Objectives

• **Provide transparency regarding the LNPA transition**
  – Update stakeholders regarding the LNPA transition, including key milestones and progress against them
  – Communicate testing requirements and schedules
  – Provide updates on Go-Live plans and readiness activities

• **Provide an open forum to gather and understand the concerns of interested parties**
  – Solicit input from interested parties concerning the LNPA transition
  – Provide a forum for stakeholders to ask questions and express concerns

• **Incorporate feedback into transition plan to improve communication and address identified issues and risks**
  – Analyze and report stakeholder feedback
  – Incorporate stakeholder feedback into the transition oversight plan
The Transition Outreach and Education Plan (TOEP) will span the breadth of interested parties

- Large and Small Service Providers
- Service Bureaus and Providers of Telecom Related Services (PTRS)
- Law Enforcement Agencies (Federal and State)
- Telemarketers
- Regulators
- Trade Associations
- Vendors
- Consumer Groups
## Proposed Communication and Outreach Channels

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Webcast</strong>*</td>
<td>• Establish a recurring webcast that provides updates on the LNPA transition status and allows for participation from any interested stakeholders&lt;br&gt;• Webcast supports tracking attendance through a short webcast registration feature&lt;br&gt;• Interested stakeholders can also ask questions/chat live during the webcast&lt;br&gt;• A real-time polling feature will be used to solicit feedback/concerns and display aggregate poll results anonymously and in real time</td>
</tr>
<tr>
<td><strong>Dedicated Email or Web Query Form</strong></td>
<td>• Establish either a dedicated LNPA Transition Outreach (LTO) email address or a web query form to allow direct stakeholder communication with the LTO team&lt;br&gt;• Email address or web query link to be publicized alongside LTO meeting and events information to provide ready access to LTO team&lt;br&gt;• Interested stakeholders to use email or web query form to learn more about LTO meetings, submit concerns or otherwise communicate with the LTO team</td>
</tr>
<tr>
<td><strong>Survey</strong></td>
<td>• Solicit feedback from interested parties via periodic short surveys, potentially tailored to different audiences, e.g., service providers vs. law enforcement agencies&lt;br&gt;• An initial survey will provide a baseline of the stakeholders’ initial understanding of the transition&lt;br&gt;• Future survey results will be compared to baseline results to identify additional stakeholder education needs and gauge the effectiveness of past communications</td>
</tr>
</tbody>
</table>

* In person meetings may be conducted on an as needed basis
Outreach Meeting and Survey Plan

Initial frequency of outreach
- Monthly meetings*
- Quarterly surveys

*Near the Go-Live date, meeting frequency may increase. Additionally, at key points in the transition, meetings may be tailored for specific audience.

Proposed key activities for outreach

Meetings
- Agenda published
- LTO meeting
- Meeting minutes published

Surveys
- Survey designed
- Survey publicized
- Survey conducted
- Results analyzed
- Results reviewed (LTO meeting)

Proposed LTO meeting initiation point – FCC contract approval
Publicizing Meetings and Surveys

The Transition Outreach and Education Plan (TOEP) will use a thorough approach to identify and invite LTO meeting attendees and survey participants.
### Example of Webcast Real-Time Polling

#### POLL RESULTS

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>How familiar are you with the LNPA transition?</td>
<td>A. Very familiar</td>
<td>0/27 (0%)</td>
</tr>
<tr>
<td></td>
<td>B. Somewhat familiar</td>
<td>24/27 (89%)</td>
</tr>
<tr>
<td></td>
<td>C. Not very familiar</td>
<td>0/27 (0%)</td>
</tr>
<tr>
<td></td>
<td>D. Not at all familiar</td>
<td>3/27 (11%)</td>
</tr>
<tr>
<td>Where do you currently get updates on LNPA transition progress?</td>
<td>A. FCC</td>
<td>3/29 (10%)</td>
</tr>
<tr>
<td></td>
<td>B. Webinar</td>
<td>17/29 (59%)</td>
</tr>
<tr>
<td></td>
<td>C. NAPMLLC.org</td>
<td>7/29 (24%)</td>
</tr>
<tr>
<td></td>
<td>D. All of the above</td>
<td>2/29 (7%)</td>
</tr>
<tr>
<td>How often do you want to receive communication about the LNPA transition?</td>
<td>A. Weekly</td>
<td>0/28 (0%)</td>
</tr>
<tr>
<td></td>
<td>B. Once a month</td>
<td>2/28 (8%)</td>
</tr>
<tr>
<td></td>
<td>C. Once in 2-3 months</td>
<td>25/28 (89%)</td>
</tr>
<tr>
<td></td>
<td>D. Never</td>
<td>1/28 (3%)</td>
</tr>
</tbody>
</table>

Illustrative

![Poll Results Illustration](image)
Next Steps

Contact trade groups and other entities to build TOEP mailing lists

Work with NAPM LLC website resources to configure a webpage for TOEP communications, including potential web inquiry capability

Develop initial survey coverage and content