

NOTICE OF PROPOSED RULE DEVELOPMENT

FLORIDA PUBLIC SERVICE COMMISSION

DOCKET NO: 001589-TL

RULE TITLE:

RULE NO.:

Eligible Telecommunications Carrier (ETC)

25-4.047

Information Requirements for lifeline and

Link Up Service

PURPOSE AND EFFECT: To require all Eligible Telecommunications Carriers (ETCs) to advertise the availability of Lifeline and Link Up throughout the ETCs' service areas to increase participation in these programs.

SUBJECT AREA TO BE ADDRESSED: Advertisement of Lifeline and Link Up.

SPECIFIC AUTHORITY: 350.127(2), F.S.

LAW IMPLEMENTED: 364.10, 364.0252, F.S.

A RULE DEVELOPMENT WORKSHOP WILL BE HELD AT THE TIME, DATE, AND PLACE SHOWN BELOW:

TIME AND DATE: 1:30 p.m., November 29, 2000

PLACE: Betty Easley Conference Center, Room 152, 4075 Esplanade Way, Tallahassee, Florida 32399-0850.

- APP _____
- CAF _____
- CMP _____
- COM _____
- CTR _____
- ECR _____
- LEG _____
- OPC _____
- PAI _____
- RGO _____
- SEC _____
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Any person requiring some accommodation at this workshop because of a physical impairment should call the Division of Records and Reporting at (850) 413-6770 at least 48 hours prior to the hearing. Any person who is hearing or speech impaired

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should contact the Florida Public Service Commission by using the Florida Relay Service, which can be reached at: 1-800-955-8771 (TDD).

THE PERSON TO BE CONTACTED REGARDING THE PROPOSED RULE DEVELOPMENT IS: Rick Wright, Division of Competitive Services, Florida Public Service Commission, 2540 Shumard Oak Blvd., Tallahassee, FL 32399-0862.

THE PRELIMINARY TEXT OF THE PROPOSED RULE DEVELOPMENT IS:
25-4.047 Eligible Telecommunications Carrier (ETC) Information Requirements for Lifeline and Link Up Service.

(1) Purpose. The purpose of this rule is to require all Eligible Telecommunications Carriers (ETCs) to advertise the availability of Lifeline and Link Up throughout their service areas.

(2) Definitions.

(a) Eligible Telecommunications Carrier (ETC) means a common carrier designated by the Commission as eligible to receive federal universal service support.

(b) Lifeline means the discount on retail local service available only to qualifying low-income consumers, which is supported by the universal service fund as described in 47 CFR Ch. 1 §54.407(a).

(c) Link Up means the assistance program for qualifying low-income consumers that provides a reduction in the ETC's customary

charge for commencing telecommunications service for a single telecommunications connection at a consumer's principal place of residence.

(d) Qualifying low-income consumer means a Florida consumer who participates in one of the following programs: Medicaid, Temporary Assistance to Needy Families (TANF), Supplemental Security Income (SSI), Food Stamps, Federal Public Housing Assistance, or the Low Income Home Energy Assistance Program (LIHEAP).

(3) Advertising Media. Beginning the first calendar quarter after this rule becomes effective, each ETC shall advertise Lifeline and Link Up service offerings in the following media throughout all of its service area at the prescribed intervals:

(a) On television at least ten times a quarter between the hours of 6:00 p.m. and 9:00 p.m. Each advertisement shall last a minimum of thirty seconds.

(b) On a local radio station at least ten times a quarter between the hours of 6:00 a.m. and 9:00 a.m., 12:00 p.m. and 1:00 p.m., or 4:00 p.m. and 6:00 p.m. Each advertisement shall last a minimum of thirty seconds.

(c) In newspapers of general circulation at least once every six months. If the newspaper is published over the weekend, the advertisement must appear in the weekend edition. Each advertisement must be at least one quarter page.

(d) In a bill stuffer at least once a calendar year.

(4) Telephone Directories. Each ETC shall provide a full-page explanation of Lifeline and Link Up in all telephone directories published by or for the ETC that contain informational pages.

(5) Advertisement and Telephone Directory requirements. Each advertisement and telephone directory explanation must:

(a) Be in English and any other language that is predominant in the service area.

(b) Contain a statement that service cannot be disconnected for customers who are enrolled in the Lifeline program as long as all outstanding local service amounts due are timely paid.

(c) Contain a statement that service will be reconnected for customers who are enrolled in the Lifeline program when any overdue local service amounts are paid.

(d) Contain a statement specifying the amount that end-user charges will be reduced per month if enrolled in the Lifeline program.

(e) Contain a description of the requirements to participate in the Lifeline and Link Up programs.

(6) Additional requirements for bill stuffers and telephone directories. Each bill stuffer and telephone directory advertisement must also contain:

(a) Information concerning voluntary toll limitation

services and the availability of reduced deposits.

(b) If the directory contains an index, Lifeline and Link Up must be listed in the index.

(7) Reporting Requirements. Each ETC shall submit a report to the Division of Competitive Services annually by February 15. The annual report must contain the following information for the preceding calendar year ending December 31, unless otherwise specified:

(a) The number of residential access lines in service.

(b) The number of customers receiving Lifeline Assistance at the end of each month.

(c) The number of Lifeline customers subscribed to toll-blocking services.

(d) The number of customers per month that received assistance through Link Up.

(e) The total dollar amount of connection charges credited to customers receiving assistance through Link Up.

(f) The number of customers that received discounted service under the provisions of Section 364.105, Florida Statutes.

(g) The amount of revenue foregone as a result of the provisions of Section 364.105, Florida Statutes.

(h) A list by calendar year quarter of all bill inserts and messages, as well as all radio, television, and newspaper advertisements, including the number of times each was run.

(i) The total advertising costs to comply with this rule, by
calendar year quarter.

Specific Authority: 350.127(2), F.S.

Law Implemented: 364.10, 364.0252, F.S.

History--New _____.