

Decision 90 04 019 APR 11 1990

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of)
Direct Page Communication,)
a California corporation, for a)
certificate of public convenience)
and necessity to operate as a)
reseller of cellular radio)
telephone services with the State)
of California.)

ORIGINAL

Application 90-02-068
(Filed February 26, 1990)

O P I N I O N

This is an application in which Direct Page Communication (applicant) seeks a certificate of public convenience and necessity to operate as a reseller of cellular radio telecommunications services.

Notice of the filing of the application appeared in the Commission's Daily Calendar of March 7, 1990. There are no protests.

The Commission makes the following findings and conclusion.

Findings of Fact

1. A public hearing is not necessary in this matter.
2. Applicant is a California corporation with its principal place of business in Newport Beach, California.
3. Applicant's president and chief executive officer is Todd W. Brown who founded Direct Page Communication in 1987 to offer customer service in the mobile communications market. Prior to 1987 he was the marketing director for Global Telegraph Corporation in San Diego. Applicant's vice president and director is Kevin Gribben who has served in this capacity since 1989 when Installations Unlimited was acquired by Direct Page Communication. Installations Unlimited supplied installation services for retail electronics, communications, and cellular operations.

4. Applicant presently markets radio paging equipment and services primarily in the Los Angeles Metropolitan Area, as a reseller for National Paging and Paging Dimensions, Inc. Applicant also markets voice mail services as a reseller for American Message Centers. Applicant has been in the business of reselling mobile communication services for approximately two years. Applicant asserts that its experience in the mobile communications business clearly qualifies it to act as a reseller of cellular telephone service, the business of which is virtually identical to and a logical extension of that in which it is already engaged.

5. Applicant proposes to operate as a resale carrier of cellular radiotelephone service at any location in California and initially in the Los Angeles and San Diego Metropolitan Areas. It proposes to resell service purchased from the applicable cellular carrier at the carrier's published wholesale rates.

6. As a reseller, applicant will not construct, own, or operate any fixed cellular radio equipment or facilities but will sell to end users the services provided by carriers which do operate the fixed facilities necessary to transmit cellular telephone traffic. Applicant will purchase services from these carriers at their tariffed wholesale rates and will resell these services initially at the following rates:

	<u>Los Angeles Metro</u>	<u>San Diego Metro</u>
Connection Charge	\$50.00	\$40.00
Monthly Access Charge	45.00	35.00
Peak Minute Usage	.45	.40
Off-Peak Minute Usage	.27	.20

7. Applicant has provided a pro forma balance sheet which indicates assets of \$96,950 as of December 31, 1989. A pro forma income statement projects a net profit of \$1,084 for the first year and a profit of \$290,678 at the end of the fifth year of operation.

8. Applicant has the ability, including financial ability, to conduct the proposed operations.

9. It can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

10. Applicant also requests an exemption from the provisions of Public Utilities (PU) Code §§ 816-830 which require Commission approval prior to issuance of debt, equity, or encumbrances of property by a public utility. Since applicant will not construct or own any facilities or equipment, observance of these sections will not serve to protect investment in facilities against improvident financial manipulation by utility management. If applicant fails because of competitive market forces, other competitive resellers will be able to continue to offer service to applicant's customers. Compliance with these provisions may increase applicant's costs and impede competition.

11. Exemption from the provisions of PU Code §§ 816-830 has been granted to other resellers (e.g., Decision (D.) 86-10-007 and D.88-12-076).

12. Applicant's proposed resale of cellular service will enhance competition in the cellular retail market and may result in providing lower priced service, increased ability of customers to choose among service providers and a wide variety of service packages, and increase use of the existing facilities of the underlying carriers resulting in greater efficiency.

13. Public convenience and necessity require that the application be granted.

14. Applicant requests that it be authorized to file tariffs five days after the effective date of this order to be effective on five days' notice. Applicant also asks to be exempted from Parts IV, V and VI of General Order (GO) 96-A for subsequent tariff filings.

15. Applicant did not file proposed tariff pages with its application. It is reasonable to require that the initial tariffs filed by applicant be filed on not less than 15 days' notice before they become effective to allow time for appropriate review by the Commission Advisory and Compliance Division and other interested parties. This is consistent with our treatment of other resellers (e.g., D.89-05-006). Applicant also asks that its initial tariff filing consist only of its Preliminary Statement and rates and that the remaining portions be filed as soon thereafter as practicable. Since the purpose of the 15 days' notice prior to the effective date is for the purpose of reviewing the filings of a newly certificated carrier for full compliance with GO 96-A, it is inappropriate to permit a partial initial filing.

16. Sections IV, V, and VI of GO 96-A relate to filed and effective dates, procedures and the filing of tariff sheets which do not increase rates or charges, as well as procedures and filings to increase rates. In general, these provisions require a showing before this Commission justifying any increase and provide in the case of cellular resellers that rates will become effective 30 days after filing tariff sheets which do not increase rates or 30 days after filing an authorized increase unless Commission authorization for a shorter period is obtained.

17. Applicant should be subject to the user fee as a percentage of gross intrastate revenue pursuant to PU Code §§ 431-435. The fee is currently 0.1% for the 1989-90 fiscal year.

18. As a telephone corporation operating as a telecommunications service supplier, applicant should be subject to the three-tenths of one percent (0.3%) surcharge on gross intrastate revenues to fund Telecommunications Devices for the Deaf. This surcharge became effective July 1, 1989 as set forth in Resolution T-13061 dated April 26, 1989 and issued pursuant to PU Code § 2881.

19. Because of the public interest in effective competition, this order should be effective on the date issued.

Conclusion of Law

The application should be granted.

Only the amount paid to the State for operative rights may be used in rate fixing. The State may grant any number of rights and may cancel or modify the monopoly feature of these rights at any time.

O R D E R

IT IS ORDERED that:

1. A certificate of public convenience and necessity to operate as a telephone corporation as defined in PU Code § 234 for the purpose of operating as a reseller of cellular radiotelephone services within California is granted to Direct Page Communication (applicant) in accordance with the terms of the application.
2. Applicant is authorized to file with the Commission after the effective date of this order, on not less than 15 days' notice to the public and the Commission, the tariff schedules and rates for the proposed service. Service may not be offered until tariffs are on file. This filing shall comply with GO Series 96-A, except that, applicant is authorized to employ the alternative method of page numbering described in Commission Resolutions U-275 and T-4886 at its election. The tariff shall provide for a user fee surcharge of 0.10%. Failure to file the tariff may result in revocation of the authority granted here.
3. Applicant is subject to the provisions of GO 96-A including Sections IV, V, and VI as revised in D.88-05-067.
4. Applicant is subject to the user fee as a percentage of gross intrastate revenue pursuant to PU Code §§ 431-435.
5. Applicant is exempted from the provisions of PU Code §§ 816-830.

6. The corporate identification number assigned to applicant is U-4090 which should be included in the caption of all original filings with this Commission, and in the titles of other pleadings filed in existing cases.

7. Within 60 days of the effective date of this order, applicant shall comply with PU Code § 708, Employee Identification Cards, and notify, in writing, the Chief of the Telecommunications Branch of the Commission Advisory and Compliance Division of compliance.

8. The certificate of public convenience and necessity granted by this order shall expire with 12 months after the effective date of this order if applicant has not filed tariffs and commenced operations by that date.

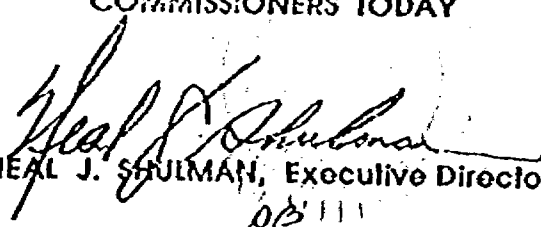
9. Within 20 days after this order is effective, applicant shall file a written acceptance of the certificate granted in the proceeding.

This order is effective today.

Dated April 11, 1990, at San Francisco, California.

G. MITCHELL WILK
President
FREDERICK R. DUDA
STANLEY W. HULETT
JOHN B. OHANIAN
PATRICIA M. ECKERT
Commissioners

I CERTIFY THAT THIS DECISION
WAS APPROVED BY THE ABOVE
COMMISSIONERS TODAY


NEAL J. SHULMAN, Executive Director