

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Commission Advisory and Compliance Division RESOLUTION T-15958
Telecommunications Branch September 4, 1996

R E S O L U T I O N

RESOLUTION T-15958. CONTEL OF CALIFORNIA, INC.
(U-1003-C). REQUEST TO ESTABLISH A PROMOTION FOR
CUSTOMERS WHO SUBSCRIBE TO CALLING NUMBER IDENTIFICATION
SERVICE AND TO EXTEND ITS PROMOTIONAL TARIFF, RULE NO.
28.

BY ADVICE LETTER NOS. 1032, FILED ON JULY 15, 1996, AND
1032A AND 1035, FILED ON JULY 22, 1996.

SUMMARY

This Resolution authorizes Contel of California, Inc., (Contel), to waive non-recurring charges for all customers subscribing to Calling Number Identification Service in Gilroy and Victor Valley for 120 days from the effective date of this Resolution. Contel's Rule No. 28, Promotions for New Products and Services, which expired May 23, 1996, is extended until May 23, 1997.

BACKGROUND

On July 15, 1996, Contel filed Advice Letter No. 1032 seeking Commission authorization to establish a promotion for customers subscribing to Caller Identification Service in the Gilroy and Victor Valley exchanges. The promotion provides for a waiver of the non-recurring charges during a period of 120 days from the effective date of the tariff. Contel customers will be notified via a special mailing of the availability and duration of the promotion.

Customers may cancel at any time during or at the conclusion of the promotion. Customers who participate will be requested to confirm retention or discontinuance of the Caller Identification Service.

On July 22, 1996, Contel filed Advice Letter No. 1032A, to include this promotion in its Rule No. 28, Promotions, and to confirm that Contel will provide a financial impact report of this promotion no later than 60 days after its completion as outlined in Resolution T-14231. Since Contel's Rule No. 28, which is a provisional tariff, had expired May 23, 1996, Contel also filed Advice Letter No. 1035 on July 22, 1996, seeking to

extend the provisional authority in Rule No. 28 for one year, until May 23, 1997.

NOTICE/PROTESTS

Notice of Advice Letter No. 1032 was published in the Commission Daily Calendar of July 15, 1996. Notice of Advice Letter Nos. 1032A and 1035 was published in the Commission Daily Calendar of July 24, 1996. No protests have been received.

DISCUSSION

Contel reports that the promotion will have an undeterminable revenue effect. It hopes that the limited decreased charges may increase monthly revenue by encouraging more customers to subscribe to the offered services.

As with promotions authorized other New Regulatory Framework telephone companies, it is reasonable to waive non-recurring charges for up to 120 days during a promotion for optional or discretionary services such as Caller Identification Service. Since Contel's promotional tariff, Rule No. 28, has expired, it is reasonable to extend it for one more year, or until May 23, 1997. As with promotions in general, neither Contel, nor GTE California, Incorporated, is eligible to recover revenue lost in a promotion in its annual price cap filing.

FINDINGS

1. It is reasonable to allow Contel to waive non-recurring charges for customers in its Gilroy and Victor Valley exchanges who subscribe to Caller Identification Service during the 120 day promotion.
2. It is reasonable to extend Contel's Rule No. 28, Promotions, on a provisional basis, until May 23, 1997.

THEREFORE, IT IS ORDERED that:

1. Advice Letter No. 1032, as Supplemented by Advice Letter No. 1032A, of Contel of California, Inc., is made effective immediately.
2. Advice Letter No. 1035 of Contel of California, Inc., is made effective immediately. Rule No. 28, Promotions, of Contel of California, Inc., shall expire on May 23, 1997, unless extended or made permanent by order of this Commission.
3. Advice Letter Nos. 1032, 1032A, and 1035 of Contel of California, Inc., and accompanying tariff sheets shall be marked to show that they were authorized by Resolution No. T-15958 of

September 4, 1996

the California Public Utilities Commission and its effective date.

This Resolution is effective today.

I hereby certify that this Resolution was adopted by the Public Utilities Commission at its regular meeting on September 4, 1996. The following Commissioners approved it:

Wesley Franklin

WESLEY M. FRANKLIN
Executive Director

DANIEL Wm. FESSLER
JESSIE J. KNIGHT, Jr.
HENRY M. DUQUE
JOSIAH L. NEEPER
Commissioners

President P. Gregory Conlon,
being necessarily absent, did not
participate.