



**Broadband Infrastructure Application  
Submission to NTIA – Broadband Technology Opportunities Program**

<b>Submitted Date:</b> 3/26/2010 4:32:34 PM	<b>Easygrants ID:</b> 6261
<b>Funding Opportunity:</b> Broadband Technology Opportunities Program	<b>Applicant Organization:</b> PEOPLES TELEPHONE COOPERATIVE INC.
<b>Task:</b> Submit Application - BTOP	<b>Applicant Name:</b> Robbie Allen

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## A. General Application Information

Applicant Information	
Name and Federal ID for Applicant	
<b>DUNS Number</b>	044627859
<b>CCR # (CAGE)</b>	0B649
<b>Legal Business Name</b>	PEOPLES TELEPHONE COOPERATIVE INC.
<b>Point of Contact (POC)</b>	ROBBIE ALLEN 9037632214 Ext. ptc102@peoplescom.net
<b>Alternate POC</b>	SCOTT THOMPSON 9037632214 Ext. kst@peoplescom.net
<b>Electronic Business POC</b>	ROBBIE ALLEN 9037632214 Ext. ptc102@peoplescom net
<b>Alternate Electronic Business POC</b>	SHARON HURLEY 9037632214 Ext. ptc102@peoplescom net

Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
<b>Prefix</b>	
<b>First Name</b>	Robbie
<b>Middle Name</b>	
<b>Last Name</b>	Allen
<b>Suffix</b>	
<b>Telephone Number</b>	903-763-2214



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<b>Fax Number</b>	
<b>Email</b>	rob@peoplescom.net
<b>Title</b>	

**Additional Contact Information of Person to be Contacted on Matters Involving this Application:**

Project Role	Name	Phone	Email
Secondary Point of Contact	Scott , Thompson	9037632214	kst@peoplescom.net

**Environmental Point of Contact**

Prefix:
Name: McQueen, Mike
Suffix:
Telephone Number: 9037632214
Title: OSP Manager

**Organization Classification**

<b>Type of Organization</b>	Cooperative or Mutual
<b>Is the organization a small business?</b>	No
<b>Does the organization meet the definition of a socially and economically disadvantaged small business concern?</b>	No

**Authorized Organizational Representative**

<b>AOR Name</b>	ALLEN, ROBBIE
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<b>Result</b>	Applicant Authorized
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**Project Title and Project Description**

**Project Title:** East Texas Medical and Educational Fiber Optic Network

**Project Description:** The East Texas Medical and Educational Fiber Optic Network proposed by Peoples Telephone Cooperative will provide broadband connectivity to a number of medical and educational facilities in 12 counties in Texas. This fiber network will make bandwidth available and affordable for thousands of rural east Texas residents.

**CCI Priority Checklist**

**The following items were selected from the CCI Priority Checklist:**

1. This project will deploy Middle Mile broadband infrastructure to community anchor institutions.
2. The project will deploy Middle Mile broadband infrastructure and has incorporated a public-private partnership among government, non-profit and for-profits entities, and other key community stakeholders.
3. This project will deploy Middle Mile broadband infrastructure in economically distressed areas.
4. This project will deploy Middle Mile broadband infrastructure to community colleges.

**Comprehensive Community Infrastructure Components**

**The following items were selected from the Comprehensive Community Infrastructure Components:**

Middle Mile

**BIP Applicants**

Have you also applied to BIP for funding in the sample proposed funded service area?

- No

If Yes, please provide the project title and Easygrants ID number:



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Title of Joint BIP Application:  
Easygrants ID:

**Other Applications**

Is this application being submitted in coordination with any other application being submitted during this round of funding?

- No

Easygrants ID	Project Title

If YES, please explain any synergies and/or dependencies between this project and any other applications.

**Individual Background Screening**

Is the Applicant exempt from the Department of Commerce requirements regarding individual background screening in connection with any award resulting from this Application?

- No, Applicant is subject to these requirements

If the answer to the above question is "No," please identify each key individual associated with the Applicant who would be required to complete Form CD-346, "Applicant for Funding Assistance," in connection with any award resulting from this Application:

Name	Title	Employer
Robbie Allen	General Manager	Peoples Telephone Cooperative, Inc.
Bill Galyean	President	Peoples Telephone Cooperative, Inc.
Jeff Guthrie	Vice President	Peoples Telephone Cooperative, Inc.
Mike Fowler	Secretary/Treasurer	Peoples Telephone Cooperative, Inc.
Bob Clopton	Director	Peoples Telephone Cooperative, Inc.



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James Gibson	Director	Peoples Telephone Cooperative, Inc.
Rodney Whitter	Director	Peoples Telephone Cooperative, Inc.
Scott Thompson	Chief Financial Manager	Peoples Telephone Cooperative, Inc.
Mike McQueen	OSP Manager	Peoples Telephone Cooperative, Inc.
Doug Cameron	Director	Peoples Telephone Cooperative, Inc.
Johnny Ziegler	Director	Peoples Telephone Cooperative, Inc.
Mark Johnson	Director	Peoples Telephone Cooperative, Inc.

## **B. Executive Summary, Project Purpose and Benefits**

### **Essay Question**

**Executive Summary of the proposed project:**

In rural eastern Texas, many residents, business, and community facilities lack access to affordable broadband service. This area is tucked between larger urban centers, and while some of the larger towns have access to broadband, their surrounding rural areas are being left behind on the wrong side of the technological divide. In order to help these rural residents gain access to the technological resources their urban and suburban counterparts take for granted, Peoples Telephone Cooperative is proposing to construct the East Texas Medical and Educational Fiber Optic Network.

Currently, the service available to the medical and educational facilities that will be served by the East Texas Medical and Educational Fiber Optic Network is prohibitively expensive. The limited availability of bandwidth in the area drives up the cost of last mile services, even at relatively low speeds. This network will bring affordable broadband service to the community



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anchor institutions, businesses, and residents in the area, thereby expanding access to the educational, medical, and economic resources the Internet has to offer.

The proposed funded service area for the East Texas Medical and Educational Fiber Optic Network consists of 12 counties in eastern Texas: Camp, Delta, Fannin, Franklin, Hopkins, Hunt, Lamar, Rains, Smith, Titus, Van Zandt, and Wood. The network will serve the rural communities in the area and will pass 100,815 households and 10,326 businesses.

The network will also provide middle mile service to 191 community anchor institutions, most of which are educational institutions or health care facilities. This service will allow local schools to improve the educational experiences of their students by integrating 21st century technology into their classrooms. It will also allow local medical facilities to improve the patient experience by giving them the capacity to send and receive electronic medical records, receive digital x-rays and other diagnostic images, and streamline their online Medicare billing.

The East Texas Medical and Educational Fiber Optic Network will offer 100 Mbps transport service to community anchor institutions, businesses, and last mile service providers at rates much more affordable than what is currently available.

Peoples Telephone Cooperative will solely manage the proposed funded network in accordance with the FCC's Internet Policy Statement (FCC 05-151, adopted August 5, 2005) and in compliance with any future Internet policy changes by the FCC. Currently, Peoples does not discriminate or favor any lawful Internet applications, content, or services where lawfully used, and these same practices will be continued for the proposed funded network. We promote our customers' ability to freely access and disseminate lawful content in a manner that respects others' use of the network and that complies with the law. While Peoples does not engage in blocking customer access to illegal or legal Internet content, Peoples supports industry practices for safeguarding children, intellectual property rights and our customers' privacy and security.

Peoples Telephone Cooperative is proposing to build a 10 gigabit per second middle mile network connecting 55 towns and communities in northeastern Texas. The network will be constructed as a fault tolerant physically redundant ring with linear connections to communities not on the core rings. For reliability and bandwidth efficiency, the fiber ring is comprised of 3 primary overlapping rings. The two main POP locations for access to upstream Internet connectivity will remain at Dallas and a secondary will be acquired. Peoples will connect with



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multiple upstream providers using the Border Gateway Protocol (BGP) at those locations for service provider reliability. Each connection to the upstream Internet providers will be physically established over Gigabit Ethernet connections. The electronics network will be built using MPLS packet switching technology. MPLS was chosen to be able to offer carrier Ethernet services conforming to the Metro Ethernet Forum recommendations for service level agreement standards. Each community will have a new interconnection point for providing access to the MPLS network to the local community anchor institutions. The community anchor institutions will be connected using new lateral distributions to each location. The fiber sizing in each community is based upon the size of the community to accommodate future potential growth.

Peoples Telephone Cooperative's management team is well qualified to implement and operate the East Texas Medical and Educational Fiber Optic Network. General Manager Robbie Allen has been with Peoples for nearly 34 years and has served as GM for 9 years. During his tenure as GM, Mr. Allen has overseen a six-fold increase in DSL speeds and the introduction of an expanded array of custom calling features, resulting in increasing customer take rates. Project Manager Mike McQueen has been with Peoples for 35 years and is currently serving as Plant Manager. He oversees the Engineering, Outside Plant, and Installation/Repair Departments and is very familiar with Peoples' existing network, having drawn up most of the routes himself. Chief Financial Manager Scott Thompson has been with Peoples for nearly 13 years and oversees the financial management of the parent company and its four subsidiaries. Regulatory Affairs Manager Sharon Hurley oversees the CABS billing process and works with the East Texas Learning Interactive Network Consortium, a group of schools and colleges that works to provide area students with expanded learning opportunities; Ms. Hurley has been with Peoples for nearly 26 years.

In addition to its experienced personnel, Peoples Telephone Cooperative also has established systems and procedures in place for managing its existing network. As an established telecommunications provider with a long history and extant processes for handling customer care, provisioning, billing, and system repairs, Peoples Telephone Cooperative is well-suited to provide the organizational structure needed to ensure project success. Current processes will be augmented with additional staff as needed to provide for the new network facilities. All current sales, operations, and billing support systems and staff are robust enough to handle the increased network capacity, with the exception of the staff members added in and outlined in the pro forma.



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The overall infrastructure cost of the East Texas Medical and Educational Fiber Optic Network will be \$36,031,695. Peoples Telephone Cooperative is requesting 80% of the total project costs, or \$28,825,356, in grant funds and will provide matching funds for the remaining 20%.

Peoples Telephone Cooperative projects the East Texas Medical and Educational Fiber Optic Network to have 191 community anchor institution subscribers by the end of year 3. They also project that eight last mile providers will use the network by the end of year 3; those last mile providers are projected to serve 71,536 residential customers using the East Texas Medical and Educational Fiber Optic Network by the end of year 3.

The number of jobs estimated to be created or saved by this project is approximately 313 job years. The number of job years was estimated by dividing the amount of Recovery Act spending by \$92,000; this method was taken from the Council of Economic Advisors' ARRA job creation estimation guidance. Of the total number of job years, 100 are estimated to be direct jobs, 100 are indirect jobs, and 113 are induced effects.

The need for the East Texas Medical and Educational Fiber Optic Network has been well documented. Several elected officials, public servants, businesspeople, and educational and medical experts have written letters to express their support for Peoples Telephone Cooperative's efforts to bring broadband to rural eastern Texas. A consistent theme across these letters is that, without affordable access to broadband, these communities risk the continued loss of local industries and jobs. In many of the counties the East Texas Medical and Educational Fiber Optic Network will serve, the unemployment rate has already exceeded 10%. This area needs to find new ways to grow its economy in the 21st century, and the availability of broadband service will undoubtedly play an important role in driving that economic development.

**Project purpose:**

The East Texas Medical and Educational Fiber Optic Network addresses four CCI priorities and all five of the statutory purposes outlined by the Recovery Act for the Broadband Technology Opportunities Program (BTOP). Providing service to unserved and underserved areas; building the infrastructure needed for community anchor institutions like schools, libraries, healthcare providers, community support organizations; deploying broadband to benefit vulnerable populations or economic development zones; enhancing public safety through improved telecommunications facilities; and stimulating economic growth and job creation and development are all priorities of the East Texas Medical and Educational Fiber Optic Network.



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By providing improved coverage and enhanced broadband infrastructure services in an economically distressed region, the East Texas Medical and Educational Fiber Optic Network aims to address the lack of adequate broadband facilities and to propose a solution comprised of a robust, scalable, and redundant broadband infrastructure. The proposed network is large enough to support the current level of need from community anchor institutions, service providers, public safety entities and businesses and to provide the bandwidth and scalability needed to improve future projects and to “future-proof” the infrastructure against near-term growth.

Because of the underserved nature of the proposed funded service area, and the pockets of unserved areas within the project footprint, this project will have a wide-reaching impact on the region. The East Texas Medical and Educational Fiber Optic Network is primarily aimed at creating enhanced educational opportunities and medical services for the rural residents it seeks to serve. However, the same infrastructure that will provide those services will also help to improve public safety and other government services and drive economic development in the area.

Because of the large proposed funded service area and the diversity of the community anchor institutions within the service area, the East Texas Medical and Educational Fiber Optic Network addresses each of the five statutory purposes established by the ARRA legislation for the BTOP initiative.

**Recovery Act and Other Governmental Collaboration:**

Peoples Telephone Cooperative has no specific plans to collaborate with other Recovery Act awards or governmental entities on the East Texas Medical and Educational Fiber Optic Network. Should the opportunity to collaborate with any of these programs present itself in the future, Peoples will make every effort to work in conjunction with those programs to the extent that it creates efficiencies and mutual benefits.

**Fit with BTOP CCI Priorities:**

The primary focus of the East Texas Medical and Educational Fiber Optic Network is to provide robust middle mile broadband infrastructure to community anchor institutions that are currently underserved in that capacity by other connections and providers, or simply not served at all. It is



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because of this primary goal that the East Texas Medical and Educational Fiber Optic Network addresses the first CCI program priority.

The East Texas Medical and Educational Fiber Optic Network has addressed the second CCI priority through its partnership with the East Texas Council of Governments. Peoples Telephone Cooperative has been in discussions with the ETCOG about their project and its relationship with this project. Peoples is aware of the fact that the ETCOG grant application would encompass a footprint surrounding this application. This geographical positioning will permit Peoples to play a role in delivering middle mile services to schools, hospitals and government entities throughout the designated serving area for both applications. Peoples has been dedicated to the promotion of modern services to these institutions since its inception and will continue that commitment by providing seamless interconnection to the network planned by the ETCOG. Peoples will use industry standard protocols and equipment to implement this IP network and thereby enable cross network features and applications that utilize IP. Peoples will also develop reciprocal price discounts and explore bandwidth swaps to further enhance both companies' service offerings.

The East Texas Medical and Educational Fiber Optic Network addresses the third CCI priority because it will provide service in economically distressed areas. Of the twelve counties in the proposed funded service area, ten of them are "economically distressed," according to data compiled by the Federal Highway Administration. This designation is based on income data from the Bureau of Economic analysis and employment data from the Bureau of Labor Statistics. According to 42 U.S.C. 3161, Economically Distressed Areas (EDAs) are areas where the unemployment rate is 1% or more above the national average or the per capita income is 80% or less of the national average.

The East Texas Medical and Educational Fiber Optic Network will provide middle mile services to seven community college campuses. These include the North Texas Community College campuses in Mt. Pleasant and Pittsburg; the Paris Junior College campuses in Paris, Sulphur Springs, and Greenville; the Tyler Junior College campus; and the Grayson County College campus. This commitment to providing service to local community colleges addresses the fourth CCI priority.

**Is the applicant seeking a waiver of the Buy American provision pursuant to section x.Q of the NOFA?**

- No



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**Is the applicant delinquent on any federal debt?**

- No

If Yes, justification for delinquency:

**Are you seeking a waiver of any requirement set forth in the NOFA that is not mandated by statute or applicable law?**

- No

**Is the applicant a current recipient of a grant or loan from RUS?**

- No

## **C. Partners**

**Are you partnering with any other key institutions, organizations, or other entities for this project?**

- No

If YES, key partners are listed below:

**Description of the involvement of the partners listed above in the project.**

## **D. Congressional Districts**

**Applicant Headquarters**

- Texas

**Project Service States**

Texas



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**Project Service Areas**

- Texas - 1
- Texas - 4
- Texas - 5

**Will any portion of your proposed project serve federally recognized tribal entities?**

- No

**Indicate each federally recognized tribal entity your proposed project will serve.**

**Have you consulted with each of the federally recognized tribal entities identified above?**

- No

## **E. Service Area Details**

**Is the applicant seeking a waiver for providing less than 100% coverage of a service area?**

- No

<b>Project Details</b>
------------------------

**Service Area Type:** Middle Mile  
**Service Area Name:** Peoples Serving Area  
**Rural Classification of the Last Mile Service Area:** Rural  
**Service Status of the Last Mile Service Area:** Underserved

<b>If Service Status is "Underserved" please select at least one applicable option from this list.</b> No more than 50% of the households in the proposed funded service area have access to facilities-based, terrestrial broadband service at greater than the minimum broadband transmission speed;
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The rate of broadband subscribership for the proposed funded service area is 40% of households or less.
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**Total Square Miles in Service Area:** 6,917  
**Total Population in Proposed Service Area:** 365,125  
**Total Number of Households in Service Area:** 158,795  
**Total Number of Businesses in Service Area:** 10,531  
**Total Number of Community Anchor Institutions and Public Safety Entities in Proposed Funded Service Area:** 191  
**Unemployment Rate in the Service Area:** 9  
**Median Income in the Service Area:** 17,673  
**Estimated Percentage of Households with Access to Broadband:** 35  
**Estimated Percentage of Households Subscribing to Broadband:** 10

## F. Community Anchor Summary

Community Anchor Summary	
Schools (k-12)	52
Libraries	0
Medical and Healthcare Providers	25
Public Safety Entities	0
Community Colleges	7
Public Housing	0
Other Institutions of Higher Education	0
Other Community Support Organization	0
Other Government Facilities	107
<b>TOTAL COMMUNITY</b>	<b>191</b>



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<b>ANCHOR INSTITUTIONS</b>	
<b>Historically Black colleges and Universities</b>	0
<b>Tribal Colleges and Universities</b>	0
<b>Alaska Native Serving Institutions</b>	0
<b>Hispanic Serving Institutions</b>	0
<b>Native Hawaiian Serving Institutions</b>	0
<b>TOTAL MINORITY SERVING INSTITUTIONS</b>	<b>0</b>

## G. Project Benefits

### Demographics

<b>Jobs</b>	
<b>How many direct jobs-years will be created from this project?</b>	100
<b>How many indirect jobs will be created from this project?</b>	100
<b>How many jobs will be induced from this project?</b>	113

**Methodology used to estimate jobs:**

The Council of Economic Advisors' ARRA job creation formula and guidelines were used to estimate the job creation benefit of the East Texas Medical and Educational Fiber Optic Network. To this end, the total governmental project request amount was divided by \$92,000 to determine the number of job years. These job years were divided into the direct, indirect and induced job estimations for the proposed project. The Council of Economic Advisors' job creation estimation guidelines state that 64% of the job years are direct and indirect jobs, which were split evenly between the two categories. The remaining 36% are induced effects.

**Project Impact:**



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The engineering and design of the East Texas Medical and Educational Fiber Optic Network was directly implemented exceed the requirements of the communities it passes and the community anchor institutions served. Oversubscription and future expansion of the network and the community anchor institutions served were taken into account in the project design. By approaching the project in this manner, Peoples Telephone Cooperative hopes to extend the impact and viability of the project far into the future.

The East Texas Medical and Educational Fiber Optic Network will directly connect 191 community anchor institutions by the end of the project build timeline. The routes for the network were selected to maximize the impact on the critical community anchors within the area by reaching the most individual sites possible during the project build. Several more community anchors will be within reasonable construction distance of the primary build so that additional entities can be accommodated. Network bandwidth has also been planned to provide capacity for additional anchors on the routes.

Interest in and support of the proposed East Texas Medical and Educational Fiber Optic Network is strong throughout the region. Several elected officials, public servants, businesspeople, and educational and medical experts have written letters to express their support for Peoples Telephone Cooperative's efforts to bring broadband to the area. A consistent theme across these letters is that, without affordable access to broadband, these communities risk the continued loss of local industries and jobs. In many of the counties the East Texas Medical and Educational Fiber Optic Network will serve, the unemployment rate has already exceeded 10%. This area needs to find new ways to grow its economy in the 21st century, and the availability of broadband service will undoubtedly play an important role in driving that economic development.

Many communities, anchor institutions, businesses, and consumers will benefit from the new network through improved bandwidth and more competitive pricing structure. Because transport costs are currently so high in the area the East Texas Medical and Educational Fiber Optic Network is proposing to serve, last mile providers have to charge a premium for their services. As a result, in the portions of the proposed funded service area where broadband service is available, it is prohibitively expensive. This project will make broadband services more reliable and affordable for thousands of rural customers who currently cannot afford it.



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In addition to these important short-term benefits, Peoples Telephone Cooperative has also taken steps to make sure this project will benefit the communities it serves over the long term. While the network will initially provide wireline service, the network engineering was done with a capacity large enough to support 4G wireless connectivity and usage. This kind of forward thinking will ensure that the East Texas Medical and Educational Fiber Optic Network will have lasting positive impact on the communities it serves.

**Vulnerable Populations:**

No socially disadvantaged populations are overrepresented in the East Texas Medical and Educational Fiber Optic Network's proposed funded service area. However, of the twelve counties in the PFSA, ten of them are "economically distressed," according to data compiled by the Federal Highway Administration. This designation is based on income data from the Bureau of Economic analysis and employment data from the Bureau of Labor Statistics. According to 42 U.S.C. 3161, Economically Distressed Areas (EDAs) are areas where the unemployment rate is 1% or more above the national average or the per capita income is 80% or less of the national average.

**Level of Need:**

Because transport costs are currently so high in the area the East Texas Medical and Educational Fiber Optic Network is proposing to serve, last mile providers have to charge a premium for their services. As a result, in the portions of the proposed funded service area where broadband service is available, it is prohibitively expensive for most community anchor institutions, businesses, and consumers. All of the counties in the proposed funded service area, with the exception of Smith and Van Zandt, have been designated as "economically distressed," according to data compiled by the Federal Highway Administration based on income and unemployment data. Because these areas are already economically distressed, consumers cannot afford to pay a premium for broadband, and the area needs broadband to aid economic development and job growth. This project will make broadband services more reliable and affordable for thousands of rural customers who currently cannot afford it and help attract much-needed economic development to the area.

## **H. Technology**

<b>Technology Type</b>
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**Indicate the technology that will be used to deliver last mile services. The following items were selected:**



**Broadband Infrastructure Application  
Submission to NTIA – Broadband Technology Opportunities Program**

<b>Submitted Date:</b> 3/26/2010 4:32:34 PM	<b>Easygrants ID:</b> 6261
<b>Funding Opportunity:</b> Broadband Technology Opportunities Program	<b>Applicant Organization:</b> PEOPLES TELEPHONE COOPERATIVE INC.
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Wireline - Fiber-optic Cable

Other:

**Technology Questions**

**Methodology for Area Status:**

Determination of servedness was made by employing a number of different methodologies. The largest scaled and most regionally representative was a market study completed in 2009 that covered some of the areas the East Texas Medical and Educational Fiber Optic Network proposes to serve. The market study, conducted by telephone and to a high-probability and statistically valid random sampling of the region, was performed at a 95% confidence level and a +/- 5% confidence interval. This study provided the basis for the largely underserved determination for the proposed funded service area included in the East Texas Medical and Educational Fiber Optic Network. Results showed that most communities surveyed within the footprint had extremely limited access to broadband services. Even where services were available, they were not at speeds that met federal servedness criteria, nor at prices and availabilities that served end users.

Because they know their communities well, Peoples staff members also have a wealth of anecdotal evidence to support the assertion that their area is underserved. They have contacted hundreds of businesses, community anchor institutions, and government entities, who all have similar responses: broadband service was hard to get, bandwidth was limited, and pricing was infeasible for long-term use and institutional viability. With this potent combination of need and servedness statements, Peoples has determined the majority of the proposed funded service area for the East Texas Medical and Educational Fiber Optic Network is underserved.

**Description of Network Openness:**

**Nondiscrimination and Network Management Policy**

Peoples Telephone Cooperative, Inc. (PTC) will solely manage the proposed funded network in accordance with the FCC's Internet Policy Statement (FCC 05-151, adopted August 5, 2005) and in compliance with any future Internet policy changes by the FCC. Currently PTC does not discriminate or favor any lawful Internet applications, content, or services where lawfully used,



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and these same practices will be continued for the proposed funded network. We promote our customer's ability to freely access and disseminate lawful content in a manner that respects others' use of the network and that complies with the law.

While PTC does not engage in blocking customer access to illegal or legal Internet content, PTC supports industry practices for safeguarding children, intellectual property rights and our customers' privacy and security. PTC follows standard best efforts for Internet delivery with respect to allocation of capacity without differentiation among applications, providers, or sources. PTC uses generally accepted technical measures to provide acceptable service levels to all customers, such as application-neutral bandwidth allocation, as well as measures to address service attacks, illegal content and other harmful activities to protect network integrity and reliability.

Note: In accordance with the NOFA requirements, PTC will post this Nondiscrimination and Network Management Policy statement on our website and will list each of the FCC's Internet Policy Statement points separately.

#### Interconnection Policy and Obligations

As an incumbent local exchange company and Issuing Carrier of the National Exchange Carrier Association's (NECA) F.C.C. Tariff No. 5 on Access Service, Peoples Telephone Cooperative, Inc. provides retail and wholesale access to the public Internet through its facilities. Rates, terms and conditions of NECA F.C.C. Tariff No. 5 are publically available for review at [www.NECA.org](http://www.NECA.org) or can be reviewed by visiting our business office at 102 North Stevens, Quitman, Texas.

#### System Design:

##### Existing Network

Peoples Telephone Cooperative, Inc. (PTCI) is an established communications provider operating several telephone exchanges in North Eastern Texas. PTCI is currently providing Middle-Mile services to local schools and other anchor institutions through their existing fiber network.



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People’s legacy Internet service is fed via 2 upstream connections utilizing multiple providers. The primary connection is an OC-48 handoff with an OC-3 served out of the OC-48 in Dallas, TX. A secondary DS-3 connection is with ETEX Telephone Company and is interconnected at Gilmer to provide redundant access. These upstream connections utilize Border Gateway Protocol (BGP) for reliability.

#### Proposed Network

PTCI proposes to build a 10 gigabit per second middle mile network connecting 55 towns and communities in North Eastern Texas. The network will be constructed as a fault tolerant physically redundant ring with linear connections to communities not on the core rings. For reliability and bandwidth efficiency, the fiber ring is comprised of 3 primary overlapping rings. The two main POP locations for access to upstream Internet connectivity will remain at Dallas and a secondary will be acquired. PTCI will connect with multiple upstream providers using the Border Gateway Protocol (BGP) at those locations for service provider reliability. Each connection to the upstream Internet providers will be physically established over Gigabit Ethernet connections.

The fiber network will be constructed using a hybrid of four fibers from the existing fiber and constructing new fiber routes. On the existing fiber route, two fibers will be used as the core ring and two fibers will be used to connect communities not located on the core MPLS network. The two existing core fibers will be used to build a 40 channel DWDM network, providing additional growth capability as service and bandwidth demands necessitate. The new fibers routes will be constructed using 288 buried fiber cable along the backbone ring with 48 buried fiber optic cable being used as the lateral fiber routes to communities not located on the ring.

The electronics network will be built using MPLS packet switching technology. MPLS was chosen to be able to offer carrier Ethernet services conforming to the Metro Ethernet Forum recommendations for service level agreement standards. MPLS will also provide fast reroute capabilities in the event of a fiber cut. The MPLS network architecture consists of a high capacity MPLS core network with six core routers. The anchor institution communities are provided services off an MPLS aggregation switch. All MPLS routes, core and aggregation, will be equipped with 10 gigabit optics modules. The MPLS core routes are capable of being upgraded to 100 gigabit optics for future bandwidth and services requirements.



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All core MPLS routers will have a fully redundant switching and power supply configuration for optimal reliability. MPLS aggregations switches will be dual homed from core MPLS switches where possible. All MPLS aggregation switches will be optically connected in a ring configuration for increased reliability.

Each community will have a new interconnection point for providing access to the MPLS network to the local community anchor institutions. The community anchor institutions will be connected using new lateral distributions to each location. The fiber sizing in each community is based upon the size of the community to accommodate future potential growth. PTCI prefers to build data centers in each community that wants to create a public/private partnership to leverage the use of the public funds provided to fund this middle mile grant application. Use of these funds provided under this grant application for the local interconnect point will help fund these public/private data centers.

Each community anchor institution located within a mile radius of the proposed fiber will be serviced over a physical 1 gigabit optical interface from the MPLS aggregation switch. Each anchor institution will have an edge Ethernet switch capable of providing carrier Ethernet services with advanced quality of service (QoS) prioritization. Each anchor institution will have a UPS for power backup. For the communities that are located outside of this radius, a 5.8 GHz Unlicensed 45 MBps Ethernet microwave solution will be used to serve the anchor institution. This path will support full MPLS traffic to the anchor switch.

PTCI chose a 10 gigabit middle mile MPLS architecture to balance the cost effective nature of 10 gigabit Ethernet technology with the ultra high capacity of fiber. Because service speeds will be sold at and above 100 Mbps, fiber is the only logical choice for a transmission system. The equipment being installed is capable of migrating to 100 gigabit Ethernet technology so PTCI would position its network to grow as customer demands grow. PTCI chose using MPLS as a backbone carrier protocol to be able to offer Subscriber Level Agreement standards as outlined in the Metro Ethernet Forum. Additionally, MPLS offers fast re-route capability in the event of a network failure.

PTCI also chose to implement the network in a ring configuration where economically possible to ensure the highest quality and availability possible. Because rural communities are depending on reliable broadband pipe to drive business and economic growth, the reliability of the network is an essential characteristic of the network design. The six CO locations were strategically



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placed throughout the network specifically to provide increased flexibility for access and growth of both wired and wireless last mile providers in the area.

**Is the applicant seeking a waiver pursuant to section IX.C of the NOFA so as to sell or lease portions of the award-funded broadband facilities during their life?**

No

## I. Project Budget

Project Budget		
	Federal Grant Request	Match
Last Mile	0	0
Middle Mile	28,825,356	7,206,339
<b>Total</b>	<b>28,825,356</b>	<b>7,206,339</b>

**Project Budget Total:** \$36,031,695

**Match Percent:** 20.0%

**Projects Outside Recommended Funding Range:**



Outside Leverage	
<b>Applicant is providing matching funds of at least 20% towards the total eligible project costs?</b>	Yes
<b>Matching cost detail</b>	The matching funds for the East Texas Medical and Educational Fiber Optic Network will be provided by Peoples Telephone Cooperative. The funding amount, which accounts for 20% of the total project cost, is \$7,206,339. The funding will be supplied as a combination of grant match, cash, and other fund types, and will be used toward the infrastructure, working capital and operating losses of the project. There are no contingent financing terms or conditions with this match.



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<b>Unjust enrichment</b>	Peoples Telephone Cooperative is not receiving and has not applied for any federal non-recurring cost support for the proposed funded service area of the East Texas Medical and Educational Fiber Optic Network.
<b>Disclosure of federal and/or state funding sources</b>	Peoples Telephone Cooperative does not currently receive state or federal funding for the East Texas Medical and Educational Fiber Optic Network, nor have they applied for any such funding.
<b>Budget reasonableness</b>	Considerable time was spent researching the unit pricing of this offering. A number of similar size and scale projects were used as pricing benchmarks, including a handful of funded first round ARRA BTOP and BIP middle mile applications and a number of state fiber networks across the country. This background information, along with industry trends toward more competitive pricing for high-capacity bandwidths, helped shape the final pricing approach. Sensitivity was also given to the economic climate, the demographic makeup of the proposed funded service area, and the probably budgets of the entities served by the proposed East Texas Medical and Educational Fiber Optic Network. Determination of the number of units subscribed was based on the total number of units passed and the levels of support and endorsement given from those units. Need of the area for higher bandwidth connectivity was also a factor, as well as the unserved/underserved status of particular endpoints. Bandwidth requirements were estimated based on entity type, with larger institutions like schools and colleges or medical facilities being estimated at 100Mbps connections. These estimations helped determine the robust nature and design of the network, to ensure the connectivity is adequate for today and years to come.
<b>Demonstration of need</b>	<p>The project is not financially feasible without grant assistance. The project's Net Present Value of -\$20.1M and the IRR of -14.16% are insufficient to warrant the undertaking of this project without grant funding.</p> <p>Grant funding however provides a sufficient improvement in the NPV and IRR to make the project feasible. Additionally, the cash flow in the final year produces an attractive terminal value, making the project sustainable over the long run. The NPV of the project with a grant is \$1.49M using a discount rate of 15% and a terminal value multiple of</p>



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	8. The IRR of the project with a grant is 22.05%. Free cash flow in year 8 is approximately \$1.2M with a resulting terminal value of \$9.5M.
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**Funds to States/Territories**

States	Amount of Federal Grant Request
Texas	28,825,356

**Funds to States/Territories Total:** \$28,825,356

## J. Historical Financials

Matching Funds			
	2007	2008	2009
Revenue	████████	████████	████████
Expenditures	████████	████████	████████
Net Assets	████████	████████	████████
Change in Net Assets from Prior Year	████████	████████	████████
Bond Rating (if applicable)			

## K. Project Readiness

### BTOP Organizational Readiness

As an established telecommunications provider with a long history and extant processes for handling customer care, provisioning, billing, and system repairs, Peoples Telephone Cooperative is well-suited to provide the organizational structure needed to ensure project success. Current processes will be augmented with additional staff as needed to provide for the new network facilities. All current sales, operations, and billing support systems and staff are



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robust enough to handle the increased network capacity, with the exception of the staff members added in and outlined in the pro forma.

Peoples has been in the telecommunications industry since 1952, and the current management team is composed of seasoned veterans. Both the General Manager and the Project Manager have worked for Peoples for more than 30 years; the four members of the management team have a combined total of 108 years of service at Peoples.

Each management department will integrate the new network's needs and staffing into its existing departmental structure. Training of existing staff will address how to handle installations and repairs on the new network, pertinent sales and marketing points, as well as customer care needs.

Accounting and provisioning staff will address the physical procurement of product for the deployment, as well as needed software amendments to integrate billing codes and service tiers into the existing billing system.

**Construction and Vendor Contracts**

Peoples Telephone Cooperative has long-standing relationships with a number of equipment vendors, including Comm Soft, NeoNova, Budget Business Systems, Power & Telephone, KGP Logistics, CSSA, and Graybar. Peoples also has a well-established relationship with a construction contractor: Triple L Contractors. Included in the supplemental documentation are letters from these vendors to indicate that they are prepared to assist Peoples with whatever they might need to implement this project.

**Customer Base**

Peoples Telephone Cooperative does not have an existing middle mile customer base within the proposed funded service area (PFSA). They do, however, provide last mile services in at least portions of all the counties in the PFSA, with the exception of Smith and Van Zandt. In the remaining ten counties, Peoples provides local exchange service, long distance, dialup and DSL services, and alarm services. They also offer wireless phone service in Wood and Rains Counties.



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**Licenses, Regulatory Approvals and Agreements**

The list of all licenses and regulatory approvals required to implement and operate the proposed project, and the status of each, is included as a supplemental upload entitled “Peoples List of Licenses and Agreements.”

**SPIN Number**

Peoples Communications, Inc. - SPIN Number: 143001132

## L. Environmental Questionnaire

**Project Description**

**General**

This project will involve the construction of new facilities, electronic equipment, and approximately 639 miles of outside plant facilities in order to provide broadband services to rural areas of Texas. The proposed construction will take place in Delta, Franklin, Hopkins, Hunt, Fannin, Lamar, Rains, Red River, Smith, Titus, Wood and Van Zandt Counties of Texas, as served by Peoples Telephone Cooperative, Inc. (Peoples).

**Electronic Equipment**

Electronics are utilized to improve service by increasing transmission distances and channel capacity. Network equipment and subscriber electronics equipment will be located at several Carrier Serving Area sites utilizing cabinets placed adjacent to existing established roadways. During construction, every effort will be made to minimize the environmental effects of placing these cabinets

**Buried Plant**

The buried plant will consist of fiber optic cables placed at a minimum depth of 36 - 42 inches below the surface in most areas along established streets, roadways or travel routes in town areas. Cable installed adjacent to road ROW will generally be within 5 – 10 feet of the public easement. When river or stream crossings or U.S. water crossings are encountered, the



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construction will be either bored or via bridge attachments. Every effort is made to minimize environmental damage during the construction phase.

**Property Changes**

This project will involve the construction of approximately 639 miles of outside plant facilities in Delta, Franklin, Hopkins, Hunt, Fannin, Lamar, Rains, Red River, Smith, Titus, Wood and Van Zandt Counties of Texas. Cable is proposed to be installed within to previously disturbed county and state road rights-of-way.

**Buildings**

This project proposes construction of 12 cabinets. The cabinets are to house electronics and will be located along the proposed routes. This project is a linear construction project that is to be located within previously disturbed rights-of-way.

**Wetlands**

Based on data downloaded from the U.S. Fish and Wildlife Service’s National Wetland Inventory website, there are wetlands in the proposed construction area. Generally, stream crossings will be via bridge attachments, aerial inserts, or bores under the streambed. All construction activities will be designed to avoid or minimize impacts on wetlands, floodplains, and riparian drainage. The attached map shows the listed wetlands in the proposed area.

**Critical Habitats**

The attached maps show that there are critical habitats encountered by the proposed construction. This data was downloaded from the U.S. Fish and Wildlife Service’s website. The critical habitats appear to be largely located on or near rivers and streams. Due to the proposed routes being in previously disturbed rights-of-way and construction methods to cross streams via bridge attachments, aerial inserts, or bores under the streambed, the project does not anticipate any disturbance to any threatened or endangered species. The project will take necessary precautions to be aware of these species during construction. Construction routes and methods will be utilized to avoid critical habitats.

**Floodplain**



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The proposed project is located within 100 and 500 year floodplains. The attached map shows the areas located within these floodplains and the counties with and without floodplain maps.

**Protected Land**

No data was available from the Texas Historical Commission (THC) for listings of National Register of Historic Places. THC responses typically take a minimum of 30 days. A project description and map of the proposed construction has been submitted to THC.

1. No response from THC has been received to determine if the project is located on, within or adjacent to any properties listed in or eligible for listing in the National Register of Historic Places.
2. No response from THC has been received to determine if the proposed project will impact or alter a building or structure that was constructed more than 50 years ago. However due to the nature of the proposed linear construction, the project does not anticipate impact any buildings.
3. No portion of the project is located on tribal lands.
4. Correspondence with THC is included as an attachment.

**Coastal Area**

There are no coastal zone management areas in the proposed project area.

**Brownfield**

There are brownfield sites located within the project area. The attached map shows the location of brownfield sites in relation to the proposed project. Construction methods and routes can be altered to avoid disturbance of any sites.



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**Uploads**

The following pages contain the following uploads provided by the applicant:

Upload Name	File Name	Uploaded By	Uploaded Date
Service Offerings and Competitor Data	CCI Service Offerings Competitor Data.xls	Allen, Robbie	03/25/2010
Network Diagram	Peoples Network Diagram.pdf	Allen, Robbie	03/25/2010
Build Out Timeline	CCI Build-Out Timeline Attachment 03-24-10 430 pm.doc	Allen, Robbie	03/25/2010
List of Community Anchors and Points of Interest	CCI Anchor Detail and POI Attachment.xls	Allen, Robbie	03/26/2010
Management Team Resumes and Organization Chart	Organizational chart.xls	Allen, Robbie	03/25/2010
Management Team Resumes and Organization Chart	Management Team Bios.docx	Allen, Robbie	03/25/2010
Historical Financial Statements	Historical Financial Statements.pdf	Allen, Robbie	03/03/2010
Budget Narrative	CCI Budget Narrative	Allen, Robbie	03/25/2010



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	Attachment - Peoples.doc		
Detailed Budget	Detailed Budget Attachment Peoples.xls	Allen, Robbie	03/25/2010
Pro-forma Forecast	CCI Pro Forma Financial Projections - Peoples - Final.xls	Allen, Robbie	03/25/2010
Subscriber Estimates	CCI Subscriber Estimates.xls	Allen, Robbie	03/25/2010
Dashboard Metrics	CCI Key Metrics Dashboard.doc	Allen, Robbie	03/26/2010
Service Area Data	CCI Service Areas Attachment - Peoples.xls	Allen, Robbie	03/26/2010
Network Maps	Peoples Anchor Map.pdf	Allen, Robbie	03/26/2010
Network Maps	Peoples POI Map.pdf	Allen, Robbie	03/26/2010
BTOP Certifications	Peoples BTOP Authentication and Certification signed.pdf	Allen, Robbie	03/25/2010
SF-424 C and D	CCI SF 424 C and D Forms-Completed.pdf	Allen, Robbie	03/25/2010



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Supplemental Information	Support Letters.pdf	Allen, Robbie	03/25/2010
Supplemental Information	Vendor Letters.pdf	Allen, Robbie	03/25/2010
Supplemental Information	Peoples List of Licenses and Agreements.doc	Allen, Robbie	03/25/2010
Supplemental Information	QISD Letter.jpg	Allen, Robbie	03/25/2010
Supplemental Information	GISD Letter.jpg	Allen, Robbie	03/25/2010
Supplemental Information	Yantis ISD Letter.pdf	Allen, Robbie	03/25/2010
Supplemental Information	Calix Letter.pdf	Allen, Robbie	03/25/2010
Supplemental Information	TLSN Letter.pdf	Allen, Robbie	03/25/2010
Supplemental Information	ATCOG Letter.pdf	Allen, Robbie	03/25/2010
Supplemental Information	Peoples Environmental Map.pdf	Allen, Robbie	03/25/2010
Supplemental Information	Peoples SHPO Map.pdf	Allen, Robbie	03/25/2010
Supplemental Information	Correspondence with Texas Historical Commission.pdf	Allen, Robbie	03/25/2010



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Supplemental Information	Triple L-letter.pdf	Allen, Robbie	03/26/2010
Supplemental Information	ETCOG letter.pdf	Allen, Robbie	03/26/2010
Supplemental Information	CONTRACTOR LETTER OF INTENT - PEOPLES.pdf	Allen, Robbie	03/26/2010
Supplemental Information	People's Telephone Letter.doc	Allen, Robbie	03/26/2010