

# Stevens & Lee

17 N. Second Street, 16<sup>th</sup> Floor  
Harrisburg, PA 17101  
(717) 234-1090  
www.stevenslee.com

Direct Dial: (717) 255-7365  
Email: michael.gruin@stevenslee.com  
Direct Fax: (610) 988-0852

June 18, 2021

**VIA ELECTRONIC FILING**

Rosemary Chiavetta, Secretary  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street, 2nd Floor  
Harrisburg, PA 17120

**RE: Petition of Connect Everyone LLC, a wholly owned subsidiary of Starry, Inc. For Designation as an Eligible Telecommunications Carrier**  
**Docket No. P-2021-3023915**

Dear Secretary Chiavetta:

Enclosed please the Supplemental verified responses of Connect Everyone LLC, a wholly owned subsidiary of Starry, Inc. ("Starry") to the Set I Data Requests issued in the above-captioned matter.

Should you have any questions, please feel free to contact me.

Best Regards,

STEVENS & LEE



Michael A. Gruin

Enclosure

**4. Per 47 CFR § 54.405(b), describe how Connect Everyone will perform outreach other than through media of general distribution. Provide a mockup of marketing material for general distribution that the company will use to publicize the availability of Lifeline service. \* This can be current advertisement modified to comply w/Lifeline rules. Be sure to include standalone voice service as an option, and include offering(s) that satisfy Lifeline minimum service standards and pricing. 47 CFR §954.101, 54.201(d)(2), 54.401(d), 54.408. 52 Pa. Code 8 69.2501.**

ORIGINAL RESPONSE TO QUESTION 4: Starry is currently developing its plans that it will offer within its RDOF footprint, including its Lifeline plan. Starry will file a Supplemental response with a mockup of the Company's advertising materials for its Lifeline service as soon as practicable. Responses of Connect Everyone, LLC to Bureau of Consumer Services Data Requests  
Docket No. P-2021-3023915

SUPPLEMENTAL RESPONSE TO QUESTION 4: Starry will utilize electronic media, social media, e-mail, direct mail, and potentially outdoor advertising campaigns to market its service to locations within its service area and to ensure that potential customers are aware of the timeframe by which Starry's services will be available in their geographic area. Starry also expects that its Lifeline landing page will be available approximately six months after the FCC authorizes support for the State. Starry will adjust its go-to-market strategy depending on the specifics of the market and the types of households within it to ensure that potential subscribers are fully aware of the service and to maximize the number of subscribers who sign up. Starry will provide a mockup of marketing material for general distribution that it will use to publicize the availability of its Lifeline service, as necessary, in a supplemental response.

ADDITIONAL MATERIAL FOR QUESTION 4: The attached exhibit provides a sample mockup of potential marketing material that Starry will use to publicize the availability of its Lifeline service. Please note that this rendering is not meant to provide final documentation of future Starry marketing material. As noted, Starry will adjust its go-to-market strategy depending on the specifics of the market and the types of households within it. Starry also may utilize electronic media, social media, e-mail, direct mail, and potentially outdoor advertising campaigns to market its service to locations within its service area and to ensure that potential customers are aware of the timeframe by which Starry's services will be available in their geographic area.



STARRY

INTRODUCING: STARRY'S LIFELINE SERVICE!

**\*\*SAMPLE MOCKUP MATERIAL - NOT FOR DISTRIBUTION\*\***

### What is the Lifeline benefit?

Starry believes in providing customers the option to choose a service plan that best meets their needs. For these reasons, Lifeline-eligible consumers may now choose from a variety of plans that are available to all Starry customers. The Lifeline benefit can be applied to broadband and/or voice service; the benefit amount for voice service is currently \$5.25 and the benefit for broadband service is currently \$9.25. The benefit amount is set by the Federal Communications Commission and is subject to change.

The Lifeline benefit may be applied as a discount to the market rate for the plan listed below:

Plan	Speeds	Market Rate
Connect (Broadband)	30/30	\$15
Base (Broadband)	200/200	\$50
Premium (Broadband)	500/250	\$75
Gigabit (Broadband)	1000/500	\$85
Voice	N/A	\$30

As always, all of Starry's plans are offered with no long-term contracts, no data caps, no equipment fees, and a [strong commitment](#) to consumer privacy.

Starry's voice service also may include the following features:

- Voice Grade Access to the PSTN;
- Access to Local Calling Services;
- Access to Interexchange Calling Services;
- Access to Toll-Free Telecommunications Services Such As 800 NPA;
- Access to Toll-Free Emergency Services by Dialing 0 or 9-1-1 (where available);
- Access to Relay Services for the Hearing and/or Speech Impaired;
- Free Caller ID;
- Free Voice Mail;
- Free Call Waiting;
- Free Forward to Mobile;
- Free Robo-Call Blocking



**\*\*SAMPLE MOCKUP MATERIAL - NOT FOR DISTRIBUTION\*\***

### How Do I Know If I Am Eligible for the Lifeline Benefit?

Lifeline is a government assistance program. Only eligible customers may enroll in the benefit. Consumers may qualify for Lifeline if their household income level is at or below 135% Federal Poverty Income Guidelines; or if a member of the household participates in one of the following programs:

- Supplemental Security Income (SSI);
- Medicaid;
- Supplemental Nutrition Assistance Program (SNAP);
- Federal Public Housing Assistance;
- Veteran's Pension or Survivor's Pension Benefit;
- Tribal Programs, including:
  - Any program listed above
  - Bureau of Indian Affairs General Assistance
  - Head Start
  - Tribal Temporary Assistance for Needy Families
  - Food Distribution Program on Indian Reservations

Lifeline service is limited to one service per qualified customer or household, and proof of eligibility is required. Annual recertification is necessary for continued enrollment. Starry's [terms and conditions](#) also apply.

### Who Can I Contact to Ask Questions?

<p style="text-align: center;"><b>Starry Customer Support</b></p> <p>Customer inquiries or complaints may be made in writing or by telephone:</p> <p>Starry, Inc. 38 Chauncy Street Second Floor Boston, MA 02111 888-231-9403 support@starry.com <a href="https://support.starry.com">https://support.starry.com</a></p>	<p style="text-align: center;"><b>Universal Service Administrative Company</b></p> <p>USAC administers the Lifeline program for the FCC, and may be contacted by:</p> <p>Phone: 888.641.8722 Website: <a href="http://LifelineSupport.org">LifelineSupport.org</a></p> <p><u><a href="#">Inquiries also may be directed to the Lifeline Support Center:</a></u> Lifeline Support Center PO Box 7081 London, KY 40742 800-234-9473</p>	<p style="text-align: center;"><b>PA PUC Bureau of Consumer Services</b></p> <p>Consumers also may contact the Pennsylvania Public Utility Commission Bureau of Consumer Services at:</p> <p>PA Public Utility Commission PO Box 3265 Harrisburg, PA 17105-3265 1-800-692-7380 <a href="http://www.puc.pa.gov">www.puc.pa.gov</a></p>
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## VERIFICATION

I, Brian Regan, holding the position of Senior Vice President, Strategy & Chief of Staff, with Starry, Inc., verify that the information provided in the foregoing responses to data requests is true and correct to the best of my knowledge, information, and belief and that I expect to be able to prove the same at a hearing held in this matter. I understand that false statements herein are made subject to the penalties of 18 Pa. C.S.A. § 4904, relating to unsworn falsifications to authorities.

*/s/ Brian Regan*

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Name: Brian Regan

Title: SVP, Strategy & Chief of Staff

Date: June 18, 2021