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STATE OF FLORIDA



DIVISION OF REGULATORY ANALYSIS  
BETH W. SALAK  
DIRECTOR  
(850) 413-6600

# Public Service Commission

June 30, 2010

Mr. David Christian  
Verizon Florida LLC  
106 East College Avenue  
Tallahassee, Florida 32301-7221

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COMMISSION  
CLERK

**Re: Data Request for Rule Waiver Docket 100327-TL**

Dear Mr. Christian:

I am reviewing the permanent rule waiver request filed by Verizon Florida LLC with this Commission on June 14, 2010. To aid the Commission in reaching its decision regarding the waiver, please answer the following questions and submit your responses by July 15, 2010.

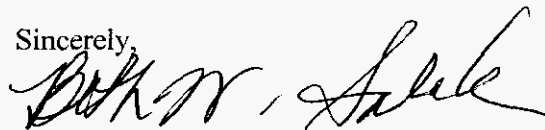
1. Regarding footnote 2 on page 3 of the Petition:
  - (a) How long will the test version of the Online White Pages be available to Commission staff?
  - (b) How does the Commission staff access the test version?
  - (c) When would the Online White Pages be made available to customers?
2. What newspapers or other media sources would the final copy of the press release, provided in Attachment A of the Petition, be published and for how many days?
3. When would the Verizon bill message, provided in Attachment B of the Petition, first appear in the customers' bills and for how many billing cycles?
4. The Verizon bill message indicates that "most" directories delivered in Florida will not include residence[sic] White Pages listings.
  - (a) List by city the directories currently published in Verizon Florida's territory.
  - (b) Please identify the publication date for the directories listed in response to question (4a), and indicate if one or two directories are currently distributed, i.e., a white page directory and a yellow page directory.

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- (c) For those cities with two books, are the business white page listings included in the residential white page book or in the yellow page book?
  - (d) For those cities in which two books are currently delivered, would the waiver allow Verizon to completely eliminate delivery of one book?
  - (e) If the waiver is granted, would Verizon stop up-front delivery of residential white pages to its entire service territory? If not, please identify which cities would no longer receive the residential white pages up-front.
5. Is the notice that would appear on the front cover, "Order directories, stop delivery of this directory, or obtain a free copy of the residential white pages call 1-800-888-8448", in 14 point type or larger? If not, can Verizon change the font size to 14 point?
  6. On page 3 of the Petition Verizon states that its customers would be notified of their directory listing options on SuperMedia's webpage. Would Verizon's customers also be notified of their directory listing options on Verizon's webpage?
  7. Would Verizon's Yellow Pages directories have a "hard card" insert that includes a notice regarding the change to the residential White Pages?
  8. Would the residential White Pages directories that Verizon provides to its residential customers free of charge also be provided to CLEC customers free of charge?
  9. On page 4 of the Petition Verizon states that Rule 25-4.040(2) imposes a substantial hardship because the cost of publishing and distributing the directories can no longer be justified. Approximately how much money would Verizon save if the waiver is granted?
  10. Please provide a color copy of the cover and 911 page that would include the notice regarding the residential white pages.
  11. Please provide a copy of the Gallup studies, referenced in paragraph 5 of the Petition, that shows the percentage of households that use stand-alone residential white pages.

Should you have questions, please call Frank Trueblood at (850) 413-7019.

Sincerely,



Beth W. Salak

Director

Division of Regulatory Analysis

cc: Docket File  
L. King  
C. Muir/B. Demello  
A. Teitzman