

ALJ/TRP/avs *

Mailed 7/24/98

Decision 98-07-093 July 23, 1998

ORIGINAL

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Order Instituting Rulemaking on the
Commission's Own Motion into Competition for
Local Exchange Service.

Rulemaking 95-04-043
(Filed April 26, 1995)

Order Instituting Investigation on the
Commission's Own Motion into Competition for
Local Exchange Service.

Investigation 95-04-044
(Filed April 26, 1995)

OPINION

Summary

By this decision, we approve a preliminary plan (attached hereto as Appendix A) for the implementation of a Public Education Program (PEP) for the 310 area code overlay pursuant to Decision (D.) 98-05-021. Ordering Paragraph 8 of that decision directed the California-Nevada Code Administrator (CNCA) to convene an industry meeting within 30 days following the effective date of the decision for the purpose of developing consensus on the implementation of the PEP for the overlay and for mandatory 1 + 10-digit dialing.

The CNCA was further directed to submit a draft proposal of the PEP to the Consumer Services Division (CSD), Telecommunications Division (TD), Public Advisor's (PA) office, assigned Administrative Law Judge (ALJ), assigned Commissioner, and Coordinating Commissioner to review. By ALJ ruling dated June 2, 1998, a due date of June 15, 1998 was scheduled for the draft submittal.

Pursuant to the ALJ ruling, the CNCA filed the draft proposal with the Commission on June 15, 1998. The CNCA indicates that the draft proposal was developed by the industry through industry planning meetings and received

unanimous support from the industry at the June 11, 1998, statewide telecommunications industry meeting. The CNCA further reports that the industry group recommends that if any costs are incurred for the overlay education program that they be shared by all NXX code holders in the 310 Numbering Plan Area (NPA). The allocation of any costs should be based on the number of NXXs each company has in the 310 NPA as of February 1, 1999. It is also the industry's recommendation that the Commission serve as the neutral third party for billing and collection of any costs incurred by the industry.

Discussion

In light of the innovative nature of the 310 NPA overlay, we recognize the crucial need for an effective PEP as a means of minimizing customer confusion and disruption and promoting acceptance of the new plan. In D.96-12-086, we developed broad criteria for the elements to be included in any PEP, and we further elaborated on the required elements in D.98-05-021. We had previously required that the PEP be started by July 1998 in order to provide a period of 12 months before the overlay is to take effect.

The PEP submitted by the industry provides a skeletal listing of tasks to be performed to notify and educate the public, with approximate due dates for delivery of each of the tasks. We shall provisionally approve the submitted draft proposal for a PEP as a preliminary measure so that the implementation of the early measures in the plan can begin by July 1998, as required under D.-98-05-021.

We believe, however, that further significant work and elaboration is needed to augment the preliminary draft proposal and to produce an acceptable final plan and budget which can effectively achieve the objective of customer understanding and acceptance of mandatory 1+10-digit dialing and the overlay of a second area code within the 310 NPA geographic region.

We shall authorize the Director of the CSD to take the lead going forward in working with the CNCA and the Industry Team to continue to refine an acceptable PEP to achieve the objective of customer awareness and acceptance of the new 310 overlay plan. Further, we direct that the Director of CSD, in cooperation with the CNCA, convene additional industry meetings to identify how the PEP needs to be modified and augmented in order to serve its intended purpose. The Director of CSD will also work with the industry to determine the proper budget to ensure that the objectives of the PEP are achieved. The CSD Director shall confer with other staff within the Commission, as appropriate, including TD and PA, and shall keep the assigned ALJ, as well as the Coordinating and Assigned Commissioners apprised of progress made in the implementation of a revised PEP. We shall require that the revised PEP be submitted no later than October 30, 1998.

These steps should ensure that, by the time mandatory 1+10-digit dialing takes effect, customers should be aware that in, addition to the seven -digit number, they need to dial 1+the area code for all calls within the 310 area code region. We also expect that customers' familiarity with the overlay concept should increase. To these ends, we also encourage all the stakeholders in this process to come up with ways in which the Commission could measure the success of the PEP in achieving our awareness goals.

Another outstanding issue involves how the funding for the costs incurred by industry members in implementing the PEP should be accomplished. We shall solicit parties' comments on this issue, and particularly, comments addressing the merits of the industry proposal that the costs be allocated based on the number of NXX codes possessed by each carrier as of February 1, 1999, with the Commission serving as the neutral third party for billing and collection. Comments on the issue of PEP funding shall be due by August 17, 1998.

Findings of Fact

1. In D.98-05-021, the Commission approved an overlay plan for 310 area code relief, and ordered that a Public Education Plan be initiated to inform the public regarding the new overlay plan, to be approved by the Commission.
2. Ordering Paragraph 8 of the decision directed the CNCA to convene an industry meeting to develop a consensus on the development of such a plan, and to submit the plan to the Commission for approval.
3. D.98-05-021 and D.96-12-086 laid out the broad objectives underlying such an education plan, and specified various elements to be included in the development of any proposed plan to educate the public concerning mandatory 1+10-digit dialing and the use of dual area codes within the same geographic region.
4. The CNCA submitted a proposed plan to the Commission for review and approval on June 15, 1998.
5. The proposed plan, attached as Exhibit A to this decision, reflects industry consensus and seeks to incorporate the broad requirements of the Commission's decisions.
6. Further significant work is needed to augment the preliminary draft proposal to produce an acceptable final plan that will achieve the objective of customer understanding and acceptance of mandatory 1+10-digit dialing and the overlay of a second area code within the 310 NPA geographic region. A proposed budget also needs to be determined.

Conclusions of Law

1. The proposed Public Education Plan, while incomplete as a comprehensive final plan to educate the public, forms an adequate basis as a preliminary first step toward the development of a final plan, and should be approved on a provisional basis.

2. The Director of the CSD, in cooperation with other relevant Commission staff divisions, should take the lead going forward in working with the CNCA and the Industry Team to further develop an acceptable PEP and budget to achieve the objective of customer awareness and acceptance of 1+10-digit dialing and the new 310 overlay plan.

3. A further record should be developed concerning the means by which the PEP should be funded.

O R D E R

IT IS ORDERED that:

1. The proposed education plan submitted by the California-Nevada Code Administrator (CNCA) is approved provisionally subject to further revisions and augmentations to provide a satisfactory basis to achieve the objectives of customer awareness and acceptance of the 310 Numbering Plan Area (NPA) overlay plan, including mandatory 1+10-digit dialing.

2. The Director of the Consumer Service Division (CSD) is authorized to take the lead in overseeing the Commission's further efforts to develop an adequate Public Education Program (PEP), and budget for such plan, in cooperation with other relevant Commission staff divisions and with the CNCA and industry team.

3. The Director of CSD, in cooperation with the CNCA, shall promptly convene further industry meetings, as appropriate, to identify how the PEP needs to be modified, augmented and budgeted in order to serve its intended purpose as prescribed by Decision 98-05-021, and shall keep the assigned Administrative Law Judge, Commissioners, as well as the Coordinating and Assigned advised as to the progress of such meetings. The final proposed PEP shall be submitted for Commission consideration no later than October 30, 1998.

4. Parties are directed to file comments by August 17, 1998 regarding the means by which the industry costs of preparing and implementing the PEP should be funded, including the merits of the industry proposal that the costs be allocated based on the number of NXX codes possessed by each carrier as of February 1, 1999, with the Commission serving as the neutral third party for billing and collection.

5. We direct the Commission's Process Office to serve a copy of this decision on all NXX code holders in California to provide them an opportunity to comment on the issue of how the PEP is to be funded.

This order is effective today.

Dated July 23, 1998, at San Francisco, California.

RICHARD A. BILAS
President
P. GREGORY CONLON
JESSIE J. KNIGHT, JR.
HENRY M. DUQUE
JOSIAH L. NEEPER
Commissioners

R.95-04-043, I.95-04-044 /ALJ/TRP/avs

APPENDIX A

California
Overlay of the 310 Area Code

Telecommunications Industry
Customer Education and Notification Plan

Formal Permissive Dialing Period: Beginning July 17, 1998 through April 16, 1999
Mandatory 1+10 Digit Dialing Date: Saturday, April 17, 1999

<u>Month Scheduled</u>	<u>Activity</u>	<u>Description</u>	<u>Audience</u>
1. 1998 May 20	News Release	CNCA to issue news release. Initial Public Notification of new area code to be assigned as an overlay covering the same geographic area as the existing 310 area code. Include scheduled mandatory 1+10 digit dialing effective April 17, 1999 and the new area code to be activated effective July 17, 1999.	All telecom users (310, Adjacent NPA's and Statewide. D.98.05.021, page 32, COL 9 & 10, OP4)
2. June	Letter	CNCA to submit planning letter to NANPA for nationwide notification of area code relief plan.	Telecom industry (Nationwide. D.98.05.021, page 32, COL 9 & 10, OP6)
3. June	Information	Telecommunications industry develop initial customer notification text.	All telecom users (310 only. D.98.05.021, OP5)

NOTE: Exact dates of distribution for such collateral items as bill inserts are subject to change.
** Based on individual telecommunications companies' capabilities.

<u>Month Scheduled</u>	<u>Activity</u>	<u>Description</u>	<u>Audience</u>
9. July	Contacts/Letters	Provide information to key government agencies, 911 PSAPs, customers with PBX's, life safety systems and alarm service providers, and pay telephone providers by mail, phone and/or visit	Select segments of telecom users: Life Safety, i.e. Hospital Assns., Alarm Assns. Businesses & Government, i.e. Telecom Hardware Manufacturers, Dialer Assns., PBX's, Interconnect Companies, and Pay Telephone Providers. (310 and Adjacent NPA's. D.98.05.021, pages 31 & 32, COL 9, 10 & 11)
10. July	Contacts/Letters	Contact key community leaders, legislators, state/local government contacts by letter, phone or visit	Key leaders (310 only)
11. July - April 1999	Contacts	Set up face-to-face communication or telephone calls with key businesses. Use leave - behind brochure.	Key business customers (310 only)
12. July - October	Information	Produce all written collateral (English plus other languages which will be determined)	All telecom users (310, Adjacent NPA's and Statewide. D.98.05.021, page 32, COL 9 & 10)

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	<u>Month Scheduled</u>	<u>Activity</u>	<u>Description</u>	<u>Audience</u>
17.	January - March	Information	Bill Insert (#2): Announce the new area code plan. Include Q&A information, mandatory 1+10-digit dialing only within the 310 NPA and map of the L.A. basin indicating the affected area.	Residence & business customers** (310 only. D.98.05.021, pages 30-31)
18.	February - April	Public Appearances	Telecommunications industry to offer speeches or appearances to Chambers of Commerce, economic development organizations, service clubs, and other business organizations.	Select organizations and associations (310 and Adjacent NPA's. D.98.05.021, page 32, COL 9 & 10)
19.	February - March	Public Appearances	Telecommunications industry representatives to conduct deskside briefings (Presentation) with monthly publications targeting audiences such as seniors, minorities and disabled regarding 1+10 digit mandatory dialing within the 310 NPA.	All telecom users and select organizations (310 and Adjacent NPA's. D.98.05.021, pages 31 & 32, COL 8, 9 & 10)
20.	March	Information	Complete methods and procedures training for service representatives in telco customer service centers and business offices for use in response to customer requests for information.	All telecom industry (310, Adjacent NPA's and Statewide. D98.05.021, page 32, COL 9 & 10)
21.	March	Information	Send e-mail to employees with reminder of 4/17/99 mandatory 1+10 digit dialing date. Provide reference for information resources.	Telecommunications company employees**

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CORRECTION !!

*THE PREVIOUS DOCUMENT(S) MAY HAVE
BEEN FILMED INCORRECTLY*

RESHOOT FOLLOWS

California
Overlay of the 310 Area Code

Telecommunications Industry
Customer Education and Notification Plan

Formal Permissive Dialing Period: Beginning July 17, 1998 through April 16, 1999
Mandatory 1+10 Digit Dialing Date: Saturday, April 17, 1999

<u>Month Scheduled</u>	<u>Activity</u>	<u>Description</u>	<u>Audience</u>
1. <u>1998</u> May 20	News Release	CNCA to issue news release. Initial Public Notification of new area code to be assigned as an overlay covering the same geographic area as the existing 310 area code. Include scheduled mandatory 1+10 digit dialing effective April 17, 1999 and the new area code to be activated effective July 17, 1999.	All telecom users (310, Adjacent NPA's and Statewide. D.98.05.021, page 32, COL 9 & 10, OP4)
2. June	Letter	CNCA to submit planning letter to NANPA for nationwide notification of area code relief plan.	Telecom industry (Nationwide. D.98.05.021, page 32, COL 9 & 10, OP6)
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<u>Month Scheduled</u>	<u>Activity</u>	<u>Description</u>	<u>Audience</u>
4. June - July	Information	Send e-mail to all internal telecommunications employees with details of the new area code plan. Reference websites and other resources for additional information.	Telecommunications company employees. (Key target is employees with customer contacts)**
5. July	Information	Produce a written Fact Sheet in a Q&A format to be used as a tool by the industry and telco business and customer service representatives in providing consistent responses to customers.	All telecom users (310, Adjacent NPA's and Statewide. D.98.05.021, page 32, COL 9 & 10)
6. No later than July	Information	<u>Bill Insert (#1)</u> : Initial customer notification by each telephone corporation, paging companies and resellers. Announce the new area code, the formal permissive dialing period of 1+10 digits in preparation of the mandatory dialing date of April 17, 1999 and the pending overlay to be activated effective July 17, 1999.	All telecom users (310 only. D.98.05.021, page 28-31, FOF 27,29,43, COL 5 & 6, OP5)
7. July	Information	Update company websites to include Q&A and a map of the L.A. basin indicating the affected area.	All telecom users** (310, Adjacent NPA's and Statewide. D.98.05.021, page 32, COL 9 & 10)
8. July	News Release	Telecommunications industry to issue news release which reviews the California area code relief plan. This release to stress the "Formal Permissive 1+10 Digit Dialing" period effective July 17, 1998 through April 16, 1999. (General media and ethnic)	All telecom users (310, Adjacent NPA's and Statewide. D.98.05.021, page 32, COL 9 & 10)

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<u>Month Scheduled</u>	<u>Activity</u>	<u>Description</u>	<u>Audience</u>
9. July	Contacts/Letters	Provide information to key government agencies, 911 PSAPs, customers with PBX's, life safety systems and alarm service providers, and pay telephone providers by mail, phone and/or visit	Select segments of telecom users: Life Safety; i.e. Hospital Assns., Alarm Assns. Businesses & Government, i.e. Telecom Hardware Manufacturers, Dialer Assns., PBX's, Interconnect Companies, and Pay Telephone Providers. (310 and Adjacent NPA's. D.98.05.021, pages 31 & 32, COL 9, 10 & 11)
10. July	Contacts/Letters	Contact key community leaders, legislators, state/local government contacts by letter, phone or visit	Key leaders (310 only)
11. July - April 1999	Contacts	Set up face-to-face communication or telephone calls with key businesses. Use leave - behind brochure.	Key business customers (310 only)
12. July - October	Information	Produce all written collateral (English plus other languages which will be determined)	All telecom users (310, Adjacent NPA's and Statewide. D.98.05.021, page 32, COL 9 & 10)

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	<u>Month Scheduled</u>	<u>Activity</u>	<u>Description</u>	<u>Audience</u>
13.	July - April 1999	Information	Each telecommunications company to update signage for dialing instructions on their payphones.	All telecom users (310 only. D.98.05.021, page 4.)
14.	November - June 1999	Information	Change published telephone directories covering the 310 NPA overlay region to identify the area code in addition to the seven-digit number for each directory listing. The information pages will include instructions on how to dial directory assistance to locate numbers applicable to different area codes within the same overlay region.	All telecom users (310 only. D.98.05.021, page 31.)
15.	<u>1999</u> January	Letter	Telecommunications industry to send letter (Special interest) to Chambers of Commerce, economic development, telecommunications, and other business organizations and associations. (Invitation to provide speaker)	Select organizations and associations (310 and Adjacent NPA's.)
16.	January - April	Contacts/Letters	Telecommunication industry to solicit and provide information to children, elderly, disabled and ethnic groups. This information would be tailored to address the special needs of each of these groups. Provide information to advocacy groups, consumer panels, and activist organizations, etc. by mail, phone and/or visit.	Advocacy groups and consumer groups, elderly, disabled, children and ethnic groups. (310 and Adjacent NPA's. D.98.05.021, pages 31 & 32, COL 8, 9 & 10)

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	<u>Month Scheduled</u>	<u>Activity</u>	<u>Description</u>	<u>Audience</u>
17.	January - March	Information	<u>Bill Insert (#2)</u> : Announce the new area code plan. Include Q&A information, mandatory 1+10-digit dialing only within the 310 NPA and map of the L.A. basin indicating the affected area.	Residence & business customers** (310 only. D.98.05.021, pages 30-31)
18.	February - April	Public Appearances	Telecommunications industry to offer speeches or appearances to Chambers of Commerce, economic development organizations, service clubs, and other business organizations.	Select organizations and associations (310 and Adjacent NPA's. D.98.05.021, page 32, COL 9 & 10)
19.	February - March	Public Appearances	Telecommunications industry representatives to conduct deskside briefings (Presentation) with monthly publications targeting audiences such as seniors, minorities and disabled regarding 1+10 digit mandatory dialing within the 310 NPA.	All telecom users and select organizations (310 and Adjacent NPA's. D.98.05.021, pages 31 & 32, COL 8, 9 & 10)
20.	March	Information	Complete methods and procedures training for service representatives in telco customer service centers and business offices for use in response to customer requests for information.	All telecom industry (310, Adjacent NPA's and Statewide. D98.05.021, page 32, COL 9 & 10)
21.	March	Information	Send e-mail to employees with reminder of 4/17/99 mandatory 1+10 digit dialing date. Provide reference for information resources.	Telecommunications company employees**

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	<u>Month Scheduled</u>	<u>Activity</u>	<u>Description</u>	<u>Audience</u>
22.	April (1 week prior to mandatory)	News Release	Telecommunications industry to issue news release regarding approach of mandatory 1+10 digit dialing within the 310 NPA	All telecom users (310, Adjacent NPA's and Statewide. D.98.05.021, page 32, COL 9 & 10)
23.	April (1 week prior to mandatory)	Information	Send e-mail to employees with a final reminder of the April 17 mandatory dialing date.	Telecommunications company employees**
24.	April (1-5 days prior to mandatory)	Public Appearances	Telecommunications industry representatives to schedule appearances on local radio or TV talk shows focusing on 4/17/99 mandatory 1+10 digit dialing date. Also schedule one on one briefings with print reporters.	All telecom users (310 and Adjacent NPA's. D.98.05.021, page 32, COL 9 & 10)
25.	April 17	Announcement	Instructional announcement directing callers who only dial 7-digits within the 310 NPA to hang up and redial using 1+10 digits.	All telecom corporations (310 only. D.98.05.021, page 32, COL 7, OP2)
26.	July	News Release	Telecommunications industry to issue release announcing the 424 area code now activated.	All telecom users (310, Adjacent NPA's and Statewide. D.98.05.021, page 32, COL 9 & 10)

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