

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

COMMISSION ADVISORY AND COMPLIANCE DIVISION
Telecommunications BranchRESOLUTION NO. T-13015
August 24, 1988R E S O L U T I O N

GTE CALIFORNIA INCORPORATED (GTEC). ORDER AUTHORIZING A PRICE INCREASE IN THE SAN FERNANDO AND WEST LOS ANGELES STREET ADDRESS DIRECTORIES AT AN ESTIMATED ANNUAL BILLING INCREASE OF APPROXIMATELY \$9,000, ALSO INCLUDED IS A WITHDRAWAL OF THE WHITTIER AND LONG BEACH NEIGHBORHOOD TELEPHONE DIRECTORIES FOR WHICH THERE ARE NO CUSTOMERS.

SUMMARY

This resolution authorizes GTEC to increase Street Address Directory rates in the San Fernando and West Los Angeles Street Address Directories due to increased number of listings resulting in an estimated annual billing increase of approximately \$9,000 and also to withdraw the Whittier and Long Beach Street Neighborhood Telephone Directory for which there are no customers.

BACKGROUND

By Advice Letter No. 5147 filed July 6, 1988, GTEC requests authority to increase the amount charged for the San Fernando and West Los Angeles Street Address Directories.

Street Address Directories are an optional service that provides a directory of telephone listings in "reverse" order, listing them in alphanumerically by street address rather than by subscriber names as in the white pages (Note: no unlisted numbers or address are included). These directories are used by insurance companies, door to door sales organizations, collection agencies and others.

Street Address Directory rates are established according to the number of listings as shown on table from GTEC Schedule Cal P.U.C. No. D-1, sheet 3:

<u>Number of Listings Included Within a Directory</u>	<u>Rate Group Number</u>	<u>Monthly Rate Per Copy</u>
0 - 26,000	1	\$ 5.60
26,001 - 34,000	2	5.95
34,001 - 42,000	3	6.40
42,001 - 52,000	4	6.90
52,001 - 62,000	5	7.40
62,001 - 72,000	6	8.00
72,001 - 87,000	7	8.80
87,001 - 107,000	8	9.60
107,001 - 132,000	9	10.40
132,001 - 162,000	10	11.20
162,001 - 197,000	11	12.00
197,001 - 237,000	12	13.20
237,001 - 282,000	13	14.40

GTEC seeks authority to increase the monthly rate for the San Fernando Street Address Directory from \$6.90 per month (Rate Group 4) to \$7.40 per month (Rate Group 5), due to increased listing count of 52,495, which qualifies the San Fernando Directory for the application of a Rate Group 5 (52,000-62,000), rate of \$7.40.

GTEC also seeks authority to increase the monthly rate for the West Los Angeles Street Address Directory from \$5.95 per month (Rate Group 2) to \$6.40 per month (Rate Group 3), due to increased listing count of 34,652, which qualifies West Los Angeles for the application of a Rate Group 3 (34,001-42,000), rate of \$6.40.

GTEC also requests authority to withdraw the Whittier and Long Beach Street Neighborhood Telephone Directories, directories for which there are no customers and no applications for service. Neighborhood Telephone Directories contain business only, white and yellow page listings and are issued within large exchanges or communities of interest. Advice Letter Nos. 4234 and 4235 authorized the issuance of Whittier and Long Beach Neighborhood Directories respectively. A GTEC customer survey, incomplete at the time authority was granted for the directories, revealed not enough demand in the market place to make the directories cost effective. The directories were never published. GTEC seeks authority to remove these directories from the tariff.

FINDINGS

(1) GTEC has met the minimum subscriber count to qualify for application of Rate Group 5 rates for subscribers to the San Fernando Street Address Directory and application of Rate Group 3 rates for subscribers to the West Los Angeles Street Dress Directory.

(2) GTEC is authorized to withdraw the offering of Whittier and Long Beach Street Neighborhood Telephone Directories which have never been published and there are no customers and no applications for service.

IT IS ORDERED that:

(1) GTEC's request for authority to increase rate groups for the San Fernando and West Los Angeles Street Address Directory is granted. The above tariff revisions are effective August 25, 1988.

(2) GTEC's request to withdraw the offering of Long Beach and Whittier Neighborhood Telephone Directories is granted.

(3) All tariff sheets filed under Advice Letter No. 5147 shall be marked to show that such sheets were authorized by Resolution of the Public Utilities Commission of the State of California Resolution No. T-13015.

I certify that this Resolution was adopted by the Public Utilities Commission at its regular meeting on August 24, 1988. The following Commissioners approved it:

STANLEY W. HULETT
President

DONALD VIAL
FREDERICK R. DUDA
G. MITCHELL WILK
JOHN B. OHANIAN
Commissioners



Executive Director