

Decision 99-06-087 June 24, 1999

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**Introduction**

By this decision we approve a final plan (attached hereto as Appendix A) for the implementation of a Public Education Program (PEP) for the 408/669 numbering plan area (NPA) overlay plan pursuant to Decision (D.) 98-11-065. The budgeted cost and funding for the PEP shall be approved in a subsequent decision. The introduction of the 408/669 NPA overlay plan, which includes mandatory 1+10 digit dialing for calls within the overlay region, will be novel, and the public will need a transitional period to become accustomed to the change. The public is familiar with the traditional association of a single area code with a unique geographic area. Even more, the public has a long standing expectation that telephone calls between numbers within a single area code require dialing only seven digits. With the implementation of the 408/669 NPA overlay relief plan, these traditional paradigms will no longer apply to calls within the 408/669 overlay region.

In D.96-12-086, we required that a PEP be instituted as a prerequisite for approval of an overlay, and prescribed certain minimum features that must be included in such a PEP. Ordering Paragraph 10 of D.98-11-065 directed that an industry meeting be convened within 30 days following the effective date of that decision for the purpose of developing consensus on the implementation of the PEP for the 408 NPA overlay and for mandatory 1+10-digit dialing within the overlay region.

We previously required in D.98-11-065 that the PEP be initiated to provide a period of 12 months lead time to educate the public before the overlay was to take effect. The preliminary initiation of the PEP began within the introduction of "formal" permissive 1+10 digit dialing on January 1, 1999 and will culminate with the introduction of the new 669 area code overlay, on January 2, 2000.

The Proposed PEP

By D.98-11-065, the industry task force was directed to submit a draft proposal of the PEP for the 408/669 overlay 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. In D.98-11-065, we authorized the Director of CSD to take the lead going forward in working with an industry task force to finalize an acceptable PEP to achieve the objective of customer awareness and acceptance of the new 408/669 NPA overlay plan. An assigned ALJ ruling required that a revised PEP be submitted no later than April 1, 1999.¹ The Director of CSD, in cooperation with the task force, convened industry meetings to identify how the PEP needed to be developed to serve its intended purpose.

¹ The cost and funding proposals for the 408 PEP are due to be submitted May 1, 1999.

Pacific Bell, on behalf of the industry task force, filed the draft PEP proposal with the Commission on April 1, 1999, as developed through the industry planning meetings. The proposed PEP submitted on April 1, 1999 provided a listing of industry tasks (attached as Appendix A) to be performed to notify and educate the public, with due dates for completion of each of the tasks. The PEP also provided attachments of draft letters and collateral materials targeted at various sectors of the public informing them of the overlay plan. The primary message of the PEP will be to communicate the change in dialing pattern whereby seven-digit dialing will be eliminated in the 408 area effective October 2, 1999² with mandatory dialing. On that date, all calls will require dialing 1 + the area code + the seven-digit number. The secondary focus will be about the 669 overlay area code itself, and how the 408 and 669 area code will co-exist in the same geographic area, when 669 becomes available for assigning beginning January 8, 2000.

This PEP proposal identifies education programs and activities to be performed by individual carriers as well as by the Task Force. In addition to the individual customer notices that all telecommunications companies will provide, residents will be informed with the use of:

1. Public Service Announcements (PSAs) on broadcast television;
2. Messages placed on key cable channels;
3. Direct radio advertisements;
4. "Out of home" advertisements such as billboards, posters, the placement of printed media in high traffic areas;

² By letter dated April 6, 1999, the Commission's Executive Director approved an extension in the start date for mandatory 1+10-digit dialing and 669 NPA implementation to October 2, 1999 and January 8, 2000, respectively.

5. Advertisements placed in metropolitan papers and ethnic based papers;
6. Press releases and news media events for television and newspaper news organizations.

The 408 PEP Task Force has recommended special programs for specifically targeted audiences. Children in the earlier grades will be informed through a lesson plan that includes training on dialing 1 + area code + seven digits via coloring sheets, posters and stickers. Older children and young adults will see posters and hear homeroom announcements on the dialing change and the new area code. Seniors, those with disabilities and ethnic groups will receive supplemental information about the change through the use of community-based organizations.

Industry representatives will be available to speak to civic and social organizations about the changes related to dialing and the overlay. They will also meet with community leaders, respond to requests for appearances on television and radio talk shows, respond to media inquiries, and participate in interviews for print publications.

Discussion

Content and Scope of PEP

In light of the innovative nature of the 408 NPA overlay, an effective PEP is crucial as a means of minimizing customer confusion and disruption and promoting acceptance of the new plan. 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 408 area code region. We also expect that customers' familiarity with the overlay concept should increase. 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 shall adopt certain refinements to the proposed PEP, as set forth below. With the incorporation of these refinements, we conclude that the PEP submitted by the Task Force should serve as a useful tool for preparing the public for the implementation of the 408/669 area code overlay.

We shall approve the PEP, as submitted on April 1, 1999, together with the additional modifications we discuss below. We conclude that the level of effort planned is appropriate for carrying out the objectives of the PEP.

As a basis for evaluating the proposed PEP, we must first be clear as to the objectives of the PEP. We expect the PEP to meet three major objectives: (1) public awareness of the change in dialing patterns and area code identification resulting from implementation of the overlay; (2) understanding of how customers will be affected by the change and the rationale behind the change; and (3) public assurance that cost or quality of telephone service will not be adversely affected by the change.

We believe these objectives are important to best serve the public interest and to minimize any disruptions to the public by the overlay plan. We discuss below specific refinements to the proposed PEP which we shall adopt in order to better promote the realization of the three principal objectives outlined above.

Benchmark Telephone Poll

In the adopted 310/424 NPA PEP, we provided for telephone polling supplemented with the use of focus groups, drawn from the diverse population sectors within the 310/424 geographic area. Through interviews with the focus groups, a more meaningful basis can be laid for tailoring the preparation of informational brochures and collateral materials to communicate most effectively with all relevant sectors of the public.

Both the telephone polling and focus group interviews were administered under the oversight of the Commission's CSD staff with appropriate advisory support from consultants. The information gathered from this polling and focus group process was then to be used to help shape, tailor, and refine the content of the materials and programs being developed by the Task Force to effectively communicate the message of the 310/424 PEP in a manner that was responsive to the specific concerns and needs of relevant sectors of the public. We shall direct the Task Force members to work with the CSD Director to make use of the information gained from the telephone polls and focus groups for the 310/424 NPAs, and to apply the result in carrying out the 408/669 PEP.

We directed that an evaluation be conducted by the CSD Director regarding the effectiveness of the 310/424 PEP and a report be provided to the Commission by April 30, 1999 of what improvements may be appropriate in developing any subsequent PEPs for educating the public about any future overlays. We shall direct that the results of the April 30, 1999, report be used, as appropriate in implementing the 408/669 PEP. We shall likewise direct that a report be prepared by the CSD Director presenting an evaluation of the effectiveness of the 408/669 PEP to be submitted on October 29, 1999.

Call Center

In the adopted PEP for the 310/424 NPA overlay (D.98-12-081) we made provision for a centralized call center capability whereby customers can speak personally to a trained representative about questions that may arise concerning the overlay plan. The Commission has previously established a call center capability for use in connection with consumer questions about our electric restructuring program. We concluded it would be useful to incrementally expand the duties of the existing call center to accommodate phone queries concerning the 310/424 NPA overlay plan. We anticipate that publicity about mandatory 1+10-digit dialing and other features of the overlay plan could generate an increased volume of calls not only to individual carriers, but also to the Commission's Consumer Affairs Branch (CAB). We believe a similar provision for a centralized call center is appropriate for the 408/669 NPA PEP as well. The use of the call center for such calls could relieve the burden of calls on the CAB, and provide for a more focused response to the public's questions and concerns. The ability to speak with a live operator through a centralized call center can also help promote public assurance and acceptance of the overlay plan in a way that printed materials cannot.

We shall therefore authorize the Director of CSD to initiate the necessary measures to expand the capabilities of the Commission's existing call center to accommodate the ability to respond to consumer calls concerning the 408/669 NPA overlay plan. The costs for the message center shall be funded by the industry pursuant to the Commission decision finalizing the budget for the 408 PEP. The call center shall provide capabilities for electronic voice messaging, communication with a live operator, FAX transmittal, and provision to request and receive collateral materials explaining the overlay in more detail. The message center shall provide services for both English and Spanish-speaking

customers. The centralized call center is not intended to displace any individual carrier's telephone contact numbers for information about the overlay, but is intended to supplement those individual contacts.

In comments in response to the draft decision filed on behalf of the 408 PEP Task Force, the California Cable Television Association (CCTA) questions the value of augmenting the Commission's Call Center capability to handle 408 PEP inquiries. CCTA notes that in the case of the PEP for the 310/424 NPA overlay, the Call Center was not used at all. Thus, CCTA argues that since the Commission appears to be handling calls from the public about the 310/424 NPA overlay successfully through its normal personnel and processes, there is no point in expanding the Commission's Call Center capability for the 408/669 NPA overlay if the service will simply go unused.

We acknowledge CCTA's concern that resources not be expended for information services which simply go unused. In the case of the Call Center, although the service appears not to have been used as intended for the 310/424 PEP, the proper remedy is not to abandon use of the service. We do not believe the lack of public inquiries to the Call Center indicated that the public was already familiar with the overlay or mandatory 1+10-digit dialing. If anything, we believe more outreach efforts are needed to alert and educate the public concerning the overlay. We continue to believe that the Call Center can serve a useful function in providing a much-needed source of public information about the overlay plan. Rather, we believe that the proper response to the problem noted by CCTA is to improve the means by which the public is made more aware of the toll-free Call Center number as a source of information about the overlay plan. The Task Force should reevaluate the methods used in the 310/424 PEP in order to consider ways to better direct the public's attention to the

availability of the toll-free Call Center as a source of information about the 408 overlay plan.

Miscellaneous Clarifications and Amendments to the Submitted PEP Proposal

While we find the submitted PEP to be appropriate in most respects, certain elements require further clarification and augmentation. For example, the PEP does not clearly delineate the division of responsibility between individual carriers versus the task force for the coordination of press releases and distribution of collateral materials. Likewise, there is no identified tracking mechanism for the implementation of the Speakers' Bureau activities to determine who is expected to speak to which particular groups. The PEP also fails to clearly specify which ethnic or non-English-speaking groups are included in the outreach to those sectors of the public. In certain cases, the PEP also fails to identify a scheduled target date for completion of the designated task. These deficiencies should be promptly corrected.

The draft informational letters and collateral material attached to the PEP for the most part appropriately convey the intended message, but we believe that some editing of some of the letters may be appropriate before they are finalized for mailing to the targeted audiences. We shall direct the Task Force representatives to meet and confer with the assigned representatives of the Commission's CSD and Telecommunications Division (TD) within 20 days of this order to finalize the text of the draft letters and related collateral materials. As a compliance filing, the Task Force shall file a PEP supplement within 15 days following its meeting with TD, disclosing any revisions to the PEP resulting from this decision and the meeting with TD. The supplement shall be filed in the same manner as the original PEP.

Extension of the Public Education Plan through the Post-Overlay Period

The current PEP schedule contemplates the conclusion of educational activities up to the week prior to the implementation of the 669 area code. CCTA believes a second-phase PEP extending beyond the opening of the 669 area code may be necessary to provide necessary public awareness regarding the fact that the 408 and 669 area codes will co-exist in the same geographic area. In the case of overlays implemented in other states, some customers have expressed confusion, thinking that the overlay area code serves a different geographic area, perceived as requiring a long distance toll call. CCTA is particularly concerned about the competitive consequences of such a misperception should it emerge in California, since CLCs will be more more likely than ILECs to serve customers with the new, less recognized 669 overlay area code.

CCTA expresses concern that by focusing mainly on the change in dialing patterns to mandatory 1+10-digit dialing, and by ending the PEP before the overlay actually takes effect, public confusion may still remain a problem concerning the identification of the new area code with the 408 NPA region. CCTA thus proposes that CSD, in conjunction with the Task Force, be directed to make a determination as to whether PEP activity should extend into a second phase beyond the opening of the 669 overlay area code. CCTA proposes that this determination be based on information from actual experience in the 310 overlay and from overlays implemented in other states.

We agree that it may prove useful to extend the duration of the PEP beyond the opening of the 669 overlay area code to ensure that customers are not confused as to the location of the 669 area code and that the rating of calls will not be affected. We shall direct the Task Force to undertake an evaluation of the

310 overlay and other overlays to determine if such a second-phase extension is warranted, as prescribed in the ordering paragraphs below.

Comments on Draft Decision

The draft decision of the ALJ in this matter was mailed to the parties in accordance with Pub. Util. Code § 311(g) and Rule 77.1 of the Rules of Practice and Procedure. Comments were filed on May 17, 1999.

Findings of Fact

1. In D.98-11-065, the Commission approved an overlay plan for 408 area code relief, and ordered that a Public Education Plan (PEP) be initiated to inform the public regarding the new overlay plan, to be approved by the Commission.

2. D.98-11-065 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.

3. The industry team submitted a proposed 408 NPA PEP to the Commission for review and approval on April 1, 1999.

4. The PEP proposal represents a consensus of task force members.

5. The proposed PEP, as augmented by this order, should reasonably achieve the objectives established in D.96-12-086 and D.98-05-021.

6. The ability of customers to speak with a live operator through a centralized call center can help to promote public understanding of the overlay in a way that printed materials cannot.

7. The most efficient way to provide for a centralized call center for the PEP is to incrementally expand the duties of the Commission's existing centralized call center to accommodate phone queries concerning the 408/669 overlay plan.

Conclusions of Law

1. The proposed PEP, as set forth in Appendix A, and as augmented in the order below, should be approved.
2. The Director of the CSD, in cooperation with other relevant Commission staff divisions, should take the lead going forward in working with the Industry Team to monitor the implementation of the PEP to achieve the objective of customer awareness and acceptance of mandatory 1+10-digit dialing and the other elements of the 408/669 NPA overlay plan.
3. The information gathered from the tracking of consumer calls to the Commission and Call Center concerning the 408 overlay and from the polling and focus group process used in the 310/424 NPA PEP should be used, as relevant, to help shape, tailor, and refine the content of 408/669 PEP informational materials and programs to effectively communicate the message of the PEP in a manner that is responsive to the specific concerns and needs of relevant public sectors.
4. The messages conveyed to the public should, at a minimum, explain why a new area code must be added, that it is part of a national phenomenon, and when a subsequent new area code for the 408/669 NPA might be needed, if known.
5. The cost and funding of the 408/669 should be addressed in a subsequent order.

O R D E R

IT IS ORDERED that:

1. The proposed public education plan (PEP), as set forth in Appendix A, is approved subject to the augmentations as set forth below.

2. The approved 408/669 PEP shall include, in addition to the items set forth in Appendix A, a provision for input from the focus groups conducted for the 310/424 PEP to provide a more meaningful benchmark for further development of PEP message content and approach, and the expansion of the Commission's existing centralized call center.

3. The PEP shall also be augmented to clearly delineate the division of responsibility between individual carriers versus the task force to coordinate press releases and distribution of collateral materials. The PEP shall also clarify the responsibilities for the Speakers' Bureau activities regarding who is expected to speak to which particular groups.

4. The PEP shall also specify which ethnic or non-English-speaking groups are included in the outreach to those sectors of the public.

5. The PEP shall also identify a scheduled target date for completion of the designated task where it is not already indicated in the proposed plan.

6. Task Force representatives shall meet and confer with the assigned representatives of the Commission's Consumer Services Division (CSD) and Telecommunications Division (TD) within 20 days of this order to finalize the text of the draft letters and related collateral materials included in the proposed PEP.

7. The Director of CSD shall initiate the necessary measures to expand the capabilities of the Commission's existing call center to accommodate the ability to respond to consumer calls concerning the 408/669 overlay plan.

8. The incremental costs for the message center and for administering the focus groups and telephone polling shall be funded by the industry pursuant to future Commission order finalizing the budget for the 408/669 PEP.

9. The Director of the CSD shall track consumer calls to the Commission and Call Center concerning the 408 overlay for purposes of determining the nature

and size of public acceptance and understanding of the overlay. The CSD Director, in conjunction with the Task Force, shall also conduct a survey once the 669 has been introduced to determine its level of acceptance and recognition.

10. The Director of the CSD is authorized to take the lead in overseeing the implementation of the approved PEP and the evaluation of future PEP activity subsequent to the introduction of the 669 area code in cooperation with other relevant Commission staff divisions and with the Industry Task Force.

11. The Director of CSD shall promptly convene further industry meetings, as appropriate, to identify how the adopted PEP shall be implemented, monitored, and evaluated in order to serve its intended purpose as prescribed by Decision 98-11-065, and shall keep the assigned Administrative Law Judge, as well as the Coordinating and Assigned Commissioners advised as to the progress of such meetings.

12. The Commission shall address in a subsequent decision a plan to initiate necessary measures to fund the PEP.

13. The Task Force shall file a PEP supplement within 15 days following its meeting with CSD and TD, disclosing any revisions to the PEP resulting from this decision and the meeting with TD.

14. The CSD Director shall file a report with the Commission on October 29, 1999, presenting an evaluation of the effectiveness of the 408/669 PEP.

This order is effective today.

Dated June 24, 1999, at San Francisco, California.

RICHARD A. BILAS
President
HENRY M. DUQUE
JOSIAH L. NEEPER
JOEL Z. HYATT
CARL W. WOOD
Commissioners

Public Education Program

Public Education Activities	Target Dates
PRESS RELEASES (Statewide)	
Public notification of new area code to be assigned as an overlay covering the same geographic area as the existing 408 area code. Include scheduled formal permissive dialing effective January 1, 1999; Mandatory 1+ area code + seven digit dialing October 1, 1999.	Completed by Lockheed Martin November 30, 1998
Permissive Dialing - Task Force to coordinate news release which reviews the California area code relief plan. This release to stress the Permissive 1+ area code + seven digit dialing period effective January 1, 1999 through October 1, 1999.	Completed by Lockheed Martin November 30, 1998. CPUC issued press release providing similar notification.
Mandatory Dialing - Task Force to coordinate news release regarding approach of mandatory 1+10 digit dialing within the 408 NPA.	Press Release to be issued to Media one week prior to start of mandatory date.
669 Introduction - Task Force to coordinate news release announcing the implementation of the 669 area code.	Press release be to issued to Media one week prior to start of implementation date
NATIONAL NOTIFICATION	
NANPA to submit planning letter for nationwide notification of area code relief plan.	Completed by Lockheed Martin. Planning letter #149 issued January 25, 1999.
BILL INSERTS	
<u>Within 408 only</u> - Initial customer notification by telephone corporations, paging companies and resellers. Announce the new area code, permissive dialing period of 1+ area code + seven digit digits in preparation of the mandatory dialing date of October 1, 1999.	Completed. Included in January and February bill rounds.
<u>Within 408 and adjacent</u> - Announce the new area code plan. Include Q & A information, mandatory 1+ area code + seven digit dialing only within the 408 NPA and include map of the affected area.	To be placed in August or September bill rounds. (Dependent on carrier's billing schedule)
Adjacent and Surrounding Area Codes - Expand distribution of bill insert as a reminder of mandatory 1 + area code + seven digit dialing. 209 (selected areas), 510, 650, 831, & 925 as adjacent NPAs; and 415 & 707 (selected areas) as surrounding NPAs.	
LETTERS	
Prepare and distribute informational material to a broad range of telecommunications consumers that have a need to know about the coming changes.	

Public Education Program

Public Education Activities	Target Dates
All Businesses within 408	May to June, 1999
All Residential Customers within the 408 NPA	May to June, 1999
Key government agencies and community leaders	May to June, 1999
<u>To be completed by the Task Force, within 408</u>	
Chamber of Commerce	May to June, 1999
Key government agencies and community leaders	May to June, 1999
Major airports	May to June, 1999
Hospitals	May to June, 1999
Directory Publishers	May to June, 1999
<u>To be completed by the Task Force with CPUC assistance.</u>	
Alarm Providers, statewide	April, 1999
State Coordinator for E911	April, 1999
Pay Telephone Providers, statewide	April, 1999
COMPANY SERVICE CENTERS	
Individual telecommunications companies will utilize their call centers/customer care centers to inform customers, respond to questions and generate informational mailings.	All training should be completed prior to each notification for the mandatory dialing and implementation of the overlay.
Establish requirements for CPUC call center.	In-place for 310 area code, 408 updates, appropriate informational material and service preparation should be completed 120 days prior to mandatory dialing
INTERNAL NOTIFICATION AND EDUCATION	
Selection of programs and final schedule will be determined by each individual carrier.	Schedule to be established by each company. Should be completed 60 days prior to Mandatory dialing
<u>Internal E-mails or Fax distribution</u> - Distribution to all internal telecommunications employees with details of the new area codes plan.	
<u>Meetings</u> - Complete methods and procedures training for service representatives in customer service centers and business offices for use in response to customer requests for information.	
<u>Voicemail</u> - Communication to all internal telecommunications employees with details of the overlay and 1 + area code + seven digit dialing requirement.	
<u>Intranet Websites</u> - Update all website to provide single point for resource information related to the 408 / 669 overlay.	
<u>Company Publications</u> - Publish informational articles with details of the new 408 /669 overlay plan for all telecommunications employees.	

Public Education Program

Public Education Activities	Target Dates
INFORMATIONAL DOCUMENTS	
Develop/Design	Should be completed 120 day prior to Mandatory dialing
Q & A - Informational sheet to be used as a tool by the industry in providing consistent responses to customers.	
Fact Sheet - For press kits and distribution to the ethnic media. To be translated to Spanish, Cantonese, Mandarin, Vietnamese, Tagalog, & other languages as needed. Will also be used by the Language Assistance Centers	
Canned Speech - To be used by the entire industry for consistent message.	
Bill Insert - To be used as a guide for all Telecommunication carriers for their internal use	
Brochures, Leaflets and Posters - To be used for external contacts.	
Posters - Poster designs to include: two for adults, one for adults in Spanish, and one children's version for K-5	
Brochures - Design	
Leaflet - Design	
Stickers - Design	
Print	Should be completed 90 day prior to Mandatory dialing
Q & A Information Sheet	
Fact Sheet - English & seven other languages	
Canned Speech	
Brochures - English	
Leaflets - English and Spanish	
Poster - English and Spanish (Includes K-5, Adult and Adult Spanish)	
Stickers - English	

Public Education Program

Public Education Activities	Target Dates
DISTRIBUTION OF COLLATERAL	
Each telecommunication company will request a percentage of collateral material. Each carrier will distribute either by mail or alternative means.	Should be completed 30 day prior to Mandatory dialing
Distribution to special-need audiences will be handled by separate Community Based Organization (CBO) program. Distribution of posters to adjacent and surrounding NPAs will also be completed by CBO program. The Task Force and individual carriers will supplement the distribution.	Should be completed 30 day prior to Mandatory dialing
Letters (Task Force and Individual company) will be sent via US Mail	Should be completed 30 day prior to Mandatory dialing
All bulk collateral material (Posters, brochures, leaflets, etc.) will be mailed via 4th class US Mail.	Should be completed 30 day prior to Mandatory dialing
COMMUNITY BASED ORGANIZATIONS	
CBOs to enlisted to assist with outreach to seniors, disabled and ethnic organizations through training, delivery of collateral materials, special languages material and poster delivery.	Should be completed 90 day prior to Mandatory dialing
WEBSITE - External use	
CPUC - Post Q&A information, Fact Sheet, Checklist and map of the affected area.	Should be completed 60 day prior to Mandatory dialing
Individual Telecommunication Companies - Post Q&A information, Fact Sheet, Checklist and map of the affected area. (Optional)	Should be completed 60 day prior to Mandatory dialing
PAY TELEPHONE SIGNAGE	
Notice has been sent to all telecommunications companies by the CPUC. Work to update signage for dialing instructions on their payphone should begin as soon as possible.	Should be completed no later than start of Mandatory Dialing.
DIRECTORIES	
Change published telephone directories covering the 408 NPA overlay region to identify the area code in addition to the seven-digit number for each directory listing. Include instructions on the correct use of directory assistance for the 408 or 669 area codes.	Should be completed before next distribution of Directories.
PERMANENT RECORDED ANNOUNCEMENT	
Instructional announcement directing callers who only dial seven-digits within the 408 and 669 NPA's to hang up and redial using 1+ the area code + the seven-digit number.	To be established no later than start of mandatory dialing.

Public Education Program

Public Education Activities	Target Dates
SPECIAL NEEDS	
School aged Children K - 5th and 6th to High School	
To be coordinated by the Task Force. Letters to be sent to each school district. Teachers will be instructed to inform students of the dialing change and the new overlay area code within the 408 area. Appropriate amounts of collateral material will be distributed to the schools.	
Children - Grades k-5th grade (408 only)	
In addition, provide lesson plan with tools to train on new dialing pattern. Also, provide posters for classrooms.	
Develop/Design	Should be completed 120 day prior to Mandatory dialing
Letter to School District	
Cover letter for Principals/Teachers.	
Lesson plan to teach children their 10 digit phone number and how to dial using 1 + area code + seven digits.	
Coloring sheet for students to learn their 10 digit phone number.	
Stickers	
Print	Should be completed 90 day prior to Mandatory dialing
Letter to School District	
Cover letter	
Lesson Plan	
Coloring Sheet	
Stickers	
Distribute	Should be completed 45 day prior to Mandatory dialing
K-5th grade packages - to be mailed via 4th class.	
Children - Grades 6-8 (408 only)	
Provide poster and homeroom announcement. Include information on the overlay and instructions on the new dialing pattern.	
Develop/Design	Should be completed 120 day prior to Mandatory dialing
Announcement for homeroom.	
Cover letter for Principals.	
Print	Should be completed 90 day prior to Mandatory dialing
Announcement for homeroom.	
Cover letter for Principals.	
Stickers	

Public Education Program

Public Education Activities	Target Dates
Distribute	Should be completed 45 day prior to Mandatory dialing
6th-8th grade packages - to be mailed via 4th class.	
Children - Grades 9-12 (408 only)	
Provide poster and homeroom announcement. Include information on the overlay and instructions on the new dialing pattern.	
Develop/Design	Should be completed 90 day prior to Mandatory dialing
Cover letter for Principals.	
Announcement for homeroom.	
Print	Should be completed 60 day prior to Mandatory dialing
Cover letter for Principals.	
Announcement for homeroom	
Distribute	Should be completed 30 day prior to Mandatory dialing
9th-12th grade packages - to be mailed via 4th class.	
SENIOR CITIZENS	
To supplement what individual carriers will be doing for the general population, a cover letter and Fact Sheet will be sent to senior centers and organizations within the 408 area code.	
Leaflets in larger print will be given to senior centers and organizations.	
Posters and leaflets will be sent to homes that cater to retired and elderly citizens, as they are identified, in the 408 NPA.	
Posters will be sent to senior centers in the surrounding NPA's.	
Develop/Design	Should be completed 120 day prior to Mandatory dialing
Cover Letter for Senior Centers	
Leaflets (In larger print)	
Print	Should be completed 90 day prior to Mandatory dialing
Cover Letter	
Leaflets (In larger print)	
Distribute	Should be completed 60 day prior to Mandatory dialing
Cover Letter to senior centers and organizations within 408 NPA.	
Fact Sheet to senior centers and organizations within 408 NPA.	
Poster to senior centers and organizations within 408 NPA.	
Leaflet to senior centers and organizations within 408 NPA.	

408 and 669

Public Education Program

Public Education Activities	Target Dates
Cover Letter sent to for-profit and non-profit organizations that cater to retired and elderly citizens, as they are identified, in the 408 NPA.	
Fact Sheet to for-profit and non-profit organizations that cater to retired and elderly citizens, as they are identified, in the 408 NPA.	
Poster to for-profit and non-profit organizations that cater to retired and elderly citizens, as they are identified, in the 408 NPA.	
Posters to senior centers in the surrounding NPA's.	
Material will be distributed by CBOs and supplemented by individual carrier's distribution.	<i>Note: Coordination of CBO distribution and supplemental distribution will be handled by the Task Force.</i>
Material will be sent via 4th class postage.	<i>Note: Distribution to be completed by Individual companies and by the Task Force. Task Force will coordinate distribution.</i>
DISABLED	
In addition to what the industry is doing for the general population, those with disabilities in the 408 NPA will receive an informational letter from Special Needs Centers in GTE and Pacific Bell.	
In addition, major disability organizations will be selected and asked to assist in the disseminate information to their constituents in various media and formats within the 408 NPA.	
In addition to the major disability organizations, other associations will be enlisted to help disseminate information in the adjacent NPA's.	
Additionally, CBOs will be used to disseminate information.	
Develop/Design	Should be completed 120 day prior to Mandatory dialing
Cover Letter	
Customer Letter	
Fact Sheet	
Leaflets	
Print	Should be completed 90 day prior to Mandatory dialing
Customer Letter	
Cover Letter	
Fact Sheet	
Leaflets	
Posters	

Public Education Program

Public Education Activities	Target Dates
Distribute	Should be completed 45 day prior to Mandatory dialing
Distribute Fact Sheet to disability organizations.	
Distribute fact sheet, poster and leaflets select disability organizations or agencies.	
Material distributed by CBO's.	<i>Note: Task Force will coordinate CBO distribution.</i>
Selected agencies to disseminate information in adjacent NPA's	<i>Note: Task Force will coordinate distribution.</i>
Material with collateral material will be mailed 4th class.	<i>Note: Task Force will coordinate distribution.</i>
Additional information subsequent to the initial mailing will be disseminated to walk in customers and inserted in equipment mailings.	<i>Note: Distribution to be completed by Individual companies and by the Task Force. Task force will coordinate activity</i>
ETHNIC GROUPS	
Provide Fact Sheet in multiple languages to ethnic media.	
Pacific Bell and GTE will utilize their language assistance centers to inform non-English speaking customers, respond to questions and generate mailings.	
In addition, provide Leaflets and Posters to community centers for each major ethnic group within the 408 NPA.	
In addition, provide Leaflets and Posters to community centers that serve the Latin community in adjacent NPA's.	
Develop/Design	Should be completed 120 day prior to Mandatory dialing
Fact Sheet - in English for translation into multiple languages	
Leaflets	
Posters	
Print	Should be completed 90 day prior to Mandatory dialing
Posters	
Leaflets	
Fact Sheet - Spanish, Cantonese, Mandarin, Vietnamese, Tagalog and other languages as needed	
Distribute	Should be completed 45 day prior to Mandatory dialing
Distribute Fact Sheet and press kit material to ethnic media within 408 area code.	<i>Note: Task Force will coordinate distribution.</i>
Material to be distributed by CBOs.	<i>Note: Task Force will coordinate CBO distribution.</i>

Public Education Program

Public Education Activities	Target Dates
Ethnic material to be mailed via 4th class.	<i>Note: Distribution to be completed by Individual companies and by the Task Force. Task force will coordinate activity</i>
Leaflets and posters to be distributed to community centers in adjacent NPA's	<i>Note: Distribution to be completed by Individual companies and by the Task Force. Task force will coordinate activity</i>
STATIONERY	
The Task Force will produce material that will uniquely identify the 408 PEP effort and be used by the Co-Chairs for all official activities on the behalf of the Task Force. In addition, the Task Force will secure all material needed for the distribution of all collateral material.	
Letterhead, Business Cards	April, 1999
Envelopes	April, 1999
Packing Material	April, 1999
Logo Design	April, 1999
Boxes for bulk distribution	April, 1999
ADDITIONAL COMMUNITY OUTREACH	
Individual Company's external affairs representatives to meet with key businesses and community organizations with 408 and adjacent NPA's.	Schedule will be established by individual carriers.
Speakers bureau made up of industry volunteers and Telecommunications industry representatives will offer speeches to Chambers of Commerce, economic development organizations, service clubs and other business organizations. Speakers will distribute collateral material as appropriate.	Schedule will be established by individual carriers.
PRINT, ELECTRONIC MEDIA & CABLE	
Development	
Press Kits will be developed for newsprint, broadcast media and multi-ethnic media.	Should be completed 90 day prior to Mandatory dialing.
Public Service Announcement (PSA) will be developed for use on Broadcast television.	Should be completed 90 day prior to Mandatory dialing.
Advertising spots, combination of 10 second and 60 spots, will be developed for use on Radio. Public Service Announcements will also be developed.	Should be completed 90 day prior to Mandatory dialing.
30 second spots will be developed for use in Local Cable television programming	Should be completed 90 day prior to Mandatory dialing.
MEDIA EVENTS	
Press event to highlight coming changes in dialing pattern and the implementation of the 669 overlay in the 408 area code.	Should be completed 15 day prior to Mandatory dialing, and with follow-ups first week of Mandatory dialing.

Public Education Program

Public Education Activities	Target Dates
Industry Representatives will be available for broadcast and cable television, Radio Talk and News Shows. Task Force will respond to media inquires and provide information for articles in publications.	Schedule will be established by individual carriers
ADVERTISING	
Public Service announcements and Paid-advertisement will be placed in print and electronic media.	Should be scheduled within the 30 day prior to Mandatory dialing, and the first week of Mandatory dialing.
Placement of ads specifically in community based and ethnic based newspapers.	
Placement of radio spots within 408 area code.	
PSA placement on Broadcast Television	
Placement of 30 second advertisement on Cable Television	

(END OF APPENDIX A)