

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

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COMMISSION

*In the Matter of:*

Supplemental Petition of Cinergy Communications )  
Company for Designation as an Eligible ) Case No. 2006-00089  
Telecommunications Carrier in Additional Service )  
Areas )

**SOUTH CENTRAL RURAL TELEPHONE COOPERATIVE  
CORPORATION, INC.'S DATA REQUESTS**

South Central Rural Telephone Cooperative Corporation, Inc. ("South Central"), by counsel, and pursuant to the March 29, 2006 order of the Public Service Commission of the Commonwealth of Kentucky (the "Commission") in this matter, hereby submits the following data requests to Cinergy Communications Company ("Cinergy") concerning Cinergy's supplemental petition for designation as an eligible telecommunications carrier ("ETC"), pursuant to Section 214(e)(2) of the Communications Act of 1934, as amended by the Telecommunications Act of 1996 (the "Act").

**DATA REQUESTS**

**REQUEST NO. 1:** Provide recent samples of advertising conducted by Cinergy through media of general distribution showing the availability of its services in South Central's service territory.

**RESPONSE:**

**REQUEST NO. 2:** Provide, by exchange, the number of potential subscribers that Cinergy's advertising activities are projected to reach in each South Central exchange.

**RESPONSE:**

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**REQUEST NO. 3:** Provide the amounts Cinergy has budgeted for sales and marketing activities within the South Central service territory in 2006. Specify what percentage of that budget will be spent seeking subscribers in exchanges that exclude Glasgow, Hiseville, and Lucas.

**RESPONSE:**

**REQUEST NO. 4:** Provide the amounts Cinergy has budgeted or will budget for future sales and marketing activities (2007 and beyond) within the South Central service territory. Specify what percentage of that budget will be spent seeking subscribers in exchanges that exclude Glasgow, Hiseville, and Lucas.

**RESPONSE:**

**REQUEST NO. 5:** Explain in detail the nature of the business and legal relationship between Cinergy and Glasgow Electric Plant Board.

**RESPONSE:**

**REQUEST NO. 6:** In its petition, Cinergy states it, "will provide service to any customer throughout its service area within a *commercially reasonable* time frame upon request" (emphasis added). Explain in detail the percentage penetration rate in each South Central exchange that Cinergy will require before it will find the deployment of facilities in those exchanges to be commercially reasonable.

**RESPONSE:**

**REQUEST NO. 7:** If Cinergy does not intend to rely upon a percentage penetration rate to justify whether the deployment of facilities is commercially reasonable for a particular exchange

within South Central's service territory, please identify what metric or other analysis will be used to determine whether the deployment of facilities is commercially reasonable for such particular exchange(s).

**RESPONSE:**

**REQUEST NO. 8:** For each exchange within South Central's service territory that Cinergy does not currently have either the ability or commercially reasonable justifications to serve customers, provide data detailing the estimated cost for deployment of facilities in each of those operating areas or exchanges. In addition, provide the timeline for provisioning services to those areas and a plan for providing service to customers in unserved areas until Cinergy deploys facilities in those areas.

**RESPONSE:**

**REQUEST NO. 9:** Provide a description and/or map detailing the availability of Cinergy services over facilities currently deployed by the company within Kentucky.

**RESPONSE:**

**REQUEST NO. 10:** Provide data by exchange showing the percentage of South Central customers that Cinergy is currently capable of serving, and with respect to any such exchange for which Cinergy is not currently capable of serving one hundred percent (100%) of South Central's existing customer base, explain in detail why Cinergy is not capable of providing service at this time.

**RESPONSE:**

**REQUEST NO. 11:** Provide stand-alone (i.e., without any additional bundles of services) basic residential rates that apply to supported services in each South Central exchange. Include all appropriate tariff references.

**RESPONSE:**

**REQUEST NO. 12:** Describe in detail all technical limitations applicable to the availability of stand-alone telephone services to potential Cinergy subscribers.

**RESPONSE:**

**REQUEST NO. 13:** Describe in detail all sales or marketing restrictions applicable to the availability of stand-alone telephone services to potential Cinergy customers.

**RESPONSE:**

**REQUEST NO. 14:** Describe in detail how the public interest is served by Cinergy obtaining ETC status in South Central's service area.

**RESPONSE:**

**REQUEST NO. 15:** Describe in detail all unique technical, business, and other advantages and disadvantages of Cinergy's service offerings.

**RESPONSE:**

**REQUEST NO. 16:** Provide a detailed five-year plan demonstrating how Cinergy will use high-cost universal service funds to improve its service quality or to reach previously unserved customers within South Central's service territory.

**RESPONSE:**

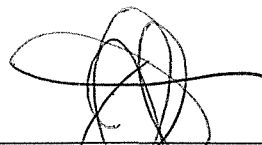
**REQUEST NO. 17:** Describe in detail how Cinergy is eligible, pursuant to applicable law and regulations, to receive eligible telecommunications carrier designation in the service territory of a rural incumbent local exchange carrier given Cinergy's admission that its provision of service will be conditioned upon whether it would be "commercially reasonable" to do so. As part of this description, please state whether Cinergy believes that eligible telecommunications carrier designation carries with it the obligation to serve all potential end-user customers within South Central's service territory, and please provide the basis for that belief.

**RESPONSE:**

**REQUEST NO. 18:** Please identify any exchanges within South Central's service territory for which Cinergy intends to request a study area waiver from the FCC requesting that the exchanges Cinergy is willing to serve be divided for purposes of eligible telecommunications carrier designation. For purposes of this request, Cinergy should interpret the word "intends" to encompass the concept of "presently contemplating," despite the fact that no final decision may yet have been made by Cinergy management.

**RESPONSE:**

Respectfully submitted,



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**COUNSEL TO SOUTH CENTRAL  
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**CERTIFICATE OF SERVICE**

It is hereby certified that a true and accurate copy of the foregoing was served via First Class United States Mail, sufficient postage prepaid, to the following individuals this 8<sup>th</sup> day of May, 2006:

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