



ADDRESS PO BOX 420
BALDWIN WI 54002

PHONE 877.684.3346
FAX 715.684.4747

WEB www.baldwin-telecom.net

DATE: March 14, 2014

FROM: Matt Sparks – General Manager
Baldwin Broadband, LLC

TO: Federal Communications Commission (FCC) Staff

SUBJECT: Expression of Interest – Rural Trials
Docket No. 10-90

Background

Baldwin Broadband, LLC (“Baldwin”) is a wholly owned CLEC subsidiary of Baldwin Telecom, Inc., a rural ILEC. Baldwin Broadband LLC provides local and long distance telephone, internet, and IP video services over a Fiber-to-the-Premise (FTTP) network architecture. Baldwin serves xx rural Wisconsin customers.

Baldwin Broadband, LLC is not an ETC in the proposed service area. Baldwin will petition the Wisconsin Public Service Commission for ETC designation in the proposed service area upon award of funding.

Locations to be Served

Baldwin proposes to serve two portions of the Riverfalls, Wisconsin exchange which are in need of broadband-based services: 1) Town of Kinnickinnic, Wisconsin and surrounding area; and 2) Clifton Hollows/St. Croix Riviera developments. The project build will reach potentially 615 businesses and residential customers. The census blocks for these areas are listed in Attachment A. A map of the areas is shown in Attachment B.

List of Anchor Institutions

The only anchor institution in the proposed service area is the Kinnickinnic Town Hall.

Proposed technology

Baldwin will deploy FTTH technology to extend its current broadband system. The network will include fiber cable which typically has a 30-35 year life. The proposed network architecture is an Active Gigabit Optical Network which is capable of downstream and upstream speeds of 1 Gbps. Unlike DSL or wireless technologies, with Active Ethernet all subscribers enjoy the same bandwidth and performance. This means that no bandwidth limitations exist as the distance increases from the electronics.

Services to be offered

Baldwin will offer voice, broadband and video over the proposed broadband network. Pricing will be competitive with services currently provided. Representative pricing is as follows:

Service	Residential	Business
Voice Service	\$19.00	\$19.00

Symmetrical Data Services
\$8.00 per Mbps

Video Service		
Basic	70 Channels	\$57.15
Digital	150 Channels	\$75.55

Bundled Services Starting at \$95.50

Voice: Voice Mail, Caller ID, Call Waiting, Call Waiting Caller ID, Inside Wire Maintenance, Call Forward Variable, 30 Number Speed Dial Calling, 3 Way Calling, Visual Message Indicator

Data: 15 Mbps/2 Mbps

Video: Over 150 channels including cable channels, local networks, audio music channel.

Local Government

Baldwin will work with local communities when the grant is awarded.

Existing Providers

ATT (formerly Wisconsin Bell) is the incumbent carrier in the proposed service areas. Broadband services are not available in the proposed service areas.

Project Timeline

Baldwin will begin construction within 12 months of receiving funding.

Total Project Cost

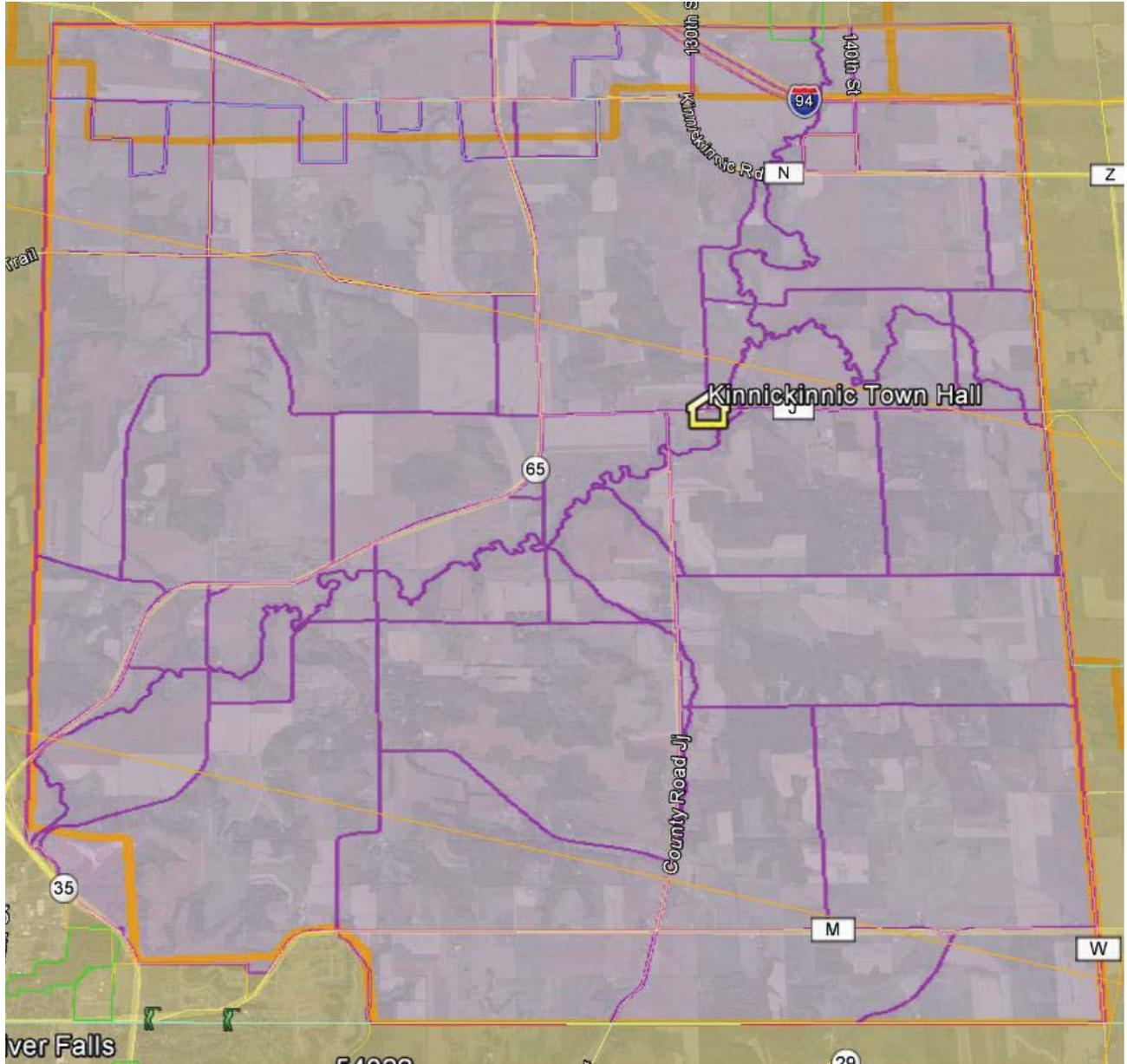
\$5,500.00 per home passed or \$3,382,500.00

Respectfully submitted,

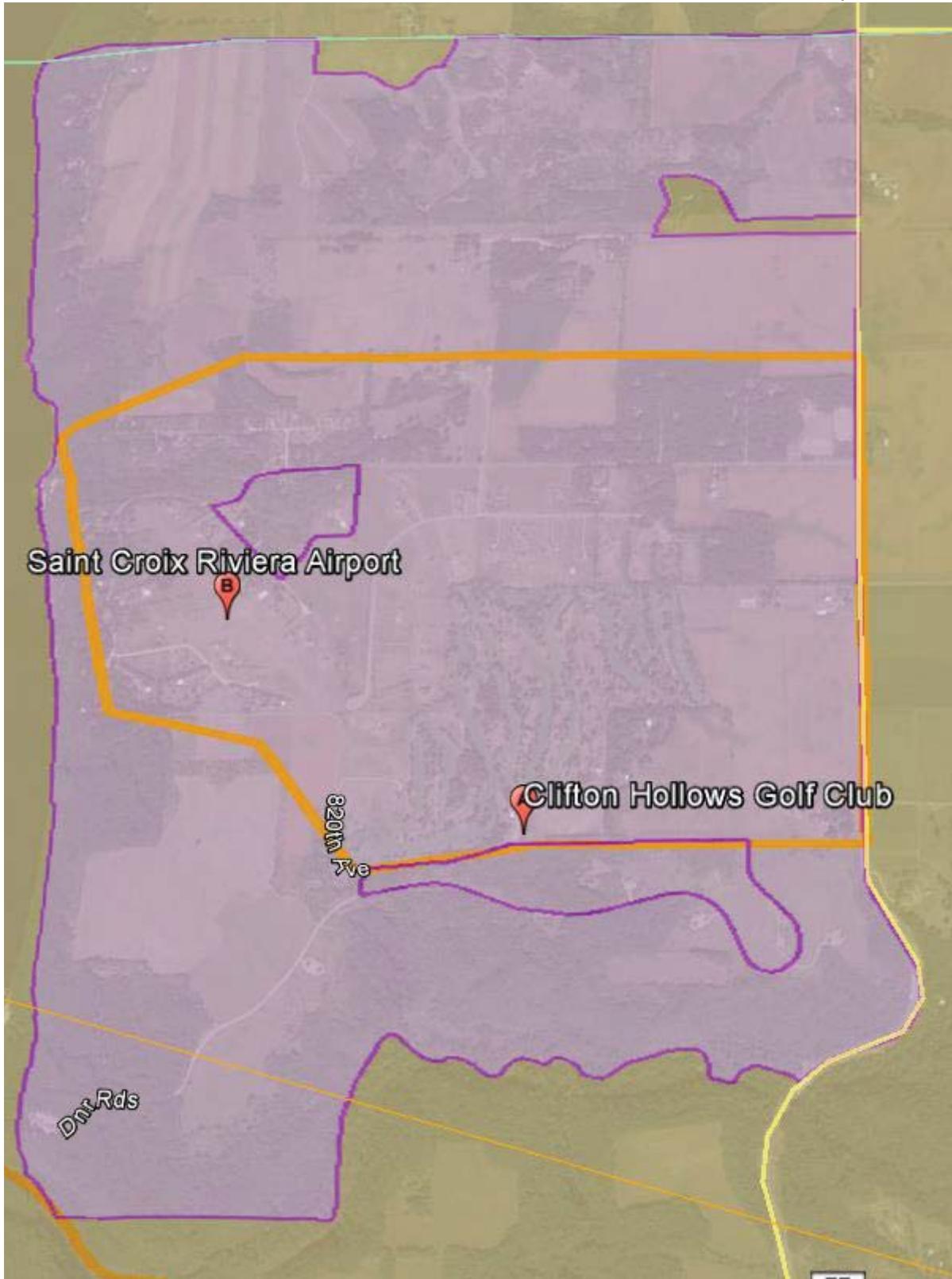


Matt Sparks
Baldwin Broadband , LLC

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Town of Kinnickinnic Service Area



Clifton Hollows/St. Croix Riviera Service Area