

**BEFORE THE PUBLIC UTILITY COMMISSION
OF OREGON**

UM 1380

In the Matter of)
)
NEUSTAR, INC.,)
as the North American Numbering Plan Administrator)
)
Petition, on Behalf of the Oregon Telecommunications)
Industry, for Relief of the 541 Numbering Plan Area.)

ORDER

DISPOSITION: STAFF RECOMMENDATION APPROVED

Petition

On April 30, 2008, NeuStar, Inc. (NeuStar), in its role as the North American Numbering Plan Administrator (NANPA) for Oregon, and on behalf of the Oregon telecommunications industry (industry), filed a proposed plan for providing number relief for the 541 area code (Petition). The Petition is based on NANPA’s estimates that, absent number relief, the supply of available telephone numbers in the 541 area code will become exhausted in early 2011.

NeuStar requests that the Public Utility Commission of Oregon (Commission) approve the industry’s choice of method for number relief, an All-Services Overlay—the introduction of a second area code covering the southern and eastern portions of the state of Oregon. NeuStar also requests approval of the industry-recommended 14-month number relief implementation schedule, as described in the Petition, to ensure the quickest reasonable implementation with adequate customer education.

In its Petition, NeuStar detailed four of the number relief options studied by the industry before unanimously agreeing upon the All-Services Overlay as the proposed form of number relief. The other three alternatives detailed in the Petition are: a Concentrated Overlay—introduction of a newly assigned area code to overlay only certain rate centers in the current 541 numbering plan area (NPA); an Expanded Overlay—expansion of the current 971 area code to cover the entire state; and a geographic Split—dividing the existing 541 NPA into two geographic areas, with one area keeping the 541 area code and the other area receiving a newly assigned area code. The last plan would retain seven-digit dialing, while the three overlay plans would require ten-digit dialing.

Investigation

On June 10, 2008, at its Public Meeting, the Commission opened an investigation seeking public comments on the appropriate method of providing number relief for the 541 area code. *See* Order No. 08-319. During the period from June 19 to August 6, 2008, the Commission held public comment open house meetings in 18 locations throughout the region served by the 541 area code to receive comments and provide customer education. The Commission also notified local media and solicited public comments through its toll-free number and website.

Commission Staff Recommendation and Commission Decision

Based on the public's comments and its own analysis, Staff recommends the Commission approve an All-Services Overlay, with a 14-month implementation schedule, as the number relief plan for the 541 numbering plan area. A complete description of Staff's recommendation, as well as additional information about the filing and its procedural history, is contained in Staff's Report, attached as Appendix A, and incorporated by reference.

At its October 21, 2008, Public Meeting, the Commission approved Staff's recommendation.

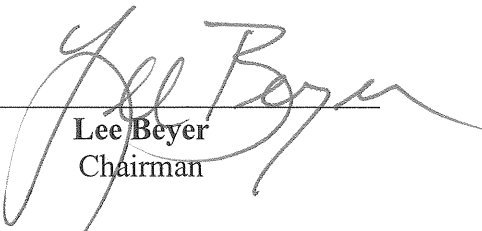
ORDER

IT IS ORDERED that:


1. The All-Services Overlay, introducing a second area code covering the southern and eastern portions of the state of Oregon, is approved as the relief plan for the 541 numbering plan area.
2. A 14-month implementation schedule, including a six-month permissive seven and ten-digit dialing period, is approved.
3. The implementation process shall begin within 30 days of the date of this order.

4. Commission Staff is directed to participate with industry representatives in the generation of media releases and customer education, community involvement, and public forums to ensure the quickest reasonable implementation with adequate customer education.

Made, entered, and effective NOV 04 2008.



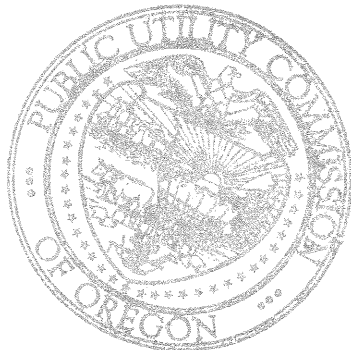
Lee Beyer
Chairman



John Savage
Commissioner



Ray Baum
Commissioner



A party may request rehearing or reconsideration of this order pursuant to ORS 756.561. A request for rehearing or reconsideration must be filed with the Commission within 60 days of the date of service of this order. The request must comply with the requirements in OAR 860-014-0095. A copy of any such request must also be served on each party to the proceeding as provided by OAR 860-013-0070(2). A party may appeal this order by filing a petition for review with the Court of Appeals in compliance with ORS 183.480-183.484.

**PUBLIC UTILITY COMMISSION OF OREGON
STAFF REPORT
PUBLIC MEETING DATE: October 21, 2008**

REGULAR X CONSENT _____ EFFECTIVE DATE _____ N/A _____

DATE: October 13, 2008

TO: Public Utility Commission

FROM: David Sloan *DS*

THROUGH: *MS for LIS* Lee Sparling, *BC* Bryan Conway, and *LB* Lance Ball

SUBJECT: PUBLIC UTILITY COMMISSION STAFF: (Docket No. UM 1380) Number Relief for the 541 Area Code.

STAFF RECOMMENDATION:

Staff recommends that the Commission approve an All-Services Overlay, with a 14-month implementation schedule, as the number relief plan for the 541 numbering plan area (NPA) covering the southern and eastern portions of the State of Oregon.

DISCUSSION:

On April 30, 2008, NeuStar, Inc., in its role as the North American Numbering Plan Administrator (NANPA) for Oregon, and on behalf of the Oregon telecommunications industry (industry), filed a proposed plan for providing number relief for the 541 area code (Petition).¹ The Petition requests that the Public Utility Commission of Oregon (Commission or Agency) approve the industry's choice of method for number relief, an All-Services Overlay - the introduction of a second area code covering the southern and eastern portions of the State of Oregon. The filing also requests approval of the industry-recommended 14-month number relief implementation schedule to ensure the quickest reasonable implementation with adequate customer education.

On June 10, 2008, at its Public Meeting, the Commission adopted staff's recommendation to open an investigation seeking public comments on the appropriate method of providing number relief for the 541 area code. On June 19, 2008, the Commission issued Order No. 08-319 opening the investigation. The order directed that staff participate with industry representatives in the generation of media releases

¹ The Oregon telecommunications industry is defined as all carriers to which NANPA has assigned numbers in the 541 NPA.

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and customer education, community involvement, and public forums to solicit comments on the industry proposal presented in the Petition. The order directed that staff report to the Commission, at a public meeting in the fall of 2008, the results of its investigation and its recommendation concerning the appropriate method of providing number relief.

Number relief required

The Petition for a number relief plan is based upon NANPA's projection that, absent number relief, the supply of central office codes (often referred to as "CO" or "NXX" codes) for the 541 NPA will become exhausted during the first quarter of 2011.

The Commission has taken all actions reasonably available to it to postpone the exhaust of numbers (NXXs) in the 541 NPA. In 2000, the Commission petitioned for and received from the Federal Communications Commission (FCC) interim authority to implement 1,000 block number assignment, with number pooling. In Commission Orders No. 01-208 and 01-563, the Commission established 1,000 block number assignment and number pooling for the 541 NPA, effective June 30, 2001. The largest 87 rate centers in the 541 NPA are subject to mandatory number pooling. Staff also reviewed rate centers in the 541 NPA for any reasonable rate center consolidations.²

Primarily due to these Commission actions, the exhaust of NXXs in the 541 NPA has been postponed approximately 10 years, from 2001 to 2011. Now we have reached the point where the most reasonable method of avoiding a NXX exhaustion is to add a new area code.

Number relief options

In its Petition, NeuStar, Inc. detailed four of the number relief options studied by the industry before unanimously agreeing upon the All-Services Overlay as the proposed form of number relief. The other three alternatives detailed in the Petition are: the Concentrated Overlay - introduction of a newly assigned area code to only certain rate centers in the current 541 NPA, the Expanded Overlay - expansion of the current 971 area code so that it covers the entire state, and a Geographic Split - dividing the existing 541 NPA into two geographic areas, with one area keeping the 541 area code and the other area receiving a newly assigned area code.

The industry did not choose the Concentrated Overlay because the projected life is six years and barely meets the FCC guidelines requirement that the chosen relief plan

² Prior to 2000, NANPA guidelines allowed the assignment of numbers to requesting carriers in NXX blocks (10,000 numbers) and national number pooling was not yet in effect. Number pooling requires carriers to return unused number blocks (1,000 numbers) to NANPA for assignment to other carriers.

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provide for more than five years of relief. The industry did not choose the Expanded Overlay because it has an expected life of 10 years less than the All-Services Overlay and because of the customer confusion that would be anticipated if the 971 area code were spread over the entire state. Although the Geographic Split is somewhat attractive to the industry because it would maintain seven-digit-dialing for local calls within the same area code, the industry did not choose the Geographic Split because it would require approximately half of the current customers to change their telephone number. This is especially economically burdensome on business customers that may need to change signage, stationary, business cards, etc. that display their 10-digit telephone number. Also, there are additional customer education and technical issues with a Geographic Split, as shown in Exhibit 1.

Staff investigation

During the period June 19 to August 6, 2008, Staff held public open houses in 18 locations throughout the geographic area utilizing the 541 area code. The locations and dates for the public open houses are shown in Exhibit 2. The location, time, and purpose of the open houses were publicized by Agency press releases that were published in the relative news media. An example news release is attached as Exhibit 3 and a list of the news media that received press releases and published the content of the releases is shown in Exhibit 4.

At each open house, staff displayed large poster boards with information concerning the role of the Commission, the reason for a number relief plan, the impact of a new area code on customers, the timeline for implementation of a new area code, and a list of all the ways that a customer could comment. Additional information boards also showed maps illustrating each of the alternative number relief plans included in the Petition as well as the basic pros and cons of each alternative. Letter size copies of the information boards were also provided at the open houses to allow customers to take information with them. See Exhibit 5.

Staff's open houses were well attended by industry and the media – generally between two and five persons representing incumbent local exchange carriers (ILECs), competitive local exchange carriers (CLECs) or wireless carriers, or both, and between one and three persons representing the local media. However, the open houses were lightly attended by customers – from zero to five customers attending each open house. Even though the open houses were lightly attended by customers, staff did receive a number of thoughtful questions from customers that did attend. Additionally, staff received several comments from customers by email, by phone and by an interactive link on the “541 Area Code” page on the Agency's web site. A summary of the

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comments received by email, telephone or interactive link on the web site are summarized in Exhibit 6.

Comments received include customer suggestions that the Commission adopt a number relief plan that (1) creates a new area code for use by cell phones only, (2) creates an overlay of a newly assigned area code but allows customers with a current 541 area code number to retain seven-digit dialing, (3) creates a geographical split along county lines or legislative district lines instead of along rate center lines, or (4) creates two or three new area codes to ensure that Oregon never needs to go through this process again.

Staff communicated to these customers that the Commission gets its area code relief authority from the federal Code of Federal Regulations (CFR). See Exhibit 7. The relevant CFR requires that any area code overlay must include mandatory 10-digit dialing at the time of implementation and that all numbering resources in the new overlay area code must be assigned as requested on a first-come, first-serve basis regardless of the identity of, technology used by, or type of service provided by that entity.³ Also, the FCC requires that area code boundaries be identified along rate center boundaries for toll rating purposes. Additionally, it was communicated that area codes in the United States are in short supply and it is therefore necessary for Oregon to satisfy its number relief with the least number of newly assigned area codes.

Industry's proposed number relief plan

The industry's preferred method for providing number relief is an All-Services Overlay, where all customers would retain their current telephone numbers. Overlays require customers to dial ten digits within and between NPAs. Codes in the newly assigned area code would be assigned upon request by a carrier after the effective date of the new area code, which is generally about 30 days after the end of the permissive dialing period.

The industry considered many other alternatives for an appropriate number relief plan for area code 541, and studied in detail four alternatives. The industry preferred method is the All-Services Overlay.

Implementation timeline

NANPA's forecasted exhaust date for the 541 NPA at the time of its Petition was the first quarter in 2011. However, increased carrier demand for 541 codes could move that

³ CFR, Title 47, *Telecommunications*, Chapter 1, *Federal Communications Commission (FCC)*, Part 52, *Numbering*, Section 52.19, *Area Code Relief*.

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date forward in NANPA's next exhaustion forecast, which is expected to be issued by the end of October 2008. In September 2008, 360Networks requested a total of 38 new codes in the 541 NPA. Since the recommended 14-month implementation schedule, if initiated in December 2008, would result in an implementation date in the first quarter of 2010, one year ahead of the first quarter 2011 previously projected exhaustion date, it is not anticipated that the 360Networks request would jeopardize the recommended number relief plan.

If, in the future, NANPA should receive carrier requests for new codes in the 541 NPA that it concludes could jeopardize the number relief plan approved by the commission, it would declare a "jeopardy situation" and would immediately work with the industry to establish a number rationing program for the 541 NPA. A rationing program would set a maximum number of codes that would be issued in any month and if carriers' requests for a particular month should exceed that maximum, only the number of codes set as a maximum would be issued - by lottery. Carriers not getting code assignments in the lottery would be asked by NANPA to resubmit their requests in the following month for that month's lottery. Staff will closely follow number assignments in the 541 NPA and will update the Commission if it should become necessary for NANPA to declare a jeopardy situation with the number relief plan ultimately approved by the Commission.

Results of investigation and staff recommendation

During its investigation, staff did not encounter a significant number of customers in the territory served by area code 541 either favoring or opposing the number relief plan proposed by the industry. Staff has reviewed the results of the study conducted by the industry in reaching their proposal for an All-Services overlay as the proposed number relief plan and concludes that the study was thorough and accurate and was conducted with the best interest of the affected customers in mind.

Staff is in agreement with the industry that the four alternative number relief plans included in the Petition represent the most reasonable alternatives available, and that the preferred method for providing number relief is an All-Services Overlay. Staff also agrees with the industry that the appropriate time frame for implementation is 14 months, including a six-month permissive dialing period - and that implementation should be complete approximately six months prior to the projected number exhaustion date. The implementation process should begin within 30 days following the date of a Commission order. This should minimize the probability of a jeopardy situation and allow some time for the contingency of an extension to the implementation schedule, should such an extension become necessary.

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PROPOSED COMMISSION MOTION:

Staff's recommendation be adopted to:

- Approve an All-Services Overlay as the number relief plan for the 541 NPA covering the southern and eastern portions of the State of Oregon.
- Approve a 14-month implementation schedule, to include a six-month permissive seven and ten digit dialing period, as proposed by the industry. The implementation process to begin within 30 days of the date of the Commission order.
- Direct staff to participate with industry representatives in the generation of media releases and customer education, community involvement, and public forums to ensure the quickest reasonable implementation with adequate customer education.

Number Relief, NPA 541

Customer Education

Ensure customers understand these critical changes with a Split:

- Many telephone numbers change to a new area code with a Split. This can cause confusion for senior citizens, children, and others. Also, out-of-state family members, or those deployed in the military overseas, may not be able to reach family because they are unaware of the new area code. This problem does not occur with an Overlay.
- Call Forwarding, auto dialers, alarm & security systems, and internet access numbers may need to be changed to the new area code. Without the new area code being programmed in these devices, calls could fail to alarm monitoring centers, and well as to police and fire agencies.
- Advertising, directory listings & ads, stationary, etc needs to be changed. Tourism can be harmed if out-of-state and/or out-of-country tourists can't reach established business in the OR 541 area code, since many numbers would change to a new area code with an NPA split. This problem does not exist with an Overlay.
- Business and personal finance records need to be changed to the new NPA. Customer's telephone numbers are embedded extensively in business databases (credit card companies, banks, airlines, utilities, state and federal systems, etc), and many accounts are accessed by telephone number. The wrong (old) area code in any of these systems can delay vital access to financial information, health records, and other public services.
- Some wireless handsets require reprogramming. Customers will need to mail in their handsets or visit Wireless stores. If reprogramming is not complete by mandatory dialing, service will be discontinued. This inconvenience and potential loss of service does not occur with an Overlay.

Technical Issues with an NPA Split

- Service Providers must schedule ANI (Automatic Number Identification) conversions for all switches in the new NPA during the permissive dialing period. ANI conversions are performed on a central office switch basis, and often required coordination with switch vendors. ANI records conversion are complex and must be coordinated. Until ANI conversions are complete, the old NPA will display on caller ID, which can be confusing to customers. ANI conversion is not required with an Overlay.
- Service provider Voice Messaging updates must be coordinated with ANI conversions to ensure VM operates correctly. This is not required with an Overlay.
- Local number portability (LNP) databases must be updated when an NPA split is implemented for accurate and timely call processing and routing. The Number Portability Administration Center (NPAC) relies both on the NANPA Planning Letters and interactions with SPs to determine which NXX will move to the new NPA. Compliance with LNP requirements means all carriers must "simultaneously" update their network and databases (to recognize both NPAs) on

the night of permissive to avoid port request failures/backlog and call routing failures. This is not required with an Overlay.

- The SMS 800 toll free database must be updated for all numbers changing to the new NPA. This means the POTS routing number behind each toll free number converting to the new NPA has to be changed to ensure proper call routing. This is not required with an Overlay.
- Recorded announcements must instruct customers to dial the new area code once mandatory dialing begins. The announcement instructs the caller to hang up and redial with the new area code. Additionally, callers dialing seven digits between the old and the new NPAs will reach an announcement to redial the number and use the new area code.
- Careful coordination is required for 911 translations. 911 database records must be changed to reflect the customer's new area code to prevent delay in receiving emergency fire, police, and health services. This is not required with an Overlay.
- For all customers converting to the new NPA, Service Provider IT network applications, corporate systems, ordering, out-of region and wireless applications and billing systems must be updated for each customer record. This massive effort takes many months of careful planning and engineering in preparation for conversion weekend (the beginning of permissive dialing). This is not required with an Overlay.
- Directory listing database changes must be coordinated with directory publishers. Also, local government, chambers of commerce, HOAs, etc. directories must be changed. Environmental advocates cite this as a huge waste of natural resources and not a "green" solution.
- Telcordia databases must convert NXX records to the new NPA. During the permissive dialing period, dual records with the old and new NPA must be retained. At the end of permissive dialing, the old NPA record must be removed. This is not required with an Overlay.
- Remote call forwarding and any other numbers that are embedded in auto-dialing databases must be updated to the new area code during the permissive dialing period. While customer notices advise customers to make changes to their equipment, i.e. auto dialers, Service Provider switch translations must also be changed for Remote Call Forwarding, Call Forwarding Busy Line, and other similar services. Without the changed area code, calls will not go through.
- Calling cards need to be reissued with the new NPA when a Split is implemented.

Wireless Service Interruption:

- As mentioned under the customer education section above, some wireless handsets require reprogramming. Those wireless customers will need to mail in their handsets or visit Wireless stores. If reprogramming is not complete by mandatory dialing, service will be discontinued. This inconvenience and potential loss of service does not occur with an Overlay.

- Wireless customers who do not have Over-The-Air (OTA) capable handsets will be required to manually reprogram their handsets (during the permissive dialing period) to avoid service interruption at the start of MDP.
- Prepay customers generally do not provide reliable contact addresses so getting these folks to reprogram their handsets to avoid service interruption prior to mandatory poses a unique challenge to this customer base.
- Some wireless customers using certain data products or Push-to-Talk technology may experience service interruption when their numbers are changed in the billing system of their carrier.
- Facilitating inter-platform communications on multiple date platforms is a challenge. AAA, Wireless Application Protocol (Comverse); SMPP Gateway (Motorola); Wireless Internet Gateway; Multi-media Messaging Services (i.e., if customers have signed up for mobile alerts or other internet services with “outside” vendors they will need to contact these entities on their own to update their mobile numbers in corresponding databases or they will fail to receive these alerts and services)... now we have gaming software that can be downloaded over the air to your handset, Video Messaging products and Mobile TV that did not exist even a year ago. In past Splits, Picture Messaging and migrating mobile picture gallery websites linked to old numbers failed.
- For wireless customers who do not have OTA capable handsets, who must change their phone numbers, Wireless carriers must change customer phone numbers in their billing databases in a tiered manner (i.e., 10k - 20k / day) and then reach out to customers in a phased process directing them to reprogram their handsets with the new phone number. A tiered communication and launch is essential to avoid driving excessive call volumes into Customer Care queues but this is a long an onerous process and requires excessive communication to the customer base to get them to ACT and reprogram their handsets.

During the period June 19 to August 6, 2008, Staff held public open houses in 18 locations throughout the geographic area that utilizes the 541 area code. Following is a list of the locations, dates and times of each of the open houses:

<u>Location</u>	<u>Place</u>	<u>Date</u>	<u>Time</u>
CORVALLIS/ALBANY AREA			
Corvallis	Benton County Fairgrounds	June 19, 2008	Noon
CENTRAL OREGON ROUTE			
Bend	Central Oregon Community College	June 25, 2008	Evening
Burns	Harney County Senior Center	June 26, 2008	Noon
John Day	Grant County Fairgrounds	June 26, 2008	Evening
I-84 CIRCUIT			
The Dalles	National Guard Armory	July 8, 2008	Noon
Pendleton	National Guard Armory	July 8, 2008	Evening
Baker City	Baker School District 5-J	July 9, 2008	Noon
Ontario	Holiday Inn Ontario	July 9, 2008	Evening
LaGrande	LaGrande Public Library	July 10, 2008	Noon
COASTAL ROUTE			
Lincoln City	Lincoln City Council Chambers	July 22, 2008	Noon
Newport	Newport High School	July 22, 2008	Evening
Florence	Siuslaw Public Library	July 23, 2008	Noon
Coos Bay	SW Oregon Community College	July 23, 2008	Evening
Eugene	Public Service Building	July 24, 2008	Noon
SOUTHERN OREGON ROUTE			
Roseburg	Douglas County Library, Roseburg	August 5, 2008	Noon
Medford	Jackson County Library, Medford	August 5, 2008	Evening
Klamath Falls	Ponderosa Jr. High School	August 6, 2008	Noon
Lakeview	Lake County Fairgrounds	August 6, 2008	Evening



Four options for calling

By THERESA HOGUE
Gazette-Times reporter

The 541 area code numbers to run out by 2010

When mid-valley residents made the switch from the 503 to the 541 area code in 1995, there was some confusion, some worry and some costs involved in the process, ranging from changing business stationery to reprogramming old phone systems.

Nearly 13 years later, the area could be facing another change, as the Public Utility Commission considers its options to deal with a dwindling pool of 541 numbers. By the year 2011, the state will run out of 541 numbers, and the PUC is seeking public input on four possible options to deal with the situation. Those options were all suggested by NeuStar Inc., the North American Numbering Plan Administrator for Oregon.

"But the PUC is looking for other suggestions as well," said Bob Valdez, public affairs specialist for the PUC, and is holding a series of 18 public meetings to gather input on the situation, and a meeting set for noon Thursday at the fairgrounds kicks off the effort.

Portland-area residents already have dealt with a similar change. In 2000, the new 971 area code was added over the top of the 503 area. Residents had to start dialing the area code with every number they dialed, but long distance boundaries did not change and phone customers were able to keep their old numbers.

A similar overlay option, which would maintain the 541 code for current customers and add a new area code to new customers only, is at the top of the list of options being considered for the 541 area. It's the option that the telephone industry is recommending.

If that option is adopted, then the PUC estimates it would be 24 years before Oregon needed to add another area code. Customers could retain their numbers. However, phone users would have to dial either 541 or the new area code before making local calls, and certain phone systems would have to be reprogrammed for the change.

Valdez said most people already are accustomed to dialing 10 digits when using cell phones, making the overlay transition option relatively easy.

"It's hard to name anyone who doesn't have a cell phone," he said. "10-digit dialing has become commonplace."

The second option is a concentrated overlay, which would break up the 541 area into two sections. Most of central and eastern Oregon would maintain the 541 area code, while the western half of the state would add a new area code on top of the 541 code. This option would give customers only a six-year respite before additional changes were required.

The third option is expanding the new 971 area code to cover the entire state, which would give the same benefits as the new area code overlay, but which also would have the same drawbacks, and

would last only 11 to 15 years before a new solution was needed.

"Nationwide since 2005, 80 percent of the new area codes have been overlays," Valdez said. "That's the new trend."

The final option is a geographic split between the Willamette Valley as section A and central, eastern and southern Oregon as section B. One of those sections would maintain the 541 area code, the other would get a brand new area code and all customers within that section would have to change their telephone numbers. The cost of changing numbers and the added cost of changing stationery, business cards, etc., would be carried by the customers. That option could last 20 years for section B and 29 years for section A.

"It shifts the impact to just one group, and all the cost is put on their back," Valdez said.

The PUC will take public comment through August at various open houses around the state. A decision will be made in the fall, and the new changes will take place in late 2010.

Those who cannot attend Thursday's meeting can e-mail PUC.541@state.or.us or call 800-522-2404. More information can be found at www.puc.state.or.us

PUC SEEKS COMMENTS

The Oregon Public Utilities Commission is seeking public comments on how to address upcoming area code changes before the state runs out of 541 numbers in 2011. The PUC is considering four options to add a new area code to the state.

The PUC is holding an open house at noon Thursday at the Benton County Fairgrounds Conference Room, 110 S.W. 53rd St. Members of the PUC staff and industry representatives will be available to answer questions and take input at that time.

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Staff sent a news release to news media contacts within the geographic area utilizing the 541 area code. The news release provided information concerning the projected 541 area code number exhaust, the industry's analyses and ultimate proposal to the Commission for a number relief plan, as well as the time and location of the open house meeting that staff planned to hold in the area.

The following is a list of news media contacts to which an Agency news release was sent:

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Number Relief for 541 Area Code
Agency Media Contacts

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Oregon Public Utility Commission

- State agency that regulates local rates and services of traditional landline telephone companies
 - Qwest, Verizon, Embarq CenturyTel and many local companies
 - Does not regulate rates for wireless or competitive services
- Headed by three-member Commission appointed by the Governor



Area Code Investigation

- The 541 area code is expected to run out of numbers for new customers in early 2011
- Investigation opened to examine options to provide relief
- Public Meetings scheduled to inform affected customers and obtain comments



Why a New Area Code?

- Available telephone numbers in the 541 area code are limited
- With increased need for new numbers, assignable numbers are expected to deplete in early 2011
- The PUC must decide now how to provide number relief to allow time for network changes and to inform the public



Impact of Change

- New area code will apply to all telephones, including wireless and landline
- Rates for local calls will **not** change
- Local calling areas will **not** change
- The dialing for 911 emergency calls will **not** change



Area Code Timeline

- June 10, 2008
 - Investigation Opened
- June - August 2008
 - Public Comments
- Fall 2008
 - PUC Decision
- Late 2010
 - New Area Code takes effect

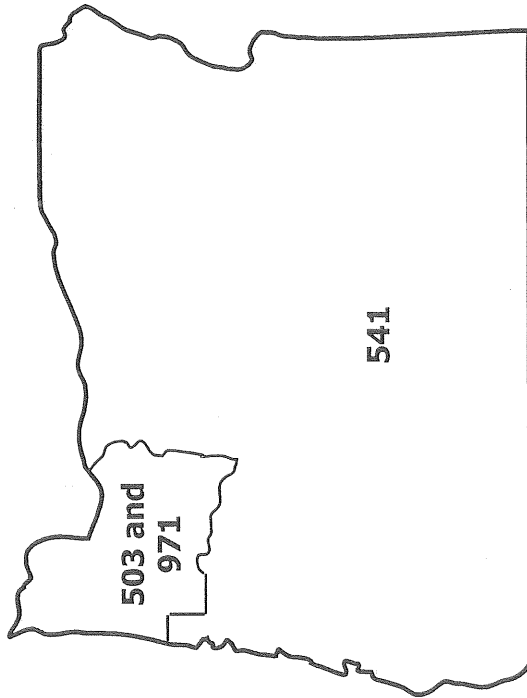


How to Comment

- E-mail
 - PUC.541@state.or.us
- On-Line
 - www.puc.state.or.us
- Telephone
 - 1-800-522-2404
- TTY
 - 1-800-735-2900
- Mailing Address
 - PUC
PO Box 2148
Salem OR 97308-2148
- At meeting
 - Comment card
 - Record your comment

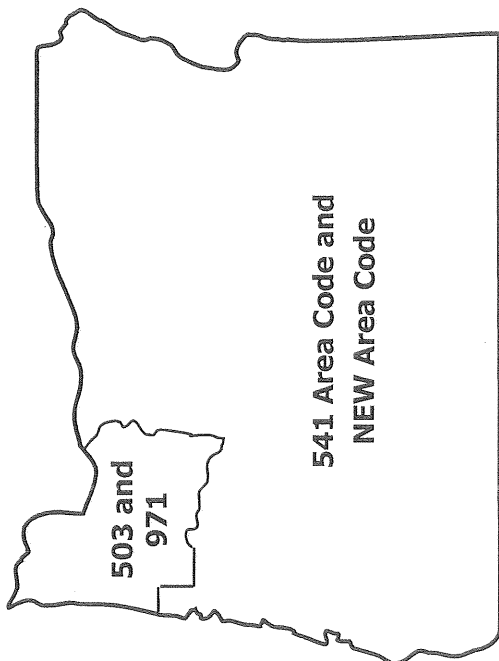


Existing Area Codes



- In 1995, PUC approved a new area code to meet increased demand for numbers
 - Northwest Oregon kept 503 area code
 - Remainder of state received new 541 area code
- In 2000, the PUC added 971 area code to the 503 region

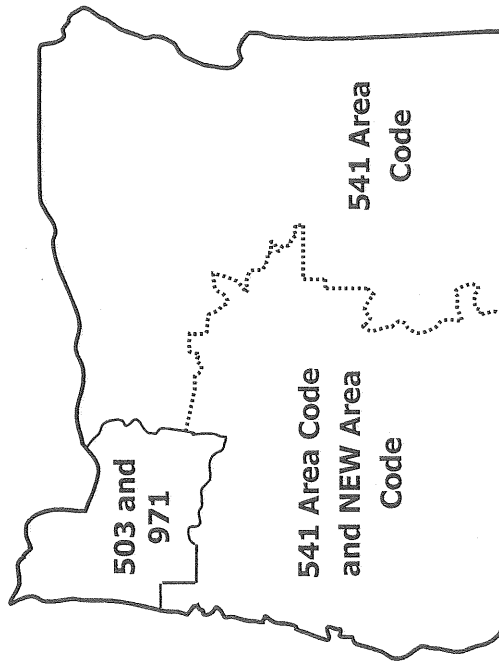
#1 All Services Overlay



All Services Overlay - A new area code assigned to current 541 area code region. The Industry recommends this alternative.

Pros	Cons
<ul style="list-style-type: none"> ✓ Customers would retain current telephone number ✓ Consistent dialing plan throughout Oregon ✓ Projected life of 24 years 	<ul style="list-style-type: none"> ✓ Requires 10-digit dialing for local calls ✓ Requires reprogramming of certain phone systems

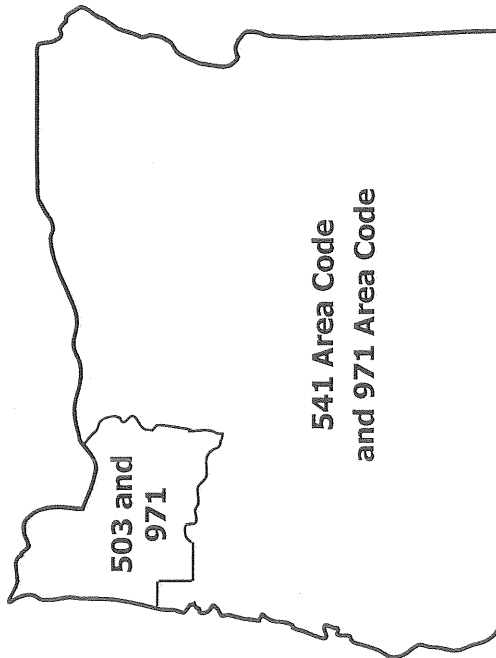
#2 Concentrated Overlay



Concentrated Overlay - A new area code assigned to the coastal and I-5 corridor communities; the eastern part of the state would retain the 541 area code.

Pros	Cons
<ul style="list-style-type: none"> ✓ Delays 10-digit dialing for some 541 area code customers ✓ Customers would retain current telephone number 	<ul style="list-style-type: none"> ✓ Requires 10-digit dialing for customers in the area getting the new area code ✓ Short life before additional relief action required ✓ Projected life of 6 years

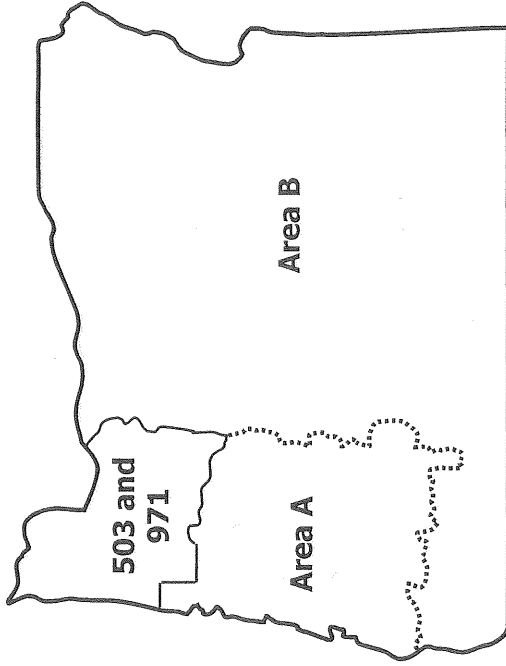
#3 Expanded Overlay



Expanded Overlay – Expands the 971 area code to overlay the entire state.

Pros	Cons
<ul style="list-style-type: none"> ✓ The 971 area code would be common throughout the state 	<ul style="list-style-type: none"> ✓ Requires 10-digit dialing throughout the state ✓ Requires reprogramming of certain phone systems ✓ Projected life of 11 to 15 years

#4 Geographic Split



Geographic Split – The current 541 geographic area is split into two areas. One area gets the 541 area code and the other area gets a new area code.

Pros	Cons
<ul style="list-style-type: none"> ✓ Retains 7-digit dialing within the two areas ✓ Projected life of 20 years for Area B and 29 years for Area A 	<ul style="list-style-type: none"> ✓ Customers in one area MUST change their telephone number ✓ Full economic impact falls to new area code customers ✓ Requires 10-digit dialing between the two split areas

There were a total of 86 public comments received. The public comments were analyzed by the Hearings Division. The number of public comments is light considering that there are 191 rate centers located in the 541 area code. We don't have a customer count to compare to, since some carriers such as wireless, VoIP, etc. do not report their number of customers.

Total Number of Comments Received:	86
Corvallis/Albany Area	14
Central Oregon Area	6
I-5 Corridor	5
South I-5 Area	42
Coastal Area	9
Unidentified Area	10

The preferences for a number relief plan were analyzed and are summarized below. However, Staff has no reason to believe that the 86 customers who commented are a representative sample of the overall 541 area code customer population base or that there is any statistical validity in the summary of preferences listed below.

Preferences indicated:

Option # 1 – All Services Overlay	33
Option # 2 – Concentrated Overlay	2
Option # 3 – Expanded Overlay	2
Option # 4 – Geographic Split	26
Option # 5 – Other	23

[Code of Federal Regulations]
[Title 47, Volume 3]
[Revised as of October 1, 2005]
From the U.S. Government Printing Office via GPO Access
[CITE: 47CFR52.19]

TITLE 47--TELECOMMUNICATION

CHAPTER I--FEDERAL COMMUNICATIONS COMMISSION (CONTINUED)

PART 52_NUMBERING--Table of Contents

Subpart B_Administration

Sec. 52.19 Area code relief.

(a) State commissions may resolve matters involving the introduction of new area codes within their states. Such matters may include, but are not limited to: Directing whether area code relief will take the form of a geographic split, an overlay area code, or a boundary realignment; establishing new area code boundaries; establishing necessary dates for the implementation of area code relief plans; and directing public education efforts regarding area code changes.

(b) State commissions may perform any or all functions related to initiation and development of area code relief plans, so long as they act consistently with the guidelines enumerated in this part, and subject to paragraph (b)(2) of this section. For the purposes of this paragraph, initiation and development of area code relief planning encompasses all functions related to the implementation of new area codes that were performed by central office code administrators prior to February 8, 1996. Such functions may include: declaring that the area code relief planning process should begin; convening and conducting meetings to which the telecommunications industry and the public are invited on area code relief for a particular area code; and developing the details of a proposed area code relief plan or plans.

(1) The entity or entities designated by the Commission to serve as central office code administrator(s) shall initiate and develop area code relief plans for each area code in each state that has not notified such entity or entities, pursuant to paragraph (b)(2) of this section, that the state will handle such functions.

(2) Pursuant to paragraph (b)(1) of this section, a state commission must notify the entity or entities designated by the Commission to serve as central office code administrator(s) for its state that such state commission intends to perform matters related to initiation and development of area code relief planning efforts in its state.

Notification shall be written and shall include a description of the specific functions the state commission intends to perform. Where the NANP Administrator serves as the central office code administrator, such notification must be made within 120 days of the selection of the NANP Administrator.

(c) New area codes may be introduced through the use of:

(1) A geographic area code split, which occurs when the geographic area served by an area code in which there are few or no central office codes left for assignment is split into two or more geographic parts;

(2) An area code boundary realignment, which occurs when the boundary lines between two adjacent area codes are shifted to allow the transfer of some central office codes from an area code for which central office codes remain unassigned to an area code for which few or no central office codes are left for assignment; or

(3) An all services area code overlay, which occurs when a new area code is introduced to serve the same geographic area as one or more existing area code(s), subject to the following conditions:

(i) No all services area code overlay may be implemented unless all numbering resources in the new overlay area code are assigned to those entities requesting assignment on a first-come, first-serve basis, regardless of the identity of, technology used by, or type of service provided by that entity, except to the extent that a technology- or service-specific overlay is authorized by the Commission. No group of telecommunications carriers shall be excluded from assignment of numbering resources in the existing area code, or be assigned such resources only from the all services overlay area code, based solely on that group's provision of a specific type of telecommunications service or use of a particular technology; and

(ii) No area code overlay may be implemented unless there exists, at the time of implementation, mandatory ten-digit dialing for every telephone call within and between all area codes in the geographic area covered by the overlay area code.

(4) A technology-specific or service-specific overlay, which occurs when a new area code is introduced to serve the same geographic area as one or more existing area code(s) and numbering resources in the new area code overlay are assigned to a specific technology(ies) or service(s). State commissions may not implement a technology-specific or service-specific overlay without express authority from the Commission.

[61 FR 47353, Sept. 6, 1996, as amended at 64 FR 63617, Nov. 16, 1998;
64 FR 62984, Nov. 18, 1999; 67 FR 6434, Feb. 12, 2002]

Effective Date Note: At 67 FR 6434, Feb. 12, 2002, Sec. 52.19 was amended by revising paragraph (c)(3)(i) and adding paragraph (c)(4). These paragraphs contain information collection requirements and will not become effective until approval has been given by the Office of Management and Budget.