



February 4, 2005

Oregon Public Utility Commission
P.O. Box 2148
Salem, OR 97308-2148

RE: AR 464—Telephone Directory Listings

Dear Commissioners:

You are considering an Administrative Rule that would require every telecommunications utility to publish a specialized governmental and human service directory in the white pages. We know this listing as the “Blue Pages”.

Questdex in Washington County included both a red trimmed “Community Service Numbers” and a blue trimmed “Government Pages” section in its 2002 edition. Yet, in its 2005 edition, the “Community Service Numbers” section was replaced by “Frequently Used Numbers” that did not include the non-profits previously featured.

We urge that all telephone directories be standardized and have in the white pages a section that—

- includes both government and non-profit community service organizations including tribal governments, ports, special service districts and elected officials;
- those be in a blue trimmed “Blue Pages” section and that green be used for community information;
- the type for this section meet federal Americans with Disability Act (ADA) type font standards;
- provisions be made to easily find emergency services numbers including not only 911 and 511 but also child abuse, elder abuse, rape crisis, poison control and power outage numbers; and,
- includes any toll free numbers and internet home pages, URLs, for the public and non profit agencies.

Disability, Aging and Veteran Services

“Creating Options”

www.co.washington.or.us

133 SE Second Avenue
Hillsboro, OR 97123-4026

Fax: (503) 640-6167
Phone/TTY: (503) 640-3489

We urge that all published directories meet these minimum standards so that no matter where in Oregon you live, you can find the information you need.

The rule allows for a community information section for transit routes, maps, etc. We urge that directories provide this information too.

We find that to the extent this information is available in a directory, it reduces the call demand on our agency. Older citizens and people with disabilities tell us that the first place they go for information about goods and services in their community, is the telephone book. It is far less expensive and better customer service to provide the information a citizen needs in the place they look first, the telephone directory.

Input from the 'end user', the customer, would be valuable but I did not see anything in the rule that created a forum for that input. Nor did I see who or how the telephone directory publisher would find the most accurate information on governmental or human service non-profit agencies.

Thank you for your consideration of this important issue.

Sincerely,



Mary Lou Ritter
Director