

**Docket Number:** TC13-035  
**Subject Matter:** Eight Data Request  
**Request to:** Boomerang Wireless  
**Request from:** South Dakota Public Utilities Commission Staff  
**Date of Request:** 1/11/2017  
**Responses Due:** 1/25/2017

- 8-1. In the response to DR 1-8 on 6/3/13 the company said there is a fee for a replacement of a phone, implying that phones are given to customers. In response to DR5-1 filed on 11/17/16 the company states that devices are not given with the plans. Confirm whether or not devices are given with the 3 plans, 2 non-tribal and 1 tribal, that Boomerang has listed on their website or if there are any other plans a free device is given.

**RESPONSE:** Prior to December 2, 2016, Boomerang's Lifeline plan offerings (125 Minute Plan, 250 Minute Plan and the 1,000 Minute Tribal Plan) included a free phone. If a Lifeline customer's Lifeline device was lost or stolen, then the customer may get a replacement device for the remittance of the \$25.00 Replacement Fee.

Effective December 2, 2016, the Lifeline Modernization Order established criteria for voice minimum standard and broadband minimum standard plans to receive the Lifeline subsidy of \$9.25. In light of the new standards, Boomerang re-evaluated our business strategy and decided not to offer the Free device.

With the implementation of the Lifeline minimum standard plans, Boomerang ceased offering the 125 Minute Plan, 250 Minute Plan and the 1,000 Minute Tribal Plan with the free phone offerings. Boomerang's DR5-1 response reflects the two minimum standard plans for SD non-rural ETC application which do not include a free device. Boomerang's SD rural ETC application will also include a Tribal Plan that meets the minimum standard. The minimum standard Tribal plan does include a free device at this time.

Below are the three (3) Lifeline minimum standard plans that Boomerang plans to offer in South Dakota. Lifeline plans that do not meet the minimum standard are not available as of December 2, 2016. Boomerang's ETC applications will be updated in the near future to reflect the replacement of the 125 Minute Plan, 250 Minute Plan and the 1,000 Minute Tribal Plan, as applicable, with the Minimum standard Plans. Below are the three (3) Lifeline minimum standard plans that Boomerang plans to offer in South Dakota.

1. **500 Minute Plan:** This plan offers 500 voice minutes, 100 texts, and 10MB of data per month. Customer must provide their own device. There is no device available with this offer, nor are discounts or promotions for devices available with this plan. Lifeline minutes, texts and data are automatically posted each month on the Lifeline customer's service date. There is no rollover of minutes, texts, or data, and any unused minutes, texts, or data will expire on the next month's monthly service date. All usage is subject to the Company's Acceptable Use Policy.

2. **500 MB Plan:** This plan offers 500 MB of data and 100 talk & text units per month. Data is 3G/4G based on network availability and device capability. Customer provides their own device as plan does not include a device. Lifeline data, units, minutes, and texts are automatically posted each month on the Lifeline customer's service date. There is no rollover of data, units, minutes, or texts, and any unused data, units, minutes, or texts will expire on the next month's monthly service date. All usage is subject to the Acceptable Use Policy.
3. **Tribal Unlimited Unit & 750MB Plan:** (TRIBAL Offering Only.) This plan offers unlimited talk and text units (where 1 minute equals 1 unit and 1 text equals 1 unit) and 750 MB of data each month. A free entry level smart phone is available to eligible subscribers who have not received a free phone in the most recent 12 month period. Lifeline free minutes, units and data are automatically posted each month on the Lifeline customer's service date. Tribal plan only available to eligible customers who reside on Federal recognized Tribal lands. There is no roll over of minutes. All usage is subject to the Company's Acceptable Use Policy.

8-2. If a free phone is not given with the plans, explain why the advertisements filed on 9/9/16 in the attachments say "Free Phone" on them. If these advertisements are not applicable anymore, provide current advertising material for Boomerang.

**RESPONSE:** At the time the updated Marketing materials were submitted, Boomerang was still developing our strategy for the December 2, 2016 rules implementation. See Attachments for Samples of updated Marketing Materials.

8-3. Provide the name and contact information of a representative of Boomerang who consumers and the PUC can direct any complaints and inquiries to.

**RESPONSE:** Scott Randklev,  
Director, Customer Support  
955 Kacena Road, Suite A,  
Hiawatha, IA 52233  
319-294-6080 (general switchboard)  
319-743-4627 (office)  
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