

Thompson, Pamela J.

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To: -Info-Public Service Commission
Cc: Fallin Steinhart; BZirman@maxsiptel.com; israel@maxsip.com; Schock, Victor F.; Heather Kirby
Subject: Supplemental Information for Terracom, Inc. d/b/a Maxsip Tel ("Terracom"); Case No. PU-23-291; Informal Hearing Held 11/29/23
Attachments: North Dakota One Pager - TerraCom.pdf

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Good afternoon. Please find attached Terracom's North Dakota Marketing and Sales Strategy outline.

In addition, per Commissioner request at the Informal Hearing, Terracom provides the following information on total devices distributed by Maxsip to North Dakota low-income customers through the Affordable Connectivity Program:

775 Tablets
137 SIMs
104 Smart Phones
6 Hotspots

1022 Total Devices

Respectfully submitted on behalf of Terracom and Maxsip by



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In North Dakota alone, there are ~ 61,000 eligible Lifeline subscribers who lack access to affordable internet, hindering their ability to work, learn, and connect.

We propose a multi-pronged approach to bridge this digital divide and empower North Dakotans:

1. In-Person Direct Sales:

- Dedicated team members will visit community centers, housing complexes, and public events to directly assist individuals with Lifeline enrollment and device procurement.
- Bilingual staff will ensure accessibility for diverse communities.

2. Low-Income Housing Department Collaboration:

- Partner with the Low-Income Housing Department to identify eligible individuals and provide on-site enrollment assistance.
- Distribute informational pamphlets and host workshops within housing developments.

3. Statewide Advertising Campaign:

- Targeted advertising through local media outlets, including radio, print, and social media platforms.
- Utilize culturally relevant messaging and imagery to resonate with diverse communities.

4. B2B Partnerships:

- Partner with high-traffic businesses like grocery stores, pharmacies, and community centers to place enrollment kiosks and promotional materials.
- Train store personnel to answer basic questions and direct customers to enrollment resources.

5. Kiosk Deployment:

- Strategic placement of user-friendly enrollment kiosks in areas with lower foot traffic, such as libraries and public transportation hubs.
- Accessible interface and multilingual support to facilitate enrollments for all.

6. Senior-Specific Solutions:

- Partner with nursing homes and senior centers to provide tailored outreach programs.
- Offer senior-friendly devices with simplified features and large screens.
- Organize educational workshops to address unique needs and concerns.

7. Rural Expansion:

- Mobile enrollment units will visit rural communities, providing on-site assistance and overcoming transportation barriers.
- Partnerships with multiple internet service providers (ISPs) will address infrastructure challenges and expand broadband access in underserved areas.

We believe we will be successful in closing the digital divide in North Dakota and bringing enhanced quality of life for North Dakotans, fostering economic development and a more connected and informed citizenry, driving positive change and promoting civic engagement.