

20-747 Revised Staff Decision Options

- 1) The Commission determines the following are best practices regarding advertising the Lifeline program for High Cost ETCs:
 - a) A website that meets the following criteria: information within three clicks; searchable keywords; periodic functionality checks; all plan information displayed; and continual updates
 - b) Social media accounts
 - c) Regular outreach to social service agencies
 - d) Assign one employee to act as a Lifeline Champion, or train all employees on Lifeline at larger ETCs
 - e) Community outreach through various means
 - f) Tribal outreach
 - g) Diverse and disabled population outreach
 - h) Lifeline information on all disconnection notices
 - i) Paper materials in various formats
 - j) Participate in Lifeline Awareness Week

The companies shall follow the above best practices to the maximum possible extent. The companies' compliance with best practices (or reasons for non-compliance) will be reviewed in the FCC Form 481 filings in Docket No. P999/PR-21-8 when the Commission considers recertification of High Cost ETCs. *(Staff, Department, OAG)*

- 2) The Commission requires High Cost ETCs to offer webpages that correctly show all income and other requirements and contains the correct rates. Information must be reachable within three clicks of the company's home page and be easily searchable. *(Department, OAG)*
- 3) The Commission refers the issues of best practices, requiring websites, and any other requirements for High Cost ETCs concerning websites to a working group for further consideration. *(Department, OAG)*
- 4) The Commission takes no action.