

BEFORE

THE PUBLIC UTILITIES COMMISSION OF OHIO

In the Matter of the Application of)
Cincinnati Bell Wireless LLC for)
Designation as an Eligible) Case No. 10-2449-TP-UNC
Telecommunications Carrier in the State of)
Ohio.)

ENTRY

The Commission finds:

- (1) Consistent with 47 U.S.C. 214(e)(2), Cincinnati Bell Wireless LLC dba i-wireless (Cincinnati Bell Wireless) was designated as an eligible telecommunications carrier (ETC), pursuant to the Commission's December 29, 2010 Finding and Order, for the limited purpose of offering commercial mobile radio prepaid Lifeline service to qualifying Ohio consumers throughout the specified wire centers in southwestern Ohio.
- (2) On April 15, 2014, Cincinnati Bell Wireless filed a petition seeking relinquishment of its designation as a non-rural ETC provider. Cincinnati Bell Wireless states that it wishes to relinquish its ETC designation and cease offering Lifeline service effective July 1, 2014.

In support of its request, Cincinnati Bell Wireless indicates that consumers will not be harmed if it no longer offers Lifeline service since there are numerous other Lifeline providers in its service area from which to obtain service, including the incumbent local exchange carrier in the service area. Additionally, Cincinnati Bell Wireless notes that the Universal Service Administrative Company's website has a number of wireless ETCs in Ohio and that the Commission has authorized at least ten of them to provide Lifeline service in Cincinnati Bell Wireless' service area.

Cincinnati Bell Wireless presents a transition plan in order to assist its customers in switching to another Lifeline provider. First, it has discontinued all advertising of its Lifeline service and ceased accepting new Lifeline customers as of April 15, 2014 and has notified all existing Lifeline customers that it

plans to cease offering Lifeline service effective July 1, 2014. Cincinnati Bell Wireless will work with existing Lifeline subscribers to transfer them to one of the company's standard non-Lifeline plans or assist with the transfer to another Lifeline provider. Existing Lifeline subscribers who do not contact Cincinnati Bell Wireless during the transition period will be moved to a comparable Cincinnati Bell Wireless non-Lifeline plan on July 1, 2014. In recognizing that this migration will result in a \$10 a month increase for all Lifeline subscribers currently under a fee-based plan, Cincinnati Bell Wireless will offer a promotional discount to subscribers at least through October 1, 2014, in order that their existing rate will remain the same for some period of time.

Cincinnati Bell Wireless will provide a second set of notices to its Lifeline customers upon the Commission taking action on this petition.

- (3) Federal law, 47 U.S.C. 214(e)(4), provides that "[a] state commission shall permit an eligible telecommunications carrier to relinquish its designation as such a carrier in any area served by more than one eligible telecommunications carrier." However, when doing so, 47 C.F.R. 54.205(b) requires that a state commission ensure that there is at least one remaining ETC serving customers in the area served by the relinquishing carrier before permitting a designated ETC to cease providing universal service in the area.
- (4) Upon consideration of the petition, the Commission finds that Cincinnati Bell Wireless Lifeline customers will have an adequate number of other Lifeline providers to choose from within the Cincinnati Bell Wireless service territory. Therefore, Cincinnati Bell Wireless' request to exit the Lifeline service market on July 1, 2014, is approved. The company must promptly provide its Lifeline customers with the second notification discussed in its petition, providing notification of the need to either transition to a Cincinnati Bell Wireless non-Lifeline service prior to July 1, 2014, or to switch to another Lifeline service provider.

It is, therefore,

ORDERED, That the petition of Cincinnati Bell Wireless is approved in accordance with Finding (4). It is, further,

ORDERED, That Cincinnati Bell Wireless provide a second customer notice in accordance with Finding (4). It is, further,

ORDERED, That a copy of this Entry be served upon all parties of record.

THE PUBLIC UTILITIES COMMISSION OF OHIO

Thomas W. Johnson, Chairman

Steven D. Lesser

M. Beth Trombold

Lynn Slaby

Asim Z. Haque

JSA/vrm

Entered in the Journal

MAY 14 2014

Barcy F. McNeal

Barcy F. McNeal
Secretary