

TracFone's Request to Offer Households Lifeline In North Dakota

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Verizon TracFone Brands

SIMPLE Mobile, Straight Talk, Total By Verizon, Tracfone, & Walmart Family Mobile

May 2024



The Increasing Importance of Lifeline & Mobile Broadband

Education

Students can:

- Access online resources
- Complete assignments
- Participate in virtual classrooms

Makes learning more interactive and effective

Economy

Households can:

- Job search
- Online applications
- Remote work opportunities

Boost a household's ability to participate in the digital economy

Healthcare

Households can:

- Telehealth appointments
- Access to Specialists
- Remote Monitoring

Improve overall healthcare accessibility

Community

Households can:

- Connect to government services
- Get local news
- Participate in events

Foster a sense of community and civic engagement

Quality of Life

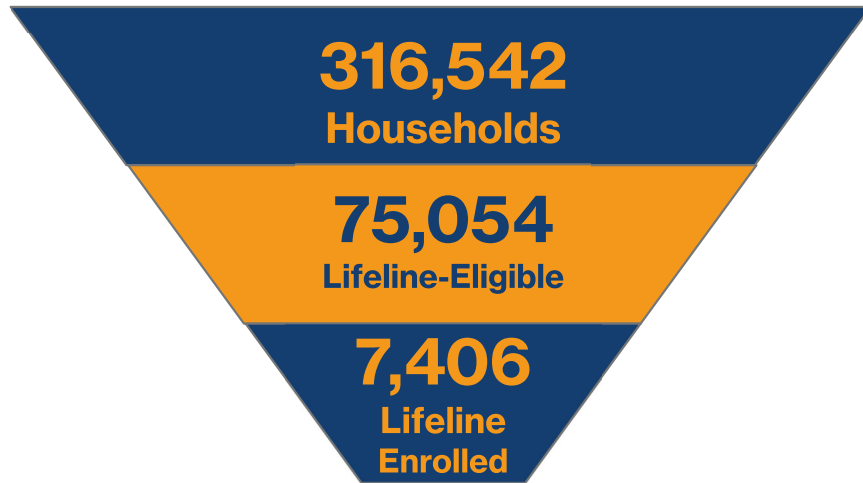
Households can:

- Shop online
- Utilize online entertainment
- Streaming
- Communicate with loved ones

Provide access to a vast amount of information



Lifeline Penetration



**9.6% of
Lifeline-Eligible
Households**

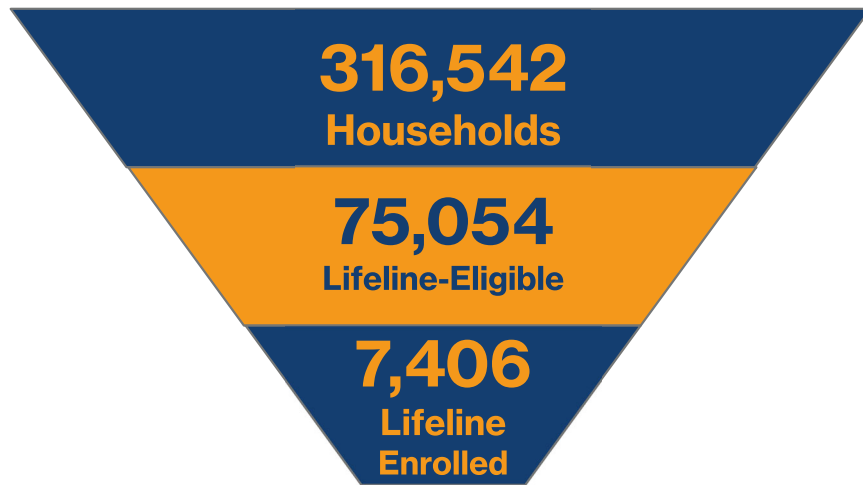
\$9.25 Benefit

Why is Lifeline penetration not higher in North Dakota?

- **Low poverty rates**
- **“Proud Americans”**
- **Program Awareness**
- **Complex Federal Application**



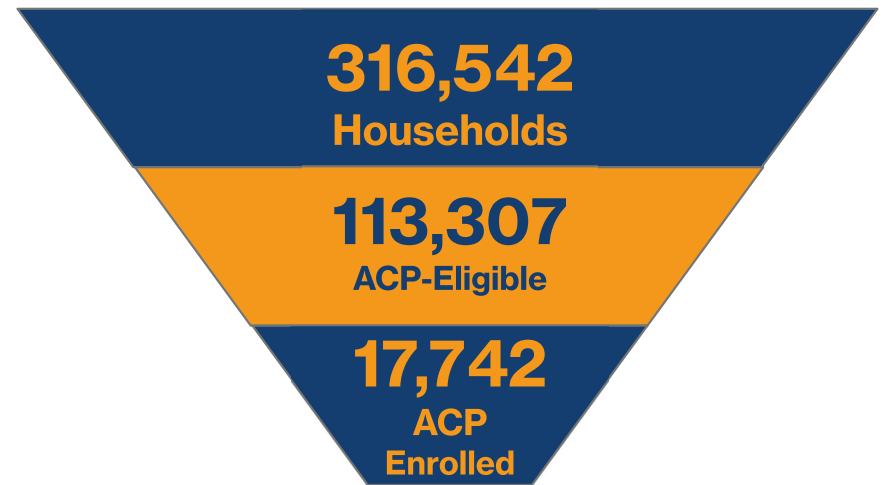
Lifeline Penetration



**9.6% of
Lifeline-Eligible
Households**

\$9.25 Benefit

ACP Penetration



**15.7% of
ACP-Eligible
Households**

\$30.00 Benefit



ACP funding lapse imminent despite various paths forward



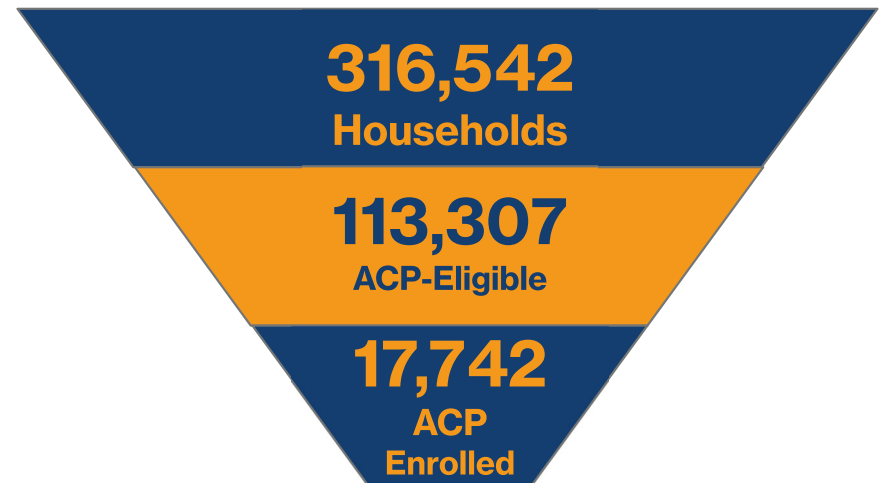
Nicole Ferraro, Editor, host of 'The Divide' podcast
May 22, 2024

*With mere days until the Affordable Connectivity Program (ACP) runs out of funds, Congress is considering several ways to save the program. **But a funding lapse is almost guaranteed, and a path to saving the ACP is still murky.***



**Over 80%
of North Dakota
ACP-Approved Households
indicated on their
Verizon/TracFone
ACP application that they
participate in a Federal or
Tribal Program making
them eligible for
Lifeline**

ACP Penetration

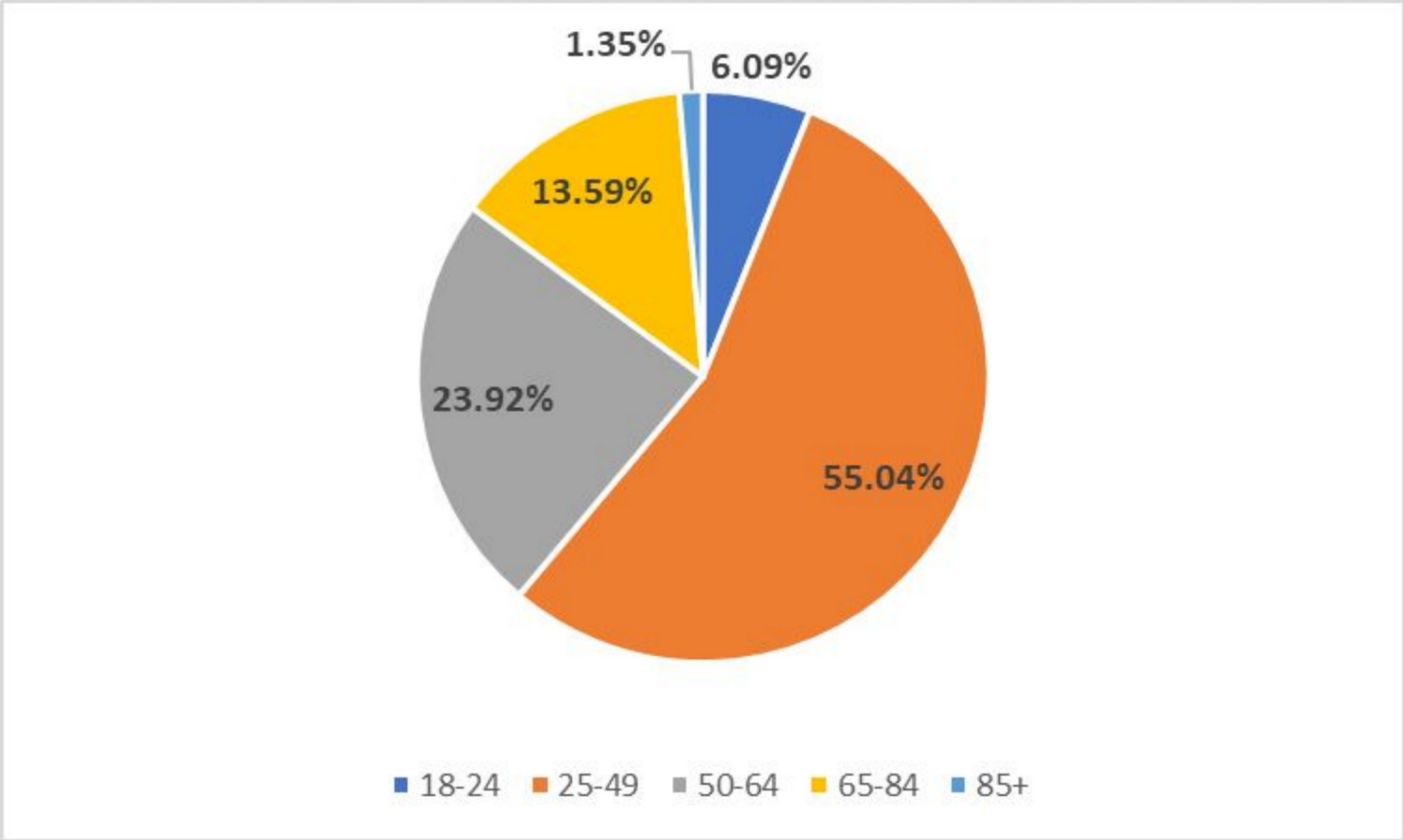


**15.7% of
ACP-Eligible
Households**

\$30.00 Benefit



North Dakota ACP Enrolled Households
61% Head of Households are 49 years old or younger



North Dakota ACP Households are using the following Verizon/TracFone Brands:



Free Lifeline Service for North Dakota Non-Tribal Households

FCC Minimum Service Standard
Mobile Broadband Lifeline:

Speed: 3G or better
Usage: 4.5 GB

SafeLink North Dakota
Mobile Broadband Lifeline:

Speed: Up To & Including 5G
Usage: 10 GB (5GB Hotspot)
Voice: Unlimited
Text: Unlimited



Free Lifeline Service for North Dakota Tribal Households

FCC Minimum Service Standard
Mobile Broadband Lifeline:

Speed: 3G or better
Usage: 4.5 GB

SafeLink North Dakota
Mobile Broadband Lifeline:

Speed: Up To & Including 5G
Usage: 40 GB (5GB Hotspot)
Voice: Unlimited
Text: Unlimited



Lifeline Discount for North Dakota Non-Tribal Households



FCC Minimum Service Standard
Mobile Broadband Lifeline:

Speed: 3G or better

Usage: 4.5 GB

Discount: \$9.25

North Dakota
Mobile Broadband Lifeline:

Speed: Up To & Including 5G

Usage: At Least 5 GB

Discount: \$10



Lifeline Discount for North Dakota Tribal Households



FCC Minimum Service Standard
Mobile Broadband Lifeline:

Speed: 3G or better

Usage: 4.5 GB

Discount: \$34.25

North Dakota
Mobile Broadband Lifeline:

Speed: Up To & Including 5G

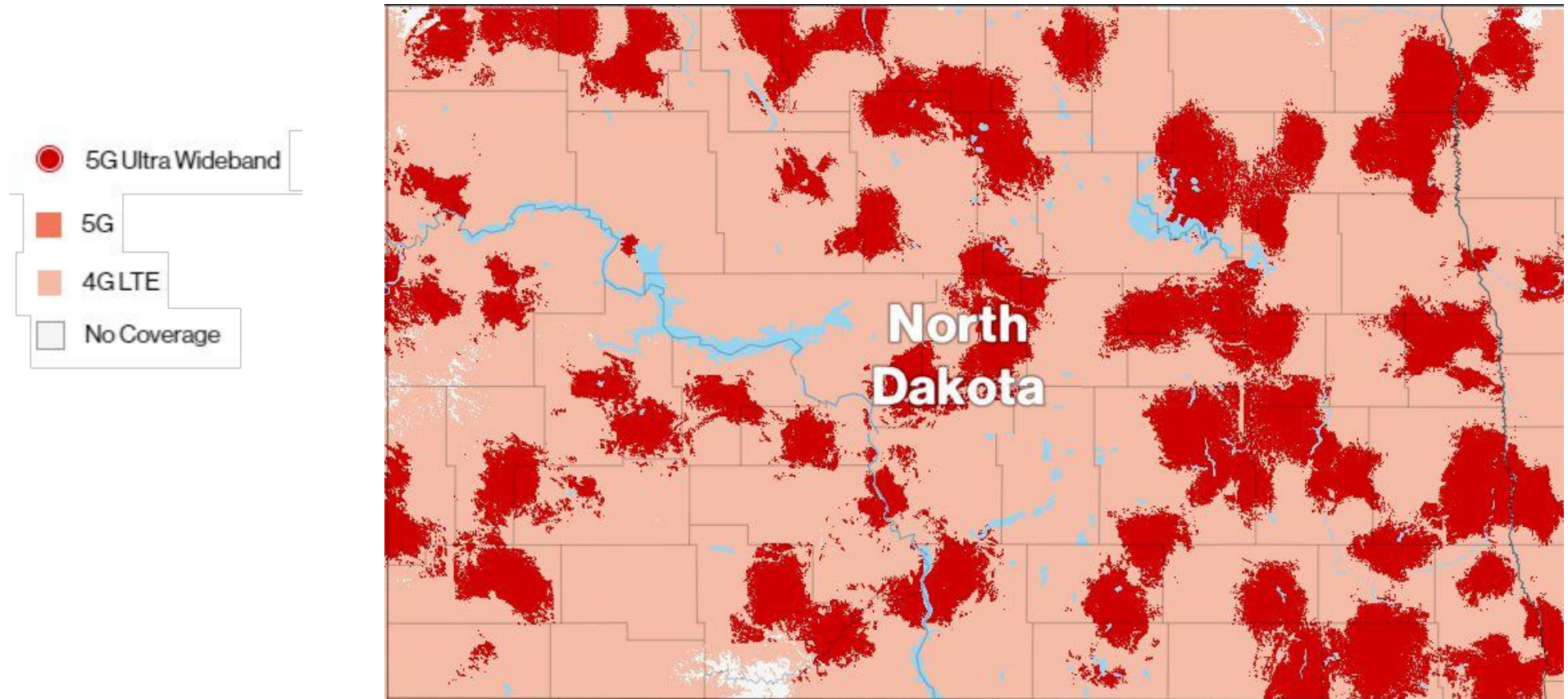
Usage: At Least 5 GB

Discount: Up to \$35



Verizon Network Coverage

(As of May 23, 2024)



Distribution

Simple Mobile

www.simplemobile.com/findastore

Straight Talk

www.walmart.com/store-directory/nd

Total By Verizon

www.totalbyverizon.com/stores/search?region=ND

Tracfone

www.tracfone.com/find-a-store

Walmart Family Mobile

www.walmart.com/store-directory/nd



Online Lifeline Application

Simple Mobile

www.simplemobile.com/Lifeline

Straight Talk

www.StraightTalk.com/Lifeline

Total By Verizon

www.totalbyverizon.com/Lifeline

Tracfone

www.tracfone.com/Lifeline

Walmart Family Mobile

www.MyFamilyMobile.com/Lifeline



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