

Decision No. 78109

ORIGINAL

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY for authority to rearrange the present Contra Costa County Telephone Directory into two separate directories to be known as the Central Contra Costa County Telephone Directory and the East Contra Costa County Telephone Directory.

Application No. 52268
(Filed October 29, 1970)

OPINION AND ORDER

The Pacific Telephone and Telegraph Company (applicant) requests authority pursuant to Sections 454 and 701 of the Public Utilities Code to rearrange the yellow pages (classified) section only of the existing Contra Costa Telephone Directory into two directories to be known as the Central Contra Costa County Telephone Directory and the East Contra Costa County Telephone Directory. The yellow page sections of the directories will include the following major communities:

Central Directory

Alamo
Concord
Danville
Lafayette
Martinez
Moraga
Orinda
Pleasant Hill
San Ramon
Walnut Creek

East Directory

Antioch
Bethel Island
Brentwood
Byron
Oakley
Pittsburg

A consolidated alphabetical Section, including all of the communities that presently appear in the existing Contra Costa County Telephone Directory, will be included in both proposed directories.

Exhibit A, attached to the application, shows the geographical relationship of the communities to be included in each of the two yellow page sections and depicts the boundary forming the separation. Exhibit B reflects the population density of the directory area proposed for rearrangement.

Applicant alleges that it is in the public interest to rearrange the existing yellow page section of the Contra Costa County Telephone Directory. Applicant made studies of directory usage and calling habits of telephone users in Contra Costa County which indicated only 1% of the customer references in the central exchanges were made to yellow page listings in the eastern area. About 25% of the references to yellow pages made by eastern customers were to central area listings.

Applicant has conducted, throughout the county, informal interviews with some 27 community representatives listed in Exhibit C to the application. None of those contacted opposed applicant's proposals for the rearrangement of the Contra Costa County Directory.

It is the policy of applicant to provide upon request of subscribers, without charge, the yellow page directory serving the area not included in the subscriber's new directory and any other directory the subscriber may desire.

As an effect of the proposed separation of directories, advertisers in the directory serving the east area of the County will receive rate reductions. For instance, the present rate of \$19.25 a month for a one-fourth column ad will be reduced to \$9.25 a month for the same ad. Also, the directory split will forestall an anticipated

rate increase in the central area. The revenue effect on Pacific of the directory rearrangement proposed herein will be an estimated annual reduction of about \$103,500. Pacific also estimates that a reduction in the number of pages printed will result in reduced printing costs of approximately \$13,000.

The Commission finds that the proposed rearrangement of the present Contra Costa County Telephone Directory into the Central Contra Costa County Telephone Directory and the East Contra Costa County Telephone Directory is in the public interest and that no public hearing is necessary.

IT IS ORDERED that:

1. The Pacific Telephone and Telegraph Company is authorized to rearrange the existing Contra Costa County Yellow Page Directory into two directories to be known as the Central Contra Costa County Telephone Directory and the East Contra Costa County Telephone Directory with each directory to include a consolidated White Page Section covering the area of the existing Contra Costa County Telephone Directory, and to publish and distribute the two new directories in August 1971, the normal publication date of the existing Contra Costa County Telephone Directory.
2. The Pacific Telephone and Telegraph Company is authorized to file, in accordance with the Commission's General Order No. 96-A, revised tariff schedules to identify the directory issue and assigned rate group of the new directories.

The effective date of this order shall be twenty days after the date hereof.

Dated at San Francisco, California, this 22nd day of DECEMBER, 1970.

[Signature] Chairman
[Signature]
William L. Lusk, Jr.
[Signature]
Gerrard L. Stinson Commissioner