



METRO

February 7, 2004

Commissioner Lee Beyer  
Chair, Public Utilities Commission  
550 Capitol St. NE #215  
P.O. Box 2148  
Salem, OR 97308-2148

Dear Chair Beyer,

I am writing in support of a new rule being proposed by petitioner Jim Long to require the inclusion of the government section of the telephone directory, commonly known as the "blue pages," in both the white and yellow page editions of all directories. We hope the rule also requires phone companies to acknowledge Metro as a distinct regional government with its own listing, separate from all other levels of Oregon government. Metro is the regional government serving 1.3 million people who live in the 25 cities in the Portland metropolitan area.

We support the proposed rule but hope there could also be accommodations for ensuring accuracy and responsiveness to customers by all phone companies and phone book publishers. As you know from our letters to you in February and April 2004, Metro takes seriously its obligation to provide the public with easy-to-use, convenient access to information, and we support current efforts to make government information more accessible to the public. The telephone directory remains a primary source of information for many citizens and we welcome any improvements to support easy access. Metro's information in area phone books is often incorrect. Metro staff have worked for years to resolve issues with our phone book listing. We have spent unending hours providing written instructions and confirming via phone and yet errors continue.

As an example, it took years to resolve a longstanding inaccuracy issue resulting from the listing of a tattoo parlor (named Metro) under our government listing. We also succeeded in removing a Metro listing that had our name, a Multnomah County government address and the phone number of a health clinic in Parkrose. However, there are still no less than 18 listings that need to be deleted from the current directory to make it accurate. In addition, there are eight listings that need editing and three with wrong numbers.

Enclosed you will find a series of documents that represent a summary chronology of our interactions with phone companies about our listings. You will also find, as an example, a summary of errors in the current Dex directory (use through December 2005).

We appreciate your past assistance with our listing issues and your support for increasing access to regional government information in phone books published and distributed for Oregonians.

Sincerely,

A handwritten signature in blue ink that reads "David Bragdon".

David Bragdon  
Metro Council President

cc: Public Utility Commissioner Ray Baum  
Public Utility Commissioner John Savage

## Summary of Qwest phonebook errors

1-21-05

### White pages, government listing (“blue pages”, page 45)

Listings that need to be completely removed:

- EXECUTIVE OFFICE
- HUMAN RESOURCES, Employment Hotline
- METRO, Administrative Services
- METRO, Employment Job Line
- PLANNING DEPARTMENT, Planning-Growth Management Services/Land Use
- PLANNING DEPARTMENT, Planning-Growth Management Hotline
- PLANNING DEPARTMENT, Planning-Transportation
- PLANNING DEPARTMENT, Planning-Transportation, South/North LRT
- PLANNING DEPARTMENT, Planning-Transportation Hotline
- REGIONAL ENVIRONMENTAL MANAGEMENT
- REGIONAL PARKS & GREENSPACES, Open Spaces Hotline
- REGIONAL PARKS & GREENSPACES, Pioneer Cemeteries (remove 503-988-3622 and keep first listing: 503-797-1709)
- REGIONAL PARKS & GREENSPACES, The Lake House at Blue Lake (double listing, keep first one that is indented below Blue Lake Regional Park)
- REGIONAL PARKS & GREENSPACES, Auditor Suggestion Hotline
- REGIONAL PARKS & GREENSPACES, Marine Facilities, Oxbow Park (double listing, keep the second one that is not indented below Marine Facilities)
- REGIONAL PARKS & GREENSPACES, Marine Facilities, Marine Facilities (double listing, keep the first one above that is indented below REGIONAL PARKS & GREENSPACES)
- SOLID WASTE AND RECYCLING, Metro Recycling Information
- Parks, Pioneer Cemeteries (2115 SE Morrison, 97214) (988-3622) (new listing correct)

Listings that need to be added or edited:

- The whole **METRO** listing needs to be re-alphabetized. Beginning in column one, place METRO REGIONAL CENTER and two remaining subhead (General Information, TTY – two subheads removed per instructions above) on the second and third line in the first column directly under **METRO**. Then go in this order: ACCOUNTING, COUNCIL OFFICE, CONTRACTOR'S BUSINESS LICENSE, DATA RESOURCE CENTER, HUMAN RESOURCES, OFFICE OF THE AUDITOR (with Auditor Suggestion Hotline as a subhead not a main heading in this list), PLANNING, PUBLIC AFFAIRS AND GOVERNMENT RELATIONS, REGIONAL PARKS & GREENSPACES, SOLID WASTE AND RECYCLING.
- Re-alphabetize subheads under REGIONAL PARKS & GREENSPACES as follows: General Information, Picnic and Shelter Reservations (see new # below), Blue Lake Regional Park (and its subhead: Lake House at Blue Lake), Howell Territorial Park, Marine Facilities, Oxbow Park, Picnic & Shelter Reservations, Pioneer Cemeteries.
- **METRO EXPOSITION AND RECREATION COMMISSION** should be **METROPOLITAN EXPOSITION AND RECREATION COMMISSION**
- OREGON CONVENTION CENTER should be listed as the third line under **METROPOLITAN EXPOSITION AND RECREATION COMMISSION**, Main Office.

The listing should read OREGON CONVENTION CENTER 777 NE Martin Luther King Jr. Blvd 503-235-7575. It should be followed by Portland Center for the Performing Arts in all caps (subheads in mixed case). That should be followed by Portland Exposition Center in all caps (subheads in mixed case).

- Backstage Café/Aramark 503-432-2905 should be listed as an indented subhead under PORTLAND CENTER FOR THE PERFORMING ARTS (but *not* under the double indented subhead Emergency-During Events Only).
- PORTLAND CENTER FOR THE PERFORMING ARTS subheads should go in this order: Event/Ticket Information (Recording), Event and Ticket Information TTY, Administrative Offices, Administrative Offices TTY, Backstage Café'/ARAMARK, Emergency-During Events Only and it's subheads in alphabetical order
- TTY 503-240-4975 (for the Expo Center) should be listed as an indented subhead under **METROPOLITAN EXPOSITION AND RECREATION COMMISSION**, Portland Exposition Center. It should directly follow the address line (2060 N Marine Dr).
- METRO WASHINGTON PARK ZOO should be OREGON ZOO and the number should be 503-226-1561. It should be listed as a main heading (**OREGON ZOO**) after **METROPOLITAN EXPOSITION AND RECREATION COMMISSION**

Listings with wrong numbers:

- **METRO**, REGIONAL PARKS & GREENSPACES, Howell Territorial Park 503-222-1741 should be 503-797-1850
- **METRO**, REGIONAL PARKS & GREENSPACES, Picnic & Shelter Reservations 503-797-1850 should be 503-797-1928
- **METROPOLITAN EXPOSITION AND RECREATION COMMISSION**, PORTLAND CENTER FOR THE PERFORMING ARTS, Event and Ticket Information (Recording) 503-796-9293 should be 503-248-4335

**\*\*\*THE WHOLE LISTING SHOULD LOOK LIKE THIS:**

**METRO**

|   |              |
|---|--------------|
| METRO REGIONAL CENTER 600 NE Grand Ave. | 97232        |
| General Information                     | 503-797-1700 |
| TTY                                     | 503-797-1804 |
| COUNCIL OFFICE                          | 503-797-1540 |
| OFFICE OF THE AUDITOR                   | 503-797-1892 |
| Auditor Suggestion Hotline              | 503-230-0600 |
| PUBLIC AFFAIRS & GOVERNMENT RELATIONS   | 503-797-1536 |
| Metro Committee for Citizen Involvement | 503-797-1539 |
| ACCOUNTING                              | 503-797-1620 |
| CONTRACTOR'S BUSINESS LICENSE           | 503-797-1710 |
| DATA RESOURCE CENTER                    | 503-797-1742 |
| HUMAN RESOURCES                         | 503-797-1570 |
| Employment Job Line                     | 503-797-1777 |
| PLANNING                                |              |
| Corridor Planning                       | 503-797-1756 |
| Land Use Hotline                        | 503-797-1888 |
| Regional Planning                       | 503-797-1839 |
| Transportation                          | 503-797-1757 |

|  |             |              |
|--|-------------|--------------|
| Transportation Hotline                   |             | 503-797-1900 |
| <b>REGIONAL PARKS &amp; GREENSPACES</b>  |             |              |
| General Information                      |             | 503-797-1850 |
| Picnic & Shelter Reservations            |             | 503-797-1928 |
| Blue Lake Regional Park                  |             |              |
| 20500 NE Marine Dr                       | Trtdl 97060 | 503-665-4995 |
| Lake House at Blue Lake                  |             | 503-667-3483 |
| Howell Territorial Park                  |             | 503-665-6918 |
| Marine Facilities                        |             | 503-665-6918 |
| Oxbow Regional Park                      |             |              |
| 3010 SE Oxbow Parkway                    | Grshm 97080 | 503-663-4708 |
| Pioneer Cemeteries                       |             | 503-797-1709 |
| <b>SOLID WASTE &amp; RECYCLING</b>       |             |              |
| Recycling & Garbage Disposal Information |             | 503-234-3000 |

**METROPOLITAN EXPOSITION-RECREATION COMMISSION**

MAIN OFFICE 777 NE Martin Luther King Jr Blvd 97232 503-731-7800

**OREGON CONVENTION CENTER**

777 NE Martin Luther King Jr Blvd 97232 503-235-7575

**PORTLAND METROPOLITAN EXPOSITION CENTER**

2060 N Marine Dr Ptld 97211 503-736-5200

TTY 503-240-4975

Events 503-736-5206

**PORTLAND CENTER FOR THE PERFORMING ARTS**

Event and Ticket Information (recording) 503-248-4335

Event and Ticket Information TTY 503-796-9342

Administrative Offices 1111 SW Broadway 97205 503-248-4335

Administrative Offices TTY 503-796-0122

Backstage Café/ARAMARK 503-432-2905

**Emergency-During Events Only:**

Brunish Hall SW Broadway & Main 503-274-6566

Keller Auditorium SW 3<sup>rd</sup> & Clay 503-274-6560

Newmark Theatre SW Broadway & Main 503-274-6566

Schnitzer Concert Hall SW Broadway & Main 503-274-6564

Winningstad Theatre SW Broadway & Main 503-274-6566

**OREGON ZOO**

4001 SW Canyon Rd. 503-226-1561

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**White pages, business listing (pages 226-227 and page 264)**

Listings that need to be completely removed from pages 226-227:

- Second listing for Metro that has 51 lines in two columns. Keep the **METRO** .....**See Government Section** listing only
- First listing for Metropolitan Exposition Recreation Commission that has 11 lines in one column. Third listing for Metropolitan Exposition Recreation Commission that has three lines in one column. Keep the **METROPOLITAN EXPOSITION RECREATION COMMISSION** .....**See Government Section** listing only (this is the second listing).

Listings that need to be completely removed from page 264:

- List on the bottom of the highlighted box (Main Office through Volunteers, 10 lines).  
Keep the zoo name, logo and website and upper list of phone numbers.

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**Yellow pages, business listing (pages 235, 236, 274)**

PLEASE REMOVE BOTH **METRO** LISTINGS. Replace with full text of the listing requested on the bottom of page 2 (above) for **White pages, government listing**

PLEASE REMOVE ALL THREE **METROPOLITAN EXPOSITION AND RECREATION COMMISSION** listings. Replace with full text of the listing requested on the bottom of page 2 (above) for **White pages, government listing**

Please remove **Metro/Regional Goernment** 600 NE Grand 97232 503-797-1700

Please remove OREGON ZOO.....See Government Section and Oregon Zoo 4001 SW Canyon Rd 97221 503-220-2787 listings. Please leave third OREGON ZOO listing but remove all subheadings under OREGON ZOO leaving only the name, address, Main Office .....phone, and web address.

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**Yellow pages, ads**

Please remove the “box” ad for Metro Pioneer Cemeteries (page 319) and replace it with METRO PIONEER CEMETERIES 503-797-1709 only.

Please remove Metro South Station 2001 Wash St Oregon City 503-657-2872 (page 766). Leave listing for Metro South Transfer Station that follows.

| <b>Chronology and Contacts</b> |  |   |  |  |
|--------------------------------|--|---|--|--|
| compiled 12-13-04 and 1-14-05  |  |   |  |  |
| <b>Date</b>                    | <b>Status</b>  | <b>Contacts</b>   |  |  |
| 7-03                           | requested and received agency edits to 2002 phonebooks           | Qwest Dex rep: Mark Fallen, 503-768-1558 (learned 1-25-05 that Mark is w/ Dex)  |  |  |
|                                | submitted edits to Qwest   |   |  |  |
|                                | verified owners of phone numbers submitted to Qwest              | AT&T government rep: Barb Gaines, 503-535-0011  |  |  |
| 8-03                           | submitted edits to Verizon                                       | Verizon rep: Eric Reimer, 503-643-8000  |  |  |
| 9-03                           | ask Eric how to request regional section in phonebook            |   |  |  |
| 1-04                           | summary report of errors in Qwest phonebooks                     |   |  |  |
|                                | submitted Verizon Clack Co. edits                                | Verizon rep: Karen Anderson, 503-968-3624, karen.anderson@verizon.com; fax 877-288-2829                                   |  |  |
| 2-04                           | sent issues letter, request for help to Oregon PUC               | Lee Byers, PUC Chair, cc: other two commissioners   |  |  |
|                                | copied letter to Qwest Dex                                       | Qwest gov't rep: Tara Gates, 303-896-3610 or 5622, tgates@qwest.com, 1005 17th St., Rm 1150, Denver, CO 80202             |  |  |
|                                |  | Dex cust. advocate: Carol Hunt, 503-768-1717, cshunt@qwest.com, 10200 SW Greenburg Rd, Lincoln Ctr. 5, PDX 97223          |  |  |
| 3-04                           | summary report of errors in Verizon phonebooks                   |   |  |  |
| 4-04                           | sent follow-up letter to PUC as they never responded             |   |  |  |
|                                | spoke w/ PUC; they explained pending blue pages role             | PUC Complaine Specialist: Denise Pracht, 503-378-6265, denise.pracht@state.or.us  |  |  |
|                                | worked with Jennifer re: tattoo #                                | Qwest rep: Jennifer Graf: jennifer.graf@qwest.com (more detailed information on Jennifer below, 10/04)                    |  |  |
|                                | per Jennifer all changes are made with owner of #                |   |  |  |
|                                | Dex now separate co., they deal with appearance of listing       | Dex contact #: 800-422-1234   |  |  |
|                                | faxed correct Qwest listings to Cheryl at AT&T                   | AT&T liaison w/ Verizon: Cheryl Watts Wallace, 404-329-6500 x4220, wattswallace@att.com; fax 866-564-2398                 |  |  |
|                                | faxed correct Qwest listings to Michelle at AT&T                 | AT&T liaison w/ Verizon: Michelle Jordan, 404-329-6500 x4126, mejordan@att.com; fax 866-564-2398                          |  |  |
| 5/04                           | completed work with Cheryl, AT&T re: Verizon listings            |   |  |  |
| 6/04                           | worked w/ Mult Co. re: remove old cemetary #                     | Mult Co. IT/Telecomm: Muriel Boeglin, 503-988-3300, muriel.l.boeglin@co.multnomah.or.us; 4747 E Burnside, Portland, 97215 |  |  |
|                                | worked w/ Mult Co. re: remove 503-243-7600 # (new error)         |   |  |  |
|                                | Denise leaves PUC, reviewed case with new rep, Marilyn           | PUC Complaine Specialist: Marilyn, 503-378-6265   |  |  |
|                                | Marilyn called Helene, Qwest while on phone re: tattoo #         | Qwest Business Office, Helene, 800-603-3000   |  |  |
|                                | Marilyn called to say Qwest will guarantee tattoo # is gone      | Qwest Business Office, Damien, 800-603-3000   |  |  |
|                                | Damien verified audior hotline # is correct                      | Qwest Business Office, Jeff, 800-603-3000   |  |  |
|                                | Jeff changed business designation from misc. to tattoo parlor    |   |  |  |
|                                | requested regional section in Verizon phonebook                  | Verizon Business Contact Center, Alexandra, 800-483-6000  |  |  |
|                                | called Verizon "rep" at Alexandra's direction                    | Verizon Rep: Colleen Gosshorn, 800-483-6000 x8434   |  |  |
|                                | Colleen says no regional section unless it works nationally      |   |  |  |
|                                | called Colleen re: renaming county/state section for region      |   |  |  |
| 7/04                           | Colleen said to call Rebecca about renaming question             | Verizon Information Services: Rebecca Anthony, 425-348-2170   |  |  |
|                                | Rebecca said she'd ask about replacing or renaming               |   |  |  |
|                                | spoke w/ Rebecca one more time, no answers from publisher        |   |  |  |
|                                | checked w/ Marilyn re: status of progress, call as needed        |   |  |  |
|                                | Marilyn said file name is: Metro Regional Services               |   |  |  |
| 9/04                           | completed all but 2 #'s w/ Michelle, AT&T re: Qwest listings     |   |  |  |
|                                | called DexMedia twice re: no request for updated information     | DexMedia Corporate: Jolene Olsen, 303-784-2900 x2613  |  |  |
|                                | Jolene says customer service rep will call, gives me their #     | Dex Yellow Pages and Business Listings Customer Service: 800-422-1234, 8-5 M-F  |  |  |
| 10/04                          | no call from Dex, called customer service, call complex listings |   |  |  |
|                                | called Complex Listings, poor service, no answers                | Qwest Complex Listings Group: Terry Long, 800-525-8534  |  |  |
|                                | called Terry's manager about rude treatment/to get answers       | Qwest Complex Listings Group Manager: Theresa Fix, 303-965-2402   |  |  |
|                                | Jennifer called back for Theresa, learned lots                   | Qwest Complex Listings Group Manager: Jennifer Graf, 303-896-8061, Jennifer.Graf@qwest.com                                |  |  |
|                                | current rep-for questions, needs, notify of all changes          | Qwest Rep: Linda Flores, 303-896-7882, Linda.Flores@qwest.com, fax: 800-339-7950  |  |  |

|                                  |  |   |  |  |
|----------------------------------|--|---|--|--|
|                                  | new office in MN mid-Nov. so we'll have new rep<br>no org chart to explain people we're dealing with<br>no written procedures on making changes to listings/acct.<br>no hard copy edit/print/distribution schedule available to us<br>"normal" schedule requires edits by mid-Aug. (i.e. 8/18/04)<br>**they don't ask us or # owner for changes each year  | Qwest Rep: Pat Haugland, 763-506-9765, Patricia.Haugland@qwest.com  |  |  |
|                                  | fax changes at any time, Dex extracts data from Qwest db<br>must change directory assistance info w/ owner of # too  | listing corrections fax: 303-965-0254 or 800-339-7950   |  |  |
|                                  | Jennifer emailed our "caption" (Qwest owned #'s) for review<br>called Linda w/ questions re: caption, answers below<br>only 2 MERC listings in their system (731-7800, 796-9342)<br>only 1 Zoo listing in their system (226-1561)<br>neither MERC or Zoo #'s are owned by Qwest  |   |  |  |
|                                  | faxed request to remove old cemetery # to Linda<br>attempted to confirm removal of old cemetery #<br>checked w/ Michelle, AT&T re: 2 outstanding #'s; no response<br>called Michelle's supervisor re: 2 outstanding #'s<br>got 49-pg Verizon "confirmation packet" for all SW&R listings   | Qwest: Linda Flores, fax: 800-339-7950<br>AT&T Supervisor: Camilla Davis, 404-982-7708  |  |  |
| 11/04                            | call Verizon yellow pages rep re: confirmation packet<br>Tracy said she met w/ Jan O. 9/04, no change in listings<br>blue pages listings=straight listing, no charge<br>05 phbk not yet to print, call customer service w/ edits<br>customer service can edit on spot, give confirm # for edits<br>reviewed 04/05 Verizon directories for errors, summarized<br>called Verizon re: 04/05 errors<br>Juanita ck'd acct., filed claim #4400052269, said to expect call<br>no call from Verizon, called claim rep<br>Lisa called on Camilla's behalf and took information<br>Camilla called re: 2 #'s; resolved. #'s owned by EXO Comm.<br>contacted EXO to verify info. is correct; Steve will call back<br>verified that new latex facility will not be advertised, RIC # only | Verizon yellow pages rep: Tracy Victorino, 800-426-2368<br>Verizon customer service: 800-222-7398, press 5, press 3<br>Verizon cusomter relations superpages rep: Juanita, 800-222-7398<br>Verizon superpages claims rep: Edward Dees, 562-594-5297, 800-222-7398 x5297<br>EXO rep: Steve Berry, 503-277-1487 |  |  |
| 12/04                            | called Steve, EXO to check status after no word  |   |  |  |
| 1/05                             | called Rebecca, Verizon re: regional section, renaming<br>Rebecca gone, Im for Roddy<br>talked to Edward (Verizon), claim assigned to someone else<br>Raphael to call me back today (1-14-05)<br>called Pat @ Qwest re: summary of 05 phonebook errors<br>Pat reviewed summary and said they are Dex issues<br>called Dex for account, found out it's Mark Fallen (see 7/03)<br>called Mark who offered to meet 4/05 when 06 edits begin   | Verizon Information Services: Roddy Loreono, 425-348-2166<br>Verizon superpages claims rep: Raphael Vasquez, 800-222-7398 x5269   |  |  |
| <b>Metro Department Contacts</b> |  | <b>Schedule for sending final directory edits</b>   |  |  |
| Expo                             | Ted Anderegg, 503-736-5200   | Dex Directory (Portland): early August  |  |  |
| OCC                              | Bill Stratton, 503-731-7859  | 2005 schedule per Mark Fallen (1-25-05): edits April - July, rough close Aug. 6, to print   |  |  |
| PCPA                             | Tom Bugess, 503-796-6506   | Verizon Directories (Portland/Vancouver, Gresham/East County, Washington County): late August   |  |  |
| Plan                             | Renee, 503-797-1916  | Verizon Directory (Clackamas County): January   |  |  |
| SW&R                             | Jan, 503-797-1599  |   |  |  |
| Zoo                              | Susan Turcott, 503-525-4219  |   |  |  |

|                            |  |  |  |  |  |
|----------------------------|--|--|--|--|--|
|                            |  |  |  |  |  |
| <b>General Information</b> |  |  |  |  |  |
| 11/04                      | Tracy (Verizon) said AT&T (Metro's phone service provider) is a CLEC (competetive local exchange carrier)        |  |  |  |  |
|                            | AT&T leases lines from Qwest or Verizon and becomes the billing agent and customer service representative for us |  |  |  |  |
|                            | Qwest/Verizon are ILEC's (independent local exchange carriers)   |  |  |  |  |