

January 15, 2013

Jeff DeRouen  
Executive Director  
Kentucky Public Service Commission  
211 Sower Boulevard  
Frankfort, Kentucky 40602-0615

RECEIVED  
JAN 22 2013  
PUBLIC SERVICE  
COMMISSION

RE: Application of the North American Numbering Plan Administrator, on Behalf of the  
Kentucky Telecommunications Industry, for Relief of the 270 Numbering Plan Area  
Case No. 2012-00129

Dear Mr. DeRouen:

Enclosed, please find the original and four (4) copies of Access Point, Inc.'s customer education plan as requested by the December 17, 2012, Commission's Order, Case No. 2012-00129 regarding the overlay of 270 NPA with the new 364 NPA.

Please contact me directly should you have any questions or concerns. I can be reached via phone, 919.827.0427, or via email, [kate.stem@accesspointinc.com](mailto:kate.stem@accesspointinc.com).

Sincerely,



Kate Stem  
Regulatory Analyst

Enclosure

**New Area Code for Western Kentucky  
Employee and Customer Education**

Current Code: 270

New Code: 364

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**CUSTOMER-FACING EMPLOYEES EDUCATION**

**Notice 1: March 2013**

FYI: Customer notice is going out to Kentucky customers regarding implementation of a new area code for the western part of the state. Current numbers in area code 270 remain unchanged; decision means 10-digit dialing for local calls beginning in 2014. In case you receive calls concerning the matter, please review “Notices/Special Rate Tables” at <http://www.tariffs.net/accesspoint/>.

**Notice 2: August 2013**

Reminder: Customer notice is going out to Kentucky customers regarding implementation of a new area code for the western part of the state. Current numbers in area code 270 remain unchanged; decision means 10-digit dialing for local calls beginning in 2014. Customers are encouraged to use 10-digit dialing for local calls, but can still use seven-digit dialing. In case you receive calls concerning the matter, please review “Notices/Special Rate Tables” at <http://www.tariffs.net/accesspoint/>.

**Notice 3: January 2014**

Reminder: Customer notice is going out to Kentucky customers regarding implementation of a new area code for the western part of the state. Current numbers in area code 270 remain unchanged; decision means 10-digit dialing for local calls beginning in 2014. Mandatory 10-digit dialing begins, local calls using seven-digit dialing will no longer be connected as of February 1, 2014. In case you receive calls concerning the matter, please review “Notices/Special Rate Tables” at <http://www.tariffs.net/accesspoint/>.

**New Area Code for Western Kentucky  
Employee and Customer Education**  
Current Code: 270  
New Code: 364

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**CUSTOMER EDUCATION**

**Customer Notice:** bill messages and website

- Submit notice plan to PSC by mid-Feb 2013
- Notice 1: March 2013
- Notice 2: August 2013
- Notice 3: January 2014

**Bill Message Customer Notice:**

**Notice 1: March 2013**

PSC selects overlay for new area code in Western Kentucky. Current numbers in area code 270 remain unchanged; decision means 10-digit dialing for local calls beginning in 2014. For details see “Notices/Special Rate Tables” at <http://www.tariffs.net/accesspoint/>.

**Notice 2: August 2013**

PSC selects overlay for new area code in Western Kentucky. Current numbers in area code 270 will remain unchanged; customers encouraged to use 10-digit dialing for local calls. For details see “Notices/Special Rate Tables” at <http://www.tariffs.net/accesspoint/>.

**Notice 3: January 2014**

PSC selects overlay for new area code in Western Kentucky. Mandatory 10-digit dialing begins for 270 area code region, local calls using seven-digit dialing will no longer be connected as of February 1, 2014. For details see “Notices/Special Rate Tables” at <http://www.tariffs.net/accesspoint/>.

**New Area Code for Western Kentucky  
Employee and Customer Education**

Current Code: 270

New Code: 364

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**CUSTOMER EDUCATION, (CONT'D.)**

**Website Customer Notice:** February 2013 – March 2014

The Public Service Commission of Kentucky is implementing a new area code (364) to overlap the current area code (270) in the western part of the state.

1. All current area code 270 numbers remain unchanged. Everyone with a 270 area code number can keep it. Nobody is required to change their area code or phone number.
2. The overlay affects both landline and wireless services.
3. Area code 364 will be overlaid on top of area code 270. That means that area codes 270 and 364 will occupy the same physical space beginning March 2014.
4. In order to distinguish between phone numbers with area code 270 and those with area code 364, 10-digit dialing will be required for all local calls within the overlay.
5. Ten-digit dialing also will be required for local calls into or out of the overlay in those areas that now allow seven-digit local calling across the area code 270 boundary.
6. Ten-digit dialing means dialing the area code before dialing the number itself – for example: 270-555-1212 or 364-555-1212.
7. Long-distance calls within the overlay will require 11-digit (1-plus) dialing, just as long distance calls to other area codes do now.
8. A transition period, known as permissive dialing, will begin on August 3, 2013 and end on January 31, 2014. During that time, local calls can be made using either seven-digit or 10-digit dialing.
9. On February 1, 2014, 10-digit dialing for local calls will become mandatory in the area code 270/364 territory.
10. Numbers with area code 364 may be distributed beginning March 3, 2014.  
Telecommunication service providers may continue to distribute 270 numbers for as long as they have any remaining in their inventories.

**Timeline:**

August 3, 2013	Encouraged to use 10-digit dialing for local calls, but can still use seven-digit dialing.
February 1, 2014	Mandatory 10-digit dialing begins, local calls using seven-digit dialing will no longer be connected.
March 3, 2014	New 364 area code phone numbers will begin to be assigned.