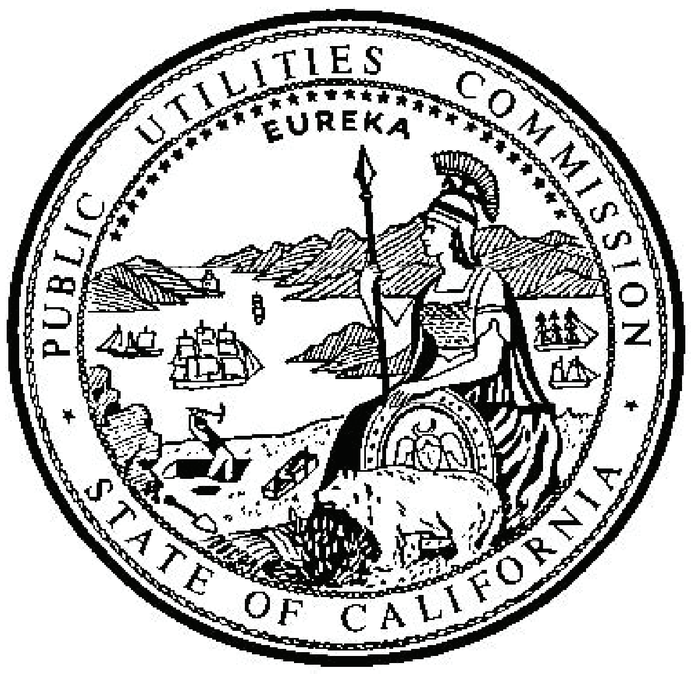
Attachment

Request for Proposal - Secondary
Notice to Prospective Proposers
Itemized List of Changes in Addendum 6

The table below summarizes the changes included in Addendum 6, the RFP Section addressed, and the anticipated estimated potential impact of the change on the bidding process.

RFP Section	Summary Description of Change	Impact
Section 3.1	Key Action Dates: Removal of the sentence stating that dates have been suspended, and new Key Action Dates for the Final Proposal Due Date and subsequent key action dates.	Low
Section 3.82	Customer Reference Forms: minor change to clarify that referenced experience can be both past and current experience.	Low

California Public Utilities Commission



Request for Proposal 09PS5848

California LifeLine Administrator
for
The California Lifeline Telephone Program

June 17, 2010
Addendum 6 (February 11, 2011)

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CALIFORNIA LIFELINE ADMINISTRATOR
RFP 09PS5848

1 INTRODUCTION

The California Public Utilities Commission[1] (Commission or CPUC) is issuing this request for proposal (RFP) to obtain responses from firms qualified to perform the role of *California LifeLine Administrator* for the California Lifeline Telephone Program (LifeLine). The term for this contract will be three service years with the option for two one-year extensions at the sole discretion of the Commission. Any award made will be based on the procedure described under RFP section 4.3, Selection, Award and Execution.

The services sought by this RFP are detailed in the Scope of Work, Exhibit A of this RFP, in accordance with the LifeLine program description, resolutions and general orders of the Commission, and other requirements contained and referenced herein. In general, the scope of work includes the following principal service elements:

1. LifeLine database services
2. Call center services
3. LifeLine website services (public and private)
4. LifeLine knowledge base
5. LifeLine customer notification
6. Application processing
7. Records retention
8. Data privacy / information security compliance
9. Program reporting

The services sought from this RFP are presently provided under contract by Solix Corporation (Solix) and Richard Heath & Associates, Inc. (RHA), whose contracts will be expiring. Solix is contracted by the CPUC to provide the current LifeLine certification administrator services, while RHA is contracted by the CPUC to provide multi-lingual public call center services in support of the LifeLine program. (RHA also provides multi-lingual call center services as a subcontractor to Solix's certification services.) Solix is currently paid primarily based on number of transactions processed, with an average monthly payment of approximately $840,000 for the 2009 calendar year. RHA is currently paid by the CPUC a monthly average of about $52,000 for the 2009

[1] The Commission's website is at: www.cpuc.ca.gov.

calendar year. The estimated value of the award of this RFP over the potential five service years is $40 to $70 million depending upon the award proposed costs, the numbers of transactions processed (e.g., customer applications), and potential changes in the Commission's LifeLine program during the term of the contract.

The procurement of the LifeLine services defined in this RFP is being conducted under a multi-step process that will allow the Bidder to better understand the requirements of the CPUC and enhance the probability that the Bidder will have a compliant and potentially successful proposal. This process includes a Bidders' Conference, an opportunity for formal Questions and Answers, an opportunity to submit a Draft Proposal, and Confidential Discussions with the CPUC's RFP evaluation team prior to submitting the Final Proposal. Refer to the Key Action dates of RFP section 3.1 for dates and times of these and other important proposal and selection activities.

This RFP contains all the instructions for interested Bidders to submit a proposal and, the format in which material must be submitted and the information to be included therein, the requirements which must be met to be eligible for consideration, and Bidder responsibilities before and after award. Questions should be directed to the Procurement Official listed in RFP section 3.3.1.

1.1 LifeLine Program Summary

CPUC established the LifeLine program (then referred to as the Universal Lifeline Telephone Service, or ULTS) in 1984 in compliance with Public Utilities Code §871.[2] ULTS was solely an income-based program providing discounted basic residential landline telephone services to qualifying low-income households. Eligibility was based on a consumer's self-certification declaring, under penalty of perjury, that his/her household income met the ULTS income guidelines. Customer self-certification was required on initiation of service, and annually thereafter. ULTS discounted services were provided by telecommunications carriers, who, in turn, received reimbursement, net of payments from the federal Lifeline and Link-Up (Lifeline/Link-Up) programs, from the ULTS program administered by the Commission.

In 2005, as a self-certifying process, the ULTS served over 3.5 million low-income households with an annual program cost in excess of $570 million. Of this amount, approximately $330 million was funded by the federal Lifeline/Link-Up program and $240 million was funded by an all-end-user surcharge assessed on California consumers' intrastate telephone bills.

On April 7, 2005, the Commission adopted Decision (D) 05-04-026[3] amending the LifeLine program to comport with the Federal Communications Commission's (FCC)

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[2] California Public Utilities Code is available online at: http://www.leginfo.ca.gov/cgi-bin/calawquery?codesection=puc&codebody=&hits=20.

[3] D. 05-04-026 is available online at: www.cpuc.ca.gov/PUBLISHED/FINAL_DECISION/45281.htm.

Lifeline/Link-Up Order (FCC No. 04-87)[4] in order to maintain the $330 million annual Lifeline/Link-Up support. Specifically, the Commission:

- Revised income-based eligibility from self-certification to income-documentation;
- Added a program-based criteria for LifeLine enrollment;
- Directed the CPUC's Communications Division (CD) to seek a third party Certification Agent to enroll new LifeLine customers and to verify the continued eligibility of existing LifeLine customers; and
- Directed that a mechanized communications system be developed and maintained between the California LifeLine Administrator and carriers that provide LifeLine services.

In July of 2005 the CPUC released an RFP for the third party California LifeLine Administrator services, and an award was made in 2006 to NECA Services, Inc., which later changed its name to Solix, Inc.

In 2008, a number of major and minor changes were put in place to support the implementation of the LifeLine program. The Commission now tracks customer response rates on a weekly basis, and reports customer denial reasons and LifeLine participant counts on a monthly basis. Bi-monthly conference calls now incorporate the marketing and call center updates. Through the California LifeLine Administrator contractor, the Commission implemented an interactive website that allows customers to enroll and recertify online, dramatically cutting down on errors and application delays.

In September 2008, the Commission hosted a workshop to discuss the implementation of "pre-qualification" of all LifeLine applicants. Starting July 1, 2009 a customer who applies for LifeLine is kept at regular rates; if they are approved, they begin receiving LifeLine discounts from that date and receive a retroactive credit to the date of the original request for LifeLine services. Current procedures for the administration of ULTS/LifeLine are detailed in General Order (GO) 153.[5]

In 2008, 2009 and 2010 the Commission issued a series of draft decisions in the public programs rulemaking (R. 06-05-028) to reform the LifeLine program. A number of issues are being addressed in the rulemaking process, including the de-linking of the LifeLine customer rate from AT&T, setting a fixed subsidy amount, expanding income eligibility to 200% of the federal poverty guideline, and allowing customers of wireless carriers to participate in the LifeLine program. On November 19, 2010 the Commission issued a final decision (Decision 10-11-033) regarding most of these matters. See RFP Section 1.5 for summary information about this decision. Note that Decision 10-11-033 makes changes to certain parts of GO 153 that are not yet reflected in the wording of GO 153. As a result of Decision 10-11-033, the LifeLine program will be modified as ordered, and the California LifeLine Administrator contractor will be required under its

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[4] A copy of this FCC's Order is available at: http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-04-87A1.doc.

[5] G.O. 153 is available online at: http://docs.cpuc.ca.gov/Published/Final_resolution/99996.htm.

contract to provide its services consistent with the adopted changes. The scope of work of this RFP includes these changes, if they are so ordered by the Commission, and the RFP's pricing (Bid Attachment 11) is designed to accommodate a potential increased workload that may result from such ordered changes. Nevertheless, the CPUC reserves the right to also modify the contractor's scope of work as necessary to support the Commission's orders.

LifeLine currently serves approximately 2.0 million low-income households with an annual cost of approximately $535 million. Of this amount, approximately $204 million is federally funded by Lifeline/Link-Up and $331 million is funded by an all-end-user surcharge[6] assessed on California consumers' intrastate telephone bills.

This RFP is soliciting proposals from vendors to perform the role of a California LifeLine Administrator contractor.

1.2 Current Contracted Services

The CPUC's California LifeLine Administrator contracted services began in 2006 with the present contract with Solix Incorporated.[7] Solix was tasked with developing the systems and procedures presently used for the California LifeLine Administrator services, and for carrying out the various California LifeLine Administrator processes. Historical workload metrics for this contract are presented in RFP Section 1.3.

The CPUC's California Public Call Center services began in 2003 with a contract awarded to RHA, and re-awarded in 2008. These services respond to public inquiries about the LifeLine program. Historical workload metrics for the current RHA contract is in RFP Section 1.4.

1.3 Administrator Historical Workload Metrics

Below are some historical workload metrics associated with the LifeLine administrator program, such as number of customers and call volumes. Metrics are estimates and/or general performance observations, provided as of August 2009. This information is intended to provide a general understanding of program volume, is not inclusive of all program work detail, and does not necessarily indicate future volume.

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[6] Resolution T-17071 (March 1, 2007) setting the ULTS surcharge rate presently in effect is available online at http://docs.cpuc.ca.gov/word_pdf/FINAL_RESOLUTION/65343.pdf. Resolution T-17161 establishing the State's ULTS program budget for fiscal year 2009-10 is available online at http://docs.cpuc.ca.gov/WORD_PDF/FINAL_RESOLUTION/86970.PDF.

[7] At the time, Solix was called NECA Services, Inc. NECA stands for "National Exchange Carrier Association".

1.3.1 Customer Volume

Since the inception of the California LifeLine program in July 2006, total active customer volume has declined by approximately 39% – from 3,134,139 (July 2006) to 1,922,959 (December 2009).

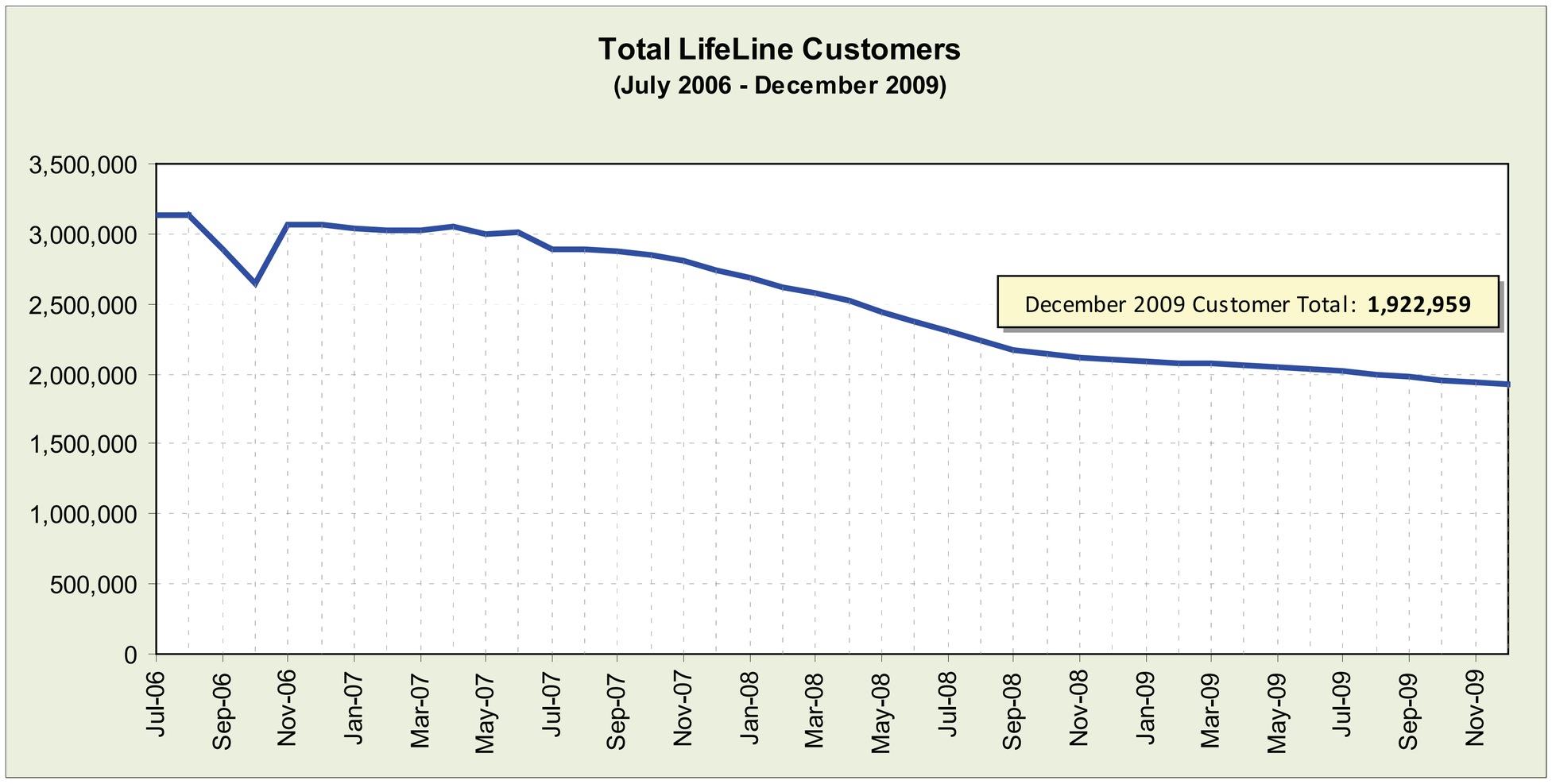

Figure 1: Total LifeLine Customers

1.3.2 December 2009 Activity Snapshot:

Below are actual measurements for December 2009 activity, including customer process completions – *inward* (approved) and *outward* (denied or non-renewed).

Total number of customers in program	1,922,959
Inward customers	36,017
Outward customers	(63,139)
Pending certifications	65,745
Total outbound mailing (new customers)	138,882
Total outbound mailing (renewals)	429,061
Call minutes (IVR)	139,576
Call minutes (English/Spanish hotline)	121,748
Call minutes (Asian languages hotlines)	4,687

1.3.3 Language Hotline Call Volume Comparison

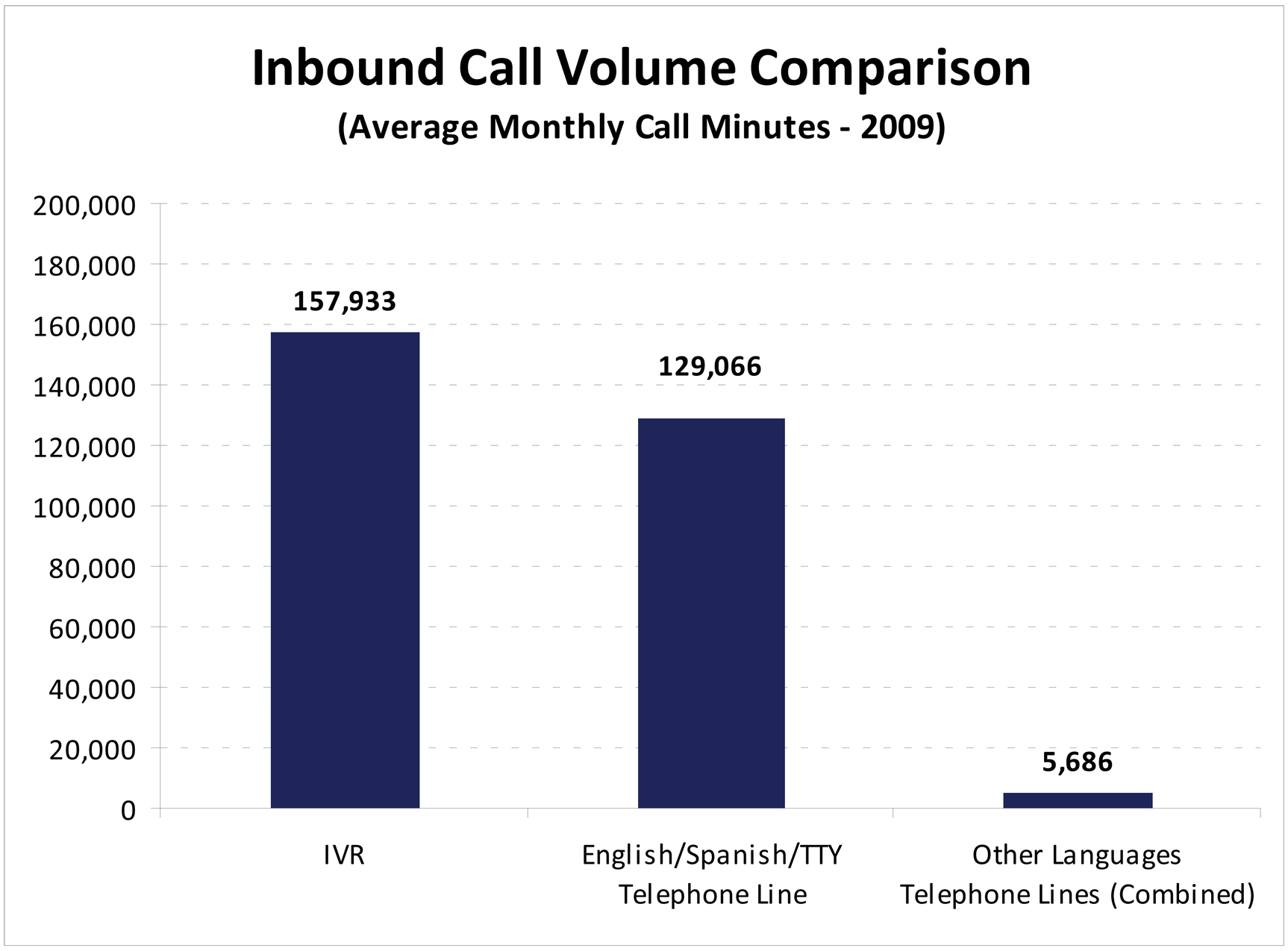

Figure 2: Inbound Total Call Volume Comparison (2008)

1.3.4 English and Spanish Language Hotline Detail

First Level – General program queries. Calls wherein the customer has questions about the generalities of the LifeLine program. Typically, calls are brief and relatively easy to resolve.

Second Level – Customer account specific queries. Calls wherein the customer has questions about account details such as current status, verification of individual documents submitted, lost/missing documents, reasons for denial, etc. Typically, calls can be longer, as complex questions may require research.

TTY – Calls requiring the use of TTY connectivity.

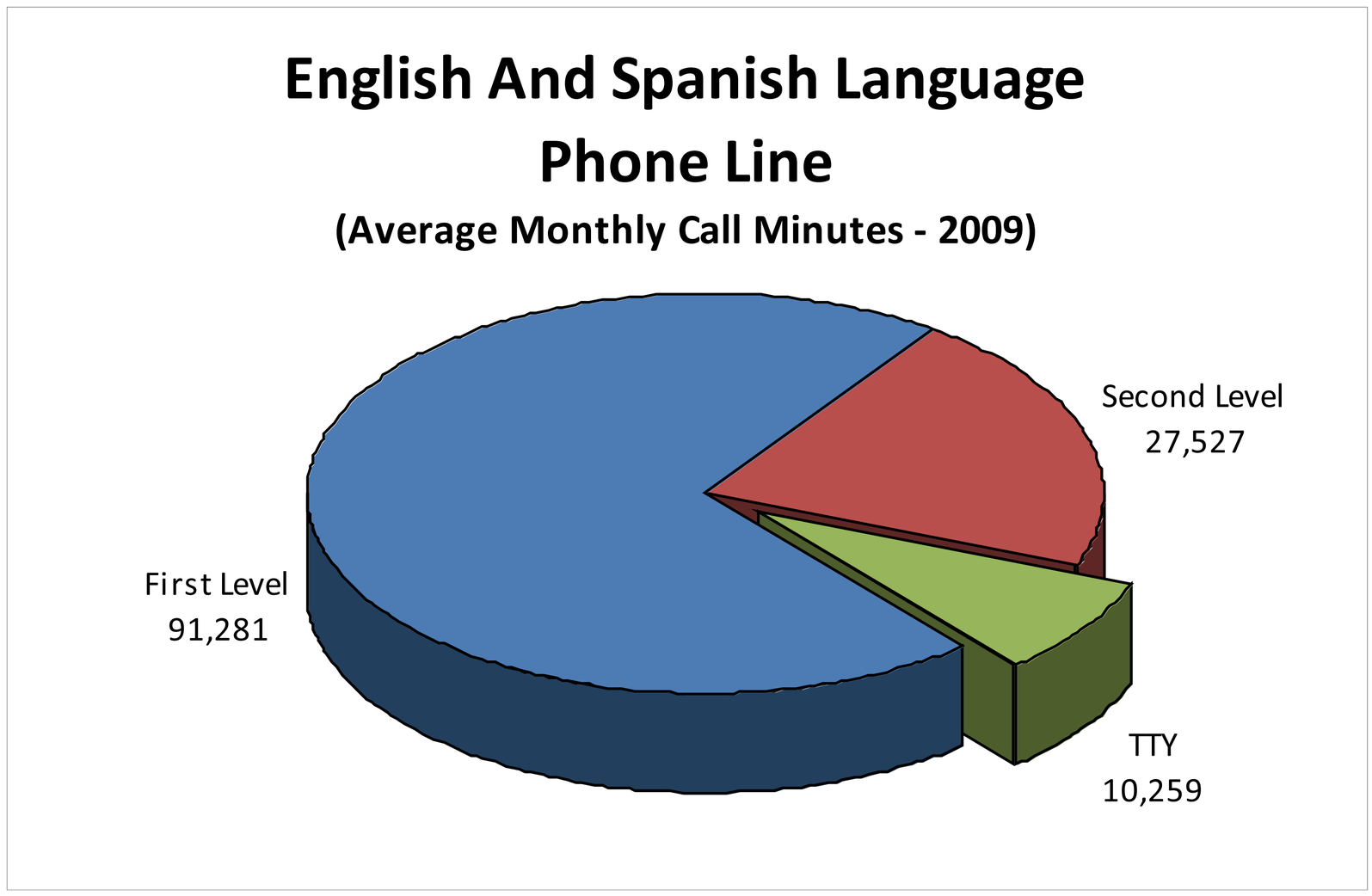

Figure 3: English/Spanish Language Hotline - Call Volume Detail (2009)

1.3.5 Asian Language Hotlines Detail

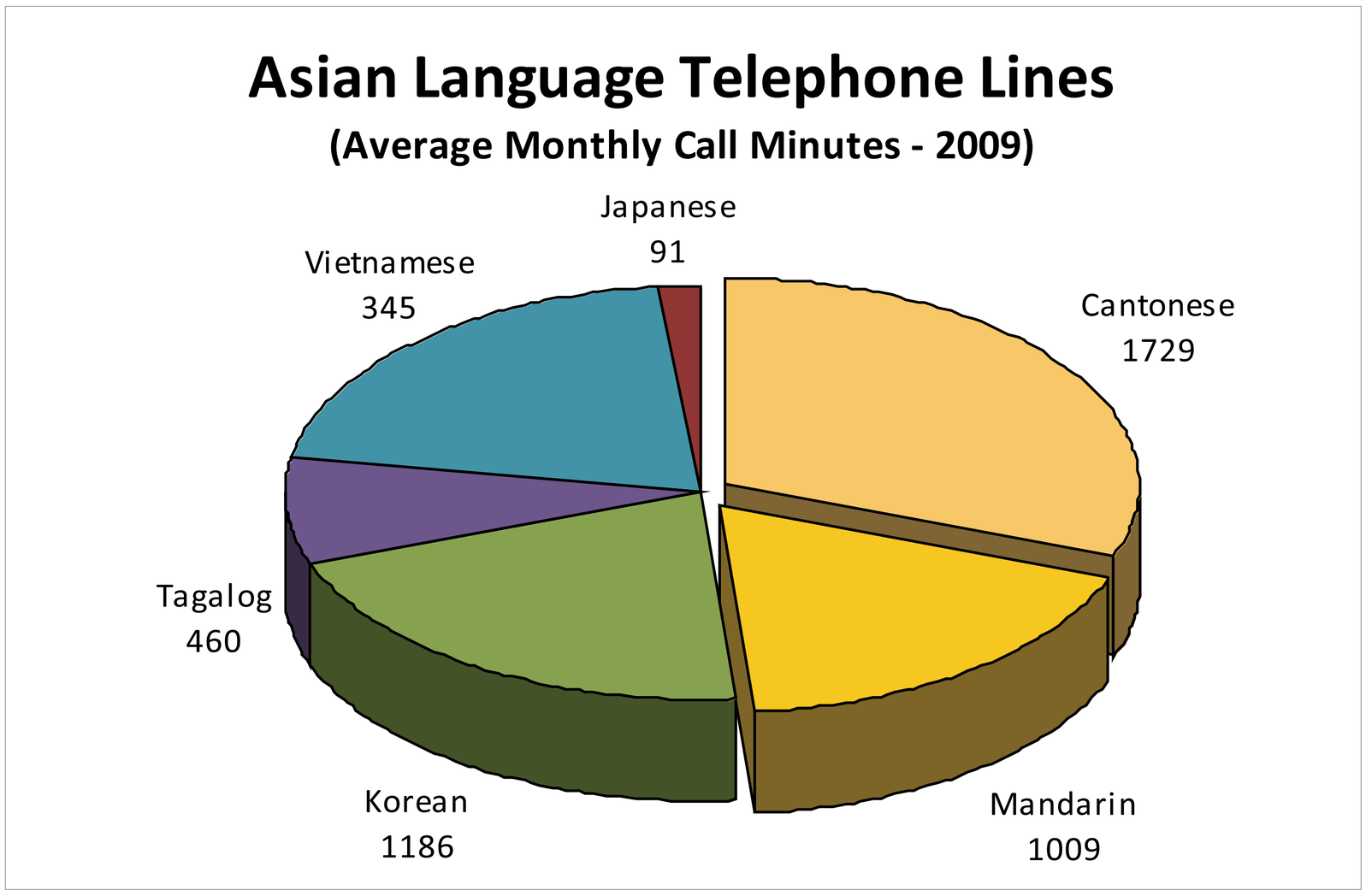

Figure 4: Asian Language Hotlines - Call Volume Detail (2009)

1.3.6 Inbound IVR and Outbound Dialer Call Volume

Approximate total inbound and outbound minutes for 2009:

- Inbound IVR/CSR Total Minutes:3,512,230
- Outbound Dialer Total Calls: 6,311,204

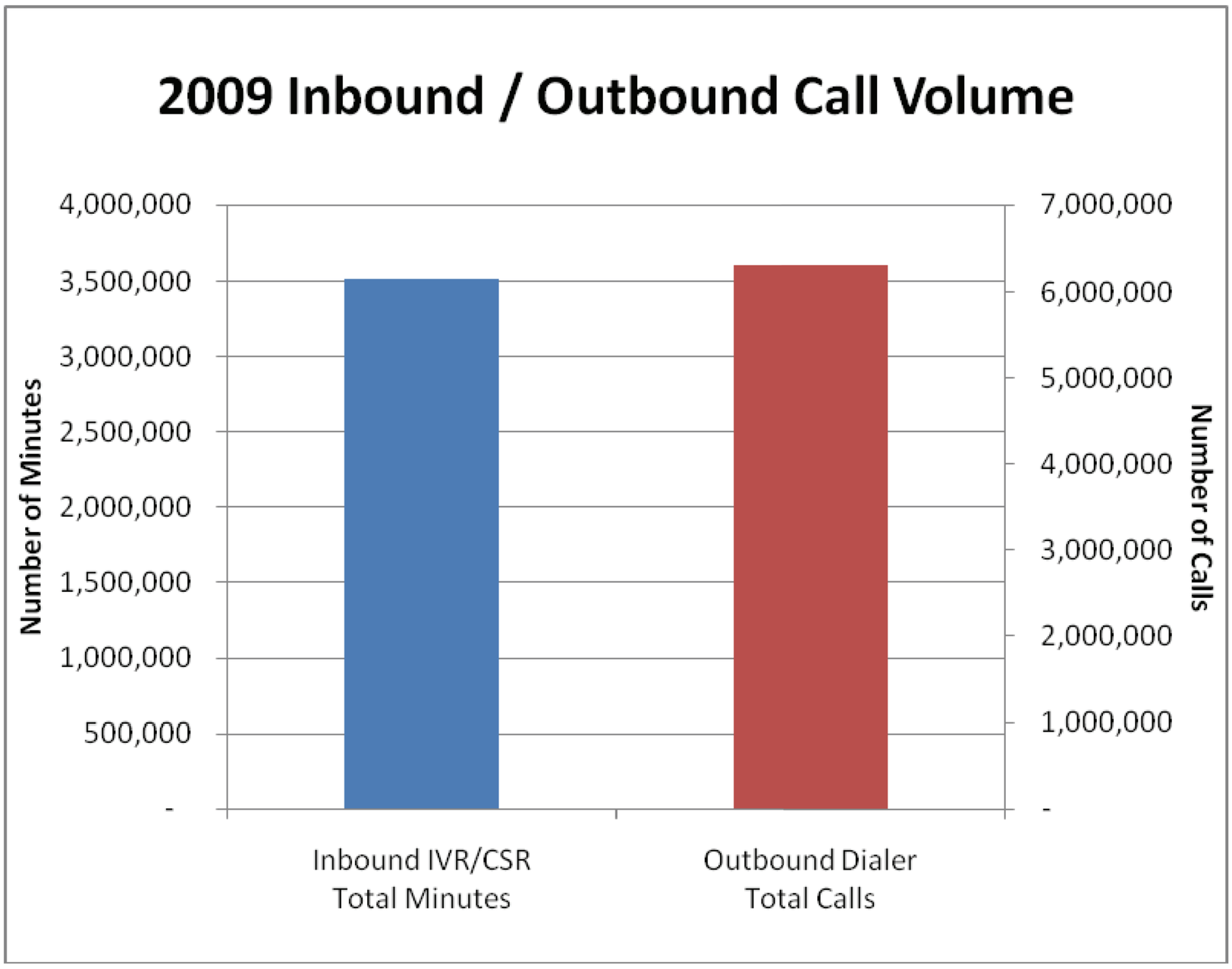

Figure 5: 2009 Inbound/Outbound Call Volumes

1.3.7 Outbound Mailing

Average monthly totals for outbound mailed items, represented by year:

- 2006 872,630 (July-December)
- 2007 502,950
- 2008 854,035
- 2009 587,285

For the purpose of this calculation, outbound mailed items include:

- *New Customers* – Application Forms, Qualification Letters, Disqualification Letters, Response Letters To Appealed Customers, Eligibility Transfer Letters, and Postcards
- *Renewals* – Renewal Forms, Qualification Letters, Disqualification Letters, Non-Correctable Letters

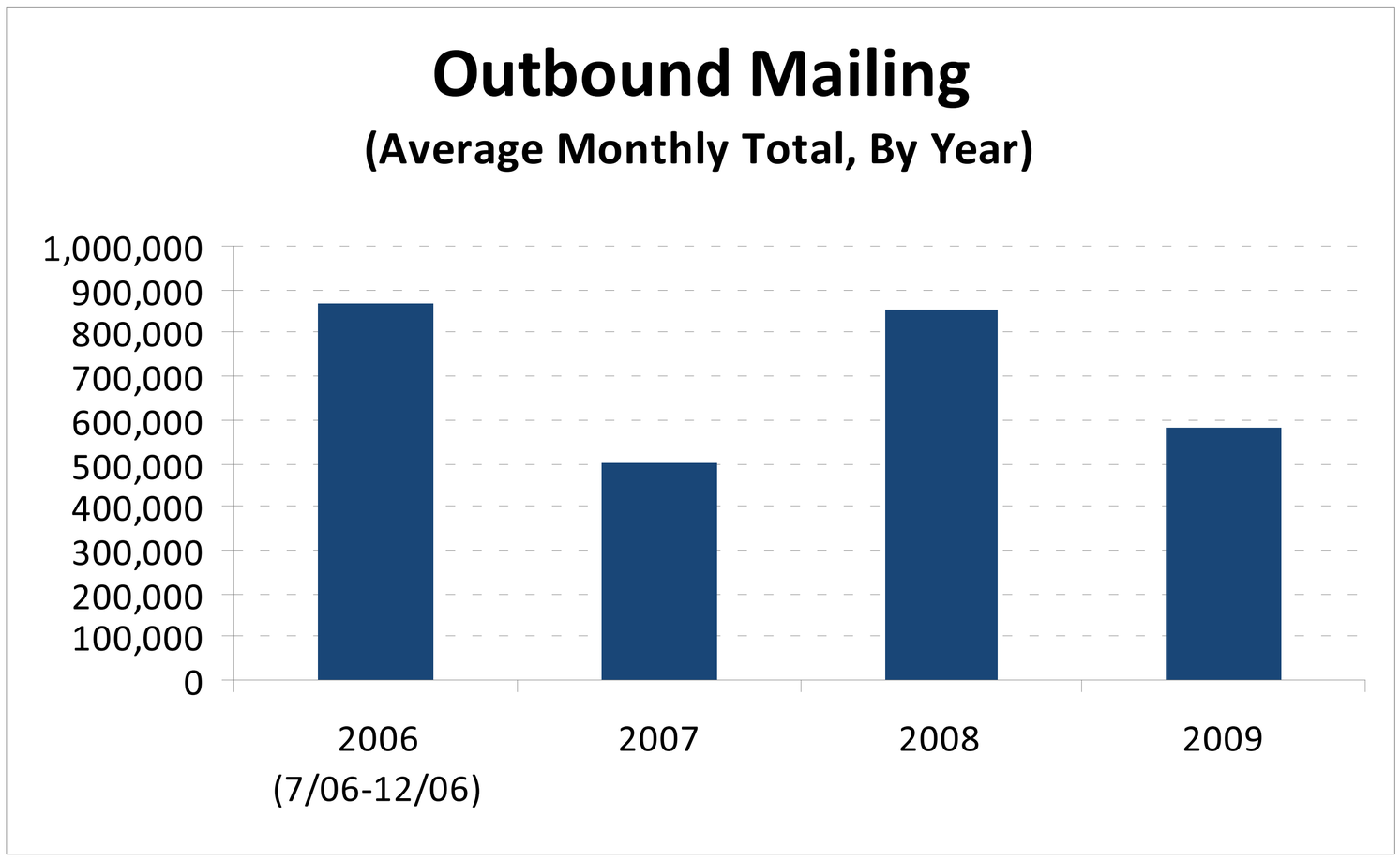

Figure 6: Outbound Mailing (Average Monthly Total, By Year)

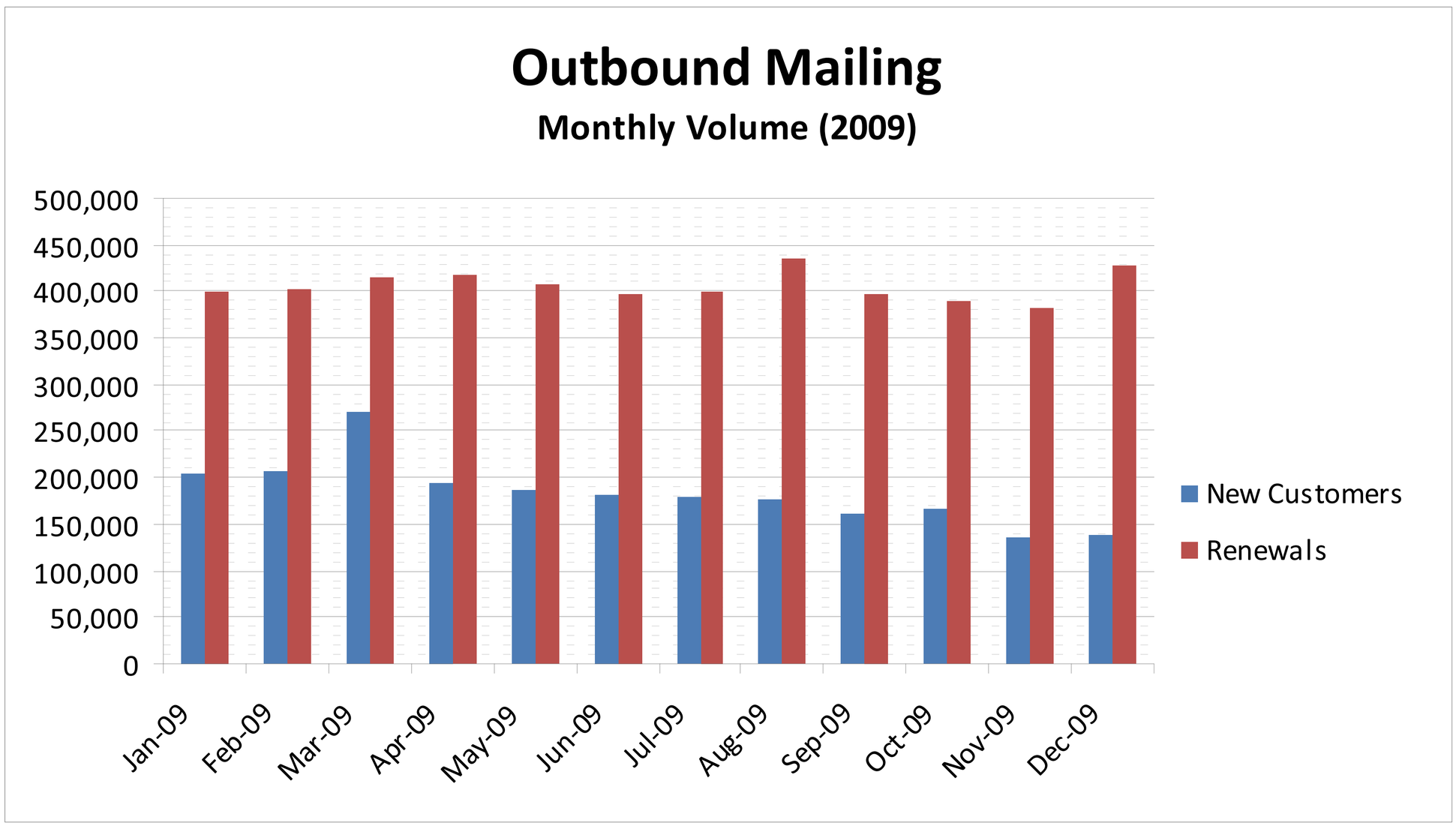

Figure 7: Outbound Mailing (Monthly Volume 2009)

1.3.8 Inquires from CPUC and Carriers

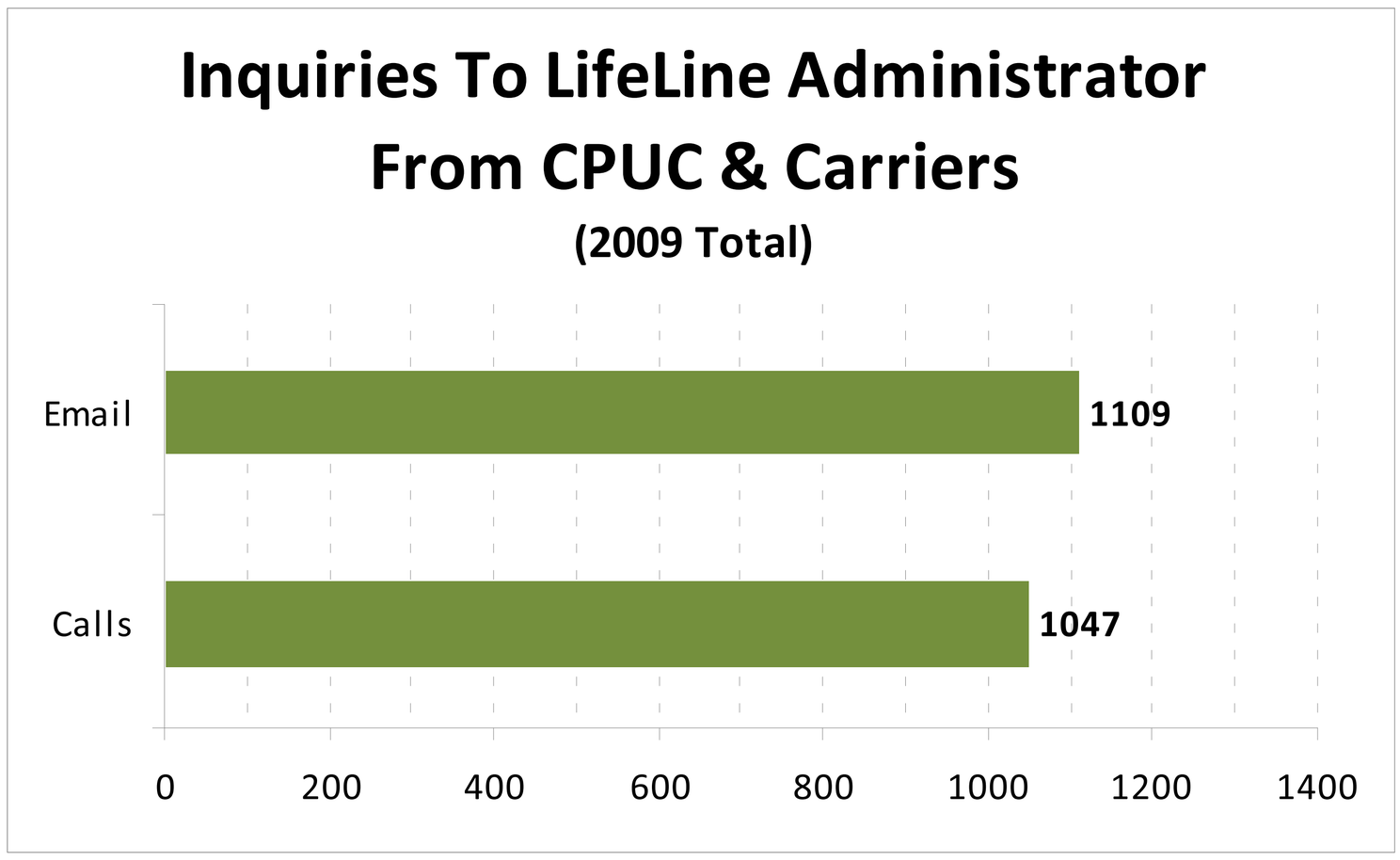

Figure 8: Inquiries from CPUC & Carriers (2009)

1.4 Public Call Center Historical Workload Metrics

An overview of the Public Call Center workload metrics is provided in this section. Also see Exhibit A, Scope of Work, Section 12, Public Call Center Reference Material.

1.4.1 Operations

The California LifeLine Public Call Center hours are 8:00 a.m. to 7:00 p.m. PT, Monday through Friday. Calls are handled by in-language voice mail before and after normal operating hours.

The California LifeLine Public Call Center provides in-language service to callers in the following languages: Cantonese, English, Hmong, Japanese, Khmer, Korean, Laotian, Mandarin, Spanish, Tagalog and Vietnamese. In-language CSR staffing is based on call volumes and planned marketing activities. All non-staffed languages are served via the Language Line Interpretation Service.

The California LifeLine Public Call Center contractor coordinates with other California LifeLine stakeholders to ensure the successful and efficient operations including:

- The CPUC's Communications Division
- California LifeLine Certification Administrator contractor
- California LifeLine Marketing contractor
- California Telecommunications Carriers[8]

[8] California providers of CPUC regulated landline telecommunications services: ILECs, LECs and CLECs

1.4.2 Call Statistics

Call Volumes:

From August 2009 through July 2010, the LifeLine Public Call Center averaged 2,718 calls per month during normal business hours, and 366 calls per month outside of normal business hours. Calls were distributed by month as shown in the following chart:

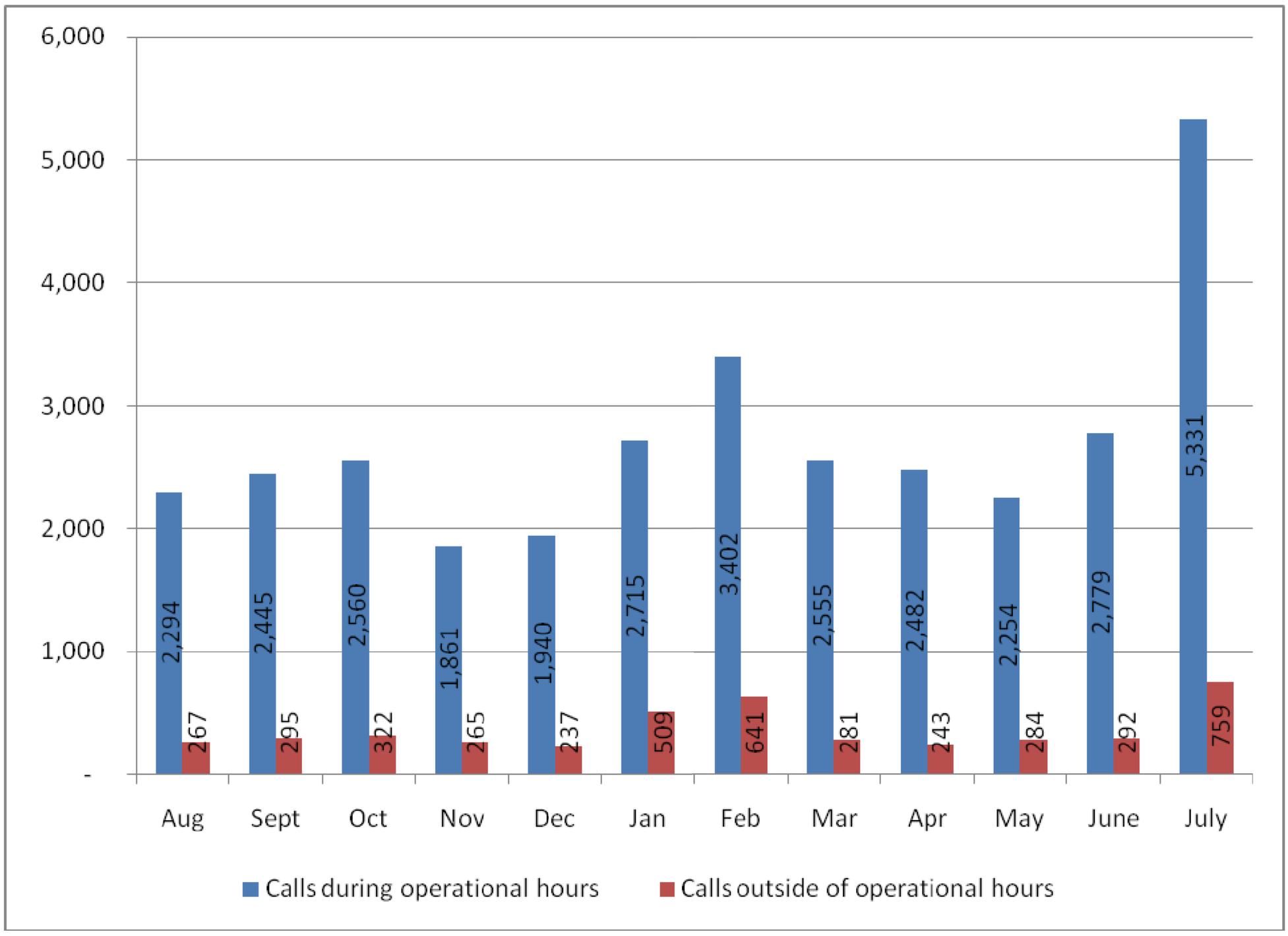

Figure 9: Public Call Center - Call Volumes (Aug 2009 - July 2010)

Note that the media buy dates for this contract period were:

English/Spanish:

Phase III Summer: July 13- October 18, 2009
Phase I Winter: January 18-February 28, 2010
Phase II Summer: July 12-August 1, 2010

Asian:

Phase III Summer: July 6- October 4, 2009
Phase I Winter: January 11-February 28, 2010
Phase II Summer: April 18-June 6, 2010
Phase III Summer: June 20-August 1, 2010

Wait time during operational hours:

Month and Year	Number of calls holding over 30 seconds	Percentage of calls holding over 30 seconds
August 2009	3	0.13%
September 2009	13	0.53%
October 2009	10	0.39%
November 2009	6	0.32%
December 2009	3	0.15%
January 2010	12	0.44%
February 2010	12	0.35%
March 2010	13	0.51%
April 2010	16	0.64%
May 2010	16	0.71%
June 2010	19	0.68%
July 2010	67	1.26%

Figure 10: Public Call Center - Wait Times (Aug 2009 - July 2010)

If a Customer Service Representative (CSR) is not immediately available to answer a call, the call is placed in queue and the caller will hear their estimated wait time and place in line. The caller may remain in the queue until a CSR is available, or the caller may choose to opt out and leave a voice mail to request a return phone call in the order it was received.

Abandonment rate during operational hours

Month and Year	Total Short Abandoned Calls	Total Long Abandoned Calls	Total Calls During Operational Hours	Long Abandoned Rate	Overall Abandoned Rate
August 2009	62	2	2294	0.09%	2.79%
September 2009	51	2	2445	0.08%	2.17%
October 2009	79	4	2560	0.16%	3.24%
November 2009	48	4	1861	0.21%	2.79%
December 2009	41	2	1940	0.10%	2.22%
January 2010	52	1	2715	0.04%	1.95%
February 2010	45	1	3402	0.03%	1.35%
March 2010	31	0	2555	0.00%	1.21%
April 2010	33	0	2482	0.00%	1.33%
May 2010	39	1	2254	0.04%	1.77%
June 2010	47	3	2779	0.11%	1.80%
July 2010	172	15	5331	0.28%	3.51%

Figure 11: Public Call Center - Abandoned Calls (Aug 2009 - July 2010)

Short abandoned represents calls that were abandoned by the caller within eight seconds or less. Long abandoned is defined by calls that were abandoned at nine seconds or greater.

Blocked Call Rate

The California LifeLine Public Call Center contractor reports that it has experienced no blocked calls.

1.4.3 Call Activity Purpose and Outcomes

Percentage of Calls by Call Purpose

The table below represents the percentage of callers for each of the primary call purposes.

Call Purpose	Percentage
California LifeLine Eligibility Screening	51.2%
California LifeLine Information/Request	17.5%
Application/Renewal Question	13.7%
Telephone Company Question or Referral	10.3%
Non-California LifeLine Call	6.1%
California LifeLine Concern	1.2%

Figure 12: Public Call Center - Call Purpose

Calls by Final Call Result

The table below represents the percentage of callers for each of the final result outcomes.

Call by Final Call Result	Percentage
California LifeLine Transferred/Referred to Telephone Company	53.2%
Referred to Application/Renewal Line	14.8%
Contractor Provided Information	14.0%
Abandoned Call	6.4%
Non-California LifeLine Transferred/Referred to Telephone Company	4.6%
Customer Would Like to Call Back	3.9%
Customer Ineligible	1.2%
Other	0.9%
Referred to CPUC	0.6%
Referred to California LifeLine Help Desk	0.2%
Call Result Undefined	0.2%

Figure 13: Public Call Center - Call Results

1.4.4 Caller Demographics

Calls by Gender

Based on a subjective evaluation of the caller's voice:

74% of the callers are female
26% of the callers are male

Callers by Age Range

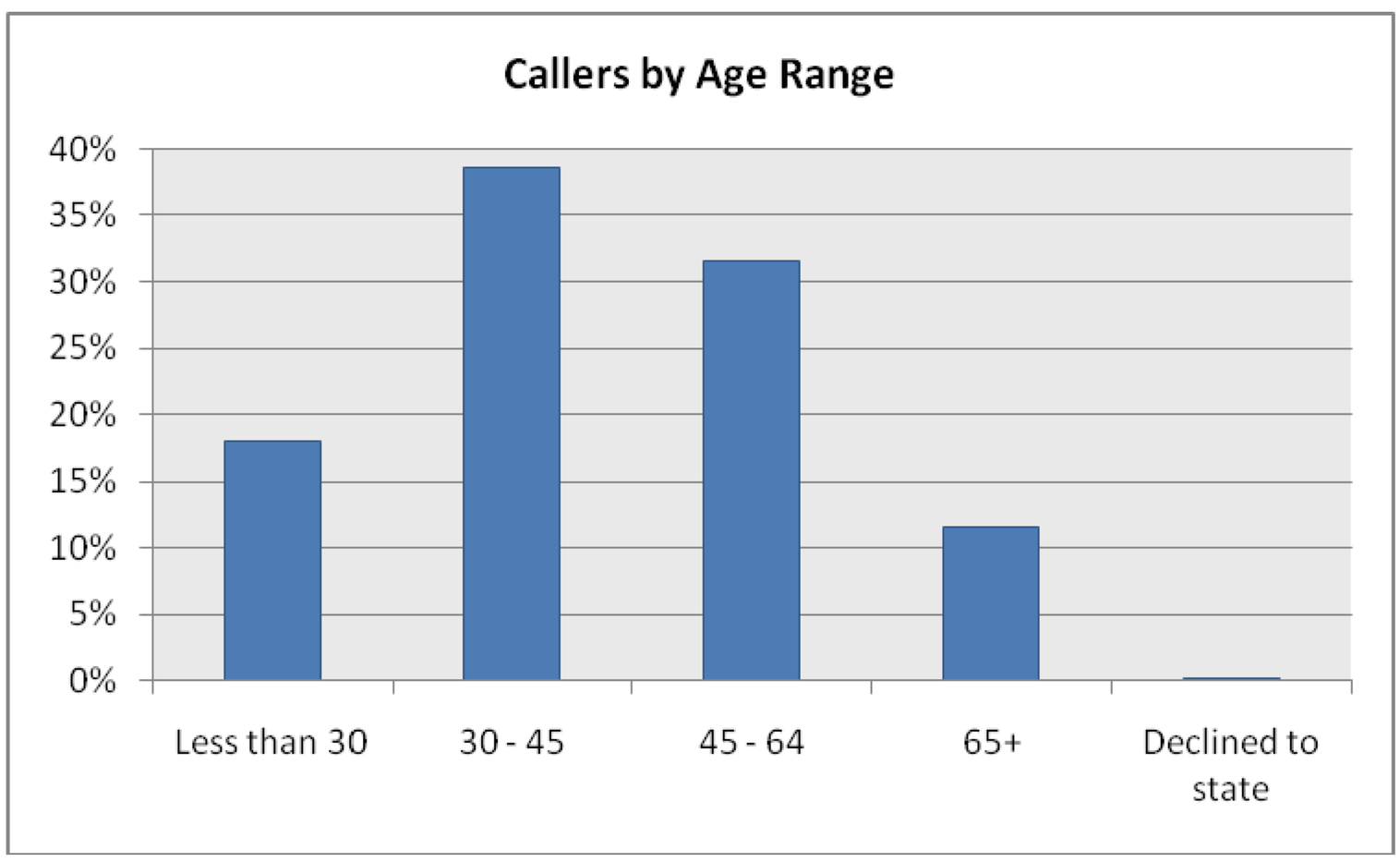

Figure 14: Public Call Center – Callers' Age Ranges

Callers by Primary Language

Language	Percentage
English	64.06%
Spanish	21.83%
Chinese-Mandarin	4.65%
Other*	2.84%
Chinese-Cantonese	3.79%
Vietnamese	1.50%
Unknown**	1.35%

* Languages of less than 1% are included in Other.

** Unknowns are not included in table at right.

Languages < 1%*	Percentage
Korean	0.96%
Tagalog	0.94%
Hmong	0.19%
Khmer	0.14%
Armenian	0.10%
Russian	0.07%
Japanese	0.06%
Other Asian	0.06%
Lao	0.05%
Other European	0.04%
Other African	0.02%
Declines to State	0.01%

Figure 15: Public Call Center - Callers by Primary Language

The above language distribution is depicted graphically as follows:

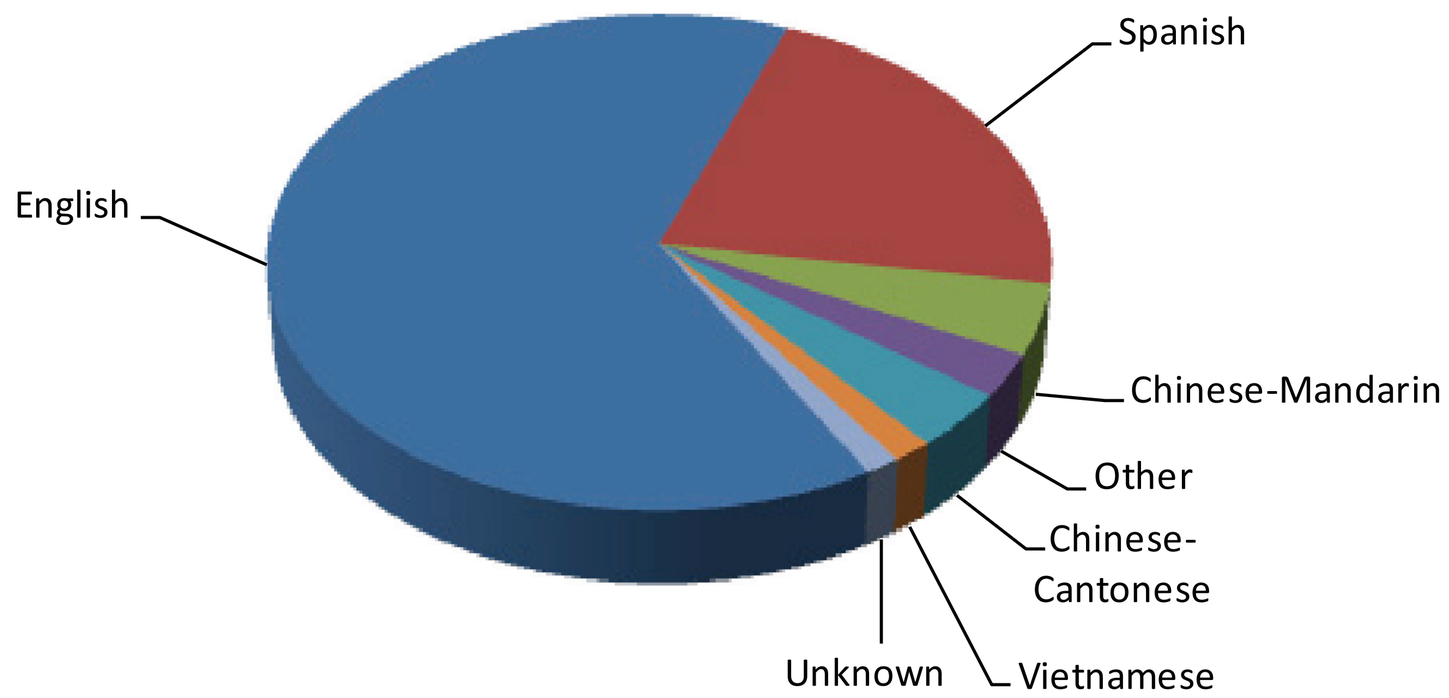

Figure 16: Public Call Center - Languages

<u>Callers by Ethnicity:</u>

Ethnicity	Percentage
Latino	33.21%
No Response	17.18%
African-American	14.48%
Caucasian	12.59%
Declines to Answer*	10.41%
Other**	5.63%
Chinese	3.92%
American Indian	1.43%
Filipino	1.14%

* Declines to Answer are not included in table at right.

** Ethnicities with response rates less than 1% are included in Other.

Ethnicity < 1%**	Percentage
Multiracial	0.81%
Vietnamese	0.67%
Other Asian	0.63%
Laotian	0.42%
Korean	0.42%
Armenian	0.28%
Cambodian	0.26%
Middle Eastern	0.24%
Hmong	0.24%
African	0.15%
Other European	0.15%
Russian	0.14%
Ukrainian	0.06%
Japanese	0.06%

Figure 17: Public Call Center - Ethnicity

Callers by Media Type

When callers were asked how they head about California LifeLine, responses were tallied as follows:

Media Type	Percentage
Friends/Family	22.17%
Television	17.59%
Flyer/Brochure	12.78%
Social Service Agency	7.00%
Other	5.82%
LIHEAP/HEAP/LIEE	5.27%
CBO	4.48%
Poster	3.67%
Phone Company	3.39%
Radio	2.87%
Community Event	2.26%
Business/Store	2.07%
Bus Signs	1.99%
Church/Faith Based Org.	1.62%
Decline to Answer	1.60%
Internet Ad	1.50%
Newspaper	1.23%

Media Type < 1%	Percentage
Phone Bill Insert	0.77%
Billboard	0.72%
211	0.58%
Senior Outreach	0.29%
Phone Book/Yellow Pages	0.17%
School/College	0.11%
DDTP CTAP	0.06%
Native American	0.02%

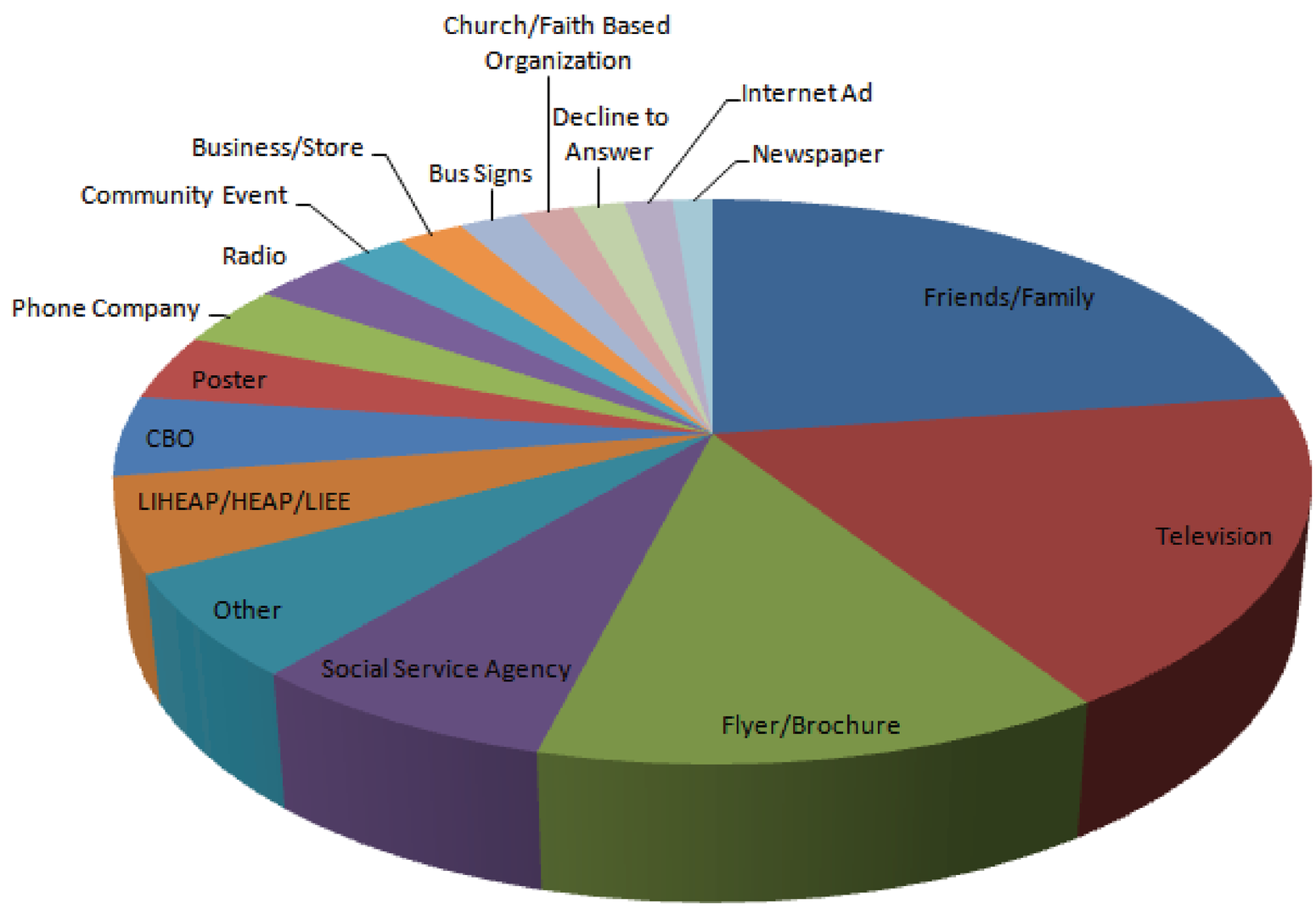

Figure 18: Public Call Center – Callers by Media Type

Existing Phone Service Data

Percentage of callers with a cell phone:

62% of callers had a cell phone
38% of callers did not have a cell phone

Percentage of callers with a landline home phone:

70% of all callers had existing phone service
30% of all callers had no existing phone service

Reasons for not having home phone service reported by callers:

Reason	Percentage
Too Expensive	36.28%
Just Moved In	20.50%
No Identification	16.38%
Cell Phone As Primary Line	8.90%
Didn't Think I Needed	8.42%
Previously Disconnected	7.38%
Declines to State	0.84%
Other Reason	0.70%
Renting a Room	0.59%

Figure 19: Reasons for No Landline Home Phone

1.4.5 California LifeLine Eligibility Screening:

Of the 16,252 total calls screened for California LifeLine eligibility:

95% were determined eligible
5% were not eligible

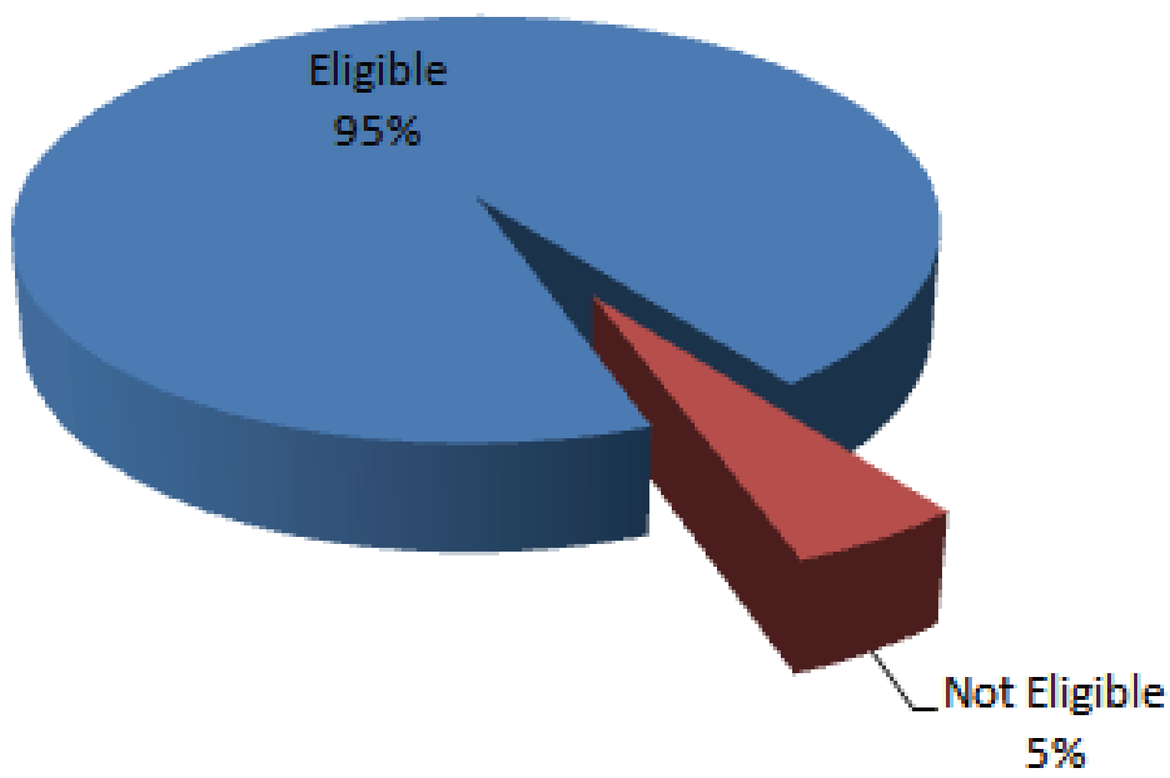

Figure 20: Percent Eligible

Of the callers screened for California LifeLine eligibility:

78% qualified by the Program-Based Method
22% qualified by the Income-Based Method

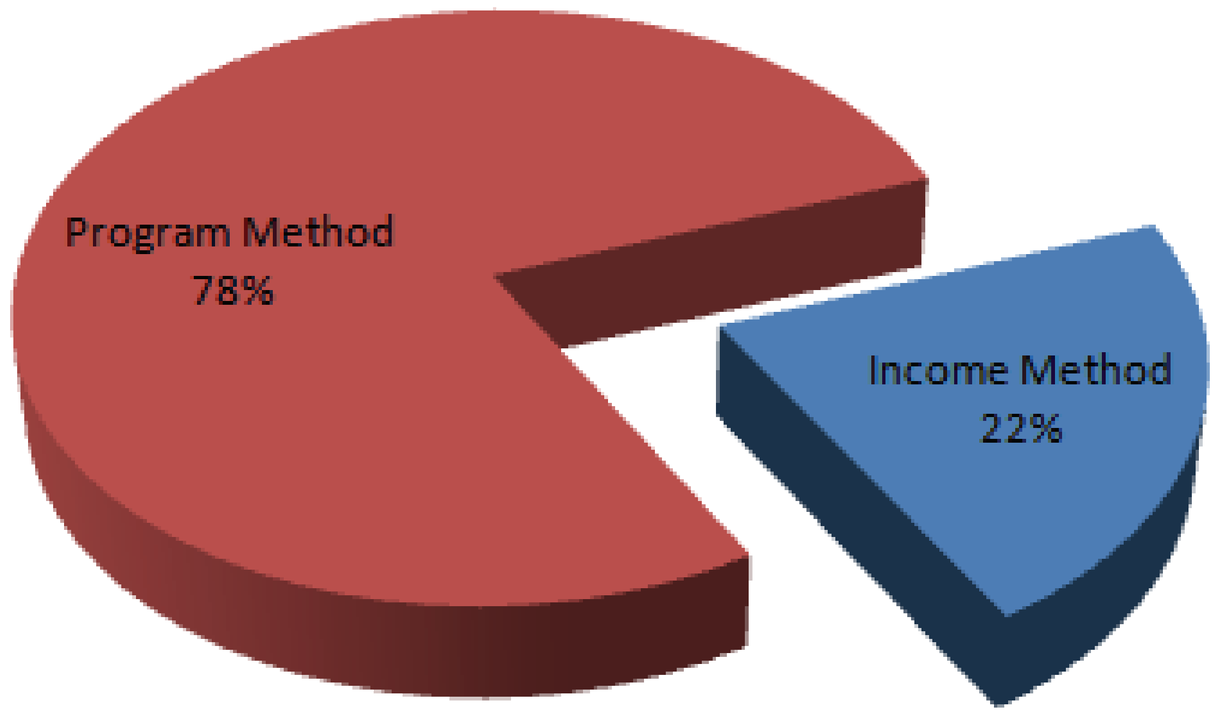

Figure 21: Qualification Method

Program-based Eligibility

Percentage of individuals qualifying by the Program-Based Method by approved public assistance programs:

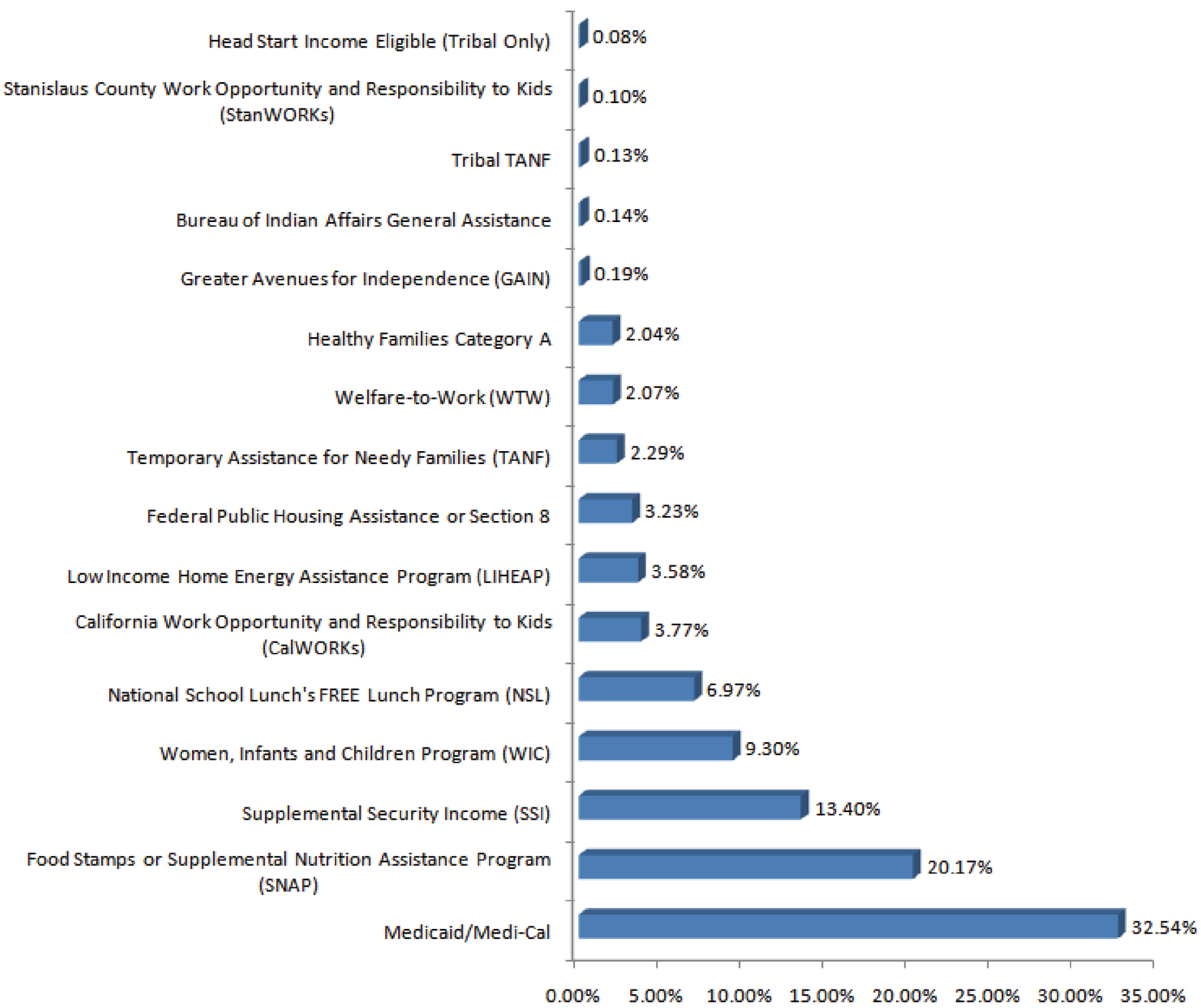

Figure 22: Basis of Program Method of Qualification

Transfers to Telephone Companies

14,799 callers were transferred to the telephone company of their choice.

Application and Renewal Calls:

About 14% of the calls the California LifeLine Public Call Center receives are Application and Renewal questions in nature. The LifeLine Public Call Center contractor refers those callers to the California LifeLine Administrator contractor for assistance. (Note that as a result of this RFP both functions will be under the same CPUC contract.)

1.5 Decision 10-11-033

In 2006, the Commission opened Rulemaking 06-05-028 to evaluate whether California's universal service public policy programs should be updated to reflect changes in the telecommunications industry. Through this Rulemaking, the Commission set out to reform California LifeLine in order to guarantee high-quality communication services were affordable and widely available to all. Decision 10-11-033 of November 19, 2010 (issued November 23, 2010) adopts a new methodology for providing LifeLine support to consumers and in doing so ensures that the Commission will continue to monitor impacts on ratepayers, make sure that the basic rate remains just and reasonable, and that the LifeLine rate remains affordable.

A copy of Decision 10-11-033 is available at:

http://docs.cpuc.ca.gov/word_pdf/FINAL_DECISION/127062.pdf.

Bidders are strongly encouraged to carefully review the entire decision, including its amendments to CPUC General Order 153, stated plans for follow-on workshops, and further recommendations or processes for CPUC LifeLine program changes. Some of these changes will affect the work load and tasks of the contract that will be issued as a result of this RFP.

Decision 10-11-033 recognizes significant technological and regulatory changes in the telecommunications industry and the flexibility of the statutory structure underlying the Moore Universal Telephone Service Act, which we now refer to as the California LifeLine Program (California LifeLine or LifeLine).[9] California consumers have accelerated their use of communication options that have never been subject to traditional utility regulation and have not participated in the California LifeLine Program. A challenge for the Commission is how to make those communication services that consumers are choosing available to LifeLine customers. Decision 10-11-033 clarifies that non-traditional carriers may participate and offer their services to consumers eligible for California LifeLine.

[9] The entire program is established in Pub. Util. Code §§ 871–884.

Decision 10-11-033 targets reforms to the most pressing problems confronting the California LifeLine Program and adopts the following changes to the program:

- Allows non-traditional carriers, such as wireless carriers and voice over internet protocol (VoIP) companies, to participate in the California LifeLine program consistent with current requirements.
- Expands the LifeLine program to include data services for consumers that receive wireless equipment through the CPUC's Deaf and Disabled Telecommunications Program (DDTP).
- Establishes a separate phase to consider implementation changes needed to facilitate participation in LifeLine for non-traditional carriers, including data services for DDTP – eligible consumers, wireless carriers, and other non-traditional carriers.

In addition to the above changes, Decision 10-11-033 also makes many other changes to the program, especially aimed at modernizing the administrative rules and cost considerations for participating carriers and consumers, including:

- "De-links" California LifeLine from the AT&T basic rate structure in order to ensure ongoing compliance with Section 874 of the Public Utilities Code, and determines that a Specific Support Amount methodology is the best option to continue to meet the goals of the Moore Act and our overall universal service goals.
- Sets a Specific Support Amount at 55 percent of the highest basic rate of the State's URF carriers of last resort. Each carrier will receive the Specific Support Amount (with some exceptions), and the initial Specific Support amount shall be set at $11.50, effective July 1, 2011.
- Each carrier's LifeLine rate will be capped at no more than 50 percent of its basic service rate.
- Each carrier may reset its LifeLine rate on an annual basis. Each carrier's LifeLine rate will be calculated by subtracting the Specific Support amount and any applicable Federal Lifeline and Linkup subsidy from its basic rate.
- Caps the current California LifeLine rate at $6.84 for the next two years for most customers.
- Eliminates the current price floor and allows carriers to charge customers less than AT&T's 2006 basic service rates. However, this decision also requires carriers offering LifeLine to charge LifeLine customers at least $5 per month (exclusive of tribal customers receiving federal Tier 4 subsidy).
- Eliminates excess payments to carriers for administration, bad debt, and to make up for forgone Federal support.

1.6 Terms and Acronyms Defined

Below are definitions for key terms and acronyms used in this RFP.

NOTE: The below definitions are provided for quick reference convenience. This reference section is not a substitute for, nor an integral component of, the formal requirements. Bidders are encouraged to read, in its entirety, the RFP and all Exhibits to gain an accurate understanding of the LifeLine Administrator role requirements.

1. LifeLine – California LifeLine Telecommunications Program.

2. Terms Associated with the Contracted Role:

   2.1. Bidder – Parties who submit bids based on this RFP. Upon award, the winning Bidder becomes the *Contractor*.

   2.2. Contractor – The company/organization performing the role of *LifeLine Administrator*.

   2.3. LifeLine Administrator – California LifeLine Administrator. Role to be fulfilled by *Contractor*. The central purpose of this RFP is to solicit bids from companies wishing to fulfill the role of LifeLine Administrator.

   2.4. CertA – Historical term denoting this contracted role. For the purpose of this RFP *CertA* has been superseded by the term *LifeLine Administrator*.

3. Organizations:

   3.1. CPUC – California Public Utilities Commission.

   3.2. Commission – Another reference for the California Public Utilities Commission.

   3.3. Carriers – Telecommunication companies participating in the California LifeLine program. For the purpose of this RFP, focus is on data exchange and other interaction between Carriers and the LifeLine Administrator.

   3.4. ILEC (Incumbent Local Exchange Carrier) – ILECs are the traditional wireline telecommunications carriers operating in defined geographic areas. Prior to 1996, for local service (and prior to 1995 for local toll service), ILECs operated as monopolies having the exclusive right and responsibility for providing local and local toll telephone service in defined geographic areas. Also, some ILECs have affiliates that offer long distance, wireless and/or broadband services.

   3.5. CLEC (Competitive Local Exchange Carrier) – CLECs are wireline carriers authorized under state and federal regulations to compete with ILECs to provide local telephone service. They often package their local service offerings with local toll, long distance, international, Internet

access, cable and/or video services. Under policies adopted by the CPUC, the Federal Communications Commission (FCC) and the Telecommunications Act of 1996 (TA '96), CLECs can choose which types of customers to serve (business, residential or both) and what services to offer. CLECs provide telephone services in one of three ways or a combination thereof:

1. By building or rebuilding telecommunications facilities

2. Through the purchase of telecommunications services from another carrier (typically an ILEC) at wholesale rates and, then, reselling those services to their own customers at retail rates

3. By leasing parts of the ILEC network referred to as "unbundled network elements" (UNEs)

Some larger CLECs operating in California are AT&T, Pac-West Telecommunications Inc., and Cox California Telecom, LLC. Some ILECs have also been given authority to become CLECs outside their original service territories. In California, AT&T and Verizon each have authority to operate as CLECs in each other's service areas.

3.6. IEC (Inter-Exchange Carrier) – IECs are typically defined as wireline "long distance" carriers. IECs may provide long distance services to customers using their own facilities or by reselling long distance services they have purchased from another carrier to their customers. Some IECs also offer local and local toll telecommunications services in addition to international, Internet access, cable and/or video services. Other IECs are affiliates of ILECs. The largest of these is AT&T. Some other IECs operating in California are Sprint Communications LLP (Sprint), Verizon Long Distance, SureWest Long Distance, and Sierra Telephone Long Distance. IECs are often registered as CLECs.

3.7. USAC (Universal Service Administrative Company) – The USAC administers the FCC's Universal Service Fund (USF), which provides LifeLine reimbursement to eligible telecommunications carriers. USAC is similar to the CPUC's LifeLine program except on the federal level, in that it collects federal surcharges, recommends the surcharge rate, audits the programs, and reimburses carriers for their claims. For more information go to www.usac.org/li/.

3.8. FCC (Federal Communications Commission) – The FCC sets the federal rules and regulations for the Lifeline and Linkup programs. Most of the states do not have state LifeLine contributions like California. Therefore those states rely completely on USF to provide affordable telecommunications to their consumers. Because California is collecting LifeLine surcharges to support this program, LifeLine consumers' telephone rates

are lower, due to subsidies provided by both the federal and state surcharges.

4. Individual Roles within the LifeLine Program:

4.1. CPUC Project Manager – Primary point of contact between the Contractor and CPUC. All performance reporting and operational issues are directed to this individual.

4.2. CPUC Contract Manager – Primary point of contact during the procurement phase between Bidders and the CPUC. Ongoing, the CPUC individual responsible for resolution of all contract related issues.

4.3. Contractor Project Manager – Contractor's agent or employee who performs as primary point of contact for the Contractor and is responsible for operational activities performed by the Contractor, including issue escalation and resolution.

4.4. Contractor Contract Manager – Contractor's agent or employee responsible for escalation and resolution of contract related issues.

5. Qualifying LifeLine Customers:

5.1. New Application – Applications submitted by new customers who wish to qualify for the LifeLine program.

5.2. Existing Customer Renewal – Annual renewal process for existing LifeLine customers.

5.3. Existing Customer Renewal (Documentation Required) – Annual renewal process for existing LifeLine customers, who have been flagged for auditing and thus require additional documentation.

5.4. Customer Qualification Type: Income – Applicants can qualify for California LifeLine based either on their household income or via enrollment in specific public assistance programs. Income based applicants must provide proof of income documentation, therefore causing greater work activity (reviewing documents) on the part of the LifeLine Administrator, compared to program based applicants. The renewal process is the same for both Income and Program qualification types.

5.5. Customer Qualification Type: Program – Applicants can qualify for California LifeLine based either on their household income or via enrollment in specific public assistance programs. Program based applicants are not currently required to produce supporting documentation, therefore their certification requires less work activity on the part of the LifeLine Administrator. The renewal process is the same for both Income and Program qualification types.

6. LifeLine Program Operations:

6.1. Call Center – For the purpose of this RFP, refers to the primary call center which manages all LifeLine customer communication. To the extent that other forms of communication occur, such as fax or email, the call center also may be referred to as a contact center. The call center is provided and operated by the Contractor.

6.2. IVR – Interactive Voice Response system. For the purpose of this RFP, the term IVR refers to an inbound call system used in the LifeLine call center. The IVR is provided and operated by the Contractor.

6.3. Hotline – Synonym for a toll-free telephone line.

6.4. LifeLine Customer Database – Primary database which contains all LifeLine customer records. Data contained in the database is the property of the CPUC; database software and associated IT systems are provided and operated by Contractor.

6.5. LifeLine Public Website – Website accessible to the public which contains information about the LifeLine program, including instructions for applying. Additionally, the public website has features which allow some applicants to complete portions of the registration process online. Note that development and operation of the public website is a Mandatory-Optional service.

6.6. LifeLine Private Website – Website for viewing and submitting/modifying information by the CPUC, including content such as status reporting and an operational procedures knowledge base. Note that development and operation of the private website is a Mandatory-Optional service.

6.7. Data Privacy (DP) / Information Integrity & Security – California state requirement to preserve the confidentiality of individual private information stored in databases and other IT systems, applicable to all state agencies and associated contractors/subcontractors. Compliance is achieved through a combination of technology systems design, personnel management, operational policy, and periodic auditing by a third party.

6.8. ACD – Automatic Call Distributor. That portion of the Contractor's call center system that accepts calls for distribution to its Customer Service Representatives.

2 BIDDER QUALIFICATIONS

Because the Commission desires to have a seamless transition in the enrollment program currently in place, the Commission is seeking Bidders that have a successful track record providing similar services. Specifically, the Commission seeks Bidders that have:

1. An understanding of the California LifeLine program
2. Performed services relating to customer enrollment, including determining customer eligibility based on income and/or participation in public assistance programs.
3. Technical capability, competence and resources in the fields of computer systems administration, database administration, and development of web-based software applications
4. Experience in interfacing with customers
5. Experience with substantial mailing services
6. Experience in operating multi-lingual call centers
7. Experience in communicating with consumers with speech and hearing impairment
8. Financial viability

It is also desirable, but not required, that the bidder have experience in interfacing with telecommunications carriers and government officials.

If additional information from the Bidder or other sources is insufficient to satisfy the Commission's concerns about Bidder qualifications, the Commission may request further clarifying information or disqualify the Bidder. The Commission's determination of the Bidder's qualifications for purposes of this RFP will be final.

The Bidder must provide sufficient and satisfactory proof that it has the resources and experience in the activities described in *Exhibit A: Scope of Work*. To this end, in addition to the specific proposal requirements of Exhibit A, Bidders must submit statements demonstrating proficiency in and understanding of the following areas:

2.1 California LifeLine Program Understanding

100 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Bidder shall submit a narrative which, at a minimum, demonstrates awareness and understanding of:

1. California LifeLine mission
2. Interaction between the LifeLine Administrator, carriers, the CPUC, and LifeLine customers
3. Potential factors impacting these interactions
4. Challenges faced by the LifeLine program

5. Issues involved in consumer application and renewal, including determining customer eligibility based on income and/or participation in public assistance programs.

The intent of this requirement is not to eliminate bidders who are not familiar with the California LifeLine program, but instead to ensure that at a minimum all bidders become familiar with the program through the information and references in this RFP. The Bidder's response to this section shall be evaluated in accordance with *RFP Section 4.2.4 Scored Technical Evaluation*.

2.2 General Experience

300 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

In addition to the specific customer references submitted in response to *RFP Section 2.3 Customer References* the Bidder shall submit a general description of their previous experience providing services relating to customer enrollment, fulfillment and contact center operations for at least the last five years from the due date of the Final Proposal listed in the RFP. This general description shall also describe the extent of the Bidder's experience with:

1. Services relating to customer enrollment, including determining customer eligibility based on income and/or participation in public assistance programs.

2. Computer system administration, database creation, and creation of web-based programs

3. Interfacing with customers; and also as desirable, experience with interfacing with telephone carriers (e.g., ILEC (Incumbent Local Exchange Carrier), CLEC (Competitive Local Exchange Carrier), IEC (Inter-Exchange Carrier), wireless carriers, etc.) and government officials (e.g., state or federal)[10]

4. Substantial mailing services

5. Operating multi-lingual call centers

6. Communicating with consumers with speech and hearing impairment

The Bidder's response to this section shall be evaluated per *RFP Section 4.2.4 Scored Technical Evaluation*

[10] In this context, "desirable" means that the State desires but does not require that bidders have experience interfacing with telephone carriers and government officials.

2.3 Customer References

300 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Bidder shall submit customer references from three or more recipients of the potential contractor's past service within the past five years from the date of the release of this RFP. References should be as detailed as necessary to describe the type of services relevant and applicable to those specified in this RFP. Each reference must contain contact information for verification purposes.

Bidders that are proposing to use a subcontractor that is proposed to receive fifteen (15) percent or more of the value of the contract, must also provide at least three (3) customer references for each of the four types of service described in RFP Section 3.8.2 that is proposed to be provided by the subcontractor. These subcontractor references must also be for services provided to customers within the past five years. Subcontractor references may be used in lieu of not more than fifty (50) percent of the total minimum requirement for twelve (12) Bidder customer references. Also see RFP Section 2.7, Subcontractor Requirements.

Instructions for customer reference submittals are described in *Section 3.8.2, Customer Reference Forms*. The Bidder's response to this section shall be evaluated in accordance with *RFP Section 4.2.4 Scored Technical Evaluation*.

2.4 Staff Qualifications

Minimum staff qualifications are described in *Exhibit A: Scope of Work, Section 2.2 Personnel Plan.* The Bidder's response to this section shall be evaluated in accordance with *RFP Section 4.2.4 Scored Technical Evaluation*.

2.5 Financial Viability

In addition to the other requirements of this RFP, prior to award of the contract the State must be assured that the Bidder selected has the financial resources sufficient to successfully complete performance under the contract. Financial viability will be measured by the Bidder's ability to meet the required financial security requirements of the bid and of the award, as stipulated herein. These financial security requirements also provide the State with a degree of protection, in addition to the States other protections and remedies, in the event of contractor default.

2.5.1 Security Requirements of the Bid

With their Final Proposal response, <u>all Bidders must submit one of the following</u> as described below in conformity with the Security Requirements of the Award. **Final Proposal responses submitted without one of the following shall be considered non-responsive and the bid shall be rejected.**

The following are the acceptable instruments of security:

1. Letter of Bondability
2. Letter of Certificate of Deposit
3. Letter of Irrevocable Letter of Credit

Because of the potential consequences which might result if the successful Bidder is unable to furnish any of the specified documents, Bidders should take the necessary steps, prior to submittal of their proposals, to ensure that if awarded the contract, they will be able to comply with these requirements.

1. Letter of Bondability

   The Letter of Bondability shall be from a Surety Insurer admitted by the State of California, which states the surety shall guarantee in an amount equal to four million dollars ($4,000,000), the Bidder's performance in all respects of the terms and conditions and provisions of the agreement, and that within twenty-one (21) calendar days after the award of the contract, the surety will execute the Performance Bond requirement.

2. Letter of Certificate of Deposit

   The Letter, guaranteeing issuance of a Certificate of Deposit, shall be from a bank doing business in California, and shall be insured by the Federal Deposit Insurance Corporation and shall state that if the Bidder is successful, a Certificate of Deposit in an amount equal to four million dollars ($4,000,000), will be furnished to the State within twenty–one (21) calendar days after the award of the contract.

3. Letter of Irrevocable Letter of Credit

   The Letter, guaranteeing issuance of a Irrevocable Letter of Credit shall be from a bank doing business in California, and shall be insured by the Federal Deposit Insurance Corporation, and shall state that if the Bidder is successful, a Irrevocable Letter of Credit, as appropriate, in an amount equal to four million dollars ($4,000,000), will be furnished to the State within twenty-one (21) calendar days after the award of the contract.

2.5.2 Security Requirements of the Award

Within 21 days after notification of contract award, the successful Contractor must submit a fiduciary instrument that satisfies the bond requirement in the form of a faithful Performance Bond, a Certificate of Deposit, or an Irrevocable Letter of Credit, acceptable to the CPUC, in a sum equal to four million dollars ($4,000,000 USD).

1. The fiduciary instrument shall be made payable to the "Universal Lifeline Telephone Service Trust Administrative Committee Fund," and must guarantee the Contractor's compliance with the terms and conditions of the contract, which

includes but is not limited to meeting the deadlines for completion of User Acceptance Testing and cutover to the contractor's new systems.

2. Failure to submit the required document within 21 days may be cause for termination of the contract.

Contractor shall assure that fiduciary instrument(s) shall be provided throughout the duration of the awarded contract, including any time prior to the in-service or cutover date and during any contract extensions. Successive bonding instruments need to be provided to the CPUC Procurement Official for acceptance 30 days prior to the expiration of any current bonding instrument and do not need to be provided by the same surety or financial institution.

The CPUC reserves the right to utilize the fiduciary instrument to cover the costs of any corrective action needed to be taken by the CPUC in the event of the contractor's non-performance, including but not limited to purchasing and paying for Scope of Work items through another vendor, soliciting a new bid and contract as a result of problems not resolved by the contractor, or paying for temporary services from another contractor during a remediation period. The CPUC's utilization of the fiduciary instrument shall not waive, diminish or be in lieu of any other rights or remedies that the CPUC has in contract or in law.

Fiduciary instruments that do not meet the above terms shall be rejected, and if a suitable instrument is not provided, the vendor's contract may be terminated for cause.

2.6 Conflict Of Interest

In addition to compliance with Public Contract Code[11] (PCC) sections 10410, 10411 and 10430(e) pertaining to state employees and members of boards and commissions, Bidders will be disqualified if they are a *telephone corporation* as referenced in Public Utilities Code section 216 (ILECs, CLECs, and Wireless Carriers) providing services in California, or if they will engage a subcontractor that is a telephone corporation providing services in California.

Bidder shall submit a Conflict of Interest Statement (Bid Attachment 2) attesting that it is not a telecommunications carrier providing services in the state of California, and will not engage a subcontractor that is a telephone corporation providing services in California.

2.7 Subcontractor Requirements

All bidders must complete a Bidder Declaration form GSPD-05-105 (Bid Attachment7) and include it with their final proposal. All proposed subcontractors must be identified on the Bidder Declaration form. GSPD-05-105 is also available at:

www.documents.dgs.ca.gov/pd/poliproc/MASTEr-BidDeclar08-09.pdf

[11] Public Contract Code is available online through the State's California Law website at www.leginfo.ca.gov/calaw.html.

Any subcontractor that the bidder chooses to use in fulfilling the requirements of this RFP, and which is expected to receive fifteen (15) percent or more of the value of the contract, must also meet all Administrative and Technical Requirements of the RFP, as applicable to the services provided. At a minimum this includes:

- Conflict of Interest, RFP Section 2.6 and Bid Attachment 2,
- Darfur Contracting Act Requirements (Bid Attachment 5),

and for the type of work proposed to be carried out by the subcontractor:

- General Experience, RFP Section 2.2,
- Customer References, RFP section 2.3, and
- Staff Qualifications, RFP Section 2.4.

All subcontractors that shall have access to *personal information* as defined in Exhibit A, Section 2.5, regardless of the anticipated earned percentage value of the contract shall also be required to comply with the requirements of Exhibit A, Section 2.5, and with Exhibit D, Special Terms and Conditions' Section 1.13, Information Integrity and Data Security (Data Privacy). Subcontracts with all subcontractors that have access to *personal information* shall contain terms and conditions to this effect. Bidder's response to Exhibit A, Sections 2.5, 2.5.1 and 2.5.2 shall include compliance information pertinent to all subcontractors with access to *personal information* as a result of this LifeLine Administrator RFP.

CPUC written approval shall be required for the replacement of any subcontractor:

1) that is identified as expected to receive 15% or more of the value of the contract, or
2) that is a DGS certified DVBE (see RFP Section 5.1), or
3) when the Bidder is claiming at least 25% California certified small business subcontractor participation (see RFP Section 5.2.2) and the subcontractor is a named DGS certified small business.

3 PROPOSAL REQUIREMENTS

The following subsections provide the information, guidelines and instructions necessary to participate in this procurement.

3.1 Key Action Dates

The following table indicates key dates for this procurement. Dates subsequent to the submittal cutoff for the final proposal are subject to change.

Date(s)	Item Description
6/17/10	RFP is released
6/29/10	Last day to submit questions prior to the Bidders' Conference for answering at the Bidders' Conference
7/7/10	Bidders' Conference, at 10:00AM Pacific Time
7/13/10	Potential Bidders submit Letter of Intent and Conflict of Interest Statement
8/18/10	Last day for Bidders to submit requested contract language changes
9/7/10	Last day to protest RFP
9/24/10	Draft Proposals due
10/5 – 10/19/10	Confidential Discussions
2/2/11	Last day for Bidders to submit written questions
2/9/11	Answers to questions provided by the CPUC
3/14/11	**Final proposals due by 4:00 PM Pacific Time**
3/15 – 3/21/11	Contractual Compliance Review based on Proposal Checklist; Contract Officer provides CD Evaluation Team copies of responsive bid proposals
3/22 – 4/8/11	Evaluation Team reviews responsive bid proposals and completes technical review and evaluation.
4/11 – 4/15/11	Site visits with all compliant Bidders, at the CPUC's option
4/22/11	Posting of "Intent to Award"; protest period starts
4/29/11	Protest period ends
5/20/11	Vendor, CPUC and DGS contract execution
5/20/11 – 10/14/11	Transition Period
10/7/11	Completion of Acceptance Testing
10/14/11	Production services begin

3.2 Bidders' Conference

A Bidders' Conference will be held at the date and time listed in the Key Action Dates of RFP section 3.1 at the location listed below. Attendance at the Bidders' Conference is not mandatory, but is strongly recommended.

Location: California Public Utilities Commission
505 Van Ness Avenue, The Courtyard Room
San Francisco, CA 94102

This procurement includes a mandatory California Disabled Veteran Business Enterprise (DVBE) participation requirement. Potential DVBE subcontractors will be given an opportunity to be present at the Bidders' Conference. The conference room will be open one-half hour before and after the Bidder's Conference to allow potential Bidders to meet attending subcontractors.

The Bidders' Conference facility is wheel chair accessible. If you need other ADA accommodations, please contact the Procurement Official listed in *RFP Section 3.3.1* at least ten days prior to the conference.

3.3 Procurement Official and Correspondence

3.3.1 Procurement Official

The CPUC's Procurement Official is the State's designated authorized representative regarding this procurement.

Bidders are directed that they must communicate with the Procurement Official at the address below to deliver proposals, and to submit all other formal correspondence regarding this procurement:

Ms. Brenda Cochran, Acting Contracts Manager
California Public Utilities Commission
Information Technology and Management Services Division
505 Van Ness Avenue, Room 2005
San Francisco, CA 94102

(415) 703-2960
brenda.cochran@cpuc.ca.gov

Questions regarding this RFP shall be submitted via email to Richard Maniscalco, the CPUC Project Manager, at richard.maniscalco@cpuc.ca.gov, with a copy submitted to Brenda Cochran, Acting Contracts Manager, at brenda.cochran@cpuc.ca.gov. Only questions submitted in writing to the CPUC Project Manager, and answered in writing by the CPUC Procurement Official shall be binding and official.

All hand deliveries to the Procurement Official (including UPS, Express Mail, FedEx, etc) must be delivered to the CPUC's Mailroom located on the first floor (open Mondays through Fridays, excluding State holidays, from 8 AM to 12 Noon and 1 PM to 5 PM).

Bidders are advised that all proposals must be formatted, packaged, addressed and delivered in accordance with instructions in *Section 3.8 Proposal Submission*.

3.3.2 DVBE Outreach Support

This RFP requires that potential contractors include DVBE organizations in their proposals to perform a minimum of 3% of the value of the awarded contract. Failure to satisfy the State's mandatory DVBE requirement, as specified in RFP Section 5.1, will disqualify a Bidder's Final Proposal from any technical or financial consideration, and the entire proposal will be rejected.

The CPUC is particularly interested in supporting California's DVBE organizations and in assisting potential Bidders in identifying qualified DVBE subcontractors to participate in the awarded contract to ensure that Bidders avoid disqualification. To further this endeavor, the CPUC initially assigned a DVBE outreach consultant to assist Bidders in understanding the State's DVBE participation requirements, the methods and opportunities to partner with DVBE firms to provide a commercially useful function, and to ensure that all requirements are satisfied prior to submission of the Final Proposal.

At this time, the CPUC's DVBE Outreach Consultant for this RFP is no longer available. Assistance to bidders regarding DVBE participation may be available from the California Department of General Services' Office of Small Business and DVBE Services at:

Office of Small Business and DVBE Services

707 Third Street, 1st Floor, Room 400
West Sacramento, CA 95605

P.O. Box 989052
West Sacramento, CA 95798-9052

(916) 375-4940 – phone
(916) 375-4950 – fax
OSDSHelp@dgs.ca.gov – email
www.dgs.ca.gov/pd/Programs/OSDS.aspx

Bidders are encouraged to individually discuss their DVBE participation goals, outreach activities, and compliance considerations with the DGS Office of Small Business and DVBE Services for clarification and education. All such individual communications shall be confidential until an announcement of Intent to Award, although outreach and education information of a general nature may be made available to all Bidders. However, note that all officially binding communication shall only be in writing as received by or issued by the CPUC's Procurement Official identified above in *RFP section 3.3.1*. Therefore Bidders should copy the CPUC's Procurement Official on all DVBE related questions for which the Bidder wishes to receive an officially binding answer.

3.3.3 Bidder Questions

Bidders requiring clarification of the intent or content of this RFP or on procedural matters regarding the competitive bid process may request clarification by submitting

questions, in an email or envelope clearly marked "Questions Relating to RFP 09PS5848" to the Procurement Official listed in *RFP section 3.3.1*.

1. Questions submitted to the CPUC Project Manager Richard Maniscalco via email at richard.maniscalco@cpuc.ca.gov, should also be sent to Brenda Cochran, the Procurement Official via email at brenda.cochran@cpuc.ca.gov.

2. Only questions submitted in writing to the Project Manager, and answered in writing by the Procurement Official shall be binding and official.

3. Bidders desiring a change to the RFP requirements or the model contract are to use this process.

To ensure a response, questions must be received, in writing, by the scheduled date(s) given in Section 3.1, Key Action Dates. Questions received after the dates indicated will only be answered by the CPUC as time allows as solely determined by the CPUC, and therefore may remain unanswered. Question and Answer sets will be provided to all potential Bidders via posting on the State's procurement website at www.bidsync.com without identifying the submitters. At the sole discretion of the State, questions may be paraphrased by the State for clarity.

A Bidder who desires clarification or further information on the content of the RFP, but whose questions relate to the proprietary aspect of that Bidder's proposal and which, if disclosed to other Bidders, would expose that Bidder's proposal, may submit such questions in the same manner as above, but also marked "CONFIDENTIAL," and not later than the scheduled date specified in *RFP Section 3.1 Key Action Dates* to ensure a response. The Bidder must explain why any questions are sensitive in nature. If the State concurs with the Bidder that the disclosure of the question or answer would expose the proprietary nature of the proposal, the question will be answered and both the question and answer will be kept in confidence. If the State does not concur with the proprietary aspect of the question, the question will not be answered in this manner and the Bidder will be so notified.

If the Bidder believes that one or more of the RFP requirements is onerous, unfair, or imposes unnecessary constraints on the Bidder in proposing less costly or alternate solutions, the Bidder may request a change to the RFP by submitting, in writing, the recommended change(s) and the facts substantiating this belief and reasons for making the recommended change. Such request must be submitted to the Procurement Official by the date specified in *Section 3.1 Key Action Dates* for submitting a request for change.

It is each **Bidder's** responsibility to:

- Carefully read the entire RFP, including all referenced web addresses, regulations, orders and statutes cited in this RFP
- **If clarification is necessary, ask appropriate questions in writing and in a timely manner**

- Submit all required responses, completed to the best of the Bidder's ability, by the required dates and times
- Make sure that all procedures and requirements of the RFP are accurately followed and appropriately addressed
- Carefully reread the entire RFP before submitting a proposal

Only written questions and written answers released by the Procurement Official shall be binding upon the Bidders and the State. **Oral answers shall not be binding on the State.**

3.4 Letter of Intent to Bid

Bidders are requested to submit a Letter of Intent to Bid to the Procurement Official by the date indicated in *RFP Section 3.1 Key Action Dates*. The letter should indicate the vendor's name and address, the vendor's single point of contact for notifications or correspondence to or from the State, and the contact's phone number, email address and fax number. A Letter of Intent to Bid does not obligate the vendor to submit a Final Proposal, but it assists the State and Bidder to efficiently communicate. Vendors who become aware of the RFP after the date to submit the Letter of Intent to Bid, and who also wish to potentially submit a Final Proposal, should submit their Letter of Intent to Bid at the earliest possible time. The Letter of Intent to Bid should also be accompanied by a Conflict of Interest Statement signed by an authorized representative of the Bidder's organization as illustrated in Bid Attachment 2.

3.5 Addenda

The State may modify the RFP prior to the date fixed for Contract Award by issuance of an addendum to all Bidders who are participating in the bidding process at the time the addendum is issued. Addenda will be numbered consecutively. Only the latest version of the RFP documents, as may be modified by any addenda, will be the correct and valid RFP to which Bidders must be responsive.

3.6 Confidentiality

Providing cost information in a bid prior to the date and time specified under the Key Action Dates for submission of the Final Proposals will result in bid rejection and exclusion from further participation in this procurement.

Bids are public record and Bidders should be aware that marking a document "CONFIDENTIAL" or "PROPRIETARY" will not keep the document from being released unless an order by a Court specifically prevents its release by the State.

The content of hardcopy and electronic work papers and correspondence disclosing any part of a bid will be held in the strictest confidence until the Notice of Intent to Award is posted.

Any disclosure of confidential information by a State employee is a basis for disciplinary action, including dismissal from State employment, as provided by California Government Code sections 19570 et seq.

3.7 Proposal Format

This section prescribes the mandatory development approach and format for bids. Bidders must adhere to all instructions and submit all requested information and materials to the Procurement Official listed in *RFP section 3.3.1* by the date and time for submitting bids indicated in *RFP section 3.1 Key Action Dates*.

All copies of bids must be bound[12], paginated, marked "RFP 09PS5848" on all pages, and reflect careful proofreading for spelling, punctuation and grammar. Bidders are also urged to use a typeface with font size of not less than 12 points, at least one-inch page margins and double-sided duplication where possible.

Bidder shall submit:

1. One (1) complete original signed and printed proposal marked "Master" (without Cost Proposal)

2. Six (6) printed copies (without Cost Proposal)

3. One (1) digital copy on a CD (without Cost Proposal)

The Cost Sheet shall be submitted in a separately sealed envelope from rest of the proposal. The separately sealed Cost Proposal envelope may be included within the box containing the overall proposal. This envelope must be clearly marked "Cost Proposal" and shall contain:

1. One (1) complete original signed and printed Cost Proposal marked "Master"

2. Six (6) printed copies of the Cost Proposal

3. One (1) digital copy of the Cost Proposal on a CD.

Each copy of the bid must contain all of the following components and subcomponents, organized in the same sequence as listed herein:

3.7.1 Proposal Checklist

Bidders must complete a Proposal Checklist by marking the box to the left of each item to be submitted to the State. This form must appear as the first sheet on each copy of a Bidder's proposal, immediately following the document cover.

[12] Acceptable binding includes three-hole ring binders.

3.7.2 Cover Letter

Bidders must prepare a one-page cover letter indicating the signatory is authorized to bind the firm contractually (See RFP Section 3.8.6).

3.7.3 Table of Contents

Bidders must generate a Table of Contents identifying all submitted components and subcomponents listed herein and indicating the page number for each in the proposal.

3.7.4 Understanding of the California LifeLine Program

Bidders must submit a response to the requirements defined in *RFP Section 2.1, California LifeLine Program Understanding*.

3.7.5 Narrative of General Experience

Bidders must submit a response to the requirements defined in *RFP Section 2.2, General Experience*.

3.7.6 Bid Attachments – Required

All Bidders are required to submit the following attachments in the order they appear below. Attachments requiring a signature must be submitted signed with the Final Proposal.

1. Proposal Checklist (Attachment 1) The proposal checklist only needs to be provided once, at the front of the Bidder's proposal per Section 3.7.1.
2. Conflict of Interest Statement (Attachment 2)
3. Security Requirement of the Bid (see RFP Section 2.5.1)
4. Contractor Certification Clauses - CCC-307 (Attachment 3)
5. Customer References (see RFP Section 3.8.2) (Attachment 4)
6. Darfur Contracting Act Requirements (Attachment 5)
7. DVBE Declarations- STD 843 (Attachment 6)
8. Bidder Declaration – GSPD-05-105 (Attachment 7)
9. Bidder Certification Sheet (Attachment 9)
10. Cost Sheet (Attachment 11) – **Only Provide Costs with the Final Proposal** (see instructions in *Section 3.7.10 Cost Sheet*)

3.7.7 Bid Attachments – Conditional

Bidders interested in one or more of the following programs must submit all corresponding documentation indicated.

1. Small Business Affidavit (Attachment 8) with associated certification(s) from the California Department of General Services
2. Target Area Contract Preference Act (TACPA) form and attachments[13]
3. Enterprise Zone Act (EZA) form and attachments[14]
4. Local Agency Military Base Recovery Area Act (LAMBRA Act) form and attachments[15]

3.7.8 Exhibits

Bidders must submit all exhibits listed under the section references below, arranging them in the same sequence and using the same words to identify and refer to them as appears below.

1. Annotated Scope of Work – SOW (Exhibit A), including:
   - 1.1. Start up Plan (at SOW Section 2.1)
   - 1.2. Personnel Plan (at SOW Section 2.2)
   - 1.3. Operations Management Plan (at SOW Section 2.3)
   - 1.4. Business Continuity Plan (at SOW Section 2.4)
   - 1.5. Data Privacy Compliance Plan (at SOW Section 2.5)
2. Budget Detail and Payment Provisions (Exhibit B)
3. General Terms and Conditions – GTC 610 (Exhibit C)
4. Special Terms and Conditions (Exhibit D)

SOW Annotation: Response to Technical Requirements

Exhibit A: Scope of Work (SOW) requires a Bidder response for each section through SOW Section 10.5. Bidders must include the entire SOW through Section 10.5 with their proposal. Each response must use the following format:

[13] The Target Area Preference Act form STD 830 is available at www.documents.dgs.ca.gov/osp/pdf/std830.pdf.
[14] The Enterprise Zone Act form STD 831 is available at www.documents.dgs.ca.gov/osp/pdf/std831.pdf.
[15] The Local Agency Military Base Recovery Act form STD 832 is available at www.documents.dgs.ca.gov/osp/pdf/std832.pdf.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

Bidders shall check either *"Yes"* or *"No"* in response to the question, *"Bidder understands the requirement and shall meet or exceed it?"* to indicate that either they understand the CPUC's requirement as stated in the RFP and that they shall comply with the requirement, or that they either do not understand the requirement and therefore cannot assure its compliance or that they do understand the requirement but do not plan to comply with it. A bidder's response that they cannot or do not plan to comply with a mandatory or mandatory-optional requirement will likely disqualify the bidder from possible contract award. Unless otherwise listed, each reference to an RFP requirement includes all aspects of the requirement that may be required in order to provide full functionality of the requirement whether or not every aspect is detailed in the RFP requirement's specification. All bidders must provide a response to every "mandatory" and "mandatory-optional" requirement within their proposed component. Failure to respond to a mandatory or mandatory-optional requirement may be cause for rejection of the bidder's Final Proposal.

If the bidder wishes to reference explanatory material (e.g., expanded narrative description, technical literature, examples of reports, etc.) in support of its response to the requirement the bidder shall indicate the document's title (if any) immediately after *"document"* followed by its location in the bidder's proposal, including the specific page number(s) and if appropriate, the specific paragraph number(s) or other indicators that will lead the evaluation team to easily substantiate compliance with the requirement.

Bidders may also use the *"Description"* area to provide information, comments, or product or program description in support of their plans to meet the requirement, including an explanation of how the bidder will meet the requirement. An electronic version of *Exhibit A: Scope of Work* in Microsoft Word document format is available upon request to all bidders. Bidders may use this electronic version to prepare their responses to the technical requirements so that they might provide more room to respond to individual requirements.

<u>Bidders shall not modify RFP requirements</u>. If any differences are found between RFP requirements as issued by the CPUC in paper or electronic format and the requirements as returned in the bidder's response, the requirements as issued by the CPUC shall prevail, whether identified by the CPUC at the time of evaluation and award or not. Changes to RFP requirements made by a bidder may be cause for rejection of the proposal or cancellation of an awarded contract for cause.

The CPUC reserves the right to determine if a bidder's response to the requirement, as detailed in their description and/or supporting documentation, supports or contradicts the bidder's claim of intended compliance.

NOTE: Bidders are advised that the successful Bidder for the position of LifeLine Administrator will be required to comply with all requirements of the RFP and resulting contract, not just the technical requirements.

3.7.9 Required Upon Award of Contract

Bidder hereby agrees that by submitting its Final Proposal, it has read and understood the following referenced documents, and hereby agrees to execute these documents as instructed by the CPUC upon Award of the Contract:

1. Standard Agreement – STD 213[16]
2. Confidentiality Statements (Attachment 10)
3. Payee Data Record - (STD 204)[17]
4. Security Requirements of the Award (See RFP Section 2.5.2)

3.7.10 Cost Sheet

Draft Proposal

Bidder shall not submit a completed cost sheet with Draft Proposal. For the Draft Proposal, the Bidder may optionally submit an *unsealed draft cost envelope* with "XXX" in place of actual dollars.

It is imperative that no actual proposed cost figures or dollars be included with the Draft Proposal or provided in any form prior to the Final Proposal. **Any costs submitted in any manner prior to the Final Proposal will likely disqualify the Bidder**.

Final Proposal

Bidder shall submit a completed Cost Sheet in a separate, sealed envelope within the Final Proposal package. Inside the *sealed cost envelope*, Bidder shall include a CD which contains the cost information in electronic form. The *sealed cost envelope* must be clearly marked with the Bidder's name and "**DO NOT OPEN - COSTS FOR CPUC LifeLine RFP 09PS5848**"

Do not include Cost Sheet information electronically on any CD or other medium external to the *sealed cost envelope*. In the Final Proposal the costs shall only be provided in a separate *sealed cost envelope* as described above. **Any costs submitted in any manner other than as described herein will likely disqualify the Bidder**.

Since the ongoing LifeLine qualification process is quantity sensitive, the Commission desires to pay the contractor on a per unit basis. Therefore, in submitting the cost

[16] A sample Standard Agreement, STD 213, is available at www.documents.dgs.ca.gov/ols/CONTRACTING%20INFO/STD213-JUNE%2003.doc.
[17] The Payee Data Record, STD 204, is available at www.documents.dgs.ca.gov/osp/pdf/std204.pdf.

proposals, Bidders must follow the Cost Sheet format (Attachment 11). The unit quantities in the Cost Sheet are estimates used for bidding purposes only. The Commission does not guarantee that these estimated quantities will be realized.

3.8 Proposal Submission

3.8.1 Preparation

Bids should provide a straightforward, concise delineation of the Bidder's ability to satisfy the requirements of this RFP. Expensive bindings, color displays, promotional materials, et cetera, are neither necessary nor desired. Bidders are encouraged to concentrate on conformity with RFP instructions, responsiveness to RFP requirements and clarity and completeness of bid content.

3.8.2 Customer Reference Forms

Per RFP section 2.2, Bidder shall describe previous and/or current experience providing services relating to customer enrollment (including determining customer eligibility based on income and/or participation in public assistance programs), mailing/fulfillment, contact center operations, and customer database management. For each engagement, the Bidder shall submit a completed Customer Reference Form (Attachment 4). Customer References shall be evaluated per RFP section 4.2.4, Scored Technical Evaluation, subsection 2. Applicable instructions associated with the form include:

1. Bidder's Customer Reference Form #____: Bidder should sequentially number each form submitted.

2. Name of the Bidder: Name of the organization that provided the service to the customer. May be either the Bidder or a subcontractor that is proposed to provide the same type of services as was directly provided to the referenced customer. Subcontractors cannot use the Bidder as a customer reference.

3. Alternative Contact Person: It is the Bidder's option whether or not to list an alternative contact person. However, in accordance with RFP Section 4.2.4 a contact person must verify the statements made in order to receive evaluation points. Listing an alternative name will provide the Bidder with a greater chance of customer verification in case the primary contact is unreachable.

4. End date of the service: The end date must fall within the last five years prior to the release of this RFP. If the services are ongoing, state "Ongoing".

5. Approx. number of full-time-equivalent Bidder personnel directly involved: This should be an estimate of number of full-time-equivalent (FTE) personnel during an average month that were engaged in providing only the types of services described in this RFP.

6. Brief description of the services provided: This should be a brief narrative description that will allow the CPUC to determine which types of services were performed for this customer, and the size and scope of the operation. Bidders should also indicate if multiple language services were provided, and how services were provided to people with communication disabilities.

7. Number of units involved: Enter the number of units (enrollments, mailings, calls, or database updates) handled per month on behalf of the customer as indicated on the form. Note that per RFP Section 4.2.4 subsection 2, a minimum number of units are required in order for the Customer Reference to be considered valid. The minimum number of units are as follows:

   - For client enrollment services: 3,000 enrollments per month
   - For mailing or fulfillment services: 5,000 pieces per month
   - For contact center services: 5,000 calls per month
   - For database record update services: 500 per month

Bidders must submit a minimum of three Customer Reference forms (Attachment 4) for work performed by the Bidder within the past five years from the date of the release of this RFP. More forms may be submitted in order to ensure that at least three references are provided each for 1) customer enrollment (including determining customer eligibility based on income and/or participation in public assistance programs), 2) mailing/ fulfillment, 3) contact center operations, and 4) customer database management. Customers must be paying customers that are not a part of the Bidder's organization or extended organization.

Per RFP Section 2.3, A Bidder is required to submit references of its subcontractors that will receive fifteen (15) percent or more of the contract value. Per RFP Sections 2.3 and 4.2.4 subsection 2 not more than a total of six subcontractor references may be used in lieu of 6 of the total 12 references (3 each for each type of service) for services provided by the Bidder.

If the CPUC is listed as a reference, the client contact person must not be a day-to-day manager of the LifeLine program, but instead should be someone with an oversight responsibility such as the Director of the Communications Division.

The Customer Reference Form is available as a MS Word file for ease of completion.

3.8.3 DVBE Participation Program Documentation

Bidders must complete and submit the required forms and all necessary attachments to demonstrate compliance with the requirements for eligibility to participate in the DGS DVBE Participation Program (Attachments 6 and 7). Bidder noncompliance in this area will result in bid rejection.

3.8.4 Contractor Certification Clauses

Bidders must submit a signed Contractor Certification Clauses (Attachment 3) with their proposal.

3.8.5 Confidentiality Statement

The Confidentiality Statement (Attachment 10) is not required with the bid package. However, upon award of contract, in accordance with Exhibit D, Special Terms and Conditions, section 1.13, Information Integrity and Security (Data Privacy), each employee of the contractor and each employee of any subcontractor or supplier with access to personal confidential information in the California LifeLine Administrator system must submit a signed Confidentiality Statement (Attachment 10) to the CPUC's Contract Manager. Bidders are cautioned to ensure that, upon award, they will be able to have all such employees sign the Confidentiality Statement.

3.8.6 Signatures

All signatures in at least one copy of a Bidder's submitted bid must be in blue ink and executed by an individual authorized to bind the proposing firm contractually. Signatures in all copies of the bid must be above the printed name of the person and indicate the title or position the individual holds in the proposing firm.

3.8.7 Presentation

Bidders shall submit the quantities of original, copies, and CDs as stated in RFP Section 3.7 in a sealed container (box, envelope, etc). The cover of the container of the proposal must be marked "RFP 09PS5848" and clearly indicate Bidder's legal name and address. Improperly marked covers may result in bid rejection.

3.8.8 Delivery

Bids must be delivered no later than the date and time indicated in *RFP section 3.1, Key Action Dates* to the Procurement Official listed in *RFP section 3.3.1*.

If proposals are hand delivered, they must be addressed to the Procurement Official but delivered in care of the CPUC Mail Room. The CPUC Mail Room is located on the first floor.

NOTE: Failure to deliver the Final Proposal by the date and time listed in the Key Action Dates will be cause for rejection of the proposal. It is the responsibility of the Bidder to ensure documents arrive on time. The CPUC is not responsible for errors or delays caused by delivery companies.

3.8.9 Receipt

Bids will be marked with the date and time of receipt and inspected to determine if they are properly sealed. Improperly sealed bids or bids submitted past the deadline will not

be considered. Bids will remain sealed until after the date and time designated for submittal in *RFP Section 3.1 Key Action Dates*.

3.8.10 Deviations

The Commission will examine each bid for conformity to the requirements of this RFP. If a bid fails to meet a requirement, the Commission will determine if the deviation is material. A material deviation will result in bid rejection. An immaterial deviation will be evaluated to determine if it will be accepted. If accepted, the bid will be processed as if no deviation had occurred.

A deviation is material if accepting it would provide the Bidder with an advantage over other Bidders either for cost, quantity or quality. A deviation is immaterial when it is determined to be of such a minor concern that it carries little or no importance and its acceptance will not provide the Bidder with an advantage over other Bidders.

Bids must pertain to performance of the services described herein. Any bid deviating from the activities described in the Scope of Work (Exhibit A) will be rejected.

3.8.11 Withdrawal and Re-submittal

A Bidder may withdraw a Final Proposal by delivering a written notice of withdrawal, signed in accordance with the requirements under Signatures (at Section 3.8.6), prior to the date and time indicated for submittal of Final Proposals under RFP Section 3.1, Key Action Dates. The Bidder may thereafter submit a new or modified Final Proposal prior to the date and time indicated for submittal under RFP Section 3.1, Key Action Dates. Modifications requested in any other manner will not be considered.

3.8.12 False or Misleading Statements

Bids containing false or misleading statements or which provide references not supporting an attribute or circumstance cited by the Bidder may be rejected. If, in the opinion of the Commission, such information was intended to mislead the Commission in its evaluation of the bid, and the attribute, condition or capability is a requirement of this RFP, it will be grounds for rejection.

3.8.13 Rejection

The Commission may reject any and all bids and may waive any immaterial deviation or defect in a bid. The waiver of any immaterial deviation will in no way modify the RFP documents or excuse the Bidder from full compliance with the RFP specifications if awarded the contract.

4 EVALUATION OF PROPOSALS

An evaluation team comprised of Commission staff will assess Bidders' responses to the requirements of this RFP. The CPUC evaluation team may be joined by other subject matter expert resources at the Commission's option, but the expert resources shall not score any Bidder's proposal or proposal elements. All third party expert resources that may be used by the Commission shall be free of any possible conflict of interest.

4.1 Evaluation of Draft Proposals

Draft Proposals will be opened at the time designated for receipt and briefly reviewed in an attempt to detect administrative or clerical errors and inconsistencies which, if contained in the Final Proposal, may cause the bid to be rejected. If such errors are found, the Bidder will be notified and given an opportunity to correct the indicated errors before Final Proposal submittal. It is not the intent of the CPUC to review Draft Proposals for total responsiveness to all the RFP requirements. Draft Proposals will not be evaluated for scoring purposes as would occur in the evaluation of Final Proposals.

4.1.1 Option to Submit Draft Proposal

Draft Proposals shall be submitted at the option of the Bidder, by the time and date identified in *RFP Section 3.1 Key Action Dates*. Failure to submit a Draft Proposal shall not prohibit a Bidder from submitting a Final Proposal. The Draft Proposal evaluation stage provides Bidders with the ability to correct those identified errors that could cause the Final Proposal to be deemed non-responsive on a technicality. The CPUC will not be in a position during this review to determine if a defect could be material and cause the Final Proposal to be rejected. The CPUC makes no warranty that all such errors will be identified during the review of the Draft Proposal or that such errors remaining in the Final Proposal will not cause the bid to be rejected.

4.1.2 Exclusion of Cost Data

It is imperative that no cost or reimbursement figures be included in the Draft Proposals. For the Draft Proposals "XXX" shall be used in place of dollar figures. If dollar figures or other means of providing the Bidder's proposed costs are presented in the Draft Proposal, the Bidder will likely be disqualified from competition.

4.1.3 Confidential Discussions

Following the evaluation of Draft Proposals, the CPUC may, at its sole discretion, elect to hold confidential discussions with each Bidder that submits a Draft Proposal. Instructions pertaining to the confidential discussions will be individually provided to each bidder in advance. See RFP section 3.1, Key Action Dates, for the anticipated range of dates over which the CPUC may hold confidential discussions with each Bidder.

4.2 Evaluation of Final Proposals

This Section describes how the CPUC plans to evaluate the responding Final Proposals, and identify the proposals that meet the RFP's requirements and provide the best value for the State. It is the CPUC's intent to conduct a comprehensive, impartial evaluation of all Final Proposals received.

The CPUC will use a pass/fail and weighted score, two-envelope method of selection, with 60% of the evaluation points allocated to Technical Evaluation and 40% of the evaluation points allocated to Cost Evaluation.

Evaluation Point Allocation	
Technical Evaluation	60%
Cost Evaluation	40%
Total	**100%**

Final Proposal evaluation methodology is comprised of both objective and subjective criteria, as follows:

1. Objective: Validation Against Requirements (RFP Section 4.2.3) will be measured as pass/fail.
2. Subjective: Scored Technical Evaluation (RFP section 4.2.4) will be calculated according to the process described herein.

4.2.1 Receipt

Proposals must be delivered by the date and time stated in RFP Section 3.1, Key Action Dates. Each proposal will be date and time marked as it is received and verified that it is properly sealed. Proposals will remain sealed until the designated time for opening. Proposals received after the date and time specified in RFP Section 3.1, Key Action Dates, will be deemed non-responsive and will be rejected.

4.2.2 Proposal Opening and Validation Check

There will be no formal bid or proposal opening at the time of proposal receipt because for this RFP, the CPUC will be accepting proposals requiring separately sealed costs.

All proposals received by the time and date specified in RFP Section 3.1, Key Action Dates, will be opened and evaluated. The separately sealed envelope containing the cost response to this RFP will remain sealed until completion of the administrative, technical and contractual evaluations. When the administrative and technical evaluations are complete, the cost envelopes of all compliant (non-rejected) proposals will be opened and evaluated. Absence of required information may deem the proposal to be non-responsive and may cause rejection. Failure to properly and individually seal the cost proposal may result in the disqualification of the proposal.

No Final Proposals will be accepted after the date and time specified in Section 3.1, Key Action Dates. The non-cost portions of the proposals will be opened by the CPUC's Proposal Review Team and checked for the presence of the required information in conformance with the requirements of this RFP. Absence of required information will deem the bid non-responsive and may cause rejection.

4.2.3 Validation against Requirements

The CPUC shall check each proposal in detail to determine its compliance to the RFP requirements. If a proposal fails to meet an RFP requirement, the CPUC will determine if the deviation is material as defined in *RFP Section 3.8.10 Deviations*. A material deviation of a mandatory requirement will cause rejection of the entire bid. An immaterial deviation will be examined to determine if the deviation will be accepted. If accepted, the bid will be processed as if no deviation had occurred.

The Bidder's proposal will be checked for pass/fail compliance with all requirements, including:

- All administrative and contractual requirements of the RFP
- Requirements of Exhibit A: Scope of Work
- Submission of all required Exhibits, Bid Attachments, and Work Plans
- Payment and contract language

If the Bidder does not commit to meet the RFP requirement; or commits to meet it but the Bidder's supporting description or literature clearly demonstrates non-compliance with the RFP requirement, and if the non-compliance is deemed to be a material deviation; the Bidder's entire proposal will be disqualified if the requirement is "Mandatory" or "Mandatory–Optional".

4.2.4 Scored Technical Evaluation

In addition to the pass/fail evaluation described above, Bidder responses to all California LifeLine Administrator RFP requirements, including *Exhibit A: Scope of Work*, will be evaluated with an opportunity to receive scored points. The purpose of this scored evaluation is to give greater weight to Bidders who propose excellence in service in those areas where significant differences in proposals are possible and/or in those areas in which the CPUC wishes to encourage an improvement in service compared to the current LifeLine contracted services.

1. <u>Technical evaluation scoring criteria</u>

   Evaluation of Bidder responses for scoring purposes will be a subjective determination by the CPUC. The determination of the Technical Evaluation Criteria's *Percent Earned* (as defined in Table 4.1 below) for each scored item shall be at the discretion of the CPUC as described herein.

   In evaluating each scored technical component (except for Customer References), the CPUC will use Table 4.1, below:

Table 4.1 – Technical evaluation criteria	
Evaluation Criteria	**Percent Earned**
Response just meets the RFP requirement, without any supporting description or literature, or with descriptive information that does not demonstrate that the Bidder fully understands the requirement, or with a description that simply repeats or paraphrases the requirement. (Note that for those individual requirements that specifically state that the Bidder must provide a form of written response, e.g., a written plan, the Bidder will be deemed to be non-compliant if the required written response is not provided.)	33%
Response and supporting information demonstrates in the Bidder's own words a full or effectively comprehensive understanding of the requirement and demonstrates the ability and intent to meet the requirement in full.	67%
Response and/or supporting information demonstrates a thorough, detailed and complete or effectively comprehensive understanding of the requirement, clearly demonstrates the ability and intent to meet and exceed the requirement in full, and provides evidence of current ability to meet and exceed the requirement or detailed plans or methodology that further assure how the requirement will be met and exceeded.	100%

Of the total points for each response for a scored component, the level of understanding demonstrated and the detail provided in the response will be used by the CPUC to determine the percentage of the assigned points earned by that response. For each item evaluated, the score shall be the average of the score conferred by each evaluation team member.

The following table is offered with examples of how different possible responses to the qualifications for the Bidder's proposed Project Manager (see RFP Scope of Work item 2.2.3) would be evaluated and assigned a percentage of the response points:

Table 4.2, Example of Scoring for Scope of Work item 2.2.3, Project Manager	
Evaluation Criteria	**Percent Earned**
The Bidder checks "Yes" indicating that the Bidder has read and understood the requirement, and that they will perform their project management responsibilities as provided in the item description. The supplied resume for the Project Manager candidate meets the basic requirements. *This example of a response indicates an understanding of the requirement and the ability and intent to meet the minimum requirement, and achieves 33% of the assigned points.*	33%
In addition to checking "Yes" the Bidder provides a detailed narrative in its own words displaying a clear and complete understanding of the requirement without changing the intent of the RFP's requirement and responsibilities of the Project Manager. The resume of their Project Manager demonstrates the required experiences. *This example of a response demonstrates a full understanding of the requirement, demonstrates the ability and intent to meet the requirement in full, provides supporting information, and achieves 67% of the assigned points.*	67%
In addition to checking "Yes", the Bidder provides a detailed narrative displaying a clear and thorough understanding of the requirement without changing the RFP's intent, and demonstrates a commitment to embrace the concerns that the CPUC intends to resolve or the issues that may be avoided by having an exceptionally qualified Project Manger assigned to this contract. The resume of their Project Manager may document a related professional degree or other achievements such as a PMP credential from the Project Management Institute, and may indicate experience with advanced or emergent management approaches such as Agile and Event Chain methodologies. The resume also demonstrates multiple or in-depth experiences with fulfillment and call center technology and program deployments, such as for a LifeLine program of a state. Examples of project plans may be provided that demonstrate successful applications of project management methodologies and best practices in the recent past. *This example of a response demonstrates a commitment that clearly exceeds the minimum requirement, provides detailed supporting information, and achieves 100% of the assigned points.*	100%

2. Evaluation of the Customer References will be as follows:

Customer Reference forms must be provided by the Bidder per RFP section 3.8.2 to allow the CPUC to verify that the Bidder has satisfactory experience providing the following four types of services:

1) Customer enrollment services, including determining customer eligibility based on program specific requirements, income and/or participation in public assistance programs
2) Customer mailing or fulfillment services
3) Customer contact services
4) Customer database management services

For each of the above four types of service, only references that satisfy the minimum required quantity of units per month as stipulated in RFP section 3.8.2 will be considered a valid reference for that type of service. A reference that does not satisfy a service type's minimum requirement will not be evaluated for that service type.

Bidders may submit more than three Customer Reference forms in order to provide three or more references of each service type. If a Bidder submits more than three references for any service type, the CPUC will only evaluate the first three references (based on their sequence in the Bidder's proposal) for each service type that are successfully contacted.

The CPUC will attempt to contact the Customer's Primary Contact Person listed on the Customer Reference Form. If the Primary Contact Person is unavailable, the CPUC will attempt to contact the Customer's Alternative Contact Person if one is listed. If neither the primary nor the alternative contacts are available, the CPUC reserves the right to determine if any other knowledgeable Customer contact is available. If no knowledgeable contact person is available, the Customer Reference will not be evaluated and it will receive zero points.

The contact person will be asked to verify the general statements the Bidder made on the form including confirmation that the Bidder performed the services stated in the time and manner indicated, and that the quantities of service(s) provided exceed the minimum quantities required in RFP section 3.8.2. If the contact person cannot confirm this information, the Customer Reference will not be further evaluated and it will receive zero points.

If the contact person can confirm this information, the contact person will then be asked to verify each of the following statements that were checked "Yes" by the Bidder pertaining to each type of service shown below in bold:

"Were client customer enrollment services provided, including determining customer eligibility based on income and/or participation in public assistance programs?" If the answer provided by the contact person is "Yes" then the following question will be asked: "Were you satisfied with the client customer enrollment services provided?" *If the answer to both of these questions is "Yes", the Bidder will receive 25 points. Otherwise, the Bidder will receive 0 points.*

"Were client customer mailing or fulfillment services provided?" If the answer provided by the contact person is "Yes" then the following question will be asked: "Were you satisfied with the client customer enrollment services provided?" *If the answer to both of these questions is "Yes", the Bidder will receive 25 points. Otherwise, the Bidder will receive 0 points.*

"Were client customer contact services provided?" If the answer provided by the contact person is "Yes" then the following question will be asked: "Were you satisfied with the client customer enrollment services provided?" *If the answer to both of these questions is "Yes" the Bidder will receive 25 points. Otherwise, the Bidder will receive 0 points.*

"Were client customer database management services provided?" If the answer provided by the contact person is "Yes" then the following question will be asked: "Were you satisfied with the client customer enrollment services provided?" *If the answer to both of these questions is "Yes" the Bidder will receive 25 points. Otherwise, the Bidder will receive 0 points.*

If the contact person confirms that a service was provided but they were not satisfied with the service, no points will be provided for that service for that customer reference. Not more than three contacted references per service area will be evaluated, for a maximum possible 300 total points. Bidders who do not receive at least fifty percent (50.0%) of the total possible Customer Reference Points (i.e., 150 points) or who do not receive at least 25 points for each of the four service types, will be disqualified from the bid.

3. Possible Technical Provisional Points

The maximum possible provisional technical points for each scorable component are shown in the table 4.3 below. The maximum possible points indicated for each Reference Section will be distributed among all subsections according to the CPUC's evaluation plan. For example, the 300 points for SOW section 2.2 will be allocated across sections 2.2 through 2.2.7.

Table 4.3 – Maximum Scored Provisional Technical Points		
Reference Section	Scored Requirement	Maximum Points
RFP 2.1	California LifeLine Program Understanding	100
RFP 2.2	General Experience	300
RFP 2.3	Customer References	300
SOW 2.1	Startup Plan	400
SOW 2.2	Personnel Plan	300
SOW 2.3	Operations Management Plan	300
SOW 2.4	Business Continuity Plan	100
SOW 2.5	Data Privacy Compliance Plan	200
SOW 4	Qualifying LifeLine Customers	200
SOW 5	Interaction With Customers	500
SOW 6	Interaction With Carriers	400
SOW 7	Interaction With The CPUC	400
SOW 10.1	LifeLine Websites (MANDATORY-OPTIONAL)	300
	Total Maximum Possible	3800

All RFP requirements (including Mandatory and Mandatory-Optional) not included in the above table will be evaluated as pass/fail.

Bidders who do not achieve 37.5 percent (37.5%) of the total possible technical provisional score identified in Table 4.3 above (i.e., 1,425 points), will be disqualified from the California LifeLine Administrator procurement process and will not be eligible to proceed to the next stages of the evaluation.

4.2.5 Bidder Site Visit

The CPUC may, at its sole discretion, elect to schedule site visits to Bidders' proposed California LifeLine Certification site or other primary referenced site. If the CPUC elects to hold site visits, the site visits will only be conducted for all Bidders that have passed the minimum technical point threshold of at least 37.5 percent of the total possible provisional technical points. Site visits will take place within the timeframe indicated under the Key Action Dates of RFP section 3.1, and shall be conducted by members of the evaluation team comprised of Commission staff, who may be joined by other subject matter expert resources at the Commission's option. Site visits will be evaluated on a "Pass/Fail" basis. There are no scored points associated with site visits. Sites must demonstrate working examples of Bidder's (or as applicable, subcontractor's) enrollment/eligibility operations, mailing/fulfillment operations, customer contact center operations, and database operations, that at a minimum meet the minimum quantity monthly thresholds stated in RFP section 3.8.2.

4.2.6 Total Technical Points

For compliant Bidders that receive at least 37.5 percent of the total possible points available for the Provisional Technical Points, and that pass their site visits if held, their final technical scores will be determined as follows:

The CPUC shall determine the total provisional technical points earned by each compliant Bidder (and that has passed the site visits, if held) through the evaluation steps described above in sections 4.2.1 through 4.2.6.

These provisional earned amounts shall then be used to determine the actual awarded final technical points, scored relative to the Bidder with the highest earned technical points that is compliant with all RFP mandatory (and mandatory-optional) requirements. The compliant Bidder with the most earned technical points shall receive the maximum possible technical points, which is 600 points. Each other compliant Bidder will receive a portion of the maximum possible technical points, relative to its total earned technical points compared to that of the compliant Bidder with the most earned technical points.

Technical evaluation example:

In this example there are four compliant Bidders, A, B, C and D.

As a result of the scored evaluation of each item in table 4.3, using the evaluation criteria in table 4.1, Bidder B has earned 2,280 provisional technical points.

Using the same procedure, if Bidders A, C and D each earned a lesser number of technical points, such as 1,900, 1,520 and 1,400 respectively, then because Bidder B has earned the highest number of earned technical points, Bidder B is awarded 100% of the total possible 600 points available for technical evaluation. Bidder D is disqualified from further evaluation because 1,400 provisional points does not meet the minimum threshold of 1,425 points (37.5% of 3,800).

In this example Bidders A and C are awarded fewer technical points, as depicted below. All calculations shall be carried out to three decimal places.

Bidder	*Total earned technical points*	*Ratio of Bidder's earned points to highest earned points*	*equals*	*Percent earned*	*times*	*Total possible points*	*equals*	*Subtotal awarded technical points*
A	*1,900*	$\frac{1,900}{2,280}$	=	*83.333%*	*x*	*600*	=	*500.000*
B	*2,280*	$\frac{2,280}{2,280}$	=	*100.000%*	*x*	*600*	=	*600.000*
C	*1,520*	$\frac{1,520}{2,280}$	=	*66.667%*	*x*	*600*	=	*400.000*

Adjustments for additional DVBE participation incentive will next be applied. In accordance with RFP Section 5.1.4 the total available DVBE incentive points for this RFP are two percent (2.0%) of the total possible technical points, or 12.0 points (2.0% x 600 total points). This incentive of 10.0 points is added, for evaluation purposes only, to the Subtotal awarded technical points.

Continuing the above example, if Bidders A and C commit to 4.0% or more DVBE participation, they each receive 12.000 additional points:

Bidder	*Subtotal awarded technical points*	*plus*	*DVBE incentive points*	*equals*	*Final total awarded technical points*
A	*500.000*	+	*12.000*	=	*512.000*
B	*600.000*	+	*00.000*	=	*600.000*
C	*400.000*	+	*12.000*	=	*412.000*

The award of DVBE incentive points cannot be used to achieve any applicable minimum point requirements. Additionally, the application of DVBE incentive points may not displace an award to a DGS certified Small Business. However, a firm that receives a 5% non-small business subcontractor preference (per RFP Section 5.2.2) is not a certified Small Business, and may be displaced by the application of the DVBE incentive.

4.2.7 Cost Sheet Opening

Only the Cost Sheets of compliant Bidders that have received at least 37.5 percent (37.5%) of the total possible provisional technical points before the provisional technical points are converted to final technical points as described above in RFP section 4.2.6, will be opened.

4.2.8 Cost Evaluation Criteria

The CPUC evaluation team shall check the Bidders' opened cost sheets for mathematical accuracy and the Bidder's grand total shall be confirmed. The evaluation of costs shall be based on the costs sheets and their instructions as contained in the RFP. See RFP Attachment 11, Cost Sheet, for specific information regarding costs bid, and the basis for actual reimbursement. In determining their bidding strategy, Bidders need to establish their own best estimates of applicable unit transaction volumes. Note that actual transaction volumes experienced by the awarded contractor may vary significantly from the volumes in the cost sheet depending upon a variety of factors, including but not limited to the number of participating carriers, e.g., whether or not wireless carriers are allowed into the LifeLine program; the amount of LifeLine media outreach and education sponsored by the Commission; and other possible changes in program operations, CPUC and FCC regulations.

The assumptions used for cost evaluation purposes pertain to the estimated total LifeLine transactions (minutes of call traffic, numbers of mailings, etcetera) as depicted in the RFP's cost sheets, and are for cost evaluation purposes only. **Bidders are cautioned that these estimated numbers of transactions are for cost evaluation purposes only and should not be relied on as a forecast of actual transaction volumes or actual reimbursement amounts.**

4.2.9 Cost Evaluation Points

1. Adjustments for TACPA, LAMBRA and EZA Preference Programs

In evaluating proposals, the State will give preferences in accordance with the law for Bidders who are California home based and who successfully claim preferences under the Enterprise Zone Act (EZA), the Target Area Contract Preference Act (TACPA) or the Local Agency Military Base Recovery Area (LAMBRA) Act by completing and returning the appropriate forms described in RFP Section 5.4 et seq. Where multiple preferences are claimed, the State will verify eligibility for the preference(s) and evaluate and apply preference(s) in accordance with law and established procedures.

Available evaluation preferences under TACPA, LAMBRA and EZA are each limited to 9% of the lowest total bid cost or $50,000, whichever is less. Because the anticipated costs of this procurement are expected to be in the tens of millions of dollars, the effective maximum preference for each program is $50,000. However, the combined preferences for TACPA, LAMBRA and EZA may not exceed 15% of the lowest total bid cost or $100,000, whichever is less. Therefore, in the case of this RFP the combined maximum cost evaluation preference is $100,000. Additionally, the application of TACPA, LAMBRA and EZA preferences points may not displace an award to a DGS certified Small Business. However, a firm that receives a 5% non-small business subcontractor preference (per RFP Section 5.2.2) is not a certified Small Business, and may be displaced by the application of the TACPA, LAMBRA and EZA preferences.

2. Scoring of Cost Points

After any adjustments for TACPA, LAMBRA or EZA preferences, the opened costs shall be scored relative to the lowest cost remaining Bidder that is compliant with all RFP mandatory requirements. This lowest total cost compliant Bidder shall receive the maximum possible cost points, which is 400 points. Each other remaining compliant Bidder will receive a portion of the maximum possible points, relative to its total cost compared to the cost of the lowest compliant Bidder.

Cost evaluation example:

For example, consider there are three remaining compliant Bidders, A, B and C, and the total bid cost of Bidder A is $61,200,000, Bidder B is $53,500,000, and Bidder C is $44,800,000. If Bidder B has successfully claimed the maximum allowable preference for TACPA, LAMBRA and EZA combined, then Bidder B's evaluated costs will be reduced by $100,000 to a new total for evaluation purposes only of $53,400,000. However, even with the preference adjustment,

Bidder C still has the lowest total bid cost at $44,800,000 and therefore Bidder C is awarded 100% of the total possible 400 points available for cost evaluation, while Bidders A and B are awarded fewer cost points, as depicted below.

Bidder	*Total cost bid*	*Ratio of lowest cost to Bidder's cost*	*equals*	*Percent earned*	*times*	*Total possible points*	*equals*	*Total awarded cost points*
A	*$61,200,000*	$\frac{\$44,800,000}{\$61,200,000}$	=	*73.203%*	*x*	*400*	=	*292.812*
B	*$53,500,000*	$\frac{\$44,800,000}{\$53,400,000}$	=	*83.895%*	*x*	*400*	=	*335.580*
C	*$44,800,000*	$\frac{\$44,800,000}{\$44,800,000}$	=	*100.000%*	*x*	*400*	=	*400.000*

4.2.10 Total Points Awarded

The total points awarded to each Bidder shall be the sum of that Bidder's total final technical points and total cost points, plus Small Business Preference Program adjustments as described in RFP Section 5.2. Note that the adjustment for DVBE Incentive Points is made to the technical points (non-cost points before any preference program points) as detailed in Section 4.2.6, above.

Total Points Awarded Example:

Bidder C, who is not a small business, has claimed the 5% small business preference by documenting its commitment to award at least 25% of its LifeLine contracted revenue to DGS certified small business subcontractors and suppliers in accordance with RFP Section 5.2.2.

The total awarded technical and cost points are summed for each Bidder as follows:

Bidder	*Final total awarded technical points*	*Total awarded cost points*	*Subtotal points*	*Small Business Preference at 5%*	*Sum total awarded points*
A	*512.000*	*292.812*	*804.812*	*0*	*802.812*
B	*600.000*	*335.580*	*935.580*	*0*	*934.952*
C	*412.000*	*400.000*	*812.000*	*46.748*	*858.748*

The Small Business preference points are 5% of the highest responsive, responsible bidder's total score. In this example Bidder C is awarded 5% Small Business Preference points of Bidder B's total awarded points (5% x 934.952 = 46.748.) In this example, Bidder B received the highest total awarded points and is eligible for contract award, in accordance with RFP section 4.3, below.

4.3 Selection, Award, and Execution

If a potential Bidder requires any additional clarification on the State's proposal scoring process, written questions or a request to change the RFP must be made according to the dates specified in RFP section 3.1, Key Action Dates.

4.3.1 Selection

Final proposal selection will be based on the highest point score among the proposals that are responsive to the requirements of the RFP. Responsiveness shall include but not be limited to meeting the administrative, technical, and contractual requirements, the minimum thresholds for technical and cost point considerations, and conforming to the rules of the RFP. However, the CPUC reserves the right at any time to reject any or all proposals, and to not make an award.

4.3.2 Award and Protest

1. A "Notice of Intent to Award" will be posted in a public place at Commission headquarters, located at 505 Van Ness Avenue in San Francisco, on the date indicated in RFP section 3.1, Key Action Dates, and at least five days prior to awarding the agreement. A copy of the Notice of Intent to Award shall also be emailed to all Bidders that submit a Final Proposal.

2. If, within five (5) days after the posting of the Intent to Award, a Bidder files a written protest on the grounds that according to the rules of the RFP the protesting Bidder should have been judged the responsive and compliant Bidder with the most awarded total points, the agreement shall not be awarded until either the protest has been withdrawn or the State has decided on the matter. The protesting Bidder shall submit its protest to both the Department of General Services and the CPUC with a detailed written statement specifying the grounds for the protest.

   The written protest must be sent to:

   Department of General Services
   Office of Legal Services
   707 Third Street, 7th Floor, Suite 7-330
   West Sacramento, California 95605

   A copy of the detailed written statement should be mailed to:

   Director, Communications Division
   California Public Utilities Commission
   505 Van Ness Avenue, 3rd Floor
   San Francisco, CA 94102

   It is recommended that protests be submitted by certified or registered mail.

3. Upon award of the agreement (including resolution of any protests), Contractor must complete and submit to the awarding agency the items listed in RFP Section 3.7.9. These items are necessary for DGS approval and contract execution as stated in RFP Section 4.3.4. No contract work should be begun until a fully executed DGS approved contract is received. The State shall have no liability for any work started before DGS approval or rejection. The Payee Data Record (STD 204) is used to determine if the Contractor is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. No payments shall be made unless a completed STD 204 has been returned to the awarding agency.

4.3.3 Disposition of Proposals

1. Upon the CPUC's publication of the Notice of Intent to Award, all documents submitted in response to this RFP will become property of the State, and will be regarded as public records under Government Code sections 6250 et seq. (California Public Records Act) and subject to review by the public.

2. Bids may be returned only at Bidder expense, unless such expense is waived by the Commission.

4.3.4 Agreement Execution and Performance

1. This contract is subject to the approval of the California Department of General Services (DGS). Performance is to begin as indicated in the Key Action Dates, RFP Section 3.1, or on the express date set by the Commission and the Contractor, after all approvals have been obtained and the agreement is fully executed. Should the Contractor fail to commence work at the agreed upon time, the awarding agency, upon five (5) days written notice to the Contractor, reserves the right to terminate the agreement at no cost to the State. (See Exhibit D: Special Terms and Conditions, *Section 1.24 Consequences of Failure to Start Service.*)

2. All performance under the agreement shall be completed on or before the termination date of the agreement.

5 DVBE AND PREFERENCE PROGRAMS

The State of California has established specific socio-economic procurement programs that may apply to this RFP. The CPUC has established that <u>all Bidders are required to comply with the Disabled Veteran Business Enterprise (DVBE) program participation requirements of this RFP</u>.

The other Preference programs described in this section do not require Bidders to participate in those programs for this RFP, but Bidders may elect to do so, and may receive additional evaluation preference points as described in those sections or in the program descriptions, web addresses, and statutes referenced in those sections. **There**

are significant limitations on the amount of preference points or dollars that can be applied by these programs, individually and in combination. In addition an intended award to a DGS certified small business cannot be displaced as a result of the award of preference or incentive points. **Bidders are cautioned to read and understand all of the DVBE and preference program requirements, how points are applied, and to ask questions of the Procurement Official identified in RFP section 3.3.1 if needed.**

Links and references are provided throughout this section to DGS website information. This information and all DGS website information are subject to the following DGS disclaimer, which is also available via the "Disclaimer" link at the bottom of the DGS webpage, www.dgs.ca.gov.

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Reference herein to any specific commercial products, process, or service by trade name, trademark, manufacturer, or otherwise does not constitute or imply endorsement, recommendation, or preference by DGS, and such reference shall not be used for advertising or product endorsement purposes.

Choice of Law
Construction of the disclaimers above and resolution of disputes thereof are governed by the laws of the State of California.

5.1 Disabled Veteran Business Enterprise Program Requirements (DVBE)

5.1.1 General DVBE Requirements

General information about these requirements is available at the DGS Procurement Division website at www.dgs.ca.gov/pd/Programs/OSDS.aspx. General questions about the State's DVBE programs may be directed to the DGS Procurement Division's Office of Small Business and Disabled Veteran Business Enterprise Services (OSDS) at (916) 375-4940. Questions regarding the DVBE participation and incentive requirements specific to this RFP should be directed to the CPUC's Procurement Official as indicated in RFP Section 3.3.1. Additionally, as indicated in RFP Section 3.3.2, the CPUC has contracted the services of a DVBE educational and outreach specialist to assist Bidders of this RFP understand their DVBE participation requirements and DVBE subcontracting opportunities. Certified DVBE firms will also be invited to attend the Bidders' Conference.

The State has established goals for DVBE participation in State contracts. **For this procurement the minimum DVBE participation goal that must be met by each Bidder is three percent (3%) of the Bidder's total cost proposal**.

Please read this entire requirement carefully, including its mandatory submission forms. Failure to comply with the DVBE program requirement will cause your solicitation response to be deemed nonresponsive and your firm ineligible for award. California DVBE Program requirements are not optional and must be met by all Bidders.[18]

It can take Bidders a month or more to prepare for the State's mandatory DVBE participation requirements associated with this RFP. Bidders are strongly encouraged to not delay their preparation for meeting the DVBE participation requirements, if they expect to be compliant in time for the submission of their Final Proposals.

Bidders who claim DVBE participation but are later found to violate the DVBE program requirements shall be subject to significant sanctions.[19]

If for this agreement the Contractor made a commitment to achieve Disabled Veteran Business Enterprise (DVBE) participation, then the Contractor must within 60 days of receiving final payment under this agreement (or within such other time period as may be specified elsewhere in this agreement) certify in a report to the awarding department all of the following:

(1) The total amount the prime contractor received under the contract

[18] Note that a previously allowed "Good Faith Effort" is no longer a valid way of meeting this RFP's DVBE participation requirements, even though it may be referenced on some DGS web pages.
[19] See www.pd.dgs.ca.gov/smbus/dvbesbviolations.htm regarding violations.

(2) The name and address of the DVBE(s) that participated in the performance of the contract

(3) The amount each DVBE received from the prime contractor

(4) That all payments under the contract have been made to the DVBE(s)

(5) The actual percentage of DVBE participation that was achieved

A person or entity that knowingly provides false information shall be subject to a civil penalty for each violation. (Military & Veterans Code (M&VC) § 999.5(d))

Contractor understands and agrees that should award of this contract be based in part on their commitment to use the Disabled Veteran Business Enterprise (DVBE) subcontractor(s) identified in their bid or offer, in accordance with Military and Veterans Code 999.5 (e), a DVBE subcontractor may only be replaced by another DVBE subcontractor and such replacement must be approved by the Department of General Services (DGS). Changes to the scope of work that impact the DVBE subcontractor(s) identified in the bid or offer and approved DVBE substitutions will be documented by contract amendment.

Failure of Contractor to seek substitution and adhere to the DVBE participation level identified in the bid or offer may be cause for contract termination, recovery of damages under rights and remedies due to the State, and penalties as outlined in M&VC § 999.9; Public Contract Code (PCC) § 10115.10, or PCC § 4110 (applies to public works only).

5.1.2 DVBE Participation Forms Required with the Bid

Bidders must complete the appropriate information on the Bidder Declaration Form GSPD 05-105 to claim DVBE participation. This form allows Bidders to identify if they are a DVBE and/or to identify DVBE subcontractors, their proposed contract function, and the corresponding percentage of participation. The GSPD-05-105 form and its instructions are included in this RFP as Bid Attachment 7. It can also be found at the following link:

www.documents.dgs.ca.gov/pd/poliproc/MASTEr-BidDeclar08-09.pdf

A Disabled Veteran Business Enterprise Declarations (STD. 843) form must also be completed by California-certified DVBE owners and managers of each DVBE firm that will be participating in the awarded purchase document. The STD. 843 form is included in this RFP as Bid Attachment 6. It can also be found at the following link:

www.documents.dgs.ca.gov/pd/poliproc/STD-843FillPrintFields.pdf

All disabled veteran owners and disabled veteran managers of each participating DVBE must sign a STD 843 form. When claiming any DVBE participation, the completed form(s) must be submitted with the Bidder's Final Proposal. Failure to provide the form(s) within the time frame specified by the State may cause your bid to be rejected.

At the State's option prior to award, bidders may be required to submit additional written clarifying information. Failure to submit the requested written information as specified may be grounds for proposal rejection.

5.1.3 Resources for locating DVBEs

Resources for locating DGS certified DVBEs for participation include, but are not necessarily limited to:

DGS OSDS Communications and Outreach Section:

www.dgs.ca.gov/pd/Programs/OSDS/CommunicationsOutreach.aspx

DGS DVBE and Small Business search engine (contracted to BidSync):

http://www.bidsync.com/DPXBisCASB

Listing of DVBE trade papers:

www.documents.dgs.ca.gov/pd/smallbus/TradePaper.pdf

Listing of DVBE focus papers:

www.documents.dgs.ca.gov/pd/smallbus/FocusPaper.pdf

List of local DVBE contacts:

www.documents.dgs.ca.gov/pd/smallbus/RefOrg.pdf

Calendar of DVBE events:

www.documents.dgs.ca.gov/pd/events/SBDVBEevents.doc

5.1.4 DVBE Incentive Program

In addition to the requirement for all Bidders to commit to at least three percent (3.0%) of their LifeLine contract revenue to DGS certified DVBE subcontractors and/or suppliers, this RFP also offers an optional proposal evaluation incentive for Bidders that commit to achieving four or more percent DVBE participation. For evaluation purposes only, the State shall apply an incentive to bids that propose California certified DVBE participation as identified on the Bidder Declaration GSPD-05-105 (Bid Attachment 7) and as confirmed by the State.

Under California Code of Regulations 1896.99.100, the California DVBE Incentive provides responsive and responsible firms the opportunity to receive additional incentive calculations. The incentive is applied at the time of solicitation evaluation when a proposing firm selects a California-certified DVBE subcontractor to provide services or commodities in support of the overall contract effort. Application of the DVBE Incentive *may* place the proposing firm in line for contract award.

The following are key elements of the DVBE Incentive Program:

a. The DVBE Incentive is applied during the evaluation process and is *only* applied to responsive proposals from responsible firms proposing the percentage of DVBE participation for the incentive specified in the solicitation.

b. The Incentive is calculated by multiplying the solicitation's total technical points possible by the level of DVBE participation (%) identified by the responding firm. This amount is then added to the firm's total earned technical points. Computation is for evaluation purposes only and cannot be used to achieve any applicable minimum point requirements. (CCR 1896.99.100 (d))

c. Services or commodities provided by the DVBE firm must meet the definition of a "Commercially Useful Function" (CUF) as defined under Government Codes: 14837; 14838.6; 14839; 14842; 14842.5 and Military and Veterans Code 999 and 999.6. A DVBE firm not meeting CUF regulations will render the responding firm ineligible for the DVBE Incentive application.

For the purposes of this RFP, the available DVBE Incentive points are:

Confirmed DVBE participation of:	DVBE Incentive:	
	Percentage	Total Points
4.00% and above	2.000%	12.000
3.00% to 3.99%	0.000%	0.000
0.00% to 2.99%	Failure of Bid	

5.2 Small Business Preference

There are several preferences given to contractors who can meet certain requirements. These preferences are each identified below. If the bidder satisfies the requirements and is asking for evaluation preferences, the bidder must clearly identify in Attachment 8, Small Business Affidavit, submitted with the Bidder's proposal, which of the preferences it qualifies for and that the Bidder is requesting the appropriate preferences.

To claim a Small Business preference, the small business firm(s) must have its principal place of business located in California, have a complete application (including proof of annual receipts) on file with the State Office of Small Business and Disabled Veteran Business Services (OSDS) by 5:00 P.M. on the Final Proposal due date and be verified by such office. Questions regarding the certification or the preference approval process should be directed to the OSDS at (916) 375-4940.

Bidders have the option of requesting a Small Business preference. Bidders who claim a Small Business preference but are later found to violate the Small Business requirement shall be subject to significant sanctions.[20]

A copy of the regulations, instructions and format for claiming the small business preference is available at www.dgs.ca.gov/pd/Programs/OSDS/GetCertified.aspx.

5.2.1 Preference for DGS Certified Small Businesses

Bidders claiming a five percent small business preference must submit Bid Attachment 8, Small Business Affidavit, and indicate their DGS small business certification number. Bidders may also include a copy of their DGS small business certification with their bids. All Bidders claiming the five percent preference as a DGS certified Small Business must also perform a Commercially Useful Function as described in RFP Section 5.3.

Dollar amounts must not be included on the Affidavit or on related forms, as that may be cause for rejection of the bid.

Bidders claiming the 5% preference must be certified by California as a small business. Questions regarding certification should be directed to the Office of Small Business and DVBE Services at (916) 375-4940.

Small Businesses are desired and encouraged to participate in this RFP. Section 14835, et seq, of the California Government Code requires a 5% preference be given to bidders who qualify as a small business. The rules and regulations of this law, including the definition of a small business for the delivery of goods and services, are contained in California Code of Regulations, Title 2, Section 1896, et seq. The small business preference is for California-based small businesses.

Information about the Small Business preference program can be found at:

www.dgs.ca.gov/pd/Programs/OSDS/SBEligibilityBenefits.aspx

5.2.2 Small Business Preferences for Non-Small Businesses

Revisions to Government Code Section 14838(b)(1)(2) now provide for a non-small business preference.

For this RFP, the preference to a non-small business bidder that commits to small business or microbusiness subcontractor participation of twenty-five percent (25%) of its Total Cost shall be five percent (5%) of the highest responsive, responsible bidder's total score (RFP secondary). A non-small business, which qualifies for this preference, may not take an award away from a certified small business based on the preference. The small business regulations are located at 2 CCR 1896.

[20] See www.dgs.ca.gov/pd/Programs/OSDS/firmviolations.aspx regarding violations.

Bidders that are not a DGS certified small business, but who are claiming a five percent small business preference must submit Bid Attachment 8, Small Business Affidavit, indicating this claim.

Dollar amounts must not be included on the Affidavit or on related forms, as that may be cause for rejection of the bid.

If claiming the non-small business subcontractor preference, the proposal response must include a list of the small businesses with which the Bidder commits to subcontract in an amount of at least twenty-five percent (25%) of the Total Cost with one or more California Certified Small Businesses. Each listed certified small business must perform a "Commercially Useful Function" in performance of the contract as defined in Government Code Section 14837(d)(4).[21]

The required list of California Certified Small Business subcontractors must be attached to the proposal response and must include the following: 1) Subcontractor or supplier name, 2) contact person, 3) mailing address, 4) phone number, fax number and email address, 5) DGS Small Business certification number, 6) description of the work to be performed and/or products supplied, and 7) and percentage of the Total Cost (as specified in the solicitation) per subcontractor or supplier. Completion of Attachment 7, Bidder Declaration GSPD-05-105, will meet this requirement. Bidders may also include copies of their subcontractor's and supplier's DGS small business certifications with their bids.

5.3 Commercially Useful Function

All contractors, subcontractors and suppliers claimed by the Bidder as either a DGS certified DVBE or Small Business must perform a Commercially Useful Function. As stated in Chapter 623, Statutes of 2003 (Government Code Section 14837(d)(4)), a business performing a Commercially Useful Function is one that does all of the following:

- Is responsible for the execution of a distinct element of the work of the contract.
- Carries out its obligation by actually performing, managing, or supervising the work involved.
- Performs work that is normal for its business, services and function.
- Is not further subcontracting a portion of the work that is greater than that expected to be subcontracted by normal industry practices.

A contractor, subcontractor, or supplier will not be considered to perform a commercially useful function if the contractor's, subcontractor's, or supplier's role is limited to that of an extra participant in a transaction, contract, or project through which funds are passed in order to obtain the appearance of small business, microbusiness or DVBE participation.

[21] See RFP Section 5.3, Commercially Useful Function.

5.4 TACPA, LAMBRA and EZA Preference Programs

The state has three programs designed to stimulate business and employment in geographic areas determined to be economically distressed, with areas of high unemployment. These programs are the Target Area Contract Preference Act (TACPA), the Local Agency Military Base Recovery Area Act (LAMBRA), and the Enterprise Zone Act (EZA). The DGS Procurement Division/Dispute Resolution/Preference Program Section administers these programs and provides resource information about the programs. The Dispute Resolution general number is (916) 375-4611. The DGS Preference Program information line is (916) 375-4609. TACPA, LAMBRA and EZA bid evaluation preferences are available as described in RFP Section 4.2.9.

5.4.1 Target Area Contract Preference Act (TACPA)

Preference will be granted to California-based Contractors in accordance with California Government Code Section 4530 et seq., whenever contract for goods and services are in excess of $100,000 and the Contractor meets certain requirements as defined in the California Code of Regulations (Title 2, Section 1896.30) regarding labor needed to produce the goods or provide the services being procured. Bidders desiring to claim Target Area Contract Preferences Act shall complete Std. Form 830 and submit it with the Final Proposal. Refer to the following website link to obtain the appropriate form with instructions:

www.documents.dgs.ca.gov/osp/pdf/std830.pdf

A bidder who has claimed a TACPA preference(s) and is awarded the contract will be obligated to perform in accordance with the preference(s) requested, provided that the TACPA preference(s) was granted in obtaining the contract.

If there is no intention of claiming this preference, the Bidder does not need to submit the STD Form 830.

Bidders seeking the TACPA preference must complete and submit the required form and all necessary attachments with their bids.

5.4.2 Local Area Military Base Recovery Act (LAMBRA)

Local Agency Military Base Recovery Act (LAMBRA), Government Code section 7105 et seq., promotes employment and economic development at designated military bases by offering preferences when bidding on State contracts in excess of $100,000. The firm must be California based. Additional information can be found at:

www.hcd.ca.gov/fa/cdbg/ez/

www.hcd.ca.gov/fa/cdbg/ez/lambra/

Bidders desiring to claim this preference must submit a fully executed copy of Std. Form 832 and any required attachments with their Final Proposal. Bidders proposing to

perform the contract at a designated LAMBRA worksite(s) are required to identify such site(s) on the Std. Form 832. Failure to identify a site(s), which qualifies for LAMBRA, will result in denial of the claimed preferences. Refer to the following website link to obtain the appropriate form with instructions:

www.documents.dgs.ca.gov/osp/pdf/std832.pdf

A bidder that has claimed a LAMBRA preference and is awarded the contract based on such preference(s) will be obligated to perform the contract in accordance with the Act.

If there is no intention of claiming this preference, the Bidder does not need to submit STD Form 832.

5.4.3 Enterprise Zone Act (EZA)

California Government Code Section 7070, et seq., provides that California based companies may be granted preferences when bidding on State contracts in excess of $100,000 for goods and services (excluding construction contracts) if the business site is located within designated "Enterprise Zones" (see Std. Form 831). Additional information can be found at:

www.hcd.ca.gov/fa/cdbg/ez/

www.hcd.ca.gov/fa/cdbg/ez/EZoverview.html

Bidders desiring to claim this preference must submit a fully executed copy of Std. Form 831 and all necessary attachments with their Final Proposal. Bidders proposing to perform the contract in a designated enterprise zone are required to identify such site(s) on the Std. Form 831. Failure to identify a site(s) which qualifies as an enterprise zone will result in denial of the claimed preferences. Refer to the following website link to obtain the appropriate form with instructions:

www.documents.dgs.ca.gov/osp/pdf/std831.pdf

A bidder that has claimed an EZA preference and is awarded the contract based on such preference(s) will be obligated to perform the contract in accordance with the Act.

If there is no intention of claiming this preference, the Bidder does not need to submit the STD Form 831.

ATTACHMENT 1: PROPOSAL CHECKLIST

To assist Bidder and the CPUC in verifying the completeness of the bid, Bidder shall include this checklist with their proposal. Mark the box to indicate each item submitted.

General

- ☐ Proposal Checklist (Bid Attachment 1 - this document)
- ☐ Cover Letter (see RFP Section 3.7.2)
- ☐ Table of Contents (see RFP Section 3.7.3)
- ☐ Understanding of the California LifeLine Program (see RFP Section 3.7.4)
- ☐ Narrative of General Experience (see RFP Section 3.7.5)

RFP: Administrative Requirements (Mandatory)

- ☐ Conflict of Interest Statement (Bid Attachment 2)
- ☐ Security Requirement of the Bid (see RFP Section 2.5.1)
- ☐ Contractor Certification Clauses – CCC 307 (Bid Attachment 3)
- ☐ Customer References (see RFP Section 3.8.2 and Bid Attachment 4)
- ☐ Darfur Contracting Act Requirements (Bid Attachment 5)
- ☐ DVBE Declarations – STD 843 (Bid Attachment 6)
- ☐ Bidder Declaration – GSPD-05-105 (Bid Attachment 7)
- ☐ Bidder Certification Sheet (Bid Attachment 9)

RFP: Administrative Requirements (Conditional)

- ☐ Small Business Preference (Bid Attachment 8)
- ☐ TACPA form and attachments (see Section 5.4.1)
- ☐ EZA form and attachments (see Section 5.4.3)
- ☐ LAMBRA Act form and attachments (see Section 5.4.2)

Contract

Note: Do not include any contract language that has not been approved in advance in writing by the CPUC Procurement Official.

- ☐ Budget Detail and Payment Provisions (Exhibit B)
- ☐ General Terms and Conditions – GTC 610 (Exhibit C)
- ☐ Special Terms and Conditions (Exhibit D)

Scope of Work: Annotation and Work Plans

- ☐ Annotated Scope of Work (Exhibit A)
  - ☐ Startup Plan (see Exhibit A: Section 2.1)
  - ☐ Personnel Plan (see Exhibit A: Section 2.2)
  - ☐ Operations Management Plan (see Exhibit A: Section 2.3)
  - ☐ Business Continuity Plan (see Exhibit A: Section 2.4)
  - ☐ Data Privacy Compliance Plan (see Exhibit: Section 2.5)

Supporting Literature (optional)

- ☐ Supporting technical and other reference literature
  - May be organized in any manner deemed appropriate by the bidder

Cost Data (FINAL BID ONLY)

- ☐ Cost Sheet (Bid Attachment 11)
  - Enclose six (6) copies of the Cost Sheet in a separately sealed envelope (sealed and labeled) with one copy marked "Master Copy"
  - Include the sealed Cost Sheet envelope within the FINAL sealed bid package
  - Do not include the cost data on CD-ROMs or other digital formats which may be accessed outside the Cost Sheet envelope

IMPORTANT NOTICE TO BIDDER:

The CPUC makes no warranty that this checklist is a full and comprehensive listing of all requirements specified in the solicitation. Checking off the items on the checklist does not establish your firm's intent, nor does it constitute responsiveness to the requirements. The checklist is merely a tool to assist the participating Bidder in compiling their Final Proposal response. Bidder is encouraged to carefully read the entire solicitation.

The CPUC again emphasizes the need for each Bidder to verify all documentation and responses prior to the submission of final proposals.

ATTACHMENT 2: CONFLICT OF INTEREST STATEMENT

In accordance with RFP Section 2.6, Bidders will be disqualified if they are a *telephone corporation* as referenced in Public Utilities Code section 216 (ILECs, CLECs, and Wireless Carriers) providing services in California, or if they will engage a subcontractor that is a telephone corporation providing services in California.

By submitting this Conflict of Interest Statement with its proposal, the Bidder named below hereby attests that it is not a telephone corporation providing services in the state of California, and that it will not engage a subcontractor that is a telephone corporation providing services in California.

Name of Bidder: _____

Signed by: _____

Printed name: _____

Title: _____

Date: _____

ATTACHMENT 3: CONTRACTOR CERTIFICATION CLAUSES (CCC-307)

1 CERTIFICATION

I, the official named below, CERTIFY UNDER PENALTY OF PERJURY that I am duly authorized to legally bind the prospective Contractor to the clause(s) listed below. This certification is made under the laws of the State of California.

Contractor/Bidder Firm Name (Printed)	*Federal ID Number*
By (Authorized Signature)	
Printed Name and Title of Person Signing	
Date Executed	*Executed in the County of*

2 CONTRACTOR CERTIFICATION CLAUSES

2.1 Statement of Compliance

Contractor has, unless exempted, complied with the nondiscrimination program requirements. (Gov. Code §12990 (a-f) and CCR, Title 2, Section 8103) (Not applicable to public entities.)

2.2 Drug-Free Workplace Requirements

Contractor will comply with the requirements of the Drug-Free Workplace Act of 1990 and will provide a drug-free workplace by taking the following actions:

a. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations.

b. Establish a Drug-Free Awareness Program to inform employees about:

1) the dangers of drug abuse in the workplace;

2) the person's or organization's policy of maintaining a drug-free workplace;

3) any available counseling, rehabilitation and employee assistance programs; and,

4) penalties that may be imposed upon employees for drug abuse violations.

c. Every employee who works on the proposed Agreement will:

1) receive a copy of the company's drug-free workplace policy statement; and,

2) agree to abide by the terms of the company's statement as a condition of employment on the Agreement.

Failure to comply with these requirements may result in suspension of payments under the Agreement or termination of the Agreement or both and Contractor may be ineligible for award of any future State agreements if the department determines that any of the following has occurred: the Contractor has made false certification, or violated the certification by failing to carry out the requirements as noted above. (Gov. Code §8350 et seq.)

2.3 National Labor Relations Board Certification

Contractor certifies that no more than one (1) final unappealable finding of contempt of court by a Federal court has been issued against Contractor within the immediately preceding two-year period because of Contractor's failure to comply with an order of a Federal court, which orders Contractor to comply with an order of the National Labor Relations Board. (Pub. Contract Code §10296) (Not applicable to public entities.)

2.4 Contracts for Legal Services $50,000 or More – Pro Bono Requirement

Contractor hereby certifies that contractor will comply with the requirements of Section 6072 of the Business and Professions Code, effective January 1, 2003.

Contractor agrees to make a good faith effort to provide a minimum number of hours of pro bono legal services during each year of the contract equal to the lesser of 30 multiplied by the number of full time attorneys in the firm’s offices in the State, with the number of hours prorated on an actual day basis for any contract period of less than a full year or 10% of its contract with the State.

Failure to make a good faith effort may be cause for non-renewal of a state contract for legal services, and may be taken into account when determining the award of future contracts with the State for legal services.

2.5 Expatriate Corporations

Contractor hereby declares that it is not an expatriate corporation or subsidiary of an expatriate corporation within the meaning of Public Contract Code Section 10286 and 10286.1, and is eligible to contract with the State of California.

2.6 Sweatfree Code of Conduct

a. All Contractors contracting for the procurement or laundering of apparel, garments or corresponding accessories, or the procurement of equipment, materials, or supplies, other than procurement related to a public works contract, declare under penalty of perjury that no apparel, garments or corresponding accessories, equipment, materials, or supplies furnished to the state pursuant to the contract have been laundered or produced in whole or in part by sweatshop labor, forced labor, convict labor, indentured labor under penal sanction, abusive forms of child labor or exploitation of children in sweatshop labor, or with the benefit of sweatshop labor, forced labor, convict labor, indentured labor under penal sanction, abusive forms of child labor or exploitation of children in sweatshop labor. The contractor further declares under penalty of perjury that they adhere to the Sweatfree Code of Conduct as set forth on the California Department of Industrial Relations website located at www.dir.ca.gov, and Public Contract Code Section 6108.

b. The contractor agrees to cooperate fully in providing reasonable access to the contractor's records, documents, agents or employees, or premises if reasonably required by authorized officials of the contracting agency, the Department of Industrial Relations, or the Department of Justice to determine the contractor's compliance with the requirements under paragraph (a).

2.7 Domestic Partners

For contracts over $100,000 executed or amended after January 1, 2007, the contractor certifies that contractor is in compliance with Public Contract Code section 10295.3.

3 DOING BUSINESS WITH THE STATE OF CALIFORNIA

The following laws apply to persons or entities doing business with the State of California.

3.1 Conflict of Interest

Contractor needs to be aware of the following provisions regarding current or former state employees. If Contractor has any questions on the status of any person rendering services or involved with the Agreement, the awarding agency must be contacted immediately for clarification.

Current State Employees (Pub. Contract Code §10410):

1) No officer or employee shall engage in any employment, activity or enterprise from which the officer or employee receives compensation or has a financial

interest and which is sponsored or funded by any state agency, unless the employment, activity or enterprise is required as a condition of regular state employment.

2) No officer or employee shall contract on his or her own behalf as an independent contractor with any state agency to provide goods or services.

Former State Employees (Pub. Contract Code §10411):

1) For the two-year period from the date he or she left state employment, no former state officer or employee may enter into a contract in which he or she engaged in any of the negotiations, transactions, planning, arrangements or any part of the decision-making process relevant to the contract while employed in any capacity by any state agency.

2) For the twelve-month period from the date he or she left state employment, no former state officer or employee may enter into a contract with any state agency if he or she was employed by that state agency in a policy-making position in the same general subject area as the proposed contract within the 12-month period prior to his or her leaving state service.

If Contractor violates any provisions of above paragraphs, such action by Contractor shall render this Agreement void. (Pub. Contract Code §10420)

Members of boards and commissions are exempt from this section if they do not receive payment other than payment of each meeting of the board or commission, payment for preparatory time and payment for per diem. (Pub. Contract Code §10430 (e))

3.2 Labor Code/Workers' Compensation

Contractor needs to be aware of the provisions which require every employer to be insured against liability for Worker's Compensation or to undertake self-insurance in accordance with the provisions, and Contractor affirms to comply with such provisions before commencing the performance of the work of this Agreement. (Labor Code Section 3700)

3.3 Americans with Disabilities Act

Contractor assures the State that it complies with the Americans with Disabilities Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA. (42 U.S.C. 12101 et seq.)

3.4 Contractor Name Change

An amendment is required to change the Contractor's name as listed on this Agreement. Upon receipt of legal documentation of the name change the State will process the

amendment. Payment of invoices presented with a new name cannot be paid prior to approval of said amendment.

3.5 Corporate Qualifications to Do Business in California

a. When agreements are to be performed in the state by corporations, the contracting agencies will be verifying that the contractor is currently qualified to do business in California in order to ensure that all obligations due to the state are fulfilled.

b. "Doing business" is defined in R&TC Section 23101 as actively engaging in any transaction for the purpose of financial or pecuniary gain or profit. Although there are some statutory exceptions to taxation, rarely will a corporate contractor performing within the state not be subject to the franchise tax.

c. Both domestic and foreign corporations (those incorporated outside of California) must be in good standing in order to be qualified to do business in California. Agencies will determine whether a corporation is in good standing by calling the Office of the Secretary of State.

3.6 Resolution

A county, city, district, or other local public body must provide the State with a copy of a resolution, order, motion, or ordinance of the local governing body which by law has authority to enter into an agreement, authorizing execution of the agreement.

3.7 Air or Water Pollution Violation

Under the State laws, the Contractor shall not be: (1) in violation of any order or resolution not subject to review promulgated by the State Air Resources Board or an air pollution control district; (2) subject to cease and desist order not subject to review issued pursuant to Section 13301 of the Water Code for violation of waste discharge requirements or discharge prohibitions; or (3) finally determined to be in violation of provisions of federal law relating to air or water pollution.

3.8 Payee Data Record – Form STD 204

This form must be completed by all contractors that are not another state agency or other governmental entity. STD 204 is available as a print and fill PDF at: www.documents.dgs.ca.gov/osp/pdf/std204.pdf.

ATTACHMENT 4: CUSTOMER REFERENCES

Bidders shall use this Customer Reference Form for each reference, per RFP Section 3.8.2.

BIDDER'S CUSTOMER REFERENCE FORM # _____			
Name of Bidder:			
Name of Customer Firm or Organization:			
Street Address:			
City:			
State:		Zip Code:	
Website:			
Primary Contact Person:			
Title:			
Telephone number(s):			
Email address:			
Alternate Contact Person:			
Title:			
Telephone number(s):			
Email address:			
Engagement Information		Contract dollar value:	
Start date of the service:		End date of the service:	
Approx. number of full-time-equivalent Bidder personnel directly involved:			
Brief description of the services provided:			
Were client customer enrollment services provided? ☐ Yes ☐ No Average number of enrollments processed per month: _____			
Were client customer mailing or fulfillment services provided? ☐ Yes ☐ No Average number of pieces processed per month: _____			
Were client customer contact services provided? ☐ Yes ☐ No Average number of calls per month: _____			
Were client customer database management services provided? ☐ Yes ☐ No Average number of updates per month: _____			

ATTACHMENT 5: DARFUR CONTRACTING ACT REQUIREMENTS

Pursuant to Public Contract Code section 10478, if a bidder or proposer currently or within the previous three years has had business activities or other operations outside of the United States, it must certify that it is not a "scrutinized" company as defined in Public Contract Code section 10476.

Therefore, to be eligible to submit a bid or proposal, please insert your company name and Federal ID Number and complete only **one** of the following three paragraphs (via initials for Paragraph # 1 or Paragraph # 2, or via initials and certification for Paragraph # 3):

Company/Vendor Name (Printed)	*Federal ID Number*
Printed Name and Title of Person Initialing (for Options 1 or 2)	

1. _____ Initials — We do not currently have, and have not had within the previous three years, business activities or other operations outside of the United States.

OR

2 _____ Initials — We are a scrutinized company as defined in Public Contract Code section 10476, but we have received written permission from the Department of General Services (DGS) to submit a bid or proposal pursuant to Public Contract Code section 10477(b). A copy of the written permission from DGS is included with our bid or proposal.

OR

3 _____ Initials + certification below — We currently have, or we have had within the previous three years, business activities or other operations outside of the United States, but we certify below that we are not a scrutinized company as defined in Public Contract Code section 10476.

CERTIFICATION For # 3.

I, the official named below, CERTIFY UNDER PENALTY OF PERJURY that I am duly authorized to legally bind the prospective proposer/bidder to the clause listed above in # 3. This certification is made under the laws of the State of California.

By (Authorized Signature)	
Printed Name and Title of Person Signing	
Date Executed	*Executed in the County and State of*

ATTACHMENT 6: DVBE DECLARATIONS (STD 843)

STATE OF CALIFORNIA – DEPARTMENT OF GENERAL SERVICES PROCUREMENT DIVISION

DISABLED VETERAN BUSINESS ENTERPRISE DECLARATIONS

STD. 843 (Rev. 11/2005)

Instructions: The disabled veteran (DV) owner(s) and DV manager(s) of the Disabled Veteran Business Enterprise (DVBE) must complete this declaration when a DVBE contractor or subcontractor will provide materials, supplies, services or equipment [Military and Veterans Code Section 999.2]. Violations are misdemeanors and punishable by imprisonment or fine and violators are liable for civil penalties. All signatures are made under penalty of perjury.

SECTION 1

Name of certified DVBE:_____ DVBE Ref. Number: _____

PO/Contract Description (materials/supplies/services/equipment): _____

Solicitation/Contract Number:_____ SCPRS Ref. Number:_____
(FOR STATE USE ONLY)

SECTION 2

APPLIES TO ALL DVBEs. Check only one box in Section 2 and provide original signatures.

☐ I (we) declare that the DVBE is not a broker or agent, as defined in Military and Veterans Code Section 999.2 (b), of materials, supplies, services or equipment listed above. Also, complete Section 3 below if renting equipment.

☐ Pursuant to Military and Veterans Code Section 999.2 (f), I (we) declare that the DVBE is a broker or agent for the principal(s) listed below or on an attached sheet(s). *(Pursuant to Military and Veterans Code 999.2 (e), State funds expended for equipment rented from equipment brokers pursuant to contracts awarded under this section shall not be credited toward the 3-percent DVBE participation goal.)*

All DV owners and managers of the DVBE **(attach additional pages with sufficient signature blocks for each person to sign):**

(Printed Name of DV Owner/Manager) (Signature of DV Owner/ Manager) (Date Signed)

(Printed Name of DV Owner/Manager) (Signature of DV Owner/Manager) (Date Signed)

Firm/Principal for whom the DVBE is acting as a broker or agent: _____
(If more than one firm, list on extra sheets.) (Print or Type Name)

Firm/Principal Phone: _____ Address: _____

SECTION 3

APPLIES TO ALL DVBEs THAT RENT EQUIPMENT AND DECLARE THE DVBE IS NOT A BROKER.

☐ Pursuant to Military and Veterans Code Section 999.2 (c), (d) and (g), I am (we are) the DV(s) with at least 51% ownership of the DVBE, or a DV manager(s) of the DVBE. The DVBE maintains certification requirements in accordance with Military and Veterans Code Section 999 et. seq.

☐ The undersigned owner(s) own(s) at least 51% of the quantity and value of each piece of equipment that will be rented for use in the contract identified above. I (we), the DV owners of the equipment, have submitted to the administering agency my (our) personal federal tax return(s) at time of certification and annually thereafter as defined in *Military and Veterans Code 999.2*, subsections (c) and (g). *Failure by the disabled veteran equipment owner(s) to submit their personal federal tax return(s) to the administering agency as defined in Military and Veterans Code 999.2, subsections (c) and (g), will result in the DVBE being deemed an equipment broker.*

Disabled Veteran Owner(s) of the DVBE **(attach additional pages with signature blocks for each person to sign):**

(Printed Name) (Signature) (Date Signed)

(Address of Owner) (Telephone Number of Owner) (Tax Identification Number of Owner)

Disabled Veteran Manager(s) of the DVBE **(attach additional pages with sufficient signature blocks for each person to sign):**

(Printed Name of DV Manager) (Signature of DV Manager) (Date Signed)

Page ___ of ___

ATTACHMENT 7: BIDDER DECLARATION (GSPD-05-105)

All bidders must complete the Bidder Declaration GSPD-05-105 and include it with their proposal. When completing the declaration, Bidders must identify all subcontractors proposed for participation in the contract. Bidders awarded a contract are contractually obligated to use the subcontractors for the corresponding work identified unless the State agrees to a substitution and it is incorporated by amendment to the contract.

At the State's option prior to award, bidders may be required to submit additional written clarifying information. Failure to submit the requested written information as specified may be grounds for bid rejection.

A copy of the Bidder Declaration GSPD-05-105 and its instructions, are provided on the next two pages. Please read the instructions carefully. The form with its instructions is also available as a fill and print PDF at:

www.documents.dgs.ca.gov/pd/poliproc/MASTEr-BidDeclar08-09.pdf

State of California—Department of General Services, Procurement Division
GSPD–05–105 (REV 08/09)

Solicitation Number_____

BIDDER DECLARATION

1. Prime bidder information **(Review attached Bidder Declaration Instructions prior to completion of this form)**:

a. Identify current California certification(s) **(MB, SB, NVSA, DVBE):** _____ **or None** ____ (If "None", go to Item #2)

b. Will subcontractors be used for this contract? **Yes** ☐ **No** ☐ (If yes, indicate the distinct element of work your firm will perform in this contract e.g., list the proposed products produced by your firm, state if your firm owns the transportation vehicles that will deliver the products to the State, identify which solicited services your firm will perform, etc.). Use additional sheets, as necessary.

_____

_____

c. If you are a California certified DVBE: (1) Are you a broker or agent? **Yes** ☐ **No** ☐
(2) If the contract includes equipment rental, does your company own at least 51% of the equipment provided in this contract (quantity and value)? **Yes** ☐ **No** ☐ **N/A** ☐

2. If no subcontractors will be used, skip to certification below. Otherwise, list all subcontractors for this contract. (Attach additional pages if necessary):

Subcontractor Name, Contact Person, Phone Number & Fax Number	Subcontractor Address & Email Address	CA Certification (MB, SB, NVSA, DVBE or None)	Work performed or goods provided for this contract	Corresponding % of bid price	Good Standing?	51% Rental?
				0%	☐	☐
				0%	☐	☐
				0%	☐	☐

CERTIFICATION: By signing the bid response, I certify under penalty of perjury that the information provided is true and correct.

Page_____ of _____

BIDDER DECLARATION Instructions

All prime bidders (the firm submitting the bid) must complete the Bidder Declaration.

1.a. Identify all current certifications issued by the State of California. If the prime bidder has no California certification(s), check the line labeled "None" and proceed to Item #2. If the prime bidder possesses one or more of the following certifications, enter the applicable certification(s) on the line:

- Microbusiness (MB)
- Small Business (SB)
- Nonprofit Veteran Service Agency (NVSA)
- Disabled Veteran Business Enterprise (DVBE)

1.b. Mark either "Yes" or "No" to identify whether subcontractors will be used for the contract. If the response is "No", proceed to Item #1.c. If "Yes", enter on the line the distinct element of work contained in the contract to be performed or the goods to be provided by the prime bidder. Do not include goods or services to be provided by subcontractors.

Bidders certified as MB, SB, NVSA, and/or DVBE must provide a commercially useful function as defined in Military and Veterans Code Section 999 for DVBEs and Government Code Section 14837(d)(4)(A) for small/microbusinesses.

Bids must propose that certified bidders provide a commercially useful function for the resulting contract or the bid will be deemed non-responsive and rejected by the State. For questions regarding the solicitation, contact the procurement official identified in the solicitation.

Note: A subcontractor is any person, firm, corporation, or organization contracting to perform part of the prime's contract.

1.c. This item is only to be completed by businesses certified by California as a DVBE.

(1) Declare whether the prime bidder is a broker or agent by marking either "Yes" or "No". The Military and Veterans Code Section 999.2 (b) defines "broker" or "agent" as a certified DVBE contractor or subcontractor that does not have title, possession, control, and risk of loss of materials, supplies, services, or equipment provided to an awarding department, unless one or more of the disabled veteran owners has at least 51-percent ownership of the quantity and value of the materials, supplies, services, and of each piece of equipment provided under the contract.

(2) If bidding rental equipment, mark either "Yes" or "No" to identify if the prime bidder owns at least 51% of the equipment provided (quantity and value). If **not** bidding rental equipment, mark "N/A" for "not applicable."

---

2. If no subcontractors are proposed, do not complete the table. Read the certification at the bottom of the form and complete "Page ____ of ____" on the form.

If subcontractors will be used, complete the table listing all subcontractors. If necessary, attach additional pages and complete the "Page ____ of ____" accordingly.

2. *(continued)* **Column Labels**

Subcontractor Name, Contact Person, Phone Number & Fax Number—List each element for all subcontractors.

Subcontractor Address & Email Address—Enter the address and if available, an Email address.

CA Certification (MB, SB, NVSA, DVBE or None)—If the subcontractor possesses a current State of California certification(s), verify on this website (www.eprocure.pd.dgs.ca.gov).

Work performed or goods provided for this contract—Identify the distinct element of work contained in the contract to be performed or the goods to be provided by each subcontractor. Certified subcontractors must provide a commercially useful function for the contract. (See paragraph 1.b above for code citations regarding the definition of commercially useful function.) If a certified subcontractor is further subcontracting a greater portion of the work or goods provided for the resulting contract than would be expected by normal industry practices, attach a separate sheet of paper explaining the situation.

Corresponding % of bid price—Enter the corresponding percentage of the total bid price for the goods and/or services to be provided by each subcontractor. Do not enter a dollar amount.

Good Standing?—Provide a response for each subcontractor listed. Enter either "Yes" or "No" to indicate that the prime bidder has verified that the subcontractor(s) is in good standing for all of the following:

- Possesses valid license(s) for any license(s) or permits required by the solicitation or by law
- If a corporation, the company is qualified to do business in California and designated by the State of California Secretary of State to be in good standing
- Possesses valid State of California certification(s) if claiming MB, SB, NVSA, and/or DVBE status

51% Rental?—This pertains to the applicability of rental equipment. Based on the following parameters, enter either "N/A" (not applicable), "Yes" or "No" for each subcontractor listed.

Enter "**N/A**" if the:

- Subcontractor is NOT a DVBE (regardless of whether or not rental equipment is provided by the subcontractor) or
- Subcontractor is NOT providing rental equipment (regardless of whether or not subcontractor is a DVBE)

Enter "**Yes**" if the subcontractor is a California certified DVBE providing rental equipment and the subcontractor owns at least 51% of the rental equipment (quantity and value) it will be providing for the contract.

Enter "**No**" if the subcontractor is a California certified DVBE providing rental equipment but the subcontractor does NOT own at least 51% of the rental equipment (quantity and value) it will be providing.

Read the certification at the bottom of the page and complete the "Page ____ of ____" accordingly.

ATTACHMENT 8: SMALL BUSINESS AFFIDAVIT

A Bidder desiring to claim the Small Business Preference as described in RFP Section 5.2 must complete this Attachment 8 and return it with the Final Proposal. All firms claimed as Small Businesses must have their complete certification information submitted to the California Department of General Services (DGS) by 5:00 PM of the date that Final Proposals are due.

1. Are you claiming preference as a DGS certified Small Business as described in RFP Section 5.2.1?

   ☐ Yes ☐ No

   If "Yes" submit your DGS Small Business certification number: _____

2. Are you a non-small business claiming small business preference by committing to at least 25% DGS certified Small Business subcontractor and/or supplier participation as described in RFP Section 5.2.2?

   ☐ Yes ☐ No

   If "Yes" on *Attachment 7: Bidder Declaration (GSPD-05-105)*, for each DGS certified Small Business subcontractor or supplier, identify:

   1) Subcontractor or supplier name
   2) Contact person
   3) Mailing address
   4) Phone number, fax number and email address
   5) DGS Small Business certification number
   6) Description of the work to be performed and/or products supplied, and
   7) Percentage of the Total Cost

ATTACHMENT 9: BIDDER CERTIFICATION SHEET

The master copy of the bid must bear an original signature on this page!

I hereby certify our all-inclusive bid is submitted as detailed in the Cost Sheet (Attachment 11).

All required attachments are included with this Certification Sheet.

I have read and understand the California Disabled Veteran Business Enterprise Participation Program requirements and have included documentation demonstrating that I have met the participation goals. (See RFP Section 5.1.)

The signature affixed hereon and dated certifies compliance with all the requirements of this bid document. The signature below authorizes the verification of this certification. (See next page for instructions for completing this Bidder Certification Sheet.)

An Unsigned Bidder Certification Sheet May be Cause for Rejection

1. Company Name	2. Telephone Number ( )	2a. Fax Number ( )
3. Address		
Indicate your organization type: 4. ☐ Sole Proprietorship	5. ☐ Partnership	6. ☐ Corporation
Indicate the applicable employee and/or corporation number: 7. Federal Employee ID No. (FEIN)	8. California Corporation No.	
9. Indicate applicable license and/or certification information:		
10. Bidder's Name (Print)	11. Title	
12. **Signature**	13. Date	
14. Are you certified with the Department of General Services, Office of Small Business Certification and Resources (OSBCR) as: a. California Small Business Enterprise Yes ☐ No ☐ If yes, enter certification number: _____	b. Disabled Veteran Business Enterprise Yes ☐ No ☐ If yes, enter your certification number below: _____	
NOTE: A copy of your Certification is required to be included if either of the above items is checked "Yes". Date application was submitted to OSDS, if an application is pending:		

Instructions for Completing the BIDDER CERTIFICATION SHEET:

LINE	INSTRUCTIONS
1–3	Must be completed. These items are self-explanatory.
4	Mark box if firm is a sole proprietorship. A sole proprietorship is a form of business in which one person owns all the assets of the business in contrast to a partnership and corporation. The sole proprietor is solely liable for all the debts of the business.
5	Mark box if firm is a partnership. A partnership is a voluntary agreement between two or more competent persons to place their money, effects, labor, and skill, or some or all of them in lawful commerce or business, with the understanding that there will be a proportional sharing of the profits and losses between them. An association of two or more persons to carry on, as co-owners, a business for profit.
6	Mark box if firm is a corporation. A corporation is an artificial person or legal entity created by or under the authority of the laws of a state or nation, composed, in some rare instances, of a single person and his successors, being the incumbents of a particular office, but ordinarily consisting of an association of numerous individuals.
7	Enter Federal Employer Identification Number (also known as Taxpayer Identification Number).
8	Enter State Employer Identification Number (also known as a California corporation number assigned by the California Secretary of State. This information is used for checking if a corporation is in good standing and qualified to conduct business in California.
9	Complete if applicable, indicating the type of license and/or certification firm possesses and that is required for the type of services being procured.
10–13	Must be completed. These items are self-explanatory.
14	If certified as a California Small Business and/or Disabled Veterans Business Enterprise, mark the appropriate Yes box and enter certification number. If not certified as either, mark the No box. If certification is pending, enter date of application submittal to the DGS Office of Small Business and DVBE Services (OSDS).

ATTACHMENT 10: CONFIDENTIALITY STATEMENT

Per Exhibit D, Special Terms and Conditions, paragraph 1.13, Information Integrity and Security (Data Privacy), each and every principal, officer, and employee of the Contractor and its subcontractors and suppliers that will have access to California LifeLine confidential personal information are required to sign this Confidentiality Statement. Confidentially agreements must be signed before an individual begins working on the contract, and after 12 months, by the 1st of every November thereafter for the duration of the contract.

By signing below, the individual affirms that he or she understands and agrees to fully comply with all laws, policies and procedures for preserving the integrity and security of the data obtained, developed, or maintained during the course of the contract, and to continue to abide with the agreement even after the individual ceases to be a principal, officer, or employee of the Contractor or subcontractor or supplier to the Contractor. Among other things, each individual with access to personal confidential information agrees that he or she will not disclose the confidential and/or sensitive information in a manner inconsistent with the Contract, and must report every breach, or suspected breach, of this agreement to the Bidder's assigned Contract Manager named below, who is hereby obligated to promptly report the incident in full to the California Public Utilities Commission's LifeLine Program Contract Manager.

Bidder's named Contract Manager to report breaches of confidentiality to, is:

_____	_____	_____
Printed Name of Contract Manager	Phone number	Email address

I, _____ (print full legal name),

am an employee of _____ (print name of employer), engaged on behalf of the California LifeLine Administrator contract with the California Public Utilities Commission. I have read this Confidentiality Statement, and agree to fully comply with its terms. I understand that failure to comply may be grounds for termination of my employment.

_____ Signed on: _____
(Signature) (Date)

_____
(Title)

ATTACHMENT 11: COST SHEET

Submit in a **sealed, separate envelope** affixed to or within the bid package.
Do not include cost information in the DRAFT PROPOSAL.

Name of Bidder:_____

1 COST PROPOSAL SUMMARY

	Proposed Annual Cost	Proposed Total Contract Lifecycle Cost (Calculated for 5 years)
Mandatory Services:	Total From Cost Sheet 2.1	Annual x 5
Mandatory-Optional Services:	Total From Cost Sheet 2.2	Annual x 5
Transition In Costs: *(Limited to 1% of the Grand Total Bid Cost. See Cost Sheet instructions 3.2, "Transition In")*		One-Time
Grand Total Bid Cost:		**Sum of above**

I, _____ (Printed Name of Company Representative) am authorized by the Bidding organization to offer the prices contained in this Cost Proposal, Attachment 11, Cost Sheets, and hereby bind my firm to this offer.

_____ _____ _____
Signature Title Date

2 COST PROPOSAL DETAIL

2.1 Mandatory Services

	# of Units (Annually)	Proposed Unit Cost	Proposed Annual Cost
Customer Qualification			
Customer Qualifications	5,300,000		
Customer Support Call Center			
Outbound Dialer (OD) Calls (minutes)	8,100,000		
IVR Handled Calls (minutes)	2,400,000		
Call Center – English/Spanish/TTY (minutes)	2,500,000		
Call Center – Other Languages (minutes)	150,000		
LifeLine Customer Database Management			
LifeLine Customer Database Management	12		
Data Privacy Compliance Audit	1	$100,000.00	$100,000.00
Total Proposed Cost (Mandatory)			
Total			sum of above

2.2 Mandatory-Optional Services

	# of Units (Annually)	Proposed Unit Cost	Proposed Annual Cost
Public Website			
Public Website – Development	1		
Public Website – Maintenance and Operation	12		
Private Website			
Private Website – Development	1		
Private Website – Maintenance and Operation	12		
Program Enhancements			
Major Changes to Customer Forms	4		
Major Changes to Customer Letters	4		
Change to IVR/CSR/OD Scripts	4		
Additional Languages	2		
Additional Mailings/Contacts	4		
Total Proposed Cost (Mandatory-Optional)			
Total			

3 INSTRUCTIONS FOR COST SHEET

3.1 General

The following conditions apply to Bidder cost proposal:

1. The proposed costs provided by the Bidder shall be binding for the term of the Agreement.
2. Bidder is responsible for all mathematical calculations. Any error in calculations may be grounds for bid rejection.
3. Bidder is responsible for interpretation and understanding of all cost sheet instructions.
4. Volumes presented are for evaluation purposes only.

Below instructions are provided to assist Bidder in determining proposed costs.

1. **Number of Units (Annually)**: Number of units is pre-populated by CPUC. Bidder shall not modify number of units. Number of units provided is based on analysis of historical volume, and does not necessarily indicate future workload.
2. **Proposed Per Unit Cost**: Proposed Per Unit Cost to be provided by Bidder.
3. **Proposed Annual Cost**: Proposed Annual Cost to be provided by Bidder. Calculation formula representation:

   [Number of Units] * [Proposed Per Unit Cost] = [Proposed Annual Cost]

4. **Proposed Grand Total Bid Cost**: Proposed Grand Total Bid Cost to be provided by Bidder. For the purpose of this cost sheet, contract lifecycle is 5 years. Calculation formula representation:

   ([Proposed Annual Cost] * 5) + [One Time Transition-In Costs] = [Grand Total Bid Cost]

3.2 Mandatory Services

Customer Qualification

Number of units represents total of all LifeLine Customer Applications and Renewals (including those requiring documentation), successfully processed during 12-month period. Resolutions include:

1. Applications/Renewals Approved
2. Application/Renewals Denied
3. Applications/Renewals Denied (due to non-response)
4. Applications/Renewals Resent as Correctible Denials

Customer qualification workflow includes multiple activities, including mailing application forms and reminders to customers, reviewing returned forms, mailing letters to customers (including qualification, disqualification, correctible denial, carrier transfer), reviewing appeals, and mailing response letters to appealed customers.

Bidder is advised to review workflow as described in Exhibit A: Scope of Work and appropriate Attachments. Bidder is advised to take all factors into account when estimating cost associated with customer qualification.

See also – Exhibit A: Section 4 Qualifying LifeLine Customers

See also – Exhibit A: Section 11.2 Application and Renewal: Qualification Procedures

Transition In

Bidder can propose a lump-sum figure associated with Transition-In costs not to exceed 1% of the Total Cost of the proposed bid price over the five-year life of the contract.

See also – SOW Section 2.1.6 Transition In

Customer Support Call Center

1. **Outbound Dialer (OD) Calls**: Outbound calls made by automated system. Total volume of minutes of call time, estimated for a 12-month period. Note that this aggregate volume does not specify number of individual outreach calling campaigns, number of calls dialed, nor message content. Bidder is advised to take all factors into account.

   See also – Section 1.3 Administrator Historical Workload Metrics

   See also – Exhibit A: Section 5.4 Outbound Dialer Calls

2. **IVR Handled Calls**: Inbound calls handled by automated IVR system. Total volume of minutes of inbound call time, estimated for a 12-month period. Note that this aggregate volume does not specify number of calls received, nor message content. Bidder is advised to take all factors into account.

   See also – Section 1.3 Administrator Historical Workload Metrics

   See also – Exhibit A: Section 5.2.5 IVR Requirements

3. **Call Center – English/Spanish/TTY**: Total volume of call minutes for inbound/outbound calls handled by call center service representatives (CSRs) for English/Spanish/TTY, estimated for a 12-month period. For this cost component, the Contractor shall only charge for the number of minutes that the CSRs are on the calls. Time spent in queue or after transfer to a carrier, shall not be billed to the CPUC.

   See also – Section 1.3 Administrator Historical Workload Metrics, and *Section 1.4 Public Call Center Historical Workload Metrics*

   See also – Exhibit A: Section 5.2 Customer Support Call Center, et seq.

   See also – Exhibit A: Section 12 Public Call Center Reference Material

4. **Call Center – Other Languages**: Total volume of call minutes for inbound/outbound calls handled by call center service representatives (CSRs) for all other languages (non-English, non-Spanish, non-TTY) estimated for a 12-month period. For this cost component, the Contractor shall only charge for the number of minutes that the CSRs are on the calls. Time spent in queue or after transfer to a carrier, shall not be billed to the CPUC.

See also – Section 1.3 Administrator Historical Workload Metrics, and *Section 1.4 Public Call Center Historical Workload Metrics*

See also – Exhibit A: 5.2 Customer Support Call Center, et seq.

See also – Exhibit A: Section 12 Public Call Center Reference Material

LifeLine Customer Database Management

Contractor is responsible for maintaining and updating LifeLine Customer Database and all related systems. Contractor is required to receive and transfer data files to carriers to set up customer accounts, change account data (address, carrier, phone number changes) and notify carriers of missing or incomplete information. Bidder is advised to take all factors into account.

In addition, the contractor is required to conduct an annual data privacy audit. The contractor will be paid a total of $100,000.00 per year to hire an independent auditing firm and to implement recommended changes.

See also – Exhibit A: Section 6 Interaction With Carriers

See also – Exhibit A: Section 11.4 LifeLine Master Database Schema

See also – Exhibit A: Section 11.5 Carrier Database Schemas

3.3 Mandatory-Optional Services

The number of units shown on the Mandatory-Optional cost sheet 2.2, are for bid evaluation purposes only, and do not guarantee that the quantity listed will be ordered by the CPUC, either the first year or annually thereafter. An awarded Mandatory-Optional service shall be subject to specific ordering instructions from the CPUC during the life of the contract at the unit costs proposed by the Bidder in cost sheet 2.2.

Public Website

1. **Public Website (Development)**: Proposed cost for design and development of new public website. Website development service is calculated as an annual cost, based on the rationale that the CPUC may request changes/redesign as the program expectations for use of web information and features evolve. If this service is

requested by CPUC, Bidder shall submit proposal for technology platform and associated hardware and software. Bidder development team will need to collaborate with CPUC technology services teams to obtain instruction on design and content.

See also – Section 1.3 Administrator Historical Workload Metrics

See also – Exhibit A: Section 10.1.2 LifeLine Public Website

2. **Public Website (Maintenance and Operation)**: Maintenance and operation of the public website includes all related hardware and software, communications bandwidth, and content updates as needed. Includes ongoing content updates and other minor changes; does not include major design or development activities. This service is calculated as a monthly cost. Bidder is advised to review website requirements, including multi-language and functional criteria. Bidder is advised to take all factors into account.

   See also – Section 1.3 Administrator Historical Workload Metrics

   See also – Exhibit A: Section 10.1.2 LifeLine Public Website

Private Website

1. **Private Website (Development)**: Proposed cost for design and development of new private website. Website development service is calculated as an annual cost, based on the rationale that the CPUC may request changes/redesign as the program expectations for use of web information and features evolve. If this service is requested by CPUC, Bidder shall submit proposal for technology platform and associated hardware and software. Bidder development team will need to collaborate with CPUC technology services teams to obtain instruction on design and content.

   See also – Section 1.3 Administrator Historical Workload Metrics

   See also – Exhibit A: Section 10.1.3 LifeLine Private Website

2. **Private Website (Maintenance and Operation)**: Maintenance and operation of the private website includes all related hardware and software, communications bandwidth, and content updates as needed. Includes ongoing content updates and other minor changes; does not include major design or development activities. This service is calculated as

a monthly cost. Bidder is advised to review website requirements, including functional criteria, administration of roles-based access and security. Bidder is advised to take all factors into account.

See also – Section 1.3 Administrator Historical Workload Metrics

See also – Exhibit A: Section 10.1.3 LifeLine Private Website

Program Enhancements

1. **Major Changes to Customer Forms**: At the request of CPUC, Bidder shall modify/update customer forms or other print and electronic collateral. Bidder is advised to consider the ramifications of such changes, including impact on all forms to be redesigned, configuration modifications to forms scanners, and other potential systems changes.

   Bidder shall provide a per-instance cost. Bidder should estimate cost assuming that each instance of changes made may affect all related forms (including large font, Braille, and all languages). Bidder is advised to take all factors into account.

   See also – Exhibit A: Section 10.4 Change to Customer Forms/Letters – Major Changes

2. **Major Changes to Customer Letters**: At the request of CPUC, Bidder shall modify/update customer contact letters (confirmations, postcards, denial letters, etc.). Bidder is advised to consider the ramifications of such changes, including impact on letters to be redesigned, and other potential systems changes. Bidder is advised to take all factors into account. Bidder shall provide a per-instance cost.

   Bidder should estimate cost assuming up to four major changes per year, and that each instance of changes made may affect all related letters and postcards (including large font, Braille, and all languages), including possible changes to CSR/IVR/Outbound Dialer scripts.

   See also – Exhibit A: Section 10.4 Change to Customer Forms/Letters – Major Changes

3. **Change to IVR/CSR/OD Scripts**: At the request of the CPUC, Bidder shall make changes to the messages and layout of the IVR and Outbound Dialer systems. In addition, the Bidder must be prepared to make changes in the scripts used by the call center CSRs. Bidder should estimate cost assuming up to four major changes per year, and that any changes must be translated into all supported languages.

See also – Exhibit A: Section 10.5 Change to IVR/CSR/OD Scripts

4. **Additional Languages**: At the request of CPUC, Bidder shall configure environment, including items such as forms, letters, postcards, customer database, call center staffing, and IVR/Outbound Dialer scripts to accommodate additional languages (for example, Russian or Arabic). Bidder shall provide proposed per-instance (language) cost.

   See also – Exhibit A: Section 10.2 Additional Languages

5. **Additional Mailings/Contacts**: At the request of CPUC, Bidder shall increase customer contacts during the enrollment process. This can include additional calls from the Outbound Dialer and/or additional mailings such as postcards, forms, letters, etc…

   See also – Exhibit A: Section 10.3 Additional Mailings / Contacts

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1 OVERVIEW

Generally, work to be executed by the Contractor can be summarized by the following categories:

1. Qualifying LifeLine Customers
2. Operation of a Customer Support Call Center, including multi-language phone lines
3. Outbound messaging, including calls and mailing
4. Assorted internal operations, including records management, database operation, and ongoing maintenance of printed and electronic forms/documents
5. Customer account updates and other interaction with Carriers
6. Status reporting and other interaction with the CPUC

This *Scope of Work* document is organized in the following manner:

1. Overview
2. Work Plans
3. Internal Operations
4. Qualifying LifeLine Customers
5. Interaction With Customers
6. Interaction With Carriers
7. Interaction With The CPUC
8. Service Level Agreement (SLA) / Performance Metrics
9. Transition Out
10. Mandatory-Optional Services

All requirements in the Scope of Work are mandatory, unless otherwise noted.

Bidder shall indicate compliance with each requirement contained within the Scope of Work by marking the **Bidder Acceptance statement** at the end of each topic. It is recommended that the Bidder provide detail as necessary to present a thorough and

compelling description of each solution, as during the evaluation process some sections within the Scope Of Work will be scored based on the quality of the Bidder response.[22]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2 WORK PLANS

Prior to contract award, the CPUC must be assured that the selected Bidder has the resources required to successfully perform under the contract, including, but not limited to, a startup plan for initiation of services, sufficient personnel with appropriate skills, a plan for the ongoing management of all aspects of service delivery, compliance with data privacy requirements, and a plan for business continuity.

Bidder shall submit with Final Bid the various *Work Plans* listed below:

1. Startup Plan
2. Personnel Plan
3. Operations Management Plan
4. Business Continuity Plan
5. Data Privacy Compliance Plan

   Note: The *Data Privacy Compliance Report (Annual)*[23] is not due with submittal of Draft Bid. However, some specific definitions associated with the Data Privacy Compliance Report (Annual) are required as part of the *Data Privacy Compliance Plan*.[24]

All submitted plans are considered to be draft status, subject to CPUC modification and approval following contract award.

NOTE: Bidder is advised that work plans are scored items, and will receive significant focus during the bid evaluation. Bidder is encouraged to provide detailed responses within the Scope of Work, and to create work plans which showcase the Bidder's capabilities, knowledge, thoroughness and effectiveness. Quality work plans are central to a successful bid.

[22] Section 4.2.4 Scored Technical Evaluation
[23] Exhibit A: Section 2.5.2 Data Privacy Compliance – Annual Audit Report
[24] Exhibit A: Section 2.5.1 Data Privacy Compliance

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.1 Startup Plan

400 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Bidder shall provide a *Startup Plan* which defines all aspects of preparation and inception of CA LifeLine Certification Administration services by the *Contracted Service Period Begins date*.[25]

Startup plan shall include the following content:

1. Startup Timeline
2. Facilities Location And Availability
3. Proposed IT and Telecommunications Systems
4. Procurement And Ownership Of Hardware/Software
5. IT and Telecommunications Systems Training
6. Transition In

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.1.1 Startup Timeline

Bidder shall provide a startup timeline depicting all activities related to the preparation and inception of services. The timeline shall include start and ending dates for each major task, activity, and milestone. Additionally, timeline should include target dates for staff deployment, facility setup, equipment installation, personnel training, quality controls, and other service inception tasks as necessary. The overall timeline shall comply with the RFP's Key Action Dates (RFP Section 3.1) or as modified by the CPUC.

[25] See Exhibit A: Section 3.1 Key Action Dates

For each major task, activity or milestone addressed, Bidder should outline major steps involved, indicating individuals assigned, resources allocated, level of criticality and hierarchical relationship to other activities.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.1.2 Facilities Location and Availability

Bidder shall identify location and availability dates for all facilities to be used for CA LifeLine Certification Administration services. Location(s) must be in the United States.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.1.3 Proposed IT and Telecommunications Systems

Bidder shall identify proposed computing environments to be used, including software/hardware solutions for:

1. Call Center CRM / IVR Systems
2. IT and Network Systems Environment
3. LifeLine Customer Database and Related Applications
4. Website

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.1.4 Procurement and Ownership of Hardware/Software

Contractor shall be responsible for procurement of all hardware and software systems necessary to perform the role of California LifeLine Administrator.

Contractor shall be responsible for ownership and/or licensing for all hardware and software systems, including support and maintenance contracts. Contractor shall maintain current licenses or other necessary business relationships as necessary to ensure continuance of California LifeLine Administrator services.

The CPUC assumes no ownership of IT or telecommunications systems during or after the contract period.[26]

The CPUC retains ownership of all LifeLine program data created or maintained by the Contractor in the role of California LifeLine Administrator.[27]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.1.5 IT and Telecommunications Systems Training

Contractor shall provide, at the request of the CPUC, training to carriers, CPUC staff, LifeLine marketing contractor staff, and other entities as designated by the CPUC. Training shall address how to interact with the various software systems associated with the call center operation, management of LifeLine customer data, LifeLine websites, and status reporting.

In total, Contractor shall provide up to 12 training sessions over the three-year contract period:

1. Two (2) initial training sessions must occur prior to *Contracted Service Period Begins date.*[28]

2. Additional training sessions may be requested by the CPUC at any time, not to exceed a total of 10 additional sessions over the three-year contract period.

Additional training criteria include:

1. CPUC will provide a minimum of 10 business days advance notice when requesting additional training sessions.

2. Training sessions shall be conducted classroom-style.

3. Training locations will be defined by the CPUC. Typically, there will be one location in Northern California and one in Southern California.

[26] See also Special Terms and Conditions, Exhibit D: Section 1.10 Ownership of Hardware/Software
[27] See also Special Terms and Conditions, Exhibit D: Section 1.11 Ownership of Data
[28] RFP Section 3.1 Key Action Dates

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.1.6 Transition In

Bidder shall provide with their Final Bid a *Services Transition Plan* which includes a proposed timeline for database and other systems migration, procurement of new hardware/software, and test/validation of production environment, as necessary to go-live with California LifeLine Administrator services.

Contractor shall facilitate the initiation / start-up of services, including collaborating with CPUC staff and their designated agents to affect the migration of data and systems functionality. Contractor shall engage with best effort to ensure a smooth transfer of service capability, such that customers perceive a minimum of interruption in services.

Services migration plan shall include the following criteria, as well as other information deemed necessary for a successful go-live.

1. Migration Process
   - 1.1. Pre-Migration Requirements
   - 1.2. Migration Plan And Timeline
   - 1.3. Decommission of Legacy Environment
2. Migration Considerations
   - 2.1. Plan for Avoidance of Interruption of Services During Migration
   - 2.2. Define success criteria for cutover to new environment
   - 2.3. Test/Validation of New Environment

The contractor has the option of billing the Commission for Transition In costs as a separate line item on the Cost Sheet. This lump-sum figure cannot exceed 1% of the Total Cost of the contract over the five-year period. Bidders shall not include cost detail in response to this SOW Section 2.1.6, below.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.2 Personnel Plan

300 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Bidder shall submit a *Personnel Plan* which identifies management and leadership personnel assigned to the contract, as well as general staffing solutions for all aspects of service delivery.

Personnel plan shall include the following content:

1. Organization Chart
2. Project Roster
3. Project Manager
4. Contract Manager
5. Resource Capacity
6. Technical Capability
7. Personnel Background Check
8. Training Plan

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.2.1 Organization Chart

Bidder shall provide an *organization chart* which visually portrays the proposed organizational structure for the provision of contracted services, including roles and relationship hierarchy. Chart should include, at a minimum, all individuals identified in the *project roster*.[29]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

[29] Exhibit A: Section 2.2.2 Project Roster

2.2.2 Project Roster

Bidder shall provide a *project roster* which identifies key personnel assigned to the contract, indicating roles and responsibility in relationship to the delivery of contracted services. For the purpose of this project roster, *key personnel* are defined as all individuals in management or leadership roles, including the Project Manager and Contract Manager.

Qualification requirements for Project Manager and Contract Manager are detailed below. Additionally, the Bidder shall demonstrate that all key personnel have individually a minimum of 12 months experience working in the areas relevant to this RFP.

Bidder shall include the following information for each individual identified in the project roster:

1. Roles, responsibilities, and authority
2. Reporting relationships
3. Summary description of qualifications
4. Professional résumé
5. Summary results of background check

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.2.3 Project Manager

Responsibilities

Contractor shall provide a *Project Manager* (herein referred to as Contactor PM) to manage all activities related to startup activities and ongoing operations of California LifeLine Administrator service delivery.

1. The Contactor PM shall act as the single point of contact, and be responsible for resource coordination, issues resolution, and issues escalation.

1.1. The Contractor PM may delegate some responsibilities to other qualified representatives, however the Contractor PM will maintain the responsibility to be informed and accountable for all issue resolutions and management decisions.

2. The Contractor PM shall be responsive and attentive to the needs of the LifeLine program and the CPUC. The Contractor PM shall respond in a timely manner to all requests and issues raised by the CPUC.

   2.1. The CPUC desires that the Contractor PM have no assigned priorities greater than fulfilling the duties required by the LifeLine program.

   2.2. The CPUC desires that the Contractor PM perform required duties in an exemplary manner and contribute to a positive relationship with the CPUC.

3. The Contractor PM shall participate in scheduled meetings, conference calls, email exchange, and other events as requested by the CPUC.[30]

Qualifications

The Contractor PM shall have five (5) or more years of relevant management and administrative experience involving call center operations, customer service management, and application approvals process/workflow such as described in this RFP.

Note: It is acceptable for a single individual to fulfill multiple responsibilities and titles, if qualified.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.2.4 Contract Manager

Responsibilities

Contractor shall provide a *Contract Manager* (herein referred to as Contactor CM) to manage all issues associated with contractual obligations, contract modifications, discrepancies and other issues between Contractor, CPUC, Carriers, Subcontractors, Vendors, and other business entities. Contractor CM shall be informed and accountable for all issue resolutions regarding contracts.

Qualifications

The Contractor CM shall have five (5) or more years of relevant management and administrative experience involving call center operations, contract oversight, business relationship management, fiscal management, and issue resolution.

[30] Exhibit A: Section 7.3 Meetings and Conference Calls

Note: It is acceptable for a single individual to fulfill multiple responsibilities and titles, if qualified.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.2.5 Resource Capacity

Bidder shall demonstrate an ability to supply qualified personnel prepared to commence work at the time of contract award.

Bidder shall demonstrate that it has sufficient resources to adequately staff call center during peak times (e.g., major marketing or outreach campaigns) to achieve compliance with Service Level Agreement (SLA) Performance Metrics[31] as described in this RFP, or has a detailed plan on how these resources shall be acquired, trained and managed.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.2.6 Technical Capability

The Bidder shall demonstrate that key personnel identified for this contract have the required technical capability to successfully manage:

1. Call center telecommunications and computing environments
2. Networked computer systems operation and administration
3. Database configuration and management
4. Development and administration of web-based applications
5. Data exchange and workflow process management between distributed entities (such as telecommunications carriers)
6. Operation of multi-language call center environment
7. Communication with consumers with speech and/or hearing impairment

[31] Exhibit A: Section 8 Service Level Agreement (SLA) Performance Metrics

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.2.7 Personnel Background Check

Bidder shall, initially before being assigned to work for this contract, and on an ongoing basis as necessary, conduct employee background checks for each individual listed in the project roster and for all employees, vendors and subcontractors who administer IT systems associated with customer data, or otherwise have access to the collection, editing, review, storage, destruction or transmission of customer records.

Bidder shall take into account the results of the background checks in its assignment of individuals to positions that will have access to confidential information.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.2.8 Training Plan

Contractor shall develop a comprehensive staff training plan, and shall ensure that all of its staff assigned to enrollment processes and call center functions are fully trained. The Contractor shall submit to the CPUC Project Manager not later than 60 days after award, a comprehensive Staff Training Plan and Manual for CPUC review and approval. CPUC may require corrections or modifications to the plan and manual as initially necessary, and as ongoing or future changes to the LifeLine program are made. All assigned enrollment and call center staff (including subcontractor staff) must complete the CPUC approved course of training prior to delivery of services.

In response to this requirement Bidder shall describe:

1. Its proposed staff training program;
2. How it will update its training program to accommodate ongoing changes to the CPUC LifeLine program;
3. How new staff assigned after the start of service shall receive training, and,
4. The extent that existing staff shall receive periodic ongoing training.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.3 Operations Management Plan

300 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Bidder shall provide an *Operations Management Plan* for ongoing service delivery. Plan shall, at a minimum, include the following content:

1. Operational Procedures
2. Management of Vendors and Subcontractors

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.3.1 Operational Procedures

Bidder shall describe *operational procedures/methodology* for all aspects of service delivery associated with this contract to successfully interact with customers, carriers, the CPUC, and other entities.

At a minimum, procedures described should include:

1. Business office operations management
2. Call center operations management
3. Processes for interaction with customers, carriers, and CPUC
4. Issue escalation and resolution (corrective action)
5. Quality assurance
6. IT operations, including capability for systems upgrades/enhancements
7. Fulfillment, including outbound dialing and mailing
8. Creation and delivery of status reports

9. Collection of *Service Level Agreement (SLA) performance metrics*[32]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.3.2 Management of Vendors and Subcontractors

Bidder shall describe procedures for managing relationships with external entities, such as vendors, subcontractors, or other agencies as requested by the CPUC.

At a minimum, considerations should include:

1. Relationship management
2. Issue escalation and resolution
3. Cross-organizational training
4. Ensuring adherence to domain specific requirements and regulations (such as Data Privacy Compliance), including training and compliance measurement/auditing
5. Performance monitoring and quality assurance

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.4 Business Continuity Plan

100 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Bidder shall provide a *Business Continuity Plan* which describes the ability to ensure operational and technological continuance of call center and related business operations. Plan shall, at a minimum, include the following content:

1. Fault Tolerance
2. Data Backup and Storage

[32] Exhibit A: Section 8 Service Level Agreement (SLA) Performance Metrics

3. Disaster Recovery

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.4.1 Fault Tolerance

Contractor shall ensure all IT software and hardware systems are designed to meet reasonable standards for high availability computing. At a minimum, features such as the following should be included:

1. Redundancy of hard disks, servers, or other key systems elements
2. Failover environment for production systems which ensures continuous services delivery in the event of equipment failure
3. Uninterruptable Power Supply (UPS) or other reliability solutions for all critical systems

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.4.2 Data Backup and Storage

Contractor shall create and maintain procedures for data backup and storage, including but not limited to:

1. Backup procedures
2. Off-site and/or remote storage for data backups
3. Chain of custody and other relevant security policies for data backups
4. Recovery procedures in the event of an outage at the primary call center or data center location(s)

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.4.3 Disaster Recovery

Contractor shall submit a disaster recovery plan indicating personnel and procedural contingencies for emergency scenarios demonstrating thorough documents activities required to maintain service through redundancies and backup processes.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.5 Data Privacy Compliance Plan

200 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Contractor and its subcontractors shall comply with State of California regulations related to information security and data privacy,[33] as defined by the State Administrative Manual (Section 5300 – Information Security)[34], the California Information Practices Act of 1977[35], and as directed by the California Office of Information Security (OIS) and Office of Privacy Protection (OPP).

Generally, the goal is to ensure correct practices and system design associated with the management, transmission or retention of *personal information*. The State of California defines personal information as:

> *Any information that is maintained by the agency that identifies or describes an individual, including, but not limited to, his or her name, social security number, physical description, home address, home telephone number, education, financial matters, and medical or employment history. It includes statements made by or attributed to, the individual. (IPA, Civil Code section 1798.3)*[36]

[33] Data Privacy is herein referred to by the acronym DP
[34] See http://sam.dgs.ca.gov/TOC/5300/default.htm.
[35] See California Civil Code, Division 3, Part 4, Title 1.8 et seq. at: www.leginfo.ca.gov/cgi-bin/calawquery?codesection=civ&codebody=&hits=20.
[36] See http://www.leginfo.ca.gov/cgi-bin/displaycode?section=civ&group=01001-02000&file=1798.3.

Contractor is encouraged to read in detail the legal requirements associated with data privacy, integrity, and security compliance as defined in *Special Terms and Conditions*.[37]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.5.1 Data Privacy Compliance

Bidder shall submit a draft *Data Privacy Compliance Plan* which demonstrates the Bidder's understanding of and compliance with State of California data privacy requirements for itself and its subcontractors. Upon award, the Contractor shall have sixty days to submit the final *Data Privacy Compliance Plan* for CPUC review and approval. The CPUC's approval must be earned prior to the start of service.

Compliance Plan Contents: Contractor plan shall include, but is not limited to:

1. Rules and Controls Limiting Access
2. Employee/Subcontractor Background Checks
3. Employee Training
4. Employee/Subcontractor Signed Acknowledgements
5. Written Agreements with Third Parties
6. Review and Reduction of Personal Information Holdings
7. Methods of Personal Information Collection
8. Audit and Breach Response
9. Application Design and Code Integrity Review
10. Computer and Network Infrastructure Security
11. Data Security (including encryption and backup storage procedures)
12. Identification of all subcontractors that will have access to *personal information*, and an account of how the subcontractors shall fulfill all Data Privacy Plan requirements.

[37] Exhibit D: Section 1.13 Information Integrity and Security (Data Privacy)

Compliance Auditing Methodology: Contactor shall identify proposed process for auditing/review, including:

1. Identification of proposed third party auditing agent

2. Proposed annual audit schedule

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

2.5.2 Data Privacy Compliance – Annual Audit Report

Contractor shall provide a Data Privacy Compliance Report to CPUC within twelve (12) months from the beginning of operations, and thereafter on an annual basis. The contractor will be paid a flat rate of $100,000.00 per year to hire an independent third party auditor and implement any changes recommended by the audit report.

Data privacy compliance status shall be determined via an annual review/audit by a third-party agent. Contractor shall submit proposed third-party auditing agent to CPUC for approval. CPUC reserves the authority to approve and/or select third-party auditing agents.

Audit activities shall include, at a minimum:

1. Review of Data Privacy Compliance Plan to determine currency, completeness, and alignment:

    1.1. Currency: Does plan reflect current Contractor/Subcontractor IT environments, changes to internal/external processes, and other operations management criteria?

    1.2. Completeness: Does plan encompass all aspects of operations and technology required to maintain compliance with CA data privacy requirements?

    1.3. Alignment: Does plan reflect changes and/or enhancements in CA data privacy requirements?

2. On-site inspection to determine real world application of data privacy plan criteria, including:

    2.1. IT systems, including database and network security

    2.2. Personnel management and training procedures

2.3. Document Management (including backup/offsite storage procedures)

CPUC reserves the authority to accept/reject proposed auditing agents. CPUC reserves the authority to accept/reject Data Privacy Compliance Report, and may, at its sole discretion, instruct the Contractor to modify operations behavior to the purpose of achieving full data privacy compliance.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
*Reference: document*_____
*location*_____ *page*_____ *paragraph*_____
Description:

3 INTERNAL OPERATIONS

3.1 Business Office

Contractor shall maintain and staff a business office which functions as the primary worksite for Contractor project staff and the repository for all work papers.

1. Business Office shall be open during defined hours of operation.[38]
2. Contractor shall ensure sufficient staffing to ensure the presence of a decision maker during defined hours of operation.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
*Reference: document*_____
*location*_____ *page*_____ *paragraph*_____
Description:

3.2 Call Center

Contractor shall maintain and staff a call center which functions as the primary answering point for all LifeLine customer calls.

1. Call Center shall be open during defined hours of operation.[39]
2. Contractor shall ensure sufficient staffing to ensure the presence of a decision maker during defined hours of operation.

[38] Exhibit A: Section 3.3 California LifeLine Administrator Hours of Operation Defined
[39] Ibid

3. Contractor may elect to operate the Business Office and Call Center as a single location or separate locations. The CPUC states no preference regarding single or separate locations.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.3 California LifeLine Administrator Hours of Operation Defined

California LifeLine Administrator Business Office hours of operation are defined as 8:00 A.M to 5:00 P.M. Pacific Time on official business days of the State of California.

California LifeLine Call Center hours of operation are defined as 7:00 A.M. to 7:00 P.M. Pacific Time on official business days of the State of California.

California LifeLine Websites, Telecommunications, IVR and Data Systems hours of operation are defined as 24 hours per day, 365 days of the year.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.4 Forms, Publications and Other Communications Collateral

Contractor shall maintain all program materials such as print and online forms, update designs upon request, coordinate printing services, manage storage and fulfillment activities, and provide inventory reports and other accounting information as requested by the CPUC.

Contractor is responsible for ensuring adequate supplies of necessary forms are maintained, such that no delay or interruption of service is experienced.

Contractor is responsible for quality and accuracy of printed and electronic materials. CPUC reserves the authority to inspect materials at any time, and request reprint or other remedies as appropriate for any defective or otherwise unsuitable material.

Contractor shall manage relationship and performance of any subcontractors or other business relationships necessary toward the production and management of communications collateral.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.5 Document Management

Contractor shall implement document/records management and security processes with emphasis on two principal areas of concern:

1. Document Retention (Storage And Availability Of Documents)

2. Disposal Of Documents

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.5.1 Document Retention

Contractor shall store and maintain in a secure environment indexed, tabbed and organized folders on each LifeLine customer, containing the original application and/or renewal forms, all submitted documentation, and all correspondence.

1. Contractor shall:

    1.1. Scan these documents upon receipt at a minimum of 200 dpi, and shall manage customer files electronically.

    1.2. Retain the electronic copies of the documents for the duration of the contract, or until requested by the CPUC to release or destroy the electronic files according to the instructions of the CPUC, whichever occurs first.

    1.3. Keep hard copies for one year, after which the Contractor shall destroy the hard copies.

2. Contractor shall also maintain paper and/or electronic indexed files of all other contract-related literature, correspondence and documents of note, software, hardware, income and program documents, manuals and all other documents/equipment relating to this engagement.

2.1. Contractor must make such records available upon request of the Contract Manager or designee and turn over these records to the Commission upon termination of the contract.

2.2. In addition, these records must be made available to carriers in the event of an audit by the Federal Lifeline/Linkup administrator.

3. The Contract Manager or designee may review and/or audit any or all LifeLine application and renewal files during the Business Office hours of operation defined in SOW Section 3.3.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.5.2 Document Disposal

Contractor shall, prior to disposal of the original and/or copies of the following document types, shred said documents to small pieces that are no more than one-eighth by seven-eighths of an inch:

1. Signed application form
2. Signed renewal form
3. Income documents
4. Medical certificates
5. Other documents which are identified by the CPUC or its designee

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.6 IT Systems

Contractor shall be responsible for the administration and maintenance of all Business Office and Call Center IT infrastructure, data systems, telecommunications systems, and other hardware/software used in the execution of the California LifeLine Administrator contracted services.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.6.1 Systems Availability

Contractor shall ensure all telecommunications and data systems are functional during defined hours of operation.[40]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.6.2 Systems Maintenance

Contractor shall maintain all IT and telecommunications systems in good working order, including but not limited to the following criteria:

1. Systems up to date with current patches, enhancements, or other ongoing production modifications as needed to ensure systems are current with vendor recommendations.

2. Security patches and/or enhancements applied in a timely manner.

3. Commercial Systems: Software and hardware versions are current and fully supported by respective vendors.

4. Free/Open Source Software (FOSS): Contractor employs (or subcontracts) staff who have the requisite technical skills and expertise to maintain and enhance free/open software systems in accordance with industry standards and best practices.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

[40] Exhibit A: Section 3.3 California LifeLine Administrator Hours of Operation Defined

3.6.3 Systems Security

Contractor shall implement electronic and physical safeguards to protect against inadvertent or malicious corruption of data. Contractor shall adhere to industry best practices for IT and network security.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.7 LifeLine Customer Database

Contractor shall implement and maintain the LifeLine Customer database.

1. For reference, examples of historical data fields/schema are included with this Scope of Work.[41]

2. Current and/or future schemas are subject to change at the direction of the CPUC.

Contractor is responsible for the accuracy and currency of all data contained within or associated with the LifeLine Customer database. Contractor is responsible for data security and managed access to the database.

The LifeLine enrollment Customer database is currently managed utilizing MS SQL Server. Contractor shall provide continued management of the enrollment database using MS SQL Server or other standards-compliant DBMS such as Oracle, Sybase, MySQL, or PostgreSQL.

1. Any change in DBMS or other technical/file formats associated with the database shall, prior to implementation, be submitted to the CPUC for review and approval.

2. Recommendations for modifications to database schema, field definitions, or other content structures shall, prior to implementation, be submitted to the CPUC for review and approval.

3. Contractor shall, at no additional cost, implement database modifications, data content editing, or other administrative tasks as requested by the CPUC.

4. Contractor shall, at no additional cost, upon request provide current copies of the LifeLine Customer database to the CPUC or its designated agent.

The Contractor shall also retain a database(s) of all Public Call Center customer transactions and of available carrier referral options for potential LifeLine customers.

[41] Exhibit A: Section 11.4 LifeLine Master Database Schema

Examples of Public Call Center data are included within Exhibit A, Section 5.2.8 and Section 12.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.8 Knowledge Management

3.8.1 Process Documentation

Contractor shall develop and maintain procedural manuals and business rules for:

1. Maintenance of the database
2. Communications to and from carriers
3. Communications to and from customers
4. Customer service to carriers
5. Customer service to customers
6. Review of customer income documents for enrollment
7. Review of customer program and income documents for re-enrollment
8. Review of customer annual renewal forms
9. CPUC CAB personnel (final decision appeal)
10. Storage and shredding of customer's income documents, application forms, and renewal forms

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.8.2 Knowledge Transfer

Upon termination of the awarded contract and at no additional cost to the Commission, the Contractor shall conduct knowledge transfer in a timely manner to the Contract

Manager or designee. At least sixty (60) days prior to contract end, the Contractor shall submit for approval to the Contract Manager or designee a proposed schedule, describing in detail how the Contractor plans to complete knowledge transfer by the contract end date.

Knowledge transfer includes, but is not limited to, providing detailed documentation of all business practices and business contacts accrued during the life of the contract and the secure transfer of electronic and hardcopy work papers.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

3.8.3 Data Integrity

Contractor shall ensure managed knowledge information is current and accurate at all times. Activities include, but are not limited to, maintaining current process documentation and regular updates to the knowledge base application.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

4 QUALIFYING LIFELINE CUSTOMERS

200 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Contractor shall qualify LifeLine customers according to the following processes as described herein: [42]

1. Customer Qualification Type
2. New Customer Application
3. Existing Customer Renewal
4. Existing Customer Renewal – Audited (Documentation Required)
5. Denial / Disqualification

[42] These processes and procedures may change as the Commission adopts a revised GO 153 under R. 06-05-028, or as otherwise directed by the CPUC, and the Contractor shall be required to comply with the changes.

The CPUC may modify customer qualification or other workflow processes at any time. Contractor, upon notification of any such modifications, shall endeavor to implement process changes, update internal procedures, and conduct staff training or other supporting activities in a timely fashion.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

4.1 Customer Qualification Type

A California LifeLine applicant can qualify for benefits using one of two methods. The first is based on the total household income. The second method is to already be enrolled in one of a number of assistance programs.

Work Effort for the LifeLine Administrator

There are two general levels of work effort required by the Contractor based on customer qualification type, due to the need for additional customer documentation review.

The below chart indicates Application and Renewal qualification types, the currently available methods for customer submission of information, and whether or not documentation review by the Contractor is required:

	Customer Submission Method		Documentation Review
	Mail	Web	
New Customers			
Application (Program Based)	✓	✓	
Application (Income Based)	✓		✓
Existing Customers			
Renewal	✓	✓	
Renewal - Audited	✓		✓

Currently, documentation review is a mixture of automated (electronic) validation and manual validation. Generally, forms submitted electronically or that can be scanned or otherwise digitized and evaluated via software applications tend to be processed more quickly and cost efficiently, as compared to paper documentation which must be reviewed manually by a person.

NOTE: Bidder is advised to read and fully understand Application and Renewal processes as detailed in the following sections. Additional descriptions pertaining to process timeframes, qualification procedures, and flowcharts are provided at the end of the Scope of Work, in *Exhibit A: Section 11 Administrator Reference Material*.

NOTE: Bidder is advised to take into consideration levels of work effort required to qualify customers when calculating bid cost. Concepts for innovation or improvements in methods of qualifying and communicating with LifeLine customers, both in terms of cost benefit and quality of service, is potentially an opportunity for Bidder differentiation.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

4.1.1 Income Based

Applicants can qualify for California LifeLine if their total household income is at or less than these income maximums:

Household Size	California LifeLine Annual Income Limits (6/1/10 through 5/31/11)
1-2 members	$24,000
3 members	$28,200
4 members	$34,000
Each additional member	$5,800

In order to qualify for California LifeLine based on household income, the applicant will need to provide documents proving that their total household income is at or below the income maximum for your household size. Income documents include:

- Prior year's state, federal, or tribal tax return
- Income statements or paycheck stubs for three consecutive months within the calendar year
- Statement of benefits from Social Security, Veterans Administration, retirement/pension, unemployment compensation, and/or workmen's compensation
- Divorce decree
- Child support document
- Other official documents

The income limitations approximate 150% of the Federal Poverty Guideline (FPG). These are updated every year by the Commission using the Consumer Price Index (CPI). A letter is sent in late March of each year informing the carriers and the LifeLine Administrator of the change.

Documentation must be provided during the application process. Therefore, a new applicant qualifying under Income Based cannot use the web-based enrollment system.

However, for the annual renewal process, the LifeLine customer need only self-certify that they continue to be eligible for the benefits (and can use the web-based renewal system).

If the customer is randomly selected for an "audit" during the renewal process (Renewal - Documentation Required), then current income documentation must be provided, and the web-based system cannot be used.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

4.1.2 Program Based

Applicants can qualify for California LifeLine if they or another person in their household are enrolled in any one of the following public-assistance programs:[43]

- Medicaid/Medi-Cal
- Low Income Home Energy Assistance Program (LIHEAP)
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance or Section 8
- Food Stamps or Supplemental Nutrition Assistance Program (SNAP)
- Women, Infants and Children Program (WIC)
- Healthy Families Category A
- National School Lunch's FREE Lunch Program (NSL)
- Temporary Assistance for Needy Families (TANF)
  - California Work Opportunity and Responsibility to Kids (CalWORKs)
  - Stanislaus County Work Opportunity and Responsibility to Kids (StanWORKs)
  - Welfare-to-Work (WTW)
  - Greater Avenues for Independence (GAIN)
  - Tribal TANF
- Bureau of Indian Affairs General Assistance
- Head Start Income Eligible (Tribal Only)

In both the application and renewal process, the customer need only to self-certify that they (or a member of their household) participate in one of the above programs. Under program-based enrollment, the customer has the option of using the web-based system during both the application and renewal process. No documentation is required.

[43] This and additional information may be found at: www.cpuc.ca.gov/PUC/Telco/Public+Programs/lifelinedetails.htm#qualify.

However, if the customer is randomly selected for an "audit" during the renewal process (Renewal - Documentation Required), they must provide documentation of participation in one of the above programs, and the web-based system cannot be used.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

4.2 New Customer Application

Contractor shall qualify new LifeLine customers through the **Application** process. The Application process includes:

1. Captured application data will be processed through business rules.

    1.1. Correctible Denial Process: If data does not pass initial system checks, denial letters will be generated. [44]

    1.2. If data passes initial system checks, it will be reviewed for completeness by comparing captured data to the actual image of form.

    1.3. If Program-Based eligibility is checked, the name of participant and signature on form must be reviewed.

    1.4. If Income-Based eligibility is checked, income documentation, which is not in a standardized format, must be reviewed.

2. Federal and State Tax Returns, Social Security statements, Unemployment statements, paystubs, and other income documentation are all acceptable forms of proof and annual income must be calculated from this array of documents. Form signatures must also be compared with the printed name on the document.

3. Eligibility decisions must be sent to carriers within 7 days of Application receipt. Similarly, decision letters must be sent to customers within 7 days of Application receipt.

4. Qualifying new customers eligible for two (2) LifeLine lines (through multiple application/renewal letters) in accordance with Section 5 of GO 153.

[44] Reference GO 153, and Exhibit A: Section 11 CERTIFICATION ADMINISTRATOR Reference Material

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

4.3 Existing Customer Renewal

Contractor shall qualify existing LifeLine customers through the **Renewal** process. The Renewal process includes:

1. Data captured from the Renewal form will be processed through business rules.
2. If data does not pass initial system checks, denial letters will be generated.
3. If data passes initial system checks, data will be reviewed for completeness, comparing captured data to actual image of form.
4. Reviewer will ensure that for Program-Based eligibility, a program participant is named and the signature is compared with the printed name on the document.
5. If Income-Based eligibility, the number of household members must be indicated and the signature must be compared with the printed name on the document.
6. Eligibility decisions must be sent to carriers within 7 days of Renewal receipt. Similarly, decision letters must be sent to customers within 7 days of Renewal receipt.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

4.4 Existing Customer Renewal – Audited (Documentation Required)

Contractor shall, from each group of customers due for renewal on a daily basis, randomly select 3% of these customers for eligibility confirmation. To confirm customer eligibility, Contractor shall request from the customer the following supporting documents:

1. Income-based customers to provide income documentation.
2. Program-based customers to provide program enrollment documentation.

The number of renewals to be audited, currently set to 3%, may be modified at the discretion of the CPUC.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

4.5 Denial / Disqualification

Customer applications and renewals may be denied / disqualified. The most common reasons are that an applicant did not complete and submit the application form by the due date. Other possible reasons for denial include:

- The applicant does not return the form or register online by the due date.
- The form is incomplete.
- The applicant does not meet the California LifeLine's eligibility rules.
- The form is incorrect (and is not considered correctible).
- The applicant did not provide the appropriate documentation to prove eligibility.
- The applicant was claimed on someone else's income tax return as a dependent.
- The applicant was already receiving the California LifeLine discounts, and was not eligible for a second phone line with the California LifeLine discounts.
- The form did not have the applicant's signature.

Possible consequences to the customer of denial / disqualification include:

- Not receiving the discounts.
- Paying regular rates for basic home phone service.
- The consumer may be required to pay a service deposit.
- Interest may be charged.
- The consumer can still reapply and go through the application process again. The process will start over, and the consumer will have to pay a service conversion fee.
- The consumer can also appeal a denial or disqualification by calling the CPUC's Consumer Affairs Branch at 1-800-649-7570.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

4.5.1 Correctible Denial Process

If a denial condition occurs due to conditions such as missing or incorrect forms, the applicant is to be provided with a denial letter and given a chance to respond with correct information by a stated deadline. This correctible denial process is included in the timeframe and flowchart associated with the appropriate application or renewal process.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

4.5.2 Appeals Process

In the event an application or renewal results in denial / disqualification, the applicant is provided the option to request an appeal. The appeals process is a separate work effort from the application and renewal processes.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5 INTERACTION WITH CUSTOMERS

500 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Interaction with customers shall include:

1. Quality of Customer Service
2. Customer Support Call Center
3. Electronic Communication
4. Outbound Dialer Calls
5. Outbound Mailing

5.1 Quality of Customer Service

Primary goals of the LifeLine program are the timely and accurate processing of customer applications and renewals, answering the public's questions about the program, and excellent quality of service provided to the customers. Therefore, Contractor shall endeavor to provide excellent quality in all aspects of customer service delivery.

Service quality activities include, but are not limited to:

1. Inbound customer calls

2. Quality assurance procedures, including call monitoring

   2.1. Issue tracking, including categorizing calls so as to differentiate between informational queries and customer complaints

3. Staff communication and customer complaint resolution skills

   3.1. Training and mentoring provided to all staff

   3.2. Quality assurance associated with spoken and written correspondence and complaints

   3.3. Escalation procedures and corrective actions

The Contractor shall work with the CPUC regarding how customer service and complaint issues are addressed. The CPUC reserves the right to require changes to the Contractor's LifeLine customer service and compliant handling practices.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.2 Customer Support Call Center

Contractor shall operate a *Customer Support Call Center* as the primary location to receive inbound calls from the public for general LifeLine program information and for questions from LifeLine customers regarding their enrollment process and forms. Contractor shall implement appropriate operational processes, staffing levels, and management oversight as appropriate to ensure compliance with all requirements defined in this RFP, including but not limited to:

1. Service Level Agreement (SLA) Performance Metrics[45] applicable to call center performance.

2. Operation of customer service phone numbers (hotlines) as defined below.

[45] Exhibit A: Service Level Agreement (SLA) Performance Metrics

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.2.1 Ownership and Provisioning of Telephone Numbers and Services

The CPUC shall retain ownership of all LifeLine toll-free telephone numbers, LifeLine program website and email addresses, and all other forms of communication means by which the public, CPUC, Carriers, and other parties interact with the California LifeLine Administrator. The CPUC shall authorize the Contractor to manage the telephone numbers and other communication means on behalf of the CPUC.

Contractor shall be responsible for provisioning and maintenance of all necessary LifeLine voice and data services, and shall make all payments to the providers of such services for installation, maintenance and usage.

1. Contractor shall ensure that all usage fees and maintenance costs are paid in a timely manner, and that no interruption of services occurs.

2. Costs for all voice and data services necessary for the Contractor to carry out its responsibilities as defined in this RFP and SOW shall be factored into the Contractor's overall prices.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.2.2 Toll-Free Phone Lines[46]

LifeLine Administrator Toll-Free Lines

Contractor shall provide and operate a total of seven (7) toll-free telephone numbers listed below to be used as a primary point of contact for customer support for customers who have already applied for LifeLine service:

1. Six (6) toll-free numbers shall support voice communication for the following languages (one number per language group) :

   877-858-7463 English/Spanish

[46] Within this document, the terms "toll-free telephone number," "toll-free number," "toll-free hotline", and "hotline" are used synonymously.

888-765-1566 Chinese (Mandarin and Cantonese)

888-765-1567 Korean

888-765-1568 Japanese

888-765-1569 Vietnamese

888-765-1577 Tagalog

2. One (1) toll-free number shall support telephone typewriter (TTY) service:

   888-858-7889 TTY

   The goal is to ensure that hearing impaired callers are offered an equivalent level of service to that received by other telephone users.

LifeLine Public Call Center Toll-Free Lines

Contractor shall provide and operate a total of eleven (11) unique toll-free telephone numbers listed below to be used as a primary point of contact for support to the public for people who have not applied for LifeLine service:

1. Nine (9) toll-free numbers shall support voice communication for the following languages (one number per language group) :

   866-272-0349 English

   866-272-0350 Spanish

   866-272-0351 Laotian/Hmong

   866-272-0352 Cambodian

   866-272-0356 Chinese (Mandarin and Cantonese)

   866-272-0354 Korean

   866-296-0860 Japanese

   866-272-0355 Vietnamese

   866-272-0353 Tagalog

2. One (1) toll-free number shall support telephone typewriter (TTY) service:

   866-272-0358 TTY

The goal is to ensure that hearing impaired callers are offered an equivalent level of service to that received by other telephone users.

3. One (1) toll-free number shall be provided to access all languages:

   866-272-0357 All language calls

   The general non-English and non-Spanish number shall allow callers who do not speak English or Spanish to reach the IVR or a Customer Service Representative.

The CPUC may require additional Administrator and Public Call Center toll-free lines or may consolidate lines, as necessary.

LifeLine Administrator and Public Call Center support toll-free lines shall be available during defined hours of operation.[47]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.2.3 In-Language Hotline Requirements

Contractor shall abide by the following in-language hotline requirements:

1. Call center(s) must be located within the United States with controlled access limited to authorized personnel only.

2. During call center operational business hours, each call must be answered by a live CSR trained to take the call in the language of the toll-free line within 30 seconds, and the average daily answer time for all calls shall be 20 seconds or less. Call time spent in an IVR shall not be counted in the answer time, nor shall automated answering scripts (greetings) of an automated attendant. However, queue announcement time shall be counted in the answer time. Abandoned calls and their wait times shall be included within the average answer time calculation. All calls sent to the Contractor's ACD shall be accepted by the ACD upon presentation and the ACD shall not generate a continued ring tone to the caller. Call answer time shall start when the call is presented to the ACD.

3. Network blockage (busy signals or network unavailability) from the Contractor's serving central office or internet provider shall be less than 2% of the call attempts daily. The Contractor shall be responsible for ensuring that enough network services are provided as are necessary to ensure that this network blockage requirement is met.

[47] Exhibit A: Section 3.3 California LifeLine Administrator Hours of Operation Defined

4. Customer Service Representatives (CSR) must be available to assist people who call the California LifeLine Public Call Center toll-free numbers to answer questions and provide information about the LifeLine program, including but not limited to general program information, eligibility requirements, application and renewal processes, telephone company participation and referrals. CSRs must also be available to assist people who call the LifeLine Administrator toll-free numbers to answer questions and provide enrollment related customer support, including but not limited to answering questions from new customers in the application process as well as existing customers, and answering questions from customers that have recently been denied either initial or continued eligibility for the LifeLine discount.

5. Calls must be answered by CSRs in the language designated by the toll-free line called. If a line includes more than one language, e.g., Mandarin and Cantonese, the CSRs must be available to answer the call in either language.

6. Call center call management software must be able to present CSRs with a real time computer or web-based view of the customer's information in order to assist in answering questions and capturing call notes and call reasons.

7. All calls received by CSRs through the LifeLine Administrator toll-free lines must be recorded and be readily available to the Commission upon request for a minimum of 120 days. Calls received by CSRs through the LifeLine Public Call Center toll-free lines shall not be recorded, except for training purposes. All callers whose calls are to be recorded, shall be so notified before the recording occurs.

8. When a caller is placed in queue because an in-language CSR is not available, the caller shall hear an automated message stating the approximate length of time that the caller is expected to wait before a CSR is available as well as the position in queue (e.g., "All representatives are assisting other consumers. There are currently *X* callers ahead of you. Your estimated wait time is *Y*.") After a predetermined period of time such as 60 seconds from when the caller was placed in queue, the caller will again hear the number of callers ahead and the anticipated wait time plus a message giving the caller the option to no longer be on hold and to receive a call back. If the caller elects a call back, the system shall confirm the caller's call back number and shall automatically return the call (or shall prompt the CSR to return the call) in the order that it was received and shall connect an in-language CSR. (See the script examples for Queue and Call Return Greetings in SOW Section 12.4.)

9. When the Contractor receives calls on the English toll-free lines or the all-languages toll-free line (866-272-0357) that are not in any of the languages required in SOW Section 5.2.2, the Contractor shall utilize a third party translation service arranged and paid for by the Contractor to communicate with the caller via a conference capability.

10. CSRs shall complete all calls that are received prior to the end of the Call Center's operational time, e.g., before 7:00 PM, even if the call duration lasts after the operational time, e.g., after 7:00 PM.

11. CSRs shall be thoroughly trained in all aspects of the California LifeLine Program for which they will be providing information. The Contractor shall test its CSRs before they are permitted to take live customer calls, and periodically thereafter, and shall report its results to the CPUC Project Manager. If as a result of the test reporting or for any other reason (e.g., consumer complaints, etc.) the CPUC deems that training is insufficient, the Contractor shall develop a training remediation plan for submission to the CPUC Project Manager addressing how it intends to remediate the areas found deficient. The Contractor shall carry out the plan as approved by the CPUC Project Manager, including any changes required by the CPUC Project Manager.

12. Call center supervisors must be on site to assist customers or CSRs who request problem resolution escalation.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.2.4 Voice Mail Requirements

The call center shall provide the following voice mail functionality:

1. After regular call center business hours, calls that otherwise would be answered by a CSR during regular business hours shall be answered by an in-language CSR or by an automated message.

2. The automated message shall be in the language assigned to the called number.

3. The automated message system shall allow the caller to leave a message, shall record the caller's message, and shall notify the Contractor that a message has been recorded.

4. CPUC approval of all outgoing message scripts is required. (See the examples provided in SOW Section 12.4.)

5. All recorded calls shall be called back in the assigned language by a CSR within 24 hours, assuming the caller left a call back number.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.2.5 IVR Requirements

Contractor shall abide by the following IVR requirements for the LifeLine Administrator toll-free lines:

1. All LifeLine Administrator toll-free telephone numbers, except TTY, must be integrated with an Interactive Voice Response (IVR) system.

2. IVR shall provide information in all supported languages to current LifeLine customers and new applicants who are receiving the discount, as well as for those customers whose Lifeline enrollments have been denied within the last 60 days.

3. The IVR shall have the ability to transfer callers, at the customer's request, to a live Customer Service Representative (CSR) who speaks the customer's preferred language.

4. IVR must be able to identify callers' Automatic Number Identification (ANI) and be able to validate the calling number against a list of active registered LifeLine numbers in the Contractor's Master Database.

5. Customers calling from a phone other than their LifeLine registered number must be given the option to enter their registered number when it is not matched via the ANI.

6. Customers must also provide their billing ZIP code to further validate their identity and have their call continue through the process.

7. Callers not enrolled in the program will be directed to call their phone company to begin enrollment.

8. Confirmed customers can retrieve information and take actions regarding their LifeLine form, including but not necessarily limited to:

   8.1. Form due date

   8.2. Anniversary date

   8.3. Requesting a reprinted form to be mailed

   8.4. Speaking to a customer service representative

9. Customers that have been denied either initial or continued eligibility for the Lifeline discount within the previous 60 days will be automatically routed to a CSR.

10. The IVR's hours of operation shall be as defined in SOW Section 3.3.

The Public Call Center toll-free lines shall be answered directly without an IVR interface unless otherwise directed by the CPUC; but may be answered by an automated message (e.g., greeting) before transferring the call to a CSR.

The Contractor shall change the IVR's messages, selection options, port size, and transfer routing of calls to meet revised program requirements as deemed necessary by the CPUC.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.2.6 Response Scripts

The Contractor shall develop call and message response scripts for CSRs and for automated messaging for incoming and outgoing calls, and for other forms of customer interaction including email and web-chat. Scripts shall be developed for greetings, process instructions, surveys, automated messages (IVR, ACD, TTY, out dialing, etc.), and frequently asked questions. Scripts associated with the LifeLine Public Call Center numbers shall be as presented in SOW Section 12.4, Public Call Center Operational Guidelines, or as modified by the CPUC.

Scripts shall be provided in the languages required in SOW Section 5.2.2.

CPUC approval of all scripts is required. The CPUC may require the Contractor to modify the scripts in response to ongoing changes in the LifeLine program or to best meet the needs of the program as determined by the CPUC.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.2.7 Customer Survey

The Contractor shall conduct program information surveys on a regular basis. The purpose of these surveys is to gather program information useful to the management of the LifeLine program. The Contractor shall work with the CPUC Project Manager to

ensure that survey design meets the needs of the CPUC and can be readily carried out by the Contractor. Survey questions may address a variety of types of information, including but not limited to, demographics, ethnicity, how the person learned about the program, and etcetera. Surveys may be required to be conducted in the languages identified in SOW Section 5.2.2. All survey questions or scripts shall require the written approval of the CPUC Project Manager.

Surveys may be required to be conducted in a variety of formats, including:

- Inbound calls to the LifeLine Public Call Center toll-free lines: These surveys will be conducted by the CSRs with people that reach the LifeLine Public Call Center via the toll-free lines. Initially and until otherwise directed by the CPUC, the Contractor shall incorporate the survey questions included in the LifeLine Public Call Center Guidelines of SOW Section 12.4 (or as otherwise directed by the CPUC) in their scripted response to all inbound LifeLine Public Call Center toll-free lines.

- Inbound calls to the LifeLine Administrator Call Center toll-free lines: Customer surveys may be required that are associated with the LifeLine Administrator enrollment functions or other features of the LifeLine program.

- Outbound calls from the Customer Support Call Center: Select outbound calls to LifeLine current or past LifeLine customers may be required in order for the CPUC to gain feedback on LifeLine program effectiveness. For example, surveys may ask why customers failed to submit required information or failed to apply or reapply, whether forms were difficult or confusing, etcetera.

- Inbound web-chat surveys: When web-chat is a LifeLine Customer Support Call Center function, surveys may be required in the web-chat format.

- Inbound email linked surveys: When email is a LifeLine Customer Support Call Center function, email responses by the Contractor may be required to include a website link to online web-based surveys hosted or outsourced by the Contractor.

- LifeLine Public Website surveys: If the Contractor is awarded the Mandatory Optional Public Website function (SOW Section 10.1.2), the Contractor may be required to include web-based surveys hosted or outsourced by the Contractor.

- Outbound mailings: Outbound mailings may be required to include survey questions for return with other enrollment form material.

Surveys are anticipated to be ongoing and periodic, e.g., every three months, depending on the type and nature of the survey. Survey results shall be reported monthly in summary form as determined by the CPUC. The Contractor shall assist the CPUC in designing suitable survey and reporting formats.

Consumer participation in all surveys shall be voluntary. There shall be no negative impact to the consumer if the customer elects to not participate.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.2.8 Customer Eligibility Screening and Referrals

Contractor shall process calls received by the Public Call Center toll-free numbers in accordance with the procedures documented in SOW Section 12.4, or as otherwise directed by the CPUC. Anticipated changes will include, but are not limited to, revisions to accommodate CPUC Decision 10-11-033 and additional potential changes as a result of continued proceedings of rulemaking 06-06-028.[48] No changes shall be made without the written approval of the CPUC's LifeLine Project Manager.

The CSR shall assist the caller to determine their eligibility for participation in the LifeLine program according to the rules established by the CPUC.

Callers shall be offered information about what carriers offer LifeLine services in the caller's designated zip code. The Contractor's referral database system shall identify all of the participating carriers serving the caller's designated zip code, provide the information contained in SOW Section 6.4, and shall identify five carriers of the type (Landline, Wireless, VoIP, or Other) requested by the caller in a random manner. If less than five carriers provide the requested service, the system shall identify all that are available. If the caller desires more than the five presented, the caller will be presented with a different set of five randomly selected participating carriers. The Contractor shall explain the enrollment process and shall offer to transfer the caller to the caller's designated carrier of choice.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.3 Electronic Communication

Contractor shall monitor for *inbound electronic communication* from customers, such as queries, forms submittal, or other communications. Contractor shall review/respond to electronic communication in a timely fashion and with a similar level of priority as granted other forms of customer communication (such as inbound mail, phone calls, etc.).

[48] See RFP Section 1.5, Decision 10-11-033.

Contractor shall have the capability for sending *outbound electronic communication* to customers using similar communication modalities. Outbound communication methods must be reviewed/approved by CPUC. The CPUC reserves the sole authority to approve all modes of electronic communication for any given form of information, including file/data formats, encryption protocols, and other criteria.

Potential methods of electronic communication include, but are not limited to:

1. Fax
2. Email
3. Website
4. Online audio/video presentations
5. Other methods of communication as may be defined by the CPUC throughout the course of this contract

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.4 Outbound Dialer Calls

Contactor shall use an outbound dialer system to provide informational notices and status reminders to customers.

1. Outbound calls must play pre-recorded messages (in all supported languages) for customers whose enrollment has been initiated to remind them to return their completed application forms in order to receive a Lifeline eligibility decision.
2. Call results, including the time placed and whether or not the call was answered, must be recorded in the customer's record in the Master Database.
3. Reminder calls are made to:
   - 3.1. New customers upon applying
   - 3.2. New customers who have not returned their application within three weeks
   - 3.3. Existing customers beginning the Renewal process
   - 3.4. Existing customers who have not returned their renewal form within three weeks

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.5 Outbound Mailing

5.5.1 General Mailing Guidelines

Contractor shall abide by the following general mailing guidelines. Guidelines may be modified at any time by the CPUC. Contractor shall implement modifications defined by CPUC without additional cost to the CPUC.

1. Contractor shall include a #9 self-addressed envelope in any communication to the customer requiring a response. All correspondence to the customer must be mailed in one of two Pink #10 envelopes.

2. Contractor shall send all mailings (regular and large font postcards, letters, and forms) using First Class Postage Rate.

3. In the event Contractor receives the following types of documents, Contractor shall record activity and return documents to the customer at the expense of the Contractor:

   3.1. Cash

   3.2. Money Orders made out to any party other than a telephone carrier

   3.3. Checks made out to any party other than a telephone carrier

   3.4. Original Documents such as Benefit Cards, Drivers License, Social Security Cards, Passports, and Green Cards

   3.5. Letters and packages that do not contain a form and therefore cannot be reviewed.

   The Contractor shall make its best efforts to return the above documents. However, if returning a document to the customer is not possible, the Contractor shall record and store the document on behalf of the CPUC, shall notify the CPUC, and shall deliver the document to the CPUC upon request, at the expense of the Contractor.

4. In the event the Contractor receives the following types of documents, Contractor shall record activity and send documents to the appropriate telephone carrier at the expense of the Contractor:

4.1. Checks make out to telephone carrier

4.2. Money Orders made out to telephone carrier

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.5.2 Application and Renewal Forms

1. Mailing all completed Application forms which are located in Appendix E are in two font sizes: (i) no less than 10 points; and (ii) no less than 18 points.

2. Mailing all completed Renewal forms which are located in Appendix F are in font sizes: (i) no less than 10 points; and (ii) no less than 18 points.

3. Mailing all completed translated Application and Renewal forms in the following languages and in two font sizes: (i) no less than 10 points; and (ii) no less than 18 points:

   3.1. Spanish

   3.2. Chinese (Mandarin and Cantonese)

   3.3. Korean

   3.4. Japanese

   3.5. Vietnamese

   3.6. Tagalog

4. Mailing all Application and Renewal form instructions in Braille (English only)

5. There are currently 90 forms that are in use that are updated yearly to reflect new income guidelines.

6. Mail out Renewal forms 105 days prior to assigned annual anniversary dates for the existing 2.0 million LifeLine customers.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.5.3 Reminder Postcards

Contractor shall send customer reminder postcards in accordance with the timeframes in *Exhibit A: Section 11.1 Application and Renewal: Process Timeframes*.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

5.5.4 Notification Letters

Contractor shall abide by the following notification letter requirements:

1. Letters will be mailed to customers to inform them of their application status (e.g., whether found to qualify/not qualify for California LifeLine) and renewal (whether found to qualify for continued eligibility for California LifeLine).

2. If denied, the applicable denial reasons must be printed on the denial letters. There are approximately 600 denial reasons in all languages combined.

3. Correctable denial letters, along with new application and renewal forms, will be sent to customers to inform them of errors on their application form, including the denial reasons. These notification letters will also inform the customers of the process for appealing decisions to the CAB division at the CPUC.

4. Letters to customers confirming their request to change service providers are sent in all languages and Braille.

5. Correspondence must be mailed in pink envelopes, customized with form/letter specific language. There are currently two version of the pink envelope:

   5.1. The first version uses red lettering notation:

   - "Urgent"
   - "LifeLine Telephone Service Documents Enclosed"
   - "Immediate Action Required"

   5.2. The second version uses black lettering notation:

   - "LifeLine Telephone Service Documents Enclosed"

6. All notification letters, where applicable, will also identify corrective action(s) that the customer may take, e.g., address for the customer to provide the correct and/or additional information, and a toll-free number to call if they have further questions.

7. All approved standard notification letters are available in the following languages and in two font sizes: (i) no less than 10 points; and (ii) no less than 18 points:

8. Contractor shall work with the Contract Manager to update standard letters to customers (as needed) informing the customer of the status of their application (whether the customer has been found to qualify/not qualify for the LifeLine program) and renewal (whether the customer has been found to be qualified to continue receiving LifeLine benefits). These notification letters will also inform the customers of the appeal process.

9. Contractor shall work with the Contract Manager to update standard notification letters to customers (as needed) regarding their requests for: (i) change of service provider; and (ii) cancellation of LifeLine program benefits. These notification letters will also identify corrective action(s) that the customer may take, e.g. a call-back telephone number for the customer to provide the correct and/or additional information.

10. Contractor shall translate the approved standard notification letters to the following languages and in two font sizes: (i) no less than 10 points; and (ii) no more than 18 points:

    10.1. English/Spanish

    10.2. Chinese (Mandarin and Cantonese)

    10.3. Korean

    10.4. Japanese

    10.5. Vietnamese

    10.6. Tagalog

    10.7. Braille (English only)

11. Currently there are 400 unique customer notification letters and postcards to communicate status including "qualified," "not qualified," "correctable denial," "transfers," "overturns," and postcards indicating "form not yet received."

12. Letters must be printed duplex. When printing duplex, regular and large font letters generally require 1 piece of paper per mailing.

13. Postcards must be printed duplex. Regular Font Postcards are 8 ½ x 5 ½ and Large Font Postcards are 8 ½ x 11 and folded in half and tabbed.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

6 INTERACTION WITH CARRIERS

400 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Contractor shall be responsible for administering electronic data exchange between Contractor, who qualifies LifeLine customers, and carriers, who enroll customers in LifeLine, and administering the online informational program and online enrollment program for consumers.

The term "carriers" shall include all landline telephone companies operating in California that participate in the California LifeLine Program, as well as non-traditional carriers, such as wireless carriers and voice over internet protocol (VoIP) companies, which elect to participate as a result of CPUC Decision 10-11-033.[49]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

6.1 Inquiries from Carriers

6.1.1 Telephone Line

Contractor shall provide a minimum of one (1) telephone number for carriers to contact the Contractor during defined hours of operation.[50]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

[49] See RFP Section 1.5, Decision 10-11-033.
[50] Exhibit A: Section 3.3 California LifeLine Administrator Hours of Operation Defined

6.1.2 Email

Contractor shall respond within one (1) business day to emails received from carriers.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

6.2 Data Exchange

Contractor shall implement and maintain a data exchange solution which facilitates the bi-directional flow of information between Contractor and carriers. Contractor must support data formats as defined by the carriers.[51]

Data exchange with carriers includes, but is not limited to:

1. Daily carrier Upload file processing
2. Daily Activity file generation
3. Daily Return file generation
4. Monthly carrier True-Up file generation
5. Other data, reports, or documents as may be defined by the CPUC, or be deemed necessary to successfully interact with the carriers.

Contractor shall, at no additional cost, adapt to modification in carrier data exchange requirements as defined by the CPUC, including the addition of new carriers or modifications to existing carrier data structures.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

6.3 Customer Account Transfers Between Carriers

Contractor shall update LifeLine database and other information systems as necessary to reflect the transfer of LifeLine customer accounts between carriers in accordance with LifeLine rules.

[51] Exhibit A: Section 11.5 Carrier Database Schemas

Information exchange regarding transfers shall be conducted via normal data exchange between LifeLine Administrator and carriers.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

6.4 Verification of Carrier Participation

For each carrier that participates in the California LifeLine Program, the Contractor shall obtain the following information from the carrier:

1. A contact name, title, address, phone numbers, and email address for Contractor and CPUC contact and interaction regarding administration, policy and procedures of the carrier's California LifeLine program.

2. The carrier's Operating Carrier Number (OCN) or other identifying designation as determined by the CPUC.

3. The type of LifeLine telephone service offered by the carrier: Landline, Wireless, VoIP, or Other.

4. All California Zip Codes in which the carrier offers LifeLine service, and whether the carrier offers service in the entire zip code or only part of it.

5. The languages served by the carrier's customer service representatives that take calls from the public regarding the carrier's LifeLine service

6. The carrier's telephone phone numbers for each language serviced, including number(s) for TTY access.

7. The hours of operation of the carrier's LifeLine customer service representatives.

The Contractor shall maintain a database of the above information. The Contractor shall confirm and update the database at least every six months, and shall also update the database whenever it becomes aware of carrier changes, and whenever a carrier first elects to participate in the California LifeLine Program.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

7 INTERACTION WITH THE CPUC

400 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Contractor shall be responsible for ongoing interaction with the CPUC, including communication of all aspects of program status, issue identification and resolution, and other information as requested by the CPUC. Interaction shall include, at a minimum:

1. Inquiries from Commission Staff
2. Reports (Print and Electronic)
3. Meetings and Conference Calls
4. CPUC Access to Call Center and Network Systems
5. Auditing

7.1 Inquiries from Commission Staff

7.1.1 Toll-Free Telephone Line

Contractor shall provide a minimum of one (1) toll-free telephone number for Commission staff to contact the Contractor during defined hours of operation.[52]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

7.1.2 Email

Contractor shall respond within one (1) business day to emails received from Commission staff and their representatives.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

[52] Exhibit A: Section 3.3 California LifeLine Administrator Hours of Operation Defined

7.2 Reports

Contractor shall provide status reports to the CPUC and other parties as designated by the CPUC. Status report requirements may be modified, or new reports requested, at the discretion of the CPUC.

Contractor shall deliver reports to the CPUC Project Manager in formats specified by the CPUC. Formats and delivery methods may include, but are not limited to:

1. Printed copies (mailed, faxed, or presented during meetings)
2. Digital copies (email)
3. Digital copies (LifeLine Website – Private)[53]

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

7.2.1 LifeLine Administrator Activity Report (Monthly)

Contractor shall submit a *LifeLine Administrator Activity Report* on a monthly basis to the CPUC. Monthly report shall include all categories of work product listed on the cost sheet. Report requirements and format may be modified at the discretion of the CPUC.

Monthly reporting content may be combined into a single report which contains, at a minimum, the following content:

1. **Customer Qualifications Processed**

   Customer qualifications processed includes completions which result in approvals or denials, as well as completed customer appeals. Pending work (qualifications still in progress) is listed separately, and is not billable.

   1.1. New customer Applications – Program based

   1.2. New customer Applications – Income based

   1.3. Existing customer Renewals (Program and Income based)

   1.4. Existing customer Renewals – Audited

   1.5. Customer Appeals of Denial/Disqualification

[53] Exhibit A: Section 10 Mandatory-Optional Services

2. Approvals (Qualified)

Contractor shall submit a monthly report broken down by carrier with the following information:

2.1. Number of CA LifeLine inward customers during the month

2.2. Number of CA LifeLine outward customers during the month

2.3. Number of Prior End Of Month CA LifeLine customers

2.4. Number of Current CA LifeLine customers as of End of Month

2.5. Number of Pending Applications

3. Denials (Disqualified)

Contractor shall submit a monthly Denial report summarizing:

3.1. Denials by Code

3.2. Top Three Application Denials – with detail, by carrier

3.3. Top Three Renewal Denials – with detail, by carrier

3.4. Top Three Audit Denials – with detail, by carrier

4. Acceptance Rates Analysis

Contractor shall submit a monthly analysis of Acceptance Rates for Applications/Renewals/Renewals (Documentation Required) for applications received in the prior month.

5. Completed Activities

Contractor shall submit a monthly report summarizing completed activities. Data shall be presented in a similar format to the sample table below:

	New Customer Applications	Existing Customers	
		Renewal	Renewal (Doc Required)
# Qualified			
# Disqualified			
# Disqualified (Non-Responsive)			
# Pending			

6. Timeframe Compliance

Contractor shall submit a monthly report summarizing length of time associated with completion of qualification activity per customer, including:

6.1. Number of applications and renewals completed within timeframe.

6.2. Number of applications and renewals not completed within timeframe.

6.3. Percentage of compliance, calculated as ([number completed within timeframe] / [total number]) * 100. Percentage to be rounded to one decimal point (example: 99.1%).

7. Applications Summary by Carrier

Contractor shall submit a monthly report summarizing monthly applications activity by Carrier, including:

7.1. Number of enrolled customers (by carrier)

7.2. Number of customers approved (by carrier)

7.3. Number of customers approved via transfer-in (by carrier)

7.4. 3-month view and running total – Each monthly report should include number of approvals for current month and two following months. In this manner, the goal is track applications mailed and associated customer response/approval over a 90-day period. This report is updated monthly, included updates to prior months activities.

8. Call Center Activity

Contractor shall submit a monthly report summarizing the total number of inbound and outbound calls, including:

8.1. For calls received by the Contractor's IVR, reports shall be segregated by toll-free number IVR, and shall report:

8.1.1. The number of calls received, and the number of calls that continue or abandon at each selection option in the IVR tree.

8.1.2. The number and percentage of calls that are transferred to the Contractor's ACD.

8.2. For inbound calls received by the Contractor's ACD:

8.2.1. Total inbound calls, by hotline (both minutes and unique call count), during call center operational hours, and separately after hours.[54]

8.2.2. Average speed of answer per hour and per day during call center operational hours.

8.2.3. Number of calls per day during normal business hours taking 30 seconds or longer to answer during call center operational hours. For calls answered after 60 seconds, identify the answer time for each call by day and language.

8.2.4. Number and percentage of calls received during normal operational hours that are abandoned, per day in 10 second increments

8.3. For outbound calls:

8.3.1. Total outbound dialer calls (both minutes and unique call count)

8.3.2. Total outbound transfer calls to carriers (both minutes and call counts)

8.3.3. The number of return calls made as a result of voice mails left during non-business hours.

8.3.4. The number of return calls made as a result of callers that opt out of queue (see SOW Section 5.2.3. item (8).)

8.4. Network or trunk utilization report that show the percentage of time during call center operational hours that all trunks within a trunk group are busy. (Each unique toll-free number shall constitute a trunk group.) If the Contractor uses a different network design, the network report shall report equivalent information.

8.5. For Customer complaints received (call content defined as customer complaint):

8.5.1. The number of complaints by the nature of the complaint.

8.5.2. The status of complaints that remain unresolved or require further follow up.

[54] Call Center operational hours are defined in SOW Section 3.3.

9. Other Contact Activity

The Contractor shall submit a monthly report summarizing the number of public contacts by email, web chat, or other means offered by the Contractor. The report format shall be determined by the CPUC Project Manager with Contractor participation.

10. Mailing Activity

Contractor shall submit a monthly report summarizing the total outbound mailing activity, including:

10.1. Total items mailed, by type of item and in total

11. Customer Survey Reports

Contractor shall submit a monthly report summarizing the results of the customer surveys described in SOW Section 5.2.7 that were conducted during the previous month. The report format shall be determined by the CPUC Project Manager with Contractor participation.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

7.2.2 Annual Reports

Contractor shall annually submit a *LifeLine Administrator Annual Report* to the CPUC. The Annual Report shall include all categories of the contractor's work product listed in this RFP except as directed by the CPUC for the previous calendar year. The Annual Report shall contain a summary of data contained in its monthly reports. The Annual Report shall be of a professional form, format and content of an annual report, such as that contained in the RHA Annual Report in Scope of Work Section 12.3, RHA Public Call Center Annual Report. The audience of this report may include: Legislators, Commissioners, Commission Advisors, Commission Staff, outside stakeholders, and the public. The Annual Report should contain but not be limited to:

1. An overview of the California LifeLine Program.
2. The accomplishments of the California LifeLine Administrator during the year.
3. Accomplishments of other non-Contractor program elements such as that of the Commission, the LifeLine marketing contractor, other contractors or program staff. Information for non-Contractor portions of the report shall be provided by the CPUC.

4. Any changes to the LifeLine program during the year.

5. A listing of carriers that participated in the LifeLine program during the year and the number of customers for each carrier by each month of the year.

6. A listing of the number and type of calls received from program participants and the non-participant.

7. The invoiced amounts submitted by the Contractor, listed by month, and other program cost components as provided by the CPUC.

By January 21st of each year, the contractor shall submit a draft Annual Report to the CPUC for review and recommended changes and additions. The Contractor shall provide the final version of each Annual Report within two weeks of receiving the CPUC's requested changes. The final version of each report shall be delivered in Word, PDF and 100 professionally bound printed copies. In addition, each year the Contractor shall give up to two presentations of the Annual Report to the CPUC, one to CPUC Communications Division staff, and another to an audience to be identified by the CPUC. Annual Report presentations may be prior to or after the report's release by the CPUC.

The Contractor shall collaborate with the CPUC to review the initial report's format and content. The first report shall include a summary of the work performed by the previous contractor during the calendar year. Content, form and format of the Annual Report may be modified at the discretion of the CPUC.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

7.2.3 Ad-Hoc Reports

Contractor shall, at no additional cost, respond in a timely manner to ad-hoc report requests made by the CPUC or its designated agents. Ad-hoc requests may include, but are not limited to:

1. Views or reports for LifeLine customer data

2. Performance measurements and/or operational status reports

3. Information associated with Carrier data exchange, such as incident history, technical interoperability, or other relationship criteria.

4. IT systems performance and/or configuration reports

5. Statistics or other performance criteria associated with web applications such as public or private web sites, Knowledge Base, or other remote connectivity interfaces.

6. Call Center statistics broken out by language.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

7.3 Meetings and Conference Calls

Contractor shall participate in various meetings and/or conference calls at the behest of the CPUC, including but not limited to the below list. Meeting schedules and topics may be modified, or new meetings created, at the discretion of the CPUC.

Meeting Location

The CPUC shall determine meeting locations. Generally, meetings will take place in San Francisco or Sacramento, CA. When deemed appropriate by the CPUC, and with adequate notice, meetings may be held at the facilities of the Contractor.

Recurring Meetings and Conference Calls

1. **Conference Call: CPUC (Weekly)**

   Contractor shall participate in weekly calls with the CPUC, and shall provide the response rates for the prior two months by Application, Renewal and Renewal (Documentation Required).

2. **Conference Call: California LifeLine Working Group (Bi-Weekly)**

   Contractor shall participate on bi-weekly California LifeLine Working Group calls, and shall provide information regarding response rates and acceptance rates.

3. **Meeting/Conference Call: LifeLine Administrative Committee (Bi-Monthly)**

   Every two months, the Contractor shall provide a presentation (in person or by conference call) at the ULTS Administrative Committee meetings, and provide response rates, acceptance rates, and language response rates to the LifeLine Administrative Committee.

4. **Meeting: CPUC (Quarterly)**

   Contractor shall participate in quarterly meetings with Commission staff in San Francisco, providing information regarding the status of the program.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

7.4 CPUC Access to Call Center and Network Systems

Contractor shall provide authorized CPUC staff remote access to call center and network systems as follows:

1. CPUC staff shall have administrative and content publishing privileges to public website, private website, and knowledge base. CPUC desires contractor to provide content management system (CMS) or similar roles-based website functionality.[55]

2. CPUC staff shall be able to conduct call monitoring or other call handling observation for the purpose of quality assurance, call calibration, training, or other auditing activities.

3. CPUC staff shall have read-only access privileges to the LifeLine customer database.

4. Contractor shall, at no additional cost, upon request provide to the CPUC copies of any data element associated with the LifeLine program, including but not limited to the customer database, website content, knowledge base content, and status or other reports.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

7.5 Customer Enrollment Auditing

Contractor shall assist carriers and the CPUC in audits of customer enrollments conducted by the Universal Service Administrative Company (USAC), the Federal Communications Commission (FCC), or other entities as needed. Such assistance shall be in the form of providing LifeLine Administrative reporting information; for example, the numbers of applications approved or denied per carrier, dates of transactions, etcetera. Contractor shall respond in a timely manner to all customer enrollment auditing and other investigative instructions issued by the CPUC.

[55] Exhibit A: Section 10 Mandatory-Optional Services

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

8 SERVICE LEVEL AGREEMENT (SLA) PERFORMANCE METRICS

8.1 SLA Overview

Contractor shall meet or exceed the performance metrics described within this section. Compliance with all defined metrics is mandatory. These metrics constitute a "Service Level Agreement (SLA)" between Contractor and the CPUC.

In the event of Contractor non-compliance with any single metric or combination of metrics, CPUC may, at its sole discretion, apply penalties or other actions as described in the Rights and Remedies column. CPUC may also define corrective action to be implemented by the Contractor in order to regain compliance. Contractor shall abide by all rights and remedies, penalties, and corrective actions as requested by the CPUC.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

8.2 SLA Performance Metrics Table

Service Level	Definition	Measurement	Objective	Rights and Remedies
1 CALL CENTER SYSTEM AVAILABILITY	The monthly availability percentage equals the scheduled uptime per month less unavailable time divided by scheduled uptime per month multiplied by 100. ((x-y)/x)*100=z x = scheduled uptime y = unavailable time z = monthly availability %	The monthly System Availability percentage shall be based on the accumulative total of system outage durations per calendar month. Scheduled uptime is based on 12 hours a day (7 AM to 7 PM) for all business days in the month. All outage durations applied to other SLAs, which result in a remedy, will be excluded from this monthly accumulative total.	98.0 percent	Contractor will deduct one and one-half percent (1.5%) from the monthly billing charges if the monthly Call Center System Availability is less than the Monthly Objective and will deduct one and one-half percent (1.5%) from the total monthly billing charges for each one percent (1%) increment that the monthly System Availability falls below the objective
2 DATA AVAILABILITY Applicant Data Records and Voice Recordings	The monthly availability percentage equals the scheduled uptime per month less unavailable time divided by scheduled uptime per month multiplied by 100. ((x-y)/x)*100=z x = scheduled uptime y = unavailable time z = monthly availability %	The monthly Data Availability percentage shall be based on the accumulative total of outage durations where State personnel could not access the data in a calendar month. Scheduled uptime is based on defined California LifeLine Customer Support Call Center hours of operation,[56] currently 12 hours per day (7 AM to 7 PM) for all business days in the month. All outage durations applied to other SLAs, which result in a remedy, will be excluded from this monthly accumulative total.	98.0 percent	Contractor will deduct one percent (1.0%) from the monthly billing charges if the monthly Service Availability is less than the Monthly Objective and will deduct one percent (1.0%) from the total monthly billing charges for each one percent (1%) increment that the monthly System Availability falls below the Monthly Objective

[56] Exhibit A: Section 3.3 California LifeLine Administrator Hours of Operation Defined

Service Level	Definition	Measurement	Objective	Rights and Remedies
3 CALL CENTER ANSWER TIMES	The average time to answer all incoming calls (as described in SOW Section 5.2.3.(2)) will be no more than 20 seconds.	Contractor's Call Center Management Information System (MIS) will include a measurement of individual and cumulative answer times as described in SOW Section 5.2.3.(2). A report from the MIS for the cumulative answer time for each month will be provided by the Contractor in a timely manner.	Cumulative Average Call Center Answer Time of 20 Seconds or less	Contractor will deduct one percent (1.0%) from the monthly billing charges if the cumulative answer time for the call center is greater than the Monthly Objective and will deduct one percent (1.0%) from the total monthly billing charges for each 1.0 second increment that the cumulative answer time is above the Monthly Objective
4 REPORTING	All reports shall meet the requirements, be fully functional, and delivered in accordance with the mutually agreed timeframes.	See Objective	Deliver all reports by the delivery dates as defined by the CPUC	Contractor will deduct one-half of one percent (0.5%) from the monthly billing charges for each full day that each report is delivered late.
5 ISSUE RESOLUTION	All issues identified in writing by the State's Contract Manager requiring resolution shall be managed by the Contractor's Contract Manager through resolution.	Successful progress towards resolution shall be communicated in writing by the Contractor to the State's Contract Manager on a frequent and regular basis.	Status of issue resolution will be provided in writing by the Contractor to the State's Contract Manager at least every five business days.	Contractor shall deduct one percent (1%) from the monthly billing charges for each full day past the Monthly Objective that status of each outstanding issue that has not been communicated in writing to the State's Contract Manager.

<table>
<tr><th>Service Level</th><th>Definition</th><th>Measurement</th><th>Objective</th><th>Rights and Remedies</th></tr>
<tr><td>6 TIMEFRAMES</td><td>All customer applications and renewals shall be processed within the appropriate timeframes.

For reference, see also:
- Exhibit A: Section 4
- Exhibit A: Section 11.1</td><td>Monthly status report shall include timeframe compliance statistics for all applications and renewals, including:
• Number completed within timeframe
• Number not completed within timeframe
• Calculated percentage of compliance</td><td>99% of customer applications and renewals processed within timeframe.</td><td>For each month of non-compliance, Contractor shall deduct from the total monthly invoice an amount based on the following schedule:

<table><tr><th>Monthly Compliance</th><th>Penalty</th></tr><tr><td>99.0%</td><td>None</td></tr><tr><td>98.0-98.9%</td><td>5%</td></tr><tr><td>97.0-97.9%</td><td>10%</td></tr><tr><td>< 97.0%</td><td>15%</td></tr></table>
Note: Extenuating circumstances, such as delays caused by carrier or customer, or other special conditions, may be taken into consideration by the CPUC.</td></tr>
</table>

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

9 TRANSITION-OUT

Contractor shall, upon completion or termination of this contract, or anytime at the request of the CPUC, assist in the transition of program data and services to the CPUC or other designated agent. Contractor shall provide transition-out artifacts, activities, and knowledge support at no additional cost to the CPUC.

Contractor artifacts, activities and knowledge support during transition-out include, but are not limited to:

1. Data Transfer
2. Coordination of Services Migration
3. Carrier Data Exchange

The CPUC may, at their sole discretion, review/audit Contractor performance during transition-out activities to ensure quality and continuity of program service delivery. The CPUC may instruct the Contractor to provide additional data or activities to meet new or emergent requirements during the transition-out period. The CPUC shall determine whether the Contractor has successfully met their transition-out obligation, and may withhold payment upon non-performance.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

9.1 Data Transfer

Contractor shall, in a timely fashion, deliver to the CPUC and/or designated agent of all program data. Data to be transitioned include, but are not limited to:

1. Public website content
2. Private website content
3. Knowledge Base content
4. LifeLine Customer Databases
5. Other information related to customer records (if applicable)
6. Operational process documentation, including best practices, training, lessons learned, etc.

7. Information related to data exchange with carriers, including data formats, IT/network systems information, best practices, and other procedural learning.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

9.2 Coordination of Services Migration

Contractor shall make best effort to ensure a smooth transition which minimizes customer perceived service interruptions. Contractor staff shall be responsive and helpful, and upon request explain historical best practices or other useful business learning germane to California LifeLine Administrator service delivery.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

9.3 Carrier Data Exchange

Contractor shall assist with the transition of relationship with Carriers, including data exchange methodology and verification of data integrity during transition.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

10 MANDATORY-OPTIONAL SERVICES

Services identified in this section are classified as *Mandatory-Optional*.

Mandatory-Optional services are items to which the Bidder shall respond. Although Bidder response for Mandatory-Optional services is required, implementation of optional services is solely at discretion of the CPUC. Bidder shall separately identify costs associated with Mandatory-Optional services, as indicated on the Cost Sheet.

If the CPUC opts to implement Mandatory-Optional services, the Contractor will be provided advance notice of no less than 30 days.

The CPUC may opt to implement an individual Mandatory-Optional service, or any portion therein, independent of any other service.

Costs for Mandatory-Optional services will be considered in determining the winning proposal.

Claims for reimbursements of costs associated with Mandatory-Optional services must be supported by original invoices or other verifiable forms of documentation (such as internal costs sheets for work performed in-house).

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

10.1 LifeLine Websites

300 Technical Points (see RFP Section 4.2.4 Scored Technical Evaluation)

Requirements for design, development, and production of LifeLine websites are provided in the following categories:

1. LifeLine Websites – Common Criteria
2. LifeLine Public Website
3. LifeLine Private Website

10.1.1 LifeLine Websites – Common Criteria

Contractor shall provide a public website and a private website. The public website shall address LifeLine applicant needs. The private website will address the needs of CPUC staff as required for the auditing and oversight of the LifeLine program. At the State's request, the Contractor shall make timely system changes to support the needs of the State at no additional costs or additions to billing rates.

Contractor shall comply with the following web development criteria:

1. A goal of the CPUC is to ensure universal access to websites. Therefore:
   1.1. Public and private website functionality shall support open standards technology, impose no requirements for proprietary software installation or other special configuration on client computers, and be accessible using

current versions of web browsers for Windows, Macintosh, and GNU/Linux operating systems.[57]

1.2. Websites shall be compliant with ADA Web Design Guidelines / Section 508.

2. Contractor shall obtain from CPUC IT staff web design guidelines (which may include page layout, graphic collateral, logo art, or other instructions for visual and content design) for both public and private websites. The CPUC holds final approval for all aspects of website content and design.

3. Contractor shall test website designs to verify compliance with open standards, platform independence, graphical design attributes, and functional features.

4. It is desirable that websites are non-proprietary. Websites shall be licensed under the GNU General Public License Version 3 (GPL v3), or similar GPL compatible license approved by the CPUC, and compliant with all terms and conditions therein.

5. Content on the private website shall be accessible via secure login. Security measures are required to prevent viewing of information by unauthorized parties.

6. Given that websites are evolving environments, the CPUC may change and/or enhance content and functionality requirements at any time.

7. The CPUC has sole authority to designate viewing/editing privileges for both public and private websites.

8. The websites shall be operational during the hours defined in SOW *Section 3.3, California LifeLine Administrator Hours of Operation Defined*.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

10.1.2 LifeLine Public Website

Contractor shall develop and maintain a public website[58] that shall be updated as needed.

All information and functionality must be approved by the CPUC before posting to this web site. At a minimum, the public website shall include the following:

[57] Example: Avoid use of ActiveX, Flash animation, .Net, Silverlight, etc. Use of open source / open standards technology such as HTML, PHP, Python, Java, etc, is allowed, so long as browser and platform independence is maintained.
[58] http://www.californialifeline.com/

1. LifeLine program information, including:
    1.1. General program description
    1.2. Instructions for new applicants
    1.3. Instruction for renewal by existing customers
    1.4. Eligibility requirements
2. Frequently Asked Questions (FAQ) or similar knowledgebase solution
3. Application and Renewal forms (documents) available for download by the public. Forms shall be made available in PDF document format.
4. The Public Website shall continue to allow online enrollment functionality. Program enrollees shall be able to initiate the application or renewal process via the Public Website portal using a Contractor issued PIN and submit the completed forms electronically via the Public Website.[59] Once the LifeLine application/renewal process has begun, the customer shall be able to log on to the Public Website to track status, submit additional information, or otherwise complete the process.
5. The Pubic Website shall allow the public to enter a California zip code and the type of service (e.g., landline, wireless, VoIP, other) and be provided with:[60]
    5.1. A list of all providers of that type of service who participate in the LifeLine program and that serve any portion of the zip code.
    5.2. Whether the area of the zip code is served partially or entirely by each listed provider.
    5.3. The customer service numbers of each provider and languages serviced.
6. The website, including downloadable documents, shall be designed to be accessible by persons with disabilities in compliance with California Government Code Section 11135.
7. Information on the public website shall be published in the following languages:
    7.1. English
    7.2. Spanish
    7.3. Chinese (Mandarin and Cantonese)

[59] See Exhibit A (SOW) Section 11.2.4, Online Review, Figure 30, and Application and Renewal Sample forms at Sections 11.6 and 11.7.
[60] Refer to Exhibit A (SOW) Sections 5.2.8 and 6.4.

7.4. Korean

7.5. Japanese

7.6. Vietnamese

7.7. Tagalog

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

10.1.3 LifeLine Private Website

Contractor shall develop and maintain a LifeLine private website that shall be updated on as needed.

Contractor shall use the private website to provide the CPUC with access to auditing functionality, service level agreement reports, fiscal management reports, knowledgebase data, and other tools and reports as requested by the CPUC.

The private website shall include, at a minimum, the following information:

1. All status reports and other documents defined in Exhibit A – Section 7.2.[61]
2. All performance metrics / service level agreement requirements defined in Exhibit A – Section 8.[62]
3. Web "Dashboard" feature which presents current performance status summary, viewable on the web page.
4. Knowledge Base – A wiki type content management system (CMS) that allows users to enter or modify information using a common web browser.

Knowledge Base

Contractor shall design and implement a knowledge base application (knowledge repository) which is capable of storing text and other media.

The knowledge base application is a new concept within the context of the LifeLine program; there is no current production system. Bidder shall submit proposed solution overview with the final bid package.

[61] Exhibit A: Section 7.2 Reports
[62] Exhibit A: Section 8 Service Level Agreement (SLA)

Content shall include, but is not limited to:

1. Best practices
2. Process documentation
3. Training documentation
4. Frequently asked questions (FAQ)
5. Data Privacy / Information Security Plan and Compliance Reports
6. Carrier data exchange process information
7. Other operational details of the California LifeLine Administrator service
8. Operational guidelines and scripts[63]

Functional requirements shall include, but are not limited to:

1. The knowledge base shall be accessible via web browser, and available for viewing, editing, and content submission by authorized CPUC staff.
2. The knowledge base shall be a Wiki-style content management system (CMS) allowing users to add, edit or delete information via common web browsers, and which includes roles-based permissions and publishing workflow.
3. The knowledge base shall be an independent solution available via the LifeLine private website. The knowledge base shall not be an integral component in any other system.
4. The knowledge base shall support open standards technology, impose no requirements for proprietary software installation or other special configuration on client computers, and be accessible using current versions of web browsers for Windows, Macintosh, and Linux operating systems.
5. The knowledge base application shall be licensed under the GNU General Public License Version 3 (GPL v3), or similar GPL compatible license approved by the CPUC, and compliant with all terms and conditions therein.
6. Contractor shall provide to the CPUC all source code and other development environment artifacts and documentation.
7. The CPUC holds final approval for all aspects of knowledge base application design.

[63] For example, refer to SOW Section 12.4.

8. The CPUC holds ownership of the knowledge base application, and all content therein.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

10.2 Additional Languages

Contractor shall, upon instruction from the CPUC, configure environment, including items such as forms, letters, postcards, customer database, call center staffing, and IVR/Outbound Dialer scripts to accommodate additional languages (for example, Russian or Arabic).

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

10.3 Additional Mailings / Contacts

At the request of CPUC, Bidder shall increase customer contacts. This can include additional calls from the Outbound Dialer and/or additional mailings such as postcards, forms, letters, etc…

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

10.4 Change to Customer Forms/Letters

At the request of CPUC, Contractor shall modify/update customer forms/letters or other print and electronic collateral (such as instructions). CPUC may aggregate multiple change details into a single comprehensive change request.

Bidders are advised to consider the ramifications of such changes, including impact on all forms/letters to be redesigned, additional printing or reprinting of forms/letters, configuration modifications to forms scanners, and other potential systems changes, such as IVR/CSR/Outbound Dialer scripts. Minor changes as indicated below shall be

performed at no additional cost to the CPUC. Major changes as indicated below may be billable per Attachment 11, Cost Sheet, Sections 2.2 and 3.3.

Minor Changes

Minor changes are typically limited to modification of printed forms, and are relatively limited in scope. For example:

1. Modification of graphic and text content of printed forms.
2. Modification/update of digital content, such as web site, email, or other communication modalities.
3. Additional printing or reprinting of forms, envelopes, or other print collateral.
4. Updating the income limitations on an annual basis.
5. Even minor changes will likely require translations into all supported languages.

Major Changes

Major changes may require, in addition to the "Minor Changes" described above, configuration modifications of associated software systems. For example:

1. Configuration modification to forms scanners.
2. Potential changes to data systems, such as application modification for on-screen fields or database field definitions.
3. Potential impact on electronic data exchange with the CPUC, carriers, or other parties.
4. Potential changes to IVR/CSR/Outbound Dialer scripts.
5. Additional forms/letters added to the system. For example, a new parallel process for wireless carriers.

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

10.5 Change to IVR/CSR/OD Scripts

Contractor shall, upon instruction from the CPUC, make changes to the messages and layout of the IVR and Outbound Dialer (OD) systems. In addition, Contractor must be

prepared to make changes in the scripts used by the call center CSRs. Script changes must be translated into all supported languages

Bidder understands the Requirement and shall meet or exceed it? Yes____ No____
Reference: document_____
location_____ page_____ paragraph_____
Description:

11 ADMINISTRATOR REFERENCE MATERIAL

The following documentation is provided as reference material to help Bidders understand operational details of the California LifeLine administrator certification program.

Documentation provided in this section is based on historic design, performance, and requirements associated with the California LifeLine program. Current and future operational criteria (timelines, processes, forms, fields, and etcetera) may be modified at any time by the CPUC. Contractor shall work with the CPUC and carriers as necessary to effect the necessary changes and modifications.

11.1 Application and Renewal: Process Timeframes

New Customer Application (Timeframe)

1. 5 days from the receipt of LifeLine customer data records from carriers send partially completed Application forms to new LifeLine customers.

2. Day 3 Customer receives initial outbound dialer call

3. 44 days for customers to return completed Application forms (GO 153 Sec. 4.2.2).

4. If Application form is not returned within 21 days, California LifeLine Administrator sends a reminder to the customer.

5. Day 24 Customer receives a reminder outbound dialer call

6. 7 days for California LifeLine Administrator to:

   6.1. Finalize review

   6.2. Send letters of qualification, correctable disqualification or disqualification to customers

   6.3. Send list of qualified and disqualified customers to carriers for appropriate billing

7. 21 days for correctable disqualified customers to respond
8. 7 days for California LifeLine Administrator to:
   - 8.1. Finalize customers' appeals
   - 8.2. Send letters of qualification or disqualification to customers
   - 8.3. Send list of qualified customers to carriers for conversion to LifeLine services from the original LifeLine service date
   - 8.4. Send list of disqualified customers to carriers of customers who remain on regular billing rate
9. 15 days for disqualified customers to appeal to the CPUC

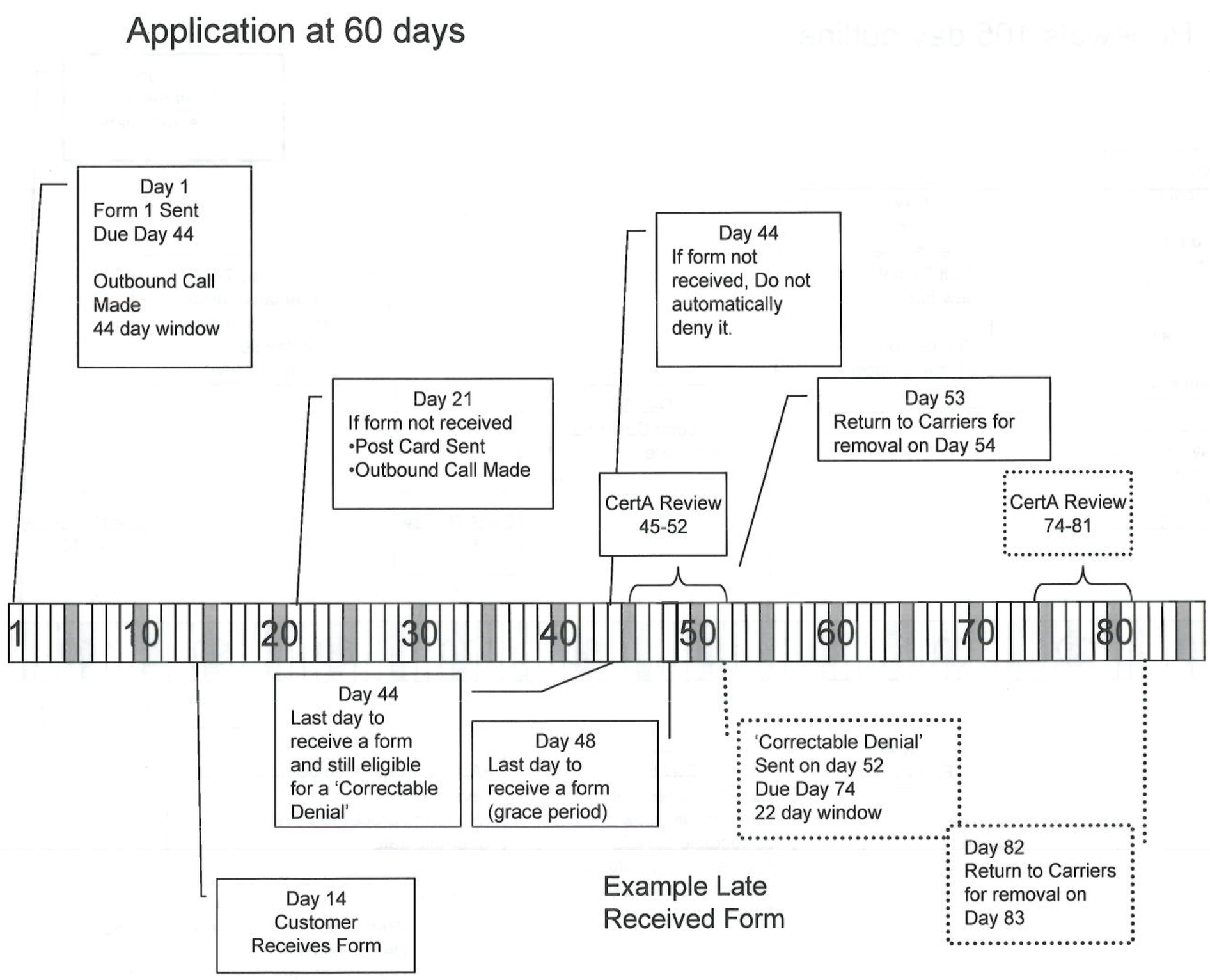


Figure 23: Application Process (60 days)

Existing Customer Renewal (Timeframe)

1. 105 days prior to the customer's re-application date send customer Renewal forms.

2. Day 3 Customer receives initial outbound dialer call

3. 44 days for customers to return completed Renewal forms.

4. Day 21 Customer receives a reminder outbound dialer call

5. If renewal form is not returned within 44 days, California LifeLine Administrator sends a correctable disqualification letter and form to customer.

6. 21 days for correctable disqualification customers to respond.

7. 7 days for California LifeLine Administrator to:

   7.1. Review form

8. 7 days for California LifeLine Administrator to

   8.1. Finalize customers' appeals;

9. California LifeLine Administrator will determine final decision at anniversary date and

   9.1. Send letters of qualification or disqualification to customers; and

   9.2. Send list of qualified and disqualified customers to carriers for appropriate billing

10. For service re-grade, rate change should begin in the next bill rendered to customers after notification from California LifeLine Administrator.

11. 15 days for disqualified customers to appeal to the CPUC

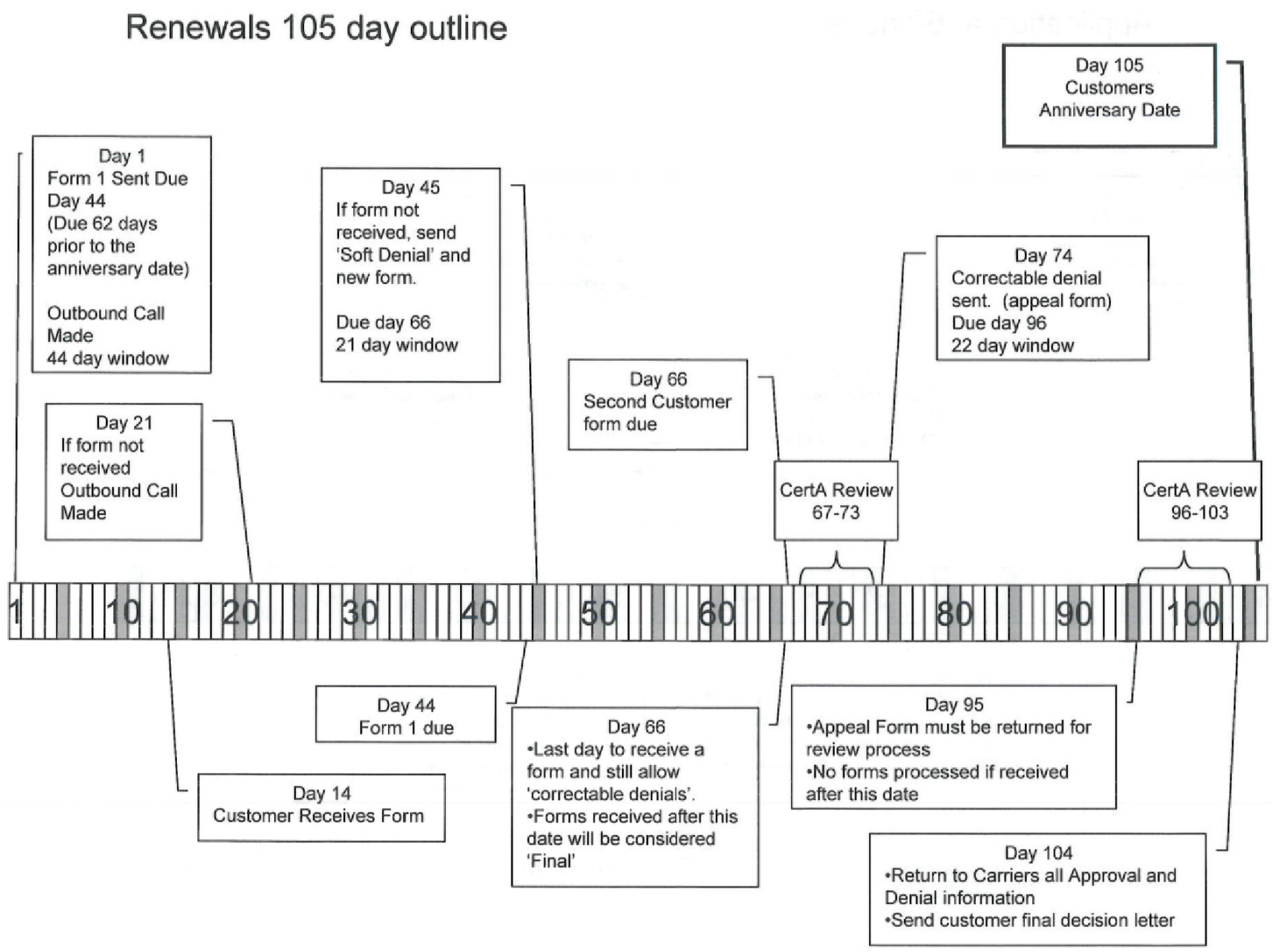


Figure 24: Renewal Process (105 days)

11.2 Application and Renewal: Qualification Procedures

11.2.1 Paper Application Form Review

1. Verify form is signed.
   (Initial System check then Reviewer Verified)

2. Verify signature matches applicant name, unless Power of Attorney/Legal Guardianship is indicated on form.
   (Reviewer Determined)

3. Verify method the applicant chose to fill out: Program or Income.
   (Initial System check then Reviewer Verified)

Program Method Application Form Review:

1. Verify a program has been selected.
   (Initial System check then Reviewer Verified)

2. Verify a household member name was written in the space provided.
   (Initial System check then Reviewer Verified)

3. Render an eligibility decision.
   (Reviewer Determined)

Income Method Application Form Review:

1. Verify a household size has been indicated on form.
   (Initial System check then Reviewer Verified)

2. Verify that the number of people in household was indicated along with total household income.
   (Initial System check then Reviewer Verified)

3. Verify documentation has been provided.
   (Initial System check then Reviewer Verified)

4. Verify documentation provided is income documentation.
   (Reviewer Verified)

5. Verify income documentation provided can be linked to household by either name or address.
   (Reviewer Verified)

6. Verify documentation provided is at least 3 months gross consecutive income or comparable documentation.
   (Reviewer Verified)

7. Determine household income based on documentation provided as calculated by reviewer.
   (Reviewer Determined)

8. Determine if household income is below acceptable threshold.
   (Initial System check then Reviewer Verified)

9. Render an eligibility decision.
   (Reviewer Determined)

11.2.2 Paper Renewal Form Review

1. Verify form is signed.
   (Initial System check then Reviewer Verified)

2. Verify signature matches applicant's name, unless Power of Attorney/Legal Guardianship is indicated on form.
   (Reviewer Determined)

3. Verify method the applicant chose to fill out: Program or Income.
   (Initial System check then Reviewer Verified)

Program Method Renewal Form Review:

1. Verify form is signed.
   (Initial System check then Reviewer Verified)

2. Verify signature matches applicant's name, unless Power of Attorney/Legal Guardianship is indicated on form.
   (Reviewer Determined)

3. Verify method the applicant chose to fill out: Program or Income.
   (Initial System check then Reviewer Verified)

Income Method Renewal Form Review:

1. Verify a household size has been indicated on form.
   (Initial System check then Reviewer Verified)

2. Verify a number of people in household is indicated along with total household income.
   (Initial System check then Reviewer Verified)

3. Render an eligibility decision.
   (Reviewer Determined)

11.2.3 Paper Renewal (Audit: Documentation Required) Form Review

1. Verify form is signed.
   (Initial System check then Reviewer Verified)

2. Verify signature matches applicant's name, unless Power of Attorney/Legal Guardianship is indicated on form.
   (Reviewer Determined)

3. Verify method the applicant chose to fill out: Program or Income.
   (Initial System check then Reviewer Verified)

Program Method Renewal (Documentation Required) Form Review:

1. Verify documentation has been provided.
   (Initial System check then Reviewer Verified)

2. Verify documentation provided is program documentation.
   (Reviewer Verified)

3. Verify program documentation is from a qualifying program.
   (Reviewer Verified)

4. Verify program documentation is current and valid.
   (Reviewer Verified)

5. Verify program documentation provided can be linked to household by either name or address.
   (Reviewer Verified)

6. Render an eligibility decision.
   (Reviewer Determined)

Income Method Renewal (Documentation Required) Form Review:

1. Verify a household size has been indicated on form.
   (Initial System check then Reviewer Verified)

2. Verify that the number of people in household was indicated along with total household income.
   (Initial System check then Reviewer Verified)

3. Verify documentation has been provided.
   (Initial System check then Reviewer Verified)

4. Verify documentation provided is income documentation.
   (Reviewer Verified)

5. Verify income documentation provided can be linked to household by either name or address.
   (Reviewer Verified)

6. Verify documentation provided is at least 3 months gross consecutive income or comparable documentation.
   (Reviewer Verified)

7. Determine household income based on documentation provided as calculated by reviewer.
   (Reviewer Determined)

8. Determine if household income is below acceptable threshold.
   (Initial System check then Reviewer Verified)

9. Render an eligibility decision.
   (Reviewer Determined)

11.2.4 Online Review

Online reviews can only be approved under the parameters listed below by form type. Otherwise a paper form submission is required.

Online review system is entirely automated. Therefore, *Income Application Forms* (where documentation must be provided) and *Renewal (Audit: Documentation Required) Forms* cannot be submitted online.

Program Application Form:

1. Applicant must provide telephone number and PIN from application.

2. Applicant must select Program Method.

3. Applicant must select a qualifying program and enter a recipient name.

4. Applicant will be approved by following steps 1-3.

5. If steps 1-3 cannot be completed, a paper submission is required.

Renewal Form:

1. Renewal customer must provide telephone number and PIN from renewal form.

2. Renewal customer must select Program or Income Method.

3. If Program method is selected, renewal customer must select a qualifying program and enter a recipient name.

4. If Income method is selected, renewal customer must select a household size.

5. Renewal customer will be approved by following steps 1-3 or 4.

6. If steps 1-3 or 4 cannot be completed, a paper submission is required.

11.3 Flowcharts

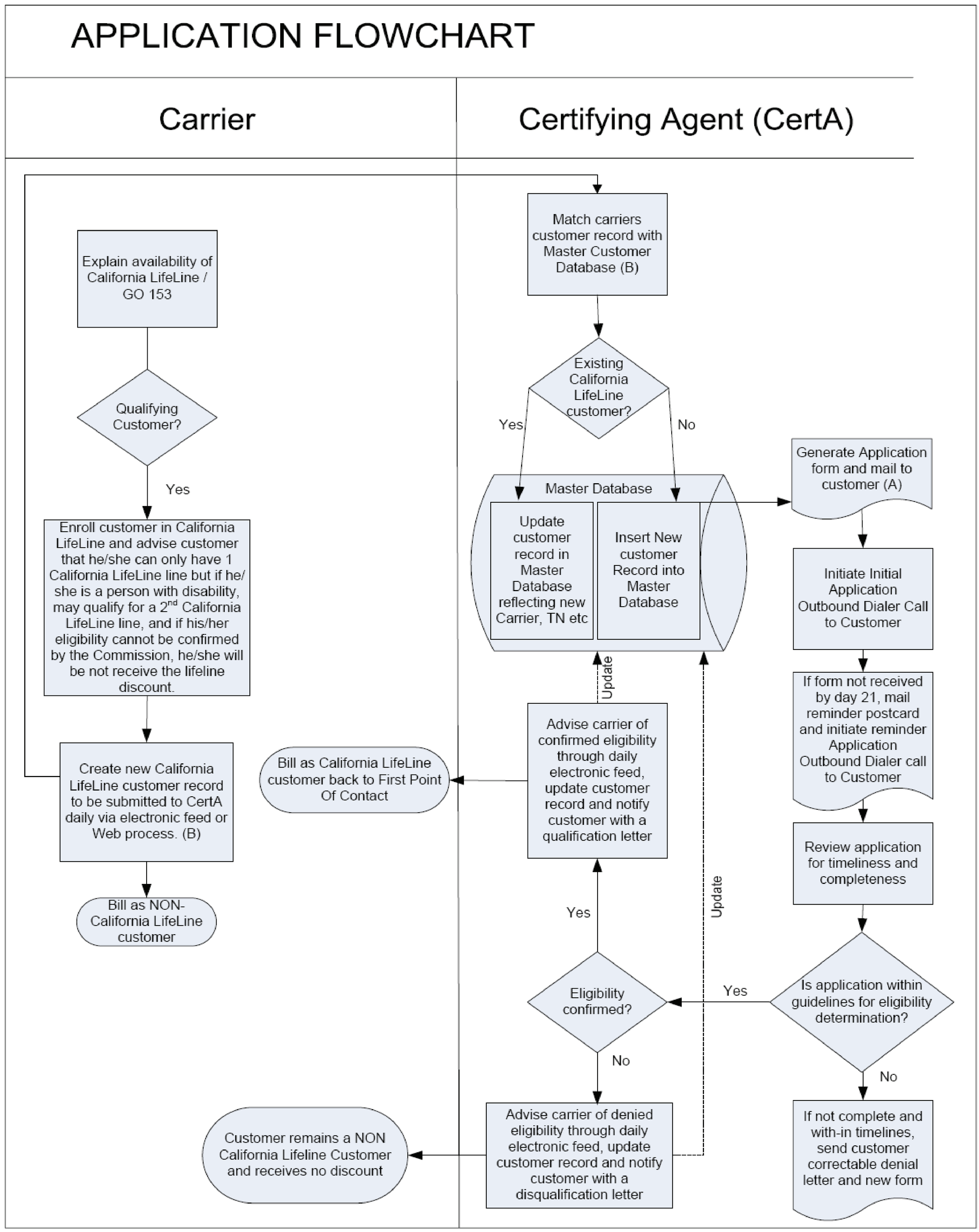


Figure 25: Flowchart - Application

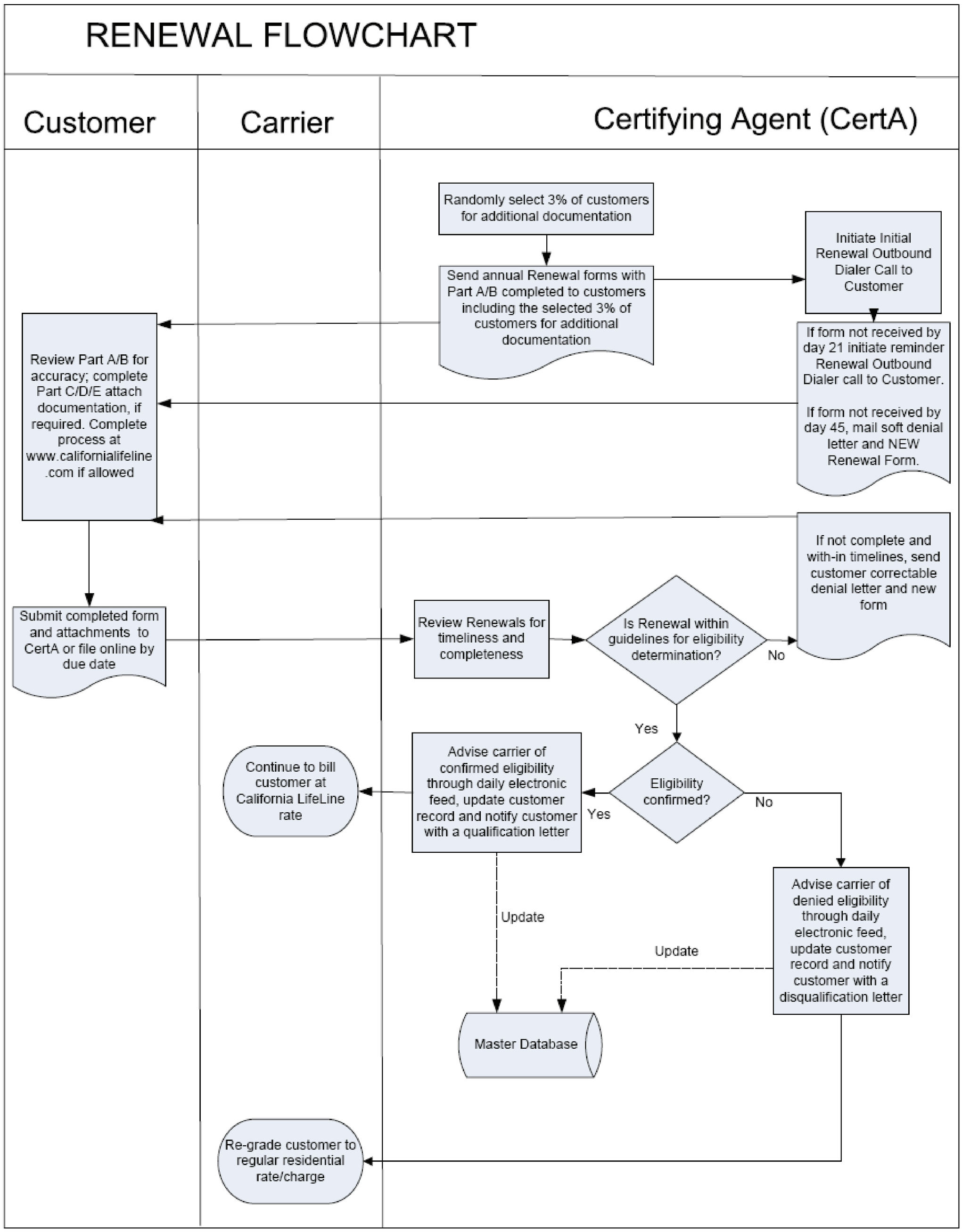


Figure 26: Flowchart - Renewal

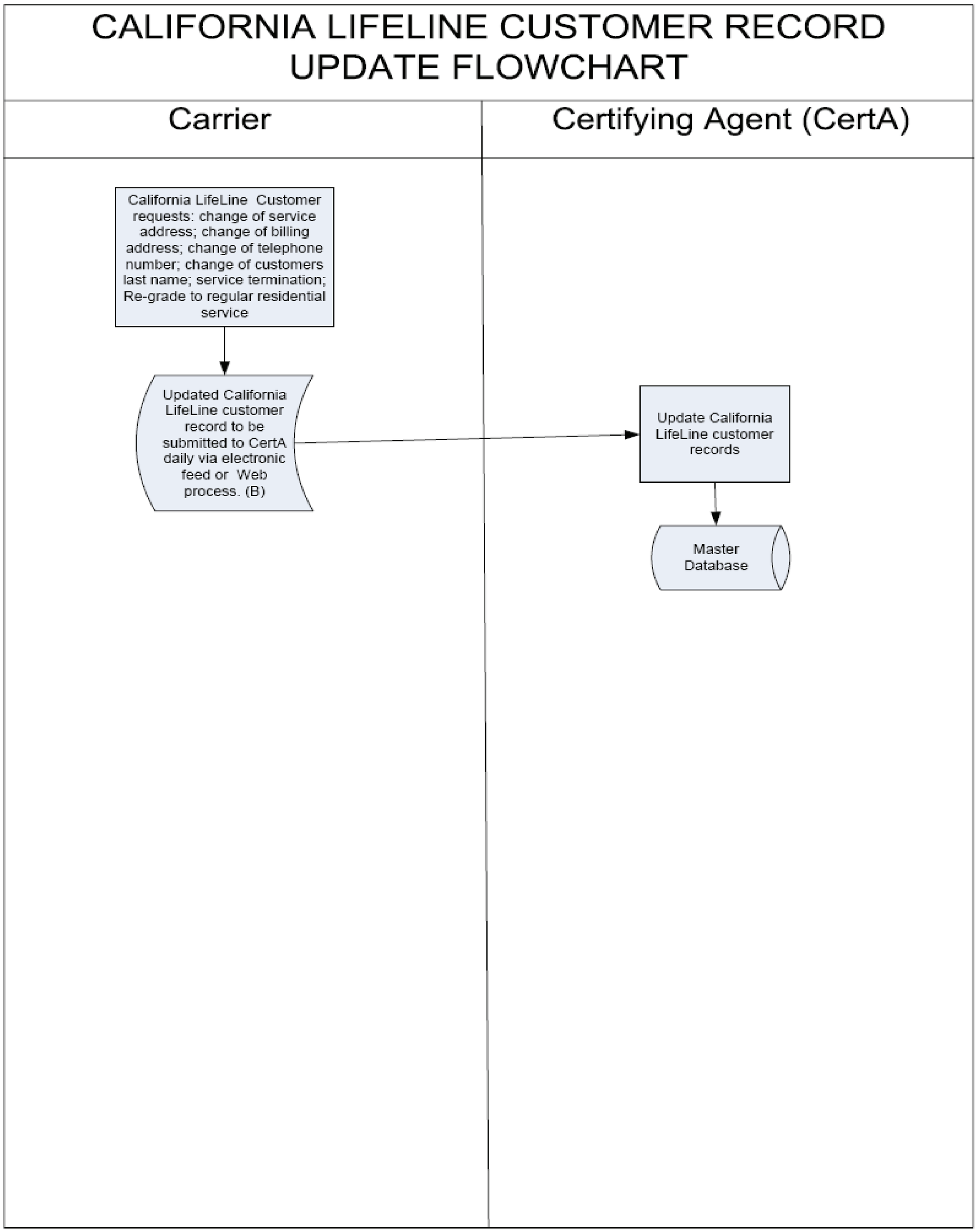


Figure 27: Flowchart - Customer Record Update

Overview of the California LifeLine Process
New Customer Applications

1) Customer calls their carrier (or is connected via the LifeLine Call Center) and a customer service representative explains the program. If the customer claims they qualify, they begin the LifeLine enrollment process.
2) Carriers send a daily electronic file of new customer applicants, customer updates, and disconnects/removals to Solix.
3) Solix generates list of customer applicants based on the information provided by the carriers. An electronic file is sent to the printer.
4) The customer is mailed an application form
5) The customer returns the form & any attachments to the PO Box, and they are electronically imaged (scanned).
6) The images are transmitted to the CertA for review.
7) Decisions are sent electronically to the carriers regarding enrollment or disqualification of their customers. Simultaneously, the CertA notifies its fulfillment center mail notification to the customer.

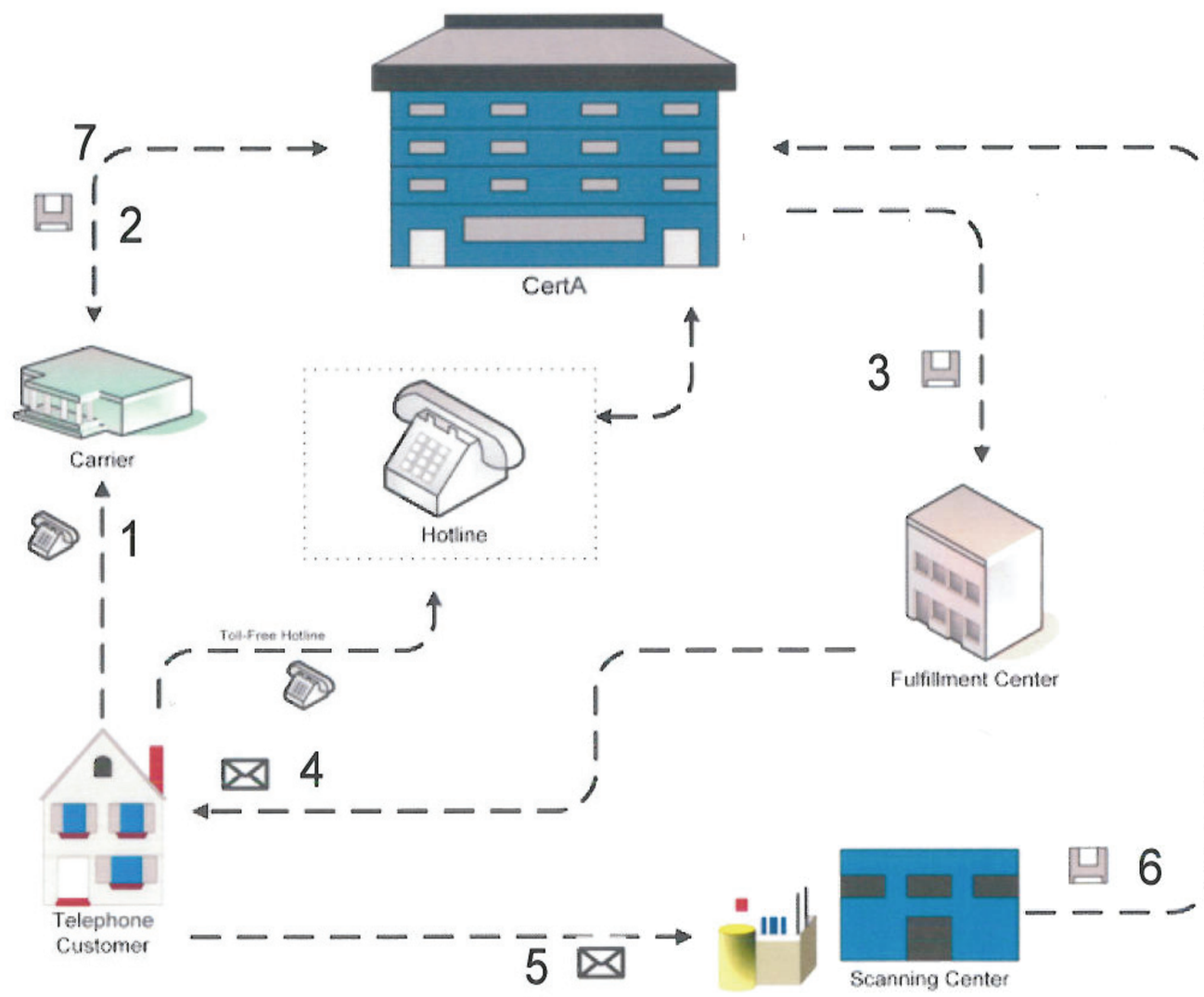


Figure 28: Process - New Application

Overview of the California LifeLine Process
Renewal Customers

1) The CertA generates a list of customers to be renewed based on their anniversary dates. An electronic file is sent to the printer.
2) The customer is mailed a renewal form.
3) The customer returns the form to the PO Box, and it is electronically imaged.
4) The images are transmitted to the CertA for review.
5) Decisions are sent electronically to the carriers regarding the continuation or disqualification of their customers. Simultaneously, the fulfillment center mails notification to the customer informing it of the status of its continued eligibility.

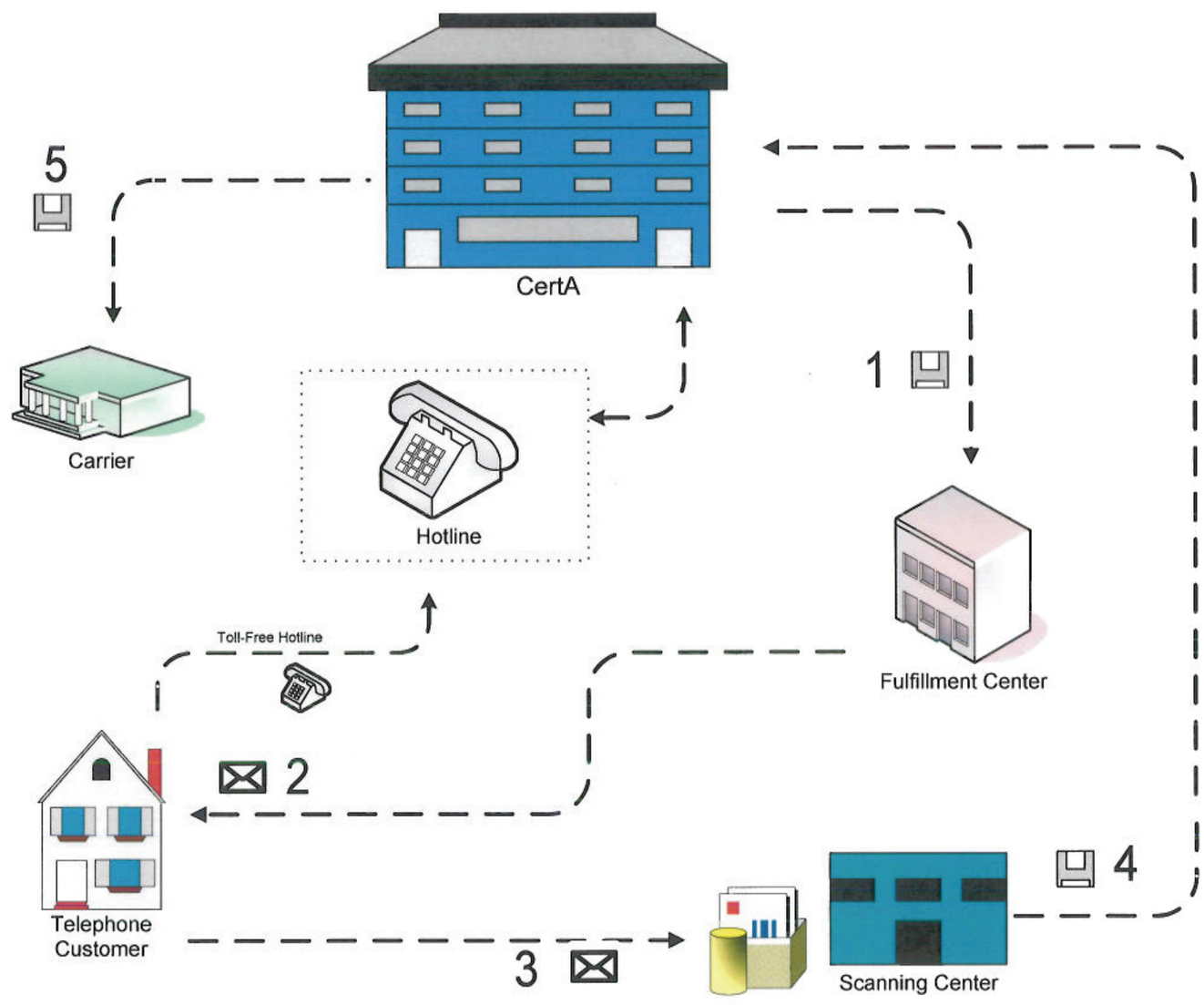


Figure 29: Process - Renewal

Overview of the California LifeLine Process
New Customer Applications - Web Option

1) Customer calls their carrier (or is connected via the LifeLine Call Center) and a customer service representative explains the program. If the customer claims they qualify, they begin the LifeLine enrollment process.
2) Carriers send a daily electronic file of new customers, customer updates, and disconnects/removals to the CertA.
3) The CertA generates list of customer applications based on the information provided by the carriers. An electronic file is sent to the printer.
4) The customer is mailed an application form
5) Customer can go to the online website and complete their application process if applying under program eligibility.
6) Decisions are sent electronically to the carriers regarding enrollment or disqualification of their customers. Simultaneously, the CertA notifies its fulfillment center mail notification to the customer.

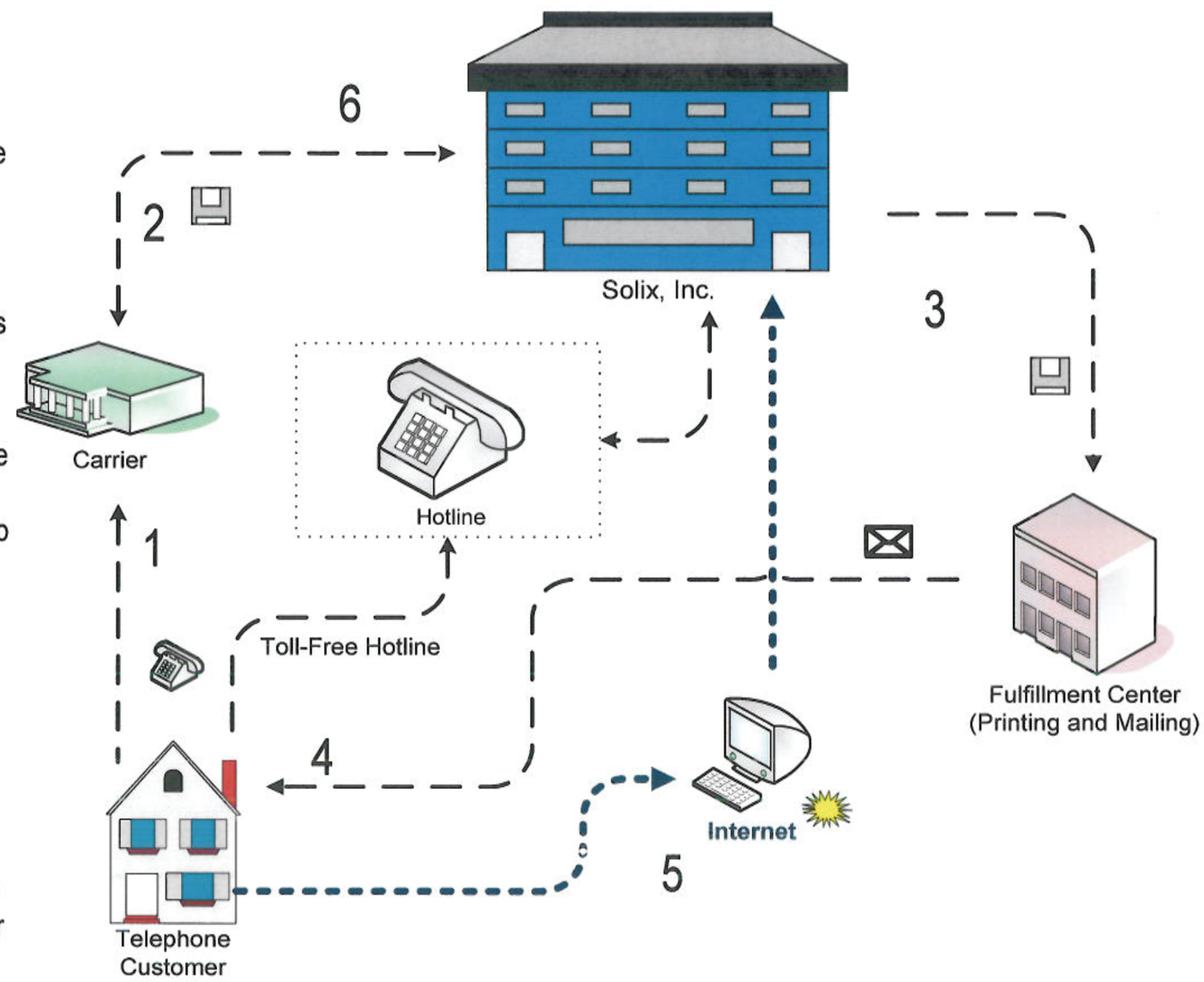
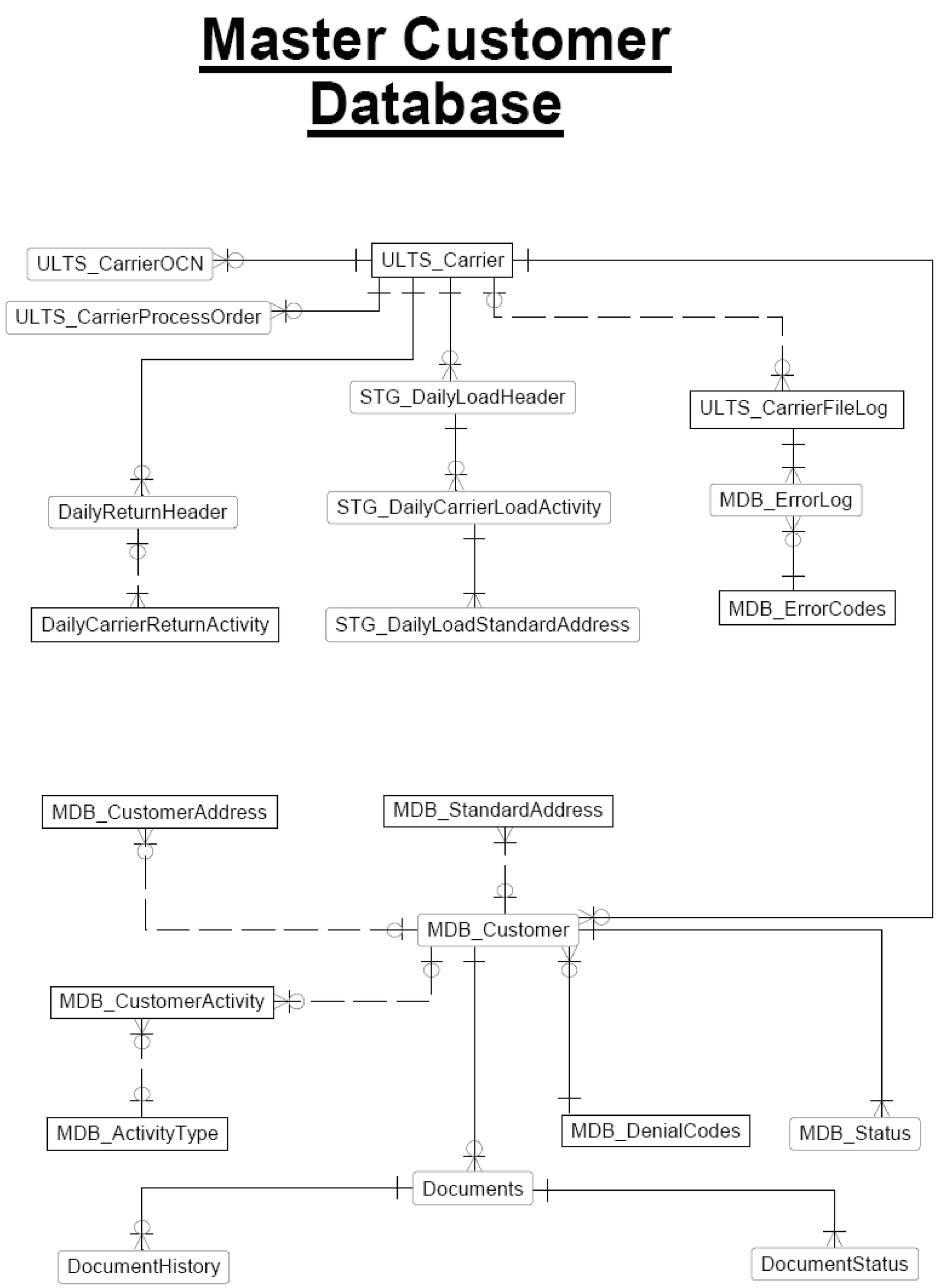


Figure 30: Process - Application with Web Option

11.4 LifeLine Master Database Schema



11.5 Carrier Database Schemas

NOTE: This section should be printed/viewed in COLOR. As described below, the Detail Record Layout tables contain information which is represented by text color.

Throughout the Carrier Database Schemas, some fields are identified as "Required" while others are identified as "Optional". The LifeLine Administrative Contractor shall provide all database fields (Required and Optional), but shall be prepared to interface with some carriers that may elect not to provide information for any or all of those fields indicated herein as "Optional". Additionally not all carriers use a Header or a Trailer when transmitting or receiving data.

1 Daily Carrier File Upload – Used by 38 Carriers

Information regarding the daily customer activity from the Carrier to California LifeLine Administrator.

1.1 Detail Record Layout

A delimiter of "|" (bar) is used.
Bold Blue fields are 'Required'. **Black fields** are 'Optional'.

Header *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"HDR" for header record
2	OCN	4	Operating Company Number
3	Transmit Date	mmddyyyy	Date that the file was sent to the CertA
4	Transmit Id	50	Unique number that is incremented by 1 for each file transmission.

	Field Name	Size	Description
1	**OCN**	**10**	**Operating Company Number**
2	Subscriber Account Number	50	Carriers Unique ID for customer, if applicable
3	Customer Code	50	Additional carrier identifier
4	**ULTS Telephone Number**	**10**	**Customer ULTS Phone Number**
5	Name Prefix	50	
6	**Name First**	**50**	**(null if name is listed on line 10 below)**
7	Name Initial	50	
8	**Name Last**	**50**	**(null if name is listed on line 10 below)**
9	Name Suffix	50	
10	**Name**	**250**	**Cust. Name if not parsed above (null if name is loaded in column 6 and 8)**
11	**Service Address 1**	**100**	**If service address is not parsed, include entire address in this field**
12	Service Address 2	100	

13	**Service Address City**	**50**	
14	**Service Address State**	**2**	
15	**Service Address Zip 5**	**5**	
16	Service Address Zip 4	4	
17	Billing Name	150	If different from Customer Name
18	Billing Name First	50	
19	Billing Name Initial	50	
20	Billing Name Last	50	
21	**Billing Address 1**	**100**	**If billing address is not parsed, include entire address in this field**
22	Billing Address 2	100	
23	Billing Address 3	100	
24	Billing Address 4	100	
25	Billing Address 5	100	
26	**Billing City**	**50**	
27	**Billing State Code**	**2**	
28	**Billing Zip 5**	**5**	
29	Billing Zip 4	4	
30	Contact Phone Number	50	If different from ULTS number
31	**Language Code**	**2**	**1 = English 2 = Spanish 3 = Chinese 4 = Korean 5 = Japanese 6 = Vietnamese 7 = Tagalog**
32	**Braille / Large Font**	**1**	**B = Braille L = Large Font (could be included as a code in line 31 above)**
33	ULTS Service Start Date	mmddyyyy	If available
34	ULTS Recertification Date	mmddyyyy	If available
35	Prior ULTS Telephone Number	10	If available - Can be used to identify Update customers with a new ULTS number, by inserting the old number in this field.
36	Disconnect Date	mmddyyyy	Null for initial file upload
37	**TTY Qualified Second Line**	**1**	**Y,N (If available)**
38	Drivers License Number	16	If available
39	**Activity Type**	**1**	**N = New T = Transfer from other Cxr U = Update Record R = Remove Customer From Program D = Disconnect**

Trailer *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	“TRL” for header record
2	File Type	1	“D” for Daily
3	Record Count	50	Total number of detail records

2 Daily Return Feed from California LifeLine Administrator to Carrier – Used by 38 Carriers

Daily customer activity to be transmitted from California LifeLine Administrator to Carrier.

2.1 Detail Record Layout

A delimiter of "|" (bar) is used.
Bold Blue fields are 'required'. Black fields are Optional.

Header *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"HDR" for header record
2	OCN	4	Operating Company Number
3	Transmit Date	mmddyyyy	Date that the file was sent to the CertA
4	Transmit Id	50	Unique number that is incremented by 1 for each file transmission.

	Field Name	Size	Description
1	**OCN**	**10**	**Operating Company Number**
2	Subscriber Account Number	50	Carriers Unique ID for customer, if applicable
3	Customer Code	50	Additional carrier identifier
4	**ULTS Telephone Number**	**10**	**Customer ULTS Phone Number**
5	Name Prefix	50	
6	**Name First**	**50**	**(null if name is listed on line 10 below)**
7	Name Initial	50	
8	**Name Last**	**50**	**(null if name is listed on line 10 below)**
9	Name Suffix	50	
10	**Name**	**250**	**Cust. Name if not parsed above (null if name is loaded in column 6 and 8)**
11	**Service Address 1**	**100**	**If service address is not parsed, include entire address in this field**
12	Service Address 2	100	
13	**Service Address City**	**50**	
14	**Service Address State**	**2**	
15	**Service Address Zip 5**	**5**	
16	Service Address Zip 4	4	
17	Billing Name	150	If different from Customer Name
18	Billing Name First	50	
19	Billing Name Initial	50	
20	Billing Name Last	50	

21	**Billing Address 1**	**100**	**If billing address is not parsed, include entire address in this field**
22	Billing Address 2	100	
23	Billing Address 3	100	
24	Billing Address 4	100	
25	Billing Address 5	100	
26	**Billing City**	**50**	
27	**Billing State Code**	**2**	
28	**Billing Zip 5**	**5**	
29	Billing Zip 4	4	
30	Contact Phone Number	50	If different from ULTS number
31	**Language Code**	**2**	**1 = English 2 = Spanish 3 = Chinese 4 = Korean 5 = Japanese 6 = Vietnamese 7 = Tagalog**
32	**Braille / Large Font**	**1**	**B = Braille L = Large Font (could be included as a code in line 31 above)**
33	ULTS Service Start Date	mmddyyyy	If available
34	ULTS Recertification Date	mmddyyyy	If available
35	Prior ULTS Telephone Number	10	If available - Can be used to identify Update customers with a new ULTS number, by inserting the old number in this field.
36	Disconnect Date	mmddyyyy	Null for initial file upload
37	**TTY Qualified Second Line**	**1**	**Y,N (If available)**
38	Drivers License Number	16	If available
39	**Activity Type**	**1**	**N = New T = Transfer from other Cxr U = Update Record R = Remove Customer From Program D = Disconnect**
40	**Processing Date**		**Date that CertA processes the customers file**
41	**ULTS Decision Date**	**mmddyyyy**	**Date that CertA makes the determination of eligibility**
42	**ULTS Record Type**	**1**	**C= Certification V = Verification**
43	**ULTS Decision**	**1**	**A = Approved D = Denied X = CPUC appeal overturning**
44	**ULTS Effective Date**	**mmddyyyy**	**Date the ULTS Decision is to take effect**
45	ULTS Denial Code		If a customer was denied the ULTS Discount, this field would provide the reason codes.
46	ULTS Update Status		

Trailer *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"TRL" for header record
2	File Type	1	"R" for Return
3	Record Count	50	Total number of detail records

3 Daily Activity Feed from California LifeLine Administrator to Carriers – Used by 38 Carriers

Daily Log that can provide information about how many customers were processed from the Daily Upload file, as well as which rows had errors and could not be processed.

3.1 Detail Record Layout

A delimiter of "|" (bar) is used.
Bold Blue fields are 'required'. Black fields are Optional.

Header *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"HDR" for header record
2	OCN	4	Operating Company Number
3	Transmit Date	mmddyyyy	Date that the file was sent to the CertA
4	Transmit Id	50	Unique number that is incremented by 1 for each file transmission.
5	Processed Count	50	Total records successfully processed

	Field Name	Size	Description
1	**OCN**	**10**	**Operating Company Number**
2	Subscriber Account Number	50	Carriers Unique ID for customer, if applicable
3	Customer Code	50	Additional carrier identifier
4	**ULTS Telephone Number**	**10**	**Customer ULTS Phone Number**
5	Name Prefix	50	
6	**Name First**	**50**	**(null if name is listed on line 10 below)**
7	Name Initial	50	
8	**Name Last**	**50**	**(null if name is listed on line 10 below)**
9	Name Suffix	50	
10	**Name**	**250**	**Cust. Name if not parsed above (null if name is loaded in column 6 and 8)**
11	**Service Address 1**	**100**	**If service address is not parsed, include entire address in this field**
12	Service Address 2	100	
13	**Service Address City**	**50**	

14	**Service Address State**	**2**	
15	**Service Address Zip 5**	**5**	
16	Service Address Zip 4	4	
17	Billing Name	150	If different from Customer Name
18	Billing Name First	50	
19	Billing Name Initial	50	
20	Billing Name Last	50	
21	**Billing Address 1**	**100**	**If billing address is not parsed, include entire address in this field**
22	Billing Address 2	100	
23	Billing Address 3	100	
24	Billing Address 4	100	
25	Billing Address 5	100	
26	**Billing City**	**50**	
27	**Billing State Code**	**2**	
28	**Billing Zip 5**	**5**	
29	Billing Zip 4	4	
30	Contact Phone Number	50	If different from ULTS number
31	**Language Code**	**2**	**1 = English 2 = Spanish 3 = Chinese 4 = Korean 5 = Japanese 6 = Vietnamese 7 = Tagalog**
32	**Braille / Large Font**	**1**	**B = Braille L = Large Font (could be included as a code in line 31 above)**
33	ULTS Service Start Date	mmddyyyy	If available
34	ULTS Recertification Date	mmddyyyy	If available
35	Prior ULTS Telephone Number	10	If available - Can be used to identify Update customers with a new ULTS number, by inserting the old number in this field.
36	Disconnect Date	mmddyyyy	Null for initial file upload
37	**TTY Qualified Second Line**	**1**	**Y,N (If available)**
38	Drivers License Number	16	If available
39	**Activity Type**	**1**	**N = New T = Transfer from other Cxr U = Update Record R = Remove Customer From Program D = Disconnect**
40	**Processing Date**	**mmddyyyy**	**Date that CertA processes the customers file**
41	**ULTS Decision Date**	**mmddyyyy**	**Date that CertA makes the determination of eligibility**
42	**ULTS Record Type**	**1**	**C = Certification V = Verification**
43	**ULTS Decision**	**1**	**A = Approved D = Denied X = CPUC appeal overturning**

44	**ULTS Effective Date**	**mmddyyyy**	**Date the ULTS Decision is to take effect**
45	ULTS Denial Code		If a customer was denied the ULTS Discount, this field would provide the reason codes.
46	ULTS Update Status		
47	**ULTS Activity Code**		**A code indicating what processing errors were encountered when attempting to load this record.**

Trailer *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"TRL" for header record
2	File Type	1	"A" for Activity
3	Record Count	50	Total number of detail records

4 Monthly True-Up file from California LifeLine Administrator to Carriers – Used by All Carriers

A monthly snapshot of each Carriers customer data, including only Active customers.

4.1 Detail Record Layout

A delimiter of "|" (bar) is used.
Bold Blue fields are 'required'. Black fields are Optional.

Header *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"HDR" for header record
2	OCN	4	Operating Company Number
3	Transmit Date	mmddyyyy	Date that the file was sent to the CertA
4	Transmit Id	50	Unique number that is incremented by 1 for each file transmission.
5	Processed Count	50	Total records successfully processed

	Field Name	Size	Description
1	**OCN**	**10**	**Operating Company Number**
2	Subscriber Account Number	50	Carriers Unique ID for customer, if applicable
3	Customer Code	50	Additional carrier identifier
4	**ULTS Telephone Number**	**10**	**Customer ULTS Phone Number**
5	Name Prefix	50	
6	**Name First**	**50**	**(null if name is listed on line 10 below)**

7	Name Initial	50	
8	**Name Last**	**50**	**(null if name is listed on line 10 below)**
9	Name Suffix	50	
10	**Name**	**250**	**Cust. Name if not parsed above (null if name is loaded in column 6 and 8)**
11	**Service Address 1**	**100**	**If service address is not parsed, include entire address in this field**
12	Service Address 2	100	
13	**Service Address City**	**50**	
14	**Service Address State**	**2**	
15	**Service Address Zip 5**	**5**	
16	Service Address Zip 4	4	
17	Billing Name	150	If different from Customer Name
18	Billing Name First	50	
19	Billing Name Initial	50	
20	Billing Name Last	50	
21	**Billing Address 1**	**100**	**If billing address is not parsed, include entire address in this field**
22	Billing Address 2	100	
23	Billing Address 3	100	
24	Billing Address 4	100	
25	Billing Address 5	100	
26	**Billing City**	**50**	
27	**Billing State Code**	**2**	
28	**Billing Zip 5**	**5**	
29	Billing Zip 4	4	
30	Contact Phone Number	50	If different from ULTS number
31	**Language Code**	**2**	**1 = English 2 = Spanish 3 = Chinese 4 = Korean 5 = Japanese 6 = Vietnamese 7 = Tagalog**
32	**Braille / Large Font**	**1**	**B = Braille L = Large Font (could be included as a code in line 31 above)**
33	ULTS Service Start Date	mmddyyyy	If available
34	ULTS Recertification Date	mmddyyyy	If available
35	Prior ULTS Telephone Number	10	If available - Can be used to identify Update customers with a new ULTS number, by inserting the old number in this field.
36	Disconnect Date	mmddyyyy	Null for initial file upload
37	**TTY Qualified Second Line**	**1**	**Y,N (If available)**
38	Drivers License Number	16	If available

39	**Activity Type**	**1**	**N = New** **T = Transfer from other Cxr** **U = Update Record** **R = Remove Customer From Program** **D = Disconnect**
40	**Processing Date**	**mmddyyyy**	**Date that CertA processes the customers file**
41	**ULTS Decision Date**	**mmddyyyy**	**Date that CertA makes the determination of eligibility**
42	**ULTS Record Type**	**1**	**C = Certification** **V = Verification**
43	**ULTS Decision**	**1**	**A = Approved** **D = Denied** **X = CPUC appeal overturning**
44	**ULTS Effective Date**	**mmddyyyy**	**Date the ULTS Decision is to take effect**
45	ULTS Denial Code		If a customer was denied the ULTS Discount, this field would provide the reason codes.
46	ULTS Update Status		
47	**ULTS Activity Code**		**A code indicating what processing errors were encountered when attempting to load this record.**

Trailer *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"TRL" for header record
2	File Type	1	"A" for Activity
3	Record Count	50	Total number of detail records

5 Daily Carrier File Upload – Used by 1 Carrier

Information regarding the daily customer activity from the Carrier to California LifeLine Administrator.

5.1 Detail Record Layout

A delimiter of "|" (bar) is used.
Bold Blue fields are 'required'. Black fields are Optional.

Header *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"HDR" for header record
2	OCN	4	Operating Company Number
3	Transmit Date	mmddyyyy	Date that the file was sent to the CertA
4	Transmit Id	50	Unique number that is incremented by 1 for each file transmission.

	Field Name	Size	Description
1	**OCN**	**10**	**Operating Company Number**
2	Subscriber Account Number	50	Carriers Unique ID for customer, if applicable
3	Customer Code	50	Additional carrier identifier
4	**ULTS Telephone Number**	**10**	**Customer ULTS Phone Number**
5	Name Prefix	50	
6	**Name First**	**50**	**(null if name is listed on line 10 below)**
7	Name Initial	50	
8	**Name Last**	**50**	**(null if name is listed on line 10 below)**
9	Name Suffix	50	
10	**Name**	**250**	**Cust. Name if not parsed above (null if name is loaded in column 6 and 8)**
11	**Service Address 1**	**100**	**If service address is not parsed, include entire address in this field**
12	Service Address 2	100	
13	**Service Address City**	**50**	
14	**Service Address State**	**2**	
15	**Service Address Zip 5**	**5**	
16	Service Address Zip 4	4	
17	Billing Name	150	If different from Customer Name
18	Billing Name First	50	
19	Billing Name Initial	50	
20	Billing Name Last	50	
21	**Billing Address 1**	**100**	If billing address is not parsed, include entire address in this field
22	Billing Address 2	100	
23	Billing Address 3	100	
24	Billing Address 4	100	
25	Billing Address 5	100	
26	**Billing City**	**50**	
27	**Billing State Code**	**2**	
28	**Billing Zip 5**	**5**	
29	Billing Zip 4	4	
30	Contact Phone Number	50	If different from ULTS number
31	**Language Code**	**2**	**1 = English 2 = Spanish 3 = Chinese 4 = Korean 5 = Japanese 6 = Vietnamese 7 = Tagalog**
32	**Braille / Large Font**	**1**	**B = Braille L = Large Font (could be included as a code in line 31 above)**
33	ULTS Service Start Date	mmddyyyy	If available
34	ULTS Recertification Date	mmddyyyy	If available

35	PriorULTSTelephoneNumber	10	If available - Can be used to identify Update customers with a new ULTS number, by inserting the old number in this field.
36	DriverLicenseNumber		If available
37	ULTSServiceEndDate	mmddyyyy	
38	DisconnectDate	mmddyyyy	
39	TTYQualifiedSecondLine	1	Y,N (If available)
40	**Activity Type**	**1**	**N = New** **T = Transfer from other Cxr** **U = Update Record** **R = Remove Customer From Program** **D = Disconnect**

Trailer *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"TRL" for header record
2	File Type	1	"D" for Daily
3	Record Count	50	Total number of detail records

6 Daily Return Feed from California LifeLine Administrator to Carriers – Used by 1 Carrier

Daily customer activity to be transmitted from California LifeLine Administrator to Carrier.

6.1 Detail Record Layout

A delimiter of "|" (bar) is used.
Bold Blue fields are 'required'. Black fields are Optional.

Header *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"HDR" for header record
2	OCN	4	Operating Company Number
3	Transmit Date	mmddyyyy	Date that the file was sent to the CertA
4	Transmit Id	50	Unique number that is incremented by 1 for each file transmission.

	Field Name	Size	Description
1	**OCN**	**10**	**Operating Company Number**
2	Subscriber Account Number	50	Carriers Unique ID for customer, if applicable
3	Customer Code	50	Additional carrier identifier
4	**ULTS Telephone Number**	**10**	**Customer ULTS Phone Number**
5	Name Prefix	50	
6	**Name First**	**50**	**(null if name is listed on line 10 below)**
7	Name Initial	50	
8	**Name Last**	**50**	**(null if name is listed on line 10 below)**
9	Name Suffix	50	
10	**Name**	**250**	**Cust. Name if not parsed above (null if name is loaded in column 6 and 8)**
11	**Service Address 1**	**100**	**If service address is not parsed, include entire address in this field**
12	Service Address 2	100	
13	**Service Address City**	**50**	
14	**Service Address State**	**2**	
15	**Service Address Zip 5**	**5**	
16	Service Address Zip 4	4	
17	Billing Name	150	If different from Customer Name
18	Billing Name First	50	
19	Billing Name Initial	50	
20	Billing Name Last	50	
21	**Billing Address 1**	**100**	**If billing address is not parsed, include entire address in this field**
22	Billing Address 2	100	
23	Billing Address 3	100	
24	Billing Address 4	100	
25	Billing Address 5	100	
26	**Billing City**	**50**	
27	**Billing State Code**	**2**	
28	**Billing Zip 5**	**5**	
29	Billing Zip 4	4	
30	Contact Phone Number	50	If different from ULTS number
31	**Language Code**	**2**	**1 = English 2 = Spanish 3 = Chinese 4 = Korean 5 = Japanese 6 = Vietnamese 7 = Tagalog**
32	**Braille / Large Font**	**1**	**B = Braille L = Large Font (could be included as a code in line 31 above)**
33	ULTS Service Start Date	mmddyyyy	If available
34	ULTS Recertification Date	mmddyyyy	If available

35	PriorULTSTelephoneNumber	10	If available - Can be used to identify Update customers with a new ULTS number, by inserting the old number in this field.
36	DriverLicenseNumber		If available
37	ULTSServiceEndDate	mmddyyyy	
38	DisconnectDate	mmddyyyy	
39	TTYQualifiedSecondLine	1	Y,N (If available)
40	**Activity Type**	**1**	**N = New** **T = Transfer from other Cxr** **U = Update Record** **R = Remove Customer From Program** **D = Disconnect**
41	**Processing Date**		**Date that CertA processes the customers file**
42	**ULTS Decision Date**	**mmddyyyy**	**Date that CertA makes the determination of eligibility**
43	**ULTS Record Type**	**1**	**C= Certification** **V = Verification**
44	**ULTS Decision**	**1**	**A = Approved** **D = Denied** **X = CPUC appeal overturning**
45	**ULTS Effective Date**	**mmddyyyy**	**Date the ULTS Decision is to take effect**
46	ULTS Denial Code		If a customer was denied the ULTS Discount, this field would provide the reason codes.
47	ULTS Update Status		

Trailer *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	“TRL” for header record
2	File Type	1	“R” for Return
3	Record Count	50	Total number of detail records

7 Daily Activity Feed from California LifeLine Administrator to Carriers – Used by 1 Carrier

Daily Log that can provide information about how many customers were processed from the Daily Upload file, as well as which rows had errors and could not be processed.

7.1 Detail Record Layout

A delimiter of “|” (bar) is used.
Bold Blue fields are ‘required’. Black fields are Optional.

Header *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	"HDR" for header record
2	OCN	4	Operating Company Number
3	Transmit Date	mmddyyyy	Date that the file was sent to the CertA
4	Transmit Id	50	Unique number that is incremented by 1 for each file transmission.
5	Processed Count	50	Total records successfully processed

	Field Name	Size	Description
1	**OCN**	**10**	**Operating Company Number**
2	Subscriber Account Number	50	Carriers Unique ID for customer, if applicable
3	Customer Code	50	Additional carrier identifier
4	**ULTS Telephone Number**	**10**	**Customer ULTS Phone Number**
5	Name Prefix	50	
6	**Name First**	**50**	**(null if name is listed on line 10 below)**
7	Name Initial	50	
8	**Name Last**	**50**	**(null if name is listed on line 10 below)**
9	Name Suffix	50	
10	**Name**	**250**	**Cust. Name if not parsed above (null if name is loaded in column 6 and 8)**
11	**Service Address 1**	**100**	**If service address is not parsed, include entire address in this field**
12	Service Address 2	100	
13	**Service Address City**	**50**	
14	**Service Address State**	**2**	
15	**Service Address Zip 5**	**5**	
16	Service Address Zip 4	4	
17	Billing Name	150	If different from Customer Name
18	Billing Name First	50	
19	Billing Name Initial	50	
20	Billing Name Last	50	
21	**Billing Address 1**	**100**	**If billing address is not parsed, include entire address in this field**
22	Billing Address 2	100	
23	Billing Address 3	100	
24	Billing Address 4	100	
25	Billing Address 5	100	
26	**Billing City**	**50**	
27	**Billing State Code**	**2**	
28	**Billing Zip 5**	**5**	
29	Billing Zip 4	4	
30	Contact Phone Number	50	If different from ULTS number

31	**Language Code**	**2**	**1 = English 2 = Spanish 3 = Chinese 4 = Korean 5 = Japanese 6 = Vietnamese 7 = Tagalog**
32	**Braille / Large Font**	**1**	**B = Braille L = Large Font (could be included as a code in line 31 above)**
33	ULTS Service Start Date	mmddyyyy	If available
34	ULTS Recertification Date	mmddyyyy	If available
35	Prior ULTS Telephone Number	10	If available - Can be used to identify Update customers with a new ULTS number, by inserting the old number in this field.
36	Disconnect Date	mmddyyyy	Null for initial file upload
37	**TTY Qualified Second Line**	**1**	**Y,N (If available)**
38	Drivers License Number	16	If available
39	**Activity Type**	**1**	**N = New T = Transfer from other Cxr U = Update Record R = Remove Customer From Program D = Disconnect**
40	**Processing Date**	**mmddyyyy**	**Date that CertA processes the customers file**
41	**ULTS Decision Date**	**mmddyyyy**	**Date that CertA makes the determination of eligibility**
42	**ULTS Record Type**	**1**	**C = Certification V = Verification**
43	**ULTS Decision**	**1**	**A = Approved D = Denied X = CPUC appeal overturning**
44	**ULTS Effective Date**	**mmddyyyy**	**Date the ULTS Decision is to take effect**
45	ULTS Denial Code		If a customer was denied the ULTS Discount, this field would provide the reason codes.
46	ULTS Update Status		
47	**ULTS Activity Code**		**A code indicating what processing errors were encountered when attempting to load this record.**

Trailer *(Optional – XX Companies use a Header row)

	Field Name	Size	Description
1	Record Type	3	“TRL” for header record
2	File Type	1	“A” for Activity
3	Record Count	50	Total number of detail records

11.6 New Application Form

California LifeLine Telephone Program
www.cpuc.ca.gov

APPLICATION FORM

Please return form to:
California LifeLine Telephone Program
PO Box 6033
Artesia, CA 90702-6033

1-877-858-7463 TTY 1-888-858-7889

PART B Billing Address

John Q. Sample
1234 AnyStreet
AnyCity, CA 90001

PART B Service Address

1234 AnyStreet
AnyCity, , CA 90001

PART A Carrier Information

Carrier 1-800-999-9999
California LifeLine Phone Number: (999) 999-9999
California LifeLine Application Date: 7/1/2009

SAMPLE

You have expressed interest in applying for the California LifeLine Telephone Program.

Please fill out and return this completed form by

7/1/2009

in order to qualify for the program.

OR, you can complete your form online at
www.californialifeline.com/online
if you are qualifying by Method 1 Program-Based

PIN 9999

This form is valid only for the person listed in Part B Billing Address above.

MAIL BACK ORIGINAL FORM WITH ANY REQUIRED DOCUMENTS.

COPIES OR PARTIAL FORMS WILL NOT BE ACCEPTED.

California LifeLine Application Form

COPIES OR PARTIAL FORMS WILL NOT BE ACCEPTED.

PART C Eligibility - You may use either Method 1 Program-Based OR Method 2 Income-Based below to qualify for California LifeLine.

Method 1 Program-Based: If you or another person in your household is enrolled in any of the programs below, please identify the program by filling in the correct bubble and provide the name of that person in the Name box.

Sample: ● Correct

- ○ Medicaid/Medi-Cal
- ○ Supplemental Security Income (SSI)
- ○ Supplemental Nutrition Assistance Program (SNAP) (Food Stamps)
- ○ Healthy Families Category A
- ○ Tribal TANF
- ○ Women, Infants and Children Program (WIC)
- ○ Low Income Home Energy Assistance Program (LIHEAP)
- ○ Federal Public Housing Assistance or Section 8
- ○ Temporary Assistance for Needy Families (TANF) (CalWORKS, StanWORKS, WTW or GAIN)
- ○ National School Lunch's FREE Lunch Program (NSL)
- ○ Bureau of Indian Affairs General Assistance
- ○ Head Start Income Eligible (Tribal Only)

Name: _____

(if you complete Method 1 above, do not complete Method 2 below)

Method 2 Income-Based: If the income level for your household is at or less than the maximum California LifeLine income listed below, please identify your household size by filling in the correct bubble.
YOU MUST PROVIDE PROOF OF YOUR TOTAL HOUSEHOLD INCOME.

TOTAL # OF ADULTS AND CHILDREN IN YOUR HOUSEHOLD	MAXIMUM California LifeLine YEARLY INCOME	Provide COPIES of any of the following income documents. Do not tape or staple to this form.
○ 1-2 Members	$24,000	● Prior year's state, federal, or tribal tax return; or ● Income statements or paycheck stubs for three consecutive months within the calendar year ● Child support document ● Statement of benefits from Social Security, Veterans Administration, retirement/pension, unemployment compensation, and/or workmen's compensation ● A divorce decree ● Other official documents
○ 3 Members	$28,200	
○ 4 Members	$34,000	
○ 5 Members	$39,800	
For each additional member after 5 members add $5,800 to $39,800		
○ _____ Members	$_____	

Part D DO NOT QUALIFY If you do not qualify for California LifeLine fill in the bubble below and sign the form.

○ I do not qualify for California LifeLine

Part E Signature By signing below, I certify, under penalty of perjury, that the service address is my principal place of residence, I have not been claimed as a dependent on another person's tax return, and that the information in this form is true and correct. Please note the printed name must match the person's name in Part B of this form unless this form is signed by a Legal Guardian or a person with Power of Attorney.

Applicant Signature (required)	○ Fill in if signed by a Legal Guardian or a person with Power of Attorney	Date: M M D D Y Y
Printed Name (required)		

Part F Please fill in if you prefer to receive future notifications in: ○ Large Print ○ Braille

SAMPLE

CALIFORNIA LIFELINE TELEPHONE PROGRAM (CALIFORNIA LIFELINE)

Sponsored by the California Public Utilities Commission

INSTRUCTIONS FOR COMPLETING THE CALIFORNIA LIFELINE APPLICATION FORM

PLEASE READ ALL INSTRUCTIONS CAREFULLY

Your telephone company has notified us of your interest in applying for the California LifeLine Program. You must complete the enclosed Application for us to determine whether you qualify for the program. You can also complete your Application online at www.californialifeline.com if you are qualifying by Method 1 – Program Based. The Application form and any required documentation must be completed and received by:

Due Date: 7/1/2009

A self-addressed return envelope is provided. If a completed form is not received by the due date, you will not be considered for the LifeLine discounts and you will continue to pay the regular rates for basic local home phone service.

IF YOU HAVE ANY QUESTIONS ABOUT THESE FORMS:
Call toll-free from 7:00 AM to 7:00 PM Monday to Friday. Toll-free 1-877-858-7463 or TTY 1-888-858-7889

SAMPLE

INSTRUCTIONS FOR COMPLETING THE APPLICATION FORM

Part A Carrier Information This part identifies the telephone company providing you with phone service, your California LifeLine phone number, and the date your California LifeLine discounts will begin. If any information in Part A is incorrect, please call the phone number listed next to the telephone company's name.

Part B Billing Address and Service Address Service Address as shown on the form should be your principal place of residence. If any information in Part B is incorrect, please call the phone number listed on the form next to the telephone company's name in Part A.

Part C Eligibility You may use either Method 1 Program-Based **OR** Method 2 Income-Based to qualify for California LifeLine. Do NOT choose both.

If you are using **Method 1 Program-Based**, fill in the bubble next to the program name that you or another person in your household is enrolled in. Provide the name of the person enrolled in the program in the box marked **"Name:"**.

If you are using **Method 2 Income-Based** to qualify for LifeLine, fill in the bubble next to the total number of adults and children living in your household. **You must provide proof that your total household income is at or below the California LifeLine maximums when returning the Application form.** Any of the following income documents that represent your total income is acceptable.

- Prior year's state, federal, or tribal tax return; or
- Income statements or paycheck stubs for three consecutive months within the calendar year
- Child support document
- Statement of benefits from Social Security, Veterans Administration, retirement/pension, unemployment compensation, and/or workmen's compensation
- A divorce decree
- Other official documents

California LifeLine Application Form Instructions

Do not staple or tape the income documents to the form, and be sure to send only copies because these income documents will not be returned to you.

Household income is defined as all revenues received by everyone in your household, whether taxable or non-taxable, including, but not limited to: wages, salaries, interest, dividends, spousal support and child support, grants, gifts, allowances, stipends, public assistance payments, social security and pensions, rental income, income from self-employment and cash payments from other sources, and all employment-related, non-cash income.

Part D Do Not Qualify If after reviewing the two qualification methods, you find you do not qualify for the California LifeLine Telephone Program, then fill in the **I Do Not Qualify for California LifeLine** bubble and sign and return the form. You will not receive LifeLine discounts on your telephone service.

Part E Signature By signing the form, you are certifying, under penalty of perjury, that the service address is your principal place of residence, that you have not been claimed as a dependent on another person's income tax return, and that the information in the Application form is true and correct. You must print your name under your signature. **Use only black or blue ink.** If the form is signed by a Legal Guardian or a person with Power of Attorney, please fill in the bubble.

Part F How do you prefer to receive future notifications? You will be notified in writing once it is determined whether you qualify for California LifeLine. Also, to continue your participation in California LifeLine, you must renew your eligibility each year. If you prefer to receive future notifications including your next renewal form in Braille (English only) or in large-font, please specify your preference by filling in the correct bubble.

SAMPLE

PLEASE REMEMBER:

1. **Keep these instructions for your files, do not send these instructions with the application.**
2. **We must receive your completed form by 7/1/2009.**
3. **Do not send your original income document(s), send COPIES only because they will NOT be returned to you.**

California LifeLine Eligibility

The California LifeLine Administrator may review your eligibility to participate in the California LifeLine program at any time. If the review finds that you are not eligible, you will be removed from California LifeLine and billed for previous California LifeLine discounts that you should not have received plus interest at the 3-month commercial paper rate.

11.7 Renewal and Renewal (Documentation Required) Forms

California LifeLine Telephone Program
www.cpuc.ca.gov

RENEWAL FORM

Please return form to:
California LifeLine Telephone Program
PO Box 6033
Artesia, CA 90702-6033

1-877-858-7463 TTY 1-888-858-7889

PART B Billing Address

John Q. Sample
1234 AnyStreet
AnyCity, CA 90001

PART B Service Address

1234 AnyStreet
AnyCity, , CA 90001

PART A Carrier Information

Carrier 1-800-999-9999
California LifeLine Phone Number: (999) 999-9999
California LifeLine Renewal Date: 7/1/2009

SAMPLE

You are currently enrolled in the
California LifeLine Telephone Program.

Please fill out and return this completed form by

7/1/2009

to continue receiving your California LifeLine discount.

OR, you can complete your form online at
www.californialifeline.com/online

PIN 9999

This form is valid only for the person listed in Part B Billing Address above.

MAIL BACK ORIGINAL FORM.

COPIES OR PARTIAL FORMS WILL NOT BE ACCEPTED.

California LifeLine Renewal Form

COPIES OR PARTIAL FORMS WILL NOT BE ACCEPTED.

PART C Eligibility - You may use either Method 1 Program-Based OR Method 2 Income-Based below to qualify for California LifeLine.

Method 1 Program-Based: If you or another person in your household is enrolled in any of the programs below, please identify the program by filling in the correct bubble and provide the name of that person in the Name box.
Sample: ● Correct

- ○ Medicaid/Medi-Cal
- ○ Supplemental Security Income (SSI)
- ○ Supplemental Nutrition Assistance Program (SNAP) (Food Stamps)
- ○ Healthy Families Category A
- ○ Tribal TANF
- ○ Women, Infants and Children Program (WIC)
- ○ Low Income Home Energy Assistance Program (LIHEAP)
- ○ Federal Public Housing Assistance or Section 8
- ○ Temporary Assistance for Needy Families (TANF) (CalWORKS, StanWORKS, WTW or GAIN)
- ○ National School Lunch's FREE Lunch Program (NSL)
- ○ Bureau of Indian Affairs General Assistance
- ○ Head Start Income Eligible (Tribal Only)

Name:

(if you complete Method 1 above, do not complete Method 2 below)

Method 2 Income-Based: If the income level for your household is at or less than the maximum California LifeLine income listed below, please identify your household size by filling in the correct bubble.

TOTAL # OF ADULTS AND CHILDREN IN YOUR HOUSEHOLD	MAXIMUM California LifeLine YEARLY INCOME
○ 1-2 Members	$24,000
○ 3 Members	$28,200
○ 4 Members	$34,000
○ 5 Members	$39,800
For each additional member after 5 members add $5,800 to $39,800	
○ _____ Members	$_____

SAMPLE

Part D DO NOT QUALIFY If you do not qualify for California LifeLine fill in the bubble below and sign the form.

○ I do not qualify for California LifeLine

Part E Signature By signing below, I certify, under penalty of perjury, that the service address is my principal place of residence, I have not been claimed as a dependent on another person's tax return, and that the information in this form is true and correct. Please note the printed name must match the person's name in Part B of this form unless this form is signed by a Legal Guardian or a person with Power of Attorney.

Applicant Signature (required)	○ Fill in if signed by a Legal Guardian or a person with Power of Attorney	Date: M M D D Y Y
Printed Name (required)		

Part F Please fill in if you prefer to receive future notifications in: ○ Large Print ○ Braille

CALIFORNIA LIFELINE TELEPHONE PROGRAM (CALIFORNIA LIFELINE)

Sponsored by the California Public Utilities Commission

INSTRUCTIONS FOR COMPLETING THE CALIFORNIA LIFELINE RENEWAL FORM

PLEASE READ ALL INSTRUCTIONS CAREFULLY

You are currently enrolled in California LifeLine, and receive discounts on your basic local home phone service. You must complete the enclosed Renewal form to remain in the program. You can also complete your Renewal form online at www.californialifeline.com. The completed form must be received by:

Due Date: 7/1/2009

A self-addressed return envelope is provided. If a completed form is not received by the due date, your telephone company will:

- remove you from California LifeLine,
- convert your discounted rates to regular rates starting **7/1/2009**; and
- require you to make a service deposit, if applicable.

IF YOU HAVE ANY QUESTIONS ABOUT THESE FORMS:
Call toll-free from 7:00 AM to 7:00 PM Monday to Friday. Toll-free 1-877-858-7463 or TTY 1-888-858-7889

SAMPLE

INSTRUCTIONS FOR COMPLETING THE RENEWAL FORM

Part A Carrier Information This part identifies the telephone company providing you with phone service, your California LifeLine phone number(s), and your California LifeLine annual Renewal date. If this information is incorrect because you recently changed your telephone company or California LifeLine phone numbers(s), please continue to fill out and return this form. We will receive your changed information from your telephone company. If this information is incorrect and you have made no changes recently, please report the problem to your telephone company.

Part B Billing Address and Service Address Service Address as shown on the form should be your principal place of residence. If any information in Part B is incorrect, please call the phone number listed on the form next to the telephone company's name in Part A.

Part C Eligibility You may use either Method 1 Program-Based **OR** Method 2 Income-Based to qualify for California LifeLine. Do NOT choose both.

If you are using **Method 1 Program-Based**, fill in the bubble next to the program name that you or another person in your household is enrolled in. Provide the name of the person enrolled in the program in the box marked **"Name":**

If you are using **Method 2 Income-Based** to qualify for LifeLine, fill in the bubble next to the total number of adults and children living in your household.

California LifeLine Renewal Form Instructions

Household income is defined as all revenues received by everyone in your household, whether taxable or non-taxable, including, but not limited to: wages, salaries, interest, dividends, spousal support and child support, grants, gifts, allowances, stipends, public assistance payments, social security and pensions, rental income, income from self-employment and cash payments from other sources, and all employment-related, non-cash income.

Part D Do Not Qualify If after reviewing the two qualification methods, you find you do not qualify for the California LifeLine Telephone Program, then fill in the **I Do Not Qualify for California LifeLine** bubble and sign and return the form. Your telephone company will remove you from California LifeLine and convert your discounted rates to regular rates.

Part E Signature By signing the form, you are certifying, under penalty of perjury, that the service address is your principal place of residence, that you have not been claimed as a dependent on another person's income tax return, and that the information in the Renewal form is true and correct. You must print your name under your signature. **Use only black or blue ink.** If the form is signed by a Legal Guardian or a person with Power of Attorney, please fill in the bubble.

Part F How do you prefer to receive future notifications? To continue your participation in California LifeLine, you must renew your eligibility each year. If you prefer to receive future notifications including your next Renewal form in Braille (English only) or in large-font, please specify your preference by filling in the correct bubble.

SAMPLE

PLEASE REMEMBER:

1. **Keep these instructions for your files, do not send these instructions with the Renewal Form.**
2. **We must receive your completed form by 7/1/2009.**

California LifeLine Eligibility

The California LifeLine Administrator may review your eligibility to participate in the California LifeLine program at any time. If the review finds that you are not eligible, you will be removed from California LifeLine and billed for previous California LifeLine discounts that you should not have received plus interest at the 3-month commercial paper rate.

California LifeLine Telephone Program
www.cpuc.ca.gov

RENEWAL FORM
(DOCUMENTATION REQUIRED)

Please return form to:
California LifeLine Telephone Program
PO Box 6033
Artesia, CA 90702-6033

1-877-858-7463 TTY 1-888-858-7889

PART B Billing Address

John Q. Sample
1234 AnyStreet
AnyCity, CA 90001

PART B Service Address

1234 AnyStreet
AnyCity, , CA 90001

PART A Carrier Information

Carrier 1-800-999-9999
California LifeLine Phone Number: (999) 999-9999
California LifeLine Renewal Date: 7/1/2009

SAMPLE

You are currently enrolled in the
California LifeLine Telephone Program.

Please fill out and return this completed form by

7/1/2009

to continue receiving your California LifeLine discount.

This form is valid only for the person listed in Part B Billing Address above.

MAIL BACK ORIGINAL FORM WITH REQUIRED DOCUMENTATION.

COPIES OR PARTIAL FORMS WILL NOT BE ACCEPTED.

California LifeLine Renewal Form (Documentation Required)

COPIES OR PARTIAL FORMS WILL NOT BE ACCEPTED.

PART C Eligibility - You may use either Method 1 Program-Based OR Method 2 Income-Based below to qualify for California LifeLine.

Method 1 Program-Based: If you or another person in your household is enrolled in any of the programs below, please identify the program by filling in the correct bubble and provide the name of that person in the Name box.

Sample: ● Correct **YOU MUST PROVIDE PROOF OF PARTICIPATION**

- ○ Medicaid/Medi-Cal
- ○ Supplemental Security Income (SSI)
- ○ Supplemental Nutrition Assistance Program (SNAP) (Food Stamps)
- ○ Healthy Families Category A
- ○ Tribal TANF
- ○ Women, Infants and Children Program (WIC)
- ○ Low Income Home Energy Assistance Program (LIHEAP)
- ○ Federal Public Housing Assistance or Section 8
- ○ Temporary Assistance for Needy Families (TANF) (CalWORKS, StanWORKS, WTW or GAIN)
- ○ National School Lunch's FREE Lunch Program (NSL)
- ○ Bureau of Indian Affairs General Assistance
- ○ Head Start Income Eligible (Tribal Only)

Name: _____

(if you complete Method 1 above, do not complete Method 2 below)

Method 2 Income-Based: If the income level for your household is at or less than the maximum California LifeLine income listed below, please identify your household size by filling in the correct bubble.
YOU MUST PROVIDE PROOF OF YOUR TOTAL HOUSEHOLD INCOME.

TOTAL # OF ADULTS AND CHILDREN IN YOUR HOUSEHOLD	MAXIMUM California LifeLine YEARLY INCOME	Provide COPIES of any of the following income documents. Do not tape or staple to this form.
○ 1-2 Members	$24,000	● Prior year's state, federal, or tribal tax return; or ● Income statements or paycheck stubs for three consecutive months within the calendar year ● Child support document ● Statement of benefits from Social Security, Veterans Administration, retirement/pension, unemployment compensation, and/or workmen's compensation ● A divorce decree ● Other official documents
○ 3 Members	$28,200	
○ 4 Members	$34,000	
○ 5 Members	$39,800	
For each additional member after 5 members add $5,800 to $39,800		
○ _____ Members	$_____	

Part D DO NOT QUALIFY If you do not qualify for California LifeLine fill in the bubble below and sign the form.

○ I do not qualify for California LifeLine

Part E Signature By signing below, I certify, under penalty of perjury, that the service address is my principal place of residence, I have not been claimed as a dependent on another person's tax return, and that the information in this form is true and correct. Please note the printed name must match the person's name in Part B of this form unless this form is signed by a Legal Guardian or a person with Power of Attorney.

Applicant Signature (required)	○ Fill in if signed by a Legal Guardian or a person with Power of Attorney	Date: M M D D Y Y
Printed Name (required)		

Part F Please fill in if you prefer to receive future notifications in: ○ Large Print ○ Braille

SAMPLE

CALIFORNIA LIFELINE TELEPHONE PROGRAM (CALIFORNIA LIFELINE)

Sponsored by the California Public Utilities Commission

INSTRUCTIONS FOR COMPLETING THE CALIFORNIA LIFELINE APPLICATION FORM

PLEASE READ ALL INSTRUCTIONS CAREFULLY

Your telephone company has notified us of your interest in applying for the California LifeLine Program. You must complete the enclosed Application for us to determine whether you qualify for the program. You can also complete your Application online at www.californialifeline.com if you are qualifying by Method 1 – Program Based. The Application form and any required documentation must be completed and received by:

Due Date: 7/1/2009

A self-addressed return envelope is provided. If a completed form is not received by the due date, you will not be considered for the LifeLine discounts and you will continue to pay the regular rates for basic local home phone service.

IF YOU HAVE ANY QUESTIONS ABOUT THESE FORMS:
Call toll-free from 7:00 AM to 7:00 PM Monday to Friday. Toll-free 1-877-858-7463 or TTY 1-888-858-7889

SAMPLE

INSTRUCTIONS FOR COMPLETING THE APPLICATION FORM

Part A Carrier Information This part identifies the telephone company providing you with phone service, your California LifeLine phone number, and the date your California LifeLine discounts will begin. If any information in Part A is incorrect, please call the phone number listed next to the telephone company's name.

Part B Billing Address and Service Address Service Address as shown on the form should be your principal place of residence. If any information in Part B is incorrect, please call the phone number listed on the form next to the telephone company's name in Part A.

Part C Eligibility You may use either Method 1 Program-Based **OR** Method 2 Income-Based to qualify for California LifeLine. Do NOT choose both.

If you are using **Method 1 Program-Based**, fill in the bubble next to the program name that you or another person in your household is enrolled in. Provide the name of the person enrolled in the program in the box marked **"Name:"**.

If you are using **Method 2 Income-Based** to qualify for LifeLine, fill in the bubble next to the total number of adults and children living in your household. **You must provide proof that your total household income is at or below the California LifeLine maximums when returning the Application form.** Any of the following income documents that represent your total income is acceptable.

- Prior year's state, federal, or tribal tax return; or
- Income statements or paycheck stubs for three consecutive months within the calendar year
- Child support document
- Statement of benefits from Social Security, Veterans Administration, retirement/pension, unemployment compensation, and/or workmen's compensation
- A divorce decree
- Other official documents

California LifeLine Application Form Instructions

Do not staple or tape the income documents to the form, and be sure to send only copies because these income documents will not be returned to you.

Household income is defined as all revenues received by everyone in your household, whether taxable or non-taxable, including, but not limited to: wages, salaries, interest, dividends, spousal support and child support, grants, gifts, allowances, stipends, public assistance payments, social security and pensions, rental income, income from self-employment and cash payments from other sources, and all employment-related, non-cash income.

Part D Do Not Qualify If after reviewing the two qualification methods, you find you do not qualify for the California LifeLine Telephone Program, then fill in the **I Do Not Qualify for California LifeLine** bubble and sign and return the form. You will not receive LifeLine discounts on your telephone service.

Part E Signature By signing the form, you are certifying, under penalty of perjury, that the service address is your principal place of residence, that you have not been claimed as a dependent on another person's income tax return, and that the information in the Application form is true and correct. You must print your name under your signature. **Use only black or blue ink.** If the form is signed by a Legal Guardian or a person with Power of Attorney, please fill in the bubble.

Part F How do you prefer to receive future notifications? You will be notified in writing once it is determined whether you qualify for California LifeLine. Also, to continue your participation in California LifeLine, you must renew your eligibility each year. If you prefer to receive future notifications including your next renewal form in Braille (English only) or in large-font, please specify your preference by filling in the correct bubble.

SAMPLE

PLEASE REMEMBER:

1. **Keep these instructions for your files, do not send these instructions with the application.**
2. **We must receive your completed form by 7/1/2009.**
3. **Do not send your original income document(s), send COPIES only because they will NOT be returned to you.**

California LifeLine Eligibility

The California LifeLine Administrator may review your eligibility to participate in the California LifeLine program at any time. If the review finds that you are not eligible, you will be removed from California LifeLine and billed for previous California LifeLine discounts that you should not have received plus interest at the 3-month commercial paper rate.

12 PUBLIC CALL CENTER REFERENCE MATERIAL

The following documentation is provided as reference material to help Bidders understand operational details of the California LifeLine Public Call Center Program.

Documentation provided in this section is based on historic design, performance, and requirements associated with the California LifeLine Program. Current and future operational criteria (scripts, processes, forms, fields, and etcetera) may be modified at any time by the CPUC. Contractor shall work with the CPUC and carriers as necessary to effect the necessary changes and modifications.

12.1 Public Call Center Traffic Reports

Call Summary Report:

LifeLine Call Summary											
Day of the Month of August 2010	# of Calls to Call Center (operational and non-operational hours)	# of Calls during Non-operational Hours	# of Calls during Operational Hours	# of Calls Responded (operational)	# of Calls Long Abandoned (operational)*	# of Calls Short Abandoned (operational)**	# of Blocked Calls (operational)	# of Calls Followed Up (voice mail/first attempt)	# of Callers Surveyed	# of Calls Unrelated to LifeLine	# of Transferred Calls (Inbound/Outbound)
1	311	21	290	281	0	9	0	13	135	16	73
2	272	24	248	239	0	9	0	5	112	7	69
3	206	12	194	187	0	7	0	4	75	6	49
4	41	41	0	0	0	0	0	0	0	0	0
5	25	25	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0
7	245	8	237	235	0	2	0	17	106	8	52
8	199	3	196	189	0	7	0	6	76	10	40
9	199	9	190	184	1	5	0	7	81	13	42
10	171	5	166	161	1	4	0	5	62	8	47
11	37	37	0	0	0	0	0	0	0	0	0
12	10	10	0	0	0	0	0	0	0	0	0
13	228	9	219	212	1	6	0	10	90	11	33
14	207	2	205	202	0	3	0	6	100	9	39
15	196	5	191	186	1	4	0	3	89	9	45
16	156	9	147	145	0	2	0	1	70	7	30
17	154	5	149	143	2	4	0	1	71	10	39
18	34	34	0	0	0	0	0	0	0	0	0
19	12	12	0	0	0	0	0	0	0	0	0
20	226	5	221	213	0	8	0	11	96	13	43
21	196	4	192	187	1	4	0	1	76	14	49
22	140	5	135	133	0	2	0	3	72	9	47
23	156	3	153	148	1	4	0	0	63	17	47
24	143	2	141	140	0	1	0	2	65	9	42
25	25	25	0	0	0	0	0	0	0	0	0
26	18	18	0	0	0	0	0	0	0	0	0
27	187	3	184	179	1	4	0	18	81	19	57
28	162	5	157	152	1	4	0	1	67	9	49
29	175	5	170	165	3	2	0	2	78	8	44
30	158	5	153	148	0	5	0	1	62	12	59
Totals:	**4289**	**351**	**3938**	**3829**	**13**	**96**	**0**	**117**	**1727**	**224**	**995**

Weekend and holidays are shown in grey.

* Long Abandoned are calls abandoned at 9 seconds or later.

** Short Abandoned are calls abandoned at less than 9 seconds.

Call Wait Times Report:

Individual calls that waited in queue over 30 seconds During September 2010			
Call Count	Date	Wait Time in seconds	Language
1	9/1/10	39	English
2	9/1/10	36	Spanish
3	9/2/10	45	Spanish
4	9/7/10	37	Spanish
5	9/7/10	129	Spanish
6	9/7/10	34	Spanish
7	9/7/10	36	Spanish
8	9/8/10	59	English
9	9/8/10	148	Spanish
10	9/8/10	78	Spanish
11	9/9/10	69	Spanish
12	9/9/10	61	Vietnamese
13	9/10/10	35	English
14	9/10/10	115	English
15	9/13/10	101	English
16	9/13/10	60	Spanish
17	9/13/10	122	Spanish
18	9/13/10	61	Cantonese
19	9/13/10	87	Cantonese
20	9/13/10	40	Mandarin
21	9/13/10	41	Mandarin
22	9/14/10	44	Spanish
23	9/14/10	37	Spanish
24	9/16/10	56	Spanish
25	9/17/10	48	English
26	9/17/10	43	English
27	9/17/10	63	English
28	9/20/10	50	English
29	9/20/10	42	English
30	9/20/10	36	Spanish
31	9/20/10	50	Spanish
32	9/21/10	39	English
33	9/21/10	31	English

Individual calls that waited in queue over 30 seconds During September 2010			
Call Count	Date	Wait Time in seconds	Language
34	9/21/10	39	English
35	9/21/10	51	English
36	9/21/10	67	Spanish
37	9/21/10	39	Spanish
38	9/21/10	91	Spanish
39	9/22/10	78	English
40	9/22/10	62	English
41	9/22/10	51	Spanish
42	9/22/10	37	Spanish
43	9/22/10	239	Spanish
44	9/23/10	71	English
45	9/23/10	57	English
46	9/23/10	111	Spanish
47	9/23/10	90	Spanish
48	9/23/10	54	Spanish
49	9/23/10	90	Spanish
50	9/23/10	282	Mandarin
51	9/24/10	86	Spanish
52	9/27/10	56	English
53	9/27/10	39	English
54	9/27/10	35	Spanish
55	9/27/10	50	Spanish
56	9/27/10	67	Spanish
57	9/27/10	96	Cantonese
58	9/28/10	40	Spanish
59	9/28/10	122	Spanish
60	9/28/10	58	Spanish
61	9/28/10	31	Spanish
62	9/28/10	65	Cantonese
63	9/29/10	51	Spanish
64	9/29/10	39	Spanish
65	9/29/10	91	Spanish
66	9/29/10	39	Spanish

12.2 Public Call Center Demographic Reports

Distribution of Calls by Income Level:

August 2010		Home Phone Service*			Income Levels**								Level of CA LifeLine Participation***		
Date of the Month	# of Calls*	Existing Phone Service	No Phone Service	Declines to Answer	$24,000 or Less (1-2 in household)	$28,200 or Less (3 in household)	$34,000 or Less (4 in household)	$39,800 or Less (5 in household)	$45,600 or Less (6 in household)	$51,400 or Less (7 in household)	$57,200 or Less (8 in household)	More than $57,200 (9+ in household)	Yes, already on LifeLine	No, not on LifeLine	Declines to Answer
1	135	50	85	0	21	5	4	4	0	0	1	0	2	172	3
2	111	51	60	0	22	3	0	0	3	0	0	0	1	133	2
3	74	29	45	0	12	2	1	0	0	0	0	0	1	102	1
4															
5															
6															
7	104	44	60	0	17	4	4	0	1	0	0	0	3	135	2
8	75	24	51	0	14	1	3	1	1	1	0	0	0	104	1
9	79	26	53	0	12	3	2	2	1	0	0	0	2	98	1
10	61	23	38	0	9	4	2	1	1	0	0	0	0	84	1
11															
12															
13	86	32	54	0	10	3	1	0	0	0	0	0	1	109	2
14	99	31	68	0	16	1	2	0	1	0	0	0	1	108	1
15	88	34	54	0	11	3	0	0	0	1	0	0	1	110	1
16	70	32	38	0	8	3	2	0	0	0	0	0	1	79	0
17	70	28	42	0	15	2	2	1	0	0	1	0	1	85	0
18															
19															
20	95	34	60	1	10	3	1	1	1	0	0	0	0	113	0
21	75	30	45	0	8	2	2	4	0	0	0	0	2	97	0
22	72	24	48	0	11	1	1	1	0	0	1	0	0	88	0
23	63	23	40	0	8	2	2	0	0	0	0	0	0	80	0
24	64	37	27	0	5	2	3	0	0	2	0	0	3	77	1
25															
26															
27	79	34	45	0	14	2	2	3	0	0	0	1	2	98	2
28	66	24	42	0	9	0	1	0	0	0	0	0	3	84	1
29	78	33	45	0	16	3	0	0	0	0	0	0	2	94	0
30	62	34	28	0	10	3	2	1	0	0	0	0	0	78	1
Total	**1706**	**677**	**1028**	**1**	**258**	**52**	**37**	**19**	**9**	**4**	**3**	**1**	**26**	**2128**	**20**

* Number of callers that answered the home phone service question.

** Number of callers screened via the income method.

*** Number of callers that answered the LifeLine participation question.

Referrals to Telecos by Caller Ethnicity:

Telephone Company Service Providers	Total calls transferred	African	African American	American Indian	Armenian	Cambodian	Caucuasian	Chinese	Filipino	Hmong	Japanese	Korean	Laotian	Latino	Middle Eastern	Multiracial	Other	Other Asian	Other European	Russian	Ukrainian	Vietnamese	Declines to Answer	No Response
Asian American Association Telecom Services*	51	0	12	0	0	0	4	2	1	1	0	0	0	11	1	2	3	0	0	0	0	1	3	10
Astound Broadband	3	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AT&T California (formally SBC)	899	1	128	8	2	1	236	22	12	3	0	2	1	240	2	20	11	14	4	6	0	4	65	117
AT&T Communications of California, Inc.	29	0	5	1	0	0	4	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	2	4
Blue Casa Communications	89	0	13	0	0	0	7	0	0	0	0	0	0	40	1	3	0	0	0	0	0	0	3	22
Calaveras Telephone Company	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cal-Ore Telephone Company	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Century Tel of Eastern Oregon Inc	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Champion Broadband	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Charter Communications	29	0	6	0	0	0	6	2	0	0	0	1	0	7	0	1	0	0	1	0	0	0	0	5
ConnectTo Communications, Inc.	74	0	24	1	1	0	13	0	0	0	0	0	0	16	0	1	2	0	0	0	0	0	2	14
Cox Communication	80	0	7	1	0	0	16	0	2	0	0	0	0	36	0	0	2	0	0	0	0	0	5	11
CuraTeL	35	0	5	0	0	0	1	0	0	0	0	0	0	21	0	0	0	0	0	0	0	0	2	6
Ducor Telephone Company	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Excel Telecommunications Inc	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Free Choice Communication (PCS1)	80	0	27	0	0	0	21	0	0	0	0	0	0	19	0	0	1	0	0	0	0	0	1	11
Frontier Communications of California**	18	0	3	0	0	0	5	0	0	0	0	0	0	7	0	0	0	1	0	0	0	1	0	1
Global Valley Network	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Happy Valley Telephone Company (TDS Telecom)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Hornitos Telephone Company (TDS Telecom)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Matrix Telecom Inc. (Trinsic Communications)	36	0	12	2	0	0	6	0	0	0	0	0	0	8	0	0	1	0	0	0	0	0	1	6
MCI (Verizon Access Transmission Services)	266	1	66	6	0	1	45	0	1	0	0	0	1	72	1	3	3	1	0	0	0	0	19	46
Mpower Communications Corp.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pinnacles Telephone Company	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ponderosa Telephone Company	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Race Telecommunications, Inc.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
RCN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sage Telecom Inc.	11	0	3	0	0	0	3	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	3
Sebastian (formally Foresthill Telephone)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sebastian (formally Kerman Telephone Company)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Sierra Telephone Company Inc.	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Siskyou Telephone Company	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SureWest Broadband (Surewest Televido)	7	0	3	0	0	0	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Telephone Company Service Providers	Total calls transferred	African	African American	American Indian	Armenian	Cambodian	Caucuasian	Chinese	Filipino	Hmong	Japanese	Korean	Laotian	Latino	Middle Eastern	Multiracial	Other	Other Asian	Other European	Russian	Ukrainian	Vietnamese	Declines to Answer	No Response
SureWest Telephone (Roseville)	11	0	1	0	0	0	4	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	1	1
TC Telephone	92	0	18	0	0	0	9	0	1	0	0	0	0	21	0	3	3	0	0	0	0	0	6	31
Telscape Communications Inc.	94	0	15	0	0	0	12	0	0	0	0	0	0	49	1	0	0	0	0	0	0	0	6	11
Trinsic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VarTec Telecom Inc	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Verizon Avenue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Verizon California Inc.	186	0	37	5	1	0	25	7	1	0	2	0	0	62	1	3	2	1	1	0	0	0	13	25
Verizon West Coast Inc.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Volcano Telephone Company	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Winterhaven Telephone Company (TDS Telecom)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	**2095**	**2**	**385**	**24**	**4**	**2**	**424**	**34**	**18**	**4**	**2**	**3**	**2**	**630**	**7**	**37**	**28**	**17**	**6**	**6**	**0**	**6**	**130**	**324**

* Enhanced Communications Network Inc.

** Effective 09/01 all Frontier Communications entities are now reported under Frontier Communications of California (Citizens Telecommunications Company of California).

Sample Quarterly Marketing Report Data:

Topic	Category	April 2010	May 2010	June 2010	2nd Qtr Totals	Percent of 10,186 inquiries
Reason given for not having a landline home phone service	Too Expensive	225	272	727	1,224	12.0%
	No Identification	147	228	311	686	6.7%
	Just Moved In	147	166	285	598	5.9%
Gender	Male	581	688	1270	2,539	24.9%
	Female	1576	1977	3722	7,275	71.4%
	Unknown	61	94	217	372	3.7%
Primary Spoken Language	English	1384	1851	3379	6,614	64.9%
	Spanish	393	472	1322	2,187	21.5%
	Cantonese	179	136	133	448	4.4%
	Mandarin	130	131	113	374	3.7%
	Vietnamese	32	61	65	158	1.6%
	Korean	40	24	32	96	0.9%
	Tagalog	17	35	34	86	0.8%
	Khmer (Cambodian)	4	7	2	13	0.1%
	Hmong	5	5	4	14	0.1%
	Lao	0	1	1	2	0.0%
	Japanese	1	0	2	3	0.0%
	Armenian	4	4	8	16	0.2%
	Russian	1	1	2	4	0/0%
	Other-African	0	1	0	1	0.0%
	Other-Asian	4	1	1	6	0.1%
	Other-European	0	2	3	5	0/0%
	Other	6	6	15	27	0.3%
	Unknown	18	21	93	132	1.3%
	Declines to Answer	0	0	0	0	0/0%
Cell Phone/ Landline Phone	Has Cell Phone	489	671	1603	2,763	27.1%
	# of people with cell phone and no landline	145	248	545	938	9.2%
	# of people with cell phone with landline	344	423	1058	1,825	17.9%

12.3 RHA Public Call Center Annual Report

On the following pages, is an example of RHA's most recent Annual Report of its Public Call Center activities.

California LifeLine Call Center Services

Annual Report

- August 1, 2009—July, 31 2010

Submitted to:
California Public Utilities Commission
October 20, 2010

Submitted By:
RHA
program design+management
590 W. Locust Ave Suite 103
Fresno, CA 93650
559.447.7000

Executive Summary

Year Two of the California LifeLine Call Center contract extension began on August 14, 2009 through August 15, 2010. This report provides call center data for the period of **August 1, 2009 through July 31, 2010**.

RHA is pleased to have worked with CPUC staff to provide California LifeLine Call Center Services successfully since 2003. The RHA California LifeLine Call Center has provided excellent customer service to all callers and has ensured that CPUC performance standards were met or exceeded. RHA's Call Center Customer Service Representatives (CSR) offered the California LifeLine target population in-language assistance and went above and beyond to exceed caller expectations. This achievement contributed to the overall success of the California LifeLine Telephone Program.

Introduction

Call Center Hours of Operation
The California LifeLine Call Center hours are 8:00 a.m. to 7:00 p.m. PST, Monday through Friday. Calls are handled by in-language voice mail before and after normal operating hours.

Languages Served
The RHA California LifeLine Call Center provides in-language service to callers in the following languages: Cantonese, English, Hmong, Japanese, Khmer, Korean, Laotian, Mandarin, Spanish, Tagalog and Vietnamese. In-language CSR staffing is based on call volumes and planned marketing activities. All non-staffed languages are served via the Language Line Interpretation Service.

Coordination
RHA coordinates with other California LifeLine stakeholders to ensure the California LifeLine Telephone Program is successful and efficient.

The CPUC and RHA conducted the kick-off meeting on August 24 and 25, 2009. RHA provides the CPUC with monthly call center reports by the 10th business day of each month. In addition, RHA keeps in close contact with the CPUC via regular emails and phone calls as necessary. The CPUC is consulted regarding any changes or recommendations suggested by RHA, and only after CPUC approval is received are changes implemented.

RHA participates in the California LifeLine Working Group conference calls two times per month. A Call Center update is provided to the team (as appropriate) and data is provided on a quarterly basis. RHA also has the benefit of hearing the CPUC, Solix, RHA Marketing Team and Carriers provide updates. This allows for the Call Center to be aware of California LifeLine global issues and/or changes and to respond by adjusting Call Center activities.

The Call Center Program Manager works closely with the California LifeLine Marketing Manager to ensure that there is ongoing communication regarding planned media buys. This coordination is necessary to ensure that the Call Center is able to staff appropriately to answer the calls, by language generated by the media buy. This coordination has been successful and in turn has allowed the Call Center to meet the abandonment rate and queue time performance standards while providing excellent service to callers.

Carrier Coordination

RHA began sending out emails to carriers on November 5, 2009 with an Excel attachment of the data currently on file and requested that the carrier update the data. Those carriers that had no data on file were asked to complete the spreadsheet, rather than update. In some instances, it required numerous emails and reminders from RHA to solicit carrier responses and/or communication to clarify the data they provided. RHA updated the online system to include the new information, which is used for the neutral carrier referral process.

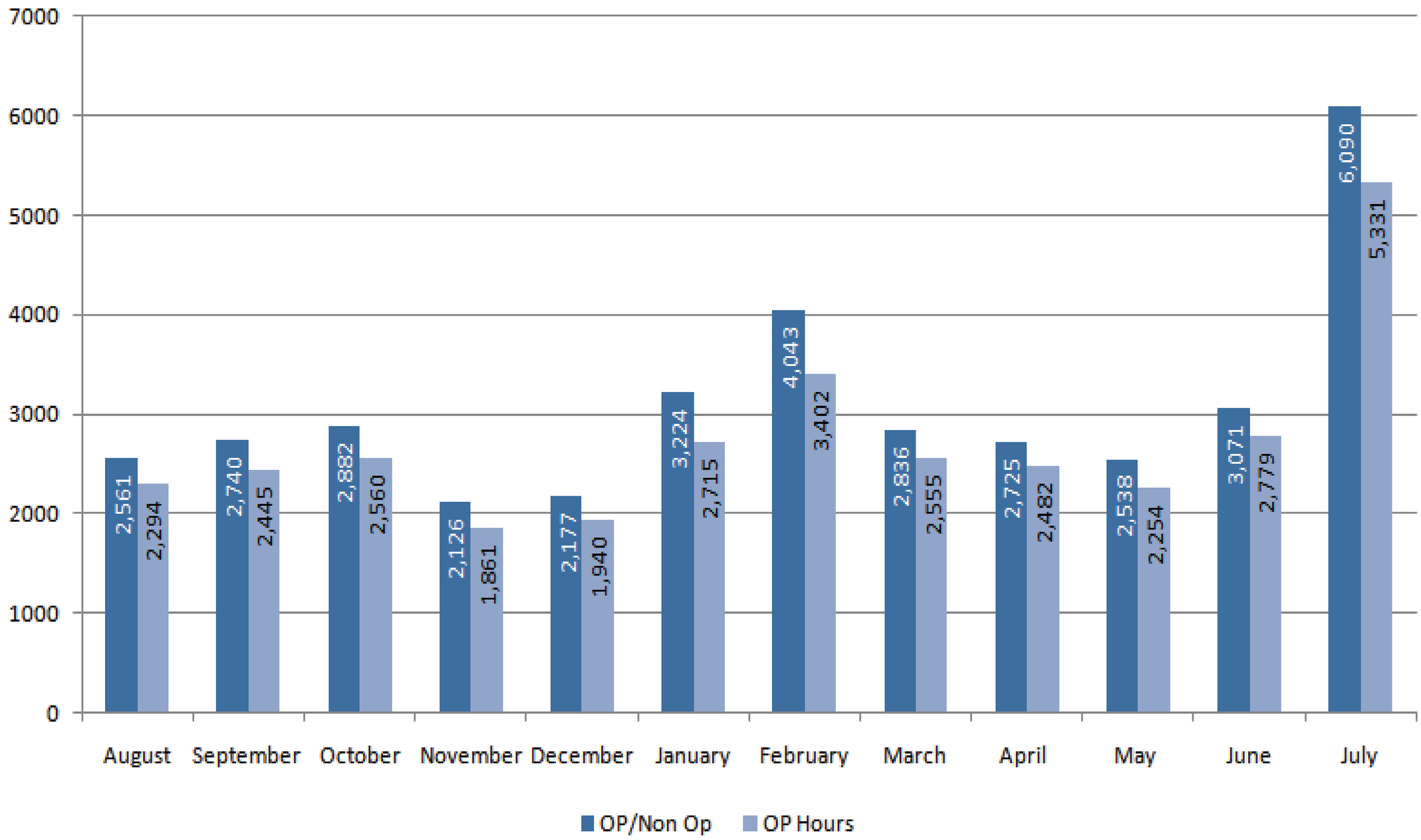
Referrals to carriers are done by zip code and the CSR transfers the California LifeLine caller to the carrier of their choice. Calls are transferred to the appropriate in-language carrier toll-free number as appropriate. The online system allows the CSR to view the following data for each carrier:

- Carrier name(s)
- Toll-Free numbers by language
- Days and hours of operation
- Languages served

Accomplishments: California LifeLine Call Summary Data

This chart provides the detail regarding the 37,013 calls received by the California LifeLine Call Center in dark blue and the total of 32,618 received during operating hours only in light blue.

Total Incoming Calls, Total Calls During Operational Hours and Media Buy Impact



The Media buy dates for this contract period were:

English/Spanish:

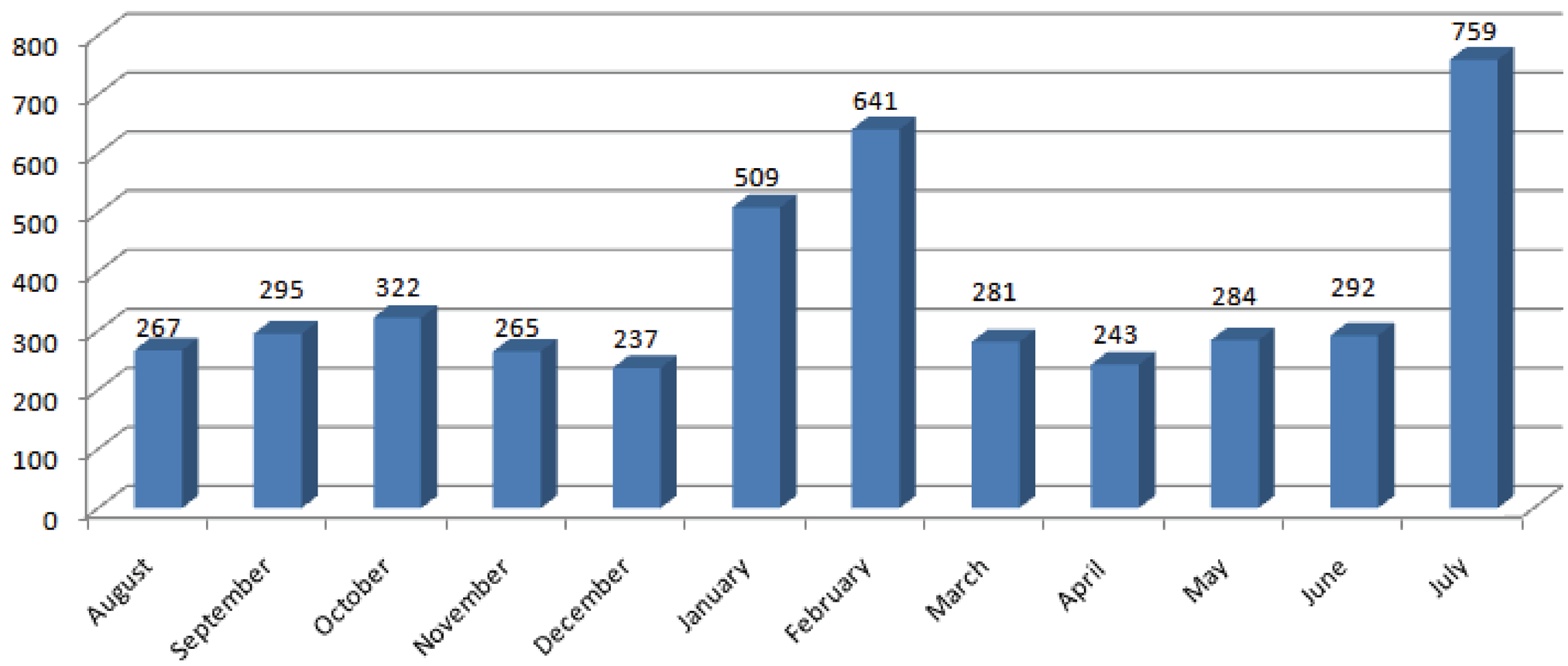
- Phase III Summer: July 13- October 18, 2009
- Phase I Winter: January 18-February 28, 2010
- Phase II Summer: July 12-August 1, 2010

Asian:
Phase III Summer: July 6- October 4, 2009

- Phase I Winter: January 11-February 28, 2010
- Phase II Summer: April 18-June 6, 2010
- Phase III Summer: June 20-August 1, 2010

Calls received during non-operational hours
A total of 4,395 calls were received during non-staffed hours (before 8:00 a.m. and after 7:00 p.m. PST weekdays, Saturdays and Sundays)

August 2009- July 2010



Wait time during operational hours

Month	Number of Calls Holding Over 30 Seconds	Percentage of calls holding over 30 Seconds
August 2009	3	0.13%
September 2009	13	0.53%
October 2009	10	0.39%
November 2009	6	0.32%
December 2009	3	0.15%
January 2010	12	0.44%
February 2010	12	0.35%
March 2010	13	0.51%
April 2010	16	0.64%
May 2010	16	0.71%
June 2010	19	0.68%
July 2010	67	1.26%

Hold (also known as wait or queue) time is defined as the period of time a caller is holding in the queue waiting for a CSR. If a CSR is not immediately available, the caller will hear their estimated wait time and place in line. The caller will remain in the queue until a CSR is available. The caller may also choose to opt out and request a return phone call in the order it was received. The Performance Standard for hold time is that less than 90% of the calls may hold for a maximum of 30 seconds. RHA has successfully met this performance standard.

Abandonment rate during operational hours

Month	Total Short Abandoned Calls	Total Long Abandoned Calls	Total Calls During Operational Hours	Long Abandoned Rate	Overall Abandoned Rate
August 2009	62	2	2294	0.09%	2.79%
September 2009	51	2	2445	0.08%	2.17%
October 2009	79	4	2560	0.16%	3.24%
November 2009	48	4	1861	0.21%	2.79%
December 2009	41	2	1940	0.10%	2.22%
January 2010	52	1	2715	0.04%	1.95%
February 2010	45	1	3402	0.03%	1.35%
March 2010	31	0	2555	0.00%	1.21%
April 2010	33	0	2482	0.00%	1.33%
May 2010	39	1	2254	0.04%	1.77%
June 2010	47	3	2779	0.11%	1.80%
July 2010	172	15	5331	0.28%	3.51%

Abandoned calls are calls where the caller disconnected the call before a Customer Service Representative answered the call. Short abandoned represents calls that were abandoned within eight seconds or less. Long abandoned is defined by calls that were abandoned at nine seconds or greater.

RHA has successfully met the abandonment rate performance standard by not exceeding the daily maximum of 4%. Daily abandonment data is provided to the CPUC on a monthly basis. The abandonment rate performance standard only measures short abandoned. However in the table above, RHA has also provided overall abandonment rate, which includes both short and long abandoned and demonstrates that the overall abandonment rate is also lower than the 4% threshold.

The Marketing Contract media buys directly increase both call volume and abandonment rates.

Blocked Call Rate

The performance standard for blocked calls is a daily maximum of 2% of calls being blocked to the Call Center. The California LifeLine Call Center has experienced no blocked calls, which represents a 0% blocked call rate.

Calls by Call Reason
The Customer Service Representative selects the appropriate Call Reason based on the caller's primary request. The table below represents the percentage of callers for each of the primary call reasons.

Call Reason	Percentage
California LifeLine Eligibility Screening	51.21%
California LifeLine Information/Request	17.53%
Application/Renewal Question	13.67%
Telephone Company Question or Referral	10.32%
Non-California LifeLine Call	6.08%
California LifeLine Concern	1.19%

Calls by Final Call Result
The Customer Service Representative selects the appropriate Final Call Reason based on the primary result or outcome of the call. The table below represents the percentage of callers for each of the final result options.

Call by Final Call Result	Percentage
California LifeLine Transferred/Referred to Telephone Company	53.19%
Referred to Application/Renewal Line	14.81%
RHA Provided Information	14.02%
Abandoned Call	6.41%
Non-California LifeLine Transferred/Referred to Telephone Company	4.64%
Customer Would Like to Call Back	3.87%
Customer Ineligible	1.19%
Other	0.86%
Referred to CPUC	0.62%
Referred to California LifeLine Help Desk	0.21%
Call Result Still Undefined	0.20%

California LifeLine Caller Demographic Data
In addition to the data captured by the phone system, the California LifeLine Call Center captures demographic data from the caller as part of the normal data collection process, eligibility screening or optional survey screening.

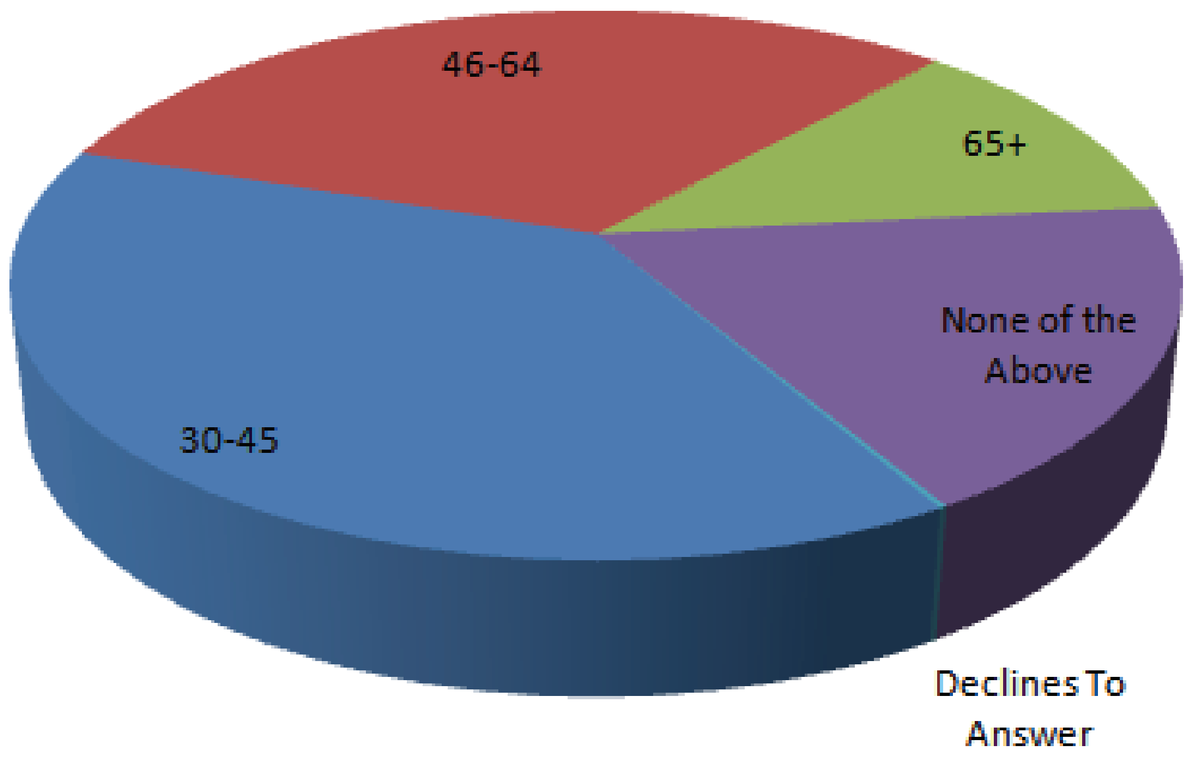
Optional Survey
RHA conducts an optional survey in order to gather valuable information to enhance the California LifeLine Marketing and Outreach program. Callers are provided the following introduction to the optional survey section:
We have a very simple and quick survey that will help us improve the LifeLine Program. It will take about 1 minute. Your participation in this survey will not affect your eligibility. May I continue with our optional survey?

Calls by Gender
At the time of a call the CSR selects the appropriate gender, based on the caller's voice. This information has been used in the past to determine the gender responding to the California LifeLine message and call to action form the advertising, public relations, and outreach efforts.

- 74% of the callers were female
- 26% of the callers were male

Calls by Age Range
Scripted question: What is your age range?

Age Range	Percentage
30-45	38.56%
46-64	31.50%
65+	11.64%
None of the Above	18.13%
Declines To Answer	.17%



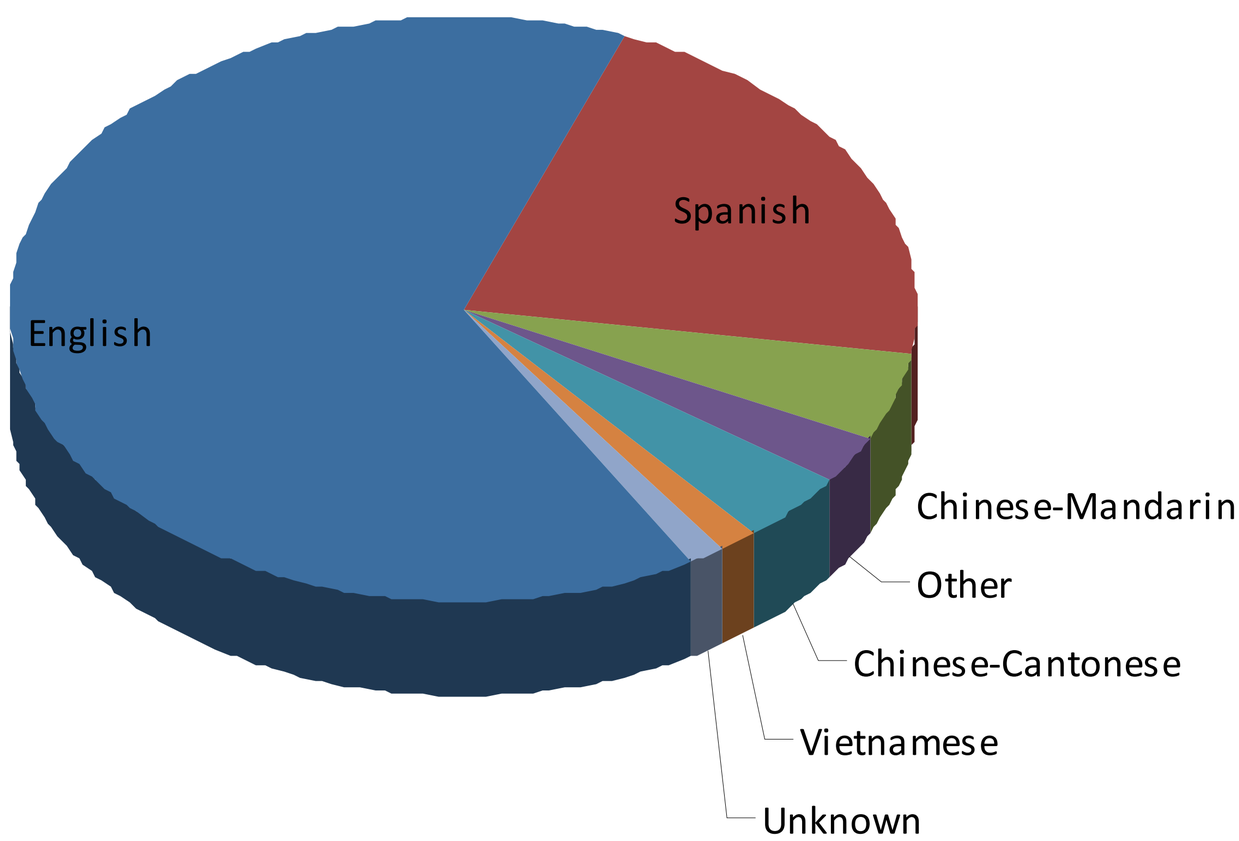
Calls by Primary Language
Scripted question: Which language do you primarily speak?

The CSR enters the language that the customer is speaking earlier in the call, but then asks this scripted question during the optional survey. Languages reported below are a combination of the initial data captured and the survey responses.

Language	Percentage
English	64.06%
Spanish	21.83%
Chinese-Mandarin	4.65%
Other*	2.84%
Chinese-Cantonese	3.79%
Vietnamese	1.50%
Unknown*	1.35%

Languages < 1%*	Percentage
Korean	0.96%
Tagalog	0.94%
Hmong	0.19%
Khmer	0.14%
Armenian	0.10%
Russian	0.07%
Japanese	0.06%
Other Asian	0.06%
Lao	0.05%
Other European	0.04%
Other African	0.02%
Declines to State	0.01%

**Languages with response rates less than 1% are included in other. Unknown not included in chart below.*

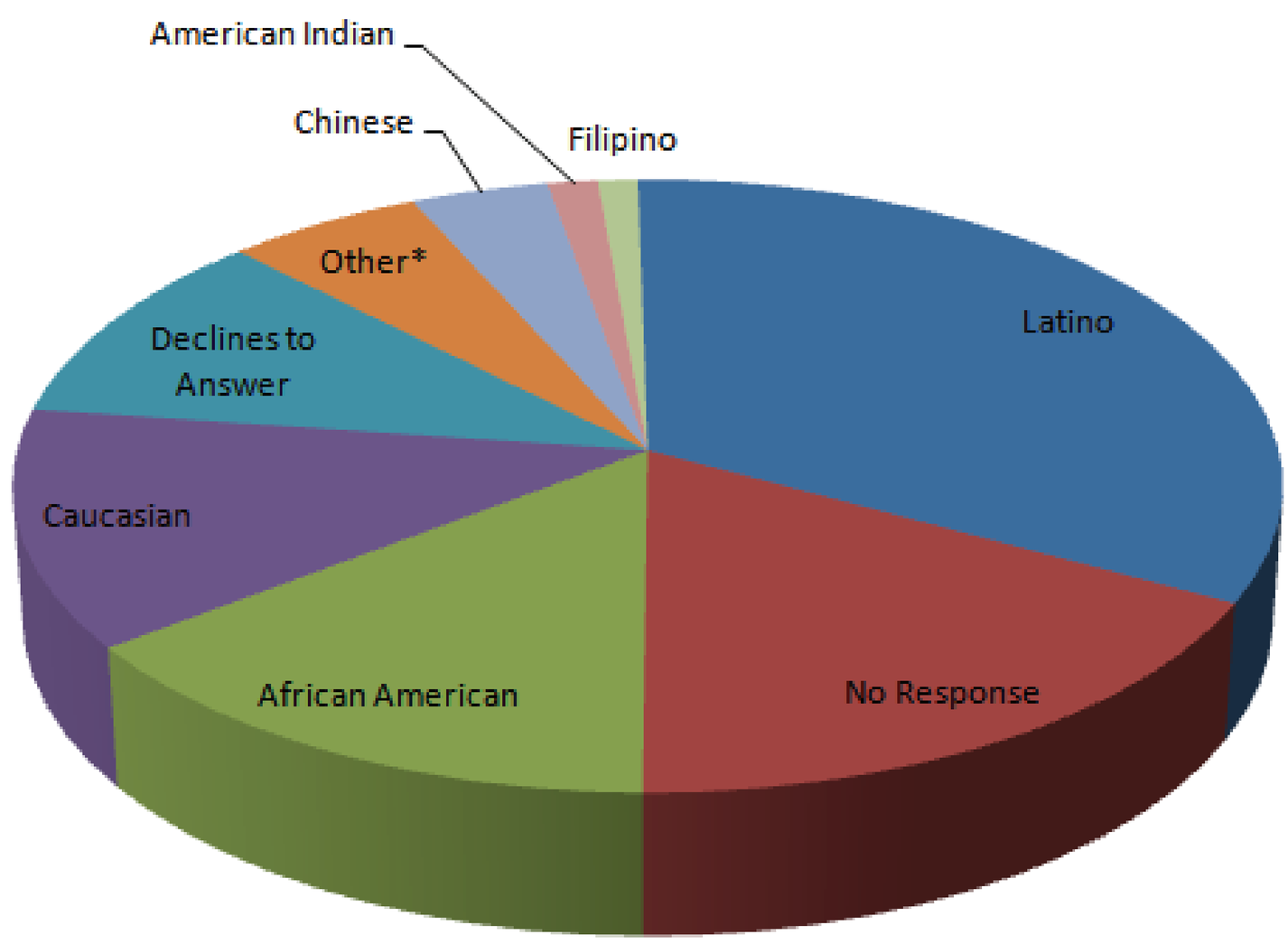


Calls by Ethnicity:
Scripted Question: What is your race or ethnic background?

Ethnicity	Percentage
Latino	33.21%
No Response	17.18%
African-American	14.48%
Caucasian	12.59%
Declines to Answer	10.41%
Other*	5.63%
Chinese	3.92%
American Indian	1.43%
Filipino	1.14%

Ethnicity < 1%*	Percentage
Multiracial	0.81%
Vietnamese	0.67%
Other Asian	0.63%
Laotian	0.42%
Korean	0.42%
Armenian	0.28%
Cambodian	0.26%
Middle Eastern	0.24%
Hmong	0.24%
African	0.15%
Other European	0.15%
Russian	0.14%
Ukrainian	0.06%
Japanese	0.06%

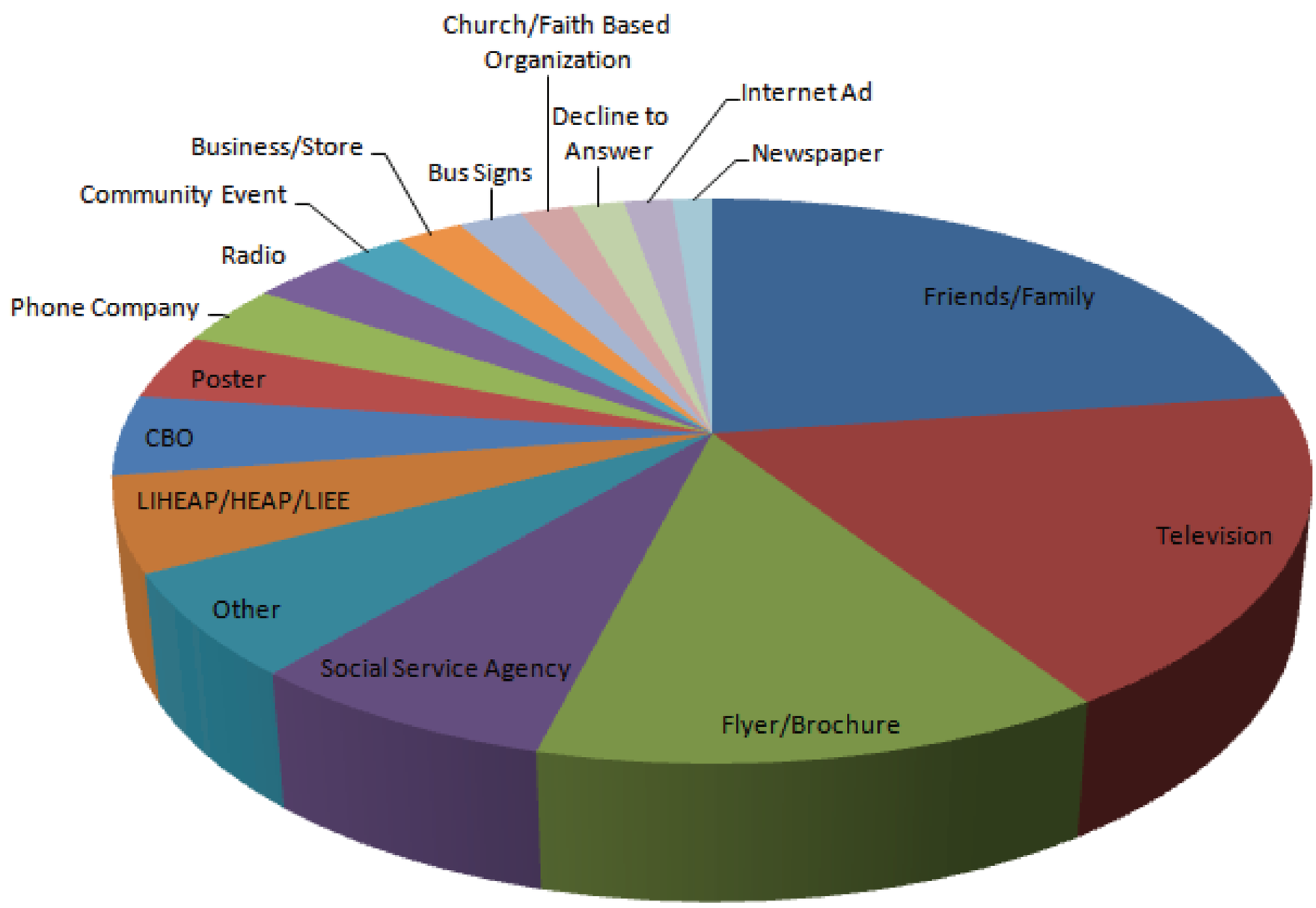
**Ethnicities with response rates less than 1% are included in other. Declines to answer not included in chart below.*



Calls by Media Type
Scripted Question: How did you hear about California LifeLine?

Media Type	Percentage
Friends/Family	22.17%
Television	17.59%
Flyer/Brochure	12.78%
Social Service Agency	7.00%
Other	5.82%
LIHEAP/HEAP/LIEE	5.27%
CBO	4.48%
Poster	3.67%
Phone Company	3.39%
Radio	2.87%
Community Event	2.26%
Business/Store	2.07%
Bus Signs	1.99%
Church/Faith Based Org.	1.62%
Decline to Answer	1.60%
Internet Ad	1.50%
Newspaper	1.23%

Media Type < 1%	Percentage
Phone Bill Insert	0.77%
Billboard	0.72%
211	0.58%
Senior Outreach	0.29%
Phone Book/Yellow Pages	0.17%
School/College	0.11%
CTAP	0.06%
Native American	0.02%



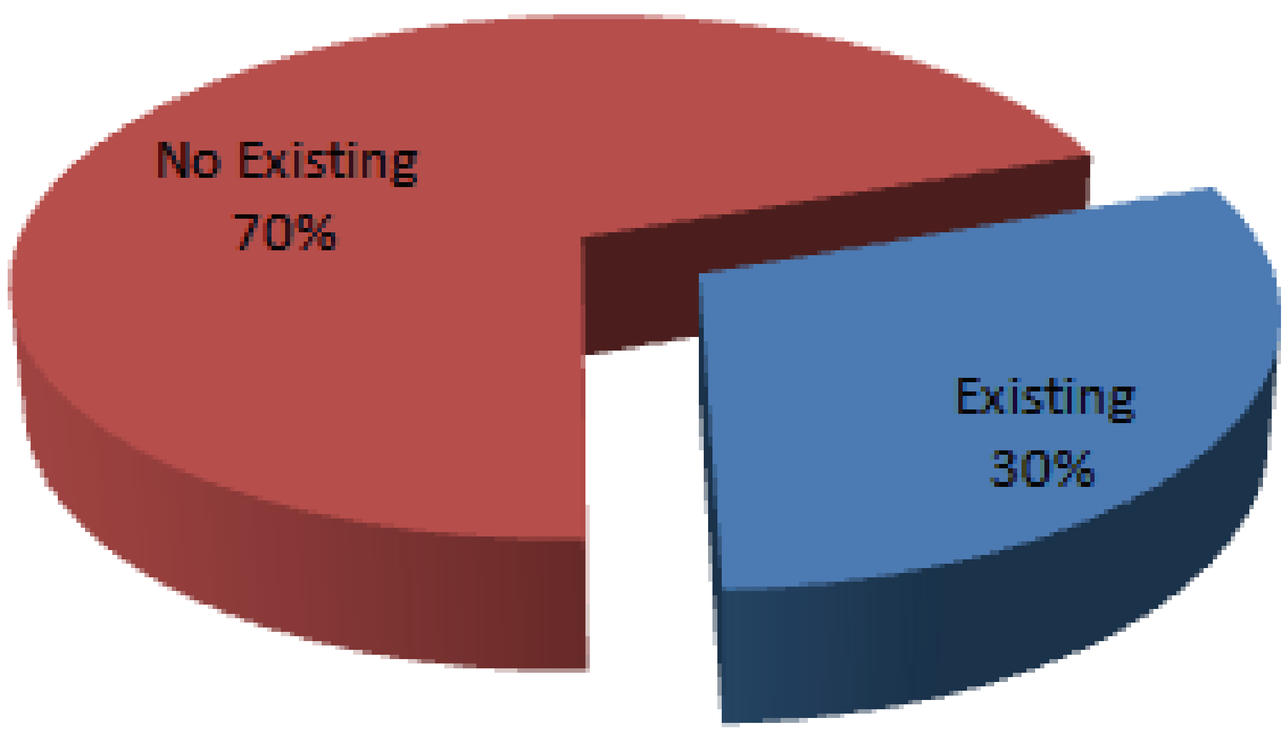
Existing Phone Service Data

Scripted Question: Do you have a cell phone?

- 62% of callers responded, "yes"
- 38% of callers responded, "no"

Scripted Question: Do you have a home phone?

- 70% of all callers had existing phone service
- 30% of all callers had no existing phone service



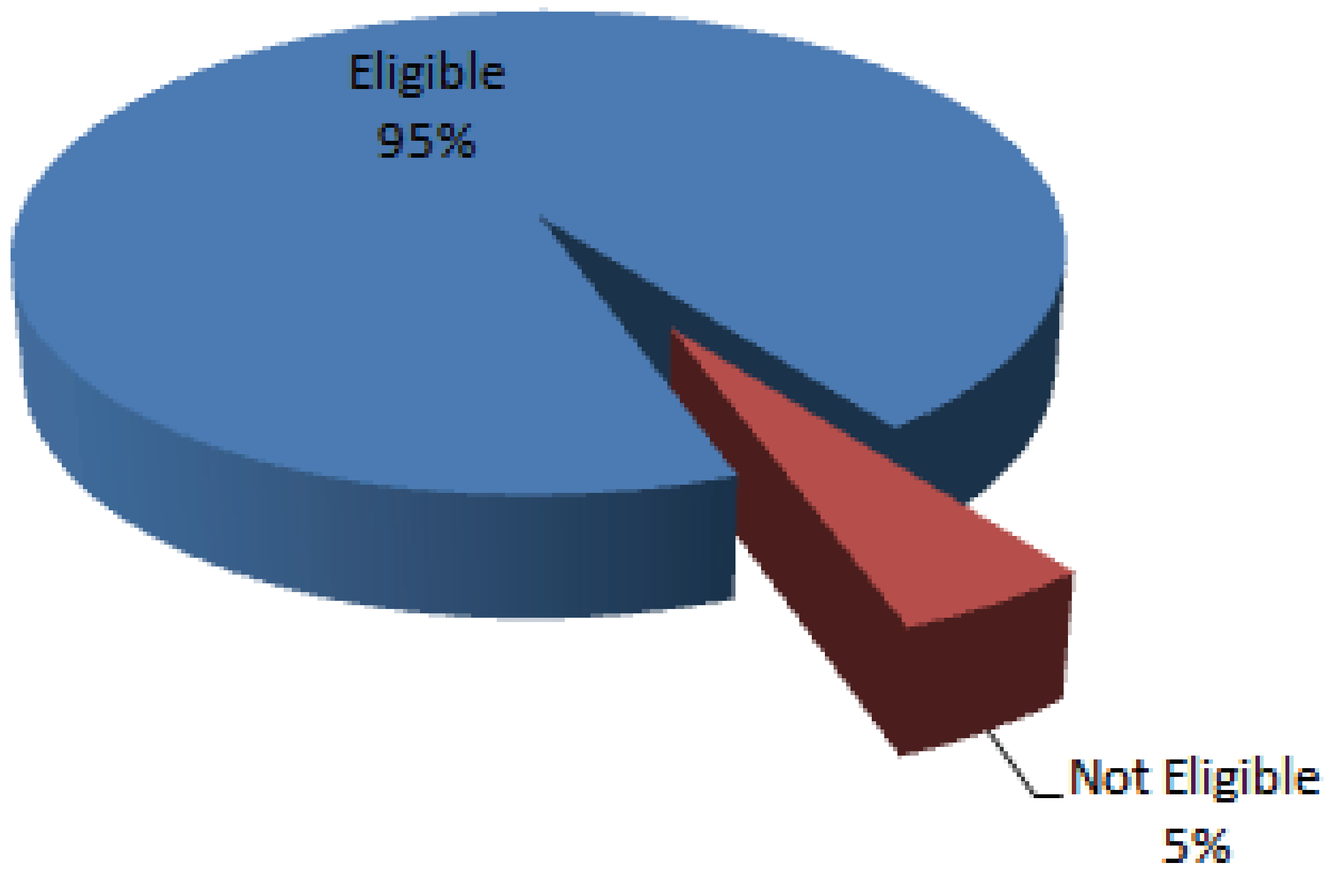
Reasons for not having home phone service reported by callers:
Scripted Question: Why do you not have home phone service?

Reason	Percentage
Too Expensive	36.28%
Just Moved In	20.50%
No Identification	16.38%
Cell Phone As Primary Line	8.90%
Didn't Think I Needed	8.42%
Previously Disconnected	7.38%
Declines to State	0.84%
Other Reason	0.70%
Renting a Room	0.59%

California LifeLine Eligibility Screening:

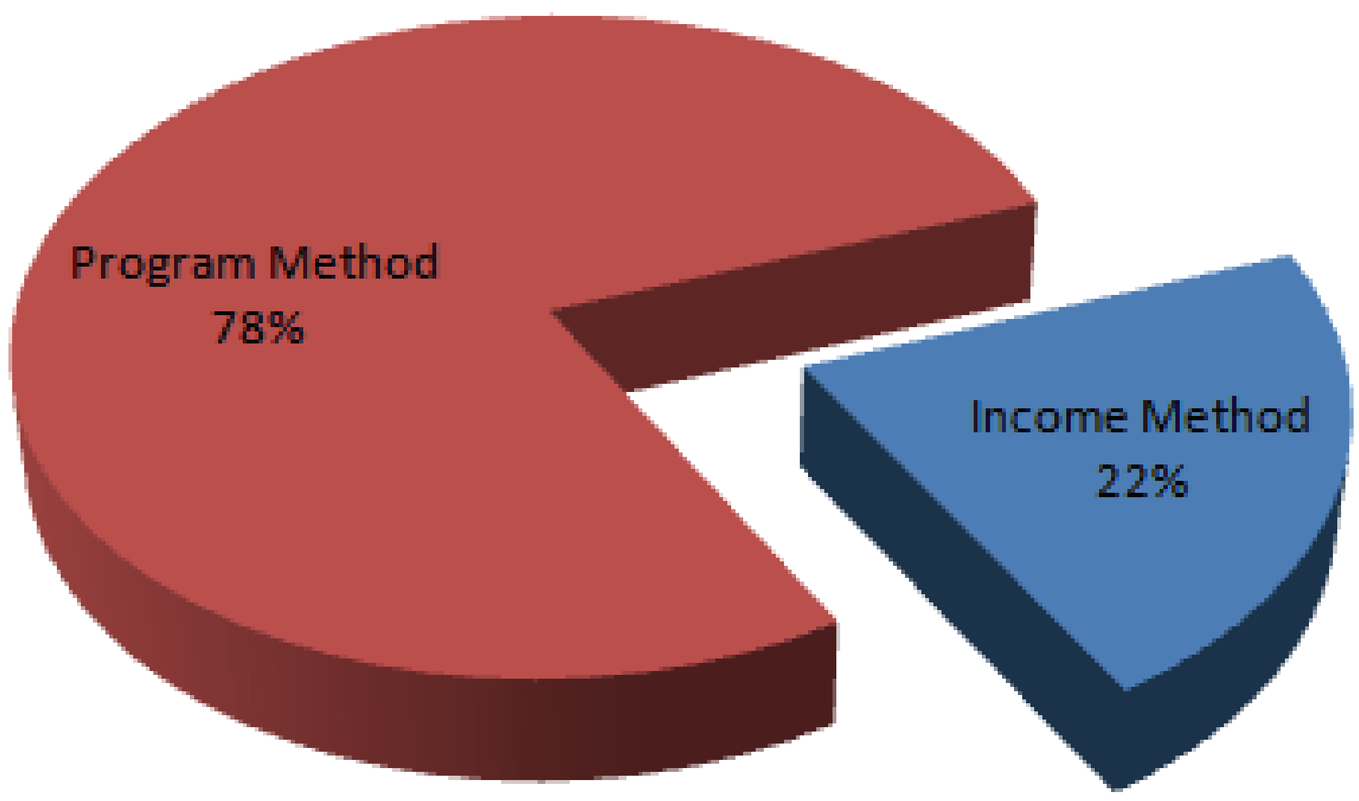
Of the 16,252 total calls screened for California LifeLine eligibility:

- 95% were determined eligible
- 5% were not eligible

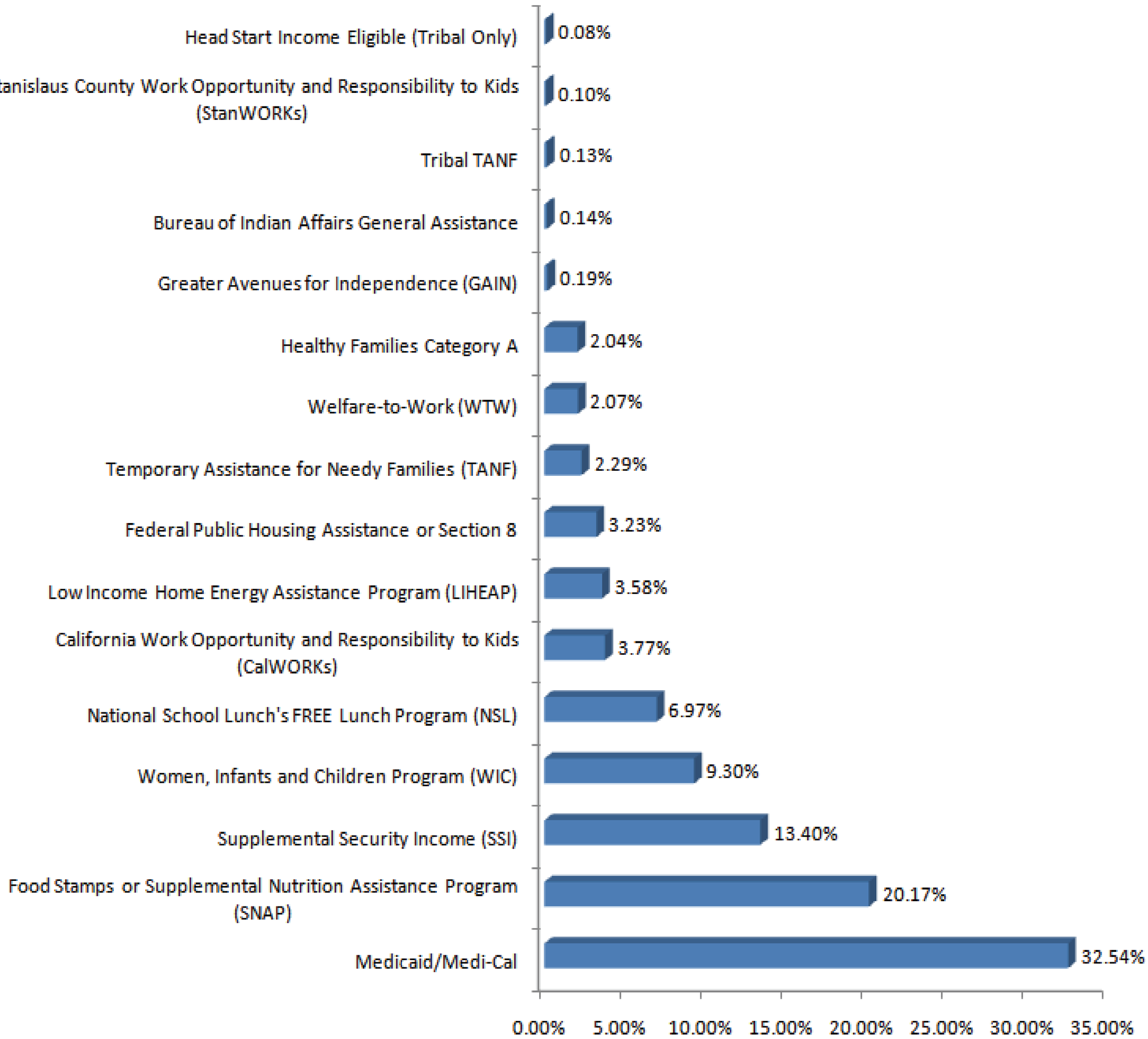


Of the callers screened for eligibility, they would have qualified for California LifeLine by these methods:

- 78% qualified by the Program-Based Method
- 22% qualified by the Income-Based Method



Percentage of individuals qualifying by the Program-Based Method by approved public assistance program:



Transfers to Telephone Companies
14,799 callers were transferred to the telephone company of their choice.

Challenges and Solutions

Carrier Data:
RHA contacted the carriers and asked them for updated information to be used for the neutral carrier referral process in 2009. Again, this very labor intensive process posed a challenge as it took many reminder e-mails and calls to solicit responses from some carriers. An ongoing challenge is that carriers do not provide updates to RHA when zip code coverage or other key data elements change. RHA often discovers that a carrier has changed the zip codes served when a California LifeLine customer contacts the Call Center to report it.

Solution: RHA contacts the carriers directly when there are reports from customers or Call Center CSRs to verify a change in zip code coverage or other data elements. Once confirmed, RHA updates our online system immediately. RHA also sends an email to the carriers each year to confirm that the data previously provided is still accurate.

Application and Renewal Calls:
About 14% (increased from 12% in the prior contract year) of the calls the California LifeLine Call Center receives are Application and Renewal questions in nature. RHA refers those callers to the California LifeLine Administrator for assistance. Many times the caller reports that the California LifeLine Administrator's IVR is too complex and confusing. The callers contact the California LifeLine Call Center as they would prefer to speak to a live representative rather than having to go through multiple options to access a live representative. This issue is compounded by callers who are non-English speaking.

Solution: There is currently a proposed IVR revision that would allow for callers to access a live representative earlier in the Administrator's IVR tree. This system enhancement would positively increase the access to information for California LifeLine customers and potentially increase response rates.

Call Center Enhancements:
RHA enhanced our redundancy with a UPS (Uninterruptible Power Supply) for server room, call center and specified office space with a 30-kilowatt, natural gas-fired emergency backup generator for all equipment, air conditioning, and lighting in those specified areas. This will allow for uninterrupted call center operations in the event of a power outage.

12.4 Public Call Center Operational Guidelines

On the following pages is the current October 2010 version of the CPUC's guidelines for operation of the Public Call Center. This manual was created by RHA under contract to the CPUC and is offered to assist bidders understand the Public Call Center's CPUC approved functions. Note that these guidelines do not yet incorporate changes that may be necessary as a result of CPUC Decision 10-11-033 of November 19, 2010 (published November 23, 2010).

California LifeLine Telephone Service Program
Call Center Guidelines

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BACKGROUND

As a Customer Service Representative (CSR) your role is vital to RHA in reaching the goal of providing assistance to callers regarding the California LifeLine Telephone Service Program. As our staff reflects, customers served are multi-ethnic and multi-lingual.

Outlined in this document are the standardized guidelines for the RHA California LifeLine Call Center. These guidelines will serve as a step-by-step reference in assisting customers with this exceptional program. RHA's goal is to provide superior customer service to all callers and customers.

RHA is proud to manage the California LifeLine Telephone Service Outreach and Marketing Program as well as the California LifeLine Call Center contract. Administered by the California Public Utilities Commission (CPUC), the LifeLine outreach and marketing campaign targets communities throughout California to increase awareness and enrollment in the California LifeLine Program. The outreach vehicles used for the campaign include the use of Community Based Organizations (CBOs), television, radio and newspaper advertising and public relations activities.

The Moore California LifeLine Service Act of 1983 (AB 1348) established the California LifeLine Telephone Service Program to offer affordable, local telephone service to qualifying California households. The program has a dual purpose – to increase the use of land line phone service in low-income households and to make basic telephone service more affordable for low-income households. California LifeLine service is provided by telephone carriers throughout the state of California and is funded through a ratepayer surcharge. Public Utilities Commission General Order 153 is the governing document for the California LifeLine program.

California LifeLine provides discounted basic local residential telephone service to low-income households and is implemented through a competitively neutral marketing program.

California LifeLine customers will not be disconnected for non-payment of toll charges or non-basic services, such as custom calling features, DSL internet connection, access to 900 numbers, etc. However, non-payment of basic local residential telephone service will be subject to disconnection only if payment is three months in arrears.

California LifeLine is a basic single line residential service that provides voice grade access to the public switched network and includes:

- Touch calling
- Standard white page listing
- Unlimited incoming calls
- Access to emergency services (e.g. 911, E911)
- Access to operator services
- Access to inter-exchange services
- Access to directory assistance
- The option of voluntary toll restriction and toll limitation services
- Free access to toll-free numbers
- One-time free blocking of information services

California LifeLine is available to all low-income residence customers who meet the following eligibility requirements:

1. The residence at which the service is requested is the customer's principal place of residence.

2. The customer and the members of the customer's household collectively have one, and only one, Lifeline line, except as provided for elsewhere in Section 5 of GO 153.

3. The customer's eligibility meets either the income-based criterion or the program based criterion.

Income Based

Income-based criterion allows a customer to enroll in LifeLine based on his/her household income, i.e. members of the customer's household collectively earn no more than the following amount of annual income:

Household Size	Total California LifeLine Annual Income of Household – Adjusted every June 1st (6/01/10 through 5/31/11)
1-2 members	$24,000 per year
3 members	$28,200 per year
4 members	$34,000 per year
Each additional member	$5,800 per year

- The income used to determine eligibility for the LifeLine program shall be based on the definition of "total household income" as defined General Order 153. Income is defined as all revenues from all household members, from whatever source derived, whether taxable or non-taxable including:
    - wages
    - salaries
    - interest, dividends
    - spousal support
    - child support
    - grants
    - gifts
    - allowances
    - stipends
    - public assistance payments
    - social security and pensions
    - rental income
    - income from self-employment
    - cash payments from other sources
    - all employment related non-cash income
- For households with self-employed members, the "income from self employment" shown on IRS Form 1040, Schedule C, line 29, shall be used in the determination of whether a household is eligible to participate in the LifeLine program.
- Borrowed money is not considered as income when determining eligibility for the LifeLine program.
- Funds transferred from one account to another, such as from savings account to a checking account, shall not be considered as income when determining eligibility for the LifeLine program, even if such

funds are used for living expenses.

- The customer must provide income documentation substantiating his/her household income. Acceptable income documents are:
  - Prior year's state, federal, or tribal tax return
  - Current income statements or paycheck stubs for three consecutive months within the calendar year.
  - Statement of benefits from Social Security, Veterans Administration, retirement/pension, unemployment compensation, and/or workmen' s compensation
  - Divorce decree
  - Child support document
  - Other official documents

- Children are considered household members.

- The income limitations claimed by California LifeLine customers in application are subject to verification at any time by the Utility and/or by the CPUC and its staff. If it is found that the California LifeLine customer actually exceeds the income limitation, the customer will be removed from the program and may be back billed for previous discounts, which the customer should not have received.

<u>Program Based:</u>

Program-based criterion allows a customer to enroll in LifeLine based on the customer's or a member of the customer household's participation in any of the following public assistance programs approved by the California Public Utilities Commission. Approved public assistance programs include:

- Medicaid/ Medi-Cal
- Low Income Home Energy Assistance Program (LIHEAP)
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance or Section 8
- Food Stamps or Supplemental Nutrition Assistance Program (SNAP)
- Women, Infants and Children Program (WIC)
- Healthy Families Category A
- National School Lunch's FREE Lunch Program (NSL)
- Temporary Assistance for Needy Families (TANF)
  1. California Work Opportunity and Responsibility to Kids (CalWORKS)
  2. Stanislaus County Work Opportunity and Responsibility to Kids (StanWORKS)
  3. Welfare-to-Work (WTW)
  4. Greater Avenues for Independence (GAIN)
- Tribal TANF
- Bureau of Indian Affairs General Assistance
- Head Start Income Eligible (Tribal Only)

4. No customer who is claimed as a dependent on another person's income tax return shall be eligible for LifeLine.
5. A household shall be eligible to receive two LifeLine lines if:

   (i) The household meets all LifeLine eligibility criteria set forth above

   (ii) The household has a disabled member who has immediate and continuous access within the household to a TTY; and

   (iii) The TTY is issued by DDTP or a medical certificate indicating the household member's need for a TTY is submitted.

California LifeLine Deposit(s) Information:

Consumers will have to pay the up-front costs of establishing basic phone service, which can include service installation fees and a deposit. Consumers can ask to be on a payment plan. They will get refunded after being approved for California LifeLine. The free toll-blocking can be received after being approved for the program unless the phone company normally just gives toll-blocking for free to its non-California LifeLine customers.

Connection Charge:

California LifeLine customers establishing new service pay a discounted service connection charge of $10.00 or half the service provider's normal rate, whichever is lower, each time they establish service. Customers changing from regular service to California LifeLine pay a discounted service conversion charge of $10.00. The connection/conversion charges can be paid in three equal monthly installments if requested upon enrollment.

Utilities shall offer LifeLine customers the option of paying for the LifeLine connection charge in three equal monthly installments with no interest.

LifeLine Discount:

California LifeLine provides a discount on local basic home telephone service only. Long distance phone service and features such as caller ID, call waiting and voicemail are available but are not included in the California LifeLine discount. Discounted residential telephone services available to California LifeLine customers include but are not limited to, Flat-Rate Local Telephone Service, Measured Local Telephone Service, Service Connection and Service Conversion.

Enhanced LifeLine for Tribal Lands:

The Enhanced LifeLine for Tribal Lands program provides additional discounts on monthly basic telephone service for qualified consumers living on tribal lands. As a result, eligible consumers may receive basic phone service for as little as $1 a month. Callers who live on tribal lands should ask the telephone company for the **Enhanced Lifeline for Tribal Lands** extra discount.

Acronyms

For a list of terms and their definitions for the California LifeLine Program, please refer to Public Utilities General Order 153.

CBO:	Community Based Organization
IVR:	Interactive Voice Response System
PR:	Public Relations
RHA:	Richard Heath and Associates
CSR:	Customer Service Representative
LifeLine:	California LifeLine Telephone Service Program
DNR:	Do not remember/do not recall

LifeLine Call Center Service Goals

The RHA California LifeLine Call Center and Customer Service Representatives will attain or exceed each of the following goals or objectives:

- **CSR Call response of 30 seconds or less for 90% of the calls**
- **Blocked call rate (busy) of 2% or less**
- **Abandonment rate (hang up) of 4% or less**
- Maintain database of California LifeLine information and carriers
- Facilitate connection of callers to a carrier for service
- Provide a neutral carrier referral process
- Provide access to voice mail during non-operational hours and automatic call response system indicating average wait time in queue

CALL MONITORING

To ensure that all calls are handled accurately and appropriately, the RHA Call Center Supervisor or Team Leader will randomly monitor calls. The survey below will be used as a tool to evaluate the call and rate the performance of the CSR. The results of the survey will be reviewed with the CSR, including a discussion of strengths and areas that need improvement.

Date:	Time:
Name of CSR:	CSR Signature:
Name of Monitor:	ID Number:

Legend: 3- Excellent 2- Meets Expectations 1- Needs Improvement	Score	Monitor Notes
1. CSR used exact greeting on screen. Thank you for calling (program), this is (name), how may I assist you?		
2. CSR voice tone pleasant and friendly		
3. Program guidelines and processes communicated accurately and thoroughly		
4. Accurate/ complete data entry (Monitor reviews record post call)		
5. Followed Program script exactly		
6. CSR was courteous/ professional		
7. CSR conducted neutral telephone company referral process		

Total CSR Score: _____ Average (score/number of questions): _____

1.0-1.9 (needs improvement) 2.0-2.9 (Meets Expectations) 3.0- above (Excellent)

FREQUENTLY ASKED QUESTIONS

What are the California LifeLine discounts that are available?

Discounted residential telephone services available to California LifeLine customers include the following:

Service	Description	Rate
Flat-Rate Local Telephone Service	Unlimited local calls	The lesser of range $5.47 to $6.84 or 1/2 of the carrier's residential flat-rate local telephone service.
Measured Local Telephone Service	60 local calls per month; additional calls may be billed at different rates depending on the carrier	The lesser of range $2.91 to $3.66 or 1/2 of carrier's residential measured rate for local phone service.
Phone Service for Consumers Living on Tribal Lands	Bigger discounts on local phone service for qualified consumers living on tribal lands For more information, visit: http://www.fcc.gov/indians/financialassistance.html and http://www.fcc.gov/cgb/consumerfacts/tribalfactsheet.html	Local phone service for $1.00 per month.
Service Connection	Initiation of telephone service	The lesser of $10 or 1/2 of carrier's connection charge for residential phone service.
Service Conversion	Change of class, type or grade within California LifeLine phone service OR Change from regular local phone service to California LifeLine phone service	The lesser of $10 or 1/2 of carrier's conversion charge for residential phone service. There will be no charge to switch from California LifeLine phone service to regular local phone service.
Deposit	Consumers will have to pay the up-front costs of establishing basic phone service, which can include service installation fees and a deposit. Consumers can ask to be on a payment plan. They will get refunded after being approved for California LifeLine. The free toll-blocking can be received after being approved for the program unless the phone company normally just gives toll-blocking for free to its non-California LifeLine customers.	$0 for local phone service
Toll-blocking or Toll-restriction	Toll-blocking prevents long distance calling. Toll-restriction limits long distance calling.	$0
Disability Accommodation	California LifeLine discounts may apply to a second phone line to accommodate TTY service for any hearing impaired household members.	See the rates for either flat-rate or measured-rate local phone service listed above.

How do I qualify for the California LifeLine?

- California LifeLine is provided only at the primary place of residence.
- Must Program or Income qualify:
- Customer cannot be claimed as a dependent on another person's income tax return.
- Customer must re-certify eligibility every year.
- Only one California LifeLine line per household, unless a household member is disabled and meets the criteria set forth above.
- Landlords are responsible for one telephone jack with an active line hook-up.

What is the California LifeLine Program?

The California LifeLine Telephone Service program is a program sponsored by the California Public Utilities Commission to provide affordable local telephone service to qualifying low-income California households.

How do I apply for the California LifeLine Program?

The household can be prescreened for eligibility by answering a few questions and then if you appear to be qualified the call center will then transfer you to a service provider of your choice. Or you may be transferred to a service provider who will screen your household for eligibility.

Is LifeLine a phone company?

No, LifeLine is not a telephone company. LifeLine is a state funded program that provides a 50% discount on your basic local telephone service upon qualification.

I have an outstanding balance; do I still qualify for the California LifeLine Program?

Customers must pay all outstanding basic charges. Customers with outstanding toll balances can receive basic residential service, with toll restriction/blocking. However, if they want toll services, they must pay outstanding balances due to the telephone company or pay a deposit. Most carriers will make payment plan arrangements with customers.

Who is considered a family member?

A household is defined as a California LifeLine customer and those persons, if any, living with the California LifeLine customer in a single residence. The customer and the members of the customer's household should collectively have one, and only one California LifeLine, except when there is a disabled member in the household.

Who is considered a household member?

GO 153 defines: "Household" as: A LifeLine customer and those persons, if any, living with the LifeLine customer in a single residence.

"Residence" as: That portion of an individual house, building, flat, or apartment (a dwelling unit) occupied entirely by a single family or individual functioning as one domestic establishment. A room or portion of a dwelling unit occupied exclusively by an individual not sharing equally as a member of the domestic establishment may be consider a separate residence for the application of the California LifeLine Telephone Program.

Example: If there are two law students living together and each is an independent household and meets the income requirement, then both qualify for the California LifeLine service. However if one law student is a tax dependent, then the California LifeLine service will be based upon the income requirement of that household.

When is the LifeLine discount effective?

You will pay the regular rates for basic home phone service until your application form is returned, approved and your telephone company is notified of approval from the California LifeLine administrator before the discount takes effect. Please be sure to ask the telephone company what the regular rates are so you will be aware of these rates and fees. A final status letter will be mailed to each customer to inform them of their status.

Are there payment plan options?

To help you pay the up-front costs of establishing your home phone service like the service installation/connection fee, service conversion fee, and deposits, you can request to be on an interest-free payment plan. This will spread out your payments in more manageable amounts while you wait for your eligibility to be approved for California LifeLine. Payment plans can vary between the different home phone companies.

If I qualify, how will I receive the discount?

After being approved by the California LifeLine Administrator you will be refunded the difference between the regular rates and the California LifeLine discounted rates for any applicable monthly service charges, service installation/connection fee, service conversion fee, and deposits for basic home phone service.

You will receive a bill credit with the California LifeLine discounts retroactive to the date your service began or the date you requested to be enrolled, whichever is later. If your bill has a net credit balance of $10.00 or more, you may request a refund check from your home phone company. Otherwise, the refund will just be a credit on your account

Do the Application forms require copies of income documents?

There are two ways to qualify:

1) Program Method (no income documents required) or
2) Income Method (proof of income required).

What happens if a customer wants to switch to a different carrier (example: has XYZ but now wants California LifeLine with ABC)?

The customer would contact the new service provider and request a transfer to their existing phone service from XYZ to ABC. ABC will process a service order which contacts XYZ (automated process) that communicates the request to transfer service.

When transferring to a new carrier is there an interruption of service?

No.

Is there a charge for switching carriers?

There is no charge from their existing company; however, there would be an installation and/or a connection charge from the new carrier.

Can the customer keep their old phone number?

Yes, if the customer is obtaining service in the same location there is no need for a new phone number. Through Local Number Portability (LNP) a customer can take their current number to the new service provider.

Does the carrier ask for the social security number (SSN) of the person establishing new phone service?

Yes, the carrier does ask for SSN. However, the customer is not required to provide it. If the customer does not want to provide their SSN, they are asked to come into the carrier's office and provide other proof of identification.

Is residency status required to obtain California LifeLine service?

No, please refer to GO 153 on requirements to obtain California LifeLine.

What is the difference between toll blocking and toll restriction?

Toll blocking is requested by the customer and will prohibit the completion of billable toll calls.
Toll restriction is imposed by the carrier and prohibits the completion of originating calls, collect calls and third number billed calls.

Is there a charge for directory assistance?

Please refer caller to carrier.

How do I file a complaint or appeal with the CPUC?

- You may contact the California Public Utilities Commission's Consumer Affairs Branch (CAB) at 1-800-649-7570 between hours of 9am-3pm, Mon-Fri.
- You may also fill out an online complaint form at www.cpuc.ca.gov.
- Write a letter and mail it to: 505 Van Ness Ave. San Francisco, CA 94102.

What languages does the Consumer Affairs Branch call center staff and/or serve?

CAB currently has one Spanish speaking rep on staff for LifeLine. They utilize a language line to assist all consumers in whatever language they speak when making contact.

May an individual send a letter to CAB in any language?

Yes, if CAB does not have a person within CPUC who can translate they will send them out for translation.

What is the California Teleconnect Fund?

The California Teleconnect Fund provides a 50% discount on selected telecommunications services to qualifying schools, libraries, government-owned and operated hospitals and health clinics, and community based organizations.

Public Assistance Program Descriptions (under Program-Based Requirements):

Healthy Families Category A: low-cost insurance for health, dental and vision coverage to children who do not have insurance and do not qualify for no-cost Medi-Cal.

National School Lunch's FREE Lunch Program (NSL): a federally funded program that provides children in schools with ***Free*** school lunch.

Food Stamps or Supplemental Nutrition Assistance Program (SNAP): Nutrition programs to help people with low incomes buy the food they need.

California Work Opportunity and Responsibility to Kids (CalWORKs): provides cash aid, employment services, and other benefits to needy families.

Women, Infants, and Children Program (WIC): a nutrition program that issues special checks that help Pregnant Women, working families and children under 5 years old in families with low-incomes to buy foods such as milk, juice, eggs, cheese and others.

Greater Avenues for Independence (GAIN): a program that provides employment training, education and job placement to help families on CalWORKs or welfare.

***Federal Public Housing Assistance*:** a program that provides rental housing for eligible low-income families.

***Section 8* :** a rent subsidy program in which low-income tenants pay 30 percent of their rent and the state or local housing agency pays the difference.

Low Income Home Energy Assistance Program (LIHEAP): offers free weatherization service for homes of low-income families and it also helps pay their energy/gas bill.

Bureau of Indian Affairs General Assistance*:* provides cash assistance for certain basic needs (food, shelter and clothing) of American Indians.

Tribal Temporary Assistance for Needy Families (TANF): provides cash aid and other employment services to tribal American Indians.

Stanislaus County Work Opportunity and Responsibility to Kids (StanWORKs): provides cash aid and employment services to low income families with minor children in the county of Stanislaus.

Head Start Income Eligible (Tribal Only): a program that helps low income children of American Indian families prepare for school.

Medicaid/Medi-Cal*:* a public health insurance program providing health care services for low-income with children, seniors, and persons with disabilities, foster care and pregnant women. Medi-Cal is California's Medicaid Program.

Temporary Assistance for Needy Families (TANF): provides cash aid, employment services and other benefits for needy families.

Welfare-to-Work (WTW): provides assistance to those on welfare or CalWorks to prepare them for employment.

Supplemental Security Income (SSI): a federal program that provides cash aid to **disabled persons** *(65 yrs+)* and **visually-impaired persons** with little or no income for basic needs such as food, shelter and clothing.

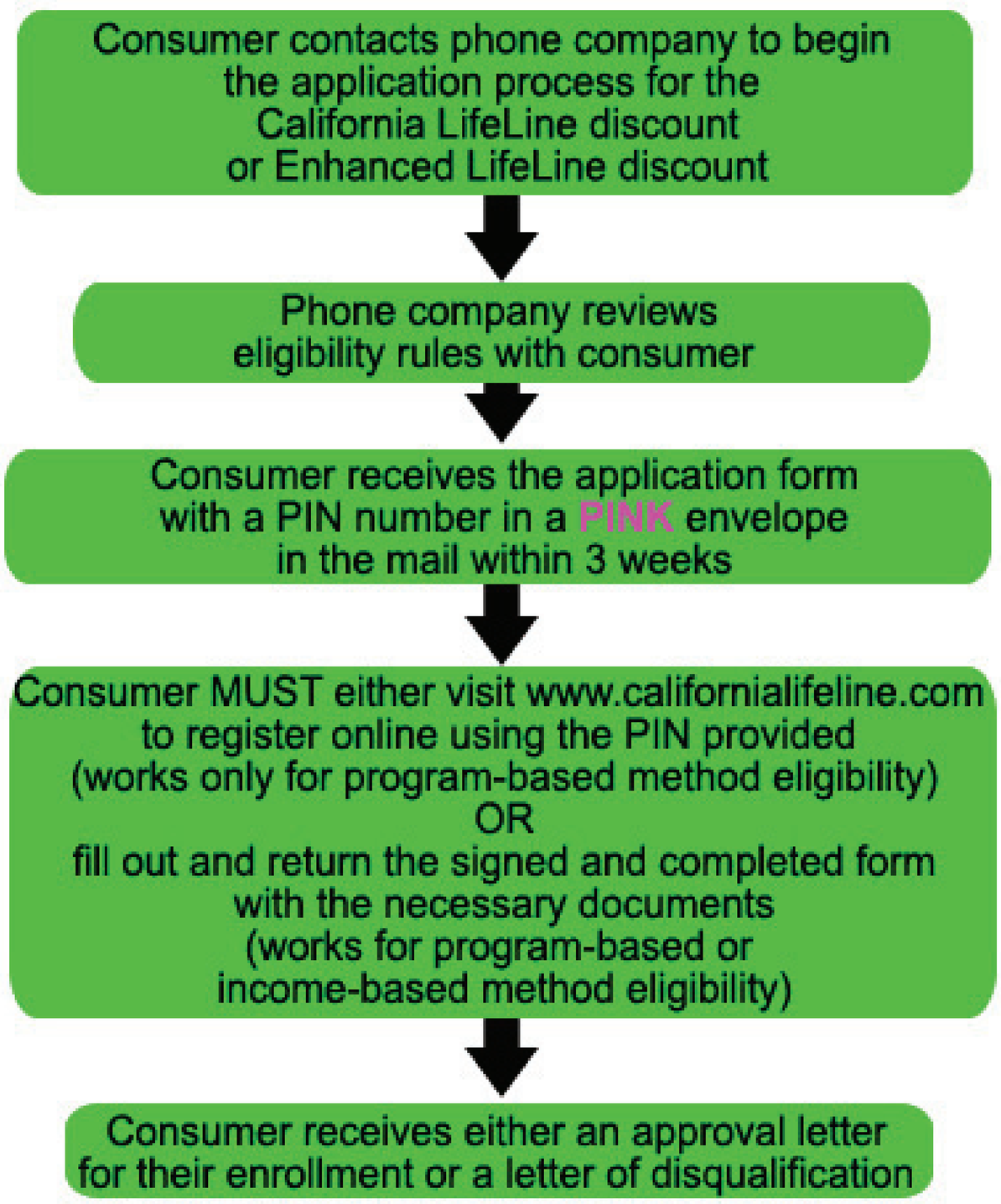
Application or Renewal Questions: Refer caller to TPA toll-free lines

- **Assistance with Application or Renewal forms**
- **Lost my PIN number**
- **Lost forms**
- **Status check**
- **Denial questions**

Are the Application and Renewal forms sent out first class postage?

Yes, all correspondence is sent via first class mail.

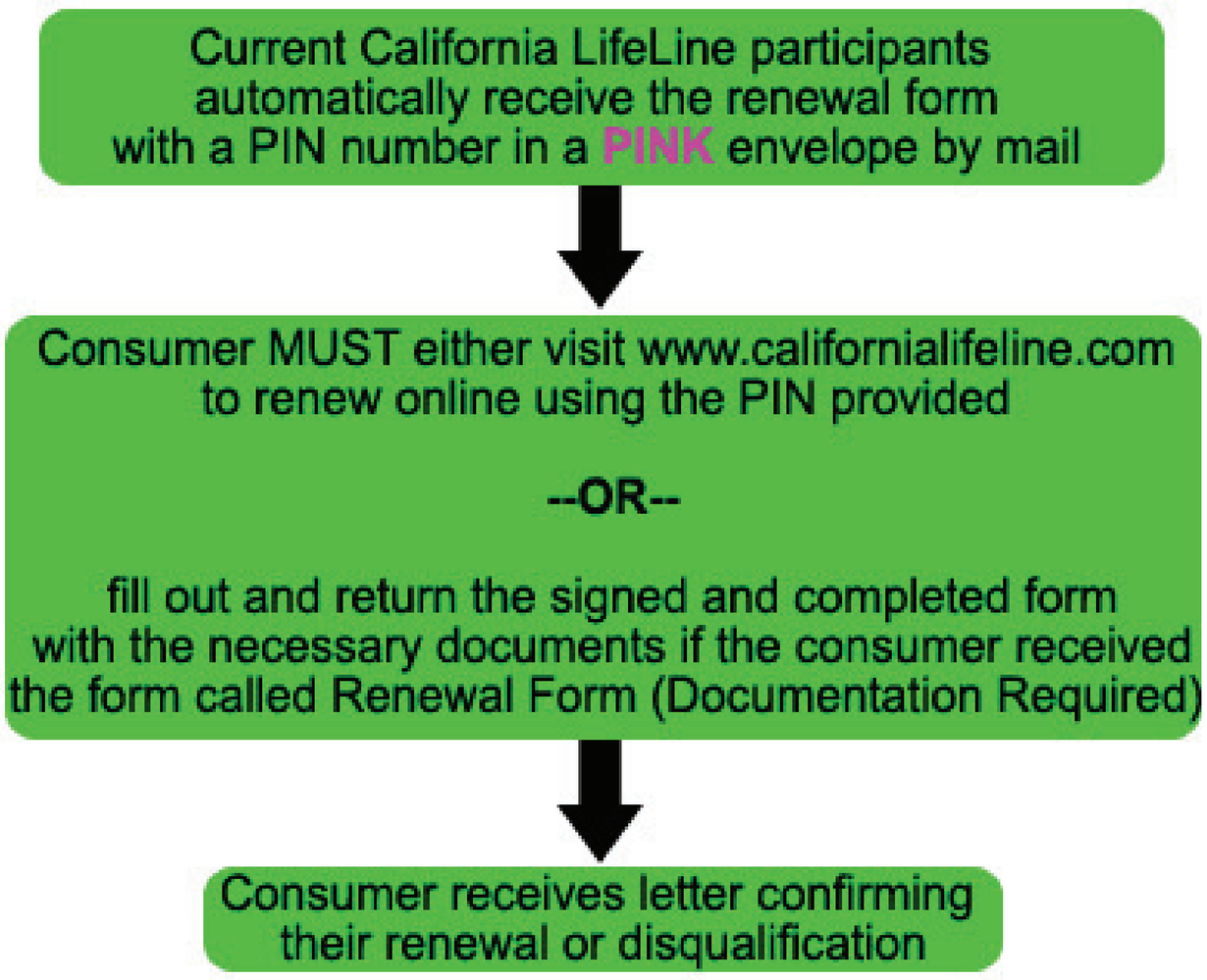
Application Process



What is the annual renewal process?
(For current California LifeLine participants only)

Are the Application and Renewal forms sent out first class postage?
Yes, all correspondence is sent via first class mail.

Annual Renewal Process
(For current California LifeLine participants only.)



California LifeLine requires all existing California LifeLine customers to renew their participation on an annual basis. Each year, on the consumer's anniversary date, current participants will receive a California LifeLine renewal form with a PIN number in a **PINK** envelope. There are two types of forms to renew one's participation in California LifeLine. The first type is called **Renewal Form**. The second type is called **Renewal Form (Documentation Required)**.

If the consumer received the form called Renewal Form then the consumer can simply go online to renew her/his participation. However, if the consumer received the form called **Renewal Form (Documentation Required)** then the consumer **must fill out and return the signed and completed form with documents supporting her/his eligibility** for California LifeLine. If a consumer does not renew their participation in California LifeLine, then they will be dropped from the program. Regular home phone rates for basic service will then be charged.

Incoming Calls

All incoming calls during operational hours, Monday through Friday, 8:00 a.m. to 7:00 p.m. are greeted by the Mandatory Greeting.

Mandatory Greeting	Thank you for calling the California Lifeline Telephone Program. Your call may be monitored for quality assurance.

The Automatic Attendant System will then route the caller to the appropriate group of Customer Service Representatives (CSRs) that speak the designated language. If a CSR is not immediately available, the IVR system will play the Queue Greeting.

If the caller chooses to hold, they are assisted by the next available CSR who speaks the designated language.

Queue Greeting *(Heard only if a CSR is not immediately available).*	All representatives are assisting other consumers. There are currently _ callers ahead of you. Your estimated wait time is _. If you no longer want to hold, but would like us to call you back, please press 1. To speak to an English representative please press 2.

Callers that choose not to hold and request a call back hear the Call Return Greeting. Their call is then held in the "virtual queue" and the call is returned in the order it was received.

Call Return Greeting (heard only by those callers that select call return option) **Option 1**	Your phone number is xxx-xxx-xxxx. If we can reach you at this number press 1. To enter a different phone number press 2. Please state your name and press pound. A representative will call you back in the order your call was received.
Option 2	Using the keys on your telephone, please enter your area code and phone number where you can be reached and press pound. Please state your name and press pound. A representative will call you back in the order your call was received.

During non-operational hours, before 8:00 a.m., after 7:00 p.m. or during weekends callers will hear the Voice Mail Greeting.

Voice Mail Greeting (Heard before 8:00 a.m. or after 7:00 p.m., on weekends or Federal Holidays.	Thank you for calling the California Lifeline Telephone Program. Our operating hours are Monday through Friday, 8:00 a.m. to 7:00 p.m. Please leave your name and phone number with area code. A representative will call you back soon. If you would prefer to be contacted via fax, email or mail please leave that contact information.

On Federal Holidays the caller will hear the Holiday Greeting.

Holiday Greeting	Thank you for calling the California Lifeline Telephone Program. Our Call Center is closed in observance of the _ holiday. Please leave your name and phone number with area code. A representative will call you back when we reopen.

The LifeLine Call Center observes the following Federal Holidays:

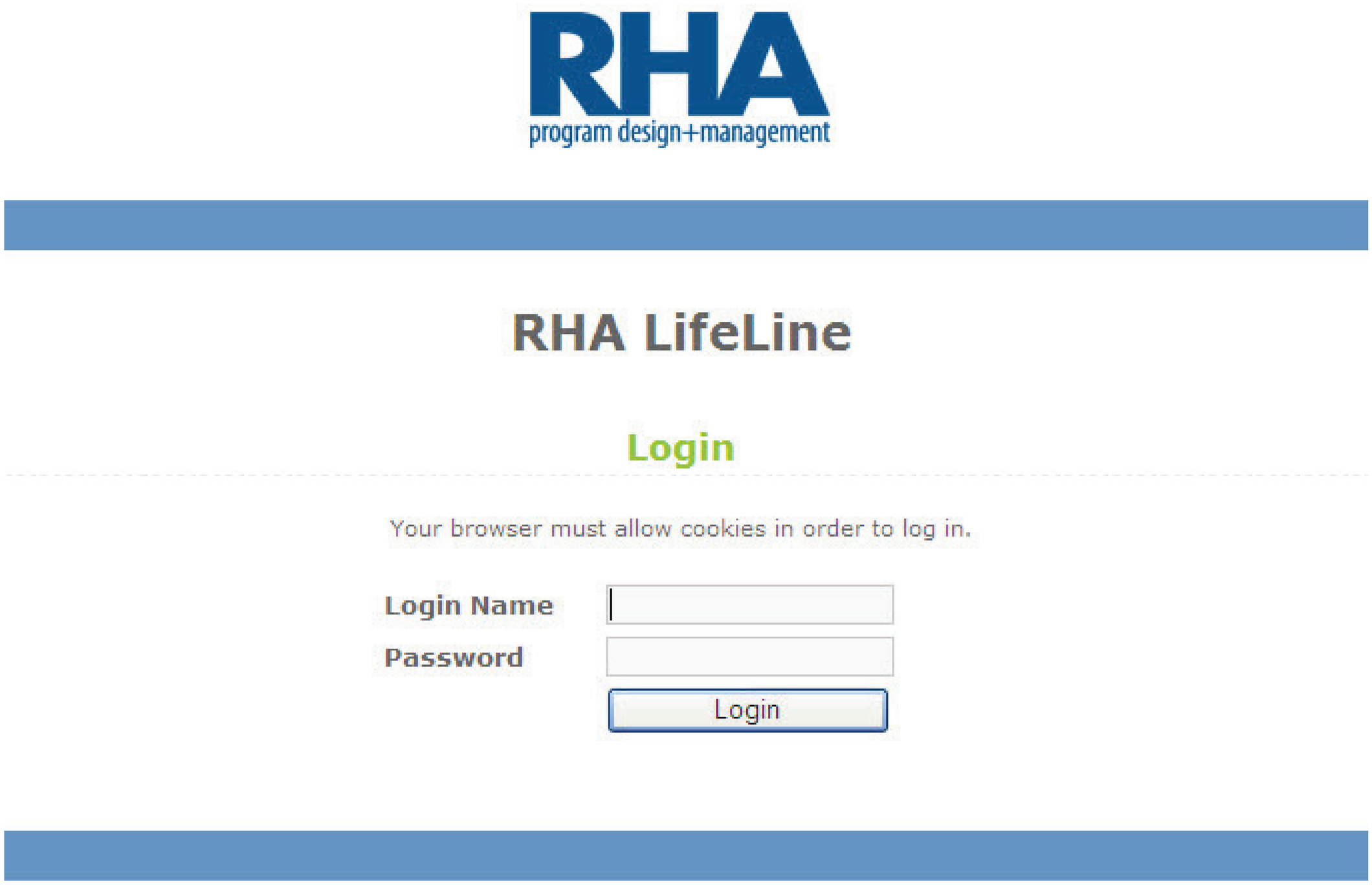
2010 Holiday Schedule
Friday, January 1 New Year's Day
Monday, January 18 Martin Luther King Jr. Day
Monday, February 15 Washington's Birthday
Monday, May 31 Memorial Day
Monday, July 5 Independence Day
Monday, September 6 Labor Day
Monday, October 11 Columbus Day
Thursday, November 11 Veteran's Day
Thursday, November 25 Thanksgiving Day
Friday, December 24 Christmas Day

LifeLine Online System

The RHA LifeLine online system is a tool for the LifeLine Call Center CSRs to document each call type, call result, optional survey data and screens callers for income/program eligibility. It also assists with the neutral telephone company referral process.

The scripts read by the CSR are listed on each online screen in italics as well as in the following pages depending on the call type.

Login screen



In order to access the RHA LifeLine online system the CSR must enter their Login Name and Password. This information will be sent by the RHA IS department via email.

Left Menu:

Main Menu:

- Call Center Wizard: Link for incoming call entry
- Callbacks: Link for voice mail messages and tracking
- Calls by CSR: Provides a listing of calls entered by each CSR with the ability to search by date

Resource Links:

- Zip Code Lookup: To look up a zip code for a caller that does not recall their zip code
- LifeLine Contacts: Link to CPUC website that includes LifeLine contacts
- Outreach Materials: Link to CPUC website that includes outreach materials
- LifeLine: Link to CPUC LifeLine website home
- Low Income Programs: Link to CPUC low income programs page

My Settings:

- Reset Password: To reset password to access the RHA LifeLine online system

Footer on all screens:

Next = Saves record and automatically navigates CSR to next applicable screen.
Undo= Clears all fields on screen that have not been previously saved and CSR must re-enter data.
Complete= Saves record and automatically navigates CSR to a new customer screen.

Header: On all screens once call reason screen has been completed

Call Types:

The following section outlines the various call types that the LifeLine Call Center will receive and the scripts and procedures for those call types.

There are six primary call types, which include:

1. LifeLine Eligibility Screening: Requests for LifeLine eligibility screening by call center.

2. Application/Renewal Question: Questions regarding the application/renewal process, forms, and notifications received. Status of application or returned forms.

3. LifeLine Information/Request: General or basic LifeLine program information.

4. Telephone Company Question or Referral: Questions regarding their phone bill; if they are currently on the LifeLine discount, discontinuing their LifeLine discount, long-distance calling or other package features.

5. Non-LifeLine call: Questions regarding non-LifeLine issues, such as calling regarding other programs, wrong number or unknown/abandoned calls.

6. LifeLine Concern: Complaints or issues regarding LifeLine service, including Application/Renewal complaints, telephone company or phone bill.

Call Reason Screen

This screen is completed for all callers. All fields must be completed/are required.

Thank you for calling the California LifeLine Telephone Program. My name is Du. How may I assist you?

Reason For Call

- LifeLine Eligibility Screening
- Application/Renewal Question
- LifeLine Information/Request
- Telephone Company Question or Referral
- Non-LifeLine Call
- LifeLine Concern

[Primary Language]

- English
- Spanish
- Cantonese
- Mandarin
- Vietnamese
- Korean
- Tagalog
- Khmer (Cambodian)
- Hmong
- Lao
- Japanese
- Armenian
- Russian
- Unknown
- Other-African
- Other-Asian
- Other-European
- Other-Enter Language

[Gender] Male Female Unknown

[Final Call Result] Call Result Still Undefined

- LifeLine Transferred/Referred to Telephone Company
- Non-LifeLine Transferred/Referred to Telephone Company
- Abandoned Call
- Customer Would Like to Call Back
- Customer Ineligible
- Referred to Application/Renewal Line
- RHA Provided Information
- Referred to CPUC
- Referred to LifeLine Help Line
- Other

Next Undo Complete

CSR: Thank you for calling the California LifeLine Telephone Program. My name is (state name). How may I assist you?

Online Directions:

Reason for Call:

- Based on caller's response, select the primary reason for the call. If after speaking to the caller the primary reason changes, you may go back to this screen and update this selection.
- Only one reason for call may be selected.

Primary Language:

- Select one language based on language caller is speaking. This is not a scripted question.

Gender:

- Select gender based on caller's voice. This is not a scripted question.

Final Call Result:

- If reason for call is: LifeLine Eligibility screening CSR selects "Call result still undefined" and continue on to next screen.
- Select call result if known. CSR will know final call result if the reason for call is one of the following:
    - Application/Renewal Question
    - LifeLine Information Question
    - Telephone Company Question or Referral
    - Non-LifeLine Call
    - LifeLine Concern

Call Types

LifeLine Eligibility Screening:
Requests for LifeLine eligibility screening by call center. Please refer to eligibility screening section.

Application/Renewal Question:
Questions regarding the application/renewal process, forms, and notifications received. Status of an application or returned forms.

CSR: *I am going to provide you with the Application/Renewal toll-free number. That line will be able to assist you with your questions. The number is:*

[Provide caller with appropriate toll-free number for their language]

Language	*Toll- free numbers*
English/Spanish	*1-877-858-7463 (Press 1 for English; Press 2 for Spanish)*
Chinese (Cantonese/Mandarin)	*1-888-765-1566 (Press 1 for Cantonese; Press 2 for Mandarin)*
Korean	*1-888-765-1567*
Japanese	*1-888-765-1568*
Vietnamese	*1-888-765-1569*
Tagalog	*1-888-765-1577*

CSR: *Do you have any other LifeLine questions?*

Online Directions:
Reason for Call= Application/Renewal Question, Next button will automatically be disabled.
Final Call Result= Referred to Application/Renewal Line (an alternate call result is possible depending on caller's needs)

LifeLine Information/Request:
General/basic LifeLine program information.

CSR:
The California LifeLine Telephone Program provides discounted basic residential (landline) telephone service to eligible California households. The discount is approximately 50 percent off your local basic home telephone service.

There are two ways to qualify, you may qualify based on your household income or if you or a member of your household is enrolled in a public assistance program.

Shortly after enrolling in the LifeLine program, an application form will be mailed to your household in a pink envelope. Please complete and return the form in the envelope provided.

If you do not return the form by the due date, you will be billed at the non-discounted rate.

Do you have any other LifeLine questions?

[For other more detailed questions regarding LifeLine please refer to the Background or Frequently Asked Questions sections]

Online Directions:
Reason for Call= LifeLine Information Request
Final Call Result= RHA Provided Information or Transferred/Referred to Telephone company (an alternate call result is possible depending on caller's needs)

Telephone Company Question or Referral:
Questions regarding their phone bill, if they are on the LifeLine discount, to discontinue the LifeLine discount, long-distance calling or other package features.

For Non-LifeLine call types:

Online Directions:
Reason for Call= Telephone Company Question or Referral
Final Call Result= Non-LifeLine Transferred/Referred to Telephone Company (an alternate call result is possible depending on caller's needs)
Click next to generate the telephone company listing.

CSR: I am going to provide you with your telephone company number so that they may assist you. What is the service provider (or telephone company) name?

[Look up appropriate service provider toll-free number on LifeLine telephone company listing]

CSR: That phone number is ###-###-####. Do you have any other LifeLine questions?

Telephone Company Screen (all companies are listed online in alphabetical order). See sample below, online screen has current listing.

Your query returned 33 rows.

CARRIER/ NAME	PHONE INFO	AUTO DIAL	DAYS/HOURS OF OPERATION	LANGUAGES SERVED
Asian American Association Telecom Services (Enhanced Communications Network Inc) 11/08	Main: 800-598-8223 Cantonese: 877-638-7368 Japanese: 877-638-7368 Korean: 877-638-7368 Mandarin: 877-638-7368 Vietnamese: 877-638-7368	868 869	8am - 7pm	English, Spanish, Cantonese, Japanese, Korean, Mandarin, Tagalog
Astound Broadband (11/18)	Main: 800-427-8686	801	Mon-Fri 7:30am-8pm, Sat 8am-5pm, Sun 9am-1pm	English
AT&T California (formally SBC) (11/08)	Main: 800-288-2020 Spanish: 800-870-5855 Cantonese: 800-281-2288 Japanese: 800-573-7573 Korean: 800-300-6657 Mandarin: 888-333-2828 Tagalog: 800-956-8084 Vietnamese: 800-300-5315 Other Lang.: 800-203-8600 TTY English: 800-651-5111 TTY Spanish: 800-400-6868	828 833 830 829 831 832 834 835 847	Mon-Fri 7am-9pm, Sat 8am-5pm	English, Spanish, Cantonese, Japanese, Korean, Mandarin, Tagalog, Vietnamese
AT&T Communications of California, Inc. (11/08)	Main: 800-288-2747 Cantonese: 800-288-2747 Korean: 800-288-2747 Mandarin: 800-288-2747 Tagalog: 800-288-2747 Vietnamese: 800-288-2747 TTY: 800-855-2880	846	Mon-Fri 4am-7pm, Sat 6am-2:30pm	English, Spanish, Cantonese, Korean, Mandarin, Tagalog, Vietnamese
Blue Casa Communications (11/08)	Main: 800-276-3005 Spanish: 866-596-2583	865 866	Mon-Fri. 8 am-8 pm, Sat 8am-5pm	English, Spanish
Cal-Ore Telephone Company (11/08)	Main: 800-858-2399	803	Mon-Fri 8am-5pm	English, Spanish
Calaveras Telephone Company (11/24)	Main: 800-253-2511 TTY: 866-212-8408	841	Mon-Fri 8am-4:30pm	English
Champion Broadband (11/08)	Main: 866-801-1122	870	24 hrs	English
ConnectTo Communications, Inc. (11/08)	Main: 800-459-6753	875	24-7	English, Armenian, Georgian, Russian, Ukrainian

If the caller is calling to be re-transferred or call is regarding LifeLine:

Online Directions:
Reason for Call= Telephone Company Question or Referral
Final Call Result= LifeLine Transferred/Referred to Telephone Company (an alternate call result is possible depending on caller's needs)

Click next and system will take CSR to the transfer information tab. Refer to the transfer information tab section of this manual for additional directions.

Non-LifeLine call:
Questions regarding non-LifeLine issues such as calling regarding other programs, wrong number or unknown/abandoned calls.

Calls are handled on a case-by-case basis depending on the specific reason for the call.
Online Directions:
Reason for Call= Non-LifeLine call
Final Call Result= Call result dependent on caller's needs

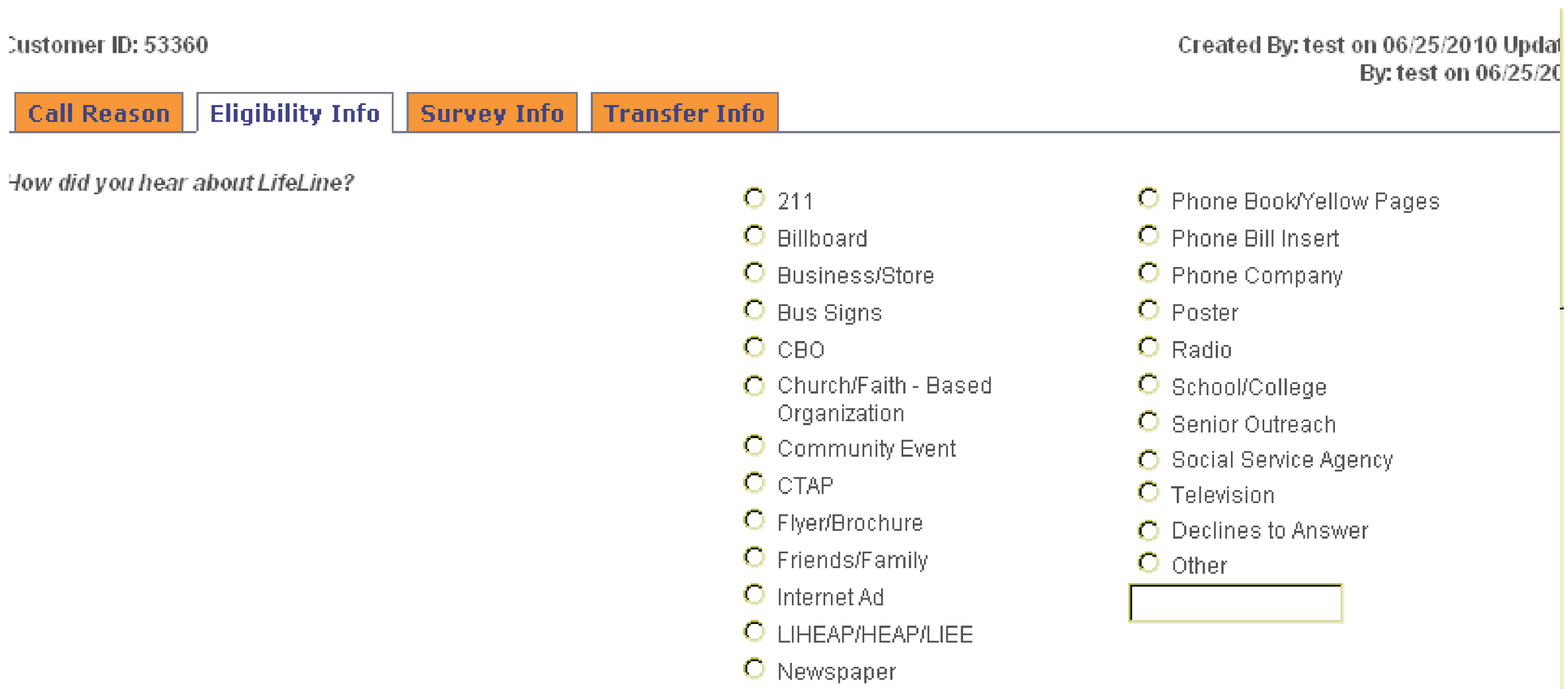
LifeLine Concern:
Complaints or issues regarding LifeLine service including Application/Renewal, telephone company or phone bill.

CSR: For complaints or problems related to California LifeLine, you may contact the CPUC's Consumer Affairs Branch at 1-800-649-7570. I can also transfer you to that number if you would prefer. May I assist you with anything else today?

Online Directions:
Reason for Call= LifeLine Concern
Final Call Result= Referred to CPUC

LifeLine Eligibility Screening:
Requests for LifeLine eligibility screening by call center. Call result automatically defaults to Call Result Still Undefined and the Complete button is automatically disabled.

Eligibility Information Screen
This screen is completed for callers requesting LifeLine eligibility screening and has been divided into three sections for this manual:



CSR [2]: Are you calling about getting LifeLine for your primary residence?

Online Directions:

Rule: No = message populated (customer is not eligible):
CSR: Unfortunately, it appears that you are not eligible for LifeLine because you do not want LifeLine in your primary residence. If your situation changes, please check back with us.
Rule: Only one box may be checked.
Yes = go to 3
No = disable 3-7 and go to 8

CSR [3] Do you already have LifeLine?

Online Directions:

Rule: Only one box may be checked.
Yes = go to 3a
No = go to 4 (3a is disabled)

CSR [3a]: Is there a member of your household who is hearing impaired and has a medical certificate as you may qualify for a second LifeLine discount?

Online Directions:

Rule: No = message populated:
CSR: Unfortunately, it appears that you are not eligible for a second LifeLine discount. If your situation changes, please check back with us.
Rule: Only one box may be checked.
Yes = go to 4
No = go to 8 (4-7 disabled)

CSR [4]: Does anyone other than a spouse claim you as a dependent on their tax return?

Online Directions:

Rule: Yes = message populated:
CSR: *Unfortunately, it appears that you are not eligible for LifeLine since you are claimed as a dependent. If your situation changes, please check back with us.*
Rule: Only one box may be checked.
Yes = go to 8 (5-7 disabled)
No = go to 5

Sample of Randomized List Public Assistance Programs

PUBLIC ASSISTANCE PROGRAMS

Bureau of Indian Affairs General Assistance
Greater Avenues for Independence (GAIN)
Women, Infants and Children Program (WIC)
Food Stamps or Supplemental Nutrition Assistance Program (SNAP)
Medicaid/Medi-Cal
Temporary Assistance for Needy Families (TANF)
Low Income Home Energy Assistance Program (LIHEAP)
Head Start Income Eligible (Tribal Only)
Welfare-to-Work (WTW)
California Work Opportunity and Responsibility to Kids (CalWORKs)
Stanislaus County Work Opportunity and Responsibility to Kids (StanWORKs)
Federal Public Housing Assistance or Section 8
Tribal TANF
National School Lunch's FREE Lunch Program (NSL)
Supplemental Security Income (SSI)
Healthy Families Category A
None of these programs

CSR [5]: *I am going to list some public assistance programs. Please say "yes" if you or a member of your household is enrolled in any of any these programs.*

Online Directions:

Rule: Select Sort Programs to generate randomized Program listing.
CSR: Read randomized list of Programs and select Program identified by caller or select None of these Programs

[Public Assistance Program Selected:] Medicaid/Medi-Cal

Online Directions:

Rule: If program selected = message populated:
CSR: It appears that you are eligible for LifeLine.
Yes = disable 6, 7, and 9 and go to 8
None of these programs = go to 6
Rule: Only one box may be checked
Rule: Incoming screening (6) does not expand until "None of these programs" has been checked.

Section 2 of Eligibility Screen
[This section is expanded only if the caller is not program eligible]

How many people live in your household?

- ○ 1
- ◉ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7
- ○ 8
- ○ 9
- ○ 10
- ○ 11
- ○ 12
- ○ Other [ ]

Is your total household income under $2,000 monthly or $24,000 yearly?

○ Yes ○ No

CSR [6]: How many people live in your household?

Online Directions:

Rule: Only one box may be checked. 1 or more = go to 7

CSR [7]: Is your total household income under ____ monthly or ____ yearly?

Online Directions:

Rule: System populates monthly and annual income based on number of household members.
No = message populated:
CSR: Unfortunately, it appears that your household does not meet the eligibility requirements for the LifeLine program. If your situation changes, please check back with us.
Yes = message populated:
CSR: It appears that you are eligible for LifeLine.
Yes = disable 8 and 9 and go to 10
No = go to 8
Rule: Only one box may be checked

Section 3 of Eligibility Screen

How did you hear about LifeLine?

- Billboard
- Business/Store
- Bus Signs
- CBO
- Church/Faith - Based Organization
- Community Event
- Flyer/Brochure
- Friends/Family
- Internet Ad
- Newspaper
- Phone Bill Insert
- Phone Company
- Poster
- Radio
- Senior Outreach
- Social Service Agency
- Television
- Declines to Answer
- Other

[Final Call Result] Call Result Still Undefined

- LifeLine Transferred/Referred to Telephone Company
- Non-LifeLine Transferred/Referred to Telephone Company
- Abandoned Call
- Customer Would Like to Call Back
- Customer Ineligible
- Referred to Application/Renewal Line
- RHA Provided Information
- Referred to CPUC
- Referred to LifeLine Help Line
- Other

Next Undo Complete

CSR [8]: How did you hear about Lifeline?

Online Directions:

Rule: Only one box may be checked.

CSR [9] Thank you for calling, do you have any other questions?

Online Directions:

Rule: Only stated to those who did not qualify.
Completed call
Enter Final Call Result
Next = to move to the next screen
Undo= to clear data entered
Complete= call and all data entry is completed

Survey Information Screen
This screen is completed when callers are qualified for LifeLine (via program or income method) and who agree to this optional survey.

Section 1 of Survey Information Screen

Call Reason | Eligibility Info | Survey Info | Transfer Info

We have a very simple and quick survey that will help us improve the LifeLine Program. It will take about 1 minute. Your participation in this survey will not affect your eligibility. May I continue with our optional survey?

○ Yes ○ No

What is your zip code?

[ ] Apply Zip

What is your age range?

- ○ 30-45
- ○ 46-64
- ○ 65+
- ○ None of the above
- ○ Declines to Answer

Which language do you primarily speak?

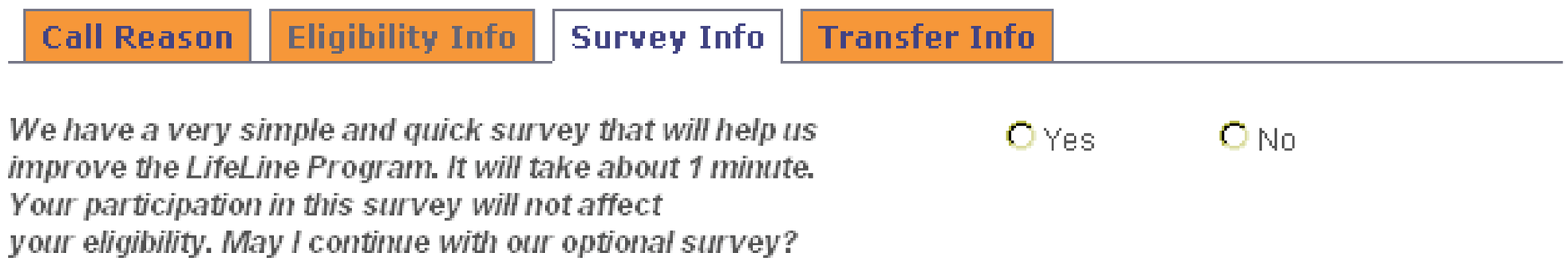
- ◉ English
- ○ Spanish
- ○ Cantonese
- ○ Mandarin
- ○ Vietnamese
- ○ Korean
- ○ Tagalog
- ○ Khmer (Cambodian)
- ○ Hmong
- ○ Lao
- ○ Japanese
- ○ Armenian
- ○ Russian
- ○ Unknown
- ○ Declines to Answer
- ○ Other-African
- ○ Other-Asian
- ○ Other-European
- ○ Other-Enter Language

What is your race or ethnic background?

- ○ African
- ○ African American
- ○ American Indian
- ○ Armenian
- ○ Cambodian
- ○ Caucasian
- ○ Chinese
- ○ Filipino
- ○ Hmong
- ○ Japanese
- ○ Korean
- ○ Laotian
- ○ Latino
- ○ Middle Eastern
- ○ Multiracial
- ○ Russian
- ○ Ukrainian
- ○ Vietnamese
- ○ Declines to Answer
- ○ Other Asian
- ○ Other European
- ○ Other

CSR [10]: We have a very simple and quick survey that will help us improve the LifeLine Program. It will take just a few minutes. Your participation in this survey will not affect your eligibility. May I continue with our optional survey?

Screen shot of "no" response. All questions collapse.



Online Directions:

Rule: Yes = go to 11 No = disable 11-20 and go to 21 Rule: Only one box may be checked

CSR [11]: What is your zip code?

Online Directions:

Rule: Enter 5 digit numeric zip and click apply zip button Populate 22a on the transfer screen

CSR [12]: What is your age range?

Online Directions:

Rule: Only one box may be checked If caller is less than 30 then select None of the above

CSR [13]: Which language do you primarily speak?

Online Directions:

Rule: Pre-populated answer from 1c but will override data entered from screen 1c if different language selected. Rule: Only one box may be checked.

CSR [14]: What is your race or ethnic background?

Online Directions:

Rule: Only one box may be checked.

Section 2 of Survey Information Screen

Do you have a cell phone? ○ Yes ○ No ○ Declines to Answer

Do you have a home phone? ○ Yes ○ No ○ Declines to Answer

Why do you not have home phone service?

- ☐ Didn't Think I Needed it
- ☐ Too Expensive
- ☐ Just Moved in
- ☐ Previously Disconnected
- ☐ Renting a Room
- ☐ No Identification
- ☐ Cell Phone as Primary Line
- ☐ Declines to Answer
- ☐ Other Reason

CSR [15]: Do you have a cell phone?

Online Directions:

Rule: Only one box may be checked.

CSR [16]: Do you have a home phone?

Online Directions:

Rule: Only one box may be checked. Yes= disable 17 and go to 18 No= go to 17

CSR [17]: *Why do you not have home phone service?*

Online Directions:

Rule: More than one box may be checked CSR to enter reason if Other box is checked

Question 18 will populate based on the caller's response to number eight on an earlier screen. Question 18 will be disabled if response was not newspaper, radio, television, CBO, flyer/brochure, social service agency or similar, church or other faith based organization.

When newspaper is selected:

You said earlier that you heard about LifeLine from a newspaper. Which newspaper did you see the LifeLine ad?

CSR [18]: You said earlier that you heard about LifeLine from a newspaper. Which newspaper did you see the LifeLine ad?

When Radio is selected:

You said earlier that you heard about LifeLine from the radio. Which radio station were you listening to?

CSR [18]: You said earlier that you heard about LifeLine from the radio. Which radio station were you listening to?

When Television is selected:

You said earlier that you heard about LifeLine from the TV. Which TV station were you watching?

CSR [18]: You said earlier that you heard about LifeLine from the TV. Which TV station were you watching?

When flyer/brochure, social service agency or similar, church or other faith-based organization are selected.

You said earlier that you heard about LifeLine from a flyer or brochure. Where did you pick up the flyer/brochure?

CSR [18]: Where did you receive the information?

Rule: If the caller selected newspaper, radio, television, CBO, flyer/brochure, social service agency or similar, church or other faith-based organization as a response to 8 then 18 will be enabled. If not, then proceed to 19.

When did you hear about LifeLine?

Start Date: End Date: Do Not Recall/ Declines to Answer:

Clear

Thank you for taking the time to answer our survey.

Next Undo Complete

CSR [19]: When did you hear about LifeLine?

Rule: Two calendars to allow for beginning and end date.

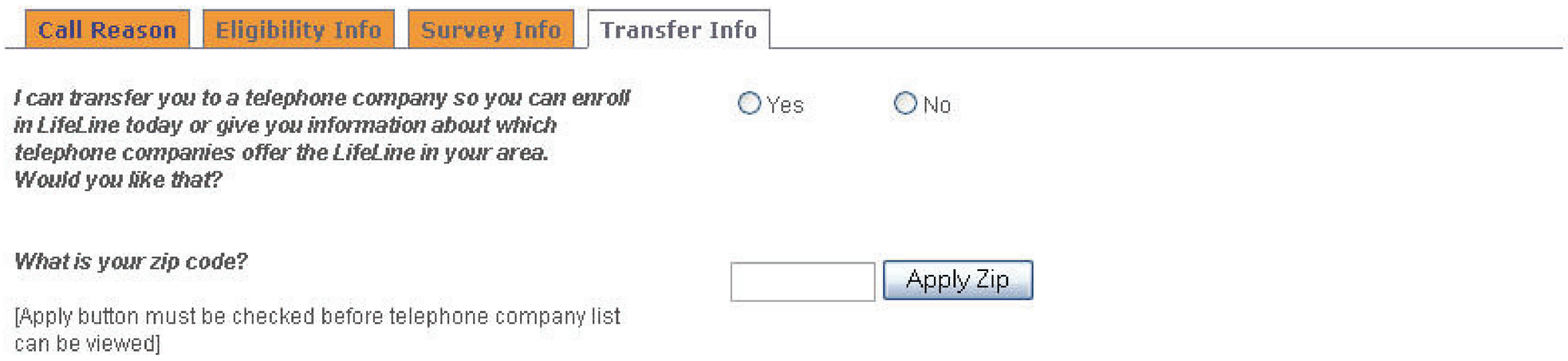
Start date is required or do not recall/declines to answer. No end date is required. If the caller states just one date end date may be the same as the start date.

CSR [20] Thank you for taking the time to answer our survey.

Rule: Go to 21
Next = to move to the next screen
Undo= to clear data entered
Complete= call and all data entry is completed

Transfer Information Screen

This screen is completed when callers are qualified LifeLine (via program or income method) or who do not wish to be screened but still want a transfer to a telephone company for LifeLine service.



CSR [21]: I can transfer you to a telephone company so you can enroll in LifeLine today or give you information about which telephone companies offer the LifeLine discount in your area. Would you like that?

Rule: No = message populated: *Is there anything else I can assist you with?* *Thank you for calling the LifeLine program.*

CSR [22a]: What is your zip code?

Rule: Enter zip code if not populated from [11]. Select Apply Zip. If carrier list is not generated then please look up zip code in the Resource Link in left margin to verify zip code is legitimate. Notify Call Center Supervisor if a verified zip code has no carrier listing for research.

CSR [22b]: Do you have a preferred telephone company?

[Yes=preferred phone company screen shot]

Rule: Yes= select telephone company by alphabetical order button. 22c will be disabled and go to 23. Select telephone company name that caller identifies. No= go on to 22c

Alpha telephone company list screen shot, for selected zip code

Your request returned 5 carriers.

CARRIER/ NAME	PARTIAL SERVED	PHONE INFO	AUTO DIAL	DAYS/HOURS OF OPERATION	LANGUAGES SERVED
ConnectTo Communications, Inc. (11/08)	NO	Main: 800-459-6753	875	24-7	English, Armenian, Georgian, Russian, Ukrainian
Free Choice Communication (PCS1) (11/08)	NO	Main: 877-777-4033	872	Mon-Fri 8am-6pm	English, Spanish
Sage Telecom Inc. (11/17)	YES	Main: 888-449-4940	818	Mon-Fri 6am-10pm, Sat-Sun 7am-9pm	English, Spanish
Sebastian (formally Kerman Telephone Company) (11/08)	YES	Main: 800-841-9311 TTY: 866-212-8408	873	Mon-Fri 8am-5pm	English, Spanish
Telscape Communications Inc. (11/08)	NO	Main: 877-771-7736 TTY: 866-272-0358	858	Mon-Fri 8am-6pm	English, Spanish

No=preferred telephone company screen shot

Do you have a preferred phone company? Yes No

I am going to randomly list the phone companies in your area, please tell me which one you would like. Click Link: Carrier By Random Order

Random phone company list screen shot, for selected zip code

Your request returned 5 carriers.

CARRIER/ NAME	PARTIAL SERVED	PHONE INFO	AUTO DIAL	DAYS/HOURS OF OPERATION	LANGUAGES SERVED
Sage Telecom Inc. (11/17)	YES	Main: 888-449-4940	818	Mon-Fri 6am-10pm, Sat-Sun 7am-9pm	English, Spanish
Telscape Communications Inc. (11/08)	NO	Main: 877-771-7736 TTY: 866-272-0358	858	Mon-Fri 8am-6pm	English, Spanish
Free Choice Communication (PCS1) (11/08)	NO	Main: 877-777-4033	872	Mon-Fri 8am-6pm	English, Spanish
ConnectTo Communications, Inc. (11/08)	NO	Main: 800-459-6753	875	24-7	English, Armenian, Georgian, Russian, Ukrainian
Sebastian (formally Kerman Telephone Company) (11/08)	YES	Main: 800-841-9311 TTY: 866-212-8408	873	Mon-Fri 8am-5pm	English, Spanish

CSR [22c]: I am going to randomly list the phone companies in your area, please tell me which one you would like.

Rule: Random list of 5 of telephone companies based on zip code. Read telephone companies listed in a neutral manner. If less than 5 are generated, all telephone companies in zip code are provided. Select telephone company name that customer identifies.

I will be transferring you to: AT&T California (formally SBC) at

Main: 800-288-2020	828
Spanish: 800-870-5855	833
Cantonese: 800-281-2288	830
Japanese: 800-573-7573	829
Korean: 800-300-6657	831
Mandarin: 888-333-2828	832
Tagalog: 800-956-8084	834
Vietnamese: 800-300-5315	835
Other Lang.: 800-203-8600	847
TTY English: 800-651-5111	
TTY Spanish: 800-400-6868	

1. Please notify the telephone company that you want to apply for California LifeLine.

2. The telephone company will talk to you about the program and see if you qualify. If you say you qualify, the telephone company will sign you up for phone service at regular rates and begin the application process for you to be on California LifeLine.

3. You will need to complete the application form that will be mailed to you in a pink envelope. Please be sure to fill out and send it by the due date. If you do not return that form in time, you will not get the discounts and will continue to be charged the regular rates.

4. The California LifeLine discount applies only to the monthly rate, connection/conversion, deposit, and toll restriction for basic local home phone service, but not to features such as collect calls, long distance, etc.

5. You have the right to decline any additional features or packaged programs the telephone company may offer you.

6. I am going to transfer you to the telephone company now; do you have any other questions?

Rule: Once CSR has selected telephone company name in orange, the system will save that telephone company name, populate data and return to the previous screen.

CSR [23]: I will be transferring you to (populate service provider name) at (populate toll free number).

1. *Please notify the telephone company that you want to apply for California LifeLine.*

2. *The telephone company will talk to you about the program and see if you qualify. If you say you qualify, the telephone company will sign you up for phone service at regular rates and begin the application process for you to be on California LifeLine.*

3. *You will need to complete the application form that will be mailed to you in a pink envelope. Please be sure to fill out and send it by the due date. If you do not return that form in time, you will not get the discounts and will continue to be charged the regular rates.*

4. *The California LifeLine discount applies only to the monthly rate, connection/conversion, deposit, and toll restriction for basic local home phone service, but not to features such as collect calls, long distance, etc.*

5. *You have the right to decline any additional features or packaged programs the telephone company may offer you.*

6. *I am going to transfer you to the telephone company now; do you have any other questions?*

[Final Call Result]

- ○ LifeLine Transferred/Referred to Telephone Company
- ○ Non-LifeLine Transferred/Referred to Telephone Company
- ○ Abandoned Call
- ○ Customer Would Like to Call Back
- ○ Customer Ineligible
- ○ Referred to Application/Renewal Line
- ○ RHA Provided Information
- ○ Referred to CPUC
- ○ Referred to LifeLine Help Line
- ○ Other

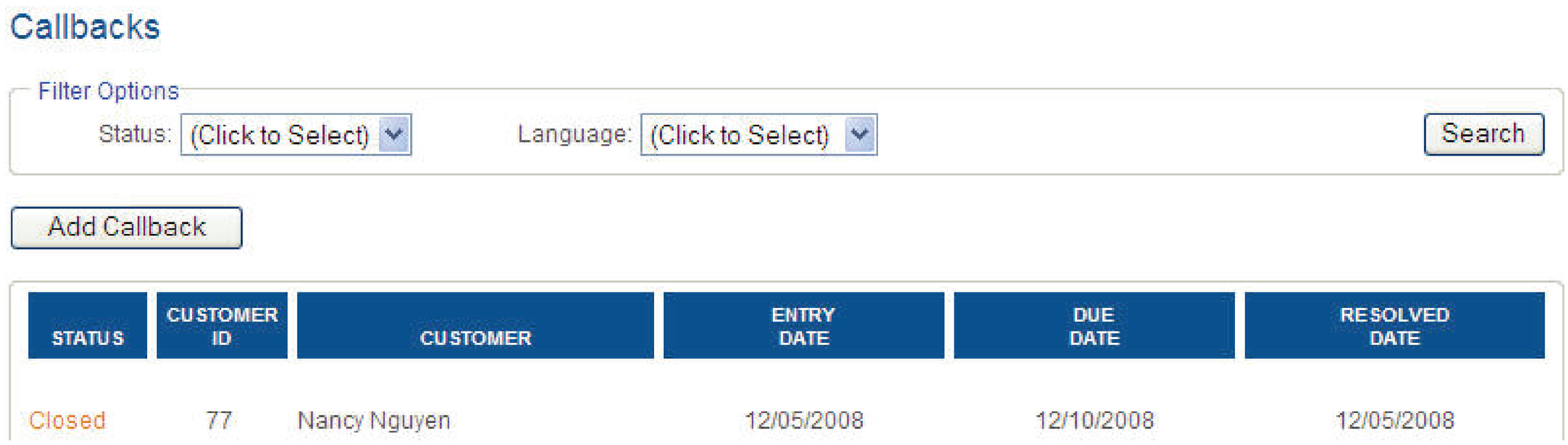
Undo Complete

Final call Result:

Rule: Only one box may be checked. Check the primary call result. Complete= call and all data entry is completed

Entering a voice mail

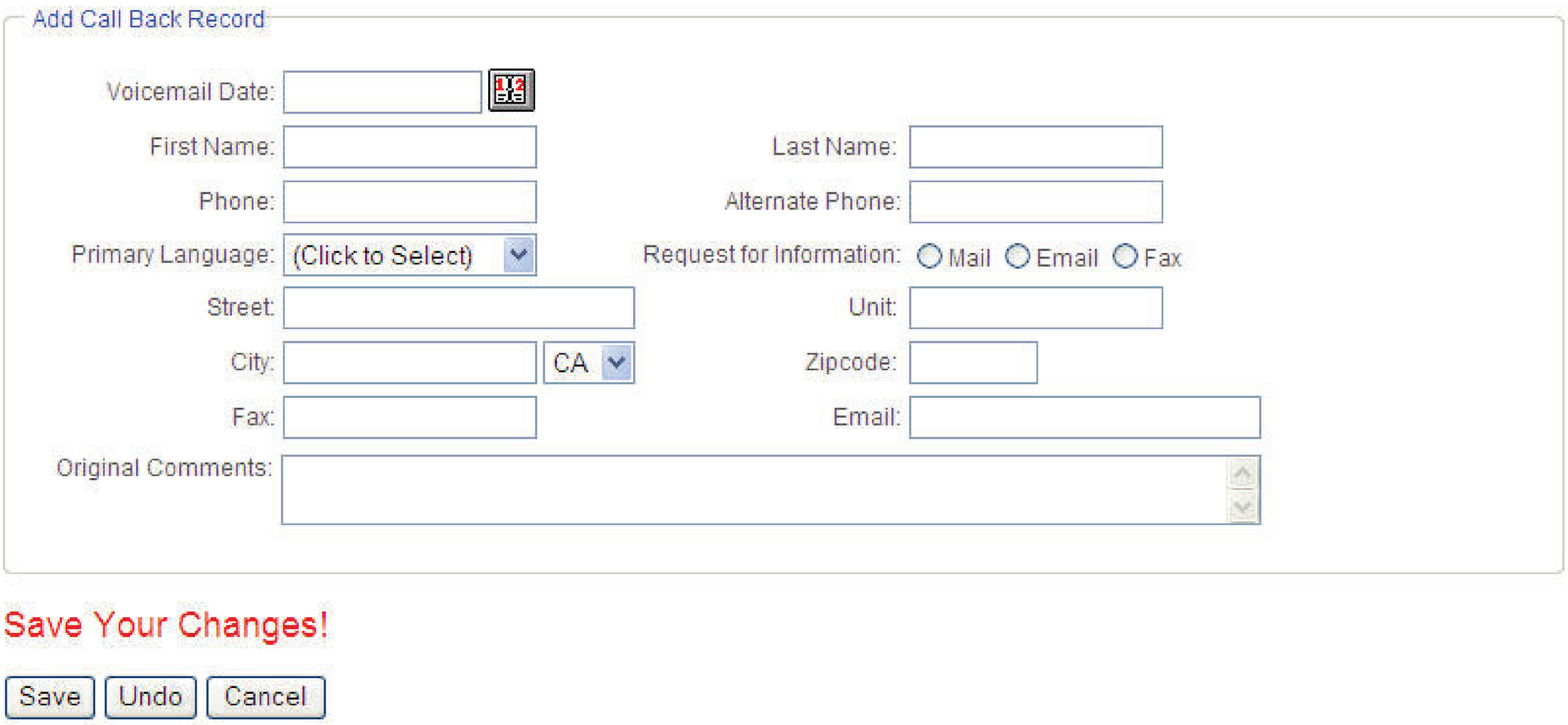
All voice mails that are received must be entered as a Callback Record in the Callbacks tab.



To add a voice mail message:

Click the Add Callback button.

This page will refresh with a blank Callback record.



- Enter all information provided by the caller in the Callback Record screen including:
  - Voice Mail Date: Enter the actual date the voice mail was **received**, (not the date it was retrieved). This is a required field
  - First and Last Name
  - Phone numbers
  - Primary Language: Enter the language that the customer left the message in.
  - Request for Information: check appropriate field if customer requested information via mail, email or fax. A pop-up will appear to remind CSR to notify Supervisor of request
    - Address: Street address, unit, city and zip -only need for mail requests
    - Fax: only needed for fax requests
    - Email: only needed for email requests
- Original Comments: Enter all details provided by the customer in the voice mail message.

Customer Name: Frank

Created By: ocortes on 12/05/2008
Updated By: ocortes on 12/05/2008

Call Back Record

Voicemail Date:	2008-12-05	Due Date:	2008-12-10
First Name:	Frank	Last Name:	
Phone:	559-447-7000	Alternate Phone:	
Primary Language:	English	Request for Information:	Mail Email Fax
Street:		Unit:	
City:	CA	Zipcode:	0
Fax:		Email:	
Resolved Date:	0000-00-00		
Original Comments:			

Save Your Changes!

Save Undo

- Save after record is entered.
- Repeat process for additional voice mail messages received.

Mail, Email and Fax Requests:

- Send Mail, email and fax requests received via email to both the Call Center Supervisor and Team Leader Deanna and Du. Email should include:
  - Record ID number and details of request
- Supervisor or Team Lead will send out information and enter date correspondence was sent in the callback log which will close/resolve the callback record.

Returning Voice Mail Messages:

Initially, the CSR will need to set a filter for any Callbacks that are open and have not been resolved.

Setting a Filter:

- Click on Callbacks
- Status: Select Open
- Language: Select language or leave blank to view all open records
- Click on Search button
- Click on record to make additional attempts
- Attempts should be made on different business days and times to allow for the best chance to reach each customer.
- System will automatically close a Callback once attempts are entered that meet the criteria that have been programmed.

Returning voice mail calls and recording the result:

Customer Name: Renata Paine

Created By: llai on 12/05/2008
Updated By: llai on 12/05/2008

Callback Record

Voicemail Date: 2008-12-04 Due Date: **2008-12-09**
First Name: Renata Last Name: Paine
Phone: 5103027939 Alternate Phone:
Primary Language: English Request for Information: Mail Email Fax
Street: Unit:
City: CA Zipcode: 0
Fax: Email:
Resolved Date: 2008-12-05 **Closed**
Original Comments:

Save Your Changes!

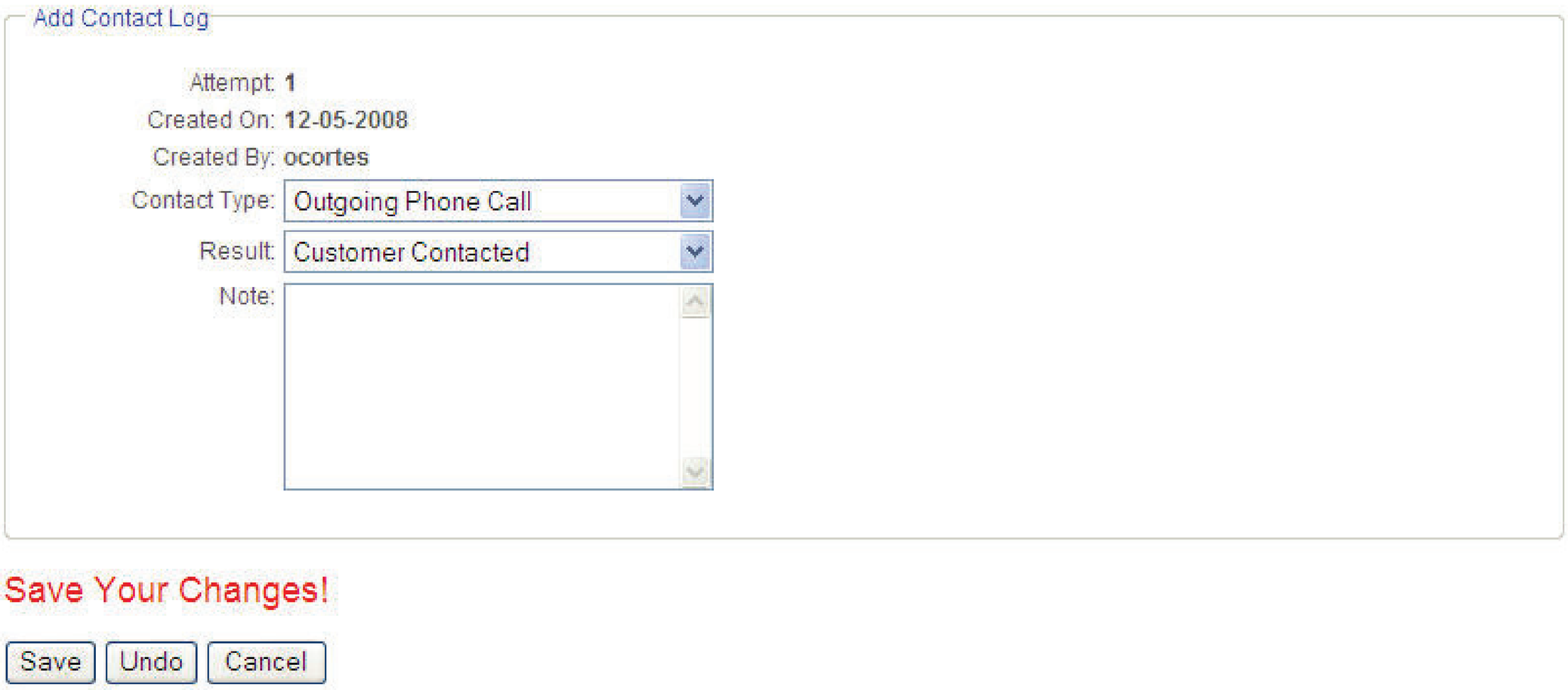
Save Undo Delete

Contact Log

New

Edit	Attempt	Created On	Created By	Contact Type	Result	Note
Edit	1	12/05/2008	llai	Outgoing Phone Call	Left Message	

- In the Contact Log section click on new to enter the result of your attempt.
- This will bring up the Add Contact Log
- A CSR that created a contact log attempt is the only authorized editor of that record



- Attempt to contact the caller using all phone numbers provided.
- Select your contact type:
  - Outgoing phone call
  - Email
  - Fax
  - Letter
- Select the result of the contact:
  - Busy
  - Correspondence sent
  - Customer contacted**- *Reminder if a customer is contacted then a record also needs to be created in the Call Center Wizard**
  - Disconnected
  - Left Message
  - Message Incomplete
  - No Answer
  - Wrong Number
- Enter any notes.
- Save
- The system will automatically close the record with a Resolved Date and Resolution Status based on the result of the contact. Records are resolved/closed when one of the following criteria are met:
  - Disconnected, wrong number, left message, correspondence sent, customer contacted or message incomplete
  - Three attempts are made: no answer or busy

The call center team should check all open callback records daily to ensure customer calls are returned the next business day and that additional attempts are made each business day until record is closed.

Resolved View

Customer Name: Frank

Created By: ocortes on 12/05/2008
Updated By: ocortes on 12/05/2008

Call Back Record

Voicemail Date: 2008-12-05 Due Date: 2008-12-10
First Name: Frank Last Name:
Phone: 559-447-7000 Alternate Phone:
Primary Language: English Request for Information: Mail Email Fax
Street: Unit:
City: CA Zipcode: 0
Fax: Email:
Resolved Date: 2008-12-05 Closed
Original Comments:

Save Your Changes!

TOLL-FREE AND CONTACT NUMBERS

RHA Fresno:	
Community Link Helpline	1-866-742-8587
RHA LifeLine Call Center:	**Monday-Friday, 8:00 a.m. to 7:00 p.m.**
English	1-866-272-0349
Spanish	1-866-272-0350
Lao/Hmong	1-866-272-0351
Khmer (Cambodian)	1-866-272-0352
Tagalog	1-866-272-0353
Korean	1-866-272-0354
Vietnamese	1-866-272-0355
Chinese (Mandarin/Cantonese)	1-866-272-0356
Japanese	1-866-296-0860
TTY	1-866-272-0358
All Language Promotion Line	1-866-272-0357
Translation Service:	
Language Line	1-800-874-9426
Telephone Company:	Refer to online telephone company screen
Application/Renewal Toll-free Lines:	
Asian Languages (RHA):	**Monday-Friday, 7:00 a.m. to 7:00 p.m.**
Chinese (Cantonese/Mandarin)	1-888-765-1566 (Press 1 for Cantonese; Press 2 for Mandarin)
Korean	1-888-765-1567
Japanese	1-888-765-1568
Vietnamese	1-888-765-1569
Tagalog	1-888-765-1577
English/Spanish Languages (Solix)	**7 days a week/24 hours per day**
English/Spanish	1-877-858-7463 (Press 1 for English; Press 2 for Spanish)

GENERAL ORDER 153:

CSR: Insert the current copy of GO 153 in this tab.

MEDIA SCHEDULE

CSR: Insert the current copy of the media schedule in this tab.

SAMPLE MARKETING MATERIALS

CSR: insert sample brochures, flyers, radio scripts, newspaper ads, etc. here.

Community Based Organization Listing:

CSR to insert this section.

Translations

CSR to insert this section.

EXHIBIT B: BUDGET DETAIL AND PAYMENT PROVISIONS

1 BUDGET DETAIL

1.1 Funding

The California LifeLine Administrator is entirely funded by Universal Lifeline Telephone Service Trust Administrative Committee Fund, i.e., item 8660-001-0471 in the State's Annual Budget Act.

1.2 Allowable Costs

Allowable costs are itemized in the approved Bidder Cost Sheet.

2 PAYMENT PROVISIONS

2.1 Invoices

1. The Contractor will mail or deliver to the CPUC Contract Manager once monthly a signed original invoice and three copies clearly indicating, at a minimum, contractor name, Federal tax identification number, business address, email address and business telephone number of contact individual, State contract number, any internal account number, dates of service and billing period.

2. Compensation shall be tied to accomplishment of defined milestones identified in the contract. The contractor shall remit monthly invoices showing charges and rates specified in the Cost Sheet and made an integral part of the contract. Each invoice shall include sufficient detail to relate the cost therein to the work performed according to the detailed work plans that were submitted by the contractor and approved by the Contract Manager. All invoices will require the review and approval of the Contract Manager, or designee, before submission for payment.

3. Payment for set-up will be made upon completion of each task identified in the Cost Sheet of the signed contract. Payment for the ongoing qualification process will be made monthly, in arrears, on the basis of work completion of the contract deliverables. The contractor's invoices will be subject to a financial audit by the Commission at any time within three (3) years of completion of the work.

4. The contractor will prepare and enclose with the invoice a narrative report of all California LifeLine Administrator activities from the time of any previous invoice.

5. Contractor invoices shall include a subtotal that enumerates the amounts spent on DGS certified Small Business compliant activities/subcontractors for the period of

the invoice, and a total-to-date for Small Business spending. This requirement is in addition to the reporting requirement of section 1.19.a, of Exhibit C, General Terms and Conditions.

6. Contractor invoices shall include a subtotal that enumerates the amounts spent on DGS certified DVBE compliant activities/subcontractors for the period of the invoice, and a total-to-date for DVBE spending. This requirement is in addition to the reporting requirement of section 1.19.b, of Exhibit C, General Terms and Conditions.

2.2 Payment

1. The contractor will be compensated for services satisfactorily rendered, upon receipt and approval of the invoices, in accordance with the Cost Sheet included in the signed contract.

2. Costs incurred developing a bid in response to this RFP are entirely the responsibility of the Bidder and not chargeable to the Commission and/or the State.

3. The Commission will pay to the contractor any State and local sales/use taxes on the personal services provided pursuant to this agreement. The State is exempt from Federal excise taxes and no payment will be made for any personal property taxes levied on the contractor.

4. If funding for the current fiscal year and/or any subsequent years covered under this Agreement is reduced or deleted by the State's Annual Budget Act[64] for purposes of the LifeLine program, the Commission shall have the option to either cancel this Agreement with no liability occurring to the Commission, or offer an agreement amendment to Contractor to reflect the reduced amount.

5. Payment will be made in accordance with, and within the time specified in, California Government Code commencing with Section 927.

[64] The State's Annual Budget Act is available online at: http://www.dof.ca.gov/HTML/BUD_DOCS/bud_link.htm.

EXHIBIT C: GENERAL TERMS AND CONDITIONS

1 GENERAL TERMS AND CONDITIONS (GTC-610)

1.1 Approval

This Agreement is of no force or effect until signed by both parties and approved by the Department of General Services, if required. Contractor may not commence performance until such approval has been obtained.

1.2 Amendment

No amendment or variation of the terms of this Agreement shall be valid unless made in writing, signed by the parties and approved as required. No oral understanding or Agreement not incorporated in the Agreement is binding on any of the parties.

1.3 Assignment

This Agreement is not assignable by the Contractor, either in whole or in part, without the consent of the State in the form of a formal written amendment.

1.4 Audit

Contractor agrees that the awarding department, the Department of General Services, the Bureau of State Audits, or their designated representative shall have the right to review and to copy any records and supporting documentation pertaining to the performance of this Agreement. Contractor agrees to maintain such records for possible audit for a minimum of three (3) years after final payment, unless a longer period of records retention is stipulated. Contractor agrees to allow the auditor(s) access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. Further, Contractor agrees to include a similar right of the State to audit records and interview staff in any subcontract related to performance of this Agreement. (Gov. Code §8546.7, Pub. Contract Code §10115 et seq., CCR Title 2, Section 1896).

1.5 Indemnification

Contractor agrees to indemnify, defend and save harmless the State, its officers, agents and employees from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, suppliers, laborers, and any other person, firm or corporation furnishing or supplying work services, materials, or supplies in connection with the performance of this Agreement, and from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged by Contractor in the performance of this Agreement.

1.6 Disputes

Contractor shall continue with the responsibilities under this Agreement during any dispute.

1.7 Termination for Cause

The State may terminate this Agreement and be relieved of any payments should the Contractor fail to perform the requirements of this Agreement at the time and in the manner herein provided. In the event of such termination the State may proceed with the work in any manner deemed proper by the State. All costs to the State shall be deducted from any sum due the Contractor under this Agreement and the balance, if any, shall be paid to the Contractor upon demand.

1.8 Independent Contractor

Contractor, and the agents and employees of Contractor, in the performance of this Agreement, shall act in an independent capacity and not as officers or employees or agents of the State.

1.9 Recycling Certification

The Contractor shall certify in writing under penalty of perjury, the minimum, if not exact, percentage of post consumer material as defined in the Public Contract Code Section 12200, in products, materials, goods, or supplies offered or sold to the State regardless of whether the product meets the requirements of Public Contract Code Section 12209. With respect to printer or duplication cartridges that comply with the requirements of Section 12156(e), the certification required by this subdivision shall specify that the cartridges so comply (Pub. Contract Code §12205).

1.10 Non-Discrimination Clause

During the performance of this Agreement, Contractor and its subcontractors shall not unlawfully discriminate, harass, or allow harassment against any employee or applicant for employment because of sex, race, color, ancestry, religious creed, national origin, physical disability (including HIV and AIDS), mental disability, medical condition (e.g., cancer), age (over 40), marital status, and denial of family care leave. Contractor and subcontractors shall insure that the evaluation and treatment of their employees and applicants for employment are free from such discrimination and harassment. Contractor and subcontractors shall comply with the provisions of the Fair Employment and Housing Act (Gov. Code §12990 (a-f) et seq.) and the applicable regulations promulgated thereunder (California Code of Regulations, Title 2, Section 7285 et seq.). The applicable regulations of the Fair Employment and Housing Commission implementing Government Code Section 12990 (a-f), set forth in Chapter 5 of Division 4 of Title 2 of the California Code of Regulations, are incorporated into this Agreement by reference and made a part hereof as if set forth in full. Contractor and its subcontractors shall give written notice of their obligations under this clause to labor organizations with which they have a collective bargaining or other Agreement.

Contractor shall include the nondiscrimination and compliance provisions of this clause in all subcontracts to perform work under the Agreement.

1.11 Certification Clauses

The CONTRACTOR CERTIFICATION CLAUSES contained in the document CCC 307 are hereby incorporated by reference and made a part of this Agreement by this reference as if attached hereto.

1.12 Timeliness

Time is of the essence in this Agreement.

1.13 Compensation

The consideration to be paid Contractor, as provided herein, shall be in compensation for all of Contractor's expenses incurred in the performance hereof, including travel, per diem, and taxes, unless otherwise expressly so provided.

1.14 Governing Law

This contract is governed by and shall be interpreted in accordance with the laws of the State of California.

1.15 Antitrust Claims

The Contractor by signing this agreement hereby certifies that if these services or goods are obtained by means of a competitive bid, the Contractor shall comply with the requirements of the Government Codes Sections set out below.

a. The Government Code Chapter on Antitrust claims contains the following definitions:

1) "Public purchase" means a purchase by means of competitive bids of goods, services, or materials by the State or any of its political subdivisions or public agencies on whose behalf the Attorney General may bring an action pursuant to subdivision (c) of Section 16750 of the Business and Professions Code.

2) "Public purchasing body" means the State or the subdivision or agency making a public purchase. Government Code Section 4550.

b. In submitting a bid to a public purchasing body, the Bidder offers and agrees that if the bid is accepted, it will assign to the purchasing body all rights, title, and interest in and to all causes of action it may have under Section 4 of the Clayton Act (15 U.S.C. Sec. 15) or under the Cartwright Act (Chapter 2 (commencing with Section 16700) of Part 2 of Division 7 of the Business and Professions Code), arising from purchases of goods, materials, or services by the Bidder for sale to the purchasing body pursuant to the bid. Such assignment shall be made and become effective at the time the purchasing body tenders final payment to the Bidder. Government Code Section 4552.

c. If an awarding body or public purchasing body receives, either through judgment or settlement, a monetary recovery for a cause of action assigned under this chapter, the assignor shall be entitled to receive reimbursement for actual legal costs incurred and may, upon demand, recover from the public body any portion of the recovery, including treble damages, attributable to overcharges that were paid by the assignor but were not paid by the public body as part of the bid price, less the expenses incurred in obtaining that portion of the recovery. Government Code Section 4553.

d. Upon demand in writing by the assignor, the assignee shall, within one year from such demand, reassign the cause of action assigned under this part if the assignor has been or may have been injured by the violation of law for which the cause of action arose and (a) the assignee has not been injured thereby, or (b) the assignee declines to file a court action for the cause of action. See Government Code Section 4554.

1.16 Child Support Compliance Act

For any Agreement in excess of $100,000, the contractor acknowledges in accordance with Public Contract Code 7110, that:

a. The contractor recognizes the importance of child and family support obligations and shall fully comply with all applicable state and federal laws relating to child and family support enforcement, including, but not limited to, disclosure of information and compliance with earnings assignment orders, as provided in Chapter 8 (commencing with section 5200) of Part 5 of Division 9 of the Family Code; and

b. The contractor, to the best of its knowledge is fully complying with the earnings assignment orders of all employees and is providing the names of all new employees to the New Hire Registry maintained by the California Employment Development Department.

1.17 Unenforceable Provision

In the event that any provision of this Agreement is unenforceable or held to be unenforceable, then the parties agree that all other provisions of this Agreement have force and effect and shall not be affected thereby.

1.18 Priority Hiring Considerations

If this Contract includes services in excess of $200,000, the Contractor shall give priority consideration in filling vacancies in positions funded by the Contract to qualified recipients of aid under Welfare and Institutions Code Section 11200 in accordance with Pub. Contract Code §10353.

1.19 Small Business Participation and DVBE Participation Reporting Requirements

a. If for this Contract Contractor made a commitment to achieve small business participation, then Contractor must within 60 days of receiving final payment under this Contract (or within such other time period as may be specified elsewhere in this Contract) report to the awarding department the actual percentage of small business participation that was achieved. (Govt. Code § 14841.)

b. If for this Contract Contractor made a commitment to achieve disabled veteran business enterprise (DVBE) participation, then Contractor must within 60 days of receiving final payment under this Contract (or within such other time period as may be specified elsewhere in this Contract) certify in a report to the awarding department: (1) the total amount the prime Contractor received under the Contract; (2) the name and address of the DVBE(s) that participated in the performance of the Contract; (3) the amount each DVBE received from the prime Contractor; (4) that all payments under the Contract have been made to the DVBE; and (5) the actual percentage of DVBE participation that was achieved. A person or entity that knowingly provides false information shall be subject to a civil penalty for each violation. (Mil. & Vets. Code § 999.5(d); Govt. Code § 14841.)

1.20 Loss Leader

If this contract involves the furnishing of equipment, materials, or supplies then the following statement is incorporated: It is unlawful for any person engaged in business within this state to sell or use any article or product as a “loss leader” as defined in Section 17030 of the Business and Professions Code. (PCC 10344(e).)

EXHIBIT D: SPECIAL TERMS AND CONDITIONS

1 SPECIAL TERMS AND CONDITIONS

1.1 Excise Tax

The State of California is exempt from federal excise taxes, and no payment will be made for any taxes levied on employees' wages. The State will pay for any applicable State of California or local sales or use taxes on the services rendered or equipment or parts supplied pursuant to this Agreement. California may pay any applicable sales and use tax imposed by another state.

1.2 Settlement of Disputes

In the event of a dispute, Contractor shall file a "Notice of Dispute" with the California Public Utilities Commission, Director of the Communications Division, 505 Van Ness Avenue, San Francisco, CA 94102, or designee, within ten (10) days of discovery of the problem. Within ten (10) days from the receipt of a Notice of Dispute, the Director of the Communications Division, or his/her designee, shall respond and/or meet with the Contractor and Contract Manager for purposes of resolving the dispute. The decision of the Director of the Communications Division, or his/her designee, shall be final.

In the event of a dispute, the language contained within this Agreement shall prevail over any other language including that of the bid proposal.

1.3 Evaluation of Contractor

Performance of the Contractor under this Agreement will be evaluated. The evaluation shall be prepared on Contract/Contractor Evaluation Sheet (STD 4), and maintained in the Agreement file. For consultant agreements, a copy of the evaluation will be sent to the Department of General Services, Office of Legal Services, if it is a negative evaluation and the agreement is over $5,000.

1.4 Subcontractors

Nothing contained in this Agreement, or otherwise, shall create any contractual relation between the State and any subcontractors, and no subcontract shall relieve the Contractor of their responsibilities and obligations hereunder.

1. Subcontractor Actions – Contractor shall solely be responsible for all actions of subcontractors, including acts and omissions by subcontractors and persons either directly or indirectly employed by said subcontractors. Failure of a subcontractor to perform for any reason shall not relieve Contractor of the responsibility for competent and timely performance of duties under this Agreement.

2. Subcontractor Payment – Contractor shall solely be responsible for all payment to subcontractors. The Contractor's obligation to pay its subcontractors is an independent obligation from the State's obligation to make payments to the Contractor. As a result, the State shall have no obligation to pay or to enforce the payment of any moneys to any subcontractor retained by the Contractor.

3. Communication – The Contractor's Project Manager shall act as the primary point of contact to the CPUC for all aspects of any subcontractors, such that CPUC staff will not need to communicate directly with subcontractors.

4. Approval to Subcontract – No work shall be subcontracted without the prior written approval of the CPUC. In the event the Contractor desires to subcontract any portion of work associated with this engagement, or in the event of a change to an existing subcontracted relationship, Contractor shall submit to the CPUC a written description of the proposed subcontracted activities, including identification of proposed subcontracted parties.

5. Termination of Subcontract – Upon termination of any subcontract, the Contractor shall immediately notify the CPUC.

6. Subcontract DVBE Consideration – If a terminated subcontractor is a DVBE, the contractor must replace the subcontractor within the same participation category and such replacement must be approved by the CPUC. Failure to adhere to DVBE Participation may be grounds for contract termination and recovery of damages under the rights and remedies due the state under the default section of the contract. The Agreement shall permit the State to audit the Contractor to verify compliance with DVBE regulations.

1.5 CPUC Staff

CPUC staff will be permitted to work side by side with Contractor's staff to the extent and under conditions directed by the CPUC Contract Manager. In this connection, CPUC staff will be given access to all data, working papers, etc., which Contractor may seek to utilize.

1.6 Use of State Personnel

Contractor will not be permitted to use State personnel for the performance of services which are the responsibility of Contractor unless such use is previously agreed to in writing by the CPUC Contract Manager, and an appropriate adjustment in price is made. No charge will be made to Contractor for the services of State employees performing coordination or monitoring functions.

1.7 Consultant Staff Expenses

The Contractor represents that it has or shall secure at its own expense, all staff required to perform the services described in this Agreement. Such personnel shall not be employees of or have any contractual relationship with any governmental entity.

1.8 Changes in Time for Performance of Tasks

The time for performance of tasks and items within the budget, but not the total contract price, may be changed by written approval of the CPUC Contract Manager. However, the date for completion, the total contract price, and scope, as well as all other terms, may be modified only by a formal written amendment to this contract.

1.9 Change of Personnel

Contractor and Subcontractor key personnel as indicated in the attached résumés may not be substituted without the CPUC Contract Manager's prior written approval.

1.10 Ownership of Hardware/Software

Equipment and software purchased by the Contractor for this engagement, including IT and telecommunications systems, shall remain the property of the Contractor.

1.11 Ownership of Data

LifeLine program data created under the Agreement and/or managed during the course of this engagement shall be owned by the CPUC. The CPUC retains sole authority over the creation, modification, and use of LifeLine program data.

LifeLine program data includes, but is not limited to:

1. LifeLine customer information
2. Content and design of the LifeLine customer database
3. LifeLine data stored and/or managed by other IT systems
4. Customer communication, including:
    - 4.1. Letters
    - 4.2. IVR and other voice messages/instructions
    - 4.3. Outbound dialer messages
    - 4.4. Marketing and other informational materials
5. All California LifeLine toll free and direct phone numbers
6. Carrier information, including data schemas
7. Reports
8. Email messages related to the LifeLine program

9. Content of LifeLine websites

10. Training materials and other operational documentation specific to the LifeLine program

11. Best practices and lessons learned pertinent to the operation of LifeLine Administrator services

1.12 Confidentiality of Data / Nondisclosure Agreement

The Contractor ("Signatory"), by signing this Agreement agrees to perform the task(s) under this Agreement. The signatory recognizes that it must have full and unfettered access to information and documents within the knowledge and possession of various entities under the regulatory jurisdiction of the Commission. The Signatory also recognizes that some of this information may be proprietary, confidential, or privileged in nature.

The Signatory further recognizes that the Commission Staff has broad statutory authority to compel the production of such information subject to the provisions of Public Utilities Code 583 and General Order 66-C. The Signatory understands that these legal provisions generally preclude public disclosure of information obtained in confidence except during the course of a public hearing or with permission of the Commission.

The Signatory acknowledges that it has received a copy and read Public Utilities Code Section 583 and General Order 66-C, and agrees to be subject to and to fully comply with these legal provisions in discharging its responsibilities. Such compliance includes abiding by the terms of prohibiting public disclosure of confidential information and submitting to the jurisdiction of the Commission for the purposes of enforcing Public Utilities Code Section 583.

The Signatory further recognizes that much of the information obtained during the course of its work for the Commission may be subject to other privileges for nondisclosure, and may not be disclosed without the consent of the Commission or its Staff who include, but are not limited to, attorney work product privilege, the official information privilege, the attorney-client privilege, and other prohibitions precluding disclosure of confidential information.

The Signatory agrees not to disclose any information regarding its work to third parties except with the Commission Staff's express written consent, and to return all documents obtained during the course of the Agreement. The signatory agrees to notify the Commission Staff of any inquires and/or request for disclosure from any such third parties.

The Signatory will not comment publicly to the press or any other media regarding its work, or the Commission's action on the same, except to the Commission Staff, Signatory's own personnel and/or subcontractors involved in the completion of tasks under this agreement, or at a public hearing, or in response to questions from a legislative committee.

In addition, the Signatory agrees that prior to commencement of any work associated with this Agreement, the signatory shall: (1) provide a copy of this section of the Agreement, Public Utilities Code Section 583 and General Order 66-C to all who will be performing tasks under this Agreement; and (2) inform all those working under this Agreement that they are such to these legal provisions and must comply with Confidentiality of Data Agreement/Nondisclosure Section.

Ninety days after any document submitted has become a part of the public records of the State, Signatory may at its own expense, publish or utilize the same but shall include the following legend:

LEGAL NOTICE

This report was prepared as an account of work sponsored by the California Public Utilities Commission. It does not necessarily represent the views of the Commission or any of its employees except to the extent, if any, that it has formally been approved by the Commission at a public meeting. For information regarding any such action, communicate directly with the Commission at 505 Van Ness Avenue, San Francisco, California 94102. Neither the Commission nor the State of California, nor any officer, employee, or any of its contractors or subcontractors makes any warranty, express or implied, or assumes any legal liability whatsoever for the contents of this document.

1.13 Information Integrity and Security (Data Privacy)

Civil Code section 1798.19 requires that an agency that contracts for the operation or maintenance of records containing personal information, as defined in the Information Practices Act (Civil Code section 1798 et seq.) to accomplish an agency function, shall cause, consistent with its authority, the requirements of the Information Practices Act to be applied to those records. Civil Code section 1798.19 further provides that for the purposes of Article 10 of the Civil Code (commencing with section 1798.55), any contractor or employee of the contractor, shall be considered to be an employee of the agency. Civil Code section 1798.55 provides that the intentional violation of any provision of the Information Practices Act or of any rules or regulations adopted thereunder, by an officer or employee of any agency shall constitute a cause for discipline, including termination of employment.

Civil Code section 1798.56 provides that any person who willfully requests or obtains any record containing personal information from an agency under false pretences shall be guilty of a misdemeanor and fined not more than $5,000 or imprisoned for not more than one year, or both.

Civil Code sections 1798.82-1798.84 require that if person or business that own or license computerized data that includes personal information discovers or is notified of a breach in the security of the data, that person or business must provide notice of the

breach of security to any California resident whose unencrypted personal information was, or is reasonably believed to have been, acquired by an unauthorized person. (See Civil Code section 1798.82 (a). Persons or business that maintain, but do not own, such data must notify the owner of any security breach. (See Civil Code section 1798.82 (b). Customers injured by a violation of Civil Code sections 1798.80 - 1798.84 may institute a civil action for damages, and may, for violations of section 1798.83 receive certain civil penalties as well. Individuals also have privacy rights pursuant to article 1, section 1, of the California Constitution.

In order to preserve the integrity and security of the computerized data developed and maintained to implement the Commission's function and responsibilities under Public Utilities Code section 8281-86 et seq., and comply with the provisions of the Information Practices Act to the extent those provisions apply to government contractors maintaining data that contains personal information, Contractor hereby declares that it has read and is familiar with the relevant elements of the Information Practices Act, and agrees to:

1. Conduct periodic training, and maintain an appropriate legal reference library, to ensure that individuals with access to confidential information have easy access to relevant Constitutional provisions (e.g., California Constitution, article 1, section 1), statutes (e.g., Civil Code sections 1798 et seq.), regulations (e.g., State Administrative Manual sections 4840 through 4845), Executive Orders, Budget Letters (e.g., Budget Letter 04-35, dated November 16, 2004), Management Memos, this Contract, and any other policies, procedures, or other guidance provided by the Commission.

2. Maintain appropriate levels of confidentiality for the data developed and or maintained during the course of the contract, based on data classification, as outlined in the State Administrative Manual section 4841.3, and in accord with the policies and procedures established by the Commission;

3. Comply with standards, policies, and procedures developed or imposed by the Commission for transmission and storage of the data, including any requirements for the encryption of confidential personal information;

4. Comply with all State policy and law regarding use of information resources and data;

5. Comply with all Commission policies and procedures regarding use of information resources and data obtained, developed, or maintained during implementation of the Contract;

6. Disclose confidential information only to the extent permitted by the Information Practices Act and as directed by the Commission (e.g., Civil Code section 1798.24 (b) permits disclosure of personal information, as defined in section 1798.3, with the written consent of the individual to whom the information pertains, and section 1798.24 (e) permits disclosure to a person, or to another agency where the transfer is necessary for the transferee agency to perform its

constitutional or statutory duties, and the use is compatible with a purpose for which the information was collected and the use or transfer is accounted for in accordance with section 1798.25; since public utilities subject to GO 153 have an obligation to comply with the orders of the Commission, with statutory provisions, careful and limited disclosure of certain personal information to utilities during implementation of the Contract would not violate the Information Practices Act, and may be directed by the Commission when appropriate);

7. Apply security patches and upgrades, and keep anti-virus, anti-"spyware" and anti-"phishing" software up-to-date on all systems on which the data may be used or maintained;

8. Require each and every principal, officer, or employee that will have access to confidential personal information to sign a detailed Confidentiality Statement that ensures that the individual understands and agrees to fully comply with all laws, policies and procedures for preserving the integrity and security of data obtained, developed, or maintained during the course of the contract, and to continue to abide with the agreement even after the individual ceases to be a principal, officer, or employee of the Contractor: confidentially agreements must be signed before an individual begins working on the contract, and periodically thereafter;

9. Agree to notify the State data owner (the Commission) promptly if a security incident involving the data is known to have occurred, or is reasonably believed to have occurred, as required by the Information Practices Act, other State laws, any relevant regulations, policies, or procedures established by the Commission, and this contract, and

10. Agree to notify all individuals whose personal information was, or is reasonably believed to have been, acquired by an unauthorized person, as required by the Information Practices Act, other State laws, any relevant regulations, policies, or procedures established by the Commission, and this contract.

1.14 Termination at State's Option

State may at its option terminate this contract at any time, in whole or in part, with or without cause, and without any prejudice to any of its legal rights or remedies under the law, upon giving written notice to Contractor. In such event, Contractor agrees to use all reasonable efforts to mitigate its expenses and obligations under the Agreement. In such event, State shall pay Contractor for all services accepted by the State that were rendered prior to such notice of termination, and for all expenses approved by the State which were incurred by Contractor prior to said termination which are not included in charges for service rendered prior to termination and which could not by reasonable efforts of Contractor have been avoided.

1.15 Waiver

No waiver of any breach of this contract shall be held to be a waiver of any other or subsequent breach of contract. All remedies afforded in this contract shall be taken and construed as cumulative: that is, in addition to every other remedy provided herein or by law. The failure of State to enforce at any time any of the provisions of this agreement, or to require at any time performance by Contractor of any of the provisions thereof, shall in no way be construed to be a waiver of such provision nor in any way to affect the validity of this agreement or any part thereof or the right of State to thereafter enforce each and every such provision.

1.16 Gratuities

1. The State may, by written notice to the Contractor, terminate the right of Contractor to proceed under this contract if it is found, after notice and hearing by the State or by Executive Director of the Public Utilities Commission or duly authorized representative, that gratuities were offered or given by the Contractor, or any agent or representative of the Contractor, to any officer or employee of the State with a view toward securing a contract, securing favorable treatment with respect to award amendment, or the evaluation of performance of such contract, provided that the facts upon which either the Commission or the Executive Director makes such findings may be reviewed in any competent court.

2. In the event this contract is terminated, State shall be entitled (i) to pursue the same remedies against Contractor as it could pursue in the event of the breach of the contract by the Contractor, and (ii) to a penalty in addition to any other damages to which it may be entitled by law, and to exemplary damages in an amount which shall be not less than three nor more than ten times the cost incurred by the Contractor in providing any such gratuities to any such officer or employee.

The rights and remedies of the State provided in this clause shall not be exclusive and are in addition to any other rights and remedies provided by law or under this contract.

1.17 Conflict of Interest

Contractor agrees to refrain from entering into any relationship which could result in a conflict of interest in the performance of this Agreement; and to notify the CPUC Contract Manager promptly of any potential conflict of interest, including subcontractors. The CPUC may exercise its option to terminate this Agreement if a conflict is found.

1.18 Agreement is Complete

Other than as specified herein, no document or communication, oral or in writing, passing between the parties prior to, during, or after the completion of this Agreement hereto shall be deemed a part of this Agreement, unless expressly agreed upon and made a part of this Agreement by the parties through a formal written amendment.

1.19 Captions

The clause headings appearing in this agreement have been inserted for the purpose of convenience and ready reference. They do not purport to and shall not be deemed to define, limit, or extend the scope or intent to the clauses to which they appertain.

1.20 Force Majeure

Neither party shall be liable to the other for any delay in or failure of performance, nor shall any such delay in or failure of performance constitute default, if such delay or failure is caused by "Force Majeure." As used in this section, "Force Majeure" is defined as follows: Acts of war and acts of God such as earthquakes, floods and other natural disasters such that performance is impossible.

1.21 Counterparts

For the convenience of the parties, any number of counterparts of this Agreement may be executed by the parties hereto. Each such counterpart shall, and shall be deemed to be, an original instrument, but all such counterparts taken together shall constitute one and the same agreement.

1.22 Implementation of Program Modifications

All requests for changes of work within this contract shall be in writing between the CPUC Contract Manager or designee and the Contractor. In the event the contractor desires to make substantive changes in the nature of service delivery, such as changes to technology environments, facilities locations, customer interaction, or other operational procedures, Contractor shall submit such request in writing to the CPUC Contract Manager. The CPUC shall retain the right to approve, deny, or instruct modification of all change requests.

Except for the total contract price, the timeline for performance of non-critical tasks and items within the budget may be changed by written approval of the CPUC Contract Manager. However, the date for completion, the total contract price, and scope, as well as, all other terms may be altered only by formal amendment of this contract.

1.23 Adherence to Timeframes

The Contractor shall comply with all timeframes defined for the delivery of LifeLine program services as defined in this RFP and applicable CPUC Orders and other regulations, including as modified during the term of this Agreement. Timeframes shall include but not necessarily be limited to all processes associated with qualification of LifeLine customers, interaction with carriers, and interaction with the CPUC.

For reference, historical process flow and time frame requirements are provided with the Scope of Work.[65]

Timeframe requirements may change at the discretion of the CPUC.

Compliance criteria and non-compliance penalties are identified in the Service Level Agreement (SLA).[66]

1.24 Consequences of Failure to Start Service

Contactor shall comply with the start of service date, as defined in *RFP Section 3.1 Key Action Dates* "Contracted Service Period Begins", or at a later date defined by the CPUC.

In the event the Contractor is unable to provide, by the start of service date, LifeLine production service operations which comply with requirements as generally defined in this RFP and specifically *Section 8 Service Level Agreement (SLA) Performance Metrics,* the CPUC shall have the option to invoke any or all of the following remedies:

1. Assess liquidated damages equal to $20,000 USD per day for each calendar day of delay.

    1.1. Damages thus assessed may be withheld from monthly invoice payments to the Contractor, at the discretion of the CPUC.

2. Terminate this Agreement, at no cost to the State, upon five (5) days written notice to the Contractor.

    2.1. Contractor is liable to the CPUC for Security Requirement of the Award (RFP section 2.5.2).

    2.2. Contractor is liable to the CPUC for damages calculated as the difference between Contractor's bid price and the actual cost of performing work by the bidder with the second highest total score, or by another contractor.

3. Execute any other rights and remedies under this Agreement or by law.

1.25 Order of Precedence

In the event of any inconsistency between the articles, attachments, specifications or provisions which constitute this Contract, the following order of precedence shall apply:

1. The General Terms and Conditions (GTC 610);
2. Contract form, i.e., Standard Agreement STD 213, and any amendments thereto;
3. Statement of Work, including any specifications incorporated by reference herein;

[65] Exhibit A: Section 11.1 Application and Renewal: Process
[66] Exhibit A: Section 8 Service Level Agreement (SLA) Performance Metrics

4. These Special Terms and Conditions; and

5. All other attachments incorporated in the Contract by reference, including in order of precedence:

   5.1. The LifeLine RFP 09PS5848

   5.2. The Contractor's final proposal

1.26 Termination

a. Termination by the CPUC – Breach of Contract: In the event of any material breach of this Contract by the Contractor, the CPUC shall provide the Contractor with written notice of the breach and a reasonable opportunity to cure, which cure period shall in all cases be not less than five (5) days or such longer period fo time as necessary to effect a cure, but in all events not to exceed thirty (30) days, as long as the contractor has commenced to cure within that five (5) day period and diligently pursues the cure to completion thereafter. If the Contractor fails to cure the breach in the time period provided, the CPUC may without any prejudices to any of its other legal remedies terminate this Contract upon five (5) days' written notice to the Contractor. Upon termination, the CPUC shall pay any unpaid amounts due to the Contractor for the services provided by the LifeLine Administrator Contractor in accordance with this Agreement, provided that the CPUC may withhold any amounts payment of which is under dispute.

b. Termination at the State's Option: The State may terminate this Agreement, with or without cause within thirty (30) days written notice to the Contractor, and be relieved of any payments should the Contractor fail to perform the requirements of this Agreement at the time and in the manner herein provided. In the event of such termination the State may proceed with the work in any manner deemed proper by the State. All costs to the State shall be deducted from any sum due the Contractor upon this Agreement and the balance, if any, shall be paid to the Contractor upon demand.

1.27 Program Monitoring

The Contractor shall permit the CPUC to monitor contracted California LifeLine services conducted by the Contractor and its subcontractors pursuant to the terms of this Agreement. The purpose of such monitoring shall be to confirm that the Contractor is carrying out its responsibilities as contracted, and to potentially identify areas of the California LifeLine Administrator program that may be improved for the benefit of the Contractor, the State, ratepayers, or LifeLine customers. Such monitoring may consist of discussions with key personnel, review of the California LifeLine program operational processes and practices, security and confidentiality of California LifeLine customer data, training materials, program forms and documents, examination of program data, on-site checking, or other reasonable procedures, subject to the restrictions below, and subject to reasonable access, identification, security, safety or other policies of the Contractor which shall not be employed to deny or delay access.

All monitoring shall be performed in a manner that will not unduly interfere with the provision of services. Representatives of the CPUC shall have the right to make site visits, and obtain access, with fifteen (15) days written notice. Monitoring may also be conducted by the CPUC in part by remote computer access of reporting and customer records as described in the RFP, and by CPUC requests for electronic or paper copies of documents or records, which shall be provided by the Contractor. Performance monitoring activities include access to California LifeLine customer records and practices.

Performance monitoring shall not require the Contractor, its subcontractor(s) or their affiliates to divulge what may be reasonably considered technical or trade secrets. The records that may be reviewed and copied do not include any information that is the property of any other Contractor customer including other state LifeLine programs, or any non-California LifeLine customer. The Contractor shall make reasonable effort to provide California LifeLine-specific data where available. Access to records shall not include financial and operational internal records of the Contractor, subcontractor(s) or their affiliates. The Contractor and its subcontractor(s) will not use the above language to unreasonably deny the CPUC its ability to evaluate the services under this Agreement.

-- END OF DOCUMENT --