

Programs of the California Public Utilities Commission
Deaf and Disabled Telecommunications Program

Wireless Technology Pilot Program – Phase II (Jitterbug) Participant Survey Results

Submitted to the California Public Utilities Commission (CPUC) by the DDTP Administrative Contractor, the California Communications Access Foundation (CCAF)



Executive Summary

- On May 3, 2007, Resolution T-17089 approved the establishment of a pilot program, which allowed California Telephone Access Program (CTAP) to provide wireless equipment to Californians who were CTAP-certified or eligible and low-income (LifeLine eligible).
- Phase I of the Pilot provided a texting pager, called the Sidekick, to participants who were CTAP-certified as deaf, hard of hearing, or speech-disabled and lived in or near the cities of Fresno, Sacramento, or Santa Ana. The data-only service plan was provided by T-Mobile.
- Phase II of the Pilot provided an easy-to-use amplified cell phone, called the Jitterbug, to participants who were CTAP-certified as blind, low vision, hard of hearing, mobility disabled, or cognitively disabled and lived in or near the cities of Burbank, Fresno, Sacramento, San Diego, San Francisco, or Santa Ana. The service plan was provided by GreatCall, creators of Jitterbug.
- Pilot participants from Phase I or II have not been asked to return their devices and CTAP continues to collect information from these participants.
- CCAF recommends CTAP continue providing Jitterbug. According to the Jitterbug survey conducted by CTAP (results presented in this report), 83% of the respondents said they would recommend the Jitterbug phone and services to friends and family. Jitterbug provides unique features such as dial tone on the phone, 24/7 operator assistance and other service features needed by CTAP customers.

Current Status of the Pilot

- 370 Jitterbugs were purchased for Phase II of the Pilot Program.
- Jitterbug customers who dropped out of the Pilot were asked to return their Jitterbugs. As of December 31, 2010, 48 Jitterbugs have been returned and refurbished. Refurbished Jitterbugs have been redeployed to the Pilot participants.
- The Jitterbug Pilot Program was closed to new applicants on September 1, 2010.
- After the closure of the Pilot, CTAP received 30 new applicants. These applications were put on a waiting list and processed on December 1, 2010. Jitterbug approval letters were sent to these eligible applicants.
- As of December 31, 2010:
 - CTAP has distributed 390 Jitterbugs.
 - 54 approved applicants have not received the Jitterbug. The approval letter did state that there were a limited number of Jitterbugs available on first-come, first-served basis.
 - 28 Jitterbugs remain available at the Service Centers for distribution.

Lessons Learned

- GreatCall offered service plans with no credit check or long-term contract. All approved CTAP customers who opted to receive Jitterbugs were approved by GreatCall for the service plan. This allowed customers with bad or no credit to receive the Jitterbug service. The GreatCall month-to-month service, which did not require customers to commit to a term agreement appeared to be a consumer benefit.
- Low-income or fixed-income consumers were not able to commit to a recurring monthly service plan. For these customers, unlocked cell phones with prepaid minutes were ideal. 60% of the Jitterbug users who dropped out of the Pilot could not afford the monthly service plan and most of them had subscribed to low-end service plans at \$14.99 or \$19.99 plus taxes per month.
- All returned Jitterbugs were sent to GreatCall for refurbishment because, as part of the CDMA network, Jitterbugs cannot be refurbished in-house by CTAP. In the future, GreatCall will only credit CTAP for Jitterbugs that are returned within 60 days of activation. Jitterbugs returned after 60 days of activation cannot be redeployed in the Program and the Jitterbug will be useless, which does not seem like a good use of Program resources. CCAF recommends CPUC to address this issue with GreatCall and request GreatCall to extend or change the return policy for Jitterbugs that are returned by CTAP customers after 60 days of activation.

Wireless Pilot Introduction

Background

- Commission Resolution T-17089 authorized the DDTP Wireless Pilot in May of 2007.
- For an applicant to qualify for the Pilot, the individual must be both:
 - CTAP-certified and
 - California LifeLine eligible (low income)
- Phase II of the Pilot focused on easy-to-use cell phone with big buttons and amplification feature, called the Jitterbug.
- Phase II targeted the Blind, Low Vision, Hard of Hearing, Cognitively Disabled, and Mobility Disabled.
- Jitterbugs were distributed to Pilot participants from August 2009 to September 2010 at Community Organizations including the Barnabas MPC in Los Angeles, Lighthouse for the Blind in San Francisco, and San Diego Center for the Blind and CTAP Service Centers in Burbank, Fresno, Oakland, Riverside, Sacramento, San Diego, and Santa Ana .

Survey Introduction

- CTAP received 638 applications for the Jitterbug Pilot. Only 370 were qualified and using Jitterbug when this survey was conducted.
 - Surveys were distributed to 370 Jitterbug users.
- 97% of Pilot participants were already CTAP certified.
- 15 surveys were undeliverable and returned.
- 142 participants responded to the Survey.
- **The response rate is 40%.**
- Survey data were collected and analyzed on Survey Monkey to evaluate usage and quality of the Wireless Pilot Program – Phase II involving the Jitterbug.
- Results of this analysis are presented in this report.

General Objectives of the Survey of Wireless Pilot Program – Phase II

- To help understand how wireless participants use the Jitterbugs and its utility to them in the context of pilot.
- To assess other wireless devices and service providers available in the market.
- To evaluate consumer education methodologies and distribution options in order to better roll out future wireless programs.

Research Methodology

- The Wireless Pilot Program – Phase II survey was based on Commission’s identified objectives, including the need for applicants to be both CTAP certified as well as LifeLine eligible.
- The survey distribution consisted of 370 CTAP customers who have participated in the Wireless Pilot Program – Phase II.
- Applicants were mailed the survey via USPS.

Project (Survey) Timeline

Time Frame	Activity
September 28, 2010	Sent surveys to 370 CTAP customers participating in the Pilot.
October 1– October 20, 2010	Assisted participants over the phone who had questions about the survey. Fed survey data in Survey Monkey.
October 21, 2010	Close out date for the survey
TBD	Presented survey results to CPUC

Comments from Survey Participants

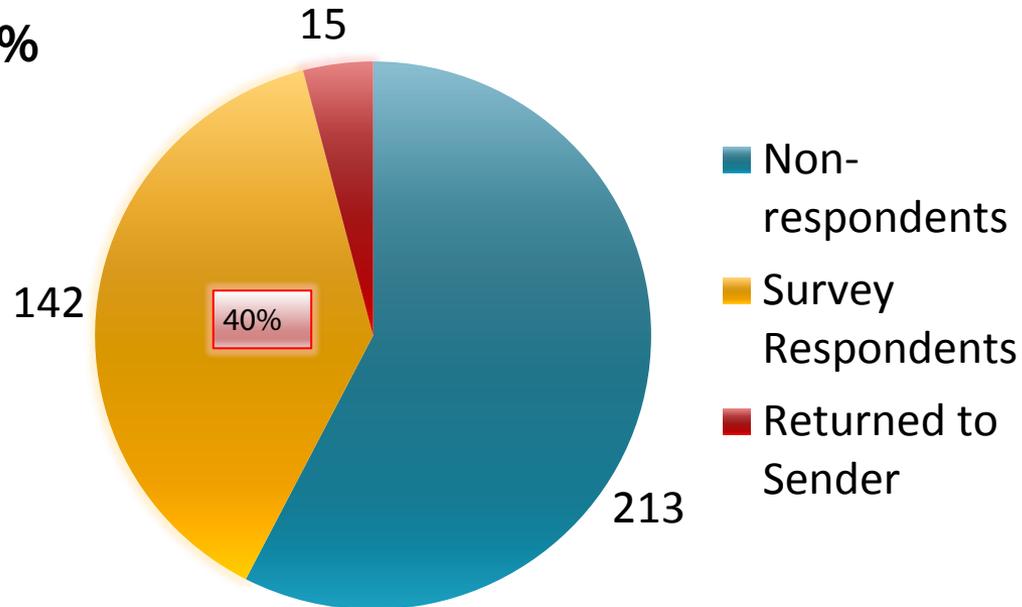
Quotes:

- I'm so glad to be given the Jitterbug. I don't know what I do without it. I can't use a regular phone as with this Jitterbug really makes my life so safe. When you are hard of hearing things are rough. Thank you so much and God Bless you all.
- The Jitterbug is great for hearing impaired people like me. It's easy to use and loud enough to hear. And it gives me confidence to know I can hear with it. So when/if my car breaks down, say at night, I can make a phone call. It's great and necessary.
- I feel more secure when driving car alone with a cell phone.
- This is only wireless I can hear on. I wanted it for emergency as I live alone and alone outside often. I find however that it has been very helpful to make and receive calls when away from home. My family is very happy that I have it for emergencies.
- Thank you for your help. I live alone and the cell phone is a safety for me. Also I keep contacting family and friends.
- Being able to make changes to Jitterbug feature without assistance from operator or without having to go on line to make changes. I am very pleased with Jitterbug operators. They are courteous and helpful.
- This service is wonderful. Having access to a live operator is invaluable for a person like me with disabilities. Your operators are the best!!! Please keep this service!

Survey Response Rate

Sample Size: 370

Response Rate: **40%**



Note:

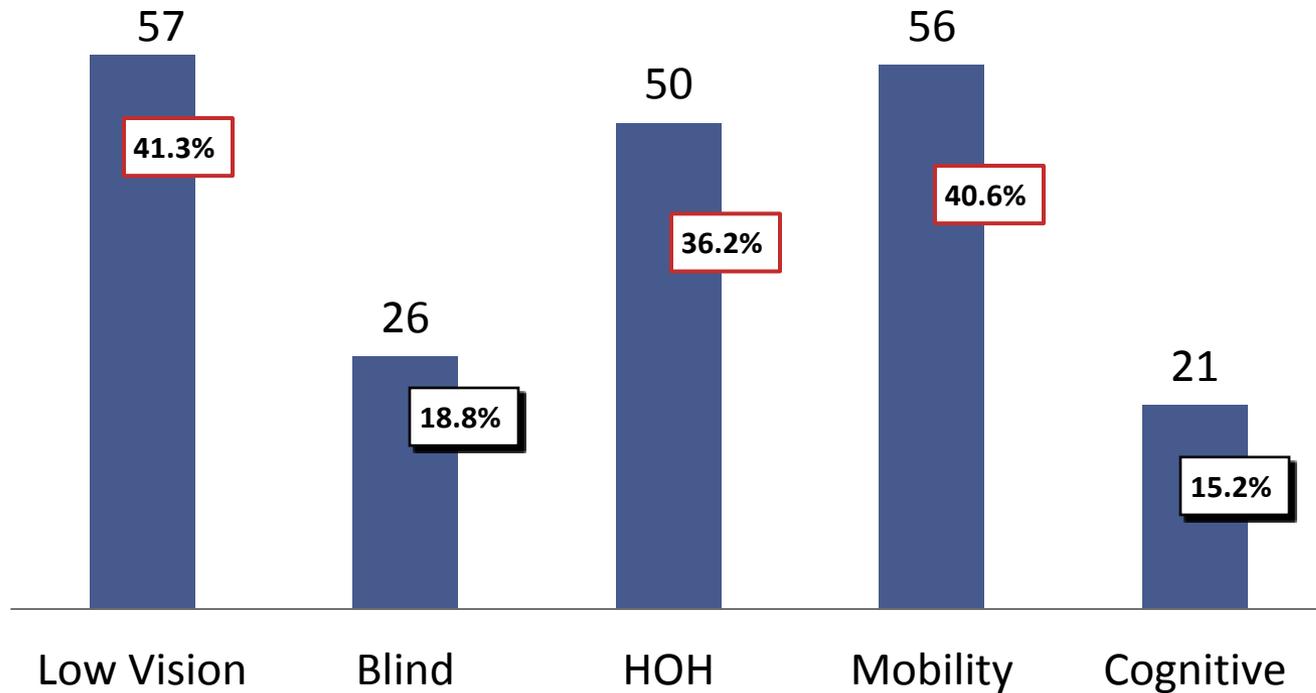
$$\text{ResponseRate} = \frac{\text{Number of valid returns}}{\text{Total Sample} - \text{RTS}} \times 100 = \frac{142 \times 100}{370 - 15}$$

(where RTS are letters returned to sender (by US Postal Service.))

Source: SurveyMonkey data

Demographics – CTAP-Certification Type

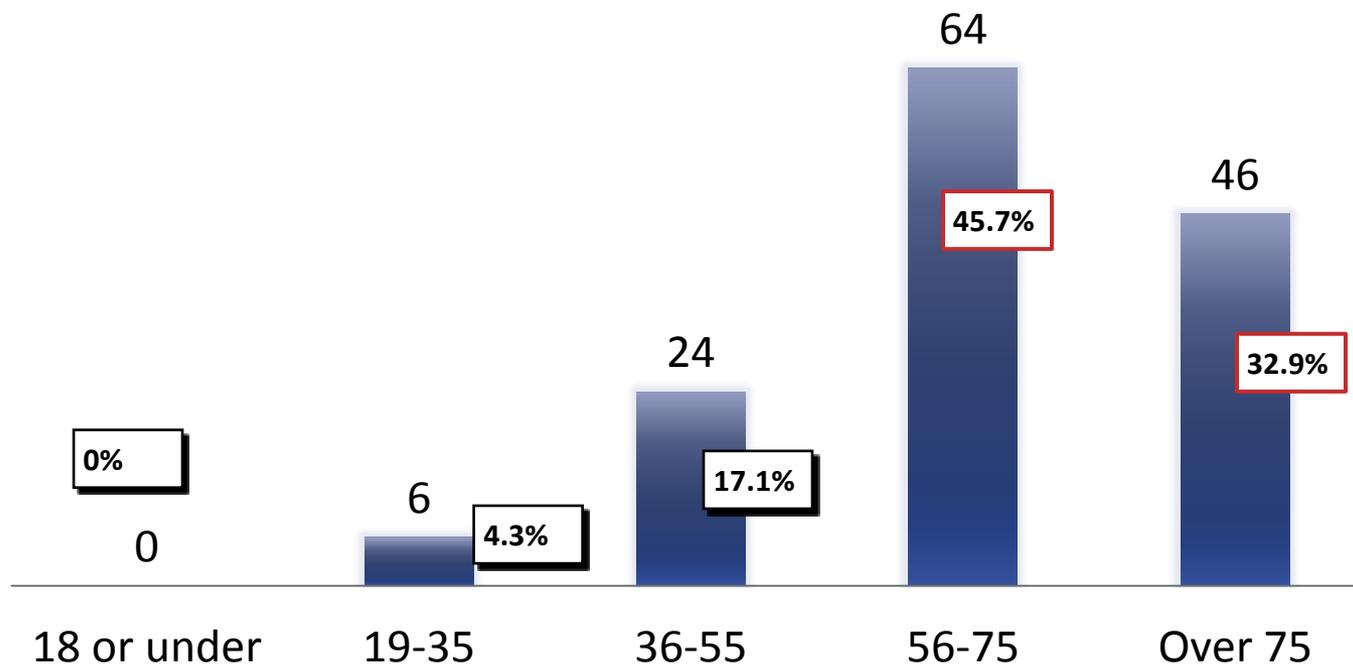
Respondents were asked to choose all the choices that apply.



Responded = 138

Source: Survey Monkey data

Demographics – Age Group

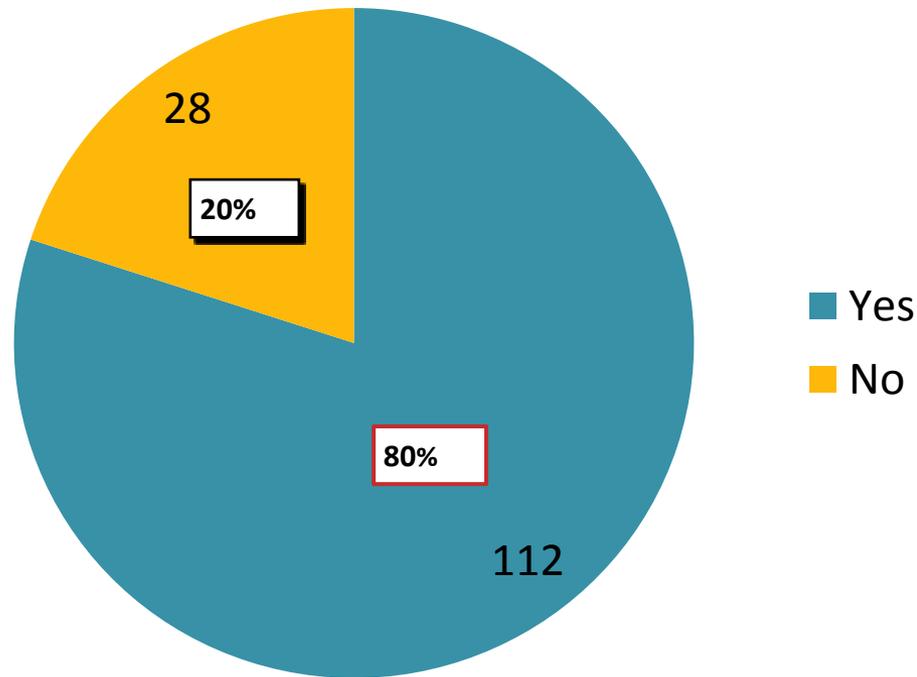


- 46% of the respondents represent the age group of 56-75
- 33% of the respondents represent the age group over 75
- 17% of the respondents represent the age group of 36-55

Responded = 140

Source: Survey Monkey data

Do you use your Jitterbug Cell Phone from CTAP now?



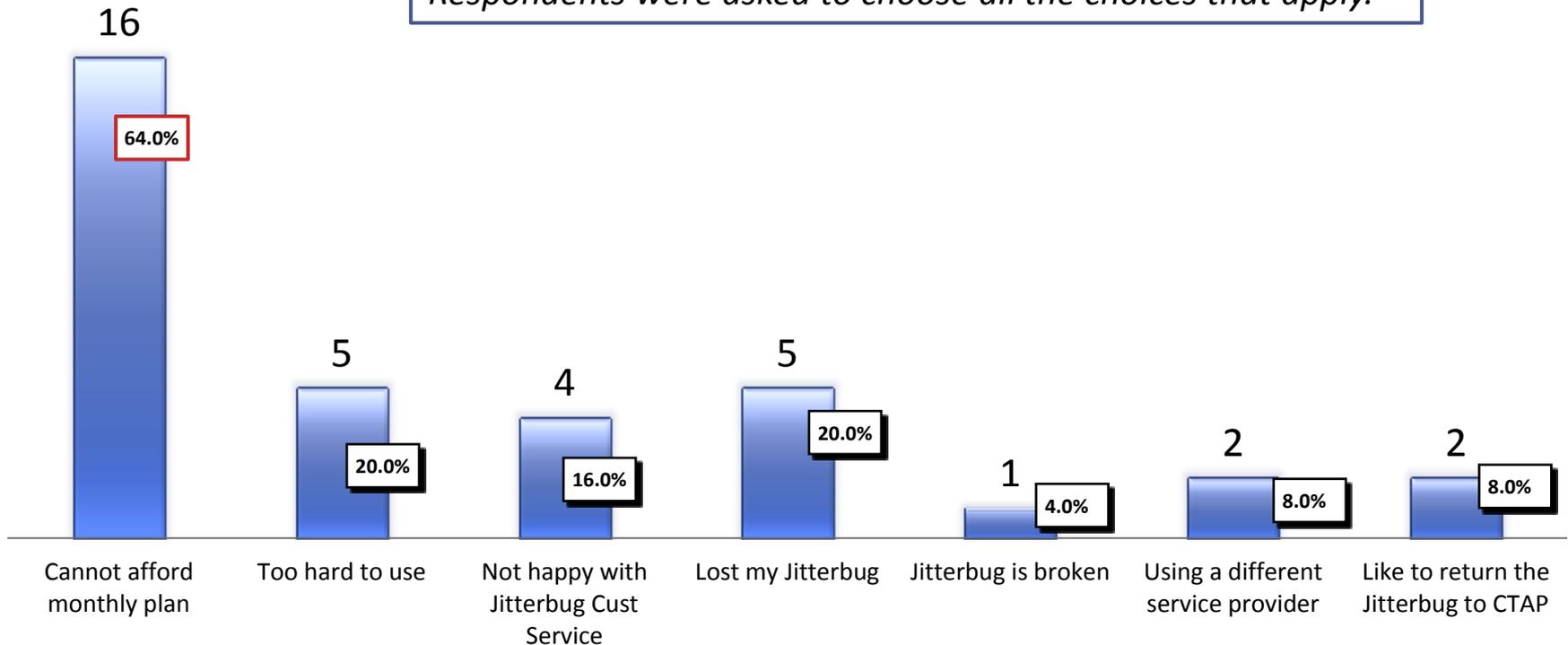
Responded = 140

Source: Survey Monkey data

Why are you not using the Jitterbug?

(Respondents = Jitterbug users who have dropped out of the Pilot Program)

Respondents were asked to choose all the choices that apply.

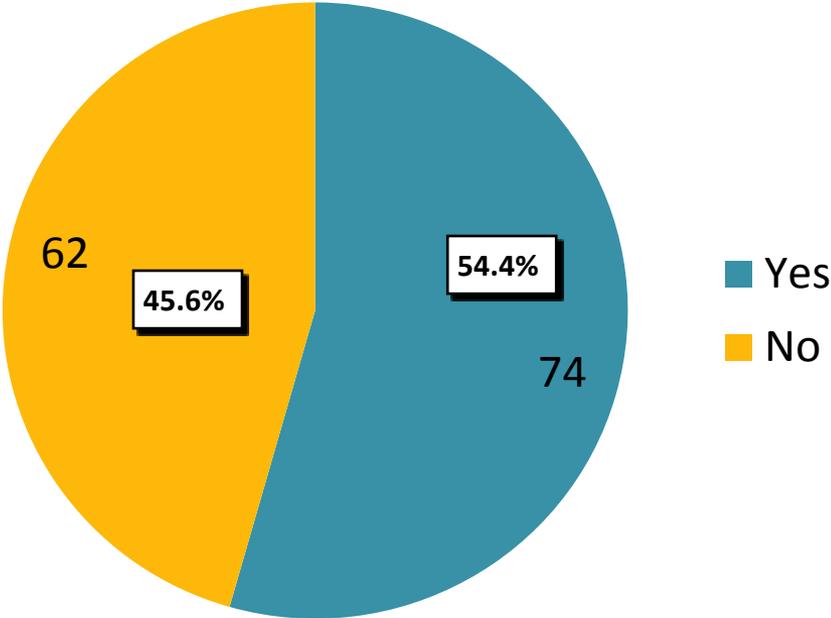


64% of the respondents cannot afford the monthly service plan

Responded = 25

Source: Survey Monkey data

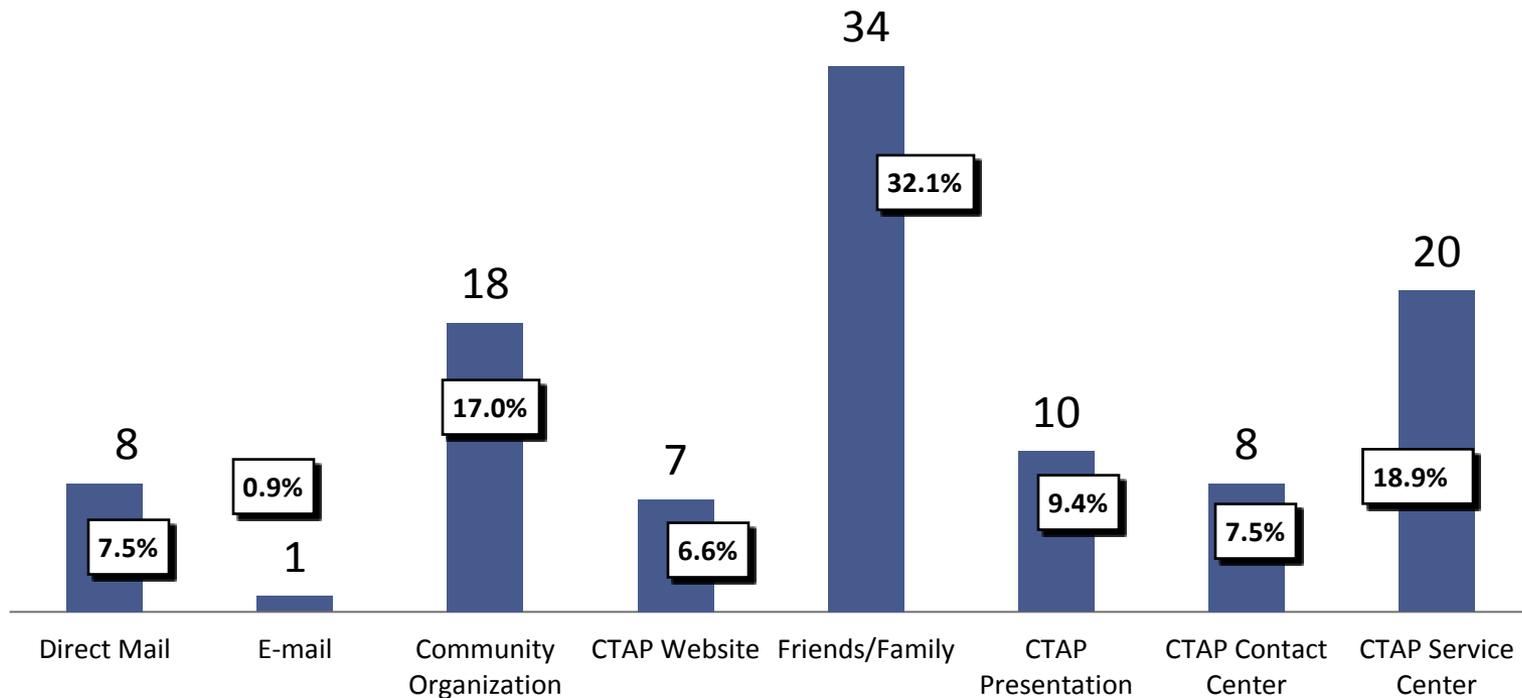
Were you familiar with DDTP/CTAP prior to the Jitterbug WTPP?



Responded = 136

Source: Survey Monkey data

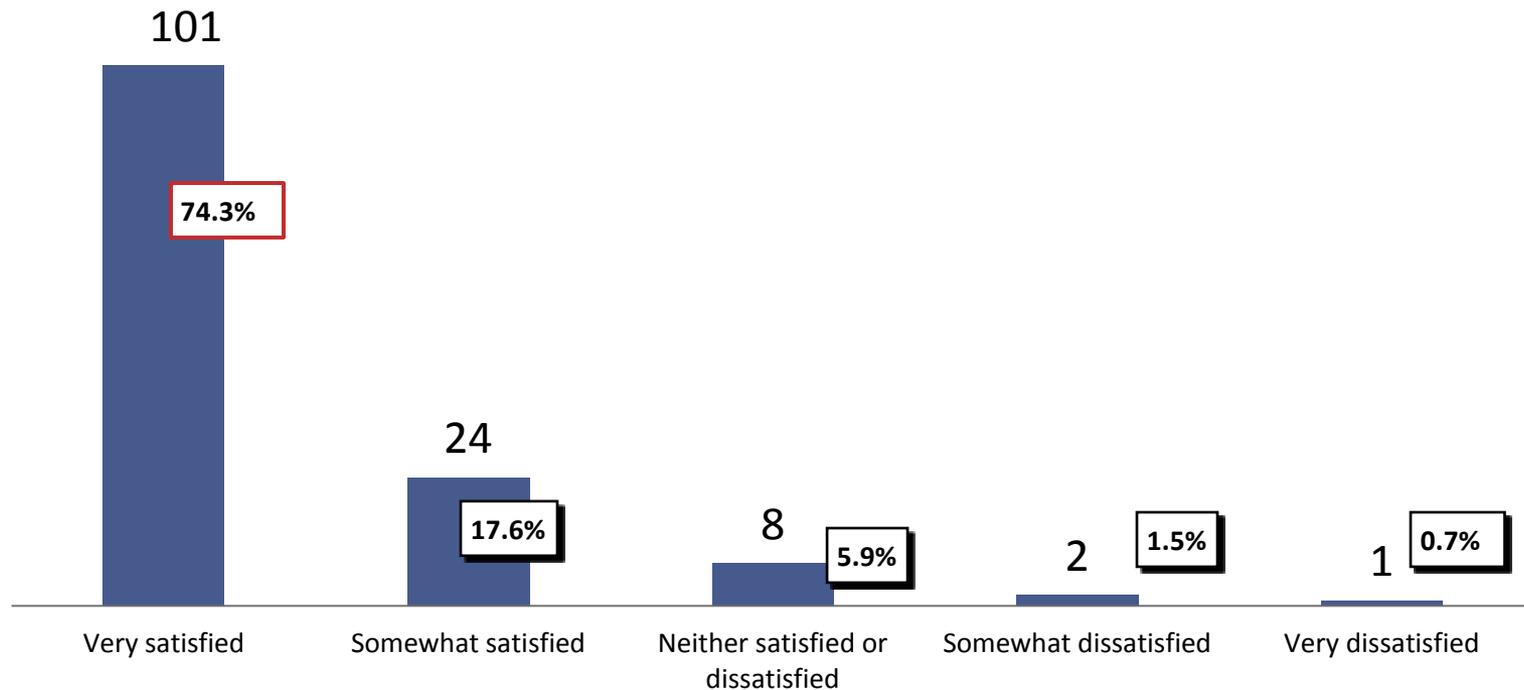
How did you learn about the Jitterbug WTPP?



Responded = 106

Source: Survey Monkey data

How satisfied are you with the overall CTAP application process for obtaining the Jitterbug Cell Phone?

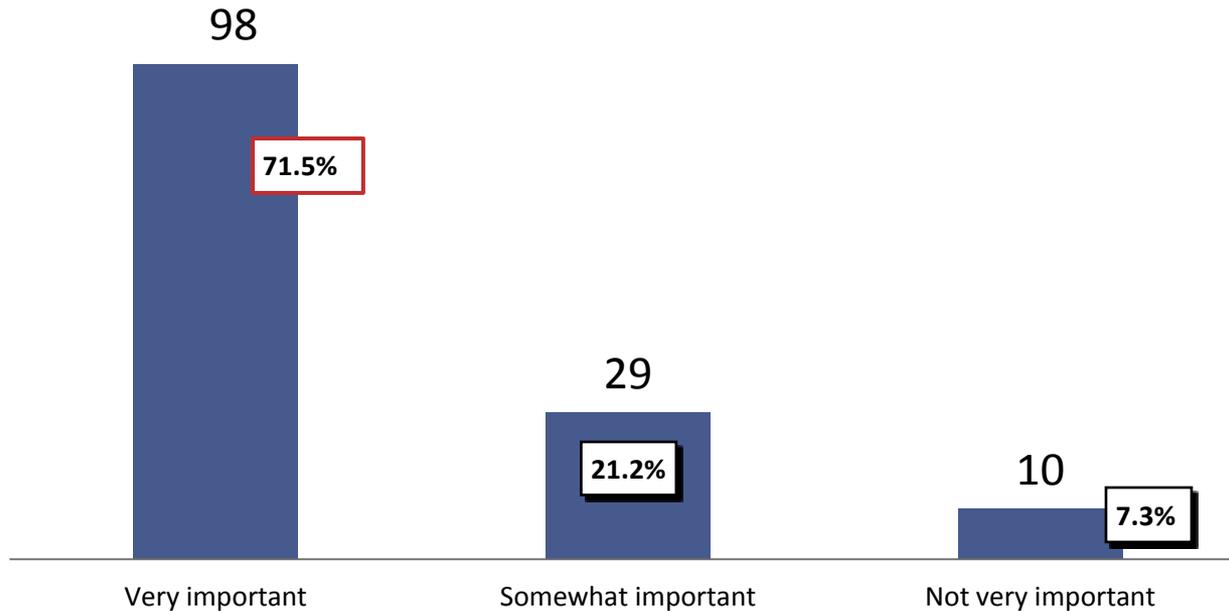


74% of the respondents are very satisfied with the overall CTAP application process for obtaining the Jitterbug.

Responded = 136

Source: Survey Monkey data

How important is your Jitterbug Cell Phone to you?

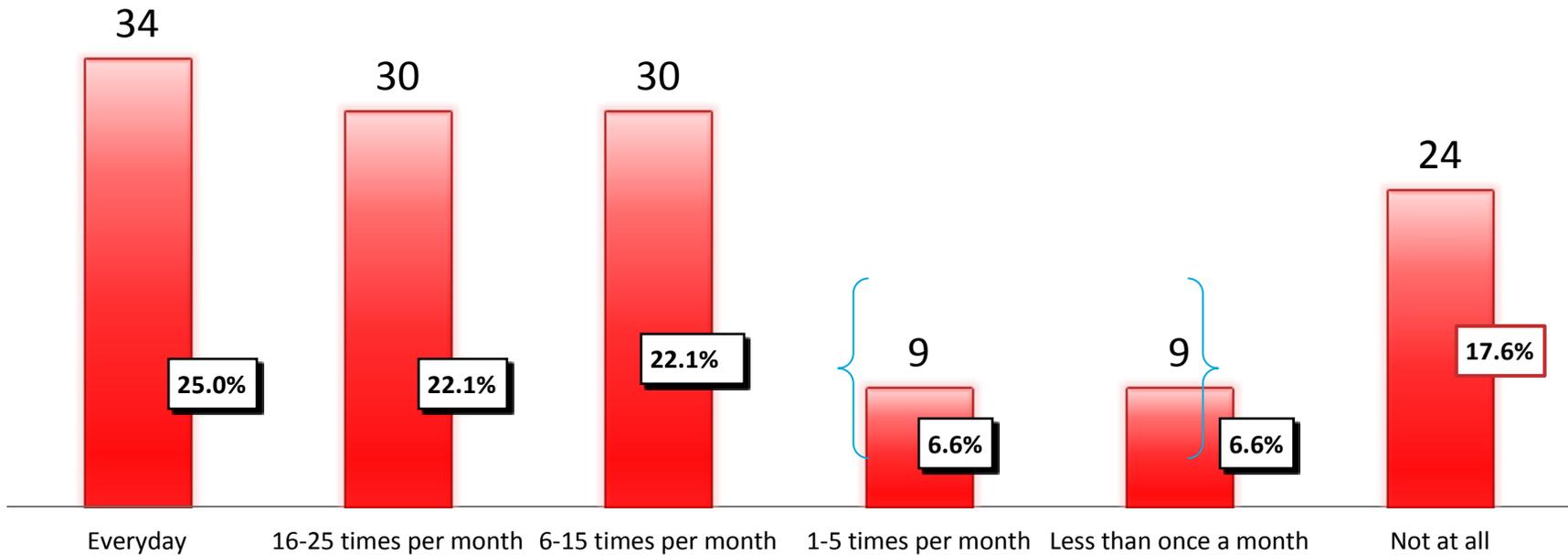


72% of the respondents consider Jitterbug to be very important to them.

Responded = 137

Source: Survey Monkey data

How often do you use the Jitterbug at home?

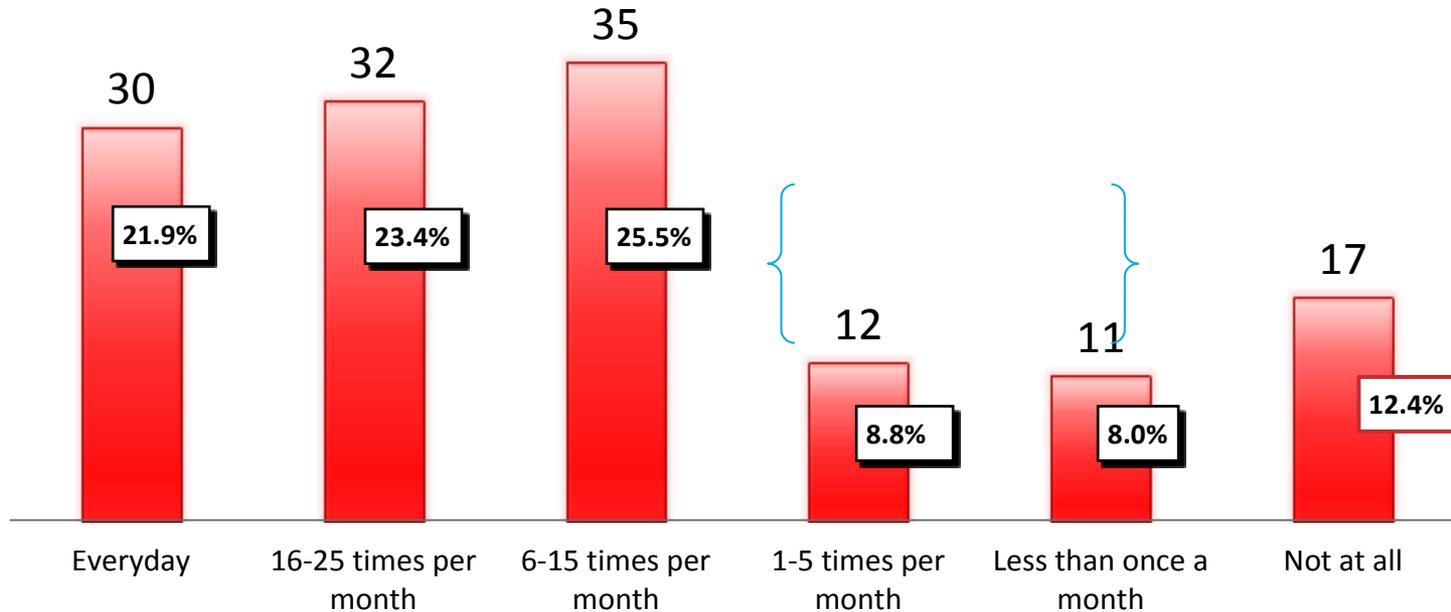


- 25% of the respondents use Jitterbug everyday
- 22% of the respondents use Jitterbug 16-25 times per month
- 22% of the respondents use Jitterbug less than 6-15 times per month
- 13% of the respondents use Jitterbug less than 1-5 times per month
- 18% of the respondents don't at all use Jitterbug at home
- **88% of the respondents (21) who don't at all use Jitterbug at home are 56 and older**
- **78% of the respondents (7) who use Jitterbug less than once a month at home are 56 and older**

Responded = 136

Source: Survey Monkey data

How often do you use the Jitterbug away from home?



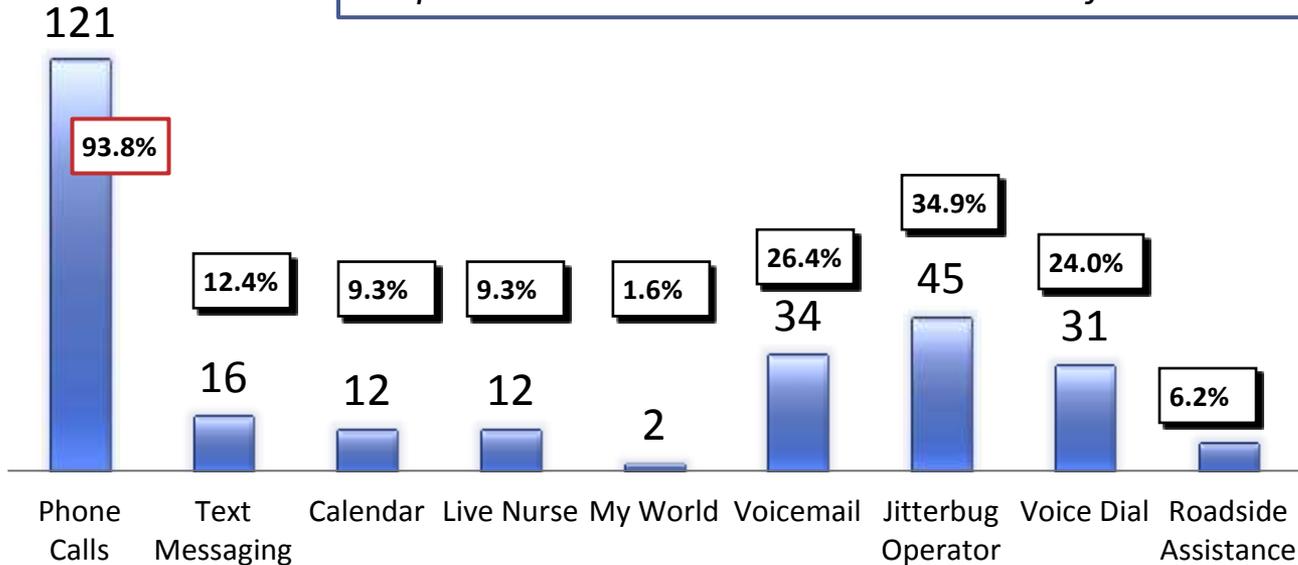
- 22% of the respondents use Jitterbug everyday away from home
- 23% of the respondents use Jitterbug 16-25 times per month
- 26% of the respondents use Jitterbug 6-15 times per month
- 17% of the respondents use Jitterbug 1-5 times per month
- 12% of the respondents don't at all use Jitterbug while away from home
- **100% of the respondents (17) who don't at all use Jitterbug away from home are 56 and older**
- **78% of the respondents (8) who use Jitterbug less than once a month away from home are 56 and older**

Responded = 137

Source: Survey Monkey data

Which of the following functions do you use on your Jitterbug Cell Phone?

Respondents were asked to choose all the features that apply.

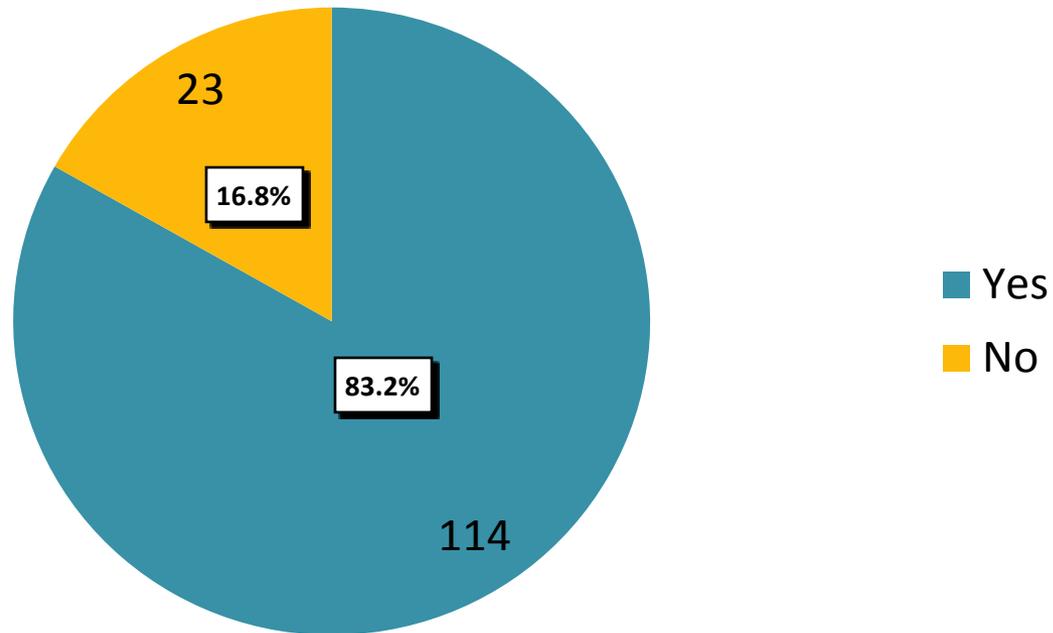


94% of the respondents use Jitterbug for phone calls.

Responded = 129

Source: Survey Monkey data

Would you recommend Jitterbug Cell Phone and Jitterbug service to your friends and family members?

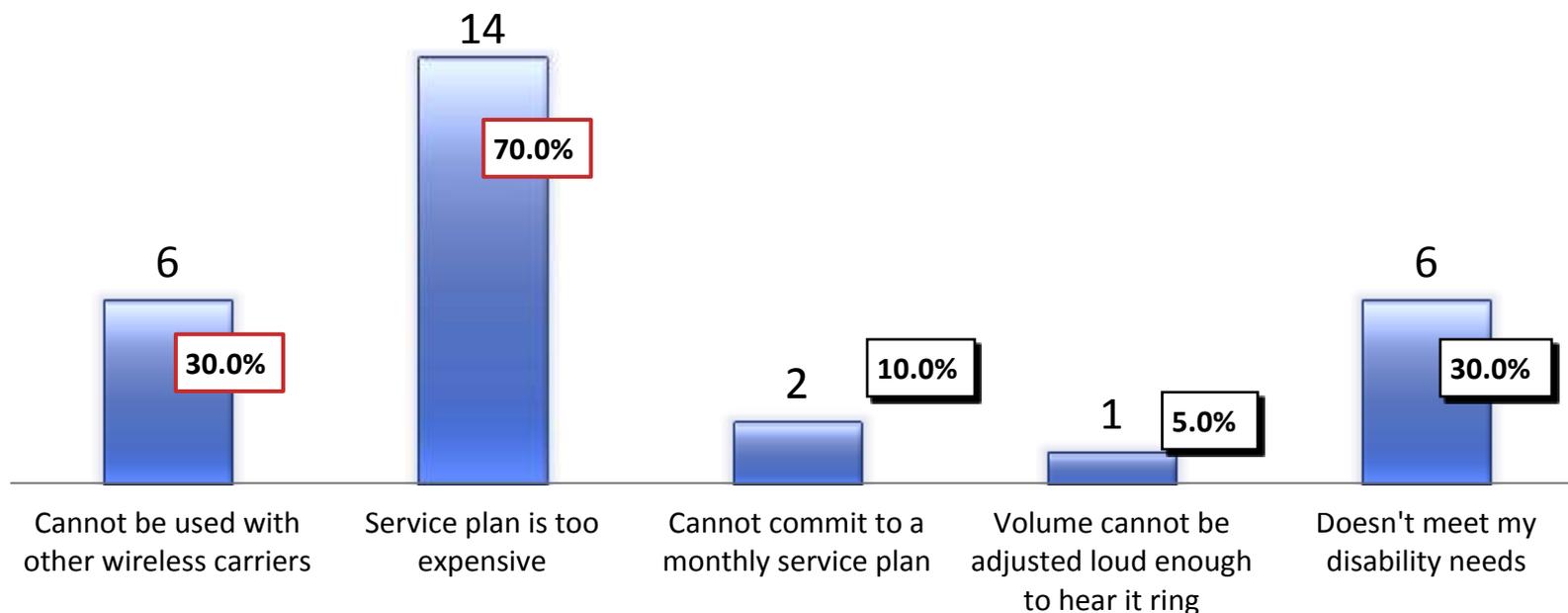


Responded = 137

Source: Survey Monkey data

If you said NO, why?

Respondents were asked to choose all the features that apply.

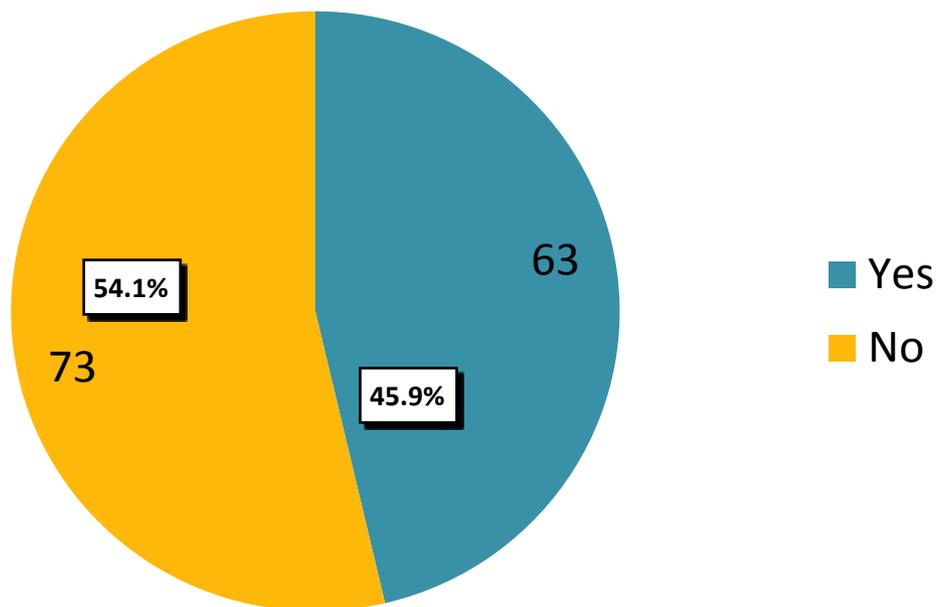


- 70% of the respondents said the service plan is too expensive. **71% of the respondents (10) who said the service plan is too expensive are 56 and older**
- 30% of the respondents said the Jitterbug cannot be used with other wireless carriers

Responded = 20

Source: Survey Monkey data

Have you used wireless equipment other than the Jitterbug Cell Phone?



54% of the respondents have never used any wireless equipment prior to the Jitterbug.

Responded = 135

Source: Survey Monkey data

Other types of equipment and service providers used by respondents who have used other wireless equipment:

Equipment

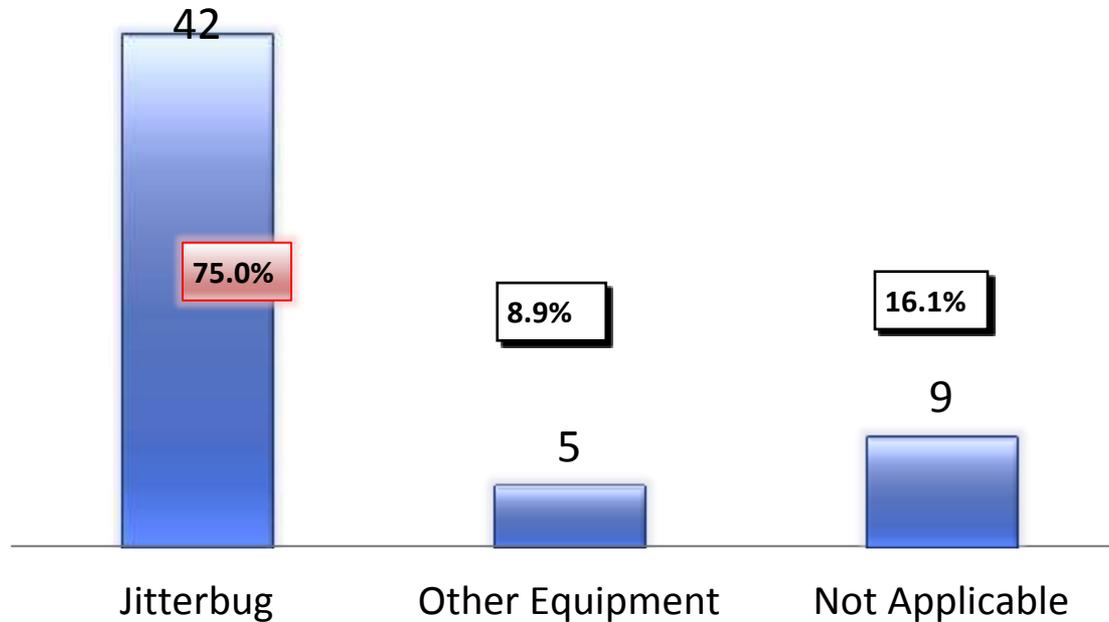
- Samsung Cellular (6)
- Track Phone (5)
- Nokia (3)
- Motorola Razor (1)
- LG Phone (1)
- Go Phone (1)
- Palm Pilot (1)
- V Cast Model UX 9900 (1)

Service Providers

- AT&T (20)
- Verizon (9)
- Metro Pcs (3)
- Prepaid Card (3)
- Sprint (2)
- Cricket (2)
- Frontier (1)
- Virgin Mobile (1)
- Net 10 (1)
- AT&T pay as you go (1)

(Number) represents the number of respondents who have used other equipment or service provider.

Do you prefer Jitterbug or Other Wireless Equipment?



75% of the respondents prefer Jitterbug over other wireless equipment.

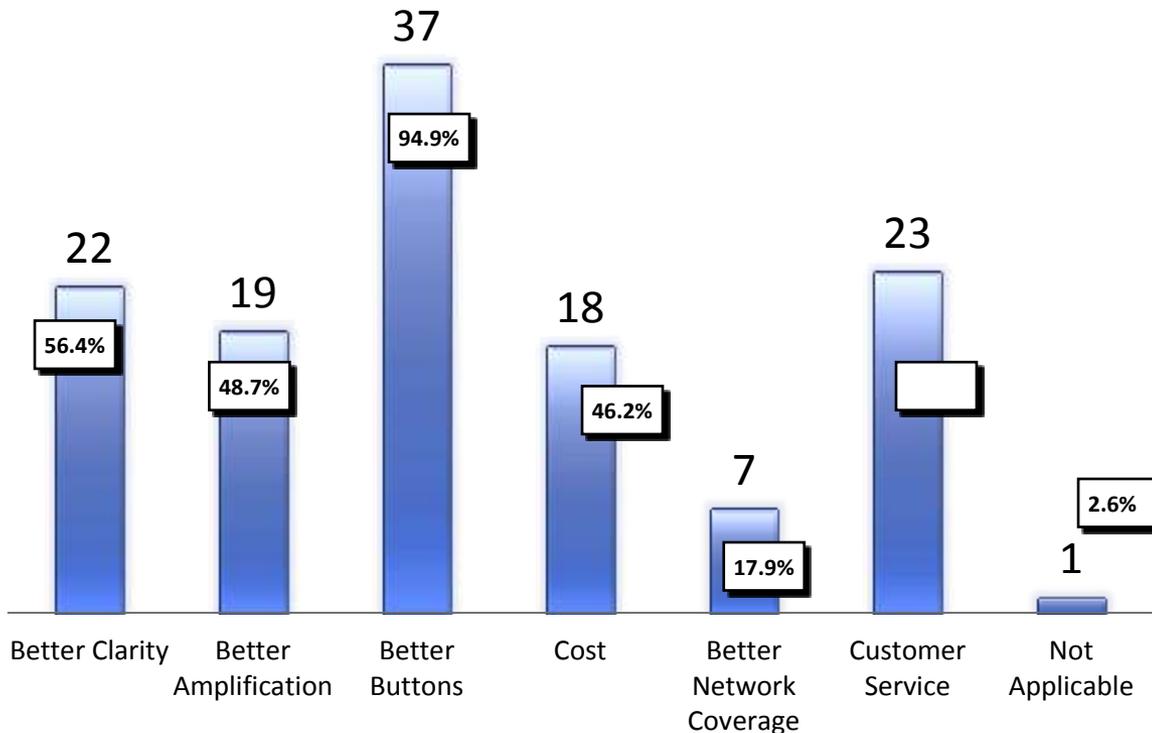
Responded = 56

Source: Survey Monkey data

Why do you prefer Jitterbug?

Respondents were asked to choose all the functions that apply.

75% of the respondents said they prefer Jitterbug over other wireless equipment because of



Quotes:

- Voice features are outstanding! Operator assistance is fabulous!
- The Live Nurse may have saved my life
- Indented buttons & larger screen numbers
- Easier to visualize

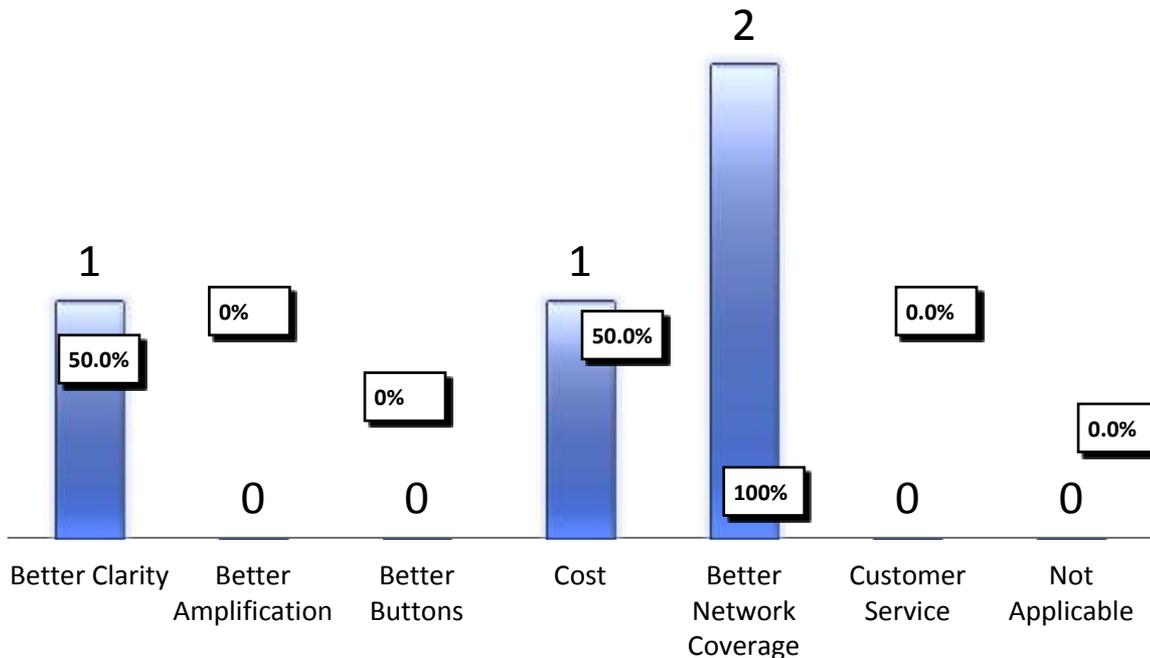
Responded = 42

Source: Survey Monkey data

Why do you prefer other Wireless Equipment?

Respondents were asked to choose all the functions that apply.

9% of the respondents said they prefer other wireless equipment over Jitterbug because of



Quotes:

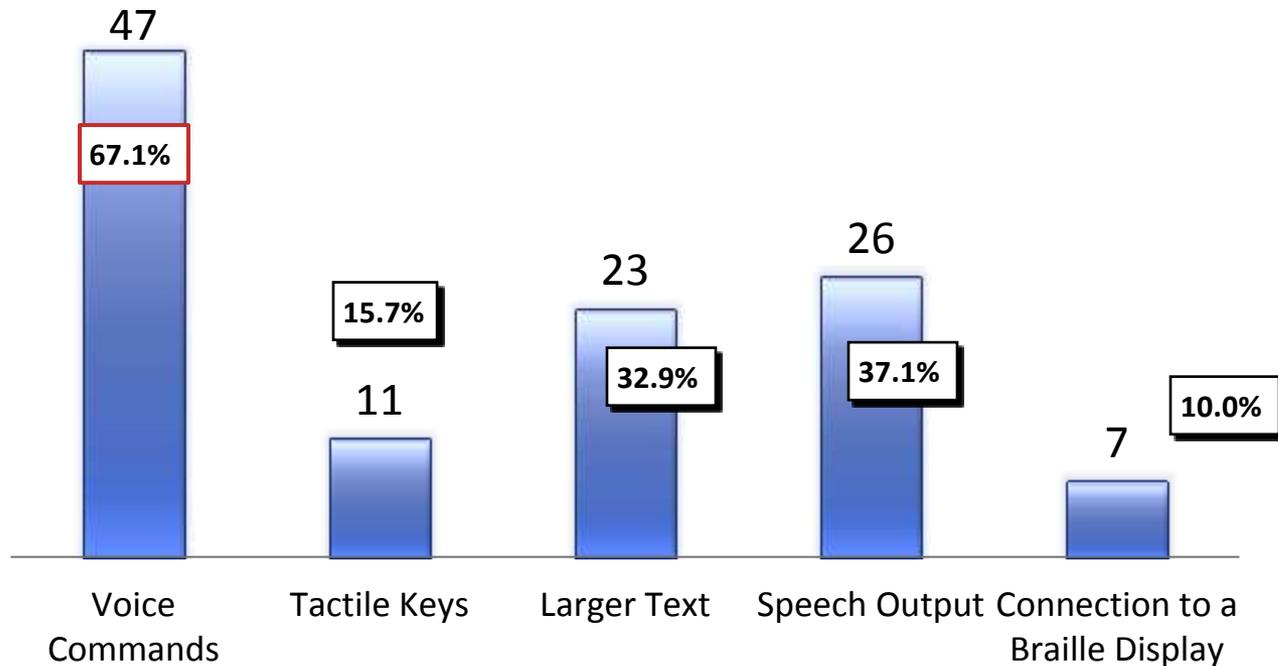
- Graphics, photos
- Services do not eat up minutes. Jitterbug does not acknowledge all services are at a high cost
- Service plan too costly

Responded = 3

Source: Survey Monkey data

Which of the following would you like to add to make your Cell Phone easier to use?

Respondents were asked to choose all the features that apply.



Responded = 70

Source: Survey Monkey data

Additional Features – Comments by Respondents

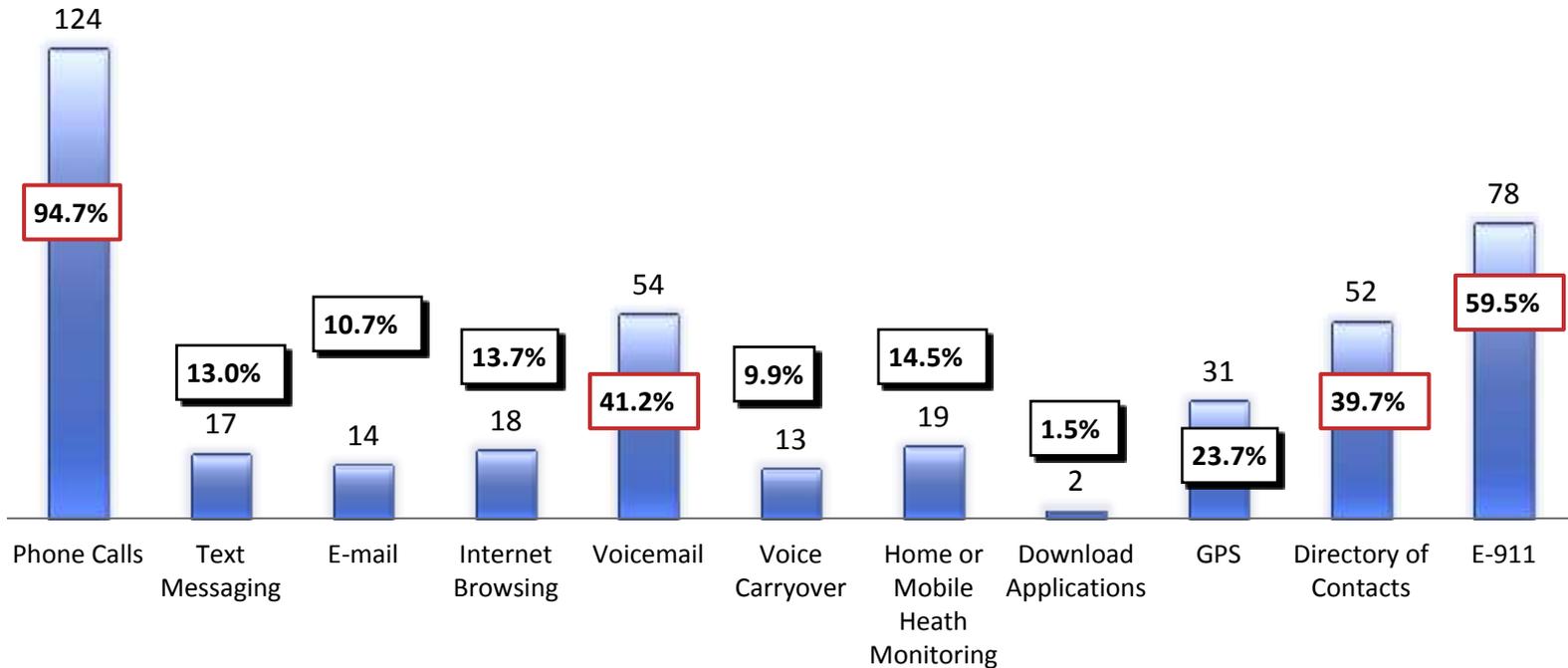
- Free operator-assistance
- Balance of minutes left instead of minutes used
- Loud ring and more speech volume
- Internet usage! Facebook, E-mail, etc.
- Text messaging. NO BEEP as I scroll down in my address book. This annoys other people.
- Light (not darkened) selections - such as "phone book", "voice mail", etc. - Cannot be seen in dark.
- Knowing how many minutes remain for the month displayed on screen.
- All voice -No screen necessary - easier connection for the charger

Additional Features – Comments by Respondents

- Would like to have complete control of adding/deleting calendar functions without having to use computer online or operator assistance
- Voice output for time, minutes used, battery life, functions on main screen
- Phone to talk to me
- Calendar access from phone, not through computer or Jitterbug rep.
- Maybe separate the numbers from the letters
- Offer reasonable service for the low cost
- Voice mail alerts
- Need to be able to flip open & ask for a connection to one of my contacts by name. The Jitterbug asks too many questions just to make a simple call.
- Highest amplification possible

What would be the four most important Wireless Functions for you?

Respondents were asked to choose four functions that apply.



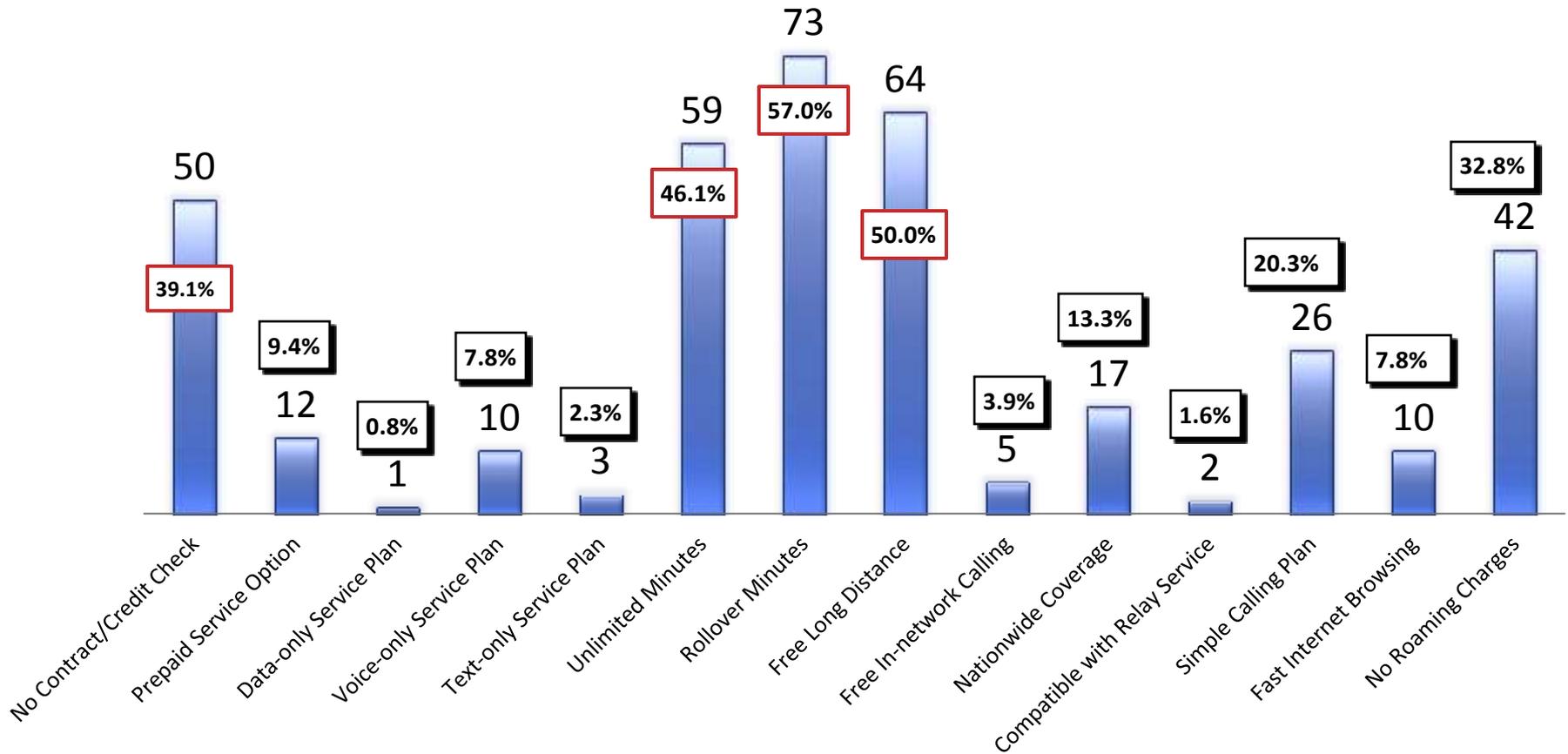
- 95% of the respondents chose Phone Calls as one of the most important wireless functions
- 60% of the respondents chose E-911 as another important wireless function
- 41.1 % of the respondents chose voicemail as another important wireless function
- 40% of the respondents also chose keeping directory of contacts as another important wireless function

Responded = 131

Source: Survey Monkey data

What would be the three most important Wireless Service Features for you?

Respondents were asked to choose three features that apply.

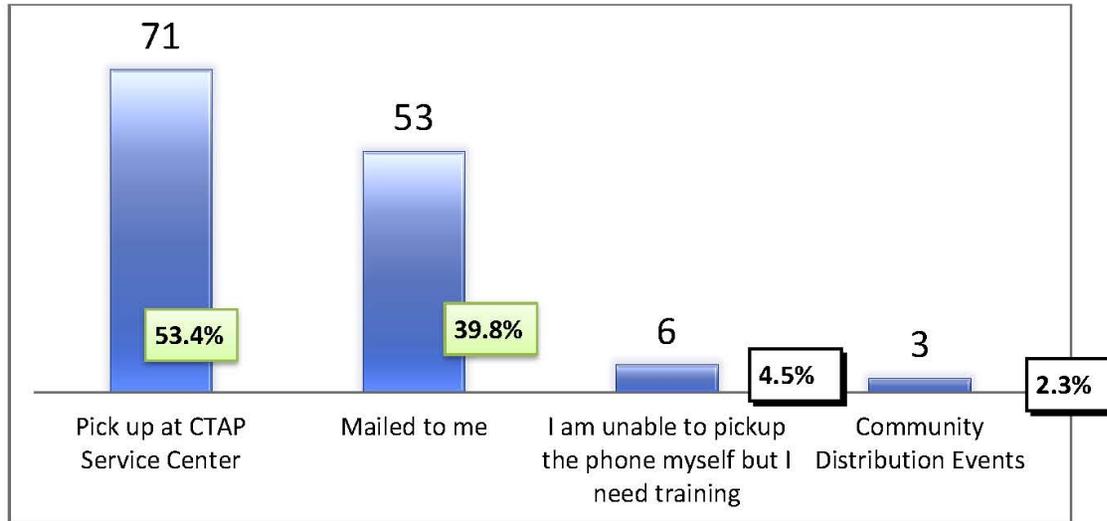


- 57% of the respondents chose rollover minutes as one of the most important wireless service features
- 50% of the respondents chose free long distance as another important wireless service feature
- 46% of the respondents chose unlimited minutes as another important wireless service feature
- 39% of the respondents chose no contract/credit check as another important wireless feature

Responded = 128

Source: Survey Monkey data

Future distribution of wireless equipment

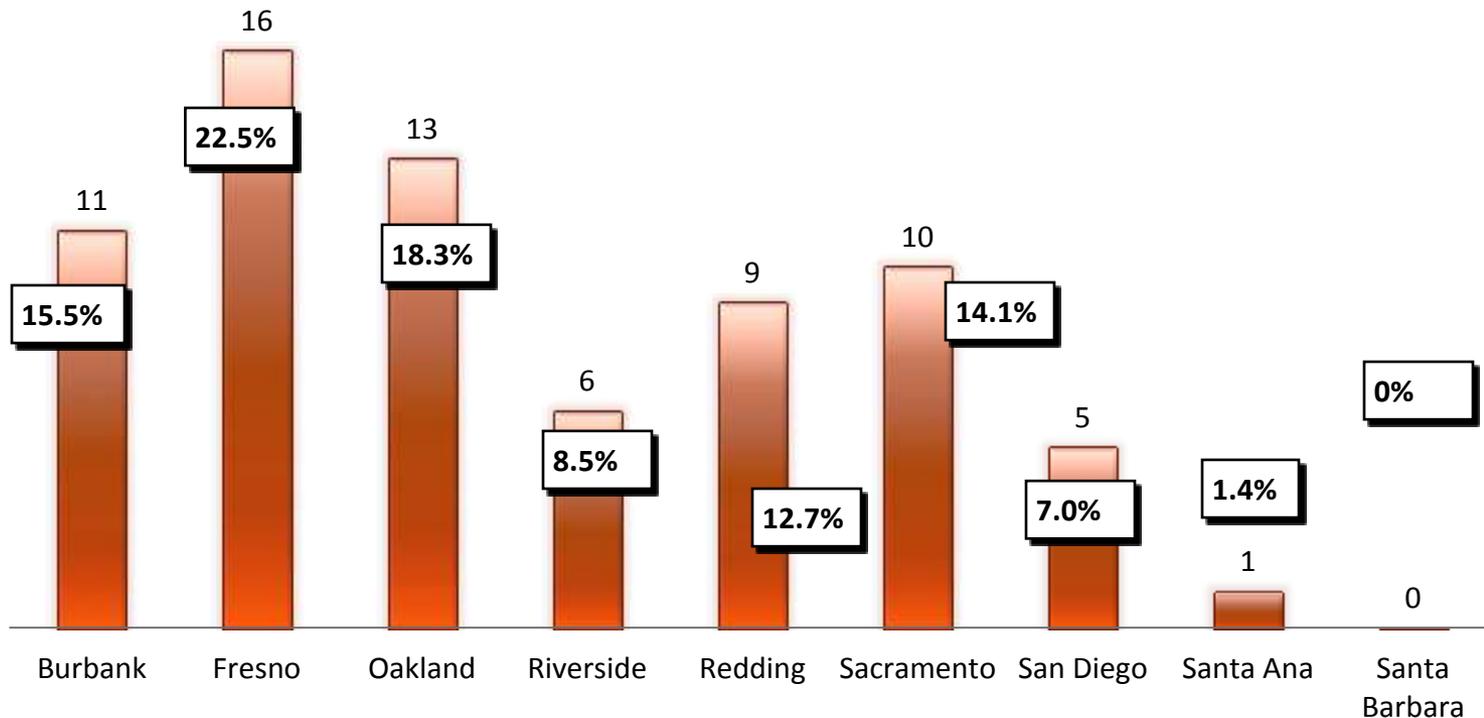


- 53% of the respondents would like to pick it from the CTAP Service Center
- 40% of the respondents would like the device to be mailed to them
- 5% of the respondents are unable to pick up the phone but will require training
- 2% of the respondents would like to pick it up from the community distribution events



Source: Survey Monkey data

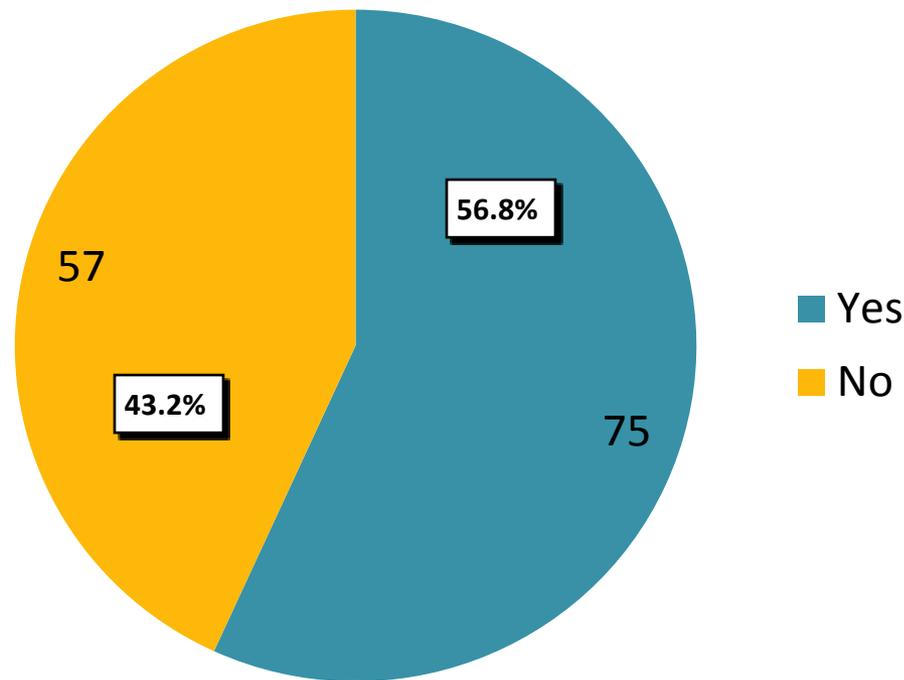
Preferred CTAP Service Centers for future distribution



Responded = 71

Source: Survey Monkey data

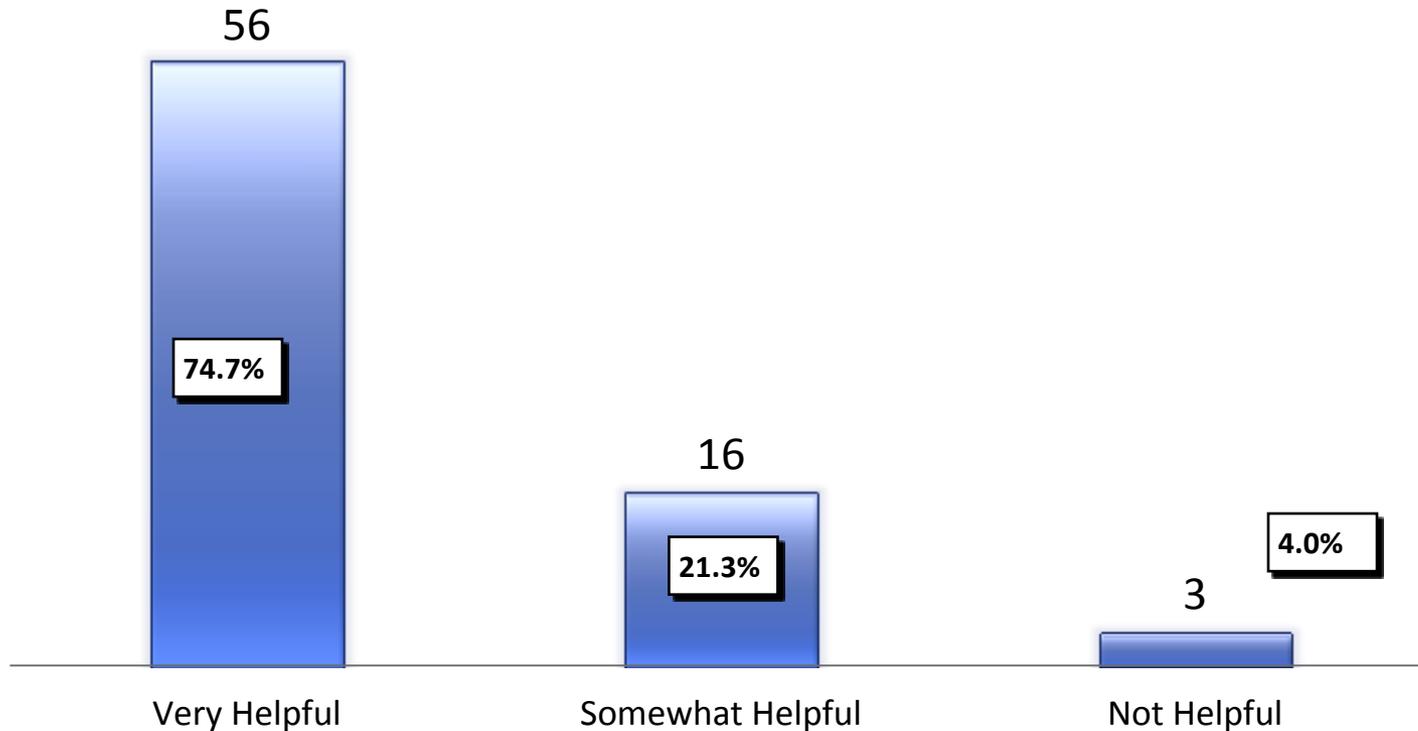
Did you attend any training sessions provided by CTAP and Jitterbug?



Responded = 132

Source: Survey Monkey data

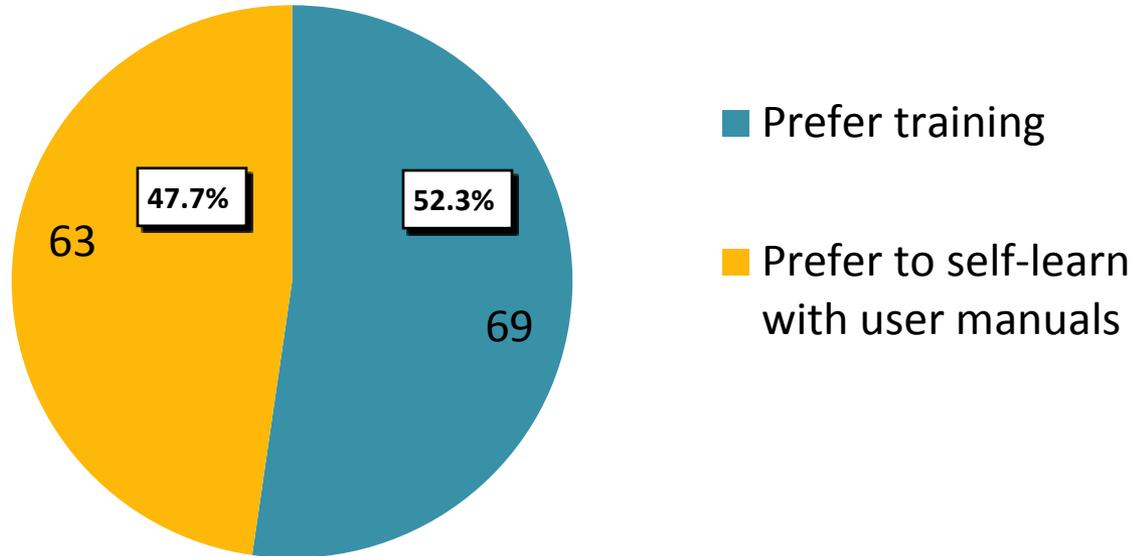
If you said YES, how helpful was the training?



Responded = 75

Source: Survey Monkey data

Do you prefer training or to learn on your own?

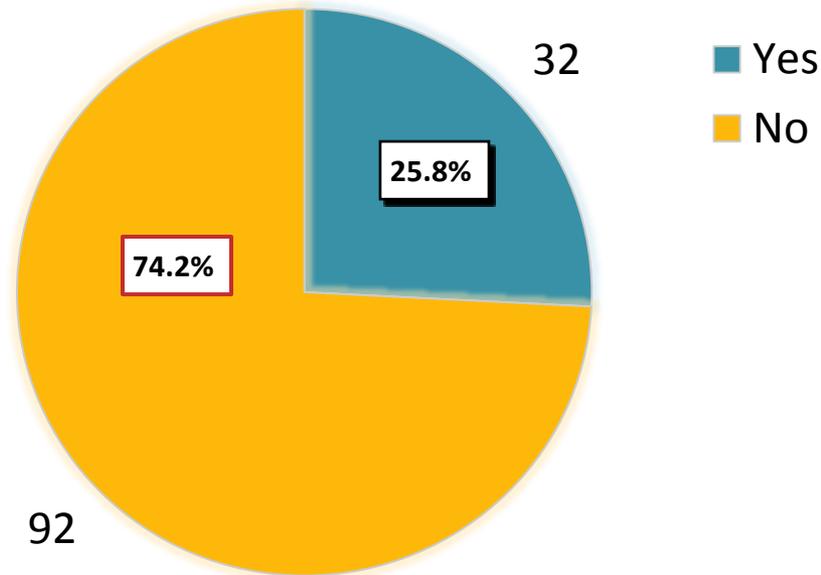


- 52% of the respondents prefer CTAP to provide training
- 48% of the respondents prefer to self-learn with user manuals

Responded = 132

Source: Survey Monkey data

Would you replace your landline with a Jitterbug if you could call 911?

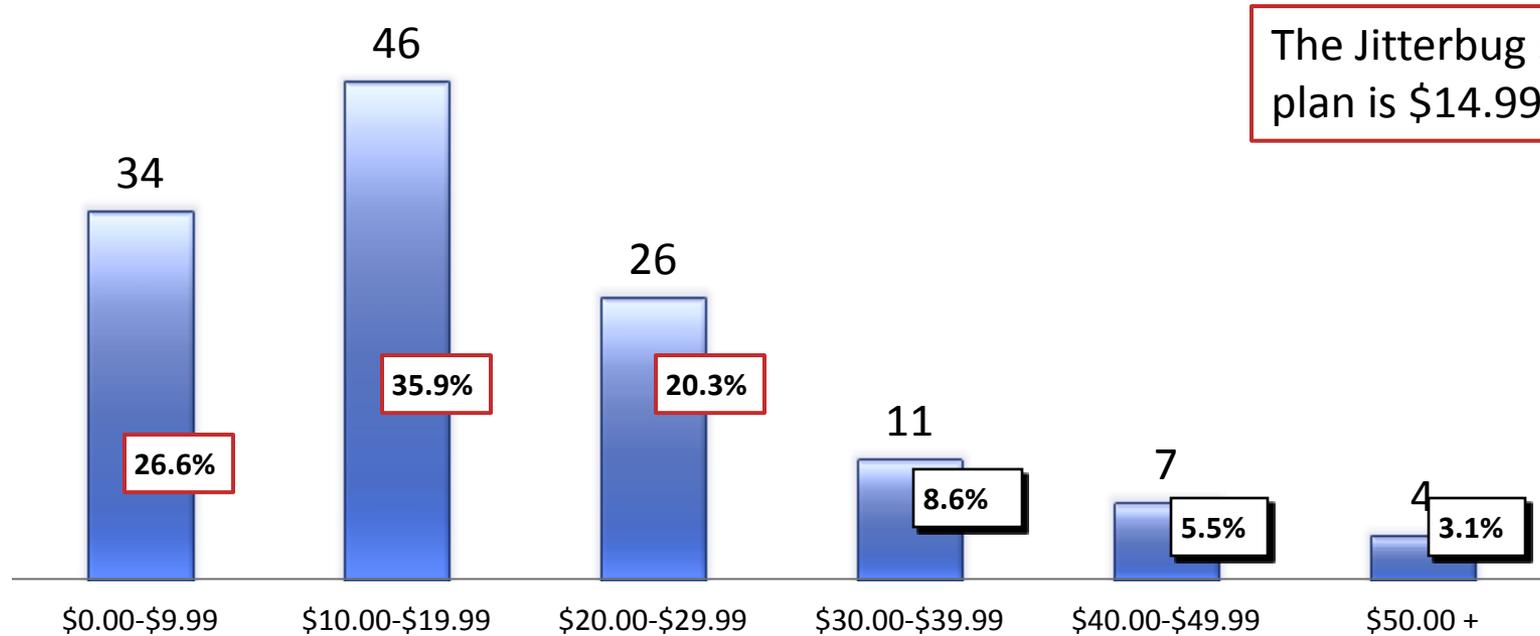


- 26% would replace landline with Jitterbug if they could call 911
- 74% would not replace landline with Jitterbug if they could call 911

Responded = 124

Source: Survey Monkey data

How much are you willing to pay monthly for a Wireless Service Plan?



- 36% of the respondents are willing to pay within price range of \$10.00 - \$19.99
- 27% of the respondents are willing to pay within price range of \$0.00 - \$9.99
- 20% of the respondents are willing to pay within price range of \$20.00 - \$29.99

Responded = 128

Source: Survey Monkey data

Comments about Jitterbug Rate Plans

Quotes:

- I am on a very low-fixed income. Only \$750 a month from disability. I wish the monthly cost for Jitterbug would be between \$10.00-\$15.00 and be able to receive more minutes. 50 minutes a month is not sufficient for me since I use Octa Access bus ride for disabled people. When I call them when necessary to check on my rides, they put me on hold some times for a long time. I also use cell phone when I am out on appointments or grocery shopping. If I happen to need minutes for calling Octa Access, I want to have the minutes and not worry about running out of minutes.
- The 100 minutes should be rollover. Customer Service should not be part of minutes, they should not spend so much time asking questions instead of answering your problem.
- For extensive phone use, Jitterbug plans cost too much (\$80.00/month). I have to scroll through phonebook (after I choose phonebook, I cannot go to keys to jump to letter on dial to go quickly to desired alphabet letter) like "M", or "J" etc.
- Great phone just a bit expensive when you have to pay \$20 month for only 50 minutes.
- The monthly fee should include free voice mail and more rollover minutes. The customer service is great!

Suggestions from respondents

Quotes:

- Their plans are not good. Several times I had to speak to supervisors due to poor customer service. I am still using the phone but grudgingly. I think there should be research with other carriers to see what other plans or options they would be willing to offer, not just Jitterbug. There should not be a monopoly. The tax payer dollars should be spent wisely. Competition does bring above better deals.
- Phone too heavy for constant carrying around. I don't hear when it's ringing. I would like something lighter in weight and louder ringing. Otherwise the phone is okay. In my area (Murrieta) the signal is always poor.
- I would pay \$50 a month if it had these functions (voice commands, larger text, tactile keys) and speech output included tell time, when battery is low, and a talking GPS.

Drawings from the Pilot Program and Survey Results

- As of October 30, 2010, 34% (130 users) of the Jitterbug Pilot participants have dropped out of the Pilot Program. It correlates to number of respondents who selected that they would prefer the low-end rate plans:
 - 26.6% of the respondents selected \$0.00- \$ 9.99 price range
 - 35.9% of the respondents selected \$10.00 - \$19.99 price range
 - 20.3% of the respondents selected \$ 20.00 - \$29.99 price range.
- 60% (78 users) of the Jitterbug participants, who dropped out of the Pilot Program, disconnected the Jitterbug service because they could not afford the monthly service plan.
- 19% (100 applicants) of Jitterbug applicants who were approved for the Jitterbug opted not to get the Jitterbug because of the commitment to the monthly service plan or because they could not use the Jitterbug with their existing service plan or add Jitterbug to family-shared plans.

Drawings from the Pilot Program and Survey Results

- Jitterbug is not a perfect solution for customers who are blind. CTAP needs to provide mobile devices with screen reader abilities for functional equivalence.
 - Here’s a comment from a respondent: “I would pay \$50 a month if it had these functions (voice commands, larger text, tactile keys) and speech output included tell time, when battery is low, and a talking GPS.”
- Jitterbug is also not a perfect solution for customers who are mobility disabled. Customer with mobility issues, specifically related to upper body, had problem opening the Jitterbug and few approved customers decided not to get the Jitterbug. Clamshell cell phones are not ideal for people with mobility issues.

Drawings from the Pilot Program and Survey Results

- Cell phones should be unlocked and not tied to a specific provider and customer should be given the liberty to shop for monthly service plan. However, CTAP should educate customers on the types of service plan available in the market.
- Here's a comment from a respondent: "I think there should be research with other carriers to see what other plans or options they would be willing to offer, not just Jitterbug."
 - CTAP customers who have never used a cell phone should be educated on how wireless industry operates like incoming calls use anytime minutes unlike landline phones with unlimited minutes. Cell phone plans come with limited minutes unless subscribed to unlimited service plan which are expensive knowing most of our customers will be selecting low-end plans with limited minutes.

Drawings from the Pilot Program and Survey Results

- Unlike landline phones, MOBILE devices are more prone to theft and damage. 20% of the respondents who are not using Jitterbug said their Jitterbugs were stolen and 4% of the respondents said it is damaged. During the trial period CTAP did not replace damaged or stolen Jitterbugs and encouraged wireless participants to purchase the handset replacement option. If and when cell phones are added as a permanent part of DDTP, the CTAP exchange rate will go up unless a different exchange policy is put in place for cell phones.
- Jitterbug has discontinued the one-touch model. During the trial, we had customers who are certified as blind or cognitively disabled who chose the one-touch Jitterbug with three buttons. Currently, we have 11 Jitterbug participants who are using one-touch Jitterbug.

Why make Jitterbug an exception?

- Even though CCAF and EPAC have advocated for unlocked cell phones that are not tied to wireless carriers in the past, Jitterbug should be made an exception. 83% of the respondents said they would recommend Jitterbugs to their friends and family. 75% of the respondents who have used other cell phones said they prefer Jitterbug over other cell phones.
- Jitterbug is a great solution for customers who are looking for 24/7 operator-assistance for making calls, adding numbers to their phonebooks, or using the 411 service for free.
- Jitterbug is T4/M4 (rated) hearing-aid compatible for CTAP customers who are hard of hearing and use hearing aids. The amplification, however, is okay compared to other amplified cell phones that are available in the market.

Why make Jitterbug an exception?

- Jitterbug offers other great features like live nurse for free and check-in calls and medication reminders for a fee which are suitable for our constituents. Prepaid service plans or other service carriers may not offer these services.
- Some customers may prefer one-stop shop, so they don't have to shop for wireless service plans. Jitterbug does have decent monthly plans and they are anticipating offering the LifeLine discounts making the service plan more affordable for people on low incomes.

