



Via Overnight Mail

August 15, 2025

Office of Commission Clerk  
Florida Public Service Commission  
2540 Shumard Oak Blvd.  
Tallahassee, Florida 32399

**REDACTED**

COMMISSION  
CLERK

2025 AUG 21 AM 8:44

Re: Docket No. 20250000 – 2025 Lifeline Data Request

Dear Clerk of the Commission:

Please find enclosed the Response of DISH Wireless L.L.C. d/b/a Gen Mobile (“DISH Wireless” or the Company”) to the 2025 Data Request from the Florida Public Service Commission (“Response”).

Pursuant to Florida Administrative Code Rule 5-22.006 and Florida Statutes Section 364.183, DISH Wireless respectfully requests that the information provided in response to Questions 1, 2 and 5f be treated as confidential because they contain commercially sensitive information and information related to the Company’s business operations that competitors could use to their economic advantage. DISH Wireless treats this information as confidential and proprietary within the Company and does not share it in any public form.

The first enclosed copy of the Response (in a sealed envelope) is marked “CONFIDENTIAL”. The second enclosed copy of the Response is marked “REDACTED PUBLIC VERSION.”

If you have any questions regarding this filing, please do not hesitate to contact the undersigned. Thank you for your attention to this matter.

Respectfully Submitted,

Sofia Lee  
Senior Corporate Counsel  
DISH Wireless L.L.C.  
5701 S. Santa Fe Drive  
Littleton, Colorado 80120  
(800) 378-7127 ext. 707  
genmobilelegal@dish.com

Enclosures

**BEFORE THE  
PUBLIC SERVICE COMMISSION  
OF FLORIDA**

**Docket No. 20250000**

**RESPONSE TO THE 2025 LIFELINE DATA REQUEST  
FROM THE FLORIDA PUBLIC SERVICE COMMISSION TO  
DISH WIRELESS L.L.C. d/b/a GEN MOBILE  
QUESTION NOS. 1-9**

Pursuant to the 2025 Lifeline Data Requests from the Florida Public Service Commission to DISH Wireless L.L.C. dba Gen Mobile (“Company”, “DISH Wireless”, or “Gen Mobile”) issued on July 15, 2023 (“Data Request”) in the above-captioned matter, the Company submits this response to Question Numbers 1 through 9 as they relate to the Company’s Florida Lifeline customers for the reporting period of July 1, 2024 through June 30, 2025. DISH Wireless reserves the right to amend, revise, and/or supplement any of the original answers it provides hereunder should there be any relevant change in circumstances.

**RESPONSES**

- 1. Provide the number of customers participating in Lifeline each month by service type (voice, broadband, or bundled). Do not include customers receiving the Transitional Lifeline discount.**
  - a. Please see attached **Exhibit 1**.
- 2. Pursuant to Section 364.105, Florida Statutes, how many customers receive the Transitional Lifeline discount each month?**
  - a. Please see attached **Exhibit 1**.
- 3. How is the Transitional Lifeline discount offered and applied to eligible customers?**
  - a. Gen Mobile Lifeline customers in Florida who no longer qualify for the Lifeline program are offered the Florida Transitional Lifeline plan. Prior to the termination

of a Florida customer's Lifeline service, the Company notifies the customer via text message that their service will be terminated. If a Florida Lifeline customer is disenrolled due to ineligibility, the Company notifies that customer of the availability of the Florida Transitional Lifeline Plan. Gen Mobile customers residing in Florida must call Customer Care to apply for the Florida Transitional Lifeline Plan.

**4. What Lifeline plans are available to customers for voice, broadband, and/or bundled services? Please include any legacy plans (i.e., those still used by existing customers but no longer offered to new ones). For each plan, please indicate whether it meets the FCC's minimum service standards for voice, broadband, or both.**

- a. Gen Mobile offers two Lifeline plans in Florida: (1) the Lifeline (Basic) plan, which includes 1,000 minutes of talk/voice, 1,000 texts, and 4.5 GB of data; and (2) The Tribal Lifeline plan, which provides unlimited talk and text, and 11 GB of data. Both plans meet the FCC's minimum service standards for mobile bundled broadband.

**5. Provide information on the following, if applicable:**

**a. Internal procedures for promoting Lifeline.**

- i. The Company advertises the availability of the Lifeline program in a manner reasonably designed to reach Lifeline-eligible consumers. Gen Mobile promotes the availability of its Lifeline services through various marketing channels, including local community outreach through storefront or field locations, targeted online advertisements through social media platforms or affiliate marketing, and print media using flyers and brochures. The Company utilizes clear and plain language when describing the Gen

Mobile-branded Lifeline service plans on its print materials. In addition, the Company conducts print media advertisements in Spanish and in other languages as dictated by demand.

Gen Mobile's printed material and website follow the Federal Communications Commission's ("FCC") rules regarding information to be included in marketing materials. For outreach efforts on federally recognized Tribal lands, the Company coordinates directly with the respective tribal authorities.

Gen Mobile continuously evaluates and expands its outreach efforts across all channels to enhance awareness and accessibility of the Lifeline program.

**b. Outreach and educational efforts involving participation in community events.**

- i. The Company is committed to ensuring that all eligible Lifeline applicants clearly understand the service activation requirements for enrollment. To support this goal, the Company contracts with independent authorized distributors who train field agents on Lifeline eligibility criteria and often perform such efforts at community events, food banks, public assistance offices, and other similar locations that are accessible to customers who are likely to be eligible for the Lifeline program.

These in-person efforts complement the Company's digital outreach strategy by providing direct, personal interactions that help answer questions, clarify enrollment processes, and distribute informational materials.

**c. Outreach and educational efforts involving mass media (newspaper, radio, television).**

- i. Gen Mobile employs a comprehensive digital marketing strategy to promote awareness of the Lifeline program and educate eligible consumers. This approach serves a similar purpose as traditional mass media by reaching broad audiences in a scalable and cost-effective manner.

The Company's outreach and educational efforts include but are not limited to targeted social media advertising, paid search, search engine optimization (SEO), affiliate marketing, and influencer partnerships. These efforts are designed to engage individuals across the United States, including those in Florida, who may be eligible for Lifeline and guide them toward enrollment. Gen Mobile also displays Lifeline availability prominently on its website to ensure that consumers can easily access service information.

Messaging is developed in accordance with Lifeline program guidelines and compliance requirements and is consistently applied across digital channels. The Company continuously monitors campaign performance to assess effectiveness, optimize engagement, and ensure that its outreach effectively reaches eligible populations.

**d. Copies of Lifeline outreach materials used by your company.**

- i. Please see attached **Exhibit 2**.

**e. Links to any Lifeline information available on your company's website.**

- <https://www.genmobile.com/pages/lifeline-program>

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- <https://www.genmobile.com/pages/enhanced-lifeline-benefits>
- <https://www.genmobile.com/pages/wireless-phone-carriers>
- <https://www.genmobile.com/pages/how-to-choose-the-right-phone-service-provider>
- <https://www.genmobile.com/pages/government-assistance>
- <https://www.genmobile.com/pages/terms>

**f. Organizations your company currently partners with, previously partnered with, and plans to partner with to educate and inform customers about Lifeline.**

- i. [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

**g. If the company offers Lifeline under multiple brands, provide a comprehensive list.**

- i. DISH Wireless L.L.C. was approved by the Florida Public Service Commission to provide Lifeline service under the brand name Gen Mobile.

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- h. If the company is a wireless or satellite provider, indicate if it offers free or discounted equipment to Lifeline customers.**
- i. At its discretion and subject to availability and offerings promoted, DISH Wireless may provide free phones or offer for purchase discounted phones to eligible Lifeline customers.
- i. If you have seen a significant change in the number of Lifeline customers you service since the last reporting period, please identify what factors you believe contributed.**
- i. Not applicable.
- 6. Are you assisting customers with their Lifeline program applications through the National Verifier portal? If yes, please describe any issues you have experienced. If no, please describe your process for directing customers to apply with the National Verifier.**
- a. Yes, for in-person enrollments, field agents assist customers with their Lifeline program applications through the National Verifier portal. Field agents have observed recurring system-related issues affecting the National Verifier, such as intermittent outages and slow performance. Such issues are typically reported at least once a month and appear to be system-wide, not limited to specific states. Despite these challenges, field agents continue to support applicants and guide them through the process as effectively as possible.

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- 7. In accordance with Florida Administrative Code 25-4.0665(3), are you participating in the Lifeline Promotion Process (i.e., downloading qualified customer contact information from the FPSC)? If not, please explain why.**
- a. Yes.
- 8. Within the last year, has any of the following events affecting the company occurred:**
- a. **Filed for bankruptcy? If yes, please identify the chapter and the date filed.**
- i. No.
- b. **FCC enforcement actions relating to Florida Lifeline customers? If yes, please provide the date and FCC docket number.**
- i. No.
- c. **Changes to the ownership or corporate structure? If yes, please elaborate or explain.**
- i. No.
- 9. For matters related to consumer complaints, who is the company's designated contact person? Please provide their name, title, telephone number, and email address.**
- a. Hugo Sanchez, Training and Operations Manager;  
genmobileconsumeraffairs@dish.com; (800) 378-7127 ext. 714.



**EXHIBIT 1**

Lifeline Information

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| Customers (End of Month)        |        |        |        |        |        |        |        |        |        |        |        |        |        |
|---------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Month                           | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-24 | Mar-25 | Apr-25 | May-25 | Jun-25 | Jul-25 |
| Lifeline Customers              |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Transitional Lifeline Customers |        |        |        |        |        |        |        |        |        |        |        |        |        |

**EXHIBIT 2**

Lifeline Outreach Materials

**genmobile**

**FREE Phone**  
**FREE Talk. FREE Text.**  
If you qualify for Lifeline




**For Eligible Customers Only**  
Free phone requires program eligibility and is in Gen Mobile's sole discretion. Customer may also be offered BYOD or an upgraded device at a cost.

**genmobile**

**FREE Phone**  
**FREE Talk. FREE Text.**  
If you qualify for Lifeline

**For Eligible Customers Only**  
Free phone requires program eligibility and is in Gen Mobile's sole discretion. Customer may also be offered BYOD or an upgraded device at a cost.





# FREE MOBILE SERVICE

See if you qualify for Gen Mobile's  
**FREE Talk, Text & Data**

See below for more details



(Phone not incl. sold)

The Lifeline Program ("Lifeline") is a federal government assistance program by the Federal Communications Commission ("FCC") that provides discounted mobile service to eligible households. You may be eligible for Lifeline service if you meet certain income-qualifying criteria. All Lifeline plans will have at least 1,000 voice minutes, 1,000 text messages, and 45GB of data. There is only one Lifeline benefit for your household supported simultaneously, and it is not transferable to another person. You must use your Lifeline service at least once per 30 days or you will be de-enrolled from the program. Lifeline Gen Mobile plans do not include international service. To learn more about Lifeline, visit [www.fcc.gov/lifeline](http://www.fcc.gov/lifeline) or call 1-877-484-6367. Customers are subject to Gen Mobile's and Lifeline's terms & conditions. Visit [genmobile.com/terms](http://genmobile.com/terms) for Gen Mobile terms & conditions, which are subject to change at any time.

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