

ORIGINAL

Decision No. 79218

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY for authority to rearrange the present Ventura County Telephone Directory in such a manner so as to establish therefrom a Moorpark-Simi Valley Telephone Directory and a revised Ventura County Telephone Directory.

Application No. 52797
(Filed August 9, 1971)

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 Ventura County Telephone Directory into two directories to be known as the Moorpark-Simi Valley Telephone Directory and the Revised Ventura County Telephone Directory. The yellow page sections of the directories will include the following exchanges:

Revised Directory

Ventura
Ojai
Saticoy
Fillmore
Piru

Moorpark-Simi
Valley Directory

Moorpark
Simi

A consolidated alphabetical section, including all of the exchanges that presently appear in the existing Ventura 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, attached to the application, shows the results of a customer survey. It indicates that 94 to 99 percent of all references made to the present classified directory were made to exchanges to be covered in the proposed directories as well. The survey also indicates that 90 to 99 percent of the calls stayed within the same area to be covered by the split directories.

Applicant alleges that it is in the public interest to rearrange the existing yellow page section of the Ventura County Telephone Directory, and requests such authorization without a public hearing.

Applicant informed the City Councils and Chambers of Commerce in the involved area and encountered no opposition to the plan.

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.

After the split, the rates for the revised Ventura Classified will drop from rate group 13 to 12 and to rate group 10 for the Moorpark-Simi Valley Directory. This reduction will result in an estimated \$10,000 annual saving to the advertisers. Rates in rate groups 10, 12 and 13 are tabulated in Exhibit D, attached to the application.

The split of the directory will also save an estimated 36,786 pounds of paper or about 22% of the paper presently utilized for the directory.

The Commission finds that the proposed rearrangement of the present Ventura County Telephone Directory into the Ventura County and Moorpark-Simi Valley Telephone Directories is in the public interest and no public hearing is necessary.

IT IS ORDERED that:

1. The Pacific Telephone and Telegraph Company is authorized to rearrange the existing Ventura County Yellow Page Directory into two directories to be known as the Ventura County and the Moorpark-Simi Valley Telephone Directories. Each directory is to include a consolidated White Page section covering the area of the existing Ventura County Telephone Directory. The two new directories are to be published and distributed in April 1972, the regular publication date of the existing Ventura 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 5th day of OCTOBER, 1971.

[Signature]
Chairman

[Signature]

[Signature]

[Signature]
Commissioners

Commissioner Thomas Moran, being necessarily absent, did not participate in the disposition of this proceeding.