

**COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION**

Application of Easy Telephone Service  
Company d/b/a Easy Wireless to Expand  
Its Eligible Telecommunications Carrier  
Service Area in the Commonwealth of  
Kentucky

Case No. 2024-0003

**APPLICATION OF EASY TELEPHONE SERVICE COMPANY  
D/B/A EASY WIRELESS TO EXPAND ITS ELIGIBLE  
TELECOMMUNICATIONS CARRIER SERVICE AREA**

**I. INTRODUCTION**

Easy Telephone Service Company d/b/a Easy Wireless (Easy Wireless or the Company), by its undersigned counsel, and pursuant to Section 214(e)(2) of the Communications Act of 1934, as amended (the Act),<sup>1</sup> Sections 54.101 through 54.207 of the Rules of the Federal Communications Commission (FCC),<sup>2</sup> and the Kentucky Public Service Commission (Commission) rules and regulations, hereby files this application to expand Easy Wireless's Eligible Telecommunications Carrier (ETC) service area in the Commonwealth of Kentucky (Application). The Commission designated Easy Wireless as an ETC by an Order dated November 29, 2011, in Case No. 2011-00137 (ETC Designation Order).<sup>3</sup> Easy Wireless requests to expand its ETC service area to include the entire Commonwealth of Kentucky. This expansion will enable Easy Wireless to provide Lifeline service to all eligible low-income

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<sup>1</sup> 47 U.S.C. § 214(e)(2).

<sup>2</sup> 47 C.F.R. §§ 54.101-54.207.

<sup>3</sup> *Application of Easy Telephone Service Company d/b/a Easy Wireless for Designation as an Eligible Telecommunications Carrier on a Wireless Basis (Low Income Only)*, Order, Case No. 2011-00137 (November 29, 2011) (ETC Designation Order).

households without restrictions on its service area. The Company does not seek access to Universal Service Fund support for the purpose of providing service to high-cost areas.

Easy Wireless continues to meet all applicable statutory and regulatory requirements for designation as an ETC.<sup>4</sup> The Commission's grant of Easy Wireless's Application would advance the public interest by enabling the Company to expand the availability of Lifeline service to substantially more low-income consumers in Kentucky. Accordingly, Easy Wireless respectfully requests that the Commission expeditiously approve this Application.

All correspondence, communications, pleadings, notices, orders, and decisions relating to this Application should be addressed to:

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<sup>4</sup> See *Lifeline and Link Up Reform and Modernization, Lifeline and Link Up, Federal-State Joint Board on Universal Service, Advancing Broadband Availability Through Digital Literacy Training*, WC Docket Nos. 11-42 and 03-109, CC Docket No. 96-45, WC Docket No. 12-23, Report and Order and Further Notice of Proposed Rulemaking, FCC 12-11 (rel. Feb. 6, 2012) (*2012 Lifeline Reform Order*); *Lifeline and Link Up Reform and Modernization*, WC Docket No. 11-42 et al., Third Report and Order, Further Report and Order, and Order on Reconsideration, FCC 16-38 (rel. Apr. 27, 2016); *Bridging the Digital Divide for Low-Income Consumers, Lifeline and Link Up Reform and Modernization, Telecommunications Carriers Eligible for Universal Service Support*, WC Docket Nos. 17-287, 11-42, and 09-197, Order on Reconsideration, Memorandum Opinion and Order, FCC 17-155 (rel. Dec. 1, 2017); *Bridging the Digital Divide for Low-Income Consumers, Lifeline and Link Up Reform and Modernization, Telecommunications Carriers Eligible for Universal Service Support*, WC Docket Nos. 17-287, 11-42, and 09-197, Fifth Report and Order and Memorandum Opinion and Order and Order on Reconsideration, FCC 19-111 (rel. Nov. 14, 2019).

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## II. DESIGNATED SERVICE AREA

In the ETC Designation Order, the Commission designated Easy Wireless as an ETC to provide wireless Lifeline service in “the exchanges of the non-rural and rural telephone companies that correspond to the wireless licenses of Sprint.”<sup>5</sup> In order to best serve its customers and provide quality service and coverage throughout Kentucky, Easy Wireless seeks to expand its ETC service area to be statewide so that it can offer Lifeline service throughout the full coverage area of its underlying carrier, T-Mobile.<sup>6</sup> Easy Wireless customers will benefit from its underlying carrier’s ability to remain functional in emergency situations, including

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<sup>5</sup> See ETC Designation Order, at 10. In 2020, Sprint Spectrum (Sprint) and T-Mobile US, Inc. (T-Mobile) merged and now operate as T-Mobile. By April 2022, Easy Wireless customers using the Sprint network were transitioned to T-Mobile. Service that had previously been provided on Sprint’s network is now provided on T-Mobile’s network to the extent that T-Mobile’s network has coverage within Easy Wireless’s ETC designated service area.

<sup>6</sup> Statewide ETC designation is consistent with Commission precedent. See *Electronic Petition of IM Telecom, LLC d/b/a Infiniti Mobile to Amend Its Eligible Telecommunications Carrier Designation in the Commonwealth of Kentucky to Include Additional Areas*, Order, Case No. 2022-00415 (March 30, 2023), at 3 (“Infiniti Mobile designation as a Lifeline ETC is amended to permit Infiniti Mobile to offer Lifeline service statewide subject to its underlying wireless carrier’s coverage.”).

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. For the Commission's reference, a list of the zip codes associated with Easy Wireless's expanded ETC service area is attached as Exhibit 1.

### **III. EASY WIRELESS MEETS APPLICABLE REQUIREMENTS**

The FCC's rules set forth the information that must be contained in an application for ETC designation.<sup>7</sup> In its initial ETC Application, incorporated herein by reference, Easy Wireless provided all the information required by the FCC's rules in effect at the time, including those set forth in the *2012 Lifeline Reform Order*. The Commission found in its ETC Designation Order that Easy Wireless met the requirements for designation as an ETC. Easy Wireless has complied with the conditions in the ETC Designation Order and will continue to do so. In accordance with 47 C.F.R. § 54.202(a)(1)(i), Easy Wireless complies with and will continue to comply with the service requirements applicable to the support that it receives. Easy Wireless provides the following additional information to address FCC rules governing the Lifeline program that were amended after the Company's ETC Designation Order was issued.

#### **A. Easy Wireless Will Continue to Provide All Supported Services**

Easy Wireless will continue to provide all supported services required by Section 54.101(a) of the FCC's Rules<sup>8</sup> throughout its requested service area in the State of Kentucky, including voice telephone service and broadband Internet access service. Easy Wireless commits that its Lifeline-supported services will continue to meet or exceed the minimum service

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<sup>7</sup> See 47 C.F.R. §§ 54.101 - 54.207.

<sup>8</sup> 47 C.F.R. § 54.101(a).

standards set forth in 47 C.F.R. § 54.408, including as they change going forward. The Company's current Lifeline offering includes unlimited text messaging, 1,000 talk minutes and 25 MB of high-speed mobile data for no charge. Easy Wireless's Terms of Use are available on its website.<sup>9</sup> Many of Easy Wireless's Lifeline customers choose to combine Easy Wireless's Lifeline plan with its Affordable Connectivity Program (ACP) plan for a bundled plan that includes unlimited text messaging, talk minutes and 7.5 GB of high-speed mobile data (with additional data being provided at lower speeds). Easy Wireless currently offers its Lifeline wireless plan, as well as a bundled Lifeline/ACP plan, throughout its existing service area in Kentucky and will offer the same plans throughout its expanded ETC service area.

**B. Easy Wireless's Processes Comply with the Lifeline Eligibility Certification and Enrollment Requirements, and the Company Remains Committed to Preventing Waste, Fraud and Abuse of the Lifeline Program**

Section 54.410 of the FCC's rules requires ETCs to certify and verify a Lifeline customer's initial and continued eligibility. Easy Wireless has processes in place to facilitate compliance with federal customer enrollment requirements. Specifically, the Company relies on the National Verifier and the National Lifeline Accountability Database (NLAD), each of which is administered by the Universal Service Administrative Company (USAC), to determine an applicant's eligibility for Lifeline service. Every applicant is required to complete the standardized Lifeline application in the National Verifier environment, which covers the necessary information collection, disclosures, and certifications required by Section 54.410(d) of the Lifeline rules.<sup>10</sup> For applicants verified as being eligible by USAC's National Verifier, Easy

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<sup>9</sup> See <https://myeasywireless.com/terms-of-use/>.

<sup>10</sup> 47 C.F.R. § 54.410(d).

Wireless completes enrollment by transmitting the required information into NLAD as required by Section 54.404(b)(6) of the FCC's rules.

Easy Wireless also: (1) informs customers that do not pay for service on a monthly basis of the need to use the service at least once every thirty (30) days as required by Section 54.407(c)(2); (2) provides notice to such customers after 30 days of non-usage that they must use the service within 15 days or their service will be terminated as required by Section 54.405(e)(3); and (3) requires such customers to activate their Lifeline service as required by Section 54.407(c)(1). Easy Wireless does not provide a customer with a handset (if the customer qualifies for a free or discounted handset) or otherwise activate Lifeline service until the applicant completes the application in the National Verifier and receives eligibility approval.<sup>11</sup>

Easy Wireless has additional processes in place to guard against waste, fraud, and abuse, and to ensure compliance with FCC rules designed to achieve that objective, including, general notice and de-enrollment requirements set forth in Section 54.405(e)(1), transmission of information to NLAD and recordkeeping requirements set forth in Sections 54.404(b)(6) and 54.417, annual certification and reporting requirements set forth in Sections 54.416 and 54.420, and reimbursement claims processes established by USAC consistent with Sections 54.403 and 54.407(a). Easy Wireless also complies with Sections 54.410(f) of the FCC's rules governing annual subscriber re-certification of eligibility and coordinates with USAC's National Verifier and NLAD systems to manage additional de-enrollments related to USAC-administered benefit transfers and failure to re-certify.<sup>12</sup> If Easy Wireless receives a request for de-enrollment from a

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<sup>11</sup> 47 C.F.R. § 54.410(a).

<sup>12</sup> 47 C.F.R. §§ 54.405(e), 54.410(f).

subscriber, it processes the request within two (2) business days in accordance with Section 54.405(e)(5).

Easy Wireless has direct contact with all applicants for its Lifeline service, either in person through its employees, agents, or representatives, or via SMS messaging, the telephone, mail, or online. In addition, in accordance with Section 54.406 of the FCC's rules, Easy Wireless's enrollment representatives are required to register in USAC's Representative Accountability Database.

Finally, Easy Wireless provides or requires Lifeline-specific training for all personnel, whether employees, direct contractors, or representatives, who interact with new or prospective customers regarding the FCC's Lifeline eligibility and certification rules and the Company's practices and policies designed to implement those rules. Easy Wireless has a zero-tolerance policy for waste, fraud, and abuse, and personnel are instructed to notify the Company's compliance team if they suspect that anyone might be providing false information or attempting to obtain a duplicate Lifeline benefit.

#### **IV. EXPANSION OF EASY WIRELESS'S ETC SERVICE AREA WOULD PROMOTE THE PUBLIC INTEREST**

In its ETC Designation Order, the Commission found that designation of Easy Wireless as an ETC would serve the public interest. Similarly, expansion of Easy Wireless's ETC service area to include all areas where its underlying carrier has coverage will serve the public interest by increasing the number of low-income households that can benefit from the Company's high quality mobile voice, text, and data services. Easy Wireless's online and in-person, real-time distribution methods, which rely upon Internet-enabled compliance checks, will enable the Company to bring Lifeline service to eligible consumers throughout its expanded service area.

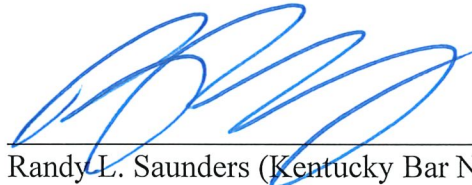
Moreover, Easy Wireless's Lifeline rate plan allows feature-rich mobile connectivity for qualifying subscribers at low cost to subscribers without the burden of credit checks or contracts.

The Commission's grant of Easy Wireless's request to expand its designated service area also would promote competition and increase customer choice for low-income households residing in the expanded service area. Indeed, its presence as a competitor will lead to additional competition within the Lifeline market, especially throughout its expanded service area, that should help improve the rate of program participation by eligible subscribers. For the foregoing reasons, grant of this Application is in the public interest.

## V. CONCLUSION

Based on the foregoing, Easy Wireless respectfully requests that the Commission promptly grant this Application and expand Easy Wireless's Lifeline-only ETC service area to be statewide.

Respectfully submitted,



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*Counsel for Easy Telephone Service Company  
d/b/a Easy Wireless*

January 10, 2023

# EXHIBIT 1

EASY TELEPHONE COMPANY D/B/A EASY WIRELESS  
KENTUCKY  
SERVICE AREA ZIP CODES

40003	40155	40342	40737	41040	41263	41858	42204
40004	40160	40346	40740	41041	41264	42001	42206
40006	40161	40347	40741	41042	41265	42003	42207
40008	40162	40348	40744	41044	41268	42020	42210
40010	40165	40350	40759	41045	41301	42023	42211
40011	40170	40351	40769	41048	41311	42024	42214
40012	40171	40353	40771	41049	41314	42025	42217
40013	40175	40356	40806	41051	41339	42027	42220
40014	40176	40360	40807	41056	41465	42028	42223
40019	40177	40361	40810	41059	41501	42029	42232
40022	40178	40370	40823	41063	41503	42031	42234
40023	40202	40371	40824	41071	41522	42036	42236
40025	40203	40372	40827	41073	41540	42038	42240
40026	40204	40374	40831	41074	41548	42041	42259
40031	40205	40376	40854	41075	41562	42045	42261
40033	40206	40379	40858	41076	41571	42047	42262
40040	40207	40380	40865	41080	41601	42048	42265
40041	40208	40383	40870	41083	41602	42049	42274
40045	40209	40385	40906	41085	41603	42050	42276
40047	40210	40387	40915	41086	41619	42051	42280
40048	40211	40390	40923	41091	41621	42053	42285
40050	40212	40391	40935	41092	41622	42055	42286
40055	40213	40403	40939	41093	41630	42056	42301
40056	40214	40409	40943	41094	41642	42058	42303
40057	40215	40419	40946	41097	41645	42064	42320
40059	40216	40422	40949	41098	41649	42066	42325
40065	40217	40440	40953	41099	41653	42069	42330
40067	40218	40444	40958	41101	41663	42071	42333
40068	40219	40456	40962	41102	41701	42078	42344
40069	40220	40460	40965	41121	41712	42079	42345
40070	40222	40461	40977	41129	41714	42082	42347
40071	40223	40472	41001	41139	41723	42085	42348
40075	40228	40475	41002	41141	41725	42086	42349
40076	40229	40502	41003	41143	41729	42088	42352
40077	40241	40503	41004	41144	41740	42101	42355
40078	40242	40504	41005	41164	41746	42103	42366
40107	40243	40505	41006	41166	41759	42104	42367
40108	40245	40507	41007	41168	41760	42122	42369
40109	40258	40508	41008	41169	41772	42127	42376
40110	40272	40509	41010	41171	41773	42129	42378
40111	40291	40510	41011	41174	41804	42130	42404
40117	40299	40511	41014	41175	41822	42134	42408
40118	40311	40513	41015	41179	41824	42141	42409
40119	40312	40514	41016	41183	41826	42154	42410
40121	40313	40515	41017	41189	41832	42156	42413
40140	40316	40516	41018	41222	41834	42159	42420
40142	40322	40517	41030	41230	41836	42160	42431
40143	40324	40526	41031	41232	41839	42163	42436
40144	40330	40601	41033	41234	41840	42164	42437
40146	40334	40701	41034	41240	41845	42167	42440
40150	40336	40729	41035	41256	41847	42170	42442
40152	40337	40734	41039	41260	41849	42171	42445

**EASY TELEPHONE COMPANY D/B/A EASY WIRELESS  
KENTUCKY  
SERVICE AREA ZIP CODES**

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