

**BEFORE THE
COMMONWEALTH OF MASSACHUSETTS
DEPARTMENT OF TELECOMMUNICATIONS AND CABLE**

DISH Wireless L.L.C.)	
Petition for Designation as an Eligible)	
Telecommunications Carrier in the)	
Commonwealth of Massachusetts for the)	D.T.C. Docket No. 23-1
Limited Purpose of Providing Lifeline)	
Service to Qualifying Customers)	
)	

**PETITION OF DISH WIRELESS L.L.C. FOR DESIGNATION AS AN ELIGIBLE
TELECOMMUNICATIONS CARRIER IN THE COMMONWEALTH OF
MASSACHUSETTS FOR THE LIMITED PURPOSE OF OFFERING LIFELINE
SERVICE TO QUALIFIED HOUSEHOLDS**

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TABLE OF CONTENTS

I.	INTRODUCTION	1
II.	COMPANY OVERVIEW	2
III.	THE DEPARTMENT HAS JURISDICTION OVER DESIGNATION OF WIRELESS ETCS.....	4
IV.	THE COMPANY MEETS THE REQUIREMENTS FOR ETC DESIGNATION	5
A.	DISH Wireless Is a Common Carrier	6
B.	DISH Wireless Will Offer the Services Supported by Federal Universal Service .	6
C.	DISH Wireless Will Offer the Services Designated for Support Using a Combination of Its Own Facilities and Resale	7
D.	DISH Wireless Will Provide Gen Mobile-Branded Service Throughout Its Designated Service Area.....	8
E.	The Company Will Advertise the Availability of Gen Mobile Services and Charges Using Media of General Distribution	8
F.	DISH Wireless Will Comply with Service Requirements Applicable to the Support It Receives	9
G.	DISH Wireless Will Comply with Any Applicable Two-Year and Five-Year Plan Requirements	9
H.	Consumer Protection and Service Quality Standards	9
I.	Ability to Remain Functional During Emergencies.....	10
J.	DISH Wireless Is Financially and Technically Capable.....	10
K.	Terms and Conditions of Proposed Lifeline Offering	11
L.	Gen Mobile’s Offerings Will Comply with Lifeline Certification and Annual Re- certification Requirements	12
M.	DISH Wireless Will Comply With All Regulations Imposed by the Department	13
N.	Prevention of Waste, Fraud and Abuse.....	13
V.	DESIGNATING DISH WIRELESS AS AN ETC WOULD PROMOTE THE PUBLIC INTEREST	15
A.	Advantages of Gen Mobile Lifeline Plans.....	15

B.	Benefits of Competitive Choice.....	16
VI.	ANTI-DRUG ABUSE CERTIFICATION	17
VII.	CONCLUSION.....	17

LIST OF EXHIBITS:

Exhibit 1 – Verification

Exhibit 2 - Proposed Lifeline Plans

Exhibit 3 - Service Area Zip Codes

Exhibit 4 - Sample Advertising

Exhibit 5 – Financial Statements

Exhibit 6 - Key Personnel Bios

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I. INTRODUCTION

DISH Wireless L.L.C. dba Gen Mobile (“DISH Wireless” or the “Company”), by its undersigned counsel, and pursuant to Section 214(e)(2) of the Communications Act of 1934, as amended (the “Act”),¹ Sections 54.101 through 54.207² of the Rules of the Federal Communications Commission (“FCC”),³ and the rules and regulations of the Massachusetts Department of Telecommunications and Cable (the “Department”), hereby submits this Petition for Designation as an Eligible Telecommunications Carrier (“ETC”) in the Commonwealth of Massachusetts. The Company seeks ETC designation for the limited purpose of providing Lifeline service under the Gen Mobile brand to qualifying Massachusetts consumers.

As demonstrated herein, and as certified in Exhibit 1 to this Petition, the Company meets all the federal and Commonwealth statutory and regulatory requirements for designation as an

¹ 47 U.S.C. § 214(e)(2).

² 47 C.F.R. §§ 54.101-54.207.

³ DISH Wireless files this Petition in accordance with the rules adopted by the FCC in the *2012 Lifeline Reform Order*. See *Lifeline and Link Up Reform and Modernization, Lifeline and Link Up, Federal-State Joint Board on Universal Service, Advancing Broadband Availability Through Digital Literacy Training*, WC Docket Nos. 11-42 and 03-109, CC Docket No. 96-45, WC Docket No. 12-23, Report and Order and Further Notice of Proposed Rulemaking, FCC 12-11 (rel. Feb. 6, 2012) (“*2012 Lifeline Reform Order*”).

ETC in Massachusetts. Grant of this Petition, moreover, would advance the public interest because it would enable the Company to commence much needed Lifeline services to low-income Massachusetts residents as soon as possible. Accordingly, the Company respectfully requests that the Department expeditiously approve this Petition.

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

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II. COMPANY OVERVIEW

DISH Wireless L.L.C. is a Colorado limited liability company with a principal address at 5701 S. Santa Fe Dr., Littleton, CO 80120. DISH Wireless provides, among other things, resold wireless telecommunications services operating in Massachusetts and other states, using the Gen Mobile brand name and other brand names.

DISH Network Corporation (“DISH Network”), which indirectly owns 100% of DISH Wireless and recently combined with EchoStar Corporation (“EchoStar”) in a *pro forma* transaction,⁴ is a connectivity company headquartered in Colorado that has served as a disruptive force in the pay-TV market since 1980. In 2020, DISH Wireless entered the retail wireless business by acquiring the Boost Mobile brand as well as other brands and customer assets. Now, using its own licensed wireless spectrum assets, DISH Wireless is building the nation’s first

⁴ The merger with EchoStar was a *pro forma* transaction approved by the Federal Communications Commission; ultimate control of both companies remains the same. See FCC Public Notice, APPLICATIONS GRANTED FOR THE TRANSFER OF CONTROL OF DISH NETWORK CORP. AND ITS SUBSIDIARIES TO ECHOSTAR CORP., DA 23-1137, Dec. 6, 2023, available at <https://docs.fcc.gov/public/attachments/DA-23-1137A1.pdf>.

virtualized, cloud-native, Open RAN-based 5G broadband network. To facilitate the buildout, DISH Wireless has entered into multi-year agreements with over 30 partners, including Mavenir, Amazon, Dell, CISCO, VM Ware, IBM, Oracle, Nokia, Fujitsu, MTI, Intel, AltioStar, Samsung, and Qualcomm. Because DISH Wireless is actively constructing wireless facilities around the country, it is well positioned to identify opportunities to target buildouts in underserved areas.

As DISH Wireless continues the construction of its 5G network, the Company has been competing in the retail wireless space and was an approved provider in the Federal Communications Commission's Affordable Connectivity Program ("ACP").⁵ Under the Gen Mobile and other brand names, DISH Wireless currently uses its own network and partner carriers' wireless facilities to provide discounted mobile broadband service in all 50 states, including plans bundling voice, text messaging, and broadband services. Available Gen Mobile plans include talk, text, and data at various data speeds starting as low as \$10 per month. DISH Wireless has an application for ETC designation pending with the FCC for the states that rely upon the FCC to decide ETC designations (the "Non-Jurisdictional States"). DISH Wireless has an application for ETC designation pending with the FCC for the states of Connecticut, Delaware, Maine, New Hampshire, North Carolina, and the District of Columbia (the "Non-Jurisdictional States"). DISH Wireless is currently designated as a wireless ETC in Alabama, Alaska, Arizona, Arkansas, Colorado, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Mississippi, Missouri, Nebraska, Nevada, New York, North Dakota, Ohio, Oklahoma, Rhode Island, South Carolina, Tennessee, Texas, Utah, Vermont, Virginia, West Virginia, Wisconsin, and Wyoming and authorized by the

⁵ On March 4, 2024 the FCC issued Public Notice DA 24-194 which details the final month of the Affordable Connectivity Program ("ACP") which was set for May 31, 2024, *available* at <https://docs.fcc.gov/public/attachments/DA-24-195A1.pdf>.

California Public Utilities Commission to provide California LifeLine service, and have filed or plans to file for ETC status in other states over time.

DISH Wireless now seeks an ETC designation in Massachusetts so that it can (i) serve low-income Massachusetts customers, and (ii) invite new, underserved customers to benefit from Lifeline and other federal support programs. DISH Wireless' Lifeline-supported plans will be offered to prepaid customers under the Gen Mobile brand, a recognized and trusted provider in this market segment.⁶ Gen Mobile prepaid wireless plans are affordable, easy to use, and attractive to low-income consumers, providing them with connectivity that has become indispensable to participating in 21st century society and opportunities. Gen Mobile customers can choose from several affordable prepaid calling plans and handsets and have access to high-quality, responsive customer service. Gen Mobile prepaid plans start as low as \$10 per month and can be refilled at an estimated 10,000 retail locations nationwide.

III. THE DEPARTMENT HAS JURISDICTION OVER DESIGNATION OF WIRELESS ETCs

Section 214(e)(2) of the Act provides state public utility commissions with the primary responsibility for the designation of ETCs.⁷ Under the Act, a state public utility commission, like the Department, with jurisdictional authority over ETC designations must designate a common carrier as an ETC if the carrier satisfies the requirements of Section 214(e)(1). Therefore, the Department has the authority to designate the Company as an ETC. As demonstrated below, DISH Wireless fulfills the requirements to be designated as an ETC in Massachusetts.

⁶ A complete description of the Gen Mobile terms, conditions and rates applicable for supported services can be found at <https://www.genmobile.com>.

⁷ 47 U.S.C. § 214(e)(2).

IV. THE COMPANY MEETS THE REQUIREMENTS FOR ETC DESIGNATION

An application for ETC designation in Massachusetts must meet specific federal statutory and regulatory requirements. As demonstrated below, DISH Wireless meets the requirements for ETC designation by the FCC pursuant to Section 214(e)(2) of the Communications Act. These include: (1) a certification that the applicant offers or intends to offer all services designated for support by the FCC pursuant to section 254(c) of the Communications Act; (2) a certification that the applicant offers or intends to offer the supported services on a common carrier basis either using its own facilities or a combination of its own facilities and/or resale of another carrier's services; (3) a description of how the applicant advertises the availability of the supported services and the charges therefor using media of general distribution; (4) a detailed description of the geographic service area for which the applicant requests to be designated as an ETC; and (5) a certification that neither the applicant, nor any party to the application, is subject to a denial of federal benefits pursuant to the Anti-Drug Abuse Act of 1988.⁸

In addition, an applicant seeking designation as an ETC solely for the purpose of offering Lifeline service must: (1) certify that it will comply with the service requirements applicable to the support that it receives; (2) demonstrate its ability to remain functional in emergency situations; (3) demonstrate its ability to satisfy applicable consumer protection and service quality standards; and (4) demonstrate that it is financially and technically capable of providing Lifeline service.⁹

⁸ 47 U.S.C. § 214(e)(1) and (5); 47 C.F.R § 54.201(d)(1) and (2); 47 C.F.R § 54.207(a).

⁹ 47 CFR § 54.202(a). Section 54.202(a)(ii) requires carriers seeking ETC designation that is not limited to Lifeline service to submit a five-year plan that describes proposed improvements to the carrier's network throughout the proposed service area. Although DISH Wireless is not seeking high cost support in this Petition, it is building out its 5G network in accordance with certain FCC-approved construction deadlines.

Finally, prior to designating a carrier as an ETC, the Department must determine whether such designation is in the public interest.¹⁰ When making a public interest determination, the Department considers the benefits of increased consumer choice and the unique advantages and disadvantages of the applicant's service offerings.¹¹

A. DISH Wireless Is a Common Carrier

DISH Wireless provides, among other things, commercial mobile radio services (CMRS) that are regulated pursuant to the common carrier requirements of the Communications Act.¹² Accordingly, the Company meets the common carrier requirement for ETC designation pursuant to Section 214(e)(1) of the Act and Section 54.201(d) of the FCC's rules.

B. DISH Wireless Will Offer the Services Supported by Federal Universal Service

Pursuant to Section 54.101(a) of the FCC's rules, DISH Wireless' voice service provides the following: (1) voice grade access to the public switched network or its functional equivalent; (2) minutes of use for local service at no additional charge to end users; (3) access to the emergency services provided by local government or other public safety organizations, such as 911 and enhanced 911, to the extent the local government in an eligible carrier's service area has implemented 911 or enhanced 911 systems; and (4) toll limitation services to qualifying low-income consumers.¹³ As defined in Section 8.1(b) of the FCC's rules, DISH Wireless also provides broadband internet access service to consumers.¹⁴

¹⁰ 47 U.S.C. §214(e)(6); 47 C.F.R. § 54.202(b).

¹¹ See, e.g., *Virgin Mobile ETC Designation Order in the States of Alabama, Connecticut, Delaware, New Hampshire and the District of Columbia*, WC Docket 09-197, Order, 25 FCC Rcd 17797, 17799, ¶ 6 (WCB 2010).

¹² See 47 U.S.C. § 153(11) (defining a common carrier as "any person engaged as a common carrier for hire, in interstate or foreign communications by wire or radio . . ."); 47 U.S.C. §332 (c)(1)(A) (treating commercial mobile service providers as common carriers).

¹³ 47 C.F.R. § 54.101(a); see also 47 U.S.C. § 214(e)(1)(A).

¹⁴ See 47 C.F.R. § 8.1(b).

C. DISH Wireless Will Offer the Services Designated for Support Using a Combination of Its Own Facilities and Resale

DISH Wireless, through the Gen Mobile brand, offers the supported services - voice telephony service and broadband Internet access service - meeting the standards set in the FCC's rules.¹⁵ DISH Wireless is currently providing and will provide mobile voice, text messaging, and broadband services to low-income consumers. The various Lifeline service plans that will be available to qualifying low-income Massachusetts residents are described in Exhibit 2.

In general, Section 214 requires ETCs to provide services using their facilities, at least in part. DISH Wireless is in a unique position to increase wireless competition and serve low-income consumers. The Company has deployed, and continues to deploy, its advanced nationwide 5G broadband service in over 130 cities (including in Massachusetts) and currently offers service to more than 70 percent of the U.S. population.¹⁶ In areas of Massachusetts where service on DISH Wireless' own network is available and the customer has a compatible device, Gen Mobile can provide the customer service on the DISH network. DISH Wireless, including under the Gen Mobile brand, will also provide service on a resale basis. This will allow DISH Wireless to immediately introduce new Lifeline options for Massachusetts consumers as soon as the Department approves this Petition. Accordingly, pursuant to 47 U.S.C. § 214(e)(1)(A) and 47 C.F.R. § 54.101(b), DISH Wireless will offer Gen Mobile-branded services that are designated for federal universal support using a combination of its own facilities and/or resale of another carrier's services. Therefore, DISH Wireless satisfies the applicable facilities-based requirement for ETCs, including in the Commonwealth of Massachusetts. Because DISH Wireless meets the

¹⁵ See 47 C.F.R. § 54.101(a).

¹⁶ See PR Newswire, The DISH 5G Network is Now Available to Over 70 Percent of the U.S. Population, June 15, 2023.

facilities-based requirement in Massachusetts and other states, there is no need for DISH Wireless to obtain an approved FCC Compliance Plan in accordance with the *2012 Lifeline Reform Order*.¹⁷

D. DISH Wireless Will Provide Gen Mobile-Branded Service Throughout Its Designated Service Area

Pursuant to 47 C.F.R. § 54.202(a)(1)(i), the Company commits to provide service throughout its proposed service area on a timely basis to all customers making a reasonable request for service where facilities are available. DISH Wireless requests ETC designation that is statewide in scope to allow the Company to provide Lifeline service wherever its underlying, facilities-based providers have wireless coverage. The current Massachusetts coverage footprint by zip code is attached hereto as Exhibit 3.

E. The Company Will Advertise the Availability of Gen Mobile Services and Charges Using Media of General Distribution

Pursuant to 47 U.S.C. § 214(e)(1)(B) and 47 C.F.R. § 54.201(d)(2), the Company will advertise the availability of Gen Mobile-branded voice, text messaging, and broadband services through various marketing channels that may include direct mail, email, local and community outreach events, and targeted online electronic advertising. In addition, the availability of Gen Mobile Lifeline service will be publicized in ways that are reasonably designed to reach those who will likely qualify for the service. The Company's marketing efforts will be consistent with and in compliance with the Department's rules and the Company will make any necessary changes to its advertising materials in the event the Department implements new requirements. Samples of the Company's Lifeline advertising are attached hereto as Exhibit 4.

¹⁷ See *2012 Lifeline Reform Order*, ¶ 368.

F. DISH Wireless Will Comply with Service Requirements Applicable to the Support It Receives

Pursuant to 47 C.F.R. § 54.202(a)(1)(i), DISH Wireless will comply with the service requirements applicable to the supported services it will be offering in the identified service areas. Gen Mobile plans will be offered in Massachusetts initially by reselling partner carriers' wireless service. Gen Mobile can also support customers on DISH's own 5G network facilities provided the customer has a compatible device. The partner carriers' networks are operational and largely built out. Thus, the Company will be able to commence offering its Lifeline service to all locations served by its underlying carriers promptly after receiving approval from the Department.

G. DISH Wireless Will Comply with Any Applicable Two-Year and Five-Year Plan Requirements

Pursuant to 47 C.F.R. § 54.202(a)(1)(ii), a common carrier seeking designation as a Lifeline-only ETC is not required to submit a five-year network improvement plan as part of its application for designation as an ETC. DISH Wireless is in a unique position, however, because it is constructing its own facilities-based 5G wireless network subject to FCC-approved buildout milestones, including having already deployed its 5G broadband service to more than 70% of the U.S. population by June 14, 2023 (including in Massachusetts). DISH Wireless commits to providing service consistent with the requirements of any other support mechanism pursuant to which it is authorized to receive support in the future.

H. Consumer Protection and Service Quality Standards

The Company commits to comply with all applicable consumer protection and service quality standards for universal service programs. As stated in 47 C.F.R. § 54.202(a)(3), a wireless applicant's commitment to comply with the Cellular Telecommunications and Internet Association's Consumer Code for Wireless Service ("CTIA Consumer Code") will satisfy this

consumer protection and service quality requirement. DISH Wireless commits to fully complying with the CTIA Consumer Code.

I. Ability to Remain Functional During Emergencies

The Company's services are able to remain functional in emergency situations as required by 47 C.F.R. Section 54.202(a)(2). DISH Wireless' greenfield 5G network operates in a cloud-native environment that is not encumbered by traditional technology and will be more flexible and resilient in the event of service outages. In addition, DISH Wireless relies on mobile virtual network operator (MVNO) partner networks that are designed to remain functional even without external power sources, are able to re-route traffic around damaged facilities, and can manage traffic spikes that may occur in emergency situations.

J. DISH Wireless Is Financially and Technically Capable

As part of the *2012 Lifeline Reform Order*, the FCC amended its rules to require a carrier seeking designation as a Lifeline-only ETC to demonstrate that it is financially and technically capable of providing the supported Lifeline service in compliance with all of the low-income program rules.¹⁸ DISH Wireless satisfies these criteria.

DISH Wireless is financially capable of honoring its service obligations to customers, as shown in Exhibit 5, a link to the Form 10-K of EchoStar, as well as meeting its federal and state regulatory obligations. The Company will not rely exclusively on revenues from the provision of Lifeline services for its operating revenues. The Company also has access to additional capital resources from its parent and affiliate companies. The Company's financial resources position the Company to expand its operations to serve currently unserved/underserved eligible low-income Massachusetts consumers and increase competition.

¹⁸ See *2012 Lifeline Reform Order*, ¶ 387; see also 47 C.F.R. § 54.202(a)(4).

In addition, the proposed Lifeline offerings will be overseen by a team of personnel with substantial industry experience with the requirements of the federal Lifeline program and marketing to the low-income consumer sector. Attached as Exhibit 6 is a current list of the Company's key personnel responsible for Gen Mobile-branded Lifeline offerings, with biographical information for each, showing that the Company has the expertise necessary to provide the services detailed herein.

K. Terms and Conditions of Proposed Lifeline Offering

The Company has the ability to provide all services supported by the universal service program, as detailed in 47 C.F.R. § 54.101(a), throughout Massachusetts. The Company further affirms that its Lifeline-supported voice services will meet or exceed the minimum service standards set forth in 47 C.F.R. § 54.408, including as such standards are updated going forward. Gen Mobile-branded Lifeline-supported broadband services will also meet the minimum service standards set forth in 47 C.F.R. § 54.408 for mobile broadband internet access services, including for service speed and data usage allowance, as such standards are updated going forward. To the extent DISH Wireless provides or sells devices for use with Lifeline-supported broadband service, such devices will meet the equipment requirements set forth in 47 C.F.R. § 54.408(f), and DISH Wireless will not impose an additional or separate tethering charge for mobile data usage below the minimum standard.

Attached hereto as Exhibit 2 is a summary table of the Company's proposed Lifeline service offerings, showing that Lifeline customers can receive 1,000 voice minutes, 1,000 text messages, and 4.5 gigabytes (GB) of data per month at a net cost of \$0.00 after application of Lifeline support. Customers will also be able to purchase additional minutes or data as needed. In addition to wholly-supported or discounted wireless services, prepaid Lifeline customers will be able to purchase a handset at an additional charge or SIM card offer, as well as access to voice

mail, caller I.D., call forwarding, 3-way calling, and call waiting features at no additional charge. Customers may use their minutes to place domestic long-distance calls at no additional charge, and calls to the Company's customer service are free with no deduction of available minutes. Calls to 911 emergency services are always free, regardless of service activation or availability of minutes.

L. Gen Mobile's Offerings Will Comply with Lifeline Certification and Annual Re-certification Requirements

Customers interested in obtaining information on the Lifeline program will be directed to a toll-free telephone number and to the Company's website, which will contain information regarding the Company's Lifeline service plans, including a description of the Lifeline program and eligibility criteria. DISH Wireless will use multiple outreach methods including but not limited to nonprofit partnerships, phone, online, and in person enrollments through Lifeline events. Section 54.410 of the FCC's rules requires ETCs to certify and verify a Lifeline customer's initial and continued eligibility. DISH Wireless will rely on the National Verifier and the National Lifeline Accountability Database ("NLAD"), both administered by the Universal Service Administrative Company ("USAC"), to determine an applicant's eligibility for Lifeline service. DISH Wireless will require all Gen Mobile's Lifeline applicants to complete the standard Lifeline application forms in the National Verifier environment. The standard Lifeline application complies with the disclosure, certification, and information collection requirements in 47 C.F.R. § 54.410(d).¹⁹

¹⁹ *FCC Wireline Competition Bureau Provides Guidance on Universal Forms for the Lifeline Program*, WC Docket No. 11-42, Public Notice, "Wireline Competition Bureau Provides Guidance on Universal Forms for the Lifeline Program," DA 18-161 (rel. Feb. 20, 2018). The standard application/certification forms are available on USAC's website (*see* USAC, Lifeline Forms, <http://www.usac.org/li/tools/forms/default.aspx>).

For applicants verified as being eligible by USAC's National Verifier and NLAD, DISH Wireless will complete enrollment by transmitting the required information into NLAD as required by Section 54.404(b)(6) of the FCC's rules. In addition, at the time of enrollment, the Company will notify the applicant that the prepaid service must be personally activated by the subscriber and the subscriber must use their service every thirty (30) days in order to maintain their Lifeline benefit.

DISH Wireless will also comply with Sections 54.410(f) of the FCC's rules governing annual subscriber re-certification of eligibility and will coordinate with USAC's National Verifier and NLAD systems to manage additional de-enrollments related to USAC-administered benefit transfers and failure to re-certify.²⁰

M. DISH Wireless Will Comply With All Regulations Imposed or Adopted by the Department

By way of this Petition, DISH Wireless hereby declares its ability and goal to comply with all the rules and regulations that the Department may lawfully impose or adopt upon the Company's provision of service contemplated by this Petition, including any reporting requirements set by the Department. DISH Wireless will answer any questions or present additional testimony and other evidence about its services within the state upon the Department's request. In addition, DISH Wireless promises to pass on all support received from the federal Universal Service Fund ("USF") to its qualified Lifeline customers.

N. Prevention of Waste, Fraud and Abuse

The Company recognizes the importance of safeguarding the USF, and has implemented measures and procedures to prevent duplicate Lifeline benefits being awarded to the same

²⁰ 47 C.F.R. §§ 54.405(e), 54.410(f).

household. Gen Mobile Lifeline offerings will comply with the requirements of the NLAD and section 54.404 of the FCC's rules. As part of the application process, the National Verifier queries the NLAD for every enrollment to determine whether a prospective subscriber is currently receiving a Lifeline service from DISH Wireless or any other ETC, and whether anyone else living at the prospective subscriber's residential address is currently receiving Lifeline service.

Consistent with federal regulations, the Company will not seek USF reimbursement for new subscribers until they have activated the service, either by initiation and/or actual use of the service, and will de-enroll any subscriber that has not used the Company's Lifeline service as set forth in 47 C.F.R. § 54.407(c)(2). An account will be considered active if the authorized subscriber establishes usage, as "usage" is defined by 47 C.F.R. § 54.407(c)(2), during the specified timeframe, currently a period of thirty (30) days, or during the notice period set forth in 47 C.F.R. § 54.405(e)(3), currently a period of fifteen (15) days. In accordance with 47 C.F.R. § 54.405(e)(3), DISH Wireless will provide the subscriber advance notice when a subscriber's failure to use the Lifeline service within the notice period will result in service termination for non-usage. Customers that have been deactivated may participate in the Company's Lifeline service in the future by reapplying and re-establishing eligibility.

DISH Wireless contracts with third party vendors to supplement USAC's own processes and procedures, and the Company will continue to use Emerios Enterprise Services Inc. ("Emerios") software to process Lifeline applications and to assist with validating the Company's subsidy data to prevent duplicate subsidies. DISH Wireless will also continue to utilize its established back office real time review process for in-person applications to be completed before a Lifeline application is passed to the National Verifier to qualify a customer.

In addition, DISH Wireless will continue to use experienced staff, including third party outsource companies, to provide review of the Company's in-person Lifeline enrollments.

V. DESIGNATING DISH WIRELESS AS AN ETC WOULD PROMOTE THE PUBLIC INTEREST

The Department will advance the public interest by designating the Company as an ETC so that it can offer the Gen Mobile-branded Lifeline services. Americans increasingly need greater access to voice and broadband services, and low-income Massachusetts consumers in particular are suffering from the lack of affordable and available access. In addition, because DISH Wireless is deploying a new facilities-based wireless 5G network throughout the country over the next several years, designating DISH Wireless as an ETC will improve its ability to apply for state broadband funding grants, should ETC designation be required, to increase service in underserved and unserved areas.

A. Advantages of Gen Mobile Lifeline Plans

Authorizing the Company as a Lifeline ETC in the Commonwealth of Massachusetts will enable the Company to provide eligible low-income consumers with access to high quality mobile voice, text, and data services. This will increase those consumers' choices in service providers and service options and make essential communications services more affordable and accessible to these consumers. Mobile services are overwhelmingly preferred by Lifeline-eligible consumers who may be able to afford only a single connection, may frequently change residences or places of employment, and may need the ability to communicate with prospective employers. Some of these individuals may be experiencing homelessness and rely upon Lifeline service as their single reliable source of connectivity. Lifeline services also ensure that consumers always have the ability to contact 911 emergency services should the need arise. The

availability of a no-charge Lifeline service that includes voice minutes, texts, and data is an invaluable resource for consumers in these circumstances.

Gen Mobile Lifeline service plans provide meaningful options for low-income consumers because they offer low-cost, reliable alternatives to traditional rate plans. Among the Gen Mobile Lifeline offerings is a plan with 1,000 voice minutes, 1,000 texts, and 4.5 GB of data available to all qualifying low-income Massachusetts consumers for no cost, and a plan with unlimited voice minutes, unlimited texts and 11 GB of data available to residents of Tribal lands for no cost. Qualified Massachusetts consumers will have the choice to apply their Lifeline discount to existing Gen Mobile plans.

In addition, Gen Mobile Lifeline plans alleviate customer concerns regarding deposits, hidden costs, varying monthly charges, and long-term contract issues. Gen Mobile prepaid plans allow customers to subscribe to voice, text, and data services without the hurdle of a credit check or the commitment of a contract.

B. Benefits of Competitive Choice

Designating the Company as an ETC also meets the FCC's stated goals for promoting competition and increasing customer choice. The FCC has recognized that in non-rural areas, designation of multiple ETCs is "consistent per se with the public interest."²¹ In rural and high-cost areas, the FCC determined that "designation of competitive ETCs promotes competition and benefits consumers . . . by increasing customer choice, innovative services, and new technologies."²² In the Lifeline context, the entry of additional providers increases competitive

²¹ *Federal-State Joint Board on Universal Service, Celco Partnership d/b/a Bell Atlantic Mobile, Petition for Designation as an Eligible Telecommunications Carrier*, Memorandum, Opinion and Order, CC Docket No. 96-45, DA 00-2895, ¶ 14 (rel. Dec. 26, 2000).

²² *See Western Wireless Corporation Petition for Designation as an Eligible Telecommunications Carrier in the State of Wyoming*, Memorandum Opinion and Order, CC Docket No. 96-45, DA 00-2896, ¶ 17 (rel. Dec. 26, 2000).

choice for lower-income customers who may not be the focus of wireless carriers' marketing efforts. Launching Gen Mobile Lifeline options in Massachusetts will add affordable, innovative mobile wireless choices to the marketplace, and could spur other ETCs to expand and improve their own Lifeline service offerings. Granting ETC designation to DISH Wireless will promote competition for the benefit of consumers and will have desirable effects upon the Massachusetts market for Lifeline services by making these services more available and accessible, thereby supporting the goals of universal service.

VI. ANTI-DRUG ABUSE CERTIFICATION

In accordance with section 5301 of the Anti-Drug Abuse Act of 1988, DISH Wireless certifies that no party to the Petition is subject to denial of federal benefits, including FCC benefits.

VII. CONCLUSION

Based on the foregoing, designation of DISH Wireless as an ETC in the Commonwealth of Massachusetts accords with the requirements of Section 214(e)(2) of the Act and is in the public interest.

WHEREFORE, DISH Wireless respectfully requests that the Department designate DISH Wireless as an ETC in the Commonwealth of Massachusetts for the purpose of participating in the Lifeline program.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Alison Minea", is written over a horizontal line.

Alison Minea
DISH Wireless L.L.C.

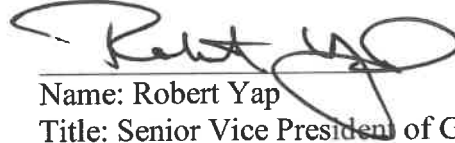
EXHIBIT 1: VERIFICATION

I, Robert Yap, Senior Vice President of Gen Mobile for DISH Wireless L.L.C., have reviewed and am familiar with the foregoing Petition for Designation as an Eligible Telecommunications Carrier in the Commonwealth of Massachusetts. The statements in the foregoing document are true of my own knowledge, except as to matters which are herein stated on information and belief, and as to those matters, I believe them to be true.

DISH Wireless L.L.C.

12/4/24

Date



Name: Robert Yap

Title: Senior Vice President of Gen Mobile
DISH Wireless L.L.C.

EXHIBIT 2: PROPOSED LIFELINE PLANS

<u>Subsidy Amount (\$)</u>	<u>Subsidy Type</u>	<u>Gen Mobile Lifeline Plan Offering</u>
9.25	Lifeline (Federal)	1,000 minutes of talk/voice, 1,000 text, and 4.5 GB of data
34.25	Lifeline (Federal and Tribal)	Unlimited talk & text, 11 GB of data

EXHIBIT 3: MASSACHUSETTS COVERAGE AREA ZIP CODES

01001	01060	01119	01270	01430
01002	01062	01128	01301	01431
01003	01063	01129	01330	01432
01005	01068	01144	01331	01434
01007	01069	01151	01337	01436
01008	01070	01199	01338	01440
01010	01071	01201	01339	01450
01011	01072	01220	01340	01451
01012	01073	01222	01341	01452
01013	01075	01223	01342	01453
01020	01077	01224	01343	01460
01022	01080	01225	01344	01462
01026	01081	01226	01346	01463
01027	01082	01230	01349	01464
01028	01084	01235	01351	01468
01030	01085	01236	01354	01469
01031	01088	01237	01355	01473
01032	01089	01238	01360	01474
01033	01095	01240	01364	01475
01034	01096	01245	01366	01501
01035	01098	01247	01367	01503
01036	01103	01253	01368	01504
01038	01104	01254	01370	01505
01039	01105	01255	01373	01506
01040	01106	01256	01375	01507
01050	01107	01257	01376	01510
01053	01108	01259	01378	01515
01054	01109	01263	01379	01516
01056	01111	01266	01380	01518
01057	01118	01267	01420	01519

01520	01590	01754	01854	01949
01521	01602	01756	01860	01950
01522	01603	01757	01862	01951
01523	01604	01760	01863	01952
01524	01605	01770	01864	01960
01527	01606	01772	01867	01966
01529	01607	01773	01876	01969
01531	01608	01775	01879	01970
01532	01609	01776	01880	01982
01534	01610	01778	01886	01983
01535	01611	01801	01887	01984
01536	01612	01803	01890	01985
01537	01653	01805	01901	02019
01540	01655	01810	01902	02021
01541	01701	01821	01904	02025
01542	01702	01824	01905	02026
01543	01718	01826	01906	02030
01545	01719	01827	01907	02032
01550	01720	01830	01908	02035
01560	01721	01832	01910	02038
01562	01730	01833	01913	02043
01564	01731	01834	01915	02045
01566	01740	01835	01921	02048
01568	01741	01840	01922	02050
01569	01742	01841	01923	02052
01570	01745	01843	01929	02053
01571	01746	01844	01930	02054
01581	01747	01845	01938	02056
01583	01748	01850	01940	02061
01585	01749	01851	01944	02062
01588	01752	01852	01945	02066

02067	02138	02302	02453	02559
02071	02139	02322	02458	02562
02072	02140	02324	02459	02563
02081	02141	02325	02460	02568
02090	02142	02330	02461	02571
02093	02143	02332	02462	02576
02108	02144	02333	02464	02601
02109	02145	02338	02465	02630
02110	02148	02339	02466	02631
02111	02149	02341	02467	02632
02113	02150	02343	02468	02633
02114	02151	02346	02472	02635
02115	02152	02347	02474	02638
02116	02155	02351	02476	02639
02118	02163	02356	02478	02642
02119	02169	02357	02481	02644
02120	02170	02359	02482	02645
02121	02171	02360	02492	02646
02122	02176	02364	02493	02648
02124	02180	02367	02494	02649
02125	02184	02368	02532	02650
02126	02186	02370	02535	02653
02127	02188	02375	02536	02655
02128	02189	02379	02537	02657
02129	02190	02382	02538	02659
02130	02191	02420	02539	02660
02131	02199	02421	02540	02664
02132	02203	02445	02542	02667
02134	02210	02446	02543	02668
02135	02215	02451	02554	02670
02136	02301	02452	02556	02671

02673	02739	02770	01097	02553
02675	02740	02771	01242	02557
02702	02743	02777	01243	02558
02703	02744	02779	01244	02561
02715	02745	02780	01258	02575
02717	02746	02790	01260	02641
02718	02747	01009	01262	02652
02719	02748	01029	01264	02663
02720	02760	01037	01347	02666
02721	02762	01066	01350	02713
02723	02763	01074	01613	02791
02724	02764	01079	01965	
02725	02766	01083	02020	
02726	02767	01092	02047	
02738	02769	01093	02534	

EXHIBIT 4: SAMPLE ADVERTISEMENT

Buckslips 3.5” by 9.5”



FREE MOBILE SERVICE

See if you qualify for Gen Mobile's
FREE Talk, Text & Data

See below for more details.



The Lifeline Program ("Lifeline") is a federal government assistance program by the Federal Communications Commission ("FCC") that provides discounted mobile services to eligible households. You may be eligible for Lifeline based on income or other qualifying criteria. All Lifeline plans will have at least 1,000 voice minutes, 1,000 text messages, and 4.5 GB of data. Qualified residents in some states may receive more data based on additional state funding. There is only one monthly discount for your Lifeline-supported service per household, and it is not transferable to another person. You must use your Lifeline service at least once per 30 days or you will be disenrolled from the program. Lifeline Gen Mobile plans do not include international/domestic roaming. To learn more about Lifeline, visit www.lifelinesupport.org. Customers are subject to Gen Mobile's and Lifeline's terms & conditions. Visit genmobile.com/terms for Gen Mobile terms & conditions, which are subject to change at any time.

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Banners 2' by 5'



genmobile™

FREE MOBILE SERVICE

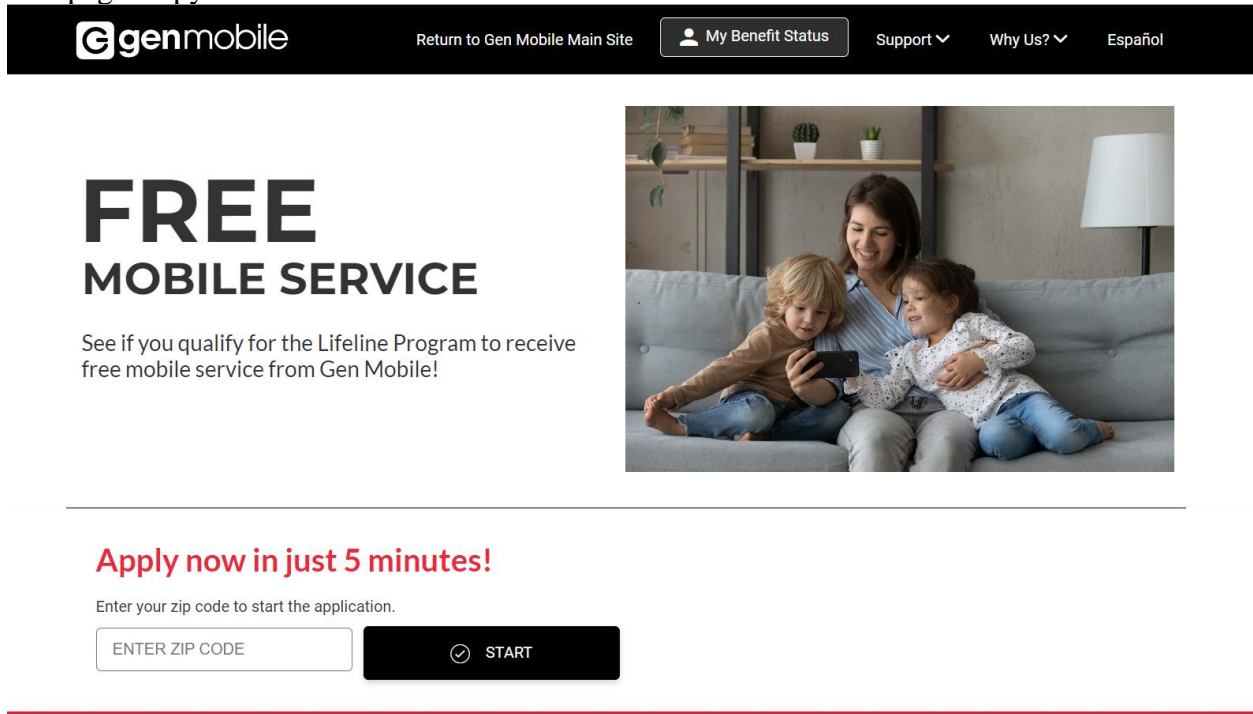
See if you qualify for the Lifeline Program with Gen Mobile!

Apply Today

DSG Wireless LLC is authorized to provide Lifeline service under the Gen Mobile brand. The Lifeline Program ("Lifeline") is a government assistance program that provides discounted telephone services to eligible households funded by the Federal Universal Service Fund. Only one discounted eligible line(s) may be provided and is non-transferable to another person. To qualify, the customer must be enrolled in an eligible government program (Medicaid or SNAP) or have a household annual gross income that is at or less than 135% of the Federal Poverty Guidelines. The Bureau further administered by the National Service Administrative Company (NSAC) will determine whether the household meets the eligibility requirements to participate in Lifeline. Go to genmobile.com for Gen Mobile's Terms & Conditions, including the full restrictions for Lifeline, and wireless service plans.




Webpage Copy



genmobile [Return to Gen Mobile Main Site](#) [My Benefit Status](#) [Support](#) [Why Us?](#) [Español](#)

FREE MOBILE SERVICE

See if you qualify for the Lifeline Program to receive free mobile service from Gen Mobile!



Apply now in just 5 minutes!

Enter your zip code to start the application.

[START](#)

EXHIBIT 5: FINANCIAL STATEMENT (LINK TO 10-K)

Form 10-K of EchoStar Corporation, which indirectly owns 100% of DISH Wireless,
<https://ir.echostar.com/static-files/c0c6367b-a6dc-455c-87c4-5d30a5127048>.

EXHIBIT 6: KEY PERSONNEL BIOS

Robert Yap, SVP of Gen Mobile, a DISH Wireless L.L.C. brand, has over 20 years of telecommunication experience. Mr. Yap was an executive at several telecommunications companies (wireless, CLEC, and calling cards), including at Gen Mobile, Inc. where he was a founder, and was a corporate attorney at McDermott, Will & Emory. From 2015 to 2017, he was the President of TruConnect Communications, Inc., a nationwide wireless Lifeline Provider with over 500,000 customers during his tenure. In 2018, Mr. Yap and his fellow executives founded Gen Mobile, Inc. (later acquired by DISH Wireless L.L.C.), to provide consumers affordable wireless service options and to help bridge the digital divide for the 30% of Americans that have limited access to the internet. He hopes to provide the same in the Commonwealth of Massachusetts with Gen Mobile as the head of the brand under DISH Wireless.

Mr. Yap also has served on several nonprofit boards including as chairman of the Asian Pacific Community Fund (“APCF”), a non-profit that has raised over \$5,000,000 for distribution to non-profits that serve communities in Los Angeles, and as a current board member of Center for Asian Americans United for Self-Empowerment (“CAUSE”), a non-profit dedicated to politically empowering the Asian Pacific American community. He also held leadership positions at Project by Project and the National Asian Pacific American Bar Association, and served in AmeriCorps at Public Allies Chicago.

Mr. Yap received his B.A. in Economics from Northwestern University and his J.D., with honors, from George Washington University School of Law.

Anthony Lombardo, Director and Head of Finance for Gen Mobile, is an experienced Finance and M&A professional. Prior to joining Gen Mobile, he worked with various early stage and venture backed start-ups as well as servicing private equity and strategic clients with buy-side and sell-side transaction support. He has experience supporting clients with needs in the CFO suite and finance operations and started his career at PricewaterhouseCoopers where he spent 13 years in both the audit and transaction support groups. Mr. Lombardo is a co-founder of Gen Mobile Inc. and served as its CFO and is now the head of finance for the Gen Mobile brand.

Mr. Lombardo received his Bachelor of Science in Economics from The Wharton School at the University of Pennsylvania and his Master of Business Administration from the UCLA Anderson School of Management. Mr. Lombardo is also a licensed CPA (inactive) in the state of California.

Jennifer Lin, Director of Marketing, Gen Mobile, is a marketing and market research professional. She previously worked in market research at Farmers Insurance and was part of the team that launched online health insurance broker, HealthInsurance.com. She is a co-founder of Gen Mobile Inc. and leads the marketing department.

Ms. Lin received her Bachelor’s degree from the University of California, Los Angeles and her M.P.H. from Boston University.

Jose Andrade, Director of Operations, Gen Mobile, has over 15 years of operational management experience at wireless telecommunications companies including from 2015-2018 as Director of Operations at TruConnect, a wireless Lifeline Provider with over 500,000 customers and from 2018-2021 as Director of Operations at Gen Mobile, Inc. His experience includes PMO leadership, customer service management, business optimization, data analysis, and leadership development. Mr. Andrade is responsible for day-to-day operations at Gen Mobile.

Mr. Andrade received his Business degree from the California State University-Los Angeles.

Sola Lee, Senior Corporate Counsel, Gen Mobile, has over 10 years of legal experience including as Counsel from 2015 to 2017 at TruConnect, a wireless Lifeline Provider with over 500,000 customers and from 2018-2021 at Gen Mobile, Inc. She was responsible for legal, regulatory, and compliance functions at TruConnect and Gen Mobile. Ms. Lee is the lead counsel for the Gen Mobile brand.

Ms. Lee graduated with a Bachelor's degree from the University of California, Davis and with a J.D. from the University of Oregon.

Vincent Buongiovanni, Director of Sales Operations – ACP/Lifeline, Gen Mobile, has over 10 years of experience in the wireless telecommunications industry, including managing the sales, operations, and compliance of Assurance Wireless' Affordable Connectivity Program and Lifeline Program nationwide, specifically managing the field agents used by the service provider. He also served as interim Director of Wireless at Assurance during the acquisition of Sprint by T-Mobile and is part-time police officer in Hi-Nella, New Jersey. Mr. Buongiovanni is in charge of the sales operations for ACP and Lifeline program for the Gen Mobile brand at DISH Wireless.