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PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

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COMMISSION ADVISORY AND COMPLIANCE DIVISION  
Telecommunications Branch

RESOLUTION NO. T-13049  
February 24, 1989

R E S O L U T I O N

ROSEVILLE TELEPHONE COMPANY . ORDER AUTHORIZING THE OFFERING OF PERSONALIZED NUMBER SERVICE WHICH PROVIDES A SPECIFICALLY REQUESTED TELEPHONE NUMBER TO THE CUSTOMER OR THE OPTION OF SELECTING AN AVAILABLE NUMBER UPON CUSTOMER REQUEST. (ADVICE LETTER NO. 270).

SUMMARY

This Resolution approves Roseville Telephone Company's (Roseville) Advice Letter No. 270, dated December 14, 1988, to provide Personalized Number Service (PNS) on a customer demand basis only. PNS enables a customer to select a telephone number other than the one automatically given. (This can be the entire seven-digit number, the prefix or the last four digits of the telephone number). The Commission has already authorized Pacific Bell, Continental Telephone of California, and GTE of California to provide a similar service.

BACKGROUND

This discretionary service is currently provided by the utility at no charge to customers. A residential or business customer can request that the service representative search for a specific number or for an "easy number". This requires additional time to be spent on looking for telephone numbers. Consequently, the cost incurred by the utility in providing this service is borne by its general ratepayers. Consistent with the Commission's cost causer policy, Roseville, by Advice Letter No. 270, filed December 14, 1988, requests authority under section 454 of the Public Utilities Code, to establish PNS on a tariffed basis. The following are the proposed charges for Personalized Number Service.

Personalized Number Service	<u>RESIDENCE</u>	<u>BUSINESS</u>
NON-RECURRING CHARGE.....	\$10.00	\$20.00
MONTHLY RECURRING CHARGE.....	\$1.50	\$3.50

Roseville will offer PNS only upon customer request.

It is estimated that this filing will have a maximum increased annual revenue effect of \$9,500. Pacific Bell has been offering personalized Telephone Numbers on a customer demand basis only since July 5, 1987 on a tariffed basis.

FINDINGS

We find that the rates, charges and conditions authorized in this resolution are just and reasonable.

IT IS ORDERED THAT :

- 1) Roseville's request for authority to offer Personalized Number Service only upon customer request and at the rates and conditions as discussed above is granted. The offering shall become effective February 25, 1989.
- 2) All tariff sheets filed under Advice Letter No. 270, shall be marked to show that such sheets were authorized by Resolution of the Public Utilities Commission of the State of California Number T-13049.
- 3) The effective date of this Resolution is today.

I certify that this Resolution was adopted by the Public Utilities Commission at its regular meeting on February 24, 1989. The following Commissioners approved it:

G. MITCHELL WILK  
President  
STANLEY W. HULETT  
JOHN B. OHANIAN  
Commissioners

  
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Executive Director

Commissioner Frederick R. Duda,  
being necessarily absent, did not  
participate.