



Telecom Decision CRTC 2008-26

Ottawa, 19 March 2008

TELUS Communications Company – Application to revise elements of the public awareness campaign relating to area code relief implementation in Alberta, British Columbia and Quebec

Reference: 8698-T66-200718166

In this Decision, the Commission approves with modifications TELUS Communications Company's request to revise elements of the public awareness campaign for permissive dialing as part of the implementation of area code relief in Alberta, British Columbia and Quebec.

Introduction

1. The Commission received an application by TELUS Communications Company (TCC), dated 11 December 2007, requesting an order revising elements of the public awareness campaign for permissive dialing as part of the implementation of area code relief in Alberta, British Columbia and Quebec.
2. The Commission did not receive any comments regarding TCC's application. The record of this proceeding closed on 11 January 2008. The public record of this proceeding is available on the Commission's website at www.crtc.gc.ca under "Public Proceedings."

TCC's application

3. TCC submitted that, since the release of Telecom Decisions 2007-38, 2007-42 and 2007-71 regarding code relief procedures for various numbering plan areas, it had become aware that its newly implemented voice over Internet Protocol system, Really 3, could not transfer 7-digit dialed calls during the permissive dialing period when calls dialled as 7-digits are first transferred to a recorded announcement advising of the impending change to mandatory 10-digit local dialing, before being completed. TCC noted that it supported, with one exception, the alternative measures previously approved by the Commission for telecommunications service providers (TSPs) that could not support a recorded announcement during the permissive dialing period, and proposed alternative measures to inform its Really 3 customers of the impending change.
4. TCC submitted that placing two information notices in local newspapers before the beginning of mandatory 10-digit local dialing was not suitable in this situation, because its Really 3 customers were scattered across its serving territory in Alberta, British Columbia and Quebec. TCC submitted that the directive to place two information notices in local newspapers was costly, would not target these specific subscribers, and would cause some confusion in the affected markets.

5. To explain to its Really 3 customers the upcoming need and the timing for mandatory 10-digit local dialing, TCC proposed to use two local newspaper notices, to call Really 3 customers, or to send an email to those who had an email account or to send a voice mail message to those who were subscribed to voice mail.
6. TCC proposed to use the optional measure (newspaper notice, telephone call, voice mail, or email) it considered the most appropriate to fulfil its customer communications requirement.
7. With regard to its analogue wireless switch serving the Ste-Marie-de-Beauce area, TCC indicated that it would not provide a permissive dialing network announcement on this switch for the few analogue-only wireless subscribers that may be roaming in the Ste-Marie-de-Beauce area. TCC indicated that this legacy switch only provides roaming service¹ to wireless subscribers who have first generation analogue-only handsets, and that this switch will be retired in September 2008. TCC submitted that it would be administratively burdensome to add the permissive dialing functionality to this switch just prior to its retirement.
8. TCC submitted that it had already indicated to its analogue-only subscribers in the Ste-Marie-de-Beauce area that it would maintain analogue roaming service until September 2008. TCC also submitted that it had committed to a very extensive media campaign to encourage analogue subscribers to convert to digital service, and it will also include the news that 10-digit local dialing will become mandatory by September 2008 for area code 418 in its communications with analogue service subscribers.

Commission's analysis and determinations

9. In Telecom Decisions 2007-38, 2007-42, 2007-71, and in earlier and similar area code relief decisions, the Commission noted that the network technology of certain TSPs might not be able to complete a call once it has been forwarded to a recorded announcement. The Commission also noted that, in order to support such a requirement, these switches may have to be upgraded or replaced. In these instances, the Commission found that the costs to make these changes would be burdensome and unwarranted for these TSPs, considering that this functionality would only be required for a one-time, two to three month period.
10. The Commission directed these TSPs to use a series of measures during the permissive dialing period, which included placing two information notices in local newspapers before the commencement of mandatory 10-digit dialing. These measures also included bill inserts, personal letters, and information prominently placed on these TSPs' websites.
11. The Commission considers that publishing two information notices in local newspapers remains the preferred alternative approach. However, the Commission acknowledges that in some instances, the cost of the newspaper notices could be prohibitive relative to the number of affected customers,² or could result in customer confusion where customers in the same market area receive local service over other serving technologies. In these instances, including the present one, the Commission considers that the use of different approaches is warranted.

¹ TCC indicated that there were no wireless customers assigned to this switch as a "home-serving" switch.

² For instance, in larger cities such as Vancouver, Calgary, or Edmonton.

12. The Commission considers, however, that email or voice mail notification only is not a sufficient replacement for the newspaper notices since the latter reach a wider audience, can be used as a reference, and can convey the information to all parties in a household and not just to the party reached with a phone call, voice mail or email. The Commission therefore determines that, for Really 3 customers in Alberta, British Columbia and Quebec, it would be appropriate for TCC to replace the newspaper notices by the following:
 - call each affected customer where local newspaper notices are not appropriate due to the relative cost or the potential for customer confusion. These calls are to be made in the timeframe that the newspaper notices would have been placed;
 - use voice mail if a customer has a voice recording service, in the instance where a customer cannot be reached by telephone;³ and
 - send an email to each customer whose email address is known by TCC, in the two-week period before 10-digit local dialing becomes mandatory.
13. The Commission also reminds TCC that the other alternative communications measures set out in Telecom Decisions 2007-38, 2007-42, and 2007-71 remain in effect.
14. Regarding the analogue wireless switch that serves the Ste-Marie-de-Beauce area, the Commission further determines that, given the extensive media campaign planned by TCC to encourage migration to its digital service and the relatively few customers that could be affected, it is acceptable for TCC not to provide a permissive dialing announcement on that switch.

Conclusion

15. In light of the above, the Commission **approves** TCC's application with the modifications identified above.

Secretary General

Related documents

- *Code Relief for area code 418 – Quebec*, Telecom Decision CRTC 2007-71, 13 August 2007
- *Code Relief for area codes 403 and 780 – Alberta*, Telecom Decision CRTC 2007-42, 14 June 2007

³ For example, if there is no answer.

- *Code Relief for area code 250 – British Columbia*, Telecom Decision CRTC 2007-38, 7 June 2007

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