

November 4<sup>th</sup>, 2020

Mr. William Seuffert  
Executive Secretary  
Minnesota Public Utilities Commission  
121 7th Place East, Suite 350  
St. Paul, MN 55101

Re: Response to Minnesota Public Utilities Commission Request for Information in Docket No. 20-747

Dear Mr. Seuffert:

Enclosed please find the Initial Comments for Consolidated Telephone Company d/b/a CTC as a High Cost ETC in Docket No. P999/CI-20-747.

Please call me at 651-621-8306 with any questions.

Sincerely,

*/s/ Mary T. Buley*

Mary T. Buley  
Telecommunications Consultant

Enclosure

cc: Andy Isackson, CTC

## 2020 MARKETING ACTIVITIES **LIFELINE ASSISTANCE**

Initial Comments for CTC as a High Cost ETC in Minnesota PUC Docket No. P999/CI-20-747

1. Current number of CTC Lifeline Customers as of 11/01/2020
  - a. 54 Lifeline customers
  
2. How Lifeline Services Are Advertised:
  - a. CTC advertises Lifeline and TAP on our website - with links to information both in English and Spanish. <https://www.goctc.com/additionalresources/assistance/>
  - b. In addition, CTC advertises Lifeline services annually as a bill message in customer invoices
  - c. Quarterly digital newsletters
  - d. Verbally to customers through our member service representatives.
  
3. Provided samples of Lifeline Advertising:
  - a. Page two of this document shows specific examples of how we communicate the Lifeline Program. Included are images from our quarterly newsletters, our annual bill message, and a screen shot from our website.
  
4. No comments

## 2020 MARKETING ACTIVITIES **LIFELINE ASSISTANCE**

### Digital Digest (eNewsletter): Spring 2020

Wed 5/20/2020 7:30 AM  
 CTC <enews@goctc.com>  
 Digital Digest - Spring 2020

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mount and connects to your car's speakers via auxiliary input or your phone's Bluetooth. (Not compatible with all cars and phones.)  
**Learn more at [www.goctc.com/smartlounge](http://www.goctc.com/smartlounge), then visit our Facebook page to enter for a chance to win an Echo Auto!**

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**MEMBER MENTIONS**

Just received internet and the experience getting to this point has been awesome!  
 Communication with CTC sales, temp wiring provider and the CTC technician has been excellent.  
 I would rate the communication and service very high from all aspects of the process so far.  
 - ION P. BRAINERD

>> LEAVE US A REVIEW!

**>> Facing hardships due to COVID-19? Contact us to discuss options.  
 >> Looking for financial or service assistance?  
 >> Save \$\$ with internet-only options. No phone line required!**

### Digital Digest (eNewsletter): Summer 2020

Fri 9/18/2020 1:06 PM  
 CTC <enews@goctc.com>  
 Digital Digest - Summer 2020

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>> LEAVE US A REVIEW!

**811**  
**Know what's below. Call before you dig.**

**REMINDER!**  
 Be sure to dial 811 before you dig in your yard, ditch, by the lake, or anywhere this fall! You can also submit a ticket online via [gopherstateonecall.org](http://gopherstateonecall.org). Planning a Saturday project? Be sure to contact them by Wednesday at 5pm. It's the law and it keeps everyone safe, services running, and utilities working.

>> Facing hardships due to COVID-19? Contact us to discuss options.  
 >> Looking for financial or service assistance?

218-454-1234 | [goctc.com](http://goctc.com)

### Bill Message - August, 2020

**Having trouble paying your telephone bill?**

If you are a low-income household or are enrolled in government programs, like SNAP or Medical Assistance, you qualify!

**Contact us about the Telephone Assistance Plan discount. 218-454-1234**

**Website:** <https://www.goctc.com/additionalresources/assistance/>

Assistance - Go CTC

[goctc.com/additionalresources/assistance/](https://www.goctc.com/additionalresources/assistance/)

Services Business Partnerships About CTC Contact Us Help

**ASSISTANCE PROGRAMS.**

**MINNESOTA TELEPHONE ASSISTANCE PLAN (TAP) & LIFELINE**

If you are behind on paying your bills, you may be eligible for assistance through Minnesota's TAP program and/or through the federal Lifeline program, which both provide a monthly credit on telephone bills. Lifeline recipients will be automatically enrolled in the TAP program as required by Minnesota law and applicable Commission Orders.

For more information and to see if you are eligible for either program, click the links below.

**TAP Information & Application**  
**Lifeline Information & Application**  
**Lifeline Information & Application (En Espanol)**