Exhibit No.:

Issue: ETC Designation

Witness: Robert C. Schoonmaker Type of Exhibit: Rebuttal Testimony

Sponsoring Party: Craw-Kan Telephone Cooperative, Inc.

Case No.: TO-2004-0527 Date: September 15, 2004

BEFORE THE PUBLIC SERVICE COMMISSION OF THE STATE OF MISSOURI

| In the Matter of the Application of |) |
|---|-------------------------|
| WWC License, LLC, d/b/a CellularOne® |) |
| for Designation as an Eligible Telecommunications |) Case No. TO-2004-0527 |
| Carrier, and Petition for Redefinition of |) |
| Rural Telephone Company Service Areas |) |

AFFIDAVIT OF ROBERT C. SCHOONMAKER

Robert C. Schoonmaker, of lawful age, being duly sworn, deposes and states as follows:

- 1. My name is Robert C. Schoonmaker. I am employed by GVNW Consulting, Inc. as President and Chief Executive Officer.
- 2. Attached hereto and made a part hereof for all purposes is my rebuttal testimony with accompanying schedules.
- 3. I hereby affirm that my answers contained in the attached testimony to the questions therein propounded are true and correct to the best of my knowledge and belief and that the information contained in the attached schedules is also true and correct to the best of my knowledge and belief.

Subscribed and sworn to before me this 15th day of September, 2004.

My Commission expires: 8-28-2006

| 1 2 | | REBUTTAL TESTIMONY OF ROBERT C. SCHOONMAKER |
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| 3 | Q. | Please state your name and address. |
| 4 | A. | My name is Robert C. Schoonmaker. My business address is 2270 La Montana |
| 5 | | Way, Colorado Springs, Colorado 80918. |
| 6 | | |
| 7 | Q. | By whom are you employed and in what capacity? |
| 8 | A. | I am President and CEO of GVNW Consulting, Inc., a consulting firm |
| 9 | | specializing in working with small telephone companies. |
| 10 | | |
| 11 | Q. | Would you please outline your educational background and business experience? |
| 12 | A. | I obtained my Masters of Accountancy degree from Brigham Young University in |
| 13 | | 1973 and joined GTE Corporation in June of that year. After serving in several |
| 14 | | positions in the revenue and accounting areas of GTE Service Corporation and |
| 15 | | General Telephone Company of Illinois, I was appointed Director of Revenue and |
| 16 | | Earnings of General Telephone Company of Illinois in May, 1977 and continued |
| 17 | | in that position until March, 1981. In September, 1980, I also assumed the same |
| 18 | | responsibilities for General Telephone Company of Wisconsin. In March, 1981, I |
| 19 | | was appointed Director of General Telephone Company of Michigan and in |
| 20 | | August, 1981 was elected Controller of that company and General Telephone |
| 21 | | Company of Indiana, Inc. In May, 1982, I was elected Vice President-Revenue |
| 22 | | Requirements of General Telephone Company of the Midwest. In July, 1984, I |
| 23 | | assumed the position of Regional Manager of GVNW Inc./Management (the |
| 24 | | predecessor company to GVNW Consulting, Inc.) and was later promoted to the |

position of Vice President. I served in that position until October 1, 2003 except for the period between December 1988 and November, 1989 when I left GVNW to serve as Vice President-Finance of Fidelity and Bourbeuse Telephone Companies. I was elected to the position of President and Chief Executive Officer effective October 1, 2003. In summary, I have had over 30 years of experience in the telecommunications industry working with incumbent local exchange carrier companies.

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- Q. What are your responsibilities in your present position?
- 10 A. In my current position I have overall responsibility for the management and 11 direction of GVNW Consulting, Inc. In addition, I consult with independent 12 telephone companies and provide financial analysis and management advice in 13 areas of concern to these companies. Specific activities which I perform for client 14 companies include regulatory analysis, consultation on regulatory policy. 15 business planning, rate design and tariff matters, financial analysis. 16 interconnection agreement analysis, and general management consulting.

- 18 Q. Have you previously testified in regulatory proceedings?
- 19 A. Yes, I have submitted testimony and/or testified on regulatory policy, local competition, rate design, accounting, compensation, tariff, rate of return, interconnection agreements, and separations related issues before the Illinois Commerce Commission, the Public Service Commission of Wisconsin, the Michigan Public Service Commission, the Iowa Utilities Board, the Tennessee

Public Service Commission, the New Mexico Public Regulation Commission, the Public Utilities Commission of the state of South Dakota and the Missouri Public Service Commission. In addition, I have filed written comments on behalf of our firm on a number of issues with the Federal Communications Commission and have testified before the Federal-State Joint Board in CC Docket #96-45 on Universal Service issues.

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- 8 Q. On whose behalf are you testifying in this case?
- 9 A. I am testifying on behalf of Craw-Kan Telephone Cooperative, Inc. ("Craw-10 Kan").

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12 Q. What is the purpose of your testimony?

A. The purpose of my testimony is to respond to the petition and testimony of WWC 13 License, LLC, d/b/a CelularOne® ("Western Wireless") to have Western Wireless 14 designated as an eligible telecommunications carrier ("ETC") for receipt of 15 federal Universal Service Funds ("USF") in the rural high-cost areas served by 16 I will respond to Western Wireless' proposals regarding the Craw-Kan. 17 designation of a service area smaller than Craw-Kan's study area. I will also 18 respond to the testimony presented by Western Wireless supporting that Petition 19 and will describe why I do not believe that Western Wireless has demonstrated 20 that such a designation is in the public interest. 21

| 1 | Q. | What responsibility does the Act give to state Commissions in the ETC |
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| 2 | | designation process? |
| 3 | A. | Section 214(e)(2) of the Telecommunications Act of 1934, as amended by the |
| 4 | | Telecommunications Act of 1996 ("the Act") states in relevant part: |
| 5 6 7 8 9 10 11 12 13 14 15 | | Upon request and consistent with the public interest, convenience, and necessity, the State commission may, in the case of an area served by a rural telephone company, and shall, in the case of all other areas, designate more than one common carrier as an eligible telecommunications carrier for a service area designated by the State commission, so long as each additional requesting carrier meets the requirements of paragraph (1). Before designating an additional eligible telecommunications carrier for an area served by a rural telephone company, the State commission shall find that the designation is in the public interest. |
| 16 | | In regard to rural areas such as that served by Craw-Kan, the Missouri Public |
| 17 | | Service Commission (the Commission) may designate more than one carrier only |
| 18 | | if the commission finds that the designation is consistent with the public interest, |
| 19 | | convenience and necessity; and the requirements of Section 214(e)(1) are met. |
| 20 | | Section 214(e)(1) requires: |
| 21 22 23 24 25 26 27 28 29 30 31 32 33 | | (e) PROVISION OF UNIVERSAL SERVICE.— (1) ELIGIBLE TELECOMMUNICATIONS CARRIERS.—A common carrier designated as an eligible telecommunications carrier under paragraph (2) or (3) shall be eligible to receive universal service support in accordance with section 254 and shall, throughout the service area for which the designation is received— (A) offer the services that are supported by Federal universal service support mechanisms under section 254(c), either using its own facilities or a combination of its own facilities and resale of another carrier's services (including the services offered by another eligible telecommunications carrier); and (B) advertise the availability of such services and |
| 34 35 | | the charges therefor using media of general distribution. |

| 1 | Thus, | the | Comm | ission | in | the | case | of ' | Western | Wireless? | Petition | relative | to | Craw- |
|---|-------|-----|------|--------|----|-----|------|------|---------|-----------|----------|----------|----|-------|
| - | | | | | | | | | | | | | | ~~~ |

- 2 Kan must address Western Wireless' compliance with Section 214(e)(1) and,
- beyond that, whether a grant of ETC designation is in the public interest.

- 5 Q. Has the FCC issued any additional guidance to be used in conjunction with a
- 6 public interest finding for competitive ETC designations in areas served by rural
- 7 telephone companies?
- 8 A. Yes. The FCC issued an order with respect to Virginia Cellular's request for ETC
- 9 designation in which it stated the following:

10 [w]e acknowledge the need for a more stringent public interest analysis for ETC designations in rural telephone company service areas. 11 framework enunciated in this Order shall apply to all ETC designations for 12 13 rural areas pending further action by the Commission. We conclude that the value of increased competition, by itself, is not sufficient to satisfy the 14 15 public interest test in rural areas. Instead, in determining whether 16 designation of a competitive ETC in a rural telephone company's service area is in the public interest, we weigh numerous factors, including the 17 18 benefits of increased competitive choice, the impact of multiple 19 designations on the universal service fund, the unique advantages and 20 disadvantages of the competitor's service offering, any commitments 21 made regarding quality of telephone service provided by competing 22 providers, and the competitive ETC's ability to provide the supported 23 services throughout the designated service area within a reasonable time frame. (emphasis added). 24

- 26 Q. Can the Commission impose additional obligations on carriers seeking ETC
- 27 status?
- 28 A. Yes. Specifically, in determining whether the FCC could prohibit states from
- 29 imposing additional requirements when designating carriers as eligible for federal

¹ In the Matter of Federal-State Joint Board on Universal Service, Virginia Cellular, LLC Application for Designation as an Eligible Telecommunications Carrier in the Commonwealth of Virginia, CC Docket No. 96-45, FCC 03-338 (rel. January 22, 2004) (Virginia Cellular Order).

USF, the Fifth Circuit overturned a portion of the FCC's universal service order that did just that when it ruled that "the FCC erred in prohibiting the states from imposing additional eligibility requirements on carriers otherwise eligible to receive federal universal service support."

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- 6 Q. Can the Commission deny Western Wireless' Petition?
- 7 Yes. If the criteria, including the public interest criteria, listed above are not met. A. 8 the Commission may deny Western Wireless' Petition as this Commission 9 recently did in denying the ETC application of Mid-Missouri Cellular (MMC") in 10 Case No. TO-2003-0531 ("MMC Order"). In an ETC designation case in Utah, 11 the Utah Public Service Commission decided it was not in the public interest to 12 add a second ETC in the service territories of Utah's rural carriers by an order 13 issued July 21, 2000, in Docket No. 98-2215-01. This order was subsequently 14 upheld by the Utah Supreme Court in WWC Holding Co. v. Public Service 15 Commission of Utah, 44 P.3d 714.

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- 17 Q. You mention the Commission's denial of ETC status to MMC. Do you believe the MMC Order is significant to this case?
- Yes, I do. In evaluating the evidence in this proceeding, the Commission should carefully determine how the evidence in this proceeding compares with the evidence upon which the Commission made its decision in the MMC Order.

22 Specifically, the Commission found in the MMC Order that:

² Texas Office of Public Utility Counsel v. FCC, 183 F.3d 393, 418 (5th Cir. 1999).

1 "[t]he benefits to competition of designating MMC an ETC will not be 2 very significant." MMC Order, p.22 3 "[t]he Commission cannot just ignore the potential harm to universal 4 service fund of designating [a] wireless carrier as an additional ETC in 5 rural areas." MMC Order, p. 24 6 "MMC has only generally said that it would increase its network capabilities. It has not presented any specific plans for how to upgrade 7 8 its network, except for the technology update. Without specific plans 9 for upgrade before it, the Commission cannot determine that MMC will offer any advantages over its current offering." MMC Order, p. 10 24-25. 11 12 "[t]he grant of ETC status to MMC is not in the public interest because 13 MMC has not provided competent and substantial evidence to show 14 that the public will benefit from designating MMC an eligible 15 telecommunications carrier for universal service fund purposes." 16 MMC Order, p. 26. 17 18 19 Has Western Wireless presented sufficient evidence that would allow the Q. 20 Commission to reach a conclusion different from the one it reached in the MMC 21 Order? 22 No. As I discuss in further detail in the remainder of my testimony, Western A. 23 Wireless has not presented evidence that would allow the Commission to make a 24 decision any different from the one it made relative to MMC's ETC Petition. 25 Specifically, Western Wireless has not adequately demonstrated that granting it 26 ETC designation: 1) will benefit competition; 2) will not harm USF; 3) will lead 27 to specific improvements to Western Wireless' network; and 4) is in the public 28 interest. 29 30 Q. Did the MMC Order incorporate the additional FCC guidelines to be used in 31 conjunction with a public interest finding for competitive ETC designations in 32 areas served by rural telephone companies?

| 1 | A. | Yes. Each of the guidelines discussed in the Virginia Cellular Order, as well as |
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| 2 | | those used in a follow-up FCC ETC Order ³ , was used in the Commission's |
| 3 | | analysis in the MMC Order. Accordingly, each of the citations I make to the |
| 4 | | Commission's MMC Order in this testimony inherently incorporates the FCC's |
| 5 | | additional public interest guidelines. |
| 6 | | |
| 7 | Q. | You previously cited the three major criteria that the Commission must address in |
| 8 | | regard to the determination of granting ETC status in a rural study area. Do you |
| 9 | | believe that Western Wireless has demonstrated that it meets all of these criteria? |
| 10 | A. | I do not. I particularly do not believe that Western Wireless has demonstrated |
| 11 | | that the granting of its Petition will be in the public interest. |
| 12 | | |
| 13 | Q. | Before discussing each of these criteria, can you comment on the purpose of the |
| 14 | | Federal Universal Service Funds for which Western Wireless would be eligible if |
| 15 | | it is granted ETC status? |
| 16 | A. | Yes, in the Act, Congress was focused on two major purposes: 1) increasing |
| 17 | | competition in telecommunications services; and 2) increasing Universal Service |
| 18 | | availability. The Act defines the following Universal Service Principles in |
| 19 | | Section 254(b): |
| 20 | | |
| 21 | | (h) I INIVERSAL SERVICE PRINCIPLES The Joint Board and the |

³ In the Matter of Federal-State Joint Board on Universal Service, Highland Cellular, Inc., Petition for Designation as an Eligible Telecommunications Carrier in the Commonwealth of Virginia, CC Docket No. 96-45, FCC -3-338 (rel. April 12, 2004).

Commission shall base policies for the preservation and advancement of

universal service on the following principles:

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1 (1) QUALITY AND RATES.--Quality services should be 2 available at just, reasonable, and affordable rates. 3 (2) ACCESS TO ADVANCED SERVICES .-- Access to advanced 4 telecommunications and information services should be provided 5 in all regions of the Nation. 6 (3) ACCESS IN RURAL AND HIGH COST AREAS.--Consumers 7 in all regions of the Nation, including low-income consumers and 8 those in rural, insular, and high cost areas, should have access to 9 telecommunications and information services, including 10 interexchange services and advanced telecommunications and 11 information services, that are reasonably comparable to those 12 services provided in urban areas and that are available at rates that 13 are reasonably comparable to rates charged for similar services in 14 urban areas. 15 (4) EQUITABLE AND NONDISCRIMINATORY CONTRIBUTIONS.--All providers of telecommunications services should make an 16 17 equitable and nondiscriminatory contribution to the preservation 18 and advancement of universal service. 19 (5) SPECIFIC AND PREDICTABLE SUPPORT MECHANISMS.--20 There should be specific, predictable and sufficient Federal and 21 State mechanisms to preserve and advance universal service. 22 (6) ACCESS TO ADVANCED TELECOMMUNICATIONS SERVICES 23 FOR SCHOOLS, HEALTH CARE, AND LIBRARIES .-- Elementary and 24 secondary schools and classrooms, health care providers, and 25 libraries should have access to advanced telecommunications services as described in subsection (h). 26 27 (7) ADDITIONAL PRINCIPLES.--Such other principles as the 28 Joint Board and the Commission determine are necessary and 29 appropriate for the protection of the public interest, convenience, 30 and necessity and are consistent with this Act. 31 32 Did the FCC adopt any additional principles under 254(b)(7)? Q. 33 A. Yes. It adopted the following additional principle in its Report and Order in CC 34 Docket No. 96-45, FCC 97-157 Issued May 8, 1997 (Para 47): 35 COMPETITIVE NEUTRALITY -- Universal service support mechanisms 36 and rules should be competitively neutral. In this context, competitive neutrality means that universal service support mechanisms and rules 37 neither unfairly advantage nor disadvantage one provider over another. 38 39 and neither unfairly favor nor disfavor one technology over another. 40

| 2 | | relationship to the Petition of Western Wireless for ETC status? |
|--|----|--|
| 3 | A. | In evaluating the Petition of Western Wireless for ETC status in the rural study |
| 4 | | areas where Western Wireless has requested such status, the Commission should |
| 5 | | use these criteria as a guide in evaluating the public interest benefits of granting |
| 6 | | that status. |
| 7 | | |
| 8 | Q. | One of the requirements for eligibility for ETC status is providing the services |
| 9 | | required by the FCC in 47 C.F.R. § 54.101(a). What are your comments |
| 10 | | regarding the provision of these services? |
| 11 | A. | The services required by this section of the FCC rules are: |
| 12 13 14 15 16 17 18 19 20 21 22 | | (1) Voice grade access to the public switched network (2) Local usage (3) Dual tone multi-frequency signaling or its functional equivalent (4) Single-party service or its functional equivalent (5) Access to emergency services (6) Access to operator services (7) Access to interexchange service (8) Access to directory assistance (9) Toll limitation for qualifying low-income consumers While in its Petition for ETC status, Western Wireless discusses each of these |
| 23 | | services and asserts that it is providing them, the manner in which several of these |
| 24 | | services are provided by Western Wireless in comparison to the offerings by |
| 25 | | Craw-Kan and Incumbent Local Exchange Carriers (ILECs) generally, raise |
| 26 | | issues regarding whether they comport with the requirements of the Missouri |
| 27 | | Commission and how well the public interest will be served by granting ETC |

What is the relevance of these principles as adopted by Congress and the FCC in

1 Q.

status to Western Wireless. There are also issues raised regarding the competitive neutrality principle established by the FCC.

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- Q. Can you give an example of the public interest issues that may be raised by the
 Western Wireless offering of one of these services?
- 6 Yes. Let's take the offering of "local usage." As was correctly stated in Western A. 7 Wireless' Petition, while "local usage" is a required service offering, the FCC has never identified a required level of "local usage." In the wireline industry, the 8 9 vast majority of the rural carriers in the nation, including Craw-Kan, offer 10 unlimited local usage, both originating and terminating, for a flat monthly rate. 11 According to Western Wireless' response to Craw-Kan Data Request No. 0005, 12 attached as Schedule RCS-1, only two of Western Wireless' 23 wireless service 13 offerings include unlimited local usage. All of the other 21 plans have limited 14 usage amounts. If customers exceed those minute allowances, they pay \$0.39 per 15 minute for excess local usage, either originating or terminating. For the two 16 "unlimited local usage plans" Western Wireless has not provided the prices that 17 would apply, despite its statements that each service plan is available throughout 18 Missouri. Western Wireless has listed the prices for those plans as "TBD," which 19 presumably means "to be determined." Mr. Blundell's testimony indicates that Western Wireless "intends" to offer at least one "unlimited usage plan," from 20 21 which I infer that such a plan is not currently being offered. Given Mr. Blundell's 22 statements that Western Wireless intends to offer at least one unlimited usage 23 plan, it is my belief that Western Wireless included the two TDB plans in

response to Data Request No. 0005 as plans it is going to offer in the future despite its statements that those plans are currently being offered. Although the apparent contradiction may be a simple mistake, what is important is the fact that the Commission does not have enough detail on the "proposed" plans to determine if they would serve the public interest.

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Q. Can you discuss issues regarding access to interexchange services?

Western Wireless' Petition states that it has direct interconnection Yes. arrangements with several interexchange carriers ("IXCs"). (Petition, p. 6) However, in response to Craw-Can Data Request No. 0020, attached as Schedule RCS-2, it would appear that Western Wireless' customers only have access to one interexchange carrier on a "presubscribed" basis and that would be the carrier designated by Western Wireless, not a carrier chosen by the customer. The only way that Western Wireless' customers can access an IXC of their choice is by first dialing an appropriate six-digit access code provided by the IXC. Contrast this with the access to interexchange services offered by Craw-Kan. Pursuant to the Act, ILECs are required to offer dialing parity. Under FCC rules implementing dialing parity, ILECs are required to offer each end user a presubscription choice from all interexchange carriers to be dialed using (1+) and code dialing (101xxxx) for all other carriers. If Congress and the FCC felt that choice in interexchange carriers was so important to the public interest that they required, by legislation, wireline ILECs to offer those choices, it would not appear

| 1 | | to be in the public interest or competitively neutral to provide universal service |
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| 2 | | support to a wireless carrier who did not provide that choice. |
| 3 | | |
| 4 | Q. | For a final example, let's turn to toll limitation service. Can you describe toll |
| 5 | | limitation service? |
| 6 | A. | Yes. The FCC rules require the provision of "Toll Control" (limitation on the |
| 7 | | dollar amount of toll calls per month) or "Toll Blocking" (the blocking of all toll |
| 8 | | calls) for customers qualifying for Lifeline and Linkup services. Western |
| 9 | | Wireless' Petition indicates in its Petition that it will offer Toll Blocking to its |
| 10 | | customers. |
| 11 | | |
| 12 | Q. | What, in your mind, was the intent of requiring the offering of toll |
| 13 | | limitation/blocking service to Lifeline and Linkup customers? |
| 14 | A. | I believe that the primary concern of the FCC was providing a way for low- |
| 15 | | income customers qualifying for these services to assure that their cost for |
| 16 | | telephone service would be limited to a relatively small amount and that they |
| 17 | | could not incur large costs for toll service which could cause them to have their |
| 1 2 | | local service disconnected |

Q. Does Western Wireless offer additional evidence as to how it will offer toll limitation service?

- 1 A. No. It merely states it "will offer toll blocking to Lifeline customers at no
- 2 additional charge in the Designated Areas as required by FCC rules." (Direct
- 3 Testimony of James H. Blundell, pp. 11-12.)

- 5 Q. Does Western Wireless provide further information regarding its Lifeline
- 6 offering?
- 7 A. Somewhat. As shown in Schedule RCS-1, Western Wireless' Basic Lifeline Plan
- 8 would offer unlimited local calling, long distance at 10 cents per minutes, toll
- 9 blocking capability at no additional charge, and no roaming. However, Western
- Wireless does not provide the price that will apply to this service. Given the lack
- of price information provided by Western Wireless, I don't believe the
- 12 Commission can determine the public interest benefit of providing Universal
- Service to such a plan. The lowest priced plan that is listed by Western Wireless
- is \$20 per month. When comparing this plan to the ones offered by Craw-Kan, it
- is important to remember that a residential customer could obtain similar service
- from Craw-Kan for between \$11.50 and \$13.75 per month including the federal
- subscriber line charge (SLC) (the local rates vary by exchange).

- 19 Q. Mr. Blundell indicates in his testimony that Western Wireless uses a number of
- 20 means to advertise its service including its web site. Does Western Wireless
- 21 advertise the availability of Lifeline Service on its web site?
- 22 A. If they do, I was unable to find any evidence of such advertising. I spent a good
- deal of time reviewing the web site map and many of the individual sites

1 including product listings in two states were Western Wireless is an ETC and 2 found no mention of lifeline service. 3 4 Q. Do the FCC rules for required services discuss the price at which such services 5 are offered? 6 A. No, they do not. However, the first principle in the Act related to Universal 7 Service which I quoted above states that "...quality service should be available at just, reasonable and affordable rates." If one reviews the history of Universal 8 Service, a prime intent of providing USF funds is so that rates for local service 9 10 can be maintained at lower, more affordable levels. 11 12 Q How does the Commission assure that the rates of Craw-Kan are maintained at 13 just, reasonable, and affordable levels? 14 A. The Commission, by state statute, has the authority to review and establish the 15 rates of Craw-Kan, along with other rate-of-return regulated companies in the 16 state, to assure that they are "just, reasonable, and affordable." For Craw-Kan, the 17 local tariffed rates for residential services are between \$5.00 and \$7.25. When 18 combined with the mandatory federal SLC of \$6.50, a Craw-Kan residential 19 customer would pay between \$11.50 and \$13.75 for local service. 20 21 Q. Does the Commission have authority to regulate the rates of Western Wireless? 22 A. No, both by federal and state statute, the Commission does not have authority to 23 regulate Western Wireless' rates.

| 2 | Q. | What are the rates that | Western | Wireless charges | for "local" | 'service? |
|---|----|-------------------------|---------|------------------|-------------|-----------|
|---|----|-------------------------|---------|------------------|-------------|-----------|

- 3 A. Again, as shown in Schedule RCS-1, it cannot be determined for certain what rate
- 4 is the lowest price at which Western Wireless will provide "local" service because
- 5 it has not provided the prices that apply to its unlimited local calling plans. The
- 6 lowest priced service for which Western Wireless lists a price is \$20 per month
- 7 which includes 60 minutes of "Anytime Minutes". It should also be noted that
- Plans 1 and 2 require "...wireless access unit customer equipment..." with no
- 9 indication of what the cost of such equipment might be.

- 11 Q. Does Western Wireless intend that all 23 plans listed in Schedule RCS-1 qualify
- for federal USF?
- 13 A. It is my understanding that they intend for all of their service offerings to be
- eligible for universal service.

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- 16 Q. Has Western Wireless given any indication that it would reduce any of its rates if
- it is designated an ETC?
- 18 A. Western Wireless has given no such indication in its Petition or testimony
- although it has indicated that it would offer a lifeline plan which is not currently
- offered if it is granted ETC status.

- Q. Do you see a public interest benefit for providing USF for rates that are above the rate levels offered by the incumbent, if the funds provided do not lead to a reduction in the rates charged?
- A. No. It does not seem that the public will benefit if public funds are provided to

 Western Wireless and there is no reduction in the rates it is charging or there is no

 increase in the infrastructure that is being provided.

- 8 Q. What level of federal USF support is Craw-Kan currently receiving?
- 9 A. There are three different segments of federal USF support that Craw-Kan currently receives. These are high cost loop support (HCL), local switching support (LSS), and interstate common line support, (ICLS). Based on the 4th Qtr, 2004 projected USF projections by the Universal Service Administration Corporation (USAC), Craw-Kan would receive the following levels of support per line:

| Type of Support | Craw-Kan |
|-----------------|-----------------------|
| | Residence/Single Line |
| | Business |
| HCL | \$6.15 |
| LSS | \$8.60 |
| ICLS | \$9.19 |
| Total | \$23.93 |

These amounts would be portable to any competitive ETC that serves customers in the areas served by Craw-Kan.

| 1 | Q. | How much would Western Wireless receive annually if it is designated an ETC |
|--|----|---|
| 2 | | by this Commission? |
| 3 | A. | Western Wireless has stated that it serves **** customers in the Craw-Kan |
| 4 | | exchanges for which it is seeking ETC designation. Thus, Western Wireless |
| 5 | | would, as an ETC, be eligible to receive approximately *** monthly |
| 6 | | (**** annually) in federal USF funds for the customers served in the |
| 7 | | applicable Craw-Kan exchanges. It would also be eligible to receive further funds |
| 8 | | in other study areas where it has sought ETC status. Western Wireless has |
| 9 | | estimated that it would receive \$584,000 annually in USF support, in total, in its |
| 10 | | Missouri service area. (Direct Testimony of James H. Blundell, p. 26.) |
| 11 | | |
| 12 | Q. | Has Western Wireless provided specific plans as to how this money will be used, |
| 13 | | if received? |
| 14 | A. | Western Wireless does not provide any detail in its application or testimony about |
| 15 | | how this money will be used. Western Wireless does provide a brief answer in |
| 16 | | response to Craw-Kan Data Request No. 0022 (attached as Schedule RCS-3) on |
| 17 | | this issue. Specifically, Western Wireless states: |
| 18 19 20 21 22 23 24 | | Western Wireless is currently evaluating the construction of two new cell cites within Missouri RSA 9 subject to its designation as an ETC. The projected cost of these cell sites is \$300,000 each, including typical site acquisition and construction costs. In addition, Western Wireless is currently evaluating faster data technologies and is likely to upgrade its GSM/GPRS network to EDGE technology in 2005. |
| 25 | | Western Wireless also states in the data request response that the funds will be |
| 26 | | used to "provide, maintain and upgrade facilities and services for which the |

support is intended" but that it "has not finalized its plans or budget for any future enhancement or expansion of network infrastructure in Missouri." These statements are vague, lack commitment, and there is no indication as to whether they apply specifically to the Craw-Kan service area. Since Western Wireless does not appear to have any intention of lowering rates to its end users and no specific plans for upgrading its infrastructure, I infer that the USF funds will be used as Western Wireless indicates, but that the funds that it currently receives from its operations for those purposes will be used to increase the profits of its stockholders. The Commission's denial of MMC's ETC Petition was at least partially based on similar problems associated with the lack of specific plans for the use of USF by the Petitioner.

- Q. What does Western Wireless indicate as the public interest benefit that will come from their being designated an ETC and receiving USF funds?
- Western Wireless discusses the benefit it perceives will occur if it is designated an ETC in its Petition (pp. 9-16), in the testimony of Mr. Blundell (pp. 17-21), and in the testimony of Don J. Wood (pp. 6-9). The benefits listed by Western Wireless are primarily based on what it perceives to be the outcome of competition with rural LECs. In support of some of its positions, Western Wireless cites various FCC decisions that have granted ETC status to certain entities because those designations will promote competition.

- 1 Q. Do you think that Congress intended that ETC designations be based solely on the 2 public benefits of providing competition in rural areas?
- 3 I don't believe so. The very application of a competitive ETC inherently includes A. 4 the establishment of competition. If that was the only benefit that Congress had intended the states to consider, there would have been no need for a public 5 6 interest determination for rural study areas. Congress could have used the word 7 "shall" rather than "may" in instructing state commissions regarding granting 8 ETC status in rural study areas as Congress did with non-rural carriers. In spite of 9 the FCC decisions cited by Western Wireless, I believe that Congress intended 10 that states look beyond the "benefits" of competition in making the public interest 11 judgment regarding ETC status in rural areas.

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- Q. Is increased competition sufficient by itself to justify the designation of an additional ETC in a rural area?
- 15 No. First, the introduction of a competitor into a rural environment does not A. 16 necessarily lead to lower costs or higher quality service for consumers. A high-17 cost market, by definition, is still a high-cost market even after the introduction of 18 competition. The primary reason the ILECs are eligible to receive funding from 19 the federal USF is that they are providing service in geographic areas where it is 20 not economically feasible to serve at reasonable rates. With the introduction of a 21 competitive ETC, the only difference is that the market has to support multiple 22 entrants with limited financial resources. Since costs of a telecommunications

network are relatively fixed, the splitting of a rural market between two or more providers generally causes the cost of service to increase for each of the providers.

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- 4 Q. Is ETC status and the accompanying USF support necessary to draw Western
 5 Wireless into the markets where it seeks that status?
 - No. Based on data request responses received from Western Wireless, it appears that Western Wireless has been providing service in these areas since 1994, or for nearly 10 years. Based on additional data request responses, the number of customers Western Wireless is serving in 3 of the 4 Craw-Kan wireless centers for which Western Wireless is seeking service equals about 20% of the Craw-Kan line totals in those 3 wire centers.⁴ That represents significant market penetration in those wire centers. Furthermore, in testimony in Case No. TO-2004-0401, Mr. Williams, testifying on behalf of Western Wireless, indicated that Western Wireless assumes it has about 25% of the wireless market in this area.⁵ If this assumption is correct, then all wireless carriers would have approximately 80% of the wireline subscribers that Craw-Kan has in these areas, indicating significant wireless penetration and competition today without USF support. The wireless network owned by Western Wireless was built, and its customers were being served, well before this request for ETC status. The granting of ETC status will not add any new providers of service in the affected study areas, materially increase wireless subscribership, or likely result in any new services or rate plans.

⁴ Western Wireless provided specific data designated CONFIDENTIAL regarding the number of customers in three Craw-Kan exchanges. Western Wireless did not provide customer counts for the 4th wire center in which it is seeking ETC designation despite stating that it is providing service in that exchange today.
⁵ Transcript, p 334, Case No. TO-2004-0401.

1 For example, in response to Craw-Kan's Data Request No. 25, Western Wireless 2 indicated that it did not have any specific projections as to the number of new 3 customers that will subscribe to its service over the next five years, if Western 4 Wireless receives Federal USF support. (See Schedule RCS-4 which is a copy of 5 Data Request No. 25 and Western Wireless' response thereto.) In addition, 6 Western Wireless witness Blundell states at page 19 of his testimony that a 7 benefit arising from the designation of Western Wireless as an ETC is that 8 customers who don't have telephone service today will be able to obtain service 9 for the first time. However, in response to another data request of Craw-Kan, 10 Western Wireless was unable to identify any such "unserved" customers in the 11 Craw-Kan service area. (See Schedule RCS-5, a copy of Craw-Kan's Data 12 Request No. 32 and Western Wireless' response thereto.) 13 14 The Commission denied MMC's ETC Petition at least partially on the grounds 15 that benefits to competition would not be significant by designating ETC status to 16 the Petitioner because of the significant competitive presence that already existed 17 in the rural LECs' serving areas. The evidence in this case supports a similar 18 conclusion. 19 20 Q. Is there a lack of competition in the service area of Craw-Kan? 21 A. No. There are several additional CMRS providers that provide service in the 22 Craw-Kan wire centers. From a review of several web sites I found the following 23 information regarding other competitors in this area:

| CMRS Provider | # of Plans Offered | Range of Rates |
|------------------|--------------------|----------------------------|
| Alltel | 21 | \$29.95 - \$299.95 |
| AT&T Wireless | 10 | \$19.90 - \$299.99 |
| Cingular | 32 | \$19.99 - \$299.99 |
| Sprint PCS | 8 | \$35.00 - \$115.00 |
| T-Mobile | 13 | \$19.99 - \$129.99 |
| US Cellular | 23 | \$25.00 - \$200.00 |
| Verizon Wireless | 15 | \$35.00 - \$300.00 |
| Virgin Mobile | 1 | Pay as you go ⁶ |

There appears to be no lack of competition in this area currently, and it is most unlikely that the granting of ETC status will increase the number of providers or level of competition. Certainly, there is a great deal of competition and a wide variety of plans and offerings without providing federal USF money to Western Wireless. A more detailed review of these plans shows: 1) variations in the packages of minutes, and the times of the day various services are offered; 2) a wide variety of additional features; and 3) new services such as Blackberry, PDA services, data and text services, and picture services. All these services are being offered without the provision of universal service support.

- Q. Is Craw-Kan required to adhere to the service standards of the Commission in Chapter 32 of the Commission's rules and the Service and Billing Practices in Chapter 33 of the Commission's rules?
- 15 A. Yes. Craw-Kan is required to abide by these rules that have been adopted by the Commission.

⁶ There is no monthly fee. Virgin Mobile charges 25 cents per minute for the first 10 minutes and 10 cents per minute after that. Virgin Mobile also requires that the customer spend at least \$20 every 90 days.

- 1 Q. Can you describe the types of standards that are in these rules?
- 2 A. Yes. Chapter 32 contains rules related to the provision of service to customers.
- 3 These rules include the requirement to provide directories and directory listings,
- 4 technical standards for the provision of service, customer commitment
- 5 requirements for installing service consistent with company commitments,
- 6 standards for responding to customer inquiries, and standards for completion of
- 7 calls on the network.

- 9 Chapter 33 contains rules regarding billing practices. These rules include
- requirements for the content of bills, customer deposit practices, and practices for
- the discontinuance of service and resolving disputes and complaints. They also
- 12 contain specific provisions regarding the provision of operator services,
- presubscription for long-distance service, and prepaid calling services.

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- These rules, which have been developed over a period of years and are modified
- periodically, contain provisions which the Commission has felt are necessary to
- protect the public interest by establishing standards for such services.

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- 19 Q. Are CMRS providers, such as Western Wireless, subject to these rules?
- 20 A. Under the current provisions of the Missouri statutes it would appear they are not,
- since CMRS providers are excluded from the definition of "telecommunications"
- 22 company" in §386.020(5) RSMo 2000.

- 1 Q. Does Western Wireless appear to have any intention of complying with these 2 rules?
- A. No, its does not. Attached as Schedule RCS-6 is the Western Wireless response to Craw-Kan Data Request No. 0024 where Western Wireless states that it will only comply with lawfully applicable service quality standards and that any State of Missouri laws or rules purporting to regulate the service quality of CMRS

7 carriers would likely be unlawful.

9 Q. If the Commission felt such standards were important enough to incorporate into formal rules for ILECs, is it likely that the lack of such rules for CMRS providers will lead to a service offering that fills the public interest needs in these areas at a

level less than the service provided by the ILECs?

I would think so. The imposition of these service and billing requirements in many cases imposes additional financial and administrative burdens on the ILECs which the Commission believes are justified in order to give greater protection and choice to consumers. Wireless carriers who do not have to meet these requirements will likely not conform to these requirements found necessary for the provision of telecommunications service and thus provide service that is less likely to fulfill/advance the public interest.

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Q. Does the imposition of tariffs, service standards, and other regulatory requirements on ILECs to meet service and billing standards, while allowing

1 CMRS providers to avoid such requirements, lead to a USF system that is 2 "competitively neutral" as described by the USF principle adopted by the FCC?

3 A. I do not believe that it does and would recommend that the Commission take thi

A. I do not believe that it does and would recommend that the Commission take this into account in its consideration of the public interest standard. Imposing requirements such as providing directory listing and directories, emergency power backup, specific deposit and disconnection procedures, service installation criteria, and call completion standards create specific additional costs on ILECs. It shouldn't be considered competitively neutral to provide CMRS providers the benefits of USF when they are not required to meet the same service standards as

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Q. Are the terms of service provision for Western Wireless similar to those that
 ILECs are required to provide through the tariff approval process?

the ILECs nor incur the same costs to meet these service standards.

14 A. No. There are differences that are not necessarily to the subscribers' benefit. For
15 example, Western Wireless generally requires a two-year service contract, and
16 termination of the contract before the end of two years will invoke a termination
17 charge of \$200. (See Schedule RCS-1). The Commission requires ILECs to
18 provide service on a monthly service offering basis with no termination fee or
19 penalty.

- 21 Q. If Western Wireless is granted ETC status, what will be the basis of its support?
- 22 A. Under current FCC rules, Western Wireless will receive federal USF support 23 based on the identical amount per line that the ILEC receives. A rural ILEC

average service lives for cable and wire plant), there is a disincentive to invest in these longer-term investments. Therefore, the ILEC faces a double jeopardy situation where its investments yield additional support for its competitor who is not faced with the same costs and the risk associated with recovering the investment is magnified. This does provide the ILEC a disincentive to invest in additional infrastructure.

- 8 Q. On a broad national policy basis, what are some of the implications of the
 9 Commission granting ETC status to Western Wireless?
- 10 A. The granting of ETC status to wireless carriers is causing a dramatic growth in the
 11 size of the federal USF. Between the 4th quarter of 2001 and the 4th quarter of
 12 2004, the amount of USF received by competitive ETCs, the vast majority of
 13 which are wireless carriers, grew from approximately \$10.8 million annually to
 14 approximately \$423 million annually. In a Joint Board proceeding addressing this
 15 issue, comments of the National Association of State Utility Consumer Advocates
 16 stated:

"Under the current ETC designation rules, in the near future there will likely be a sharp upward curve in the growth of the high-cost fund related to the issues being examined here. A substantial portion of this growth is a result of additional funds needed to support multiple lines per customer and to support lines provided by new competitive eligible

and:

The current and anticipated rate of growth in fund requirements needed to support additional lines suggests that the current support mechanisms will be strained unless the Commission makes substantial changes to the ETC designation rules."

telecommunications carriers ("CETCs"), mostly wireless ETCs.

receives support based on its actual embedded costs of providing the service and making investments in its area. This support is based on annual cost filings prepared by the ILEC to reflect its costs and submitted to the Universal Service Administration Corporation ("USAC"). These study results are verified by both USAC and NECA (the National Exchange Carrier Association). A competitive ETC, on the other hand, merely reports the number of customers it is serving in its designated ETC area and then receives the same amount of support per line as the ILEC without verification of its costs or the underlying need for support being made by any regulatory or administrative entity. There is certainly a question as to whether this approach meets the competitive neutrality principle.

A.

- Q. Does granting ETC status to a competitor provide a disincentive for an ILEC to make additional investments?
 - Unfortunately, it may. Under the current environment, when there is more than one ETC, an ILEC that makes the decision to make more investment in telecommunications infrastructure must take into consideration that the increased investment it makes, resulting in additional USF support to the ILEC, will result in more USF support to the competitive ETC. The critical difference is that the ILEC will be getting the funding to recover a portion of the actual cost of the investment already made, while the competitor gets the money as a windfall without any tie to additional investment. In addition, given that the ILEC no longer has any assurance that high cost customers will remain with the ILEC long enough for it to recover an investment that typically spans 20-25 years (the

There clearly is concern that growth in the federal fund resulting from the large increase in wireless ETC designations ultimately may jeopardize the sustainability of the USF fund for all providers. The Commission recognized this problem when it denied the MMC ETC Petition. Specifically, the Commission stated that it is "...concerned with the rapid growth of the Universal Service Fund..." and that it "...cannot just ignore the potential harm to the universal service fund of designating [a] wireless carrier as an additional ETC in rural areas." (MMC Order, p. 24).

A.

Q. What are the implications of granting ETC status to Western Wireless in relation to the current regulatory scheme imposed on the ILECs?

The current regulatory scheme imposed on the ILECs is based on the assumption that the ILECs are monopoly providers of service and that regulation of the services and prices of the ILEC offerings are necessary to protect the public because of the lack of competition. When ETC status is granted to a competitive carrier such as Western Wireless, the Commission is essentially determining that there is more than one provider in the designated areas that is fully capable and willing to provide basic telecommunications services throughout these areas and that will be publicly supported in doing so. Once this occurs, the rationale for imposing regulation on the ILECs is no longer valid, and the whole purpose of regulation of the ILEC by the Commission is subject to question. If regulation is to continue, the ILEC should be regulated on the same basis as the competitor. This could occur in one of three ways. Regulation of the ILEC could be relaxed

or eliminated, the wireless entrant could be regulated to the same extent the ILEC is currently, or some middle ground of lessened regulation could be applied to both. While this case is not the appropriate forum to address all those issues, the Commission should be aware that its decision in this case will raise those types of fundamental questions which may need to be addressed should it decide to grant ETC status to Western Wireless.

Q.

A.

Western Wireless states its Application is consistent with the evidentiary requirements applied by the Commission when it granted ETC designation to Green Hills Telecommunications Services (Green Hills). Can the application of Western Wireless as a wireless carrier not subject to regulation by the Commission be appropriately compared to the application of Green Hills?

No. There are several differences that demonstrate that the Commission's consideration and grant of the ETC status to Green Hills was a very different proceeding. At the time of its application to the Commission, Green Hills was a certificated competitive local exchange carrier (CLEC) subject to the jurisdiction of the Commission. In its application for a certificate of service authority, Green Hills agreed to abide by all Commission rules and regulations regarding quality of service, service and billing practices, and E-911 requirements. Green Hills filed a tariff setting out the terms and conditions of its service as well as the rates it would charge for those services. That tariff was reviewed and approved by the

⁷ See In the Matter of the Application of Green Hills Area Cellular Telephone, Inc.d/b/a Green Hills Telecommunications Services for Designation as a Telecommunications Company Carrier Eligible for Federal Universal Service Support Pursuant to Section 254 of the Telecommunications Act of 1996, Case No. CO-2003-0162, Order Approving Stipulation and Agreement (Mar. 4, 2003).

Commission, as are all CLEC tariffs. In its application for ETC designation, Green Hills only requested ETC designation in one Sprint Missouri, Inc., exchange where it provided facilities-based service. Green Hills is required to file an Annual Report with the Commission each year, and it is required to make the same annual ETC filings to the Commission as the ILECs with cost support showing that the funds it receives from the USF fund have been used for the required purposes. Green Hills was obligated by its certificate of service authority to provide facilities-based service throughout the entire exchange consistent with and subject to the Commission's full enforcement powers relating to quality of service and other customer protection requirements imposed by rule on all Missouri certificated telecommunications companies.

Q.

A.

On Exhibit JHB-1, Mr. Blundell identifies the Pleasanton wire Center of Craw-Kan as part of the Craw-Kan study area in Kansas and requests that the Commission designate Western Wireless as an ETC in this exchange. Is this an appropriate request?

No. The Pleasanton exchange in Missouri is part of the Craw-Kan Missouri study area, not Craw-Kan's Kansas study area. In addition, the rates applicable to the customers in the portion of the Pleasanton exchange located in Missouri are approved by the Missouri Commission, and Missouri laws and regulations apply to Craw-Kan's services offered to those customers. These customers, though located in Missouri and in a Missouri exchange, are served by the central office switch located in Pleasanton, Kansas, which may have led to Mr. Blundell's

conclusion that they were part of the Kansas study area. Western Wireless' request that ETC designation for the Pleasanton exchange of Craw-Kan in Missouri be granted on a non-conditional basis is inappropriate and should not be granted.

- Q. How should the Commission consider Western Wireless' request for ETC
 designation in the Craw-Kan Pleasanton exchange?
- A. It should be considered a conditional request subject to this Commission's and the FCC's approval of a service area designation separate and apart from Craw-Kan's total study area as Western Wireless has requested for the four Craw-Kan exchanges listed on Exhibit JHB-2.

22.

- Q. In supporting the redefinition of the various study areas to smaller service areas served by Western Wireless, Mr. Blundell states that the FCC has issued rules to ensure that the ILECs USF support will not be impacted by Western Wireless' designation as an ETC. Do you have any comments on this observation?
- A. While this is true at the present time, the FCC currently has under consideration a recommendation by a Federal State Joint Board to base the payment of federal universal service amounts on a "primary line" concept rather than the current payments which are based on all lines. If such proposals are adopted by the FCC, customers would have to identify one line from all lines they have from all carriers as the line that would receive universal service support. Under this circumstance, the designation of Western Wireless as an ETC could have an

impact on the support that rural ILECs such as Craw-Kan receive. Under these proposals the administrative burdens on ILECs would be increased substantially by the designation of Western Wireless as an ETC.

- Mr. Blundell argues that redefinition is in the public interest because it will allow
 Western Wireless to bring "...new services and new technologies to customers in
 rural and high-cost areas of Missouri..." Do you agree with this statement?
 - A. Western Wireless already provides wireless service in its licensed area with a variety of pricing plans and service options. There has been no substantial evidence presented that the granting of ETC status to Western Wireless will cause it to offer technologies or services that it would not offer if it is not granted ETC status. It is also clear that there is a great deal of competition from all wireless companies in the area without granting ETC status to Western Wireless and no evidence that competition will increase substantially if such status was granted.

- Q. Does Craw-Kan believe the public interest will be served by granting Western
 Wireless the ETC status that it has requested in the study area of Craw-Kan?
- 18 A. No. To the contrary, Craw-Kan believes:
 - 1) That Western Wireless' primary claimed public benefit of granting it ETC status, increased and enhanced competition, will not be realized from granting ETC status because competition from Western Wireless and other CMRS providers is already a reality without the necessity of providing USF funds.

- 1 2) That Western Wireless has failed to demonstrate that granting it ETC designation in the rural areas it proposes will enhance universal service or the principles of universal service outlined in the Act and by the FCC.
 - 3) That granting of ETC status to Western Wireless will not provide end user customers any universal service benefits that they do not currently have.
 - 4) That granting of ETC status to Western Wireless in view of the substantially different regulatory requirements imposed on incumbents, such as providing equal access, submitting to rate regulation, submitting to service and billing standards, would not comport with the competitively neutral principle of universal service.
 - Consequently, the granting of ETC status to Western Wireless is not in the public interest.

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- O. What is Craw-Kan's recommendation to the Commission in this case?
- 15 A. Craw-Kan recommends that the Commission deny the Petition of Western 16 Wireless to receive ETC status in the study area of Craw-Kan for the same 17 reasons it denied MMC's ETC Petition. Specifically, Western Wireless has not 18 provided any evidence with respect to the Commission's previous findings on the 19 harm of continued USF growth, the current availability of wireless competition in 20 rural areas, and how the USF support would be used by the wireless carrier to 21 justify the Commission reaching a conclusion in this proceeding different from 22 the conclusion it reached with respect to MMC's ETC Petition.

- 1 Q. Does this conclude your rebuttal testimony?
- 2 A. Yes it does.