

Plans

Verizon
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Julie Ann LaCava
Associate Director
Regulatory and Government Affairs

December 3, 2002

ORIG FILES
98-C-0689

COPIES:

ALJ LINSIDER

MS. E. LIERSCHITZ

MR. A. BAUSBACK

MR. R. CERNIGLITZ

Honorable Janet H. Deixler
Secretary
New York Public Service Commission
Three Empire State Plaza
Albany, New York 12223-1350

Dear Secretary Deixler:

The following is provided as an update to the Verizon New York Inc. ("Verizon") Outreach Education plan that introduces 1 + 10 digit dialing as the new dialing pattern for calls within New York City.

The Commission approved the Verizon Outreach and Education Plan earlier this year. Most of the action plans have been completed, as you will see in the attached outline.

We will continue to work with our customers to reinforce awareness that dialing within the five area codes will require the use of 1 + the area code + the seven digit telephone number beginning February 1, 2003.

If you have any questions concerning our plans, please call me at 518-396-1046.

Sincerely,

A handwritten signature in cursive script that reads "Julie Ann LaCava".

Julie Ann LaCava

Copy to: N. Plotkin, NYPSC, Staff
G. Pattenaude, NYPSC, Staff
C. Kelly, NYPSC, Staff
D. Kitchen, NYPSC, Staff

New York City 1 + Ten-Digit Dialing Implementation

212/646/917/718/347 Area Codes

Verizon Customer Notification Status as of December 3, 2002

Below is a status of the items outlined in the Verizon Communications Plan for customer notification of 1 + 10-digit dialing in New York City.

- **Communications Plan**—completed, submitted and approved by the New York State Public Service Commission (NYSPSC)—2/21/02.
- **Questions and Answer (Q&A)**—completed and distributed with service alert to service representatives—3/4/02. Supplemental questions sent to the field to address new concerns from customers.
- **Area Code Website**—updates completed 3/29/02. Updated information went live 4/1/02 and appear on company website @ <http://www.verizon.com/areacodes>
- **Informational Handouts**—text and design completed 4/12. Handouts to be distributed to the Outreach team in NYC. Available for distribution to residence and business customers in English, Spanish, Chinese, Korean and French.
- **Legislative Letter**—In place, advertising on inside front cover of legislative publication—*Empire State Report*—April edition. Publication distributed to Albany legislators. Letter to all NYS Senate and Assembly members mailed—12/3. Letter to all NYC Council members mailed—12/3.
- **Alarm Industry Letter**—letter completed 3/4/02. Letter forwarded to the Long Island Alarm Association, New York Burglar and Fire Alarm Association, and the Central Station Alarm Association for distribution to their membership and publication in their industry newsletter. Forwarded reminder e-mail to three major alarm industry trade associations in New York State—11/18.
- **Business Enterprise Solutions**—completed Special Services Communications Bulletin to be available on e-web—2/26/02. Forwarded letter to Enterprise sales team—7/10/02. Distribution of letter and information to sales team and at Vice Presidential level—9/19.
- **Network Operations**—completed presentations to Liberty Region (10/4 & 10/11) and Island Metro Region (10/2) to all first and second level Installation & Maintenance field managers. Information handouts (VZ Extra customer bill insert) available for distribution by field technicians to customers inquiring about dialing pattern change.
- **General Business Service**—forwarded example letter, information handout, print ad and summary sent to GBS—9/11 and follow-up 10/7 to be used when communicating with customers.
- **Wholesale**—forwarded information handout, print ad and summary—10/18. Approved and distributed reminder letter to CLECs, IXCs, and wireless companies—11/14. Information disseminated during quarterly customer information forum—11/13. Letter also posted on Verizon website. Another reminder slated for January.
- **Government Accounts**—presentation to state and federal accounts and Customer Account Managers—11/15. Second presentation—12/6. Received inquiry from city agency—Economic Development Corporation—offering assistance in “getting the

New York City 1 + Ten-Digit Dialing Implementation
212/646/917/718/347 Area Codes

word out.” Requested they target tourism industry, specifically hotels, motels, convention venues and other areas that serve tourists and business travelers to the city.

- **Area Code Information Line** (toll-free 800 # available in English, Spanish and to TTY users) completed 4/1—script revised to reflect new NYC dialing pattern information. To date, more than 10,000 calls received.
- **Advertising**—reviewed and approved Media Plan—4/23/02. Completed Phase I (6/06 thru 6/20) and Phase II (10/3 thru 10/17) of half-page print advertising in all major NYC papers and ethnic press. Ads ran for three consecutive weeks. Phase III of ad campaign slated to begin January 2003. Sixty second radio spot recorded—11/25. Radio ad to be aired in English, Spanish, Chinese, Korean and Russian. Half-page print ad approved—12/3. All advertising to run three weeks.
- **VZ Extra** (bill insert)—article appeared in June edition in residence and business customer bill statements—6/02. Reminders scheduled—9/02, 11/02, 12/02 and 1/03. Distributed June Extra to all metro I&M garages as informational handouts to customers.
- **Change to Customer Bill Statement**—project request completed for change to “Summary Page” of New York City customers bill to include “1” plus customer’s home NPA preceding 890 customer service number. Change to take affect 3/03.
- **ACD Announcement**—finalizing ACD message to NYC customers who call the business office. Short reminder message will alert customers of impending change to NYC dialing pattern.
- **Information Forum**—informational forum targeting community leaders, small business, human service providers and residence customers scheduled for mid-December at 1095 23rd fl. auditorium. Approximately 1,000 invitations sent.
- **Employee Communications**—completed and delivered employee bulletin broadcast e-mail to all New York State employees—3/27/02 and reminder bulletin—9/30. Article in VZ News employee newsletter—4/8/02. Additional employee bulletins—9/30/02 and 1/16/03. Corporate TV slides began running on 10/3.
- **Signage**—building lobby signs using blow-up of print ad displayed at 1095; Metro Tech, Forest Ave. in Staten Island, Pearl Street, Bridge Street, 5030 Broadway, and 158 State Street in Albany.
- **Press Release/Media Relations**—released to English and Spanish media—4/2/02. Media coverage through major media outlets: WABC-TV—7/1/02; WCBS-AM radio—6/21/02; WPIX-TV—7/29/02; Staten Island Advance—8/19/02. Negotiating a feature in NY Times “Circuits” section for later this year. Planning a series of press release “countdowns to 1 + 10.” First release (11/19) picked up by several news websites.
- **Communications Managers Association (CMA)**—trade association of telecommunications managers and vendors from major corporations, health and hospitals, universities throughout the tri-state region. Forwarded press release, informational handout, and print ad. Association agreed to publish information in trade newsletter and posting on website—@ <http://www.cma.org/>.
- **White/Yellow Page Directories**—completed initial banner for Bronx cover set to distribute April/May.

New York City 1 + Ten-Digit Dialing Implementation

212/646/917/718/347 Area Codes

- **NYS Advisory Council**—presentation to Council—4/17, 10/2, and update—12/4.
- **Giveaway items**—continuous distribution.
- **NYS Relay Association**—Provided copies of print ad, information handout and summary to Sprint and NYS Relay Board members for distribution and use when communicating with TTY users in NYC.

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Plans



Sandra Dilorio Thorn
Vice President and General Counsel, NY & CT

February 15, 2002

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C98-C-0689

COPIES:

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MS. E. LIEBSCHUTZ

MR. R. CERUIGLIA

MR. D. MARTIN

BY HAND

Honorable Janet H. Deixler
Secretary
New York Public Service Commission
Three Empire State Plaza
Albany, New York 12223-1350

Re: Case 98-C-0689

Dear Secretary Deixler:

Pursuant to the Commission's December 10, 1997 Opinion and Order Concerning New York City Area Codes, Verizon, NY hereby submits a copy of its outreach and education plan to acquaint our customers with the introduction of 1 + 10 Digit dialing in New York City.

If you have any questions about the enclosed plan, please feel free to call me at 212-395-6515 or Julie LaCava at 518-396-1046.

Respectfully submitted,


Sandra Dilorio Thorn

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VERIZON - NY
Communications Plan
Introduction of 10-Digit Intra NPA Dialing in New York City
NPA—212, 646, 917, 718, and 347

Mission

Under New York State Public Service Commission (“PSC”) oversight and industry timeframe, to implement the Federal Communications Commission’s (“FCC”) (1+) 10-digit dialing requirement for all local calls within New York City area codes (212, 646, 917, 718, and 347).

Overview

On December 31, 1996, the New York State Public Service Commission (“PSC”) initiated a proceeding to determine the best remedy for area code relief in New York City. On December 10, 1997, the PSC issued its final Opinion and Order (Case 96-C-1158) for area code relief in New York City. The order called for implementation of the 646 area code overlay in Manhattan and 347 area code overlay in Brooklyn, Queens, Bronx and Staten Island effective April 1, 1998, using 7-digit dialing for intra NPA calling. Federal mandate requires 10-digit dialing for intra NPA calls when an overlay is deployed.

The following is a chronological review of events, including regulatory rulings and court decisions, leading to the implementation of ten-digit and eleven-digit dialing (1 + the area code + 7-digit phone number) for all local calling in New York City.

- January 9, 1998—the PSC petitions the Federal Communications Commission (FCC) for an expedited waiver (supported by the former BA-NY) of 10-digit dialing as required when implementing an area code overlay.
- March 25, 1998—the PSC issues an Order postponing the effective date of the implementation on the 646 area code pending resolution of mandatory 10-digit dialing for calls within the same area code (intra NPA) required for an area code overlay.
- July 20, 1998—the FCC denies the PSC Petition for a waiver of 10-digit dialing but allows the introduction of the 646 area code on a 7-digit basis prior to April 1, 1999.
- November 6, 1998—the PSC petitions FCC for extension of the waiver until January 15, 2000.
- November 25, 1998—the PSC affirms (to the FCC) its intention that the 646 area code will be activated by July 1999 and 347 will be activated by October 1999 regardless of existing differences between the state and federal regulatory bodies regarding 10-digit dialing. Further, the PSC urges the FCC to waive the 10-digit dialing requirement until April 15, 2000.
- December 4, 1998—the FCC grants the PSC an extension of the waiver for 10-digit dialing until April 15, 2000.

- March 15, 1999—the PSC petitions the U.S. 2nd Circuit Court of Appeals for a writ of mandamus to compel the FCC to act on outstanding PSC Petitions on 10-digit dialing. The PSC also asked for a stay of the dialing requirement for New York City.
- March 26, 1999—the U.S. 2nd Circuit Court of Appeals in New York grants a Stay of the 10-digit dialing requirement in New York City until one year after the FCC rules on the NYPSC petition for reconsideration of the 10-digit dialing requirement.
- November 26, 1999—the PSC requests that the U.S. 2nd Circuit Court of Appeals extend the Stay that postpones 10-digit dialing in New York City.
- October 15, 2001—the PSC requests a 14-month temporary waiver of 10-digit dialing implementation from the FCC.
- December 26, 2001—the FCC grants the PSC an extension, until March 28, 2003, to the implement 10-digit dialing in New York City.

Objectives

- Facilitate smooth introduction of 1 + 10-digit dialing for all local (intra NPA and inter NPA) calls in New York City—212, 646 and 917 in Manhattan and 718 and 347 in Brooklyn, Queens, Staten Island and Bronx—and minimize the incidents of customer mis-dials, misdirected and incomplete calls.
- Educate New York City customers (residence, business, commuters, tourists, and alarm companies) of the requirement to dial 1 + the area code + the 7-digit phone number when dialing local calls within the same area code in Manhattan (212, 646, and 917) and Brooklyn, Queens, Staten Island and the Bronx (718 and 347).
- Reiterate among New York City customers the need to dial 1 + the area code + the seven-digit telephone number when dialing local calls to other area codes within New York City.
- Reinforce awareness among customers that five area codes (212, 718, 917, 646, and 347) serve New York City necessitating the need to frequently dial 1 + 10 digits for local calls both within and between area codes.
- Attune customers throughout New York City to think of their phone number as a ten digit number which includes an area code (or prefix number) and seven digits.

Strategies

- Utilize multiple communications channels—bill media, targeted advertising, letters to key stakeholders, web-based technology, newsletters, informational handouts, customer information talks, toll-free 800 numbers, industry forums, giveaway items, directories and press releases—to educate New York City (Manhattan, Brooklyn, Queens, Bronx and Staten Island) customers of the new 1 + 10-digit dialing requirement for local calls.

- Direct a focused informational campaign—letters, industry forums, presentations, industry newsletters, web-site information and hotlinks, and personal visits—targeting business customers and the alarm and security industry, who require ample lead time to reprogram communications equipment (PBXs, alarm systems, modems, data lines, call forwarding features, etc.).
- Implement a comprehensive consumer outreach and education campaign to build customer awareness and understanding of 646 and 347 area code overlays and required 1 + 10 digit intra NPA dialing.
- Utilize mass media and targeted advertising to raise awareness of required 1 + 10-digit intra NPA dialing among a broad cross-section of New York City customers (business, government, residential, multi-lingual, seniors, and people with disabilities) and transient customers (commuters, tourists and business travelers).
- Educate special needs (seniors and people with disabilities) and multilingual (Spanish, Chinese, Korean, Russian, etc.) customers about 1 + 10-digit dialing within New York City area codes and how it will affect dialing local phone calls.
- Utilize web-based technology to provide access to and deliver information about dialing pattern changes and the impact on customer premise equipment (PBX, modems, dial-up networks, auto-dialers, faxes, etc.), network based services (call forwarding features, voice dialing, etc.).
- Utilize employees—field technicians, sales and service representatives—to inform customers and generate “word of mouth” awareness of new dialing patterns for local calls within New York City area codes.
- Utilize customer contact channels— the business office, operator services, and repair bureau—during customer interactions to inform customers of dialing changes within New York City.

Key Messages

Primary

- In New York City, where multiple area codes (212, 718, 917, 646, and 347) mutually co-exist, federal rules governing the deployment of an area code overlay, require 10-digit dialing (the area code + the 7-digit phone number) to complete all local calls **within** the same area code.
- Beginning February 1, 2003, New York City customers must dial 1 + area code + seven digits to complete all calls **within** area codes 212, 718, 917, 646, and 347. Calls dialed using only seven digits will not be completed and will be directed to an informative recorded intercept announcement.

- To become accustomed to the new dialing pattern change, New York City customers should begin to dial local calls using 1 + the area code + the 7-digit phone number when placing calls within their area code.
- When making calls within New York City area codes, whether within the same area code or between area codes, dialing 1 + the area code + the 7-digit telephone number is the best way to dial to ensure that a call is connected to the correct party.
- Customers should begin to think of their telephone numbers as ten digits—the area code + the 7-digit telephone number—when giving their number to family, friends, associates, customers and others.

Secondary

- New York City calls dialed within the same area code or between area codes using 1 + the area code + the 7-digit phone number are still local calls. Calling rates are not affected; a local call is still a local call.
- Customers with PBXs, dial-up modems and networks, call forwarding, data lines, faxes, alarm systems and other customer premise equipment should begin reprogramming their equipment to include 1 + the area code so as to ensure call completion on local calls within New York City.

Communications Resources

- Verizon *Extra* bill insert -- 7.5 million customers (7.3 million residence, 250,000 Spanish residence editions, 1 million business customers)
- Consumer Advisory Board, Statewide Consumer Advisory Council, local Consumer Advisory Panels
- 24-hour 800 Area Code Information Line—English, Spanish and TTY
- Verizon Website (www.verizon.com/areacodes) and links to other web pages
- Informational handouts—one page information briefs available in English, Spanish, Chinese, Korean, Russian, etc.
- Verizon Communications Center for Individuals with Disabilities
- Industry newsletters—alarm and central office monitoring station industry
- Key leader newsletters—legislators, community boards, not-for-profits
- Presentations at industry forums, large business customers, business chambers, community groups, senior centers
- Targeted mailings to: legislators; community boards; Long Island Alarm Association, New York Burglar & Fire Alarm Association, Central Station Alarm Association, and Metropolitan Burglar Alarm Association; large PBX business customers, Centrex customers
- Media relations channels
- Verizon *White and Yellow Pages* directories—banner cover and local dialing section

- Premium giveaway items—magnets, jar openers, pens, children’s coloring books
- Internal Communications (Verizon *Wave*, e-mail broadcasts, Corporate Intranet)
- Mass media advertising in major and multi-lingual publications, trade publications

Action Steps

1st Quarter 2002

February

- ✓ Develop Communications Plan and submit to PSC for approval
- ✓ Develop Q & A document for distribution to customer contact representatives
- ✓ Develop Methods and Procedures for customer contact representatives and provide training
- ✓ Revise Area Code Information 800 Number scripts
- ✓ Obtain mailing lists of alarm industry associations—Long Island Association, New York Burglar & Fire Alarm Association, Central Station Alarm Association, and Metropolitan Burglar Alarm Association
- ✓ Coordinate training/overview of 10-digit dialing for Business Enterprise (CAS I & II accounts) group
- ✓ Begin revisions in “local calling” sections of White/Yellow Pages directories in the affected areas in time for distribution during the next cycle
- ✓ Develop banner copy for directory covers highlighting dialing pattern changes in NYC

March

- ✓ Develop press release and coordinate dissemination with PSC, NeuStar, Inc. (NANPA)
- ✓ Develop and mail letter to alarm companies and central station companies
- ✓ Place advertisements/editorial in alarm industry newsletters and publications
- ✓ Develop and mail letter for business customers—PBX systems, call forwarding and auto-dial features, data lines
- ✓ Develop high level mailing to key government elected officials/offices
- ✓ Develop area code website information and additional web based technology to communicate with external (customers, key leaders, press) and external (customer contact and field personnel) stakeholders
- ✓ Develop corporate broadcast e-mail to notify Verizon employees of impending dialing changes in NYC.
- ✓ Record and activate new informational recording for 800 number—Area Code Information Line

2nd Quarter 2002

April

- ✓ Develop informational handouts
- ✓ Develop and mail stakeholder letter to inform key leaders—local legislators, community boards, community leaders, business chambers, non-profits—of dialing pattern changes and gain assistance in disseminating information to constituents
- ✓ Develop advertising for the legislative publication—*Empire State*
- ✓ Inform Customer Advisory Panels (CAPs) in all five boroughs via letters and presentations
- ✓ Develop and deploy area code information on Verizon website:
www.verizon.com/areacodes
- ✓ Develop advertising media plan to target all market/customer segments—business, trade (tourist and alarm industries), residential, multilingual, senior, and disabled.
- ✓ Review and approve advertising media plan

May

- ✓ Develop EXTRA bill insert copy for business and residence customers
- ✓ Review and produce giveaway items—refrigerator magnets, jar grippers, pens, children's coloring books, bookmarks, etc.—used to promote new dialing pattern
- ✓ Broadcast e-mail to notify employees of impending dialing changes in NYC

June

- ✓ EXTRA bill insertion to residence and business customers
- ✓ Distribute giveaway items through outreach programs—CAP meetings, community forums, tenant association meetings, senior centers, multi-lingual and disabled support organizations and gain assistance in disseminating information to constituents
- ✓ Develop print and broadcast advertising

3rd Quarter 2002

July

- ✓ Develop EXTRA bill insert copy for business and residence customers

August

- ✓ EXTRA bill insertion reminder to residence and business customers

September

- ✓ Consumer Advisory Panel (CAP) meeting presentations

4th Quarter 2002

October

- ✓ Distribute children's coloring books in NYC schools

November

- ✓ Mass media advertising to NYC market—print (after Election Day)

December

- ✓ Mass media advertising to NYC market—print

1st Quarter 2003

January

- ✓ EXTRA bill insertion reminder to residence and business customers
- ✓ Mass media advertising to NYC market
- ✓ Reminder mailings—key leaders, community associations/groups, senior groups

February

- ✓ EXTRA bill insertion reminder to residence and business customers
- ✓ Reminder broadcast e-mail to notify employees of impending dialing changes in NYC.
- ✓ Mass media advertising to NYC market—print

March

- ✓ Press release to media reminding customers of new dialing pattern