

BEFORE THE NEBRASKA PUBLIC SERVICE COMMISSION

In the Matter of the Nebraska Public Service) Application No. NUSF-92
Commission, on its Own Motion, to Administer)
The Nebraska Universal Service Fund) **REDACTED (PUBLIC) VERSION**
Broadband Program.)

**APPLICATION OF PINPOINT WIRELESS INC. REQUESTING
SUPPORT FROM THE NEBRASKA UNIVERSAL SERVICE FUND
BROADBAND PROGRAM**

A. Introduction

Pinpoint Wireless, Inc., d/b/a BLAZE Wireless ("Pinpoint"), by and through its counsel, hereby submits this Application to the Nebraska Public Service Commission ("Commission") for support from the Nebraska Universal Service Fund Broadband Program ("NUSF Broadband Program") to fund the construction of infrastructure to enhance the delivery of broadband service in rural Nebraska.

This Application is submitted pursuant to the Commission's Progression Order No. 3 dated September 3, 2014 establishing the 2015 Application Window and includes the information requested in such Order.

In support of its Application, Pinpoint respectfully submits the following:

B. Application Information

1. Listing of Companies and Contacts for Proposed Project

The company associated with the proposed broadband project described herein is Pinpoint Wireless, Inc. d/b/a BLAZE Wireless, 613 Patterson St, P.O. Box G, Cambridge, Nebraska 69022. Pinpoint will provide the broadband and voice component of the service to be provided to consumers via the proposed project.

The main point of contact for Pinpoint with respect to the project and this Application is:

Tom Shoemaker
Executive Vice President
613 Patterson St., P.O. Box G
Cambridge, Nebraska 69022
(308) 695-8667
tom.shoemaker@pnpt.com

2. Description of the Proposed Broadband Project Plan

Pinpoint has identified six (6) rural Nebraska locations for the construction and/or improvement of existing wireless facilities and infrastructure: Swanson Lake, South Stratton, South Culbertson, Palisade, Hamlet, and Wauneta (the "Proposed Sites"). Each of these locations will be considered its own individual application, the construction of the Proposed Sites is referred to herein as the "Proposed Project."

At each of the Proposed Sites, Pinpoint will erect new wireless towers and related infrastructure if approved to receive NUSF Broadband Program Support. More detailed descriptions of each Proposed Site are contained in **Confidential** Exhibit "A" to the Confidential Version of this Application.

For the Proposed Project, Pinpoint's infrastructure would be capable of delivering download speeds of 20 mbps and upload speeds of 10 mbps, which are in excess of the Commission's minimum speed standards.

3. Description of Unserved and Underserved Areas for Proposed Sites

A description of the unserved and underserved areas relative to each Proposed site, including information related to household density and the coverage impact of each Proposed Site, is included in **Confidential** Exhibit "A" to the Confidential Version of this Application.

4. List of All Census Blocks Where Broadband Facilities Would be Deployed

A spreadsheet in Excel format listing all census blocks, identified on a per project basis, where broadband facilities would be deployed for the Proposed Project is attached to this Application as Exhibit "B" and an electronic copy of such spreadsheet will be transmitted with this Application in electronic Excel format.

5. Estimate of Potential New Broadband Subscribers

Pinpoint estimates that the Proposed Project would reach a total of 1,835 potential new broadband subscribers. For each Proposed Site, Pinpoint estimates the following number of potential new broadband subscribers: Swanson Lake (298), South Stratton (81), South Culbertson (104), Palisade (450), Hamlet (164), and Wauneta (738) .

6. Schedule for Broadband Deployment

A schedule for the build out of the Proposed Project (broken down by Proposed Site) is attached to this Application as Exhibit "C."

Pinpoint hereby commits to complete the build out of the Proposed Project within 24 months of the date upon which this Application is approved.

7. Proposed Budget

Pinpoint's budget for the Proposed Project, broken down by Proposed Site, is submitted with the Confidential Version of this Application as **Confidential** Exhibit "D."

8. Proposed Retail Pricing

The proposed retail pricing, including both monthly recurring costs and nonrecurring costs for the new broadband services to be offered, are shown on the attached Exhibit "E." Information related to the proposed rate for broadband related customer premise equipment (if any) is also included.

9. Basic Voice Service Rates

The retail rate charged for basic voice service with Local and Long Distance provided by Pinpoint is \$29.95. There is no subscriber line charge for Pinpoint's basic voice service offering.

10. Commitment to Offer Broadband Services

Pinpoint is committed to offering broadband services to all households within the service area of the Proposed Project for a minimum of five (5) years.

11. Commitment to Provide Commission Broadband Data

Pinpoint is committed to providing the Commission and its vendors with broadband data for the duration of the State Broadband Data and Development (SBDD) project so that the broadband coverage area of the Proposed Project can be depicted on the Commission's state broadband data inventory map and on the National Telecommunications and Information Administration's (NTIA's) national broadband map.

Pinpoint has previously provided and currently provides the Commission with such information, and supports the goals and purposes of the SBDD and NTIA.

12. Description of Applicant's Financial Qualifications

A description of Pinpoint's financial qualifications (including balance sheet and income statement) are set forth in **Confidential** Exhibit "F" to the Confidential Version of this Application. As shown therein, Pinpoint is financially well-qualified to meet the commitments made in this Application.

13. Financial, Technical, and Managerial Competence

Pinpoint is a Nebraska corporation authorized to conduct business in the State of Nebraska. Pinpoint is the licensee authorized to provide Cellular Mobile Radio Service ("CMRS") in the Nebraska Basic Trading Area 270. Pinpoint has been certified by the Commission as an Eligible Telecommunications Carrier in the State of Nebraska.¹

Pinpoint is a wholly-owned subsidiary of Pinpoint Holdings, Inc., which also owns Pinpoint Communications, Inc. Pinpoint Communications, Inc. is a Competitive Local Exchange Carrier in Nebraska under and by virtue of authority granted by the Commission.² Pinpoint Communications, Inc. is also a Commission-designated Eligible Telecommunications Carrier.³

Pinpoint's sister and parent companies have successfully provided telecommunications services in rural portions of Nebraska for over thirteen (13) years. Pinpoint and its sister company (Pinpoint Communications, Inc.) have been designated as ETCs in the State of Nebraska and neither have been the subject of any enforcement actions by the Commission. Additionally, the senior management of Pinpoint and its parent company have great depth of experience in the telecommunications industry and offer extensive telecommunications business,

¹ Order dated June 26, 2012, *In the Matter of the Application of Pinpoint Wireless, Inc. d/b/a Blaze Wireless, Cambridge, Nebraska, seeking designation as a wireless Eligible Telecommunications Carrier*, Docket No. C-4448 / NUSF-79.

² Order dated September 19, 2000, *In the Matter of Pinpoint Communications, Inc.*, Docket No. C-2355.

³ Order dated April 23, 2012, *In the Matter of the Application of Pinpoint Communications, Inc., Cambridge, Nebraska, seeking designation as a wireless Eligible Telecommunications Carrier*, Docket No. C-4408 / NUSF-31

technical, and managerial expertise. Exhibit "G" to the Application contains biography information for key management personnel for Pinpoint and its parent company.

Pinpoint's financial competency is set forth in **Confidential** Exhibit "F" to the Confidential Version of this Application.

14. Description of Applicant's Financial Match

Pinpoint will utilize a combination of cash and internal operational contributions to achieve the Commission's financial match requirement. Pinpoint's internal operational contributions will primarily consist of the value of internal labor services directly benefitting and specifically identifiable to the implementation and deployment of the Proposed Project. Pinpoint's internal operational contributions are included within the total cost of the Proposed Project as shown in Pinpoint's proposed budget, and Pinpoint document and identify the value for the internal labor services provided.

15. 2015 Application Template

Pinpoint has completed the 2015 Application Template and filed it contemporaneously with this Application by email as directed in the Commission's Progression Order No. 3.

16. Affidavit Supporting Application

Exhibit "H" to this Application is the Affidavit of Tom Shoemaker attesting to the truth and accuracy of all information included in this Application.

C. Exhibit Listing and Descriptions⁴

Exhibit A (CONFIDENTIAL) to this Application (1 page) contains detailed information for each Proposed Site, including information related to household density and the coverage impact of each Proposed Site.

Exhibit B to this Application is located on the CD submitted with this Application and is an Excel spreadsheet listing all census blocks, identified on a per project basis, where broadband facilities would be deployed for the Proposed Project .

⁴ Exhibits containing material or information deemed confidential by Pinpoint have been filed on yellow paper and marked "CONFIDENTIAL."

Exhibit C to this Application (1 page) contains Pinpoint's schedule for the build out of the Proposed Project (broken down by Proposed Site) .

Exhibit D (CONFIDENTIAL) to this Application is located on the CD submitted with this Application and is an Excel spreadsheet containing Pinpoint's detailed construction cost estimates and budget for each Proposed Site, along with a statement from Pinpoint describing more precisely the types of costs included within each category of its cost estimates. Exhibit D also contains Pinpoint's depreciation schedules for the assets to be constructed at the Proposed Sites.

Exhibit E to this Application (3 pages) contains Pinpoint's proposed retail pricing, including both monthly recurring costs and nonrecurring costs, for the new broadband services to be offered .

Exhibit F (CONFIDENTIAL) to this Application (16 pages) contains a description of Pinpoint's financial qualifications (including balance sheet and income statement).

Exhibit G to this Application (1 page) contains biographical information for key management personnel of Pinpoint and its parent company.

Exhibit H to this Application (1 page) is the Affidavit of Tom Shoemaker .

D. Funding Request

The total cost to construct Proposed Project is \$2,574,000, and Pinpoint has committed to provide matching funds in the amount of \$643,500.00 for the construction of the Proposed Project. Therefore, Pinpoint hereby respectfully requests funding in the amount of \$429,000.00 per site totaling **\$1,930,500** from the NUSF Broadband Program.

Respectfully submitted this 24th day of November, 2014.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'RAW', with a horizontal line extending to the right from the end of the signature.

Russell A. Westerhold #22498
FRASER STRYKER PC LLO
500 Energy Plaza
409 South 17th Street
Omaha, NE 68102
(402) 341-6000
ATTORNEYS FOR PINPOINT
WIRELESS, INC.

1228190

Exhibit A
CONFIDENTIAL

REDACTED

Exhibit B

See Spreadsheet on Enclosed CD
"Pinpoint NUSF-92 Application Exhibit B Part 1.xlsx"
"Pinpoint NUSF-92 Application Exhibit B Part 2.xlsx"

Exhibit C

NUSF 92 Build Out timeline

The completion timeline is based on a funding decision in mid 2015. With other projects being completed in 2014, we anticipate having the ability to get these completed by end of year 2015.

Milestone	Estimated Completion Date
Wauneta <ul style="list-style-type: none"> • Tower construction (25%) • Backhaul Install and Turn Up (50%) • Radio and Antenna Installation (75%) • Turn Up, Tuning and Drive Tests 	July 2015 August 2015 August 2015 September 2015
Palisade <ul style="list-style-type: none"> • Tower construction (25%) • Backhaul Install and Turn Up (50%) • Radio and Antenna Installation (75%) • Turn Up, Tuning and Drive Tests 	July 2015 August 2015 August 2015 September 2015
Hamlet <ul style="list-style-type: none"> • Tower construction (25%) • Backhaul Install and Turn Up (50%) • Radio and Antenna Installation (75%) • Turn Up, Tuning and Drive Tests 	July 2015 August 2015 August 2015 September 2015
South Culbertson <ul style="list-style-type: none"> • Tower construction (25%) • Backhaul Install and Turn Up (50%) • Radio and Antenna Installation (75%) • Turn Up, Tuning and Drive Tests 	September 2015 October 2015 November 2015 November 2015
Swanson Lake <ul style="list-style-type: none"> • Tower construction (25%) • Backhaul Install and Turn Up (50%) • Radio and Antenna Installation (75%) • Turn Up, Tuning and Drive Tests 	September 2015 October 2015 November 2015 November 2015
South Stratton <ul style="list-style-type: none"> • Tower construction (25%) • Backhaul Install and Turn Up (50%) • Radio and Antenna Installation (75%) • Turn Up, Tuning and Drive Tests 	September 2015 October 2015 November 2015 November 2015

Exhibit D
CONFIDENTIAL

REDACTED

Exhibit E

Retail Pricing

Mobile Packages

Individual

Local One

1 Line of Service
Unlimited Local and Long Distance
Unlimited Texting
NO Off network usage

\$34.99

Family

Local Family

2 Lines of Service
Unlimited Local and Long Distance
Unlimited Texting
NO Off network usage

\$59.99

National One 350

1 Line of Service
Unlimited Local and Long Distance
*On Network
Unlimited Texting
CID, CW, VM, CF
350 Off Network Voice Minutes
.40 per minute overage

\$54.99

National Family 500

2 Lines of Service
Unlimited Local and Long Distance
*On Network
Unlimited Texting
CID, CW, VM, CF
500 Off Network Voice Minutes
.40 per minute overage

\$79.99

National One 800

1 Line of Service
Unlimited Local and Long Distance
*On Network
Unlimited Texting
CID, CW, VM, CF
800 Off Network Voice Minutes
.40 per minute overage

\$74.99

National Family 1200

2 Lines of Service
Unlimited Local and Long Distance
*On Network
Unlimited Texting
CID, CW, VM, CF
1200 Off Network Voice Minutes
.40 per minute overage

\$99.99

National One 1200

1 Line of Service
Unlimited Local and Long Distance
*On Network
Unlimited Texting
CID, CW, VM, CF
1200 Off Network Voice Minutes
.40 per minute overage

\$94.99

National Family 1800

2 Lines of Service
Unlimited Local and Long Distance
*On Network
Unlimited Texting
CID, CW, VM, CF
1800 Off Network Voice Minutes
.40 per minute overage

\$109.99

\$45.00

National 1GB Bundle

Unlimited Talk

Unlimited Text

1GB Data On Network

200MB Off Network

\$1.95 per MB over 200 MB

\$55.00

National 3GB Bundle

Unlimited Talk

Unlimited Text

3GB Data On Network

200MB Off Network

\$1.95 per MB over 200 MB

\$65.00

National 5GB Bundle

Unlimited Talk

Unlimited Text

5GB Data On Network

200MB Off Network

\$1.95 per MB over 200 MB

\$75.00

National Unlimited Bundle

Unlimited Talk

Unlimited Text

Unlimited Data On Network

200MB Off Network

\$1.95 per MB over 200 MB

Smart Data Packages

Local Smart Data

Unlimited Shared Data
*On Network Only

\$10.00

Mobile Data Packages

Local Mobile Data

Unlimited Shared Data
*On Network Only

\$30.00

National Smart Data 5 MB

Unlimited Shared Data

*On Network Only

5MB Shared Data OFF Net

\$1.95 per MB when over 5 MB

\$15.00

National Mobile Data 5 MB

Unlimited Shared Data

*On Network Only

5MB Shared Data OFF Net

\$1.95 per MB when over 5 MB

\$35.00

National Smart Data 20 MB

Unlimited Shared Data

*ON network

20 MB Shared Data Off Network

\$1.95 Per MB over 20 MB

\$30.00

National Mobile Data 20 MB

Unlimited Shared Data

*ON network

20 MB Shared Data Off Network

\$1.95 Per MB over 20 MB

\$40.00

Mobile Equipment Charges	Retail	Easy Start
NEW Alcatel 875t	\$149.99	\$5.00
Huawei U8150 Ideos	\$199.99	\$5.00
Alcatel OT-980	\$209.99	\$5.00
Alcatel M'Pop	\$219.99	\$10.00
Sony Ericsson Xperia mini	\$299.99	\$10.00
Alcatel Scribe	\$399.99	\$25.00
Bullit CAT B15	\$409.99	\$25.00
Samsung Galaxy SIII	\$619.99	\$25.00
iPhone 5C	\$599.99	\$25.00
Alcatel Y580	\$149.00	\$5.00

Exhibit F
CONFIDENTIAL

REDACTED

Exhibit G

J. Richard Shoemaker

J. Richard Shoemaker is currently Chairman and President of Pinpoint Holdings, Inc., a diversified Nebraska communications company. Pinpoint Holdings, Inc. was incorporated in 1992 for various telecommunications assets being developed thru acquisitions and operational efficiencies with Cambridge Telephone Company, a rural incumbent telephone exchange that has been in business for 100 years. Mr. Shoemaker is a graduate of Doane College in Crete, Nebraska and has over 30 years experience in various media companies with the last 24 years being spent as Chairman and President of Cambridge Telephone Company and Pinpoint Holdings. Today, Pinpoint owns assets in cable television, Internet, CLEC, PCS Wireless, broadband, Fiber optic Long Haul, and Regulated ILEC business's.

In 1993, Mr. Shoemaker was appointed by then Governor Ben Nelson to the 11 member Excellence in Education Council whose job it was to make original policy and distribute approximately 9 million dollars a year of Nebraska Lottery money to Nebraska public schools. He is currently past president of the Kitty M. Perkins Foundation and The Shoemaker Family Foundation, The Peter Kiewit Institute Board of Policy, University of Nebraska Presidents Policy Advisor Committee, Nebraska Educational Telecommunications Commission Board of Directors, and the C-Tech Technology committee of the Cambridge School Board.

Chris Karn

Chris Karn has over 20 years of management experience in the cable and telecommunications industry. Karn started his career in the cable industry and has managed large and small cable operations across the United States. He has worked for companies such as Tele-Communications Inc., and Charter Communications. Karn has vast experience in building and operating cable networks, fiber and lit services networks, as well as wireless microwave backhaul networks. Karn serves as the COO for Pinpoint Holdings, Inc. and oversees the day to day operations of all of the various operating entities the company serves.

Tom Shoemaker

Executive Vice President, Pinpoint Wireless Inc d/b/a BLAZE wireless

As Executive Vice President, Shoemaker is in charge of the day to day operations of Pinpoint Wireless, Inc. He is responsible for expanding and improving the retail businesses associated with the Pinpoint companies. He also is directly involved with the regulatory processes that impact the business. He deals directly with the Nebraska Public Service Commission, Federal Communications Commission, USAC, NECA, as well as other local and national regulatory bodies and telecom industry organizations. Shoemaker has been in the telecom industry for 12 years. He holds a Bachelor of Science Degree of Business Administration from Ashford University.

Tom has been employed by Pinpoint for 12 years. He is active in the local Economic Development Corporation, is the President of the Cambridge Community Investment Group, LLC, is a Vice Chairman of the Nebraska Telecommunications Board of directors and is on the Wireless E911 advisory council. When not working he enjoys golf, hunting, travel, and family time.

