



North Dakota
PUBLIC SERVICE COMMISSION

**PSC Wireless
Outreach Initiative**



Zap the Gap • Connecting Consumers

Wireless Outreach
Initiative

Cellphone Use is Booming Nationwide: 2006 Stats

- 219.4 million users, up 38.9 million over 2004
- Annual wireless revenue: \$121 billion
- 1.7 trillion minutes of use compared to 29 billion 12 years ago
- Average bill = \$50.64 (2004) (in 1987 it was \$154.62, inflation adjusted)
- Cost/minute: \$1 – 20 years ago. 7¢ today
- More than 240,000 E911 calls per day

Wireless Phones are Important for Rural America

- **Economic Development**
- **Safety**
- **Quality of Life**

PSC Jurisdiction Over Wireless

- Limited
- Federal Government Prevents states from oversight of rates or “market entry.”
- PSC grants “ETC Status” which gives telecom carriers federal subsidies, but this does not give PSC authority to order towers to be built.

The PSC Wireless Outreach Initiative: 2 Components

- **Zap the Gap**
- **Connecting Consumers**

Zap the Gap

- Encourage wireless investment in North Dakota
- Collect information from consumers regarding high-need, low service areas
- Facilitate discussion with wireless companies
- Provide wireless companies with useful planning information
- Participate in federal proceedings that are of importance to North Dakota

Connecting Consumers

- Help consumers find answers to questions/concerns about their wireless service
- Systematically handle consumer complaints and inquiries
- wireless@nd.gov email address reserved and in use for contacting PSC

Consumer Wireless Survey

1. Last Name: _____ First Name: _____

2. Billing Address: _____ City: _____ State _____ Zip _____

3. Cell Phone Number: _____ E-mail Address: _____

4. Contact Number if Different than Above: _____

5A. *For customers with North Dakota wireless contracts, please provide:*

OR

5B. *For wireless customers traveling through North Dakota with contracts elsewhere, please provide:*

Service Provider:

☐ Verizon

☐ Sprint

☐ Qwest

☐ SRT

☐ Cellular One

☐ Extend America

☐ Western Wireless

☒ Other: _____

Service Provider: _____

In which state did you purchase your cell phone contract? _____

6. Service: ☐ Analog ☐ Digital

7. Cell Reception Experience: (summarize your cell phone reception)

8. ***Please provide the most detailed land description possible. The more specific the information, the more beneficial it will be to us in our efforts to assist you.*** (Provide location information, to the best of your ability, if possible in: land coordinates, miles N/S/E/W to/from city or town, highway or road #'s, mile markers, *or* Global Positioning System (GPS) coordinates. If you do not know any of this information, just describe the location in as much detail as possible.)

Describe Location:

Is this location ☐ Approximate? ☐ Exact?

If the following information is available, please provide. If not, your detailed description in item number 8 will be sufficient.

Township _____ Range _____ Section _____ Quarter Quarter/Quarter _____
GPS Latitude _____ GPS Longitude _____

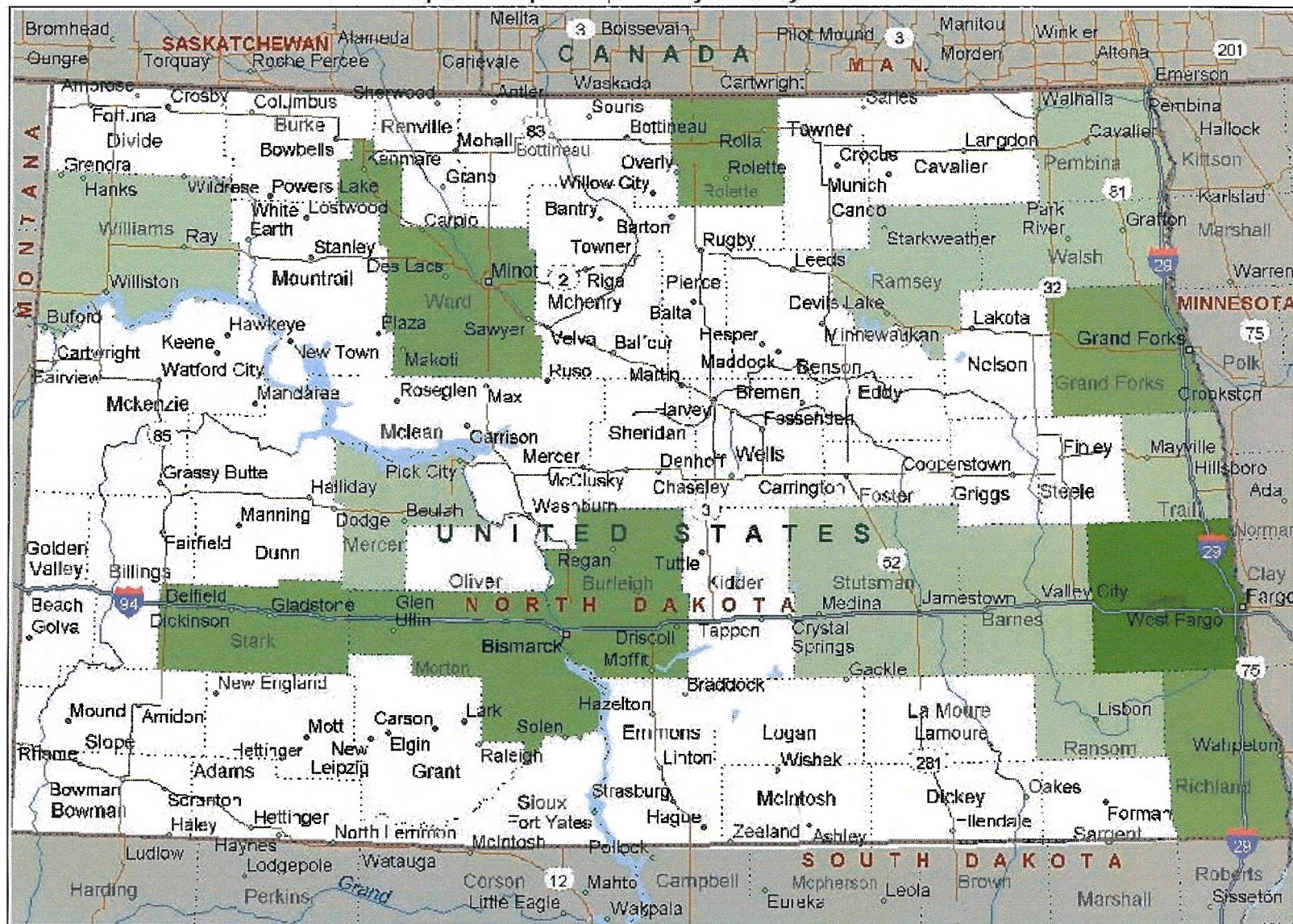
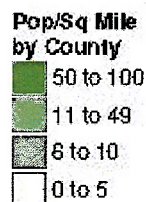
9. When did this reception problem last occur?

This form can also be printed, completed and faxed to 701-328-2410 or mailed to PSC, 600 E Blvd Ave., Dept 408, Bismarck ND 58505-0480.

If you have other concerns regarding your wireless service (e.g., billing, contracts, etc.), please contact your cellular service provider first. If after you contact them, you require additional assistance, you can contact our office by e-mail wireless@psc.state.nd.us and explain your concerns in detail, or call 701-328-2400.

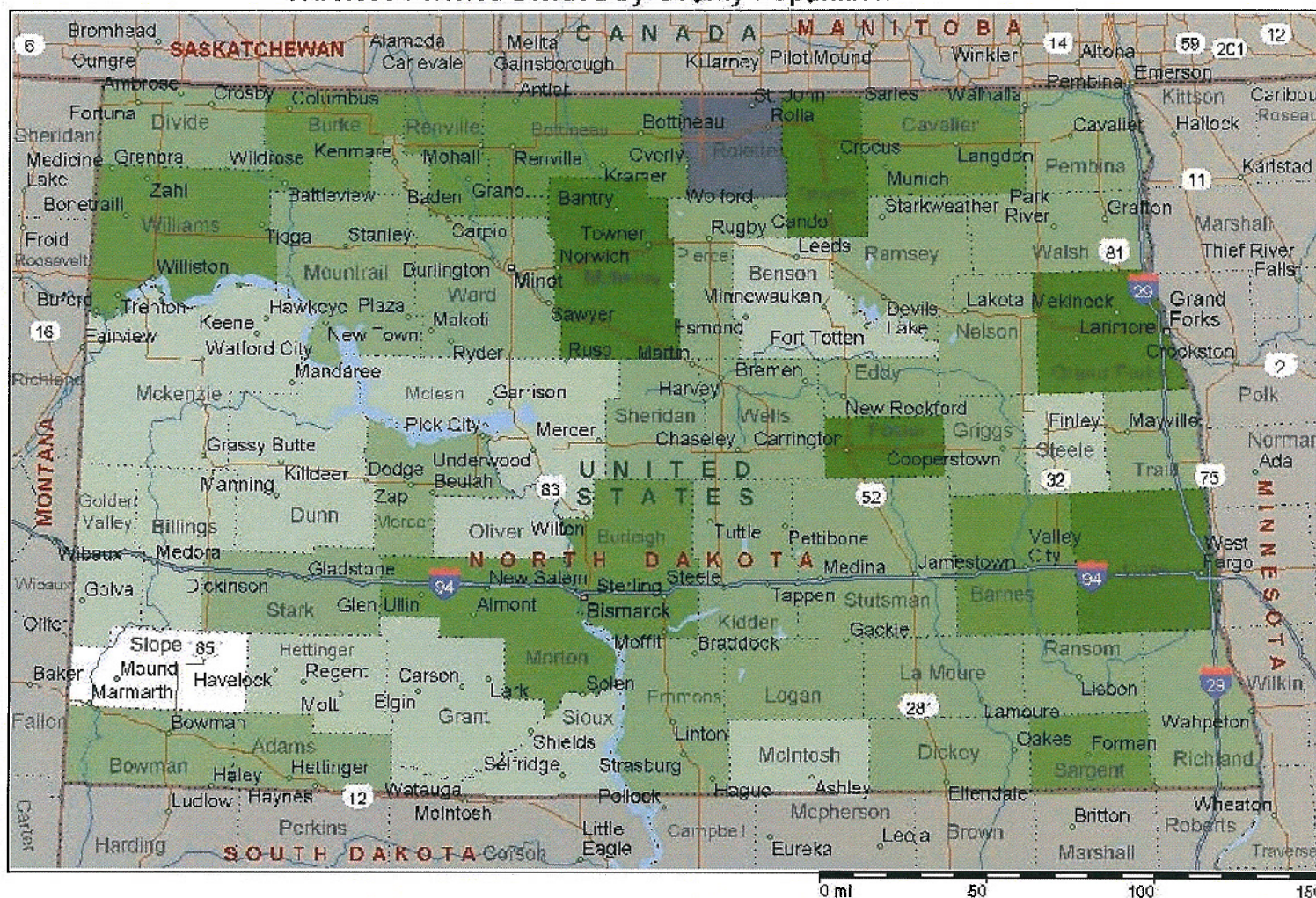
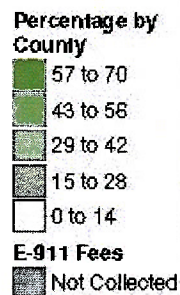
E-mail Form to PSC

Population per Sq Mile by County



The information contained in this document is from sources believed to be reliable, but is not guaranteed. All consumers should use their own best efforts to ascertain information they consider pertinent to their personal situation. All coverage areas are approximate.

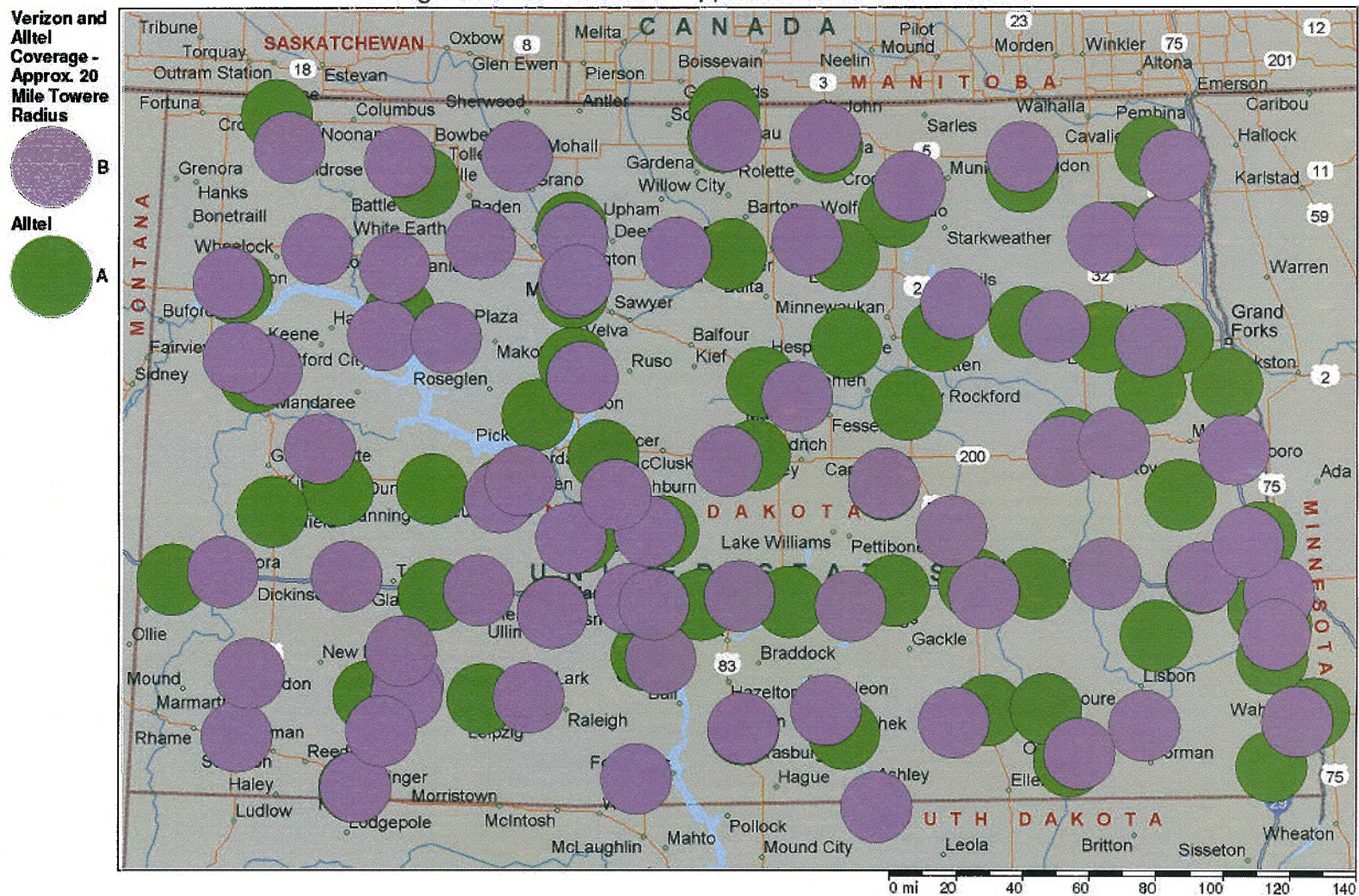
Wireless Phones Divided by County Population



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Coverage Verizon and Alltel - approx. 20 Mile Tower Radius



Recent Developments

- A strong year for new rural tower placements:
 - Dodge, Fairfield, Northwood, Maddock, Elgin, Park River, Goodrich, Galesburg, Hettinger, Horace, Crosby, LaMoure, Amidon, Carson
- Upgraded network capabilities: Verizon \$23.3 million high-speed network upgrade in state.
- Importance of wireless as a function of public safety: Northwood Alltel Tower
- Very robust coverage in SRT PCS area

Contact Information

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www.psc.state.nd.us

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