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RECEIVED

September 8, 2016

SEP 9 2016

PUBLIC SERVICE  
COMMISSION

*Via Hand-Delivery*  
Ms. Talina R. Matthews  
Executive Director  
Public Service Commission  
211 Sower Boulevard  
P.O. Box 615  
Frankfort, KY 40602-0615

Re: Petition of IM Telecom, LLC D/B/A Infiniti Mobile for Designation as an  
Eligible Telecommunications Carrier in the Commonwealth of Kentucky;  
Case No. 2016-00276

Dear Ms. Matthews:

Enclosed for docketing with the Commission are an original and ten (10) copies of IM Telecom, LLC d/b/a Infiniti Mobile's Responses to the Commission's First Requests for Information. Should you have any questions about this filing, please contact me at the number above.

Very truly yours,  
HURT, DECKARD & MAY, PLLC



Matthew Malone

C: File  
Enc.

**COMMONWEALTH OF KENTUCKY**

**BEFORE THE PUBLIC SERVICE COMMISSION**

**RECEIVED**

**SEP 9 2016**

**PUBLIC SERVICE  
COMMISSION**

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IN THE MATTER OF: )  
)  
)

PETITION OF IM TELECOM, LLC D/B/A )  
INFINITI MOBILE FOR DESIGNATION AS )  
AN ELIGIBLE TELECOMMUNICATIONS )  
CARRIER IN THE COMMONWEALTH )  
OF KENTUCKY )  
\_\_\_\_\_ )

CASE NO.  
2016-00276

**RESPONSE TO COMMISSION STAFF'S FIRST REQUEST FOR INFORMATION  
TO IM TELECOM, LLC D/B/A INFINITI MOBILE**

Pursuant to 807 KAR 5:001, IM Telecom, LLC d/b/a Infiniti Mobile ("Infiniti Mobile" or the "Company") hereby submits its responses to the Kentucky Public Service Commission ("Commission") Staff's First Request for Information to IM Telecom, dated August 25, 2016.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 1**

**Responding Witness: Trevan Morrow, COO**

1. Confirm that Infiniti Mobile seeks to receive funds from both the federal Universal Service Fund ("USF") and the Kentucky USF for the provision of Lifeline service to qualifying Kentucky customers.

**Response:**

1. Yes, Infiniti Mobile seeks to receive funds from both the federal Universal Service Fund ("USF") as well as the Kentucky USF for the provision of Lifeline service to qualifying customers throughout the Commonwealth of Kentucky.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 2**

**Responding Witness: Trevan Morrow, COO**

2. Refer to the Application, page 3, which states that Infiniti Mobile is a commercial mobile service provider ("CMRS") throughout the United States. Provide a list of states in which Infiniti Mobile provides service along with the total number of customer served and the percentage of those customers receiving Lifeline Service.

**Response:**

2. Currently, Infiniti Mobile has launched its service in the State of Oklahoma, where it provides service to approximately 2,920 customers. Of these customers, approximately 2,900 receive Lifeline service, which comprises approximately ninety-nine percent (99%) of total customers served in the Commonwealth of Oklahoma. Infiniti Mobile anticipates launching service in all jurisdictions where it has been designated an ETC within six (6) months.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 3**

**Responding Witness: Trevan Morrow, COO**

3. Refer to the Application, page 3, which states that Infiniti Mobile has ETC petitions pending before ten state utility commissions, in addition to this case, and before the Federal Communications Commission for ETC designation in an additional 12 jurisdictions. Provide docket numbers for each of the proceedings and, if a final order has been issued, provide a copy.

**Response:**

3. Infiniti Mobile currently has ETC petitions pending before the Federal Communications Commission ("FCC") for twelve (12) non-jurisdictional states, WC Docket No. 90-197; the State of Georgia, Docket No. 40193; the State of South Dakota, Docket No. TC16-001; the State of California, Advice Letter No. 2016-03-11; the Commonwealth of Pennsylvania, Docket No. P-2016-2531610; the State of Arizona, Docket No. T-20951A-16-0051; the State of Nebraska, Docket Nos. C-4856 / NUSF-107; the State of Kansas, Docket No. 16-IMTT-362-ETC; the State of Hawaii, Docket No. 2016-0179; and the State of South Carolina, Docket No. 2016-279-C. Since the filing of its Application with this Commission, Infiniti Mobile has been designated an ETC in the State of Vermont, Docket No. 8687, as well as the State of Maryland, Mail Log Nos. 183927, 190705, and 196082. Please see attached Exhibit 1 – Order of the State of Vermont Public Service Board and ETC Approval Letter of the State of Maryland Public Service Commission, Designating IM Telecom, LLC d/b/a Infiniti Mobile as an ETC.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Responding Witness: Trevan Morrow, COO**

**EXHIBIT 1**

**Order of the State of Vermont Public Service Board and ETC Approval Letter of  
the State of Maryland Public Service Commission,  
Designating IM Telecom, LLC d/b/a Infiniti Mobile as an ETC**

STATE OF VERMONT  
PUBLIC SERVICE BOARD

Docket No. 8687

Petition of IM Telecom, LLC, d/b/a Infiniti Mobile, )  
for designation as an eligible telecommunications )  
carrier for the limited purpose of offering Lifeline )  
services to qualified households in Vermont )

Order entered:

8/5/2016

I. INTRODUCTION

For a telecommunications carrier to receive federal universal service support, it must first be designated as an Eligible Telecommunications Carrier ("ETC"). Under federal law, the Vermont Public Service Board ("Board") is responsible for designating ETCs in Vermont. Consistent with a memorandum of understanding ("MOU") entered into by IM Telecom, LLC, d/b/a Infiniti Mobile ("Infiniti"), and the Vermont Department of Public Service ("Department"), this proposal for decision ("PFD") recommends that the Board adopt the MOU and designate Infiniti as an ETC for a period not to exceed three years from the date of the issuance of this Order, for the limited purpose of providing Lifeline service to qualifying Vermont households within Infiniti's service area.<sup>1</sup>

II. PROCEDURAL HISTORY

On January 19, 2016, Infiniti filed its petition with the Board ("Petition").

On March 7, 2016, a prehearing conference was held as scheduled. Daniel C. Burke, Esq., entered an appearance on behalf of the Department. Burton F. Peebles, Esq., appeared telephonically on behalf of Infiniti.

On March 17, 2016, I issued a prehearing conference memorandum and procedural order in which a schedule was set for this proceeding, and Burton F. Peebles, Esq., and Lance J.M.

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1. The Lifeline program is a federally funded program that provides a discount on phone service for qualifying low-income consumers. See, [www.fcc.gov/general/lifeline-program-low-income-consumers](http://www.fcc.gov/general/lifeline-program-low-income-consumers).

Steinhart, Esq., of Lance J.M. Steinhart, P.C., were admitted to appear on behalf of Infiniti. The schedule called for the parties to file a stipulation, if one was forthcoming, by no later than April 29, 2016.

On April 27, 2016, the parties filed an MOU settling the case.

### III. LEGAL STANDARD

Section 254(e) of the Telecommunications Act of 1934, as amended (the "Act"), provides that "only an eligible telecommunications carrier designated under section 214(e) of this title shall be eligible to receive specific Federal universal service support."<sup>2</sup> Accordingly, before a "telecommunications carrier"<sup>3</sup> may receive federal universal service support, it must first be designated as an eligible telecommunications carrier ("ETC").<sup>4</sup> The Board has the authority under the Act to designate ETCs in Vermont. The Act and its implementing regulations prescribe many of the standards for such designations.<sup>5</sup>

A carrier seeking designation as an ETC must show that it offers "voice telephony service." Voice telephony service includes four supported services: (1) voice-grade access to the public switched telephone network ("PSTN") or its functional equivalent, (2) minutes of use for local service provided at no additional charge to end users, (3) access to emergency services, and (4) toll limitation services to qualifying low-income consumers.<sup>6</sup> The ETC must also advertise the availability of and charges for these services using media of general distribution.<sup>7</sup>

Additionally, Section 214(e)(1)(A) of the Act requires ETCs to offer services, at least in part, over their own facilities, and Section 54.201(i) of the FCC's Rules prohibits state commissions from designating as an ETC a telecommunications carrier that offers services

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2. 47 U.S.C. § 254(e).

3. "Telecommunications carrier" is defined by 47 C.F.R. § 54.5.

4. 47 U.S.C. § 214(e)(1); 47 C.F.R. § 54.201(a)(1).

5. The standards are found generally in 47 C.F.R. § 54.101, *et seq.* On February 6, 2012, the Federal Communications Commission ("FCC") issued its Lifeline Reform Order, which substantially revised the rules governing the Lifeline program. *See, Lifeline and Link Up Reform and Modernization et al.*, Report and Order and Further Notice of Proposed Rulemaking, WC Dkt. No. 11-42 *et al.*, FCC 12-11 (rel. Feb. 6, 2012) ("Lifeline Reform Order").

6. 47 C.F.R. §§ 54.101(a) and (b).

7. 47 U.S.C. § 214(e)(1); 47 C.F.R. § 54.201(d)(2).



exclusively through the resale of another carrier's services.<sup>8</sup> Infiniti does not meet the "own facilities" requirement. However, Infiniti filed a compliance plan with the FCC, asking the FCC to exercise its forbearance authority under Section 10 of the Act with respect to the facilities-based requirement, which the FCC subsequently approved on August 8, 2012.<sup>9</sup>

Prior to designating a telecommunications carrier as an ETC, the Board must also find that such designation is "consistent with the public interest, convenience[,] and necessity."<sup>10</sup> In a 2005 order, the FCC interpreted this requirement to mean that a designation must serve the public interest and established an analytical framework it would use in reviewing ETC applications to ensure that designations were in fact in the public interest.<sup>11</sup> In that same order, the FCC created additional minimum eligibility requirements that applicants must meet before receiving ETC designation,<sup>12</sup> strengthened the annual reporting requirements for ETCs,<sup>13</sup> and encouraged states to implement the same requirements and analytical framework when applications are reviewed by state commissions to determine whether to designate a carrier as an ETC.<sup>14</sup>

#### **IV. POSITIONS OF THE PARTIES**

The Department and Infiniti have entered into an MOU in which the parties agree that Infiniti "satisfies the federal and Vermont requirements for designation as an ETC for purposes of offering Lifeline services in Vermont" and that the Board should issue an order designating Infiniti as an ETC, subject to the terms of the MOU, including the terms included in Attachment A to the MOU.<sup>15</sup>

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8. 47 C.F.R. § 54.201(i).

9. Infinity Petition at 8.

10. 47 U.S.C. § 214(e)(2); 47 C.F.R. § 54.201(c).

11. *See In the Matter of Federal-State Joint Board on Universal Service*, CC Docket No. 96-45, Report and Order, FCC 05-46 (rel. Mar. 17, 2005) at ¶ 3 ("Guidelines Order").

12. Guidelines Order at ¶ 2.

13. Guidelines Order at ¶ 4. These annual reporting requirements have been codified at 47 C.F.R. § 54.313 and are applicable to recipients of high-cost fund support. Annual reporting requirements for carriers receiving only Lifeline support are codified at 47 C.F.R. § 54.422.

14. Guidelines Order at ¶¶ 1, 3 and 4.

15. MOU at 2.

## **V. COMPANY BACKGROUND**

### **Findings**

1. Infiniti is an Oklahoma-based Limited Liability Company with its principal office located at 1855 East 15th Street, Tulsa, Oklahoma. Petition at 2.
2. Infiniti is a provider of commercial mobile radio service ("CMRS") throughout the United States. Petition at 2.
3. Infiniti provides prepaid wireless telecommunications services to consumers by using the Sprint Spectrum L.P. ("Sprint") network on a wholesale basis. Petition at 3.
4. Infiniti obtains from Sprint the network infrastructure and wireless transmission facilities that allow Infiniti to operate as a Mobile Virtual Network Operator. Petition at 3.
5. As of the date of filing, Infiniti has been designated as an ETC in Oklahoma and currently has a petition pending with the FCC for designation in the states of Alabama, Connecticut, Delaware, Florida, Maine, New Hampshire, New York, North Carolina, Tennessee, and Texas, as well as the Commonwealth of Virginia and the District of Columbia; no such ETC petitions have been denied. Petition at 3.

## **VI. THE REQUIRED SERVICES**

To be granted ETC designation, Infiniti must demonstrate that it offers: (1) voice-grade access to the PSTN or its functional equivalent, (2) minutes of use for local service provided at no additional charge to end users, (3) access to emergency services, and (4) toll limitation services to qualifying low-income consumers.<sup>16</sup> Each of the four required services is considered separately below.

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16. 47 C.F.R. §§ 54.101(a) and (b). Normally, an applicant for ETC designation must also show that it offers the required services using, at least in part, its own facilities. 47 U.S.C. § 214(e)(1)(A); 47 C.F.R. § 54.201(i). However, as noted above, Infiniti received forbearance from this requirement from the FCC.

**A. Voice Grade Access to the Public Switched Network**

**Findings**

6. Infiniti Mobile provides voice-grade access to the PSTN through the purchase of wholesale CMRS services from Sprint. Petition at 9.

**B. Minutes of Use for Local Service Provided at No Additional Charge**

**Findings**

7. Infiniti offers a rate plan that provides its customers with 250 minutes of use for local service at no additional charge. Petition at 9.

**Discussion**

As part of the voice-grade access to the PSTN, an ETC must provide minutes of use for local service at no additional charge to end-users.<sup>17</sup> The FCC has not specified a minimum amount of local usage that an ETC must offer. We find that Infiniti's offer of a rate plan that provides customers with 250 minutes of use for local service at no additional charge meets the FCC requirement that minutes of use for local service be provided at no charge.

**C. Access to Emergency Services**

**Findings**

8. Infiniti provides 911 and enhanced 911 ("E911") access for all of its customers to the extent local governments in its service areas have implemented 911 or E911 systems. Petition at 9.

9. Infiniti also complies with the FCC's regulations governing the deployment and availability of E911 compatible handsets. Petition at 9.

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17. See e.g., *In the Matter of Federal-State Joint Board on Universal Service*, Recommended Decision, 15 FCC Rcd 7331 (2002).

Discussion

As an ETC, Infiniti must provide "access to the emergency services provided by local government or other public safety organizations, such as 911 and enhanced 911, to the extent the local government in an eligible carrier's service area has implemented 911 or enhanced 911 systems."<sup>18</sup> The State of Vermont has implemented E911 services. Infiniti provides access to E911 service to its customers, and, therefore, meets the FCC standard.

**D. Toll Limitation for Qualifying Low-Income Customers**Findings

10. Infiniti's offerings allow Lifeline subscribers to control their usage because its wireless service is offered on a prepaid or pay-as-you-go basis. Petition at 10.

11. Infiniti's service is not offered on a distance-sensitive basis; local, domestic, and long-distance minutes are treated the same. Petition at 10.

12. Infiniti Mobile will not seek reimbursement for toll limitation service. Petition at 10.

Discussion

In its Lifeline Reform Order, the FCC eliminated the requirement that ETCs offer toll limitation services for Lifeline customers where the carrier serves consumers who subscribe to service plans that offer a set amount of domestic minutes (local or toll calls) each month, which by definition provide a mechanism for low-income households to manage monthly telecommunications expenditures.<sup>19</sup> Because Infiniti's Lifeline service offering will provide a set number of air-time minutes that may be used for either local or long-distance calling, Infiniti does not need to offer toll limitation under this requirement.

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18. 47 C.F.R. § 54.101(a).

19. Lifeline Reform Order at ¶ 230; 47 C.F.R. § 54.401(a)(2).

## VII. LIFELINE

### Findings

13. Infiniti will provide all services and functionalities supported by the universal service program throughout the State of Vermont. Petition at 4.

14. Infiniti's prepaid Lifeline customers will receive the following services free of charge: a handset, voice mail, caller-I.D., and call-waiting services. Petition at 4.

15. Calls to 911 emergency services are free, regardless of service activation or availability of minutes. Petition at 4.

16. Infiniti will broadly advertise the availability of and charges for its Lifeline service offerings using media of general distribution. Petition at 10.

### Discussion

FCC rules require ETCs to offer Lifeline to their customers and to advertise the availability of the program.<sup>20</sup> The evidence of record supports a conclusion that Infiniti meets this requirement.

## VIII. OFFERING SERVICES THROUGHOUT THE SERVICE AREA

### Findings

17. Infiniti will provide service in Vermont in reliance on its underlying carrier, Sprint. Infiniti's arrangement with Sprint enables Infiniti to offer services throughout Vermont. Petition at 4.

### Discussion

The four supported services must be offered throughout the service area for which ETC designation is received.<sup>21</sup> Infiniti represents, and the Department agrees, that Infiniti can provide services throughout Vermont that are coextensive with its underlying carrier's service

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20. 47 C.F.R. § 54.405.

21. 47 U.S.C. § 214(e)(1)(A); 47 C.F.R. §54.201(d).

area.<sup>22</sup> Infiniti meets the abovementioned requirement.<sup>23</sup>

### IX. ADVERTISING

#### Findings

18. Infiniti has committed to broadly advertising the availability of and charges for its Lifeline service offerings using media of general distribution. Petition at 10.

#### Discussion

The Act and FCC rules condition ETC designation on the carrier advertising the availability of the four supported services required for designation.<sup>24</sup> The FCC's rules require an ETC to "publicize the availability of Lifeline service in a manner reasonably designed to reach those likely to qualify for the service."<sup>25</sup> Infiniti's commitment to broadly advertise the availability of its Lifeline service offerings satisfies this requirement.

### X. ADDITIONAL REQUIREMENTS FOR DESIGNATION

In the Lifeline Reform Order, the FCC amended 47 C.F.R. § 54.202 to clarify certain additional requirements for ETC designation, including those that specifically apply to carriers seeking Lifeline-only designation. Section 54.202 requires Infiniti to demonstrate that: (1) it is able to remain functional in emergency situations; (2) it will satisfy applicable consumer protection and service quality standards; (3) it is financially and technically capable of providing Lifeline service; and (4) it has submitted to the Board information describing the terms and conditions of any voice telephony service plans offered to Lifeline subscribers.<sup>26</sup>

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22. Petition at 4 and MOU at 2.

23. 47 U.S.C. § 214(e)(1)(A) and 47 C.F.R. § 54.201(d) also require that the services be offered, at least in part, over the ETC's own facilities. However, as discussed earlier, the FCC granted Infiniti forbearance from this requirement.

24. 47 U.S.C. § 214(e)(1)(B); 47 C.F.R. § 54.201(d)(2).

25. 47 C.F.R. § 54.405(b).

26. 47 C.F.R. § 54.202(a)(2)-(5).

Findings

19. Through its arrangement with its underlying carrier, Sprint, Infiniti provides to its customers the same ability to remain functional in emergency situations as is currently provided by Sprint to its own customers. This ability includes access to a reasonable amount of back-up power to ensure functionality without an external power source, the ability to reroute traffic around damaged facilities, and the capability of managing traffic spikes resulting from emergency situations. Petition at 13.

20. Infiniti commits to satisfying all applicable state and federal requirements related to consumer protection and service quality standards. Specifically, Infiniti commits to complying with the Cellular Telecommunications and Internet Association's Consumer Code for Wireless Service. Petition at 13.

21. Infiniti is financially and technically capable of providing Lifeline-supported services. Petition at 13-14.

22. Infiniti is already designated as an ETC in Oklahoma and provides both retail and Lifeline wireless services in that state. Petition at 13-14.

Discussion

Based on the above findings, I recommend that the Board find that Infiniti meets the additional requirements for designation as a Lifeline-only ETC. FCC regulations require Infiniti to submit to the Board "information describing the terms and conditions of any voice telephony service plans offered to Lifeline subscribers, including details on the number of minutes provided as part of the plan, additional charges, if any, for toll calls, and rates for each such plan."<sup>27</sup> The Petition explains in significant detail the benefits associated with Infiniti's Vermont Lifeline 250 Plan, including details on the number of minutes provided as part of the plan, additional charges, if any, for toll calls, and rates for each such plan. Accordingly, I recommend that the Board find that Infiniti meets the additional requirements for ETC designation contained in the Lifeline Reform Order.

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27. 47 C.F.R. §54.202(a)(5).

### XI. PUBLIC INTEREST

Prior to designating a competitive telecommunications carrier as an ETC, the Board must determine that such designation is "consistent with the public interest, convenience, and necessity."<sup>28</sup> In the Guidelines Order, the FCC interpreted this requirement to mean that designation must serve the public interest and established an analytical framework it would use in reviewing ETC applications to ensure designations were in fact in the public interest.<sup>29</sup> In that order, the FCC stated that it engages in a fact-specific analysis that examines a variety of factors when determining whether an ETC designation would serve the public interest, including potential benefits from increased consumer choice and the unique advantages and disadvantages of the applicant's service offerings.<sup>30</sup> In making its public-interest determination, the FCC also considers any impacts that a designation would have to the high-cost support fund.<sup>31</sup>

#### Findings

23. Designating Infiniti as an ETC will provide an alternative to existing Lifeline wireline services available in Vermont. Petition at 18.

24. Infiniti's wireless service will include larger local calling areas compared to traditional wireline carriers. Petition at 17.

25. Infiniti's services will include the convenience and security afforded by mobile telephone service. Petition at 17.

26. Infiniti's services will give its customers the opportunity to control costs by receiving a preset amount of monthly air time, the ability to purchase additional usage at flexible and affordable amounts in the event that included usage has been exhausted, and E911 service in accordance with current FCC requirements. Petition at 17.

27. Infiniti's Lifeline rate plans will allow mobile connectivity for qualifying subscribers at no cost to the subscriber and without the burden of credit checks or contracts. Petition at 17.

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28. 47 U.S.C. § 214(e)(2); 47 C.F.R. § 54.201(c).

29. Guidelines Order at ¶ 3.

30. Guidelines Order at ¶ 41. The FCC also engages in a "cream-skimming" analysis in certain situations, none of which are applicable to Infiniti's current request.

31. Guidelines Order at ¶¶ 54-57. While Infiniti is not seeking access to high-cost funding, I do discuss impacts to the low-income fund from Infiniti's Lifeline-only designation request.



28. Infiniti's request for designation as an ETC solely for purposes of participating in the low-income program of the Universal Service Fund ("USF") would not unduly burden the USF or otherwise reduce the amount of funding available to other ETCs. Petition at 19.

29. Infiniti will increase the amount of USF Lifeline funding only in situations in which it obtains Lifeline customers not enrolled in another ETC's Lifeline program. Petition at 19.

30. Infiniti's designation as an ETC will not increase the number of persons eligible for Lifeline support. Petition at 19.

#### Discussion

Subject to the conditions described below, designating Infiniti as an ETC for the purpose of providing federal Lifeline support to qualifying Vermont households will serve the public interest. I find this to be so because such a designation would:

- promote competition and innovation by introducing another competitor into the marketplace;
- help ensure that quality services are available at just, reasonable, and affordable rates;
- provide low-income Vermont residents with a wider choice of providers and available services;
- not unduly burden the USF or otherwise reduce the amount of funding available to other ETCs; and
- not increase the number of persons eligible for Lifeline support.

Furthermore, the Department has recommended that Infiniti be designated as an ETC, subject to certain conditions contained in the MOU.

For all of the abovementioned reasons, I recommend that the Board find that designating Infiniti as an ETC in Vermont is consistent with the public interest, convenience, and necessity.

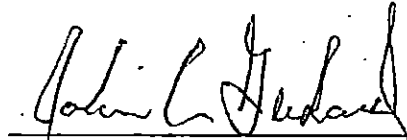
**XII. CONCLUSION**

Based on the preceding findings and discussions, I conclude that Infiniti satisfies the federal and Vermont requirements for designation as an ETC for the limited purpose of offering Lifeline service in Vermont. I also conclude that the designation should be subject to the conditions contained in the MOU and that Infiniti's compliance with those conditions will ensure that the designation meets the public interest standard.

This Proposal for Decision has been served on all parties to this proceeding in accordance with 3 V.S.A. § 811.

**SO ORDERED.**

Dated at Montpelier, Vermont, this 1st day of July, 2016.

A handwritten signature in cursive script, appearing to read "John C. Gerhard", written over a horizontal line.

John C. Gerhard, Esq.  
Hearing Officer

### XIII. ORDER

IT IS HEREBY ORDERED, ADJUDGED, AND DECREED by the Public Service Board ("Board") of the State of Vermont that:

1. The findings of fact and conclusions of the Hearing Officer are adopted.
2. The Board hereby designates IM Telecom, LLC, d/b/a Infiniti Mobile ("Infiniti"), as an Eligible Telecommunications Carrier ("ETC") under 47 U.S.C. § 214(e), with a service area in all areas of Vermont that are coextensive with its underlying carriers' service areas. This designation is limited in scope and is being granted solely for the purpose of allowing Infiniti to seek reimbursement from the federal Universal Service Fund for the provision of Lifeline service to qualifying households in Vermont. This designation does not authorize Infiniti to seek any other funding from the federal Universal Service Fund, nor is Infiniti authorized to seek any funding from the Vermont Universal Service Fund.
3. The Board designates Infiniti as an ETC, subject to the terms of the Memorandum of Understanding ("MOU"), including the terms included in Attachment A to the MOU, entered into by Infiniti and the Vermont Department of Public Service ("Department") on April 27, 2016.
4. Infiniti shall file with the Universal Service Administrative Company the information required by 47 C.F.R. § 54.401(d).
5. The designation expires three years from the date of this Order.
6. This Board retains continuing jurisdiction to review, modify, or revoke its designation of Infiniti as an ETC or to alter or amend the service area in all manners allowed to it under state and federal law, which may include dividing the service territory. This jurisdiction may be exercised on petition or at the discretion of the Board, in circumstances including but not limited to Federal Communications Commission ("FCC") alteration of the list of requirements for ETCs. The Board also reserves the right to alter service areas, including by dividing them or assigning to a rural carrier a service area other than its current study area.
7. Redesignation.
  - a. No later than ninety (90) days prior to the expiration of this ETC designation, Infiniti may file with the Board, with a copy to the Department, a certification stating that it wishes to extend its designation beyond the applicable expiration date. The certification shall

also state that Infiniti continues to satisfy all of the requirements set forth in federal law for designation as an ETC (the "ETC Requirements"), including 47 C.F.R. § 54.101(a) as it may be amended from time to time, and shall explain the factual basis of compliance with each requirement, including the requirements to offer specific services and to advertise them along with their prices.

b. Within forty-five (45) days of any such filing, the Department may object, stating that Infiniti does not continue to satisfy one or more of the ETC Requirements or has failed to comply with a condition of this Order ("Notice of Objection").

c. If no Notice of Objection is filed, the Board may issue a new designation order extending the designation for an additional period.

d. If a Notice of Objection is filed, the Board shall provide Infiniti an opportunity for hearing. Infiniti will have the burden of demonstrating that it continues to satisfy the applicable ETC Requirements listed in the Notice of Objection. If it carries that burden, the Board may then renew the contested designation for an additional period.

e. During the pendency of any proceedings under this paragraph, the current designation shall be extended without further notice or order.

8. Non-Compliance. The Department or the Board may at any time provide to Infiniti a written Notice of Possible Non-Compliance relating to one or more of the ETC Requirements. In that event, Infiniti shall within thirty (30) days certify in writing to the Board, and deliver a copy to the Department, that it continues to satisfy each of the ETC Requirements identified in the Notice of Possible Non-Compliance ("Claim of Continued Compliance"). The Board may revoke Infiniti's designation as an ETC or order such other remedies as the Board deems appropriate if either of the following occurs:

a. Infiniti fails to file a Claim of Continued Compliance; or

b. The Board determines, after opportunity for hearing, that Infiniti has not demonstrated that it continues to satisfy each of the ETC Requirements identified in the Notice of Possible Non-Compliance.

c. During the pendency of any proceedings under this paragraph, the current designation order shall remain in effect.

9. Additional Filings and Obligations. Infiniti shall:

a. Within thirty (30) days of completion, file with the Board, with a copy to the DPS, the results of its annual re-certification efforts performed pursuant to 47 C.F.R. § 54.410(f). In the event the percentage of ineligible customers taking Lifeline service from Infiniti raises questions about Infiniti's compliance with the FCC's certification requirements, the Board retains the authority to open a proceeding requiring Infiniti to show cause why its designation should not be revoked.

b. Comply with all applicable federal and state laws and regulations governing the administration of the Lifeline program, including those established in the FCC's Lifeline Reform Order,<sup>32</sup> and including the filing of all annual reports required by Part 54 of the FCC's rules.

c. Within thirty (30) days of this Order, acknowledge that it may be required to provide equal access if all other ETCs in the designated service area relinquish their designations pursuant to 47 U.S.C. § 214(e)(4) of the Communications Act of 1934, as amended.

d. Abide by Public Service Board Rules 7.607, 7.608, 7.610, 7.618, and 7.619, to the extent those rules are applicable to it.

e. Work with the Vermont Department of Children and Families and the Vermont Department of Taxes (or any subsequent agencies lawfully designated by the State of Vermont) to verify consumer eligibility for Lifeline Services consistent with 30 V.S.A. § 218.

f. Participate in Vermont quarterly Lifeline Committee meetings.

g. Provide all of its Vermont Lifeline customers with an E-911 compliant handset at no charge. The costs of providing the handsets will be borne by Infiniti, and no portion of these costs will be supported by the federal Universal Service Fund.

h. Flow through 100% of the federal Lifeline support it receives to its Lifeline customers in the form of free usage.

i. Refrain from seeking any support from Vermont's Universal Service Fund. In the event Infiniti decides to seek funds from the Vermont Universal Service Fund, it shall apply to the Board for additional authorization.

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32. *In the Matter of Lifeline and Link Up Reform and Modernization*, WC Docket No. 11-42, Report and Order and Further Notice of Proposed Rulemaking (rel. Feb. 6, 2012).

j. Allow its Lifeline customers to dial 911 from their handsets regardless of activation status or availability of airtime minutes.

k. Within thirty (30) days of the date of this Order, file a certification confirming that the details of its Lifeline service offerings remain unchanged from those described in its petition.

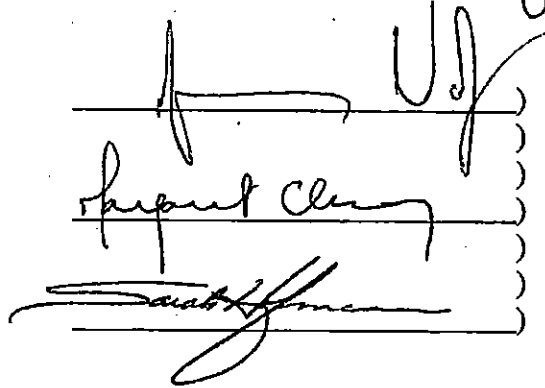
l. Within ninety (90) days of the date of this Order, file a report with the Board, with copies to the Department, describing its progress in deploying Lifeline to Vermont consumers.

10. Infiniti shall provide notice to the Board and the Department within thirty (30) days if information it previously submitted with respect to its provision of the supported services or its advertising for those services is no longer correct.

11. Infiniti shall offer the Lifeline program to qualifying customers and shall advertise the availability of the Lifeline program in media of general distribution in the designation area, and in a manner that is reasonably likely to alert qualified individuals to the existence of these programs. Within sixty (60) days of this Order, Infiniti shall file a plan with the Board and the Department that describes the marketing and outreach efforts it will utilize in advertising the availability of the two services, and explains how it will be effective in reaching eligible consumers. Additionally, no later than April 15 each year, Infiniti shall file an annual certification describing the marketing and outreach efforts it undertook the preceding year.

12. The preceding conditions may be modified by subsequently adopted and generally applicable administrative rules.

Dated at Montpelier, Vermont, this 5th day of August, 2016.



PUBLIC SERVICE  
BOARD  
OF VERMONT

OFFICE OF THE CLERK

FILED: August 5, 2016

ATTEST: Judith C. Whitney  
Clerk of the Board

*NOTICE TO READERS: This decision is subject to revision of technical errors. Readers are requested to notify the Clerk of the Board (by e-mail, telephone, or in writing) of any apparent errors, in order that any necessary corrections may be made. (E-mail address: psb.clerk@vermont.gov)*

*Appeal of this decision to the Supreme Court of Vermont must be filed with the Clerk of the Board within thirty days. Appeal will not stay the effect of this Order, absent further order by this Board or appropriate action by the Supreme Court of Vermont. Motions for reconsideration or stay, if any, must be filed with the Clerk of the Board within ten days of the date of this decision and Order.*

COMMISSIONERS

W. KEVIN HUGHES  
CHAIRMAN

HAROLD D. WILLIAMS  
JEANNETTE M. MILLS  
MICHAEL T. RICHARD  
ANTHONY J. O'DONNELL

STATE OF MARYLAND



PUBLIC SERVICE COMMISSION

#10, 8/24/16 AM; ML#s 183297, 190705 and 196082, TE-11768

August 24, 2016

Burton F. Peebles, Esq.  
Lance J.M. Steinhart, P.C.  
1725 Windward Concourse  
Suite 150  
Alpharetta, GA 30005

Dear Mr. Peebles:

The Commission has reviewed the Application for Designation as an Eligible Telecommunications Carrier to Provide Lifeline Service in Maryland filed on February 24, 2016 by IM Telecom, LLC d/b/a Infiniti Mobile. Additional information was filed on May 16, 2016 and August 10, 2016.

After considering this matter at the August 24, 2016 Administrative Meeting, the Commission granted the Company Eligible Telecommunications Carrier ("ETC") status for the service territory specified in its application, for the limited purpose of offering Lifeline service to qualified households in Maryland, effective August 24, 2016, provided no adverse comments are filed within 30 days following the effective date and the Company complies with the Commission requirements described in its May 4, 2012 Notice to ETCs.

By Direction of the Commission,

David J. Collins  
Executive Secretary

DJC/st



**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 4**

**Responding Witness: Trevan Morrow, COO**

4. Refer to the Application, page 4, which states that Infiniti Mobile "intends to be a leader in the prepaid marketplace by offering consumers exceptional value and competitive amounts of voice usage at affordable price points." Describe Infiniti Mobile's Lifeline service plans and discuss how they differ from other providers offering Lifeline service in Kentucky.

**Response:**

4. Infiniti Mobile offers quality telecommunications service free of cost to qualifying, Lifeline subscribers. Specifically, in the Commonwealth of Kentucky, Infiniti Mobile proposes to offer its Kentucky Lifeline 250 Plan, which includes 250 anytime voice minutes and 250 text messages (SMS) per month, totaling 500 units of service. The retail price of this plan is \$12.75; however, after the application of Lifeline discounts available to every Lifeline subscriber in Kentucky, the net cost to consumers will be \$0.00. In addition, the Kentucky Lifeline 250 Plan includes a free handset device (phone), free calls to 911 emergency services, free calls to Company customer service, free access to voicemail services, free access to caller-I.D. services, free access to both call-waiting and call-forwarding, free access to 3-way calling features, and free domestic, long-distance calls. Should customers enrolled on the Infiniti Mobile Kentucky Lifeline 250 Plan exhaust available airtime each month, they can purchase additional airtime in affordable, competitive denominations, currently: 100 anytime voice minutes or 100 text messages (SMS) for \$5.00, per month; and 100 MB of data service for \$5.00, per month. Infiniti Mobile's Lifeline service is comparable to the offers of other wireless ETCs in Kentucky, but instead of text messages detracting from available voice minutes, Infiniti Mobile's customers have an additional, separate allotment of text messages, which gives Infiniti Mobile a competitive edge. Infiniti Mobile will also set itself apart in other ways as the Company identifies market opportunities, such as desirable phone models, high standards of customer service, broadband offerings in the near future, etc. Infiniti Mobile anticipates that its service will increase the number of eligible Kentuckians receiving access to reliable voice, text, and data services throughout the Commonwealth. Given the Company's free service offering, and pre-paid nature of all additional airtime available to subscribers, no Lifeline subscriber will be disconnected from service for failure to pay a monthly invoice or bill. Furthermore, Infiniti Mobile will not pass state and local taxes and fees onto its subscribers in the form of increased prices or a monthly invoice.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 5**

**Responding Witness: Trevan Morrow, COO**

5. Discuss Infiniti Mobile's ability to offer Lifeline subscribers mobile data.

**Response:**

5. All Infiniti Mobile handset devices provided to Lifeline subscribers are data-capable. Lifeline subscribers can currently obtain data airtime through the purchase of Infiniti Mobile Top-Up Cards (currently 100 MB of data for \$5.00), available at authorized retail locations and online, subject to availability. Data airtime is pre-paid in nature and will not result in a bill or invoice issued to Lifeline subscribers for non-payment. Infiniti Mobile is aware of the Federal Communications Commission's ("FCC") *Third Report and Order, Further Report and Order, and Order on Reconsideration* (hereinafter, *Third Report and Order*)<sup>1</sup> adopted on March 31, 2016,<sup>1</sup> and hereby commits to comply with all minimum mobile broadband service standards as said standards become effective.

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<sup>1</sup> *In the Matter of Lifeline and Link Up Reform and Modernization, Telecommunications Carriers Eligible for Universal Service Support, Connect America Fund*, WC Docket No. 11-42, WC Docket No. 00-197, WC Docket No. 10-90, *Third Report and Order, Further Report and Order, and Order on Reconsideration*, FCC 16-38 (rel. Apr. 27, 2016) (hereinafter, "*Third Report and Order*").

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 6**

**Responding Witness: Trevan Morrow, COO**

6. Refer to the Application, page 6, which references the enrollment method. Confirm that Infiniti Mobile will not have any agents or in-person events in Kentucky.

**Response:**

6. Infiniti Mobile may enroll subscribers at authorized retail locations and partners. At such authorized retail locations and venues at which the Company will seek to enroll customers in-person, Infiniti Mobile will utilize Company employees and/or agents trained by Company management within the Commonwealth of Kentucky. Infiniti Mobile further commits to comply with all Commission rules and regulations, as applicable, with respect to the Company's use of agents. Infiniti Mobile also recognizes the importance of safeguarding the Kentucky USF and federal USF funds against waste, fraud, and abuse and has procedures in place to do so. Specifically, Infiniti Mobile has contracted with CGM, LLC of Roswell, Georgia, a lifeline service bureau, to edit all subsidy request data. CGM will process and validate the Company's subsidy data to prevent: (1) Duplicate Same-Month Lifeline Subsidies (Double Dip): any name/address that is already receiving a lifeline subsidy from the Company will be automatically prevented from receiving a second lifeline subsidy in that same month; and (2) Inactive lines receiving subsidy: CGM's systems compare all subsidy requests to underlying network status to ensure that subsidies are requested only for active lines. Through the processes described above, Infiniti Mobile ensures that it does not over-request from support funds and avoids duplicate enrollments.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 7**

**Responding Witness: Trevan Morrow, COO**

7. Refer to the Application, page 5. Identify the "neighborhood retailers" that will be used to market Infiniti Mobile's service.

**Response:**

7. At this time Infiniti Mobile has not yet identified which neighborhood retailers will be authorized to market Infiniti Mobile's services in Kentucky. However, upon designation as an ETC throughout the Commonwealth of Kentucky, Infiniti Mobile will work prior to launch of service to establish partnerships with retailers in communities and locations frequented by low-income subscribers. Examples of such retailers (i.e., MoneyGram locations).

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 8**

**Responding Witness: Trevan Morrow, COO**

8. Describe the training, education and qualifications of the employees who will be used to market Lifeline, and state whether they will be employees directly employed by Infiniti Mobile, or will be sub-contracted.

**Response:**

8. Infiniti Mobile will ensure that all employees and personnel responsible for enrolling eligible, Lifeline customers, including agents, will undergo mandatory training managed and conducted by Company-selected employees. Specifically, all such personnel will be provided with an Infiniti Mobile training manual and undergo a Company led training course as well as a period of on-site supervision. See attached Exhibit 2, Infiniti Mobile's Lifeline Training Manual v.1.6, currently used in Oklahoma.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Responding Witness: Trevan Morrow, COO**

**EXHIBIT 2**

**Infiniti Mobile's Lifeline Training Manual v.1.6**



# Lifeline Training Manual v.1.8

Effective May 1, 2013

**IM Telecom LLC**  
dba Infiniti Mobile

5800 East Skelly Drive Suite 1101  
Tulsa, Oklahoma 74135

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[www.InfinitiMobile.com](http://www.InfinitiMobile.com)





## Lifeline Training Manual

These are the Lifeline training documents. Please refer to this information, which will be updated as needed as we expand our markets. If you have any questions about this material or Lifeline policies and procedures please see your supervisor. In addition the audit and compliance departments are always available for questions and clarifications. Remember however that Infiniti Mobile maintains an open door policy and should you have any concerns you are always welcome to bring them to any member of management, senior management or executive management.

### Customer Eligibility

To help you discuss and explain the Lifeline application with the applicant, we have put together a checklist of items which should be used to help determine a customer's eligibility as outlined below. Please go through this checklist with each applicant.

#### Potential Applicants:

- Can only qualify for one Lifeline-supported service per household (a household is any individual or group of individuals who live together at the same address and share income and expenses.)
- Cannot receive Lifeline service from more than one company
- Cannot receive both Lifeline wireline and Lifeline wireless service for the same household.
  - ✓ At the same time
  - ✓ At the same address
  - ✓ From more than one company at the same time
- Can only qualify if they participate in one of the eligible low income programs listed on the Lifeline application or qualify based on their income as delineated in the Lifeline application
- Must certify that they are the head of household
- Must notify Infiniti Mobile immediately if they are no longer eligible for service.

*As a Infiniti Mobile representative, you are the first line of responsibility to ensure that the customer is an eligible participant and that applications are filled in accurately. Contact your management team if you have any questions. Visit the website for their contact number or email address: [www.InfinitiMobile.com/employee](http://www.InfinitiMobile.com/employee)*





**EMPLOYEE TO BE FAMILIAR WITH THE FOLLOWING AND  
TO BE ABLE TO EXPLAIN AND DISCUSS WITH CUSTOMER:**

**911 SERVICES:**

911 emergency services will be provided to customers immediately upon activation. Customers will have available access to emergency calling services at the time the services are initiated and will be available even if the account associated with the handset has no minutes remaining

**FREE HANDSET:**

Customers will be provided a free wireless handset, which is not supported by the Lifeline program. Employees should not tell customers or insinuate that the Lifeline reimbursement applies to the cost of the wireless handset.

**ELIGIBILITY FOR PROGRAM:**

**Customers will have to demonstrate eligibility by showing participation in one of the following programs:**

1. Supplemental Security Income (SSI)
2. Food Distribution Program on Indian Reservations
3. Vocational Rehabilitation (including aid to the hearing impaired)
4. Tribal Administered Temporary Assistance for Needy Families
5. Temporary Assistance for Needy Families
6. Oklahoma Sales Tax Relief
7. National School Lunch Program's Free Lunch Program
8. Medical Assistance (Medicaid/Sooner Care)
9. Low Income Home Energy Assistance Program
10. Head Start (must meet income qualifying standard)
11. Food Stamps / SNAP
12. Federal Public Housing Assistance
13. Bureau of Indian Affairs General Assistance

or

by demonstrating that they meet the income threshold of at or below 135% of the Federal Poverty Guidelines for a household of that size. The income thresholds are included in the Lifeline Service Application Income Eligibility Worksheet included with this manual.

**\*\* Employees must see proof of customers' enrollment in one of the above programs. Such proof will include: (1) current or prior years statement of benefits from a qualifying state, federal, or Tribal program; (2) notice letter of participation in a qualifying state, federal, or Tribal program; (3) program participation document, (e.g., electronic benefit transfer card or Medicaid participation card; or (4) other official documentation evidencing the customers participation in a qualifying state, federal or Tribal program.**

**\*\* Employees MUST physically view documentation in support of one of the aforementioned programs, or income eligibility, and then RETURN the documentation. WE MUST PHYSICALLY SEE THE DOCUMENTATION, BUT CAN NOT RETAIN COPY. Employee must then MARK the box on the form that Employee saw the documentation and what program the documentation employee saw applied, and write down the last four numbers of an account or other identifying number from the documentation and/or the date of the documentation and/or the date of expiration, where available.**

## **CERTIFICATION FOR PROGRAM:**

**Employee will require the applicant to certify, under penalty of perjury, in writing or by electronic signature or interactive voice response recording, the following:**

1. The applicant meets the income-based or program-based eligibility criteria for receiving Lifeline;
2. The applicant will notify the Company within 30 days if for any reason he or she no longer satisfies the criteria for receiving Lifeline including, as relevant, if the applicant no longer meets the income-based or program-based criteria for receiving Lifeline support, the applicant is receiving more than one Lifeline benefit, or another member of the applicant's household is receiving a Lifeline benefit;
3. If the applicant is seeking to qualify for Lifeline as an eligible resident of Tribal lands, he or she lives on Tribal lands;
4. If the applicant moves to a new address, he or she will provide that new address to the Company within 30 days;
5. If the applicant provided a temporary residential address to the Company, the applicant will be required to verify his or her temporary residential address every 90 days;
6. The applicant's household will receive only one Lifeline service and, to the best of the applicant's knowledge, the applicant's household is not already receiving a Lifeline service;
7. The information contained in the applicant's certification form is true and correct to the best of the applicant's knowledge;
8. The applicant acknowledges that providing false or fraudulent information to receive Lifeline benefits is punishable by law; and
9. The applicant acknowledges that the applicant may be required to re-certify his or her continued eligibility for Lifeline at any time, and the applicant's failure to re-certify as to the applicant's continued eligibility will result in de-enrollment and the termination of the applicant's Lifeline benefits pursuant to the de-enrollment policy included below and in the Commission's rules.

## **DISCLOSURES:**

**Employee will be familiar with application and certification forms will explain the following disclosures to all Lifeline service applicants:**

1. Lifeline is a federal benefit and willfully making false statements to obtain the benefit can result in fines, imprisonment, de-enrollment or being barred from the program;
2. Only one Lifeline service is available per household;
3. A household is defined, for purposes of the Lifeline program, as any individual or group of individuals who live together at the same address and share income and expenses;
4. A household is not permitted to receive Lifeline benefits from multiple providers;
5. Violation of the one-per-household limitation constitutes a violation of the Commission's rules and will result in the applicant's de-enrollment from the program; and
6. Lifeline is a non-transferable benefit and the applicant may not transfer his or her benefit to any other person.

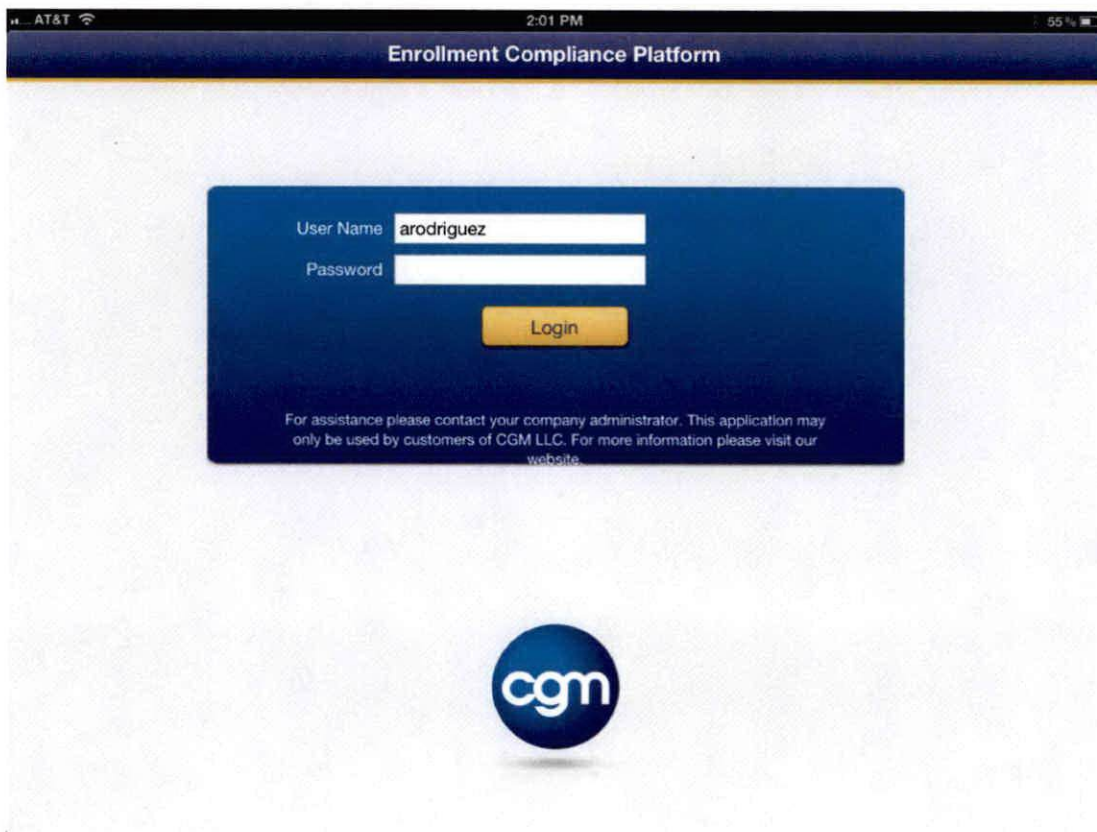
## INFORMATION COLLECTION:

Employee will also collect the following information from the applicant in the application/certification form:

1. The applicant's full name;
2. The applicant's full residential address (P.O. Box is not sufficient)
3. Whether the applicant's residential address is permanent or temporary;
4. The applicant's billing address, if different from the applicant's residential address;
5. The applicant's date of birth;
6. The last four digits of the applicant's Social Security number (or the applicant's Tribal identification number, if the subscriber is a member of a Tribal nation and does not have a Social Security number);
7. If the applicant is seeking to qualify for Lifeline under the program-based criteria, the name of the qualifying assistance program from which the applicant, his or her dependents, or his or her household receives benefits; and
8. If the applicant is seeking to qualify for Lifeline under the income-based criterion, the number of individuals in his or her household.

Infiniti Mobile will use an electronic enrollment application designed by CGM, LLC and run on laptops or tablet computers. The following are sample screenshots, but the application will be further customized for Infiniti Mobile before its use.

## STEP BY STEP ACTIVATION PROCESS:



The screenshot shows a mobile application interface for the "Enrollment Compliance Platform". At the top, a status bar displays "AT&T", signal strength, time "2:01 PM", and battery level "55%". Below the status bar, a dark blue header contains the text "Enrollment Compliance Platform". The main content area features a dark blue login box with the following elements:

- "User Name" label followed by a text input field containing "arodriguez".
- "Password" label followed by a text input field.
- A yellow "Login" button.
- Small text at the bottom of the box: "For assistance please contact your company administrator. This application may only be used by customers of CGM LLC. For more information please visit our website."

Below the login box, centered on the screen, is the CGM logo, which consists of a blue circle with the lowercase letters "cgm" in white.



AT&T

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Uploads

Agent Signature

Logout

Agent Signature

Eligibility

Demographics


Disclosures

Image Capture

Certification

Service Type

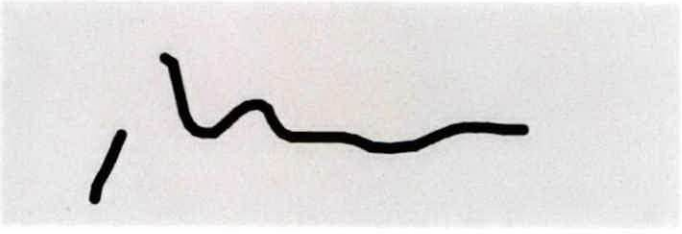
Order Completion



Telecom Strategy Development

Agent Signature

I certify under penalty of perjury that the information I submit is accurate to the best of my knowledge. I understand that willfully activating a new line with false or fraudulent information, with the intent of defrauding State and Federal governments is punishable by law and may result in criminal prosecution. Furthermore, I understand and authorize my name and signature will be retained as my attestation certifying to the best of my abilities the accuracy of each new enrollment submitted.



Please select the state for which you want service.

Clear

Next

AT&T

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Eligibility

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Eligibility

Demographics


Disclosures

Image Capture

Certification

Service Type

Order Completion



Telecom Strategy Development


Please select the program you are currently enrolled in:

- ☐ Food Stamps / SNAP
- ☐ Supplemental Security Income (SSI)
- ☐ Medical Assistance (Medicaid/Sooner Care)
- ☐ Section 8 / Federal Public Housing Assistance
- ☐ National School Lunch Program's Free Lunch Program
- ☐ Low Income Home Energy Assistance Program
- ☐ Vocational Rehabilitation (including aid to the hearing impaired)
- ☐ TANF / Temporary Assistance for Needy Families
- ☐ Oklahoma Sales Tax Relief
- ☐ Head Start (must meet income qualifying standards)
- ☐ Bureau of Indian Affairs General Assistance
- ☐ Food Distribution Program on Indian Reservations

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Telecom Strategy Development

Are you or anyone in your household, currently receiving a Lifeline benefit from any other Lifeline service provider? **True Wireless, Terracom, Assist Wireless, YourTel, Cox Telephone**


☐ Yes


☐ No

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Agent Signature 

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Demographics

Disclosures

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Service Type

Order Completion

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Telecom Strategy Development

First Name\*  Middle Initial

Last Name\*  Social Security Number\* XXX-XX-

Date of Birth\*  Email

Phone Number

**Residence Address (No P.O. Boxes, must be your principal address):**

Address\*

APT/Floor/Other

City\*

State\*

ZIP Code\*

**Billing Address (May contain P.O. Box):**

☐ Same as residence address:

Address\*

APT/Floor/Other

City\*

State\*

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Eligibility

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Disclosures

Image Capture

Certification

Service Type

Order Completion

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Telecom Strategy Development

Disclosures

Please read the following disclosure to the end-user prior to proceeding.

Things to know about the Lifeline program:

- Lifeline is a Federal benefit.
- Lifeline service is available for only one per household. A household can not receive benefits from multiple providers; and
- A household is defined, for the purposes of the Lifeline program, as an individual or group of individuals who live together at the same address and share income and expenses.

A complete and signed Lifeline Service Application and Certification ("Certification") is required to enroll you in [Insert Company Name] ("Company's") Lifeline service program in your state. The Certification is only for the purpose of verifying your eligibility in the Lifeline service and will not be used for any other purpose. Service requests will not be processed until this electronic form has been received and verified by the Company.

I certify, under penalty of perjury that:

- ☐ The information contained in my application remains true and correct to the best of my knowledge and I acknowledge that willfully providing false or fraudulent information to receive Lifeline benefits is punishable by law and may result in being barred from the program.
- ☐ I am a current recipient of Federal Public Housing Assistance (Section 8).
- ☐ The documentation provided demonstrating my eligibility and identity is mine.
- ☐ I understand that my name, telephone number, and address will be divulged to the Universal Service Administrative Company (USAC) (the administrator of the program) and/or its agents for the purpose of verifying that I do not receive more than one Lifeline benefit.
- ☐ In the event that USAC identifies that I am receiving more than one Lifeline subsidy per household, all carriers involved will be notified and I must select one service and be de-enrolled from the other. I further understand that some states may impose more stringent rules including but not limited to

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Disclosures

Logout

Agent Signature

Eligibility

Demographics

Disclosures

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Certification

Service Type

Order Completion

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Telecom Strategy Development

state program, or my annual household income exceeds 135% Federal Poverty Guidelines.

- I am receiving more than one Lifeline supported service;
- I no longer satisfy the criteria for receiving Lifeline support.

- ☐ I will notify the Company within thirty (30) days of moving.
- ☐ My telephone company has explained to me that I am required each year to re-certify my continued eligibility for Lifeline at any time, and that if I fail to do so within thirty (30) days, it will result in the termination of my Lifeline benefit.
- ☐ Because my address is a Temporary Address, I understand that I must re-verify my address with the Company every ninety (90) days. Failure to respond to Companies' address verification attempts within thirty (30) days, may result in my de-enrollment from my Lifeline service.

Please sign below:

Clear

Next



AT&T

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Image Capture

Logout

Agent Signature

Eligibility

Demographics

Disclosures

Image Capture

Certification

Service Type

Order Completion

Proof of Identification

Proof of Federal Public Housing Assistance (Section 8)

Address

cg

Telecom Strategy Development

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Certification

Logout

Agent Signature

Eligibility

Demographics

Disclosures

Image Capture

Certification

Service Type

Order Completion

COMPANY HEADER

LIFELINE APPLICATION

A Complete and signed Lifeline Service Application and Certification ("Certification") is required to enroll you in ("Company's") Lifeline service program in your state. The Certification is only for the purpose of verifying your eligibility in the Lifeline service and will not be used for any other purpose. Service requests will not be processed until this electronic form has been received and verified by the company.

Things to know about the Lifeline Program:

(1) Lifeline is a federal benefit.

(2) Lifeline Service is available for only one line per household. A household cannot receive benefits from multiple providers, and

(3) A household is defined, for purposes of the Lifeline Program, as any individual or group of individuals who live together at the same address and share income and expenses.

Applicant Information:

First Name: Alex MI Last Name: Rodriguez Date of Birth: Month January Day 1 Year 1988

Social Security Number (or Tribal ID Number): XXX-XX-9999 (XXX-XX-XXXX) Contact Telephone Number

Residence Address (No P.O. Boxes. Must be your principal address. This address is:

Permanent

Temporary

Multi-Household

14844 SW 46 LN APT. Floor Other City Miami State FL ZIP Code 33185

Billing Address (May Contain a P.O. Box)

14844 SW 46 LN APT. Floor Other City Miami State FL ZIP Code 33185

I hereby certify that I participate in Federal Public Housing Assistance (Section 8).

FOR OFFICE USE ONLY.

Company Representative:

Documentation Verified:

Federal Public Housing Assistance (8)

Representative Signature:

Date: Jun 11, 2012

Is this a multi-family dwelling? Yes

I certify, under penalty of perjury (Please certify by checking each checkbox for each Certification)

(1) The information contained in my application remains true and correct to the best of my knowledge and I acknowledge that willfully providing false or fraudulent information to receive Lifeline benefits is punishable by law and may result in me being barred from the program.

(2) I am a current recipient of the program checked above, or have an annual household income at or below 135 percent of the Federal Poverty Guidelines.

(3) I have provided documentation of eligibility if required to do so.

(4) I understand that I and my household can only have one Lifeline-supported telephone service. The Company has explained the one-per-household requirement. I understand that violation of the one-per-household requirement constitutes a violation of the FCC's rules and will result in my dis-enrollment from the Lifeline program, and could result in criminal prosecution by the United States Government.

(5) I attest to the best of my knowledge that I and no one in my household is receiving a Lifeline-supported service from any other land line or wireless company such as Nextel, Assurance, or ReachOut Wireless.

Print

Next

cg

Telecom Strategy Development

8

AT&T

2:03 PM

54%

Uploads

Service Type

Logout

Agent Signature

Eligibility

Demographics

Disclosures

Image Capture

Certification

Service Type

Order Completion

cg

Telecom Strategy Development

MDN

ESN

Package One

1000 Minutes or Text  
1 to 1 Texting  
No Rollover  
\$1 per month

Package Two

Unlimited Minutes  
No Texting  
No Rollover  
\$6.20 per month

Next

AT&T

2:03 PM

54%

Uploads

Order Completion

Logout

Agent Signature

Eligibility

Demographics

Disclosures

Image Capture

Certification

Service Type

Order Completion

cg

Telecom Strategy Development

Your order is ready to be submitted.

New Order

Submit



### **DE-ENROLLMENT – non usage for 60 days:**

Employee will be aware of De-Enrollment for non-usage in that Company will provide a de-enrollment notice to subscribers that have not used their service for 60 days. After 45 days of non-use, the Company will provide notice to the subscriber that failure to use the Lifeline service within a 30 day notice period will result in de-enrollment. Employee will inform Subscribers that they can “use” the service by:

1. Completing an outbound call;
2. Purchasing minutes from the Company to add to the subscriber's plan;
3. Answering an incoming call from a party other than the Company; or
4. Responding to a direct contact from the Company and confirming that the subscriber wants to continue receiving the service.

\*If the subscriber does not respond to the notice, the subscriber will be suspended for 30 days and then de-enrolled and the Company will cancel the line.

### **EXPLAIN DUPLICATION:**

Employee shall be on notice that the Company, the FCC, and the Oklahoma Corporation Commission all have global concerns with waste, fraud and abuse and Employees will emphasize the “one Lifeline service per household” restriction in their direct sales contacts with potential customers. Employee must understand the limitation to one Lifeline service per household, and the need to ensure that the customer is informed of this restriction. All Company personnel interacting with existing and potential Lifeline customers will ensure the eligibility and certification requirements in the *Lifeline Reform Order* and this manual are met.

Employee is on notice and will be able to discuss with customers the fact that the Federal Government is preparing a National Lifeline Accountability Database and that the Company will comply with the requirements, and may need to contact the customer to determine whether a prospective subscriber is currently receiving a Lifeline service from another ETC and whether any other member of the prospective subscriber's household is currently receiving Lifeline service.

Employee will inform applicants that Lifeline benefits are limited to a single line of service per household and a household is defined, for purposes of the Lifeline program, as any individual or group of individuals who live together at the same address and share income and expenses. Employees will inform applicants that a household may not receive multiple Lifeline discounts. Applicants will be informed that they may apply their Lifeline discount to either one landline or one wireless number, but they cannot have the discount on both and they cannot receive Lifeline benefits from multiple providers. Employee will note that not all Lifeline services are currently marketed under the name Lifeline. Employee will ask Lifeline applicants whether the applicant or anyone in the applicant's household is currently receiving a Lifeline benefit. In Oklahoma, Employee will ask the applicant whether the applicant or anyone in the applicant's household receives Lifeline service from YourTel, TerraCom, Assist Wireless or True Wireless.

### **ANNUAL CERTIFICATION:**

Employee will inform subscriber that the Company will annually re-certify all subscribers by obtaining a signed certification from each subscriber consistent with the certification requirements above. This certification will include a confirmation that the applicant's household will receive only one Lifeline service and, to the best of the subscriber's knowledge, the subscriber's household is receiving no more than one Lifeline service. Employee will inform Lifeline applicants that they must annually recertify their eligibility for the Lifeline service and that failure to respond to recertification attempts will result in applicants de-enrollment from the program.

Employee will inform Lifeline applicants that they can be required to recertify their continued eligibility for Lifeline at any time and a customer's failure to recertify within the 30 days will result in de-enrollment and the termination of the applicant's Lifeline benefits. For recertification, the Company will contact its subscribers via text message to their Lifeline supported telephone, or by mail, phone, email or other Internet communication. The recertification notice will explain the actions the customer must take to retain Lifeline benefits, when Lifeline benefits may be terminated, and how to contact the Company.



**TRAINING OF EMPLOYEE WILL INCLUDE  
A SEMINAR TO REVIEW THE FOLLOWING TOPICS:**

1. Waste, Fraud and Abuse
2. Collection of Application and Certification Information
3. Collection and how to discuss Eligibility
4. Prevention of Duplication
5. How to use ID Wedge to scan 2D bar code on Oklahoma State issued ID
  - a) This prevents typing error to check against database
6. What documentation is acceptable to review for eligibility along with:
  - a.) Returning of documentation to customer
  - b.) How to affirm through the application form that documentation was reviewed and what documentation was reviewed. Employees will be trained regarding the types of proof that are acceptable for program-based and income-based eligibility and instructed to check which program or income eligibility applies and what proof was viewed. If available, Employees must write down the last four digits of the account number on the proof document and the date of the proof document and/or the expiration date of the proof document.
7. Steps to take if customer does not meet eligibility requirements:
  - a.) Explain eligibility requirements
  - b.) How to transfer customer to non-Lifeline prepaid wireless service.
8. Collection of Information on Customer
9. Annual Certification
10. New duplication national database system and what that means to customer
11. Products offered by company, including:
  - a.) Free Handset
  - b.) Minute and text plans
  - c.) Top-up minutes
  - d.) Potentially broad band offerings
  - e.) Potential data offerings
12. Directing Customer to customer service and website.

**WE HAVE A MANDATORY MONTHLY TRAINING AT 10AM ON THE FIRST FRIDAY EVERY MONTH**



## STATE ELIGIBLE PROGRAMS

### Oklahoma

Food Stamps/SNAP

Supplemental Security Income (SSI)

Medical Assistance (Medicaid/Sooner Care)

Section 8 / Federal Public Housing Assistance

National School Lunch Program's Free Lunch Program

Low Income Home Energy Assistance Program

Vocational Rehabilitation (including aid to the hearing impaired)

TANF / Temporary Assistance for Needy Families

Oklahoma Sales Tax Relief

Head Start (must meet income qualifying standards)

Bureau of Indian Affairs General Assistance

Food Distribution Program on Indian Reservations

*The matrix below is to be used as a quick reference guide for the applicable rules by Oklahoma:*

**STATE:** Oklahoma

**TRIBAL AREA:** Yes

**RATE PLAN:** Unlimited Minutes - \$6.20  
1000 Minutes or Texts - \$1

**CERTIFICATION:** Show Proof

**SOCIAL SECURITY:** Last 4

**VERIFICATION:** Annually contact all subscribers for re-certification of eligibility for Lifeline

**USAGE NON:** 60 days

**ACTIVITY POLICY**

**\*I HAVE READ AND UNDERSTAND THE POLICIES AND PROCEDURES OF IM TELECOM LLC DBA INFINITI MOBILE AND I AGREE TO FOLLOW THE COMPANY PROCEDURES. I UNDERSTAND I CAN BE TERMINATED FOR NOT FOLLOWING THE FCC COMPLIANCE GUIDELINES AND INFINITI MOBILE'S ACTIVATION PROCEDURES. I UNDERSTAND THAT I CAN CONTACT MY EASTERN OR WESTERN OKLAHOMA DIRECTOR OR THE DIRECTOR OF WIRELESS ANYTIME IF I HAVE QUESTIONS OR CONCERNS.**

[www.Infinitimobile.com/employees](http://www.Infinitimobile.com/employees)

SIGNATURE: \_\_\_\_\_

Employee Name: \_\_\_\_\_

Date: \_\_\_\_\_



## IMPORTANT THINGS TO REMEMBER:

### ***Ask customer if they have any other Lifeline Service***

#### **ONE LIFELINE SERVICE per household disclosures:**

In Oklahoma, if you have service with True Wireless, Assist Wireless, Terracom, YourTel, or any other Lifeline landline or wireless service, you do not qualify. Lifeline is a government assistance program and willfully making false statements to obtain a Lifeline benefit can result in fines, imprisonment, de-enrollment or being barred from the program. Lifeline benefits are limited to a single line of service per household.

### ***Social Security Numbers***

It is required to get the last 4 numbers of the customers Social Security number or the Tribal ID number if the customer is a member of a Tribal nation and does not have a social security number.

### ***Duplicate Address***

The rules of the Lifeline program only allow one Lifeline service per household. For example, this means the customer's household can have either a Lifeline discount on one wireless or one wireline service, but not both.

In the case where multiple households may be using the same address (i.e. a group home) you are responsible for informing the customer of the rule. In most cases there will be a unit number, bed number or apartment number. These must be included in the address. Should an applicant claim they are separate households it is your responsibility to know your neighborhoods and customers and reject an applicant where you believe they are not properly meeting the rules. Similarly, applicants with the same name and address must also be rejected.

If an applicant provides an address that is already in the Infiniti Mobile database as a Lifeline service address, the applicant can certify that he or she lives at a residence that has multiple households. In that case, the applicant must complete the USAC worksheet provided with this manual.

### ***Beneficiary Name***

An applicant may use the benefits of a dependent to qualify for the Lifeline program should the dependent reside in the household. In many states the state mandated form has a field for name of the Qualifying Beneficiary and should be completed if the situation applies.





## Lifeline Service Application Income Eligibility Worksheet

Individuals in all states are able to enroll in the Lifeline program by demonstrating that their household's annual income is at or below 135% of the Federal Poverty Guidelines. This table should be used to determine whether a Lifeline applicant is eligible for Lifeline service based on the number of individuals in the applicant's household and the applicant's household annual income:

HOUSEHOLD SIZE	INCOME LEVEL
1	\$15,080
2	\$20,426
3	\$25,772
4	\$31,118
5	\$36,464
6	\$41,810
7	\$47,156
8	\$52,502
For each additional person	Add \$5,346

**Applicants must list the number of individuals in the applicant's household on the Lifeline application form.** Applicants seeking to qualify for Lifeline service based on their household income must present one of the following documents in order to prove eligibility:

- the prior year's state, federal, or Tribal tax return
- current income statement from an employer or paycheck stub
- a Social Security statement of benefits
- a Veterans Administration statement of benefits
- a retirement/pension statement of benefits
- an Unemployment/Workmen's Compensation statement of benefits
- Federal or Tribal notice letter of participation in General Assistance
- a divorce decree, child support award, or other official document containing income information for at least three months time

**This is a Lifeline service provided by IM Telecom, LLC dba Infiniti Mobile. Lifeline is a government assistance program. Only one Lifeline service is available per household. Households are not permitted to receive multiple Lifeline benefits whether they are from one or multiple companies, wireless or wireline. Proof of eligibility is required for enrollment and only eligible customers may enroll in Lifeline service. Consumers who willingly make false statements to obtain the benefit can be punished by fine or imprisonment or can be barred from the program. Lifeline is a non-transferable benefit. Lifeline customers may not transfer their benefits to any other person.**



Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

**Lifeline Household Worksheet**

Lifeline is a government program that provides a monthly discount on home or mobile telephone services. Only ONE Lifeline discount is allowed per household. Members of a household are not permitted to receive Lifeline service from multiple telephone companies.

Your **household** is everyone who lives together at your address as one economic unit (including children and people who are not related to you).

The **adults** you live with are part of your **economic unit** if they contribute to and share in the income and expenses of the household. An **adult** is any person 18 years of age or older, or an emancipated minor (a person under age 18 who is legally considered to be an adult). Household **expenses** include food, health care expenses (such as medical bills) and the cost of renting or paying a mortgage on your place of residence (a house or apartment, for example) and utilities (including water, heat and electricity). **Income** includes salary, public assistance benefits, social security payments, pensions, unemployment compensation, veteran's benefits, inheritances, alimony, child support payments, worker's compensation benefits, gifts, and lottery winnings.

Spouses and domestic partners are considered to be part of the same household. Children under the age of 18 living with their parents or guardians are considered to be part of the same household as their parents or guardians. If an adult has no income, or minimal income, and lives with someone who provides financial support to that adult, both people are considered part of the same household.

**You have been asked to complete this Worksheet because someone else currently receives a Lifeline-supported service at your address. This other person may or may not be a part of your household. Answer the questions below to determine whether there is more than one household residing at your address.**

1. Does your spouse or domestic partner (that is, someone you are married to or in a relationship with) already receive a Lifeline-discounted phone? (check **no** if you do not have a spouse or partner) \_\_\_\_\_ **YES**  
\_\_\_\_\_ **NO**

- If you checked **YES**, you may not sign up for Lifeline because someone in your household already receives Lifeline. Only ONE Lifeline discount is allowed per household.  
➤ If you checked **NO**, please answer question #2.

2. Other than a spouse or partner, do other adults (people over the age of 18 or emancipated minors) live with you at your address?

- |  |                  |                      |                  |                 |
|--|------------------|----------------------|------------------|-----------------|
| A. A parent  | _____ <b>YES</b> | D. An adult roommate | _____ <b>YES</b> | _____ <b>NO</b> |
|  | _____ <b>NO</b>  |                      |                  |                 |
| B. An adult son or daughter  | _____ <b>YES</b> | E. Other             | _____ <b>YES</b> | _____ <b>NO</b> |
|  | _____ <b>NO</b>  |                      |                  |                 |
| C. Another adult relative (such as a sibling, aunt, cousin, grandparent, grandchild, etc.) | _____ <b>YES</b> |                      |                  |                 |
|  | _____ <b>NO</b>  |                      |                  |                 |

- If you checked **NO** for each statement above, you do not need to answer the remaining questions. Please initial line B, below, and sign and date the worksheet.  
➤ If you checked **YES**, please answer question #3.

3. Do you share living expenses (bills, food, etc.) and share income (either your income, the other person's income or both incomes together) with at least one of the adults listed above in question #2? \_\_\_\_\_ **YES**  
\_\_\_\_\_ **NO**

- If you checked **NO**, then your address includes **more than one household**. Please initial lines A and B below, and sign and date the worksheet.  
➤ If you checked **YES**, then your address includes only **one household**. You may not sign up for Lifeline because someone in your household already receives Lifeline.

**CERTIFICATION**

Please initial the certifications below and sign and date this worksheet. Submit this worksheet to IM Telecom, LLC dba Infiniti Mobile along with your Lifeline application.

- A. \_\_\_\_\_ I certify that I live at an address occupied by multiple households.  
B. \_\_\_\_\_ I understand that violation of the one-per-household requirement is against the Federal Communication Commission's rules and may result in me losing my Lifeline benefits, and potentially, prosecution by the United States government.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**IF YOU HAVE ANY QUESTIONS  
OR  
IF YOU NEED TO REPORT  
AN EMPLOYEE NOT FOLLOWING COMPANY PROCEDURE:**

**JOSH GRASTON**  
Josh@InfinitiMobile.com  
918.794.8822

**WE HAVE A MANDATORY MONTHLY TRAINING AT 10AM ON THE FIRST FRIDAY EVERY MONTH**



**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 9**

**Responding Witness: Trevan Morrow, COO**

9. Does Infiniti Mobile share any common ownership or affiliation with any other Lifeline providers?

**Response:**

9. No, Infiniti Mobile does not share any common ownership or affiliation with any other Lifeline provider.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 10**

**Responding Witness: Trevan Morrow, COO**

10. Refer to the Application, pages 12–14, which state that Infiniti Mobile will advertise the availability of Lifeline service. Describe in further detail Infiniti Mobile's marketing plan and the inclusion of print, radio, and television advertisements.

**Response:**

10. Please see attached Exhibit 3, which includes Infiniti Mobile's KY Marketing, Advertising, and Outreach Plan Proposal, detailing how the Company will market its Lifeline services throughout the Commonwealth of Kentucky, subject to modification.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
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**Responding Witness: Trevan Morrow, COO**

**EXHIBIT 3**

**Infiniti Mobile's KY Marketing, Advertising and Outreach Plan Proposal**

**MARKETING, ADVERTISING, AND OUTREACH PLAN PROPOSAL OF**  
**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**I. General**

All advertising and outreach materials will direct consumers to the IM Telecom, LLC d/b/a Infiniti Mobile ("Infiniti Mobile" or the "Company") website or to call Company at the following: 918-960-0023. Customers may request that a Lifeline enrollment form be mailed to them, or they can download a form from the Internet.

**II. Advertising and Outreach to New Customers**

**A. Governmental Agencies**

Infiniti Mobile will coordinate its outreach efforts with and provide advertising materials to governmental agencies and other organizations that administer relevant governmental assistance programs and cater to those likely to qualify for support. Currently, the Company's advertising plans call for it to coordinate advertising and outreach efforts with organizations such as the following: Social Service Agencies, Community Centers, Local Council on Aging Centers, United Way, and AARP.

**B. Internet Marketing**

Infiniti Mobile currently intends to market its Lifeline service via the Internet through the following methods in Kentucky, using banners and email creative: Google Ad words & Bing, Targeted Email Lists, Affiliate Marketing, Crosslinks with Community Based Organizations ("CBOs"), and Social Media.

**C. Print Media**

Infiniti Mobile will begin print advertising using a media of general distribution. Specifically, the Company will begin by advertising the availability of Lifeline in the designated area through publications such as local newspapers, magazines, and free publications. These types of publications are available without high cost or subscription requirements and are widely distributed throughout the Commonwealth of Kentucky.

As such, Infiniti Mobile believes that this form of advertisement is not only be effective but is also consistent with the requirements of §§ 54.405 and 54.411, which require ETCs to publicize the availability of Lifeline service in a manner reasonable designed to reach those likely to qualify for the support.

At this time, Infiniti Mobile has not yet determined which publications the Company will utilize in Kentucky. However, once that determination has been made, a list will be supplied to the Commission. Once in place, Infiniti Mobile will continue its print media advertisements on an ongoing basis.

The Company may also market its Lifeline service using local permissioned-based flyers and brochures displayed at partner venues to promote awareness of the availability of Lifeline service to this neglected consumer segment. For example, flyer / brochure distribution may be conducted at the following locations and/or with the following partners: Local Ground Teams, Retail Partners, Distribution Partners, and State and local social service agencies.

#### **D. Broadcast Media**

Infiniti Mobile plans to implement a brisk and consistent broadcast advertising campaign throughout Kentucky. Implementation of this phase of the Infiniti Mobile's advertising and outreach campaign will commence with advertising on broadcast Radio and possibly television stations in lieu of cable TV, due to the lack of low-income viewership.

Current broadcast plans call for the Company to begin advertising on broadcast Radio and possibly television stations throughout the Commonwealth of Kentucky. Like Infiniti Mobile's print media campaign, Infiniti Mobile anticipates that its broadcast advertising campaign will continue unabated.

#### **E. Additional Media**

Infiniti Mobile will explore other media opportunities in Kentucky. This traditionally includes print, outdoor, electronic and broadcast media. The Company may also utilize some direct marketing efforts to target audiences that are likely to be eligible to participate in the Lifeline services program. Specifically, Infiniti Mobile will also utilize a neighborhood outreach sales model that will employ temporary tents in locations throughout the communities that the Lifeline Program is designed to benefit.

Each of these temporary locations utilized will be staffed by a two-person team, and will usually be on location from 9:00 AM to 7:00 PM. Most such locations experience higher traffic during weekdays; however, these locations will often be staffed on weekends as well. Infiniti Mobile will use population statistics regarding eligible beneficiaries to determine locations and the amount of time each location will be made available. A calendar or other tool link, i.e., a store/event locator tool, will be made available on Infiniti Mobile's website prior to initiating such tent-based outreach methods, listing upcoming events and temporary tent locations. As aforementioned, Infiniti Mobile also intends to market its Lifeline service using traditional print flyers and brochures displayed at local events and temporary locations, as well as partner venues, to promote awareness of the availability of Lifeline service to the neglected consumer segment. Infiniti Mobile will research media costs for additional advertising beyond general marketing efforts. Infiniti Mobile may also consider additional and emerging media on an individual bases, based on all associated media costs in each major market.

#### **F. Public Relations**

Company intends to bring awareness to its Lifeline service through a strong public relations presence. Public Relations Distribution will include the following: Press Releases, Speaking Engagements, Local Education Programs, Social Media, Charitable Work, and Sponsorships.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 11**

**Responding Witness: Trevan Morrow, COO**

11. Refer to the Application, pages 14–15, which state that Infiniti Mobile seeks designation as an ETC only in the non-rural exchanges of BellSouth Telecommunications, LLC d/b/a AT&T-Kentucky, Cincinnati Bell Telephone Company, and Windstream Kentucky East, LLC. Explain why Infiniti Mobile does not seek to serve the rural exchanges of these companies or any other rural company in Kentucky.

**Response:**

11. Infiniti Mobile seeks designation as an ETC only in the non-rural exchanges of BellSouth Telecommunications, LLC d/b/a AT&T-Kentucky, Cincinnati Bell Telephone Company, and Windstream Kentucky East, LLC, given the geographic location of a great majority of eligible, low-income customers in need of access to quality telecommunications services within the Commonwealth of Kentucky. Further, Infiniti Mobile did not seek designation in any rural exchanges because, when files, the Company understood that ETC designations in Kentucky have historically been limited in scope to non-rural areas. To the extent the Commission supports designation in rural areas and request for designation in such areas would not result in adverse intervention by outside parties, Infiniti Mobile would likely expand its requested service area to include any rural exchanges in which the Company's underlying carrier(s) has sufficient wireless coverage.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 12**

**Responding Witness: Trevan Morrow, COO**

12. Confirm that Infiniti Mobile will collect or otherwise contribute the Kentucky USF per-line surcharge, currently \$.14 per line per month, to the Kentucky USF for each Infiniti Mobile Kentucky customer, both Lifeline and non-Lifeline.

**Response:**

13. Infiniti Mobile hereby confirms that it will contribute the Kentucky USF per-line surcharge, currently \$0.14 per line per month, to the Kentucky USF for each Infiniti Mobile Kentucky customer, Lifeline or otherwise.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 13**

**Responding Witness: Trevan Morrow, COO**

14. Confirm that Infiniti Mobile will collect or otherwise contribute the Kentucky Telecommunications Relay Service/Telecommunications Access Program surcharge, currently \$.04 per line per month, to the Kentucky Telecommunications Relay Service/Telecommunications Access Program Fund for each Infiniti Mobile Kentucky customer, both Lifeline and non-Lifeline.

**Response:**

15. Infiniti Mobile hereby confirms that it will contribute the Kentucky Telecommunications Relay Service/Telecommunications Access Program surcharge, currently \$0.04 per line per month, to the Kentucky Telecommunications Relay Service/Telecommunications Access Program Fund for each Infiniti Mobile Kentucky customer, Lifeline or otherwise.



**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
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**Question No. 14**

**Responding Witness: Trevan Morrow, COO**

16. Confirm that Infiniti Mobile will contribute to the Commercial Mobile Radio Service Emergency Telecommunications Fund pursuant to KRS 65.7635.

**Response:**

17. Infiniti Mobile hereby confirms that it will contribute to the Commercial Mobile Radio Service Emergency Telecommunications Fund, pursuant to KRS 65.7635.

**IM TELECOM, LLC D/B/A INFINITI MOBILE**

**CASE NO. 2016-00276**

**Response to Commission Staff's First Request for Information  
to IM Telecom, LLC d/b/a Infiniti Mobile**

**Question No. 15**

**Responding Witness: Trevan Morrow, COO**

18. Confirm that Infiniti Mobile will comply with the annual assessment and gross earnings reports requirements pursuant to KRS 278.130-150.

**Response:**

19. Infiniti Mobile hereby confirms that it will comply with the annual assessment and gross earnings reports requirement pursuant to KRS 278.130-150.

State of Oklahoma

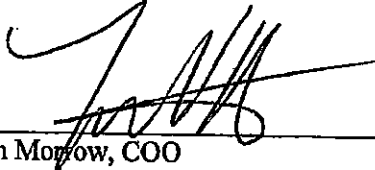
County of Tulsa

)  
)  
)

Certification

Personally appeared before the undersigned, an officer duly authorized to administer oaths, Trevan Morrow, who first being duly sworn, deposes and states that he is the COO of IM Telecom, LLC d/b/a Infiniti Mobile ("the Company"), responding Applicant in this matter, and has read the same and knows the contents thereof, and confirms that the statements made herein are true to the best of his knowledge and belief.

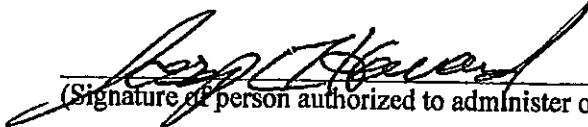
Dated: 8-31-16



Trevan Morrow, COO

Subscribed and sworn to before me this 31 day of August 2016.

(Notary Seal)



(Signature of person authorized to administer oath)

My Commission Expires: 6-20-2018

