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February 28, 2022

Honorable Michelle L. Phillips
Secretary
New York Public Service Commission
Three Empire State Plaza
Albany, NY 12223

Re: Case 21-C-0473 – 516/363 NPA Overlay

Dear Secretary Phillips:

Verizon¹ respectfully submits the following customer outreach and education plan.

On January 20, 2022, the New York Public Service Commission (“Commission”) issued an order in this proceeding approving an all-services distributed area code overlay as the relief method for the 516 Numbering Plan Area (“NPA”) region.² In the order, the Commission concluded that the overlay shall be implemented over a nine-month implementation period. The Commission directed all carriers holding numbering resources in the 516 NPA to develop customer outreach and education plans to inform their customers of the overlay and the new 363 NPA.

On January 31, 2022, the North American Numbering Plan Administrator (“NANPA”) convened an industry implementation call to discuss the timing and implementation of the overlay, and the development and execution of the consumer education plan. A nine-month implementation schedule, which is shorter than usual for an initial area code overlay, is possible because mandatory 10-digit dialing will already be in place in the 516 NPA due to the implementation of 988 as the three-digit abbreviated dialing code to reach the National Suicide Prevention Lifeline.³

¹ The Verizon companies submitting this plan include: Verizon New York Inc., Cellco Partnership d/b/a Verizon Wireless, MCImetro Access Transmission Services LLC, and XO Communications Services, LLC.

² Case 21-C-0473, Order Directing Overlay of the 516 Area Code Region Subject to Conditions (issued and effective January 20, 2022).

³ See WC Docket No. 18-336, *Implementation of the National Suicide Hotline Improvement Act of 2018*, Report and Order (rel. July 17, 2020).

The industry reached consensus on the following implementation timeline, as shown below.

- Start of Network Preparation and Customer Education on April 20, 2022
- Earliest New 363 NPA Central Office Code Activation Date on January 20, 2023

The industry agreed that the following messages must be clearly communicated to businesses and residential customers in the 516 NPA as part of the customer education plan:

- The new 363 area code is needed to meet the demand for telephone numbers and will be “overlaid” or superimposed over the area now served by the 516 area code.
- Starting January 20, 2023, customers requesting new telephone lines or services in the 516 NPA may be assigned telephone numbers with the new 363 area code.
- Telephone numbers, including the current area code, will not change.
- Local calling areas will not change due to the overlay.
- The price of a call, coverage area, rates and services will not change due to the overlay.

In compliance with the Commission’s January 20, 2022 Order in this proceeding, Verizon plans to implement the following customer education initiatives to inform its customers about the new 363 area code in the 516 area code region:

1. By September 2022, Verizon will update its area code webpage (www.verizon.com/areacodes) to provide specific information about the new overlay area code and when telephone numbers with the new 363 area code may be assigned.
2. By September 2022, Verizon will begin training its customer-facing organizations about the new overlay area code.
3. During the November and/or December 2022 bill cycles, Verizon will notify its customers of the new overlay area code through a bill message in their monthly invoice, and/or email or text message for customers that do not receive monthly invoices.
4. During the week of January 9, 2023, prior to the commencement of the new 363 NPA code activation, Verizon will issue a press release about the new overlay area code.
5. Throughout 2022 and 2023, new directories issued by Verizon’s directory publisher will include information on the new 363 area code being added to the 516 area code region.

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Verizon has and will continue to participate in the Industry Implementation Committee for the 516/363 overlay, and has voluntarily taken on a leadership role as co-chair of this industry committee. Verizon will rely on the Committee recommendations to guide its consumer notice and education effort aimed at establishing awareness of the 516/363 overlay.

Please contact me at the above number or David Hayes at (518) 704-2066 if you have any questions. Thank you.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Alex Moore", written in a cursive style.

Alexander W. Moore