

Mimi B. MacDonald  
Attorney

Southwestern Bell Telephone  
One Bell Center  
Room 3510  
St. Louis, Missouri 63101  
Phone 314 235-4094  
Fax 314 247-0014



December 14, 2000

The Honorable Dale Hardy Roberts  
Secretary/Chief Regulatory Law Judge  
Missouri Public Service Commission  
301 West High Street, Floor 5A  
Jefferson City, Missouri 65101

**FILED<sup>2</sup>**  
DEC 14 2000  
Missouri Public  
Service Commission

Re: **Case No. TO-2000-374**

Dear Judge Roberts:

Enclosed for filing with the Missouri Public Service Commission in the above-referenced case are an original and eight copies of Southwestern Bell Telephone Company's Reply to Staff's Response to Proposed 314 NPA Implementation Relief Plan and to Office of the Public Counsel's Comments Regarding Industry 314 NPA Relief Implementation Plan and Schedule.

Thank you for bringing this matter to the attention of the Commission.

Very truly yours,

*Mimi B. MacDonald /tm*

Mimi B. MacDonald

Enclosure

cc: Attorneys of Record

BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI

FILED<sup>2</sup>

DEC 14 2000

Missouri Public  
Service Commission

In the Matter of the Petition of the North )  
American Numbering Plan Administrator, )  
on Behalf of the Missouri Telecommunications ) Case No. TO-2000-374  
Industry, for Approval of NPA Relief Plan for )  
the 314 and 816 Area Codes. )

**SOUTHWESTERN BELL TELEPHONE COMPANY'S**  
**REPLY TO STAFF'S RESPONSE TO PROPOSED 314 NPA IMPLEMENTATION**  
**RELIEF PLAN AND TO OFFICE OF THE PUBLIC COUNSEL'S**  
**COMMENTS REGARDING INDUSTRY 314 NPA RELIEF**  
**IMPLEMENTATION PLAN AND SCHEDULE**

Comes now Southwestern Bell Telephone Company and, for its Reply to Staff's Response to Proposed 314 NPA Implementation Relief Plan and to Office of the Public Counsel's Comments Regarding Industry 314 NPA Relief Implementation Plan and Schedule, states as follows:

1. On or about December 4, 2000, the Staff of the Missouri Public Service Commission ("Staff") filed its Response to Proposed 314 NPA Implementation Relief Plan.
2. On or about December 6, 2000, the Office of the Public Counsel ("OPC") filed its Comments Regarding Industry 314 NPA Relief and Implementation Plan and Schedule.
3. These pleadings reveal that there is some confusion regarding the industry's recommendation to allow permissive 1 + ten digits or ten digits, with the choice to be made by the customer's carrier. Staff indicates that it is:

very concerned with the proposed dialing plan. Staff is concerned that by allowing the carriers to choose whether they will require a ten digit dialing pattern or a permissive 1+ ten digit pattern for local calls, substantial confusion on the part of the public can be created. By allowing carriers to individually choose which pattern they will implement, consumers may become confused as to which pattern they should use. For example, neighbors, who use different telecommunications carriers, could have different dialing requirements. Also, if a customer changes from one service provider who requires a ten digit dialing pattern to a provider that requires a 1+ ten dialing pattern for local calls, another

124

opportunity for confusion and complaint may arise. Further, if a 1+ ten digit plan is adopted, it will not be possible to know in advance of receiving one's phone bill whether or not one has inadvertently dialed a toll call. Staff recognizes that there are other large metropolitan areas, in which the representatives to the conference call do business, that may use the 1+ ten digit dialing plan for local calls. However, Staff does not believe this is the most consumer-friendly pattern and would recommend that the Commission order the industry to implement a universal ten digit dialing plan in the 314 and the overlay NPAs.

Moreover, previously in this case, the industry recommended a "Dialing Plan" of "10 digit dialing. Does not require 1+ (only for long-distance)." Petition, Exhibit A, page 3.

(See Staff's Response to Proposed 314 NPA Implementation Relief Plan, pages 2-3). Similarly,

OPC states:

Public Counsel concurs with Staff's comment that the Public Service Commission should reject the industry proposal that local calls within and between 314 and the new NPA (552), at the option of the company, can be 1+ 10-digit dialing. Also, Public Counsel concurs that 10-digit dialing within and between the 314 and the new NPA (552) should not require 1 + 10-digit dialing.

(See Office of the Public Counsel's Comments Regarding Industry 314 NPA Relief Implementation Plan and Schedule, page 1).

4. At the outset, SWBT notes that the industry's recommendation is not whether a telecommunications carrier will require 1+ 10 digit dialing for local calls. Rather, the industry's recommendation is to permit each carrier to make a decision with regard to handling of calls placed by customers on a 1+ ten digit basis, even though the call is a local call and a 1+ dialing pattern is not necessary. Under the industry proposal, each carrier would determine whether the call will actually go through as a local call or whether, instead, the customer would reach a recording indicating: "We're sorry. It is not necessary to dial a 1 or 0 when calling this number. Will you please hang up and try your call again." Some telecommunications carriers, especially wireless carriers, would like such calls to go through, even though a 1+ dialing pattern is not necessary, due to the number of customers who travel with their cellular telephones and may not

be familiar with local dialing patterns. With the flexibility, but not the requirement, to dial 1 + 10 to complete both local and toll calls, customers, especially wireless customers, know they can always dial 1 + 10 digits and the call will complete. Without this flexibility, a wireless customer may be required to "guess" which dialing pattern to use and may end up having to make two calls instead of one. Although SWBT supports the industry recommendation to permit carriers to decide what will happen to calls which are placed with a 1+ ten digit dialing pattern, when such dialing pattern is not necessary, SWBT does not intend to permit calls which do not require a 1+ ten digit dialing pattern to go through; rather, SWBT's customers will receive the recording mentioned above. While it was not SWBT's idea to suggest this dialing pattern flexibility and SWBT does not intend to use this dialing pattern flexibility, SWBT does understand why some carriers, particularly wireless carriers, would want this flexibility and, therefore, feels compelled to clarify the industry's proposal given its apparent misinterpretation by both Staff and OPC.

Wherefore, Southwestern Bell Telephone Company prays the Commission to consider its Response to Staff's Response to Proposed 314 NPA Implementation Relief Plan and to Office of the Public Counsel's Comments Regarding Industry 314 NPA Relief Implementation Plan and Schedule, allow individual telecommunications carriers to determine what will happen to telephone calls that are placed using a 1+ ten digit dialing pattern when such pattern is not necessary, together with any additional or further relief the Commission deems just and proper.

Respectfully submitted,

BY Mimi B. MacDonald /tm  
PAUL G. LANE, #27011  
LEO J. BUB, #34326  
ANTHONY K. CONROY, #35199  
MIMI B. MACDONALD, #37606  
Attorneys for Southwestern Bell Telephone  
Company  
One Bell Center, Room 3510  
St. Louis, Missouri 63101  
(314)235-4094 (Telephone)  
(314)247-0014 (Facsimile)  
e.mail: mmm8072@momail.sbc.com

**CERTIFICATE OF SERVICE**

Copies of this document were served on the following parties by first-class, postage prepaid, U.S. Mail on December 14, 2000.

Mimi B. MacDonald /tm  
Mimi B. MacDonald

JULIE KARDIS  
MARC POSTON  
MISSOURI PUBLIC SERVICE  
COMMISSION  
200 MADISON STREET, SUITE 100  
JEFFERSON CITY, MO 65101

MICHAEL F. DANDINO  
OFFICE OF THE PUBLIC COUNSEL  
200 MADISON STREET, SUITE 650  
JEFFERSON CITY, MO 65101

PETER MIRAKIAN, III  
WENDY DEBOER  
SPENCER FAIN BRITT & BROWNE LLP  
1000 WALNUT STREET, SUITE 1400  
KANSAS CITY, MO 64106

PAUL S. DEFORD  
LATHROP & GAGE  
2345 GRAND BLVD, SUITE 2500  
KANSAS CITY, MO 64108

WILLIAM R. ENGLAND, III  
BRYDON, SWEARENGEN & ENGLAND  
PO BOX 456  
JEFFERSON CITY, MO 65102

CRAIG S. JOHNSON  
ANDERECK, EVANS, MILNE, PEACE  
& JOHNSON, L.L.C  
301 EAST MCCARTY  
P.O. BOX 1438  
JEFFERSON CITY, MO 65102

JAMES F. MAUZE  
THOMAS E. PULLIAM  
OTTSEN, MAUZE, LEGGAT & BELZ,  
112 SOUTH HANLEY  
ST. LOUIS, MO 63105

MARK W. COMLEY  
NEWMAN, COMLEY & RUTH P.C.  
601 MONROE, SUITE 301  
JEFFERSON CITY, MO 65101

EDWARD J. CADIEUX  
CAROL KEITH  
GABRIEL COMMUNICATIONS, INC.  
16090 SWINGLEY RIDGE RD., STE 500  
CHESTERFIELD, MO 63006

KENNETH L. JUDD  
SOUTHWESTERN BELL WIRELESS, INC.  
13075 MANCHESTER ROAD 100N  
ST. LOUIS, MO 63131

LEE S. ADAMS  
CHERYL A. TRITT  
KIMBERLY D. WHEELER  
MORRISON & FOERSTER, L.L.P.  
2000 PENNSYLVANIA AVENUE, NW  
SUITE 5500  
WASHINGTON, D.C. 20006

JAMES M. FISCHER  
FISCHER & DORITY  
101 MADISON, SUITE 400  
JEFFERSON CITY, MO 65101

LINDA K. GARDNER  
SPRINT MISSOURI, INC.  
5454 W. 110TH STREET  
10TH FLOOR  
OVERLAND PARK, KS 66211

CARL J. LUMLEY  
LELAND B. CURTIS  
CURTIS OETTIN HEINZ  
GARRETT & SOULE, P.C.  
130 S. BEMISTON, SUITE 200  
ST. LOUIS, MO 63105

KEVIN ZARLING  
AT&T COMMUNICATIONS OF THE  
SOUTHWEST, INC.  
919 CONGRESS, SUITE 900  
AUSTIN, TX 78701

MARTIN C. ROTHFELDER  
THE ROTHFELDER LAW OFFICE  
625 CENTRAL AVENUE  
WESTFIELD, NJ 07090