

BEFORE THE GUAM PUBLIC UTILITIES COMMISSION

IN THE MATTER OF:)	GTA DOCKET 11-02
)	
GTA TELECOM LLC, GENERAL EXCHANGE TARIFF NO. 1, TARIFF TRANSMITTAL NO. 16)	PUC COUNSEL REPORT

INTRODUCTION

1. This matter comes before the Guam Public Utilities Commission [PUC] upon the tariff transmittal of GTA Telecom LLC [GTA] to reintroduce a promotional offering (CAP Line) for customers who subscribe to Spyder Broadband Services without voice services.¹
2. The tariff established by Tariff Transmittal No. 16 will supply a residential one-party access line, with certain limitations, to residential subscribers who subscribe to Spyder Broadband Services. The line will be provisioned to allow outgoing E911 and 611 (GTA repair center) abbreviated dialing only with unlimited incoming calls.² A second change will provide a promotional discount off Service Ordering Charges (per line) for subscribers who request a relocation of their primary voice service.³

BACKGROUND

3. GTA requests that this promotional offering for CAP Line service be in effect for the period of March 24, 2011, through June 21, 2011.⁴ The promotional discount of Service Ordering Charges would be effective from March 24, 2011, through September 20, 2011.⁵
4. Such promotional offerings are designed to attract new customers, retain existing customers, bundle product offerings, stimulate customer usage, and/or increase

¹ GTA Tariff Transmittal No. 16, GTA Docket 11-01, filed February 23, 2011.

² GTA Tariff Transmittal No. 16, General Exchange Tariff No. 1, at p. 70.

³ Id. at p.1.

⁴ Id.

⁵ Id.

existing customer awareness of the Telephone Company's services and products.⁶

5. During the promotional period all applicable non-recurring rates will be charged; the promotional monthly rate will be \$1.00 per line.⁷
6. In addition, GTA also requests introduction of a promotional discount off Service Ordering Charges when subscribers request a relocation of their primary voice service.⁸
7. GTA currently charges residential subscribers a \$35.00 Service Ordering Primary Residential Rate; however, during the promotional period, GTA will reduce the Primary Service Order Charge from \$35.00 to \$19.99 per line relocated.⁹

ANALYSIS

8. The PUC previously already approved the same promotional offering for a residential 1-party access line set forth in Tariff Transmittal No. 14.¹⁰ The previous promotional offering tariff was in effect from July 9, 2010 through September 28, 2010.¹¹
9. This promotional tariff will promote the purposes set forth in GTA's General Exchange Tariff No. 1 at Section XVII, which include the attraction of new customers, the retention of existing customers, and the stimulation of customer usage.
10. Furthermore, this offering will help in ensuring that customers have access to critical services like E911 and the ability to call GTA for service issues. One purpose of the Guam Telecommunications Act of 2004 is to provide the people of Guam access to modern, innovative and affordable telecommunications services.¹²

⁶ Id.

⁷ Id.

⁸ GTA Tariff Transmittal No. 16, GTA Docket 11-01, at p. 1.

⁹ GTA Tariff Transmittal No. 16, General Exchange Tariff No. 1, at p. 70.

¹⁰ PUC Order, GTA Docket 10-05, issued July 27, 2010.

¹¹ Id. at p. 2.

¹² 12 GCA §12101(b).

11. GTA has further indicated its request to discount Service Ordering Charges when the subscriber suggests a change in a relocation of their primary voice service. A charge of \$35.00 for residential subscribers would be reduced to \$19.99 per line relocated for the period of March 24, 2011 through September 20, 2011.
12. Generally a reduction in a rate or charge by a telecommunications company becomes effective without Commission review or approval. 12 GCA §12106(d). However, since this is a new promotional tariff, and not a permanent rate reduction, the better practice is to require Commission review and approval pursuant to 12 GCA §12106(b).
13. This discount in the Service Ordering Charges will facilitate the ability of subscribers to relocate lines to a new residence. Such discount promotes the goal of the Telecommunications to make telecom services more accessible to the public.¹³
14. Furthermore, PUC caused public notice of this tariff filing to be published in the Pacific Daily News on March 4, 2011.¹⁴ Said notice gave interested parties until March 17, 2011 to file any comments concerning the tariff. To date, no such comments have been filed.

RECOMMENDATION

15. In accordance with the provisions of 12 GCA §12106(b) the PUC should approve GTA's promotional offering for CAP Line services, as set forth in Tariff Transmittal No. 14, effective March 24, 2011 through June 21, 2011.
16. With regard to GTA's reduction of the Primary Service Order charge from \$35.00 to \$19.99 per line to be relocated, the PUC should approve such promotional offering effective for the period requested by GTA, from March 24, 2011 through September 20, 2011.
17. A draft Order is submitted to the Commission for its consideration.

Dated this 14th day of March, 2011.

¹³ 12 GCA §12101(b).

¹⁴ Public Notice published in the Pacific Daily News, March 4, 2011.

PUC COUNSEL REPORT
In the Matter of
GTA General Exchange Tariff No. 16
GTA Docket 11-01
March 14, 2011

Frederick J. Horecky
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