

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE APPLICATION OF NANPA ON BEHALF OF THE )  
KENTUCKY TELECOMMUNICATIONS INDUSTRY ) CASE NO.  
FOR APPROVAL OF NPA RELIEF PLAN FOR THE ) 2006-00357  
270 NPA )

O R D E R

On March 31, 2008, the Kentucky Public Service Commission issued an Order amending previously established implementation dates for the 364 numbering plan area ("NPA"). In that Order, it was determined that the permissive dialing period for the new 364 NPA would begin no later than April 1, 2010, and that the Commission would defer setting a date certain for mandatory dialing.

The North American Numbering Plan Administrator ("NANPA") has recently issued a further revision of the projected exhaust date for the 270 NPA.<sup>1</sup> At the time of the previous Commission Order in this matter, the exhaust date was the third quarter of 2010, but projections have now been revised to the second quarter of 2012. According to NANPA, the added time to the projected exhaust date of the 270 NPA is the result of a reduced historical and projected demand for numbering resources in the 270 NPA. Additionally, the implementation of thousands-block number pooling within the 270 NPA has increased the amount of available numbers and the efficiency at which existing resources are utilized.

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<sup>1</sup> Numbering Resource Utilization Forecast – NPA Exhaust Analysis, April 2009.

### Permissive Dialing Date

Having reviewed the most recent NPA exhaustion information from NANPA, the Commission finds that the implementation dates for the new 364 NPA should be adjusted to reflect the change in the projected exhaust date for the 270 NPA. Thus, the permissive dialing period for the 364 NPA will now be scheduled to begin no later than January 1, 2012 rather than April 1, 2010. The Commission understands that this implementation date is during a busy holiday season for the Incumbent Local Exchange Carriers, Competitive Local Exchange Carriers, and wireless providers (collectively “the Industry”) and their customers. However, no portion of the Commission’s Order will prohibit the affected carriers from preparing their operating systems for the implementation of permissive dialing prior to January 1, 2012. The Commission understands that, traditionally, the updating of the Industry’s operating systems is performed on a weekend when it is least disruptive to normal operations. The Commission believes that the Industry could update their systems on any weekend prior to the holiday season which would be least disruptive to their normal operations, while simultaneously allowing carriers to move forward in developing preparations for the implementation of permissive dialing by January 1, 2012, without causing delays or confusion for their subscribers or the general public.

However, despite setting a permissive dialing date, at this time the Commission will continue to defer setting a date certain for mandatory dialing to begin. Based upon the recent history of Numbering Resource Utilization Forecast updates from NANPA regarding the life expectancy of the 270 NPA, the Commission believes that numbering conservation measures along with the decrease in demand for numbering resources

within the 270 NPA may continue to delay its projected exhaust date and extend the life of that area code.

### Customer Education Plans

In the Commission's Order dated June 15, 2007, the Industry was required to file customer education plans with the Commission by November 1, 2007. The Commission finds that the Industry should note the change to the permissive dialing date in their customer notices. However, the Commission will not require carriers to file additional information with the Commission regarding their customer education plans at this time.<sup>2</sup>

IT IS THEREFORE ORDERED that:

1. The Commission's March 31, 2008 Order is hereby amended to reflect that the permissive dialing period shall begin no later than January 1, 2012.
2. The mandatory dialing date shall remain open until further Order by the Commission.
3. The Industry shall note the change to the permissive dialing date in their customer notices, but no further filings shall be required by the Commission.

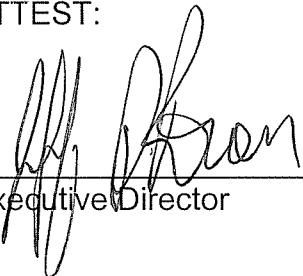
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<sup>2</sup> The Commission notes that the implementation dates established herein may be further revised depending on future changes to available numbering resources for the 270 NPA. In order to avoid unnecessary customer confusion, the execution of customer education plans generally should coincide with the beginning of permissive dialing.

By the Commission

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KENTUCKY PUBLIC  
SERVICE COMMISSION

ATTEST:

  
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