

cl # 51222 \$250⁰⁰ 3/22 4am
cl # 51221 \$250⁰⁰ 3/22 4am

CAHILL GORDON & REINDEL LLP
SUITE 950
1990 K STREET, N.W.
WASHINGTON, D.C. 20006-1181

32 OLD SLIP
NEW YORK, N.Y. 10005
(212) 701-3000
FAX: (212) 269-5420

24 MONUMENT STREET
LONDON EC3R 8AJ
(011) 44.20.7920.9800

ANGELA F. COLLINS | 202-862-8930 | acollins@cahill.com

RECEIVED
MAR 22 2021

March 19, 2021

Via Federal Express

LA Public Service Commission

Brandon Frey
Executive Secretary
Louisiana Public Service Commission
Galvez Building, 12th Floor
602 North Fifth Street
Baton Rouge, Louisiana 70821

RE: Application of Cable One VoIP LLC d/b/a Sparklight for Designation as an Eligible Telecommunications Carrier to Receive Rural Digital Opportunity Fund and Federal Lifeline Support

TSP Registration of Cable One VoIP LLC d/b/a Sparklight

Dear Secretary Frey:

Enclosed on behalf of Cable One VoIP LLC d/b/a Sparklight (the "Company") please find an original and two (2) copies of the Company's Application for Designation as an Eligible Telecommunications Carrier to Receive Rural Digital Opportunity Fund and Federal Lifeline Support in the State of Louisiana. A check in the amount of \$250 for the filing fee also is enclosed.

In addition, enclosed are an original and two (2) copies of the Company's TSP Registration, and a check in the amount of \$250 for the filing fee.

Please date-stamp the extra copies of each filing and return them in the envelopes provided. If you have any questions regarding this matter, please contact the undersigned.

Respectfully submitted,

/s/ Angela F. Collins

Angela F. Collins
Counsel to Cable One VoIP LLC d/b/a Sparklight

Enclosures

ROUTE TO: Utilities AC-cl ROUTE FROM: _____
DEPT. Bull DATE 3/22 DEPT. _____
DEPT. Public DATE 3/22 DEPT. _____
DEPT. _____ DATE _____ DEPT. _____
DEPT. _____ DATE _____ DEPT. _____
FBI-66148

CL #51222 \$250⁰⁰ 3/22/2021 clear
CL #51221 \$250⁰⁰ 3/22/2021 clear

**BEFORE THE
LOUISIANA PUBLIC SERVICE COMMISSION**

IN THE MATTER OF)
)
APPLICATION OF CABLE ONE VOIP)
LLC D/B A SPARKLIGHT FOR)
DESIGNATION AS AN ELIGIBLE)
TELECOMMUNICATIONS CARRIER IN)
THE STATE OF LOUISIANA TO)
RECEIVE RURAL DIGITAL)
OPPORTUNITY FUND (AUCTION 904))
SUPPORT FOR VOICE AND)
BROADBAND SERVICES AND TO)
RECEIVE FEDERAL LIFELINE)
SUPPORT)

DOCKET NO. _____

**APPLICATION FOR DESIGNATION AS AN
ELIGIBLE TELECOMMUNICATIONS CARRIER TO RECEIVE RURAL DIGITAL
OPPORTUNITY FUND (AUCTION 904) SUPPORT FOR VOICE AND BROADBAND
SERVICES AND TO RECEIVE FEDERAL LIFELINE SUPPORT**

Cable One VoIP LLC d/b/a Sparklight (the “Company”), by its attorneys, respectfully submits this Application for Designation as an Eligible Telecommunications Carrier (“Application”) to the Louisiana Public Service Commission (“Commission”) pursuant to Section 214(e)(2)¹ of the federal Communications Act of 1934, as amended (the “federal Act”), the rules and regulations of the Federal Communications Commission (“FCC”),² and the Commission’s *ETC Order*.³ The Company seeks eligible telecommunications carrier (“ETC”) designation from the Commission to receive (1) Rural Digital Opportunity Fund (“RDOF”) support for the provision of voice and broadband services in certain Census Block Groups and

¹ 47 U.S.C. § 214(e)(2).

² 47 C.F.R. §§ 54.201, 54.202; see also *Rural Digital Opportunity Fund Phase I Auction (Auction 904) Closes; Winning Bidders Announced*; FCC Form 683 Due January 29, 2021, 35 FCC Rcd 13888 (2020) (“Public Notice”); *Lifeline and Link Up Reform and Modernization*; et al., 27 FCC Rcd 6656 (2012) (“Lifeline Reform Order”).

³ Docket No. R-27841, *In re: Establishment of public interest criteria applicable to telecommunications carriers seeking Eligible Telecommunications Carrier (“ETC”) designation pursuant to 47 USC § 214(e)(2) in areas served by rural telephone companies*, General Order (May 12, 2004) (“ETC Order”).

(2) federal Lifeline-only support in other geographic areas of Louisiana (collectively, the “Designated Service Area” as set forth in **Exhibit 1**).

The Company’s parent, Cable One, Inc. (“Cable One”), was a member of a consortium that was selected as a winning bidder in the FCC’s RDOF auction (Auction 904). The Company’s receipt of RDOF funding is conditioned upon the Company obtaining designation as an ETC in the RDOF portions of the Designated Service Area, and providing evidence of such designation to the FCC no later than June 7, 2021. In addition to seeking ETC designation for purposes of RDOF funding, entities also may seek Lifeline-only ETC designation in areas not eligible for high-cost support for the limited purpose of becoming eligible to receive Lifeline support (although recognizing the ETC will be obligated to provide Lifeline services throughout the entire designated area).⁴

As demonstrated herein, the Company meets all of the statutory and regulatory requirements for designation as an ETC in the state of Louisiana. Accordingly, the Company respectfully requests the Commission grant it ETC status in the Designated Service Area on an expedited basis prior to the June 7, 2021 FCC deadline.

In support of this Application, the Company states as follows:

BACKGROUND

1. The Company is a Delaware limited liability company with a principal place of business located at 210 E. Earll Drive, Phoenix, Arizona 85012. The Company is registered with the Louisiana Secretary of State to conduct business in the state as shown in **Exhibit 2**. The

⁴ Public Notice at n.72; see also *Wireline Competition Bureau Seeks Comment on Petitions for Designation as an Eligible Telecommunications Carrier for the Purpose of Becoming Eligible to Receive Connect America Fund Phase II Auction Support*, 33 FCC Rcd 9764 (2018) (“Recipients of high-cost support, including recipients of CAF support awarded pursuant to Auction 903, must offer the Lifeline discount on all qualifying services in areas where an ETC receives high cost support, deploy a network capable of delivering service that meets the Lifeline program’s minimum service standards, and commercially offer such service pursuant to its high-cost obligation.”).

Company will operate under the DBA brand “Sparklight” in Louisiana, which has been registered with the Louisiana Secretary of State as a trade name as reflected in **Exhibit 2**. The DBA also has been registered in each of the parishes within the Designated Service Area. Attached as **Exhibit 3** is a current list of the Company’s officers, along with relevant biographical information.

2. The Company is submitting concurrently herewith a TSP Registration Form to register as an interconnected Voice over Internet Protocol (“VoIP”) service provider in Louisiana. The Company currently offers interconnected VoIP service in the state of Arizona.

3. The Company has never been denied ETC designation by any state commission or by the FCC. The Company has ETC applications pending in Arizona, Idaho, Minnesota, New Mexico, and Washington, and plans to file ETC applications in additional states in the coming weeks.

4. The Company is a wholly owned subsidiary of Cable One, a publicly traded Delaware corporation (NYSE: CABO), and Cable One is the sole member of the Company. Cable One and its subsidiaries provide cable video, Internet access, broadband, and voice services in 21 states, including Louisiana. Other subsidiaries of Cable One also hold ETC designation in the states of Illinois, Missouri, and Oklahoma.

5. In January 2020, the FCC adopted the framework and rules for Phase I of the RDOF auction (Auction 904) to connect millions of rural homes and small businesses to fixed high-speed broadband networks.⁵ The FCC designed Phase I of the auction to award up to \$16 billion over 10 years to service providers that commit to offer voice and broadband services to fixed locations in eligible unserved high-cost census block groups. The framework for the

⁵ *Rural Digital Opportunity Fund, et al.*, 35 FCC Red 686 (2020) (“RDOF Order”).

RDOF builds upon the FCC's successful Connect America Fund Phase II (CAF-II) auction that was completed in 2018.⁶

6. The Company's parent, Cable One, participated in Auction 904 as a member of the Wisper-CABO 904 Consortium (the "Consortium"). On December 7, 2020, the FCC issued the *Public Notice* announcing the results of Auction 904, and the Consortium was the winning bidder in numerous states, including Louisiana.⁷ Pursuant to the FCC's process for distributing winning bids among related entities,⁸ the Consortium assigned the winning bids for the state of Louisiana to the Company to receive RDOF support. The Company also has been designated as the entity in the long-form application (FCC Form 683) filed with the FCC to fulfill the public interest obligations associated with receiving RDOF support for Louisiana.

7. In addition to announcing the winning bidders, the FCC's *Public Notice* also established several deadlines in connection with Auction 904. The FCC requires the Company to provide documentation to the FCC no later than 6:00pm Eastern on June 7, 2021, showing the Company has been designated as a high-cost ETC for the census block groups the Company will receive RDOF support.⁹ An officer of the Company also is required to certify to the FCC on that date that the ETC designation covers all of the census block groups for which the Company will receive RDOF support.

⁶ The Commission conducted ETC designation proceedings in connection with the CAF-II auction. *See, e.g.*, Docket Nos. S-35070, S-35027.

⁷ *Public Notice*, Attachment A at 29-30.

⁸ *Public Notice* ¶¶ 9-14.

⁹ *Public Notice* ¶ 17.

8. Pleadings, orders, notices, and other correspondence filed in this matter should be served upon:

Chérie R. Kiser
Angela F. Collins
Cahill Gordon & Reindel LLP
1990 K Street, N.W., Suite 950
Washington, D.C. 20006
202-862-8900 (telephone)
212-269-5420 (facsimile)
ckiser@cahill.com
acollins@cahill.com

The above-referenced individuals agree to receive all Commission notices and orders regarding this proceeding via electronic mail.

INFORMATION REQUIRED FOR ETC DESIGNATION

9. Section 214(c)(1) of the federal Act, the FCC's rules, and the Commission's *ETC Order* set forth certain requirements for ETC designation.¹⁰ The Company meets each of these requirements.

10. FCC Rule 54.201(c); FCC Rule 54.202(b); *ETC Order*. An ETC applicant must demonstrate the ETC designation is consistent with the public interest, convenience, and necessity, and in the case of an area served by a rural telephone company, demonstrate the public interest will be met by an additional designation. In the *ETC Order*, the Commission adopted thirteen public interest criteria that are to be applied, on a case-specific basis, to all requests for ETC designation in areas served by rural telephone carriers.¹¹ Designation of the Company as an ETC will serve the public interest, convenience, and necessity. The Company addresses each of the criteria from the *ETC Order* below.

11. *Criteria 1: Benefits of increased competitive choice resulting from the*

¹⁰ 47 U.S.C. § 214(e)(1); 47 C.F.R. §§ 54.201, 54.202; *ETC Order*.

¹¹ *ETC Order* at 5-6.

designation. ETC designation will permit the Company to use RDOF support to offer voice and broadband services in the Designated Service Area, which consists of unserved, high-cost areas of Louisiana, and to provide Lifeline services to low-income consumers. As the FCC has observed, “an important goal of the [federal] Act is to open local telecommunications markets to competition. Designation of competitive ETCs promotes competition and benefits consumers in rural and high-cost areas by increasing customer choice, innovative services, and new technologies.”¹²

12. *Criteria 2: Impact of multiple designations on the Universal Service Fund.* This criteria does not apply with respect to RDOF funding, which is set at a fixed amount established by the FCC. With regard to Lifeline funds, any increase to the fund by designation of an additional ETC would be minimal, and would be outweighed by the increase of program participation and furtherance of the statutory goal of providing access to low-income consumers.¹³

13. *Criteria 3: Unique advantages and disadvantages of the competitive service offering.* The Company’s awarded RDOF service area is unserved by an eligible broadband provider. The Company will invest in facilities and equipment in the Designated Service Area. The planned investment and deployment in the Designated Service Area will further the goals of the Commission and the FCC by expanding the reach of digital connectivity to promote economic growth in rural areas and ensure quality communications services are available at

¹² *Federal-State Joint Board on Universal Service*, 16 FCC Rcd 48, ¶ 17 (2000).

¹³ *See, e.g. Federal-State Joint Board on Universal Service*, 21 FCC Rcd 1217, ¶ 24 (2006) (“Specifically, we weigh the benefits of increased competitive choice, the unique advantages and disadvantages of the competitor’s service offering, any commitments made regarding quality of telephone service, the competitive ETC’s ability to satisfy its obligation to serve the designated service areas within a reasonable time frame, and the impact of the designation on the universal service fund.”).

“just, reasonable, and affordable rates.”¹⁴

14. *Criteria 4: Commitment to quality of service by the competitive provider.* The Company, its parent Cable One, and its affiliates have a long history of commitment to quality of service in Louisiana and other states.

15. *Criteria 5: Submission of records and documentation, on a quarterly basis, declaring the carriers plans for use of universal service funding received as a result of this Commission’s designation, including updates as to the progress of said projects.* As a recipient of RDOF and Lifeline support, the Company will be required to submit FCC Form 555 annually, FCC Form 481 annually, as well as broadband deployment and buildout reports. The Commission will have access to this information, which will provide financial and operational information regarding the Company’s use of universal service funds. To the extent additional reports are required to be submitted, the Company commits to make them available to the Commission.¹⁵

16. *Criteria 6: For wireless carriers, compliance with the CTIA Consumer Code for Wireless Services and submission on the number of consumer complaints per 1000 mobile headsets to the Commission on a quarterly basis.* This criteria is not applicable to the Company.

17. *Criteria 7: Information regarding the number of requests for service in the designated area that go unfulfilled and adoption of a process setting forth specific steps that will be considered if a request for service is received from a customer within the designated ETC service area, but outside the existing signal coverage area.* The Company will provide supported service to customers residing in the Designated Service Area on a timely basis after

¹⁴ 47 U.S.C. § 254(b)(1).

¹⁵ The Company notes that the Commission previously provided flexibility to ETC applicants in the CAF-II context with respect to reporting requirements by adopting semi-annual, rather than quarterly reports. *See, e.g.*, Docket Nos. S-35070, S-35027. The Company respectfully requests the same treatment here.

receipt of a customer's reasonable request for such service. For example, for purposes of meeting the FCC's service milestones, a RDOF recipient will be deemed to be commercially offering voice and or broadband service to a location if it provides service to the location or could provide service to the location within 10 business days upon request.¹⁶

18. *Criteria 8: Compliance with all existing and future state and federal 911 and E-911 mandates.* The Company commits to comply with all existing and future state and federal 911 and E-911 mandates.

19. *Criteria 9: Compliance with Section 401B. of the Commission's Regulations for Competition in the Local Communications Market.* These sections of the Commission's regulations apply to commercial mobile radio service ("CMRS") and private mobile radio service ("PMRS") providers, which are not applicable to the Company.

20. *Criteria 10: Compliance with Section 302(A) of the Commission's Regulations for Competition in the Local Telecommunications Market (Annual Report Filings).* Section 302(A) was deleted by General Order No. R-31839 (March 11, 2014), and is no longer applicable.

21. *Criteria 11: Compliance with Sections 301A-C and 401 of the Commission's TSP Billing Order.* The Company commits to comply with Sections 301A-C and 401 of the Commission's TSP Billing Order by: (1) providing a printed bill to each customer (unless the customer elects an alternative billing arrangement); (2) supplying a bill to the customer once a month (unless the customer elects to be billed less frequently); (3) presenting all bills to the customer within 90 days of the date the consumer incurs the charge (unless the customer elects to be billed less frequently); and (4) prohibiting the disconnection of a consumer's basic local

¹⁶ Public Notice ¶ 54.

service for non-payment of charges not regulated by the Commission (*i.e.*, Internet access service charges).

22. *Criteria 12: Compliance with any additional requirements established by the Commission in Docket R-27733.* In the event the Commission adopts new reporting requirements in Docket R-27733, the Company commits to comply with those requirements to the extent applicable to the services offered by the Company pursuant to its ETC designation.

23. *Criteria 13: Conduction of a rural cream-skimming analysis.* The Company is not engaged in “cream skimming.” To the Company’s knowledge, there is no other entity offering eligible broadband service in the RDOF portions of the Designated Service Area because only “unserved” Census Block Groups were included in Auction 904. In addition, no cream skimming analysis is required because the Company is requesting ETC designation for entire census block groups.

24. FCC Rule 54.201(d). An ETC applicant must be a “common carrier” as defined by federal law.¹⁷ The Company will provide broadband Internet access service and voice service in the Designated Service Area. The Company will provide voice service as interconnected VoIP service in Louisiana. As to customers and locations in which the Company is awarded RDOF support or Lifeline-only customers, the Company will provide its voice service on a common carrier basis.

25. FCC Rule 54.201(d)(1); FCC Rule 54.201(i). An ETC applicant must demonstrate that it is capable of providing and will continuously provide the supported services throughout the service area either by using its own facilities or a combination of its own facilities and the resale of another carrier’s services. The Company certifies it will offer the services that

¹⁷ 47 U.S.C. § 153(11).

are supported by the federal universal service support mechanisms in the Designated Service Area either using its own facilities or a combination of its own facilities and the resale of another carrier's services.

26. Under current FCC rules, two services are supported by the federal universal service support mechanisms: (1) voice telephony services; and (2) broadband Internet access services.¹⁸ Eligible voice telephony services must provide voice grade access to the public switched telephone network ("PSTN") or its functional equivalent, minutes of use for local service provided at no additional charge, access to emergency 911 and enhanced 911 service in locations where implemented, and for qualifying low-income consumers, toll limitation service.¹⁹ Eligible broadband Internet access services must provide the capability to transmit data to and receive data by wire or radio from all or substantially all Internet endpoints, including any capabilities that are incidental to and enable the operation of the communications service, but excluding dial-up service.²⁰

27. The Company certifies that it will offer voice and broadband services in the Designated Service Area that satisfy the FCC's requirements. The Company's voice offering will provide voice grade access to the PSTN, and will include unlimited local calling. In addition, the Company's voice offering will provide consumers with access to 911 and enhanced 911 to the extent local governments have implemented such services. With respect to toll limitation service, the FCC eliminated the requirement to provide toll limitation services if the Lifeline offering provides a set amount of minutes that do not distinguish between toll and non-

¹⁸ 47 C.F.R. § 54.101.

¹⁹ 47 C.F.R. § 54.101(a)(1).

²⁰ 47 C.F.R. § 54.400(l).

toll calls.²¹ As explained below, the Company is not required to provide toll limitation service in connection with its Lifeline service offering because the Company plans to offer unlimited voice calling within the United States for a fixed monthly price in the Designated Service Area.

28. Similarly, the Company's broadband Internet access service offering will provide consumers with the capability to transmit data to and receive data from all or substantially all Internet endpoints. The Company's broadband Internet access service offering will meet the minimum service standards required by the FCC's rules,²² and for the receipt of RDOF funding.²³

29. The Company will use a combination of its own facilities and the facilities of other providers to offer the supported services in the Designated Service Area. Under FCC rules, facilities are the ETC's "own" if the ETC has exclusive right to use the facilities to provide the supported services or when service is provided by any affiliate within the holding company structure.²⁴

30. FCC Rule 54.201(d)(2); FCC Rule 54.405(b)-(d). An ETC applicant must demonstrate that it will advertise the availability of its offering and service charges using media of general distribution. The Company will publicize the availability of its voice and broadband service offerings throughout the Designated Service Area using media of general distribution. The Company will use a combination of digital and traditional media, such as the Internet, outbound email, outdoor advertising, radio advertising, newspaper and magazine advertising, and direct marketing materials. The Company also will rely on the marketing practices and

²¹ *Lifeline Reform Order* ¶ 49.

²² 47 C.F.R. § 54.408.

²³ *RDOF Order* ¶¶ 31, 33.

²⁴ *WCB Reminds Connect America Fund Phase II Auction Applicants of the Process for Obtaining a Federal Designation as an Eligible Telecommunications Carrier*, 33 FCC Rcd 6696, nn. 23-24 (2018).

advertising expertise of Cable One to advertise the availability of its service offerings in the Designated Service Area.

31. In addition, with respect to Lifeline services, the Company will publicize the availability of its Lifeline service offerings in the Designated Service Area in a manner reasonably designed to reach those likely to qualify for the service.²⁵ Using easily understood language, the Company will indicate on all materials describing its Lifeline service that: (1) it is a Lifeline service; (2) Lifeline is a government assistance program; (3) the service is non-transferable; (4) only eligible consumers may enroll in the program; and (5) the program is limited to one discount per household.²⁶ The Company also will disclose its name or its DBA name on all materials describing the Lifeline service.²⁷

32. FCC Rule 54.201(h); FCC Rule 54.202(a)(4). An ETC applicant seeking to provide Lifeline services must demonstrate it is financially and technically capable of providing Lifeline service in compliance with the FCC's rules. The FCC has stated that the "relevant considerations" for satisfying this requirement are whether the applicant previously offered services to non-Lifeline consumers, how long the applicant has been in business, whether the applicant intends to rely exclusively on universal service fund disbursements to operate, whether the applicant receives funds from other sources, and whether the applicant has been subject to enforcement action or ETC revocation proceedings in other states.²⁸

33. The Company is financially and technically capable of offering Lifeline services in the Designated Service Area. The Company's parent and affiliates have been offering

²⁵ 47 C.F.R. § 54.405(b).

²⁶ 47 C.F.R. § 54.405(c). For these purposes, the term "materials describing the service" includes all print, audio, video, and web materials used to describe or enroll in the Lifeline service offering, including application and certification forms. *See id.*

²⁷ 47 C.F.R. § 54.405(d).

²⁸ *Lifeline Reform Order* ¶ 388.

services in Louisiana and several other states for many years. Cable One also can provide the Company with financial and technical support as needed, and the Company will utilize the same management and day-to-day operational personnel.²⁹ The Company currently provides non-Lifeline voice services in Arizona; it will not rely exclusively on universal service fund disbursements to operate. Finally, the Company has not been subject to enforcement action or ETC revocation proceedings in any state.

34. FCC Rule 54.202(a)(1). An ETC applicant must certify that it will comply with the service requirements applicable to the support it receives, and submit a five-year plan that describes with specificity proposed improvements or upgrades to the applicant's network throughout its proposed service area. The Company certifies that it will comply with the service requirements applicable to RDOF support and Lifeline support in the Designated Service Area. The Company notes it must meet certain service milestones and buildout requirements in the Designated Service Area as a condition of receiving RDOF support.³⁰

35. A five-year network improvement plan is no longer necessary for entities seeking Lifeline-only designation.³¹ Further, the FCC has waived the requirement for a winning bidder in Auction 904 to file a five-year network improvement plan as part of the ETC designation process.³² The Company will submit detailed information to the FCC regarding the Company's intended technology and system design for the provision of RDOF-funded services in the Designated Service Area, including network diagrams certified by a professional engineer.³³ As

²⁹ The Company's financial reporting is consolidated with its parent Cable One. Financial information concerning Cable One can be found at: <https://ir.cableone.net/corporate-profile/default.aspx>.

³⁰ *RDOF Order* ¶ 45.

³¹ *Lifeline Reform Order* ¶ 386.

³² *Public Notice* at n.71 (applying the same waivers previously applied to ETC designations for the CAF-II auction to ETC designations for Auction 904).

³³ *Public Notice* ¶¶ 16-17.

an RDOF recipient, the Company is subject to rigorous deployment milestones and penalties for non-compliance, which ensure RDOF-supported services are timely delivered to customers.

36. FCC Rule 54.202(a)(2). An ETC applicant must demonstrate that it can remain functional in emergency situations. The Company certifies it will have the ability to remain functional in emergency situations in the Designated Service Area. The Company has a reasonable amount of back-up power to ensure functionality without an external power source, is able to re-route traffic around damaged facilities, and is capable of managing traffic spikes resulting from emergency situations. Separate FCC rules also require the Company to implement certain back-up power requirements.³⁴ In addition, as a subsidiary of Cable One, the Company will be able to rely on Cable One's disaster recovery contingency plans such as the use of diverse alternate routing, electronics redundancy, redundant data centers, geographically separated operations, and environmental controls for data and switching centers to remain functional in an emergency situation.

37. FCC Rule 54.202(a)(3). An ETC applicant must certify that it will comply with all applicable service quality standards and consumer protection rules.³⁵ The Company certifies that it will comply with service quality standards and consumer protection rules applicable to its provision of service in the Designated Service Area.

38. FCC Rule 54.202(a)(5); FCC Rule 54.202(a)(6). FCC rules require Lifeline applicants to provide information describing the terms and conditions of voice telephony service and broadband Internet access service plans to be offered to Lifeline subscribers. For Lifeline

³⁴ 47 C.F.R. § 9.20.

³⁵ The FCC has waived the requirement for a winning bidder in Auction 904 to demonstrate that it will satisfy consumer protection and service quality standards as part of the ETC designation process. *See Public Notice* at n.71 (applying the same waivers previously applied to ETC designations for the CAF-II auction to ETC designations for Auction 904).

services, the FCC has determined that providers may satisfy the obligation to provide local usage via service offerings that bundle local and long distance minutes.³⁶

39. At this time, the Company plans to offer service plans that include high-speed Internet access service and unlimited voice calling within the United States for a fixed monthly price in the Designated Service Area. The Company also will offer standalone voice services as required by the FCC.³⁷ The Company has not yet determined the specific details of its service offerings and associated rates to be offered in the Designated Service Area. The Company is conducting market research in the Designated Service Area to determine what mix of services potential customers prefer. The Company will make services available based on customer demand in each market. Further, the Company's pricing will be reasonably comparable to the price of similar services in urban areas pursuant to FCC requirements.³⁸ By way of example, the FCC's 2021 urban average monthly rate is \$33.73, and the reasonable comparability benchmark for voice services, two standard deviations above the urban average, is \$54.75.³⁹ Accordingly, each ETC providing fixed voice service must certify to the FCC in July 2021 that the pricing of its basic residential voice services is no more than \$54.75. The FCC has adopted similar benchmarks for broadband Internet access service, which vary based on the speed and usage allowance.⁴⁰

40. FCC Rule 54.405(a). An ETC providing Lifeline services must make Lifeline service available to qualifying low-income consumers. The Company certifies that its Lifeline

³⁶ *Lifeline Reform Order* ¶ 49.

³⁷ *RDOF Order* ¶ 42.

³⁸ *RDOF Order* ¶ 42.

³⁹ *Wireline Competition Bureau and Office of Economics and Analytics Announce Results of 2021 Urban Rate Survey for Fixed Voice and Broadband Services, Posting of Survey Data and Explanatory Notes, and Required Minimum Usage Allowance for Eligible Telecommunications Carriers*, 35 FCC Rcd 13667 (2020) ("Comparability PN").

⁴⁰ *Comparability PN* at 3.

service offering will conform to the definition of “Lifeline” in the FCC’s rules.⁴¹

41. FCC Rule 54.405(e). An ETC providing Lifeline services must implement certain de-enrollment procedures for Lifeline customers. The Company certifies it will comply with the FCC’s de-enrollment procedures and will have general de-enrollment procedures in place for Lifeline services. In accordance with FCC requirements, the Company will de-enroll Lifeline customers for no longer qualifying for Lifeline service, for duplicative support, for non-usage, for failure to re-certify, and when requested by the Lifeline customer.

42. FCC Rule 54.409; FCC Rule 54.410. The Company certifies that it will verify the eligibility of its Lifeline subscriber base in accordance with FCC rules. The Company also will establish processes for ensuring Lifeline services are provided only to eligible customers, including procedures for confirming consumer eligibility, enrolling eligible customers, re-certifying eligibility at regular intervals, and recordkeeping.

⁴¹ 47 C.F.R. § 54.401(a).

CONCLUSION

WHEREFORE, for the foregoing reasons, the Company respectfully requests that the Commission designate it as an ETC for the provision of voice and broadband services in the Designated Service Area on expedited basis to occur prior to June 7, 2021.

Dated: March 19, 2021

Respectfully submitted,

**CABLE ONE VOIP LLC D/B/A
SPARKLIGHT**

/s/ Chérie R. Kiser

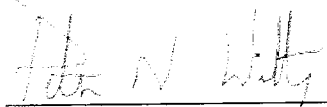
Chérie R. Kiser
Angela F. Collins
Cahill Gordon & Reindel LLP
1990 K Street, N.W., Suite 950
Washington, D.C. 20006
202-862-8900 (telephone)
212-269-5420 (facsimile)
ckiser@cahill.com
acollins@cahill.com

Its Attorneys

VERIFICATION

I, Peter N. Witty, hereby state that I am the Vice President & Secretary of Cable One VoIP LLC (the "Company"); that I am authorized to make this Verification on behalf of the Company; that the foregoing Application was prepared under my direction and supervision; and that the contents of the foregoing Application are true and correct to the best of my knowledge, information, and belief.

Executed this 18th day of March 2021.

A handwritten signature in cursive script, appearing to read "Peter N. Witty", is written over a horizontal line.

Peter N. Witty
Vice President & Secretary
Cable One VoIP LLC

EXHIBITS

- Exhibit 1 Designated Service Area**
- Exhibit 2 Louisiana Secretary of State Documentation**
- Exhibit 3 Officers**

EXHIBIT 1
Designated Service Area

RDOF Service Areas

<u>Parish</u>	<u>Census Block Group</u>
Caddo	220170254052
De Soto	220319504001
De Soto	220319505002
East Carroll	220350001002
Madison	220659604002
Ouachita	220730106033
Richland	220839705001
Webster	221190313004

Additional Lifeline-Only Service Areas

(the following franchise areas may include the census block groups covered by the RDOF service area listed above, but Lifeline-only service will be offered only in those areas not covered by the RDOF service area)

<u>FRANCHISE AREA</u>	<u>PARISH</u>
Banks Springs	Caldwell
Belle Chasse	Plaquemines
Blanchard	Caddo
Claiborne	Claiborne
Columbia	Caldwell
Columbia Heights	Caldwell
Delhi	Richland
DeSoto	Desoto
Franklin	Franklin
Gilbert	Franklin
Grayson	Caldwell
Homer	Claiborne
Lake Providence	East Carroll
Madison	Madison
Mansfield	Desoto
Monroe	Ouachita
Mooringsport	Caddo
Oak Grove	West Carroll
Oil City	Caddo
Ouachita	Ouachita
Plaquemines	Plaquemines
Rayville	Richland
Shreveport	Caddo
Springhill	Webster
Tallulah	Madison
Union	Union
Vivian	Caddo
Webster	Webster
Winnsboro	Franklin
Wisner	Franklin
Concordia	Concordia
Vidalia	Concordia

Maps of Designated Service Area

(includes both RDOF census block groups and Lifeline-only areas)

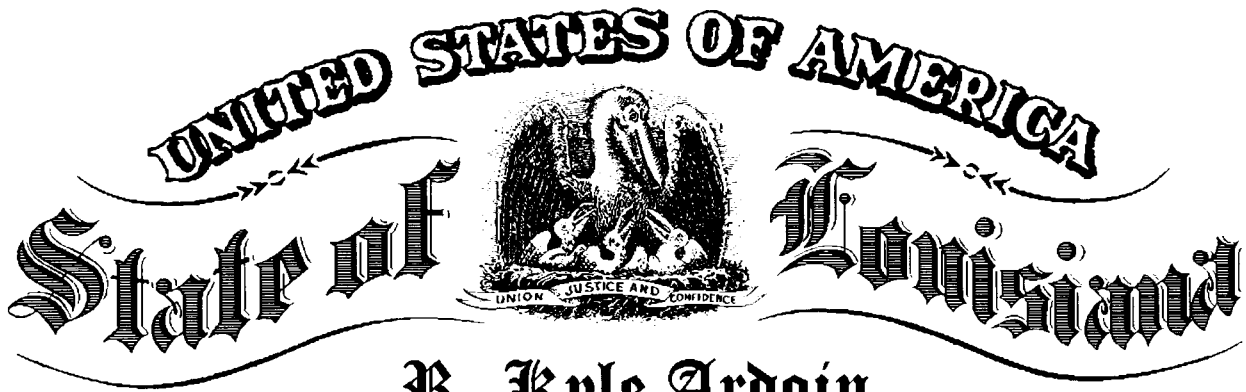
Purple shows the current franchise areas served by Cable One, Inc. in Louisiana, which will be the geographic areas in which the Company will offer Lifeline-only service.

Green shows the boundaries of the census block groups awarded in the RDOF auction (Auction 904).



EXHIBIT 2

Louisiana Secretary of State Documentation



R. Kyle Ardoin

SECRETARY OF STATE

As Secretary of State of the State of Louisiana, I do hereby Certify that

the Application Form for Certificate of Authority of

CABLE ONE VOIP LLC

Domiciled at WILMINGTON, DELAWARE,

Was filed and recorded in this Office on January 15, 2021.

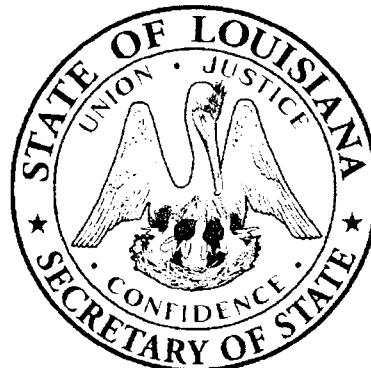
Thus authorizing the limited liability company to exercise the same rights and privileges accorded similar domestic limited liability companies, subject to the provisions of R. S. Title 12, Chapter 22, Part VIII.

In testimony whereof, I have hereunto set my hand and caused the Seal of my Office to be affixed at the City of Baton Rouge on,

January 15, 2021

Secretary of State

WEB 44233691Q



Certificate ID: 11324602#EGG62

To validate this certificate, visit the following web site, go to **Business Services, Search for Louisiana Business Filings, Validate a Certificate**, then follow the instructions displayed.
www.sos.la.gov



R. Kyle Ardoin

SECRETARY OF STATE

As Secretary of State of the State of Louisiana I do hereby Certify that

CABLE ONE VOIP LLC, located at CORPORATION TRUST CENTER, 1209 ORANGE ST,
WILMINGTON, DE 19801,

Has filed for record in this department an application for the trade name

SPARKLIGHT

Which was first used in the State of Louisiana on January 15, 2021,

Said application was filed and recorded in this Office on January 15, 2021, which
recordation is for a term of ten years from the date hereof.

In testimony whereof, I have hereunto set my
hand and caused the Seal of my Office to be
affixed at the City of Baton Rouge on,

January 15, 2021



Certificate ID: 11324650#GTL73

To validate this certificate, visit the following web site,
go to **Business Services**, **Search for Louisiana**
Business Filings, **Validate a Certificate**, then follow
the instructions displayed.
www.sos.la.gov

R. Kyle Ardoin

Secretary of State

WEB73-6188

EXHIBIT 3
Officers of Cable One VoIP LLC d/b/a Sparklight

As of January 1, 2021, the following are the officers of Cable One VoIP LLC d/b/a Sparklight:

Julia M. Laulis, President & Chief Executive Officer

Laulis joined Cable One in 1999 as Director of Marketing-NW Division. In 2001, she was named Vice President of Operations for the SW Division. In 2004, she became responsible for starting Cable One's Phoenix Customer Care Center. Laulis was named Chief Operations Officer in 2008, responsible for the company's three operation divisions and two call centers. In 2012, Laulis was named Chief Operating Officer, adding sales, marketing, and technology to her responsibilities. In 2015, Laulis was promoted to President and Chief Operating Officer of Cable One. In 2017, she was named President and Chief Executive Officer and in 2018 she was named Chair of the Board. Prior to joining Cable One, Laulis was with Jones Communications in the Washington, DC area and Denver, where she served in various marketing management positions. Laulis began her 35-year career in the cable industry with Hauser Communications. Laulis graduated from Indiana University in Bloomington with a bachelor's degree in Telecommunications. She attended the Woman in Cable Television Betsy Magness Leadership Institute in 1998 1999 and graduated from the Program for Management Development at the Harvard Business School in 2002. Cable FAX Magazine has named Laulis one of the Most Powerful Women in Cable for the past 10 years running. Laulis currently serves on the boards of The AES Corporation, CableLabs, The Cable Center, and C-SPAN and is a trustee of the C-SPAN Education Foundation.

Michael E. Bowker, Vice President

Mike Bowker is Chief Operating Officer for Cable One. He is responsible for overseeing Cable One's daily operations, technology, and residential and business channels. Bowker joined Cable One in 1999 as Advertising Regional Sales Manager. He is a member of the team that successfully launched the commercial sales division and the residential inbound sales call center. Bowker has been a Vice President of Cable One since 2005. He was named Vice President of Sales in 2012 and was promoted to Senior Vice President, Chief Sales and Marketing Officer in 2014. Prior to joining Cable One, Bowker was with AT&T Media Services and TCI Cable, where he served in various sales management positions. A native of Boise, Idaho, Bowker holds a bachelor's degree in Communication from Boise State University and is a graduate of the Stanford Executive Program at the Graduate School of Business at Stanford University. Bowker currently serves as Vice Chairman of ACA — America's Communications Association.

Steven S. Cochran, Vice President

Steven Cochran is Senior Vice President and Chief Financial Officer at Cable One. He is responsible for the areas of accounting, reporting, finance, and investor relations. A veteran of the cable industry, Cochran spent 15 years at Wide Open West (WOW), a Denver-based cable operator. During his tenure at WOW, Cochran held positions of increasing responsibility, including Chief Financial Officer, Chief Operating Officer, and President and Chief Executive Officer. Prior to WOW, Cochran was Senior Vice President and Chief Financial Officer at Millennium Digital Media. Cochran holds a master's degree in accounting science and a bachelor's degree in economics from the University of Illinois—Urbana Champaign

Jarrold L. Head, Vice President

Jarrold Head is Vice President of Engineering and Construction for Cable One. He is responsible for outside plant engineering, design and construction. Before joining Cable One, Head served as Vice President of Engineering & Technical Operations for Fidelity Communications and its subsidiaries. Prior to that position, he served as Engineering Director for Fidelity, overseeing Engineering and Network Operation teams to design, implement and support Fidelity's advanced technology services. Head holds a bachelor's degree in Electrical Engineering from Missouri University of Science and Technology.

Kenneth E. Johnson, Vice President

Ken Johnson is Senior Vice President of Technology Services at Cable One. He is responsible for the strategic evolution of technology roadmaps related to products, as well as Information Technology, and Network & Engineering. Before joining Cable One, Johnson served as Chief Operating Officer and Chief Technology Officer for NewWave Communications. Prior to NewWave, Johnson was Chief Technology Officer for SureWest Communications and Everest Connections. Originally from Lenexa, Kansas, Johnson holds a bachelor's degree in Computer and Information Sciences from Friends University. Johnson currently serves on the board of the National Cable Television Cooperative.

Eric M. Lardy, Vice President & Assistant Secretary

Eric Lardy is Senior Vice President of Operations and Integration for Cable One. He is responsible for overseeing the company's day-to-day operations, acquisition integration and long-term strategic operating plans. A more than 20-year veteran in the cable industry, Lardy joined Cable One as a Pay-Per-View Manager in the Fargo, North Dakota cable system. He was later promoted to Internet Business Manager, launching dial-up and high-speed broadband services. Lardy relocated several times and held a variety of positions in Marketing, Operations, and system General Management before being promoted to Director of New Products and Service Projects in 2012. In 2014, he was named Vice President of Strategy and Finance. In 2017, he was promoted to Senior Vice President, adding oversight of human resources and business intelligence to his responsibilities. Lardy holds bachelor's degrees in Marketing and International Business from Minnesota State University and an MBA from Arizona State University.

Raymond L. Storck, Jr., Vice President & Treasurer

Ray Storck is Vice President of Finance and Treasurer for Cable One. He is responsible for all of the company's accounting functions. Before joining Cable One, Storck served as Controller at Kona Grill. Prior to that, Storck was Vice President Controller and then Chief Financial Officer for MicroAge. Following MicroAge, Storck spent 4 years at PetSmart where he served as Vice President Controller and then Vice President of Finance and Chief Accounting Officer. A native of Iowa, Storck holds a bachelor's degree in Accounting from the University of Northern Iowa.

Peter N. Witty, Vice President & Secretary

Peter N. Witty is Senior Vice President, General Counsel and Secretary for Cable One. He is responsible for overseeing the company's legal, regulatory and compliance functions. Witty has more than 20 years of legal experience. Before joining Cable One, he served as General Counsel and Secretary for Gas Technology Institute (GTI), a leading energy research, development and training organization. Prior to GTI, Witty spent 10 years with Abbott Laboratories, serving in various positions, including as Senior Counsel and Division Counsel. Witty also previously practiced law as an associate at Latham & Watkins LLP and Ross & Hardies (now McGuireWoods LLP). Witty holds a Juris Doctor from Notre Dame Law School and a bachelor's degree in aerospace engineering from the University of Notre Dame. He is also a graduate of the Stanford Executive Program at the Graduate School of Business at Stanford University. Prior to attending law school, Witty was an officer and helicopter pilot in the 101st Airborne Division (Air Assault), where he served during Operations Desert Shield/Desert Storm.

Additional information on the officers and directors of the Company's parent, Cable One, Inc., can be found at: <https://ir.cableone.net/corporate-information/officers-directors/default.aspx>.