

BEFORE THE
FLORIDA PUBLIC SERVICE COMMISSION

In the Matter of	:	DOCKET NO. 971058-TL
	:	
Request for review of	:	
proposed numbering	:	
plan relief for 305	:	
area code.	:	



PROCEEDINGS: MIAMI SERVICE HEARING

BEFORE: CHAIRMAN JULIA L. JOHNSON
 COMMISSIONER J. TERRY DEASON
 COMMISSIONER JOE GARCIA

DATE: Wednesday, October 1, 1997

TIME: Commenced at 10:15 a.m.
 Concluded at 7:00 p.m.

PLACE: Radisson Mart Plaza Hotel
 Salons E and F
 Miami, Florida

REPORTED BY: JOY KELLY, CSR, RPR
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4 Building, Suite 1910, 150 West Flagler Street, Miami,
5 Florida 33130, appearing on behalf
6 of **Bellsouth**.

7 **MARTHA CARTER BROWN, JOHN BOWMAN**, Florida
8 Public Service Commission, Division of Legal Services,
9 and **STAN GREER**, Division of Communications, 2540
10 Shumard Oak Boulevard, Tallahassee, Florida
11 32399-0870, appearing on behalf of the **Commission**
12 **Staff**.

13 **CHARLES J. BECK**, Deputy Public Counsel,
14 Office of Public Council, Claude Pepper Building, 111
15 Madison Street, Tallahassee, Florida, on behalf of the
16 **Citizens of the State of Florida**.

17

18

19 **ALSO PRESENT:**

20 Frank Sasson, Interpreter

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I N D E X

MISCELLANEOUS

ITEM	PAGE NO.
Presentation by Mr. Terence Ball	10
Presentation by Mr. Stan Greer	29

WITNESSES

NAME	PAGE NO.
ELAINE ADLER	
Direct Statement	32
PETER ROULHAC	
Direct Statement	33
ETHEL JOHNSON	
Direct Statement	36
ARLINE BROLEMAN	
Direct Statement	37
RON ROBISON	
Direct Statement	38
ANTHONY RIVAS	
Direct Statement	40
TERRY CUSON	
Direct Statement	41
JOHN DIXON	
Direct Statement	44

1	WITNESSES CONTINUED:	
2		
3	ROLANDO GARCIA	
4	Direct Statement	45
5	CATHERINE GALLAGHER	
6	Direct Statement	46
7	MARIO ARUS	
8	Direct Statement	48
9	KENNETH NEWMAN	
10	Direct Statement	49
11	RAY PEREZ	
12	Direct Statement	51
13	BILL TALBERT	
14	Direct Statement	52
15	MANUEL FERNANDEZ	
16	Direct Statement	53
17	NORRIS SOUTHWOOD SMITH	
18	Direct Statement	55
19	GRACE CALVAINI	
20	Direct Statement	68
21	OLLIE LEE TAYLOR	
22	Direct Statement	70
23		
24		
25		

P R O C E E D I N G S

(Hearing convened at 10:15 a.m.)

CHAIRMAN JOHNSON: Good morning. I'm going to go ahead and call the meeting to order. Counsel, could you please read the notice.

MS. BROWN: By notice issued September 12th, 1997, this time and place was set for a service hearing in Doct No. 971058-TL, in re: request for review of proposed numbering plan relief for 305 area code. The purpose of the hearing is set out in the notice.

CHAIRMAN JOHNSON: Thank you. We'll take appearances.

MR. BEATTY: I'm Robert Beatty appearing on behalf of BellSouth. With me also is Larry Whipple and Terence Ball, also appearing on behalf of BellSouth.

MR. BECK: My name is Charlie Beck with the Office of Public Counsel, Claude Pepper Building in Tallahassee, appearing to sponsor the public witnesses today.

MS. BROWN: Martha Carter Brown and John Bowman on behalf of the Florida Public Service Commission Staff.

CHAIRMAN JOHNSON: My name is Julia Johnson,

1 I'm Chairman of the Florida Public Service Commission,
2 and with me to my left is Commissioner Joe Garcia and
3 to my right is Commissioner Terry Deason.

4 We will be the panel that will hear the
5 public participation and the public comments for this
6 hearing today. But in addition to holding the hearing
7 today and tonight on Friday we'll be holding hearings
8 in Key West again to get the public comment, public
9 issues as it relates to the area code change and as it
10 relates to any other issue that we might regulate.

11 On October 13th we will conduct the
12 technical portions of the hearing in Tallahassee.
13 That will involve more of the technical aspects of the
14 shortage issues, the different plans, taking into
15 consideration any Comments that might have been
16 provided through our public input process, and all of
17 that will be made part of the record and basis upon
18 which the Commission will make a final decision.

19 Just as a matter of background, why is the
20 Public Service Commission involved in this process?
21 Generally the process starts off where the
22 code-holders, or the industry members, they get
23 together and try to make a determination when they
24 determine first that there's a shortage, that there's
25 a problem of running out of numbers, they then get

1 together and try to come up with solutions, how they
2 go about distributing the numbers or distributing the
3 new numbers. In this instance it was reported to the
4 Commission that there was a concensus on an overlay
5 plan.

6 Now BellSouth will explain that plan and all
7 of the other options that are available so I won't go
8 into detail on that. But there was an industry
9 concensus as what would be appropriate for Dade and
10 Monroe County with the 305 area code. That Letter of
11 Intent or that Letter of Concensus was sent to the
12 Public Service Commission, after which point in time
13 the media was also made aware of the change. Because
14 of that the we began to receive a lot of inquiries
15 from the public. First just informational; what does
16 this mean? What doesn't 10-digit dialing mean? Will
17 it be long distance now? Those kinds of questions.
18 And then some other concerns saying "We don't like the
19 plan the industry came up. We don't understand that
20 plan."

21 Our role now is to review what has been
22 proposed and to review other proposals that may come
23 forward through this process and through the public
24 participation, and then to make a determination as to
25 how we, indeed, resolve this problem.

1 One thing is for sure, we are running out of
2 numbers and we must do something so there will be a
3 change. The issue is how do we implement that change
4 and how will that implementation affect the consumers.

5 So with that, I'm going to swear all of the
6 witnesses in, or the customers in, that would like to
7 participate. Because as I said earlier, this part of
8 the hearing process will be a part of our official
9 record and it will be part of the testimony we can use
10 to make our final decision. So that will be why we
11 need to actually swear you in. Then as you approach
12 the podium, if you could, I know you've written your
13 name and address, but if you could start by stating
14 your name and giving us your address again for
15 purposes of the record, that will help the process and
16 help us keep track of who testified and where they
17 are, indeed, from. And if we need to send you any
18 other correspondence we'll have that information for
19 you.

20 So with that, I'm going to go ahead and
21 swear in the witnesses that would like to make a
22 presentation here today. If you could stand and raise
23 your right hand.

24 (Witnesses collectively sworn.)

25 **CHAIRMAN JOHNSON:** Thank you, you may be

1 seated.

2 Now what we thought we'd do, because we have
3 received a lot of questions and inquiries as to what
4 does this mean? What are our options? When will this
5 new area code need to come into effect? We determined
6 that the best way to do that would be to turn to the
7 industry groups that are in fact the cardholders,
8 those that administrate the new numbering plans. And
9 we're going to have a presentation by BellSouth to
10 kind of give you the background. From that you may
11 want to take notes. That may cause you to have
12 questions that you would like to ask either of the
13 Commission or of any of the people participating. And
14 after BellSouth makes their presentation, Staff will
15 also go into detail as to their role, the issues they
16 are considering, and other technical matters that we
17 think may be of interest to you.

18 So before we take the public testimony we're
19 going to go ahead and start with the presentations of
20 the parties.

21 **MR. BEATTY:** Terence Ball will make the
22 presentation on behalf of BellSouth.

23 **CHAIRMAN JOHNSON:** Are there any other
24 preliminary matters, counsel?

25 **MS. BROWN:** No, ma'am.

1 **COMMISSIONER GARCIA:** Mr. Beatty, do we have
2 to lower the lights or anything?

3 **MR. BEATTY:** I don't think so.

4 **MR. BALL:** Good morning. My name is Terry
5 Ball. I'm employed at BellSouth, and I work in the
6 infrastructure planning organization, and it was under
7 my watch, so to speak, that we were informed by the
8 North American Numbering Council that we were running
9 out of numbers.

10 What you see here is a graphical
11 representation of the forecast -- am I standing in
12 front of some people that they can't see? What you
13 see here is a graphical representation of the forecast
14 from the North American Numbering Council, the code
15 administered. And you can see according to this
16 forecast we would be running out of numbers, area
17 codes, by September of 1998.

18 **COMMISSIONER GARCIA:** You don't mind if
19 people ask you questions as you go through?

20 **MR. BALL:** Not at all.

21 **COMMISSIONER GARCIA:** Go back to that chart
22 because that was a little confusing, just so the
23 people get an understanding of what exactly is
24 happening. Could you explain what each line
25 represents?

1 MR. BALL: What this is the X axis is the
2 years, two-digit years, '97-98, and then the Y axis
3 where it starts at 400 up to 1200, is the number of
4 NXXs being used in the 305 area code. We're using the
5 word "NPA", that's the number planning area, that's
6 the word for area code, and NXX the first would be --
7 in a 10-digit number your area code is followed by the
8 3-digit NXX followed by the four digit.

9 MR. BEATTY: Is the 305, then the next three
10 numbers are the NXX.

11 MR. BALL: Yes. 305, and then NXX and then
12 1234 would be your line code. And the red line is the
13 limit -- although the actual usable numbers, because
14 of the exclusions, is just a little bit less than 800
15 numbers in a NPA, and those exclusions are things like
16 911, such as that. Okay.

17 I put this in at the last moment just to
18 give you some idea of how North America has been
19 having some problems with area codes.

20 As you can see from 1984 these are the
21 number of new area codes issued in North America over
22 the past few years. Since between 1984 and 1994 was
23 one, two and three a year. And you can see the
24 exponential rise in area codes for the years '94, '95
25 and '96 and so far in '97. So the entire industry is

1 having to deal with this issue right now.

2 Increase in area codes are basically
3 technologically driven, increase in cellular phones,
4 computer modems, facsimile machines, multiple business
5 line, pagers and, of course, the new network providers
6 that are entering the marketplace.

7 Just some background information first. The
8 305 includes Dade and Monroe County. There are 11
9 exchanges in Dade and Monroe County and you can see
10 that the Miami, the green, is the largest exchange in
11 the county -- excuse me, in the area code.

12 I didn't know I would be walking so much up
13 here. (Indicating)

14 Concentrated, the NXXs are concentrated as
15 you can see in North and Central Dade.

16 The red obviously is more NXXs and the
17 lighter color is less NXXs. (Indicating)

18 The goal as a planner is to provide the
19 longest relief for the NPA so this doesn't need to be
20 done too often, to minimize the dialing impacts on the
21 customers and to minimize the technological and
22 operational impacts of the code-holders.

23 I looked at two possible ways of relieving
24 the NPA. They are geographical split and an overlay,
25 and I will show you the details of both.

1 On a geographic split the NPA is divided by
2 two distinct geographic areas, each hopefully
3 forecasted to reach exhaust in the future at the same
4 time. Usually these divisions are made by
5 jurisdictional, natural or physical boundaries.

6 **MR. BEATTY:** You might explain what you mean
7 by jurisdictional, natural --

8 **MR. BALL:** As an example, in the recent
9 split-offs of, say, 561 and 407 and 305 it was the
10 Broward County-Palm Beach County lines; that would be
11 a jurisdictional line. A physical boundary would be a
12 lake or a canal or something like that. City
13 boundaries, exchange boundaries would be
14 jurisdictional, I would imagine. Each relief method
15 has its own advantages and disadvantages.

16 The advantages of a split is that 10-digit
17 dialing is only required where the area codes differ.
18 For example, if I lived in the region that would keep
19 the 305 area code, then I would only dial the seven
20 digits and not need to dial the 305 area code.
21 However, if I wanted to dial to the new NPA where the
22 new area code is I would need to dial all ten digits.
23 New additional lines will always have the same area
24 code of the existing lines at a residence or business.

25 The disadvantages are that for approximately

1 half the customers number changes are required on a
2 geographic split. Cellular phones must be
3 reprogrammed; about 50% of those would have to be
4 reprogrammed for the new area code. 10-digit dialing
5 would be required across the split, and since it's an
6 equal split, about 50% of the calls would require
7 10-digit dialing.

8 Affected customers must change their
9 advertisements. In other words, the 50% that changes
10 their area codes would have to change their
11 advertisements, stationery, checks, to reflect the new
12 area code.

13 What I'd like to show you is some
14 illustrative split options, the first three of which
15 are really not options but they are more a means that
16 I can show you some of the difficulties associated
17 with a split.

18 The first option I looked at was -- well,
19 the first option I'm presenting is the Miami and North
20 Dade; just if we kept Miami and North Dade with the
21 305 area code and split off the south part of Dade
22 County and Monroe County. This doesn't provide much
23 relief at all because as you saw in the slide where
24 the NXX density was, most of the usage was in North
25 and Central Dade anyway, so this does not provide the

1 needed relief.

2 And you can see that by the years of
3 exhaust, the different years of exhaust. 2001 would
4 be the forecasted exhaust of the green the 305, and
5 2038 would just go forever almost on the south part.

6 While this is again not a real viable split
7 option, just to show you that the Miami exchange --
8 and there's really nothing in the rule book that says
9 you can't split the new area code into two parts,
10 although it would be extremely confusing. But the
11 Miami exchange is so big that it in itself must be
12 split because of the numbers that are in the exchange.
13 So, again, this is a demonstration that just shows
14 that the Miami exchange itself is too many numbers in
15 it.

16 **UNIDENTIFIED SPEAKER:** What if you took it
17 and split it off -- (Inaudible comment from audience.)

18 **MR. BALL:** Thank you, my next slide.

19 There's some topological problems associated
20 with splitting area codes. What I'm showing here, the
21 colors -- the boxes you see here, here (indicating)
22 are BellSouth central office areas which really cannot
23 be split up, okay? And what I've done for
24 illustrative purposes on this is said, "Well, let me
25 just keep as much as of the downtown areas in one

1 place as I can. And I picked for this slide one wire
2 center and that's the Palmetto wire center. However,
3 you could see that if I picked this one, this one,
4 this one, or this one, (indicating) it would have the
5 same affect, in effect splitting it into two
6 locations. Because the western wire centers go all
7 the way out, they will split the new code into two
8 areas. So the north/south split doesn't really work
9 because of these long east-west running wire centers.

10 **MR. WHIPPLE:** The other problem is there's
11 no identifiable boundary for the customers to see.

12 **MR. BALL:** And as you can see this is an
13 extremely confusing split. It would be pretty
14 difficult for somebody to know what area code they
15 were in at the time.

16 If any one of these five wire centers were
17 taken, six wire centers, they would, in effect, split
18 the new area code into two areas. I know it's a
19 little tough to see, but if I took all of these
20 western wire centers it wouldn't be enough. And you
21 can see if I took this one I would still be left with
22 these and these split apart. (Indicating)

23 **UNIDENTIFIED SPEAKER:** When can you do the
24 city of Miami, Miami Beach and Key Biscayne as one?

25 **MR. BALL:** That wouldn't be enough. The

1 density of the codes are right down in here.

2 **UNIDENTIFIED SPEAKER:** But in the future it
3 would be good if you're going to build -- the amount
4 of new development, I think that -- those three
5 entities should be left -- (Inaudible comment from the
6 audience.)

7 **CHAIRMAN JOHNSON:** The court reporter is
8 taking this, so if you could just come up so we could
9 have that question on the record and response on the
10 record.

11 **MR. NEWMAN:** Hi. My name is Kenneth Newman.
12 I'd just like to say that I think a good possible
13 group of municipalities would be the city of Miami,
14 Key Biscayne and Miami Beach, and put those three
15 together, and then look at future development and you
16 would see that that would lead to a good small
17 grouping with plenty of room for the future.

18 **MR. BALL:** Well, the wire center boundaries
19 don't really follow municipal boundaries. That's one
20 issue. But in effect -- well, I didn't bring all my
21 slides with me.

22 I did study just these wire centers in here,
23 which I think is what you're suggesting. That did not
24 provide enough relief for the area code.

25 **MR. NEWMAN:** But if you split off west of

1 the turnpike, or outside the Palmetto as another area
2 code.

3 **MR. BALL:** The Palmetto literally splits
4 right down the middle of the wire centers; Palmetto is
5 not a good boundary. However, I do have one that uses
6 an expressway.

7 **MR. NEWMAN:** I think groupings of
8 municipalities like a city, and then taking perhaps
9 some major streets such as Sunset, or the east-west
10 portion of the Palmetto up in North Dade.

11 **MR. BALL:** The Palmetto Expressway runs
12 right down the middle here, and the east-west portion
13 is right through the southern portion of this green
14 wire center.

15 **MR. WHIPPLE:** The biggest problem with
16 identifying a municipality or a major expressway as
17 dividing line, these wire centers to not match up to
18 any of those.

19 **MR. BALL:** Not at all. These wire centers
20 were basically grown in Dade County as Dade County
21 grew.

22 **MR. NEWMAN:** I'm from Chicago originally and
23 they recently added a bunch of new area cose and they
24 used rivers and expressways to divide it and it worked
25 very well.

1 **MR. BALL:** Absolutely.

2 **MR. NEWMAN:** And my only solution is to
3 maybe you guys have to look about rewiring certain
4 areas that are -- you know, maybe because of the
5 natural land, the actual way the land is, and, you
6 know, with the way our forests, or the Everglades,
7 stuff like that, maybe you'd have to look at totally
8 rewiring certain areas potentially, the exchanges in
9 order to fit. But I think municipalities, for
10 instance, along the ocean, the bay, should be left in
11 tact only from a standpoint of simplicity.

12 **MR. WHIPPLE:** I understand what you're
13 saying. But, again, the way we are built today, the
14 way the network has developed, the blocks would have
15 to be done by the wire centers. To do what you're
16 talking about, to realign all of our wire centers with
17 municipalities, or throughways, whatever, expressways,
18 would require a significant capital expenditure and
19 many, many years to do. You know, it's just the way
20 the network has developed over the years in Miami;
21 this is the way we've ended up, and municipalities and
22 wire center boundaries were never taken into account.

23 **MR. BALL:** The boundaries over the years
24 have grown with development more than with
25 municipalities.

1 **MR. NEWMAN:** I think the future development
2 of the inner city in Miami is starting to rebound. I
3 think there's been many years of neglect, and I think
4 that -- I've seen this happen in another city, and I
5 think that you have to start looking at the future
6 from the standpoint of the city of Miami as a
7 municipality, and look at that for the future. And
8 then maybe use some of the district commissioners or
9 something like that of an accounting, jurisdictional
10 boundaries might be better.

11 **MR. BALL:** Believe me. I've looked into
12 that. There are no jurisdictional boundaries --

13 **MR. NEWMAN:** Is the expressway a
14 possibility.

15 **MR. BALL:** I have an expressway in my next
16 slide.

17 **MR. WHIPPLE:** One additional thing, the idea
18 about realigning our wire center to match municipality
19 boundaries would require telephone number changes on
20 everybody's part. That would be a humongous -- is the
21 word -- that's the only word I can think of to express
22 my feelings about that.

23 **CHAIRMAN JOHNSON:** Let me add one thing
24 here. The court reporter is trying to record
25 everything that is being said. We're going to have to

1 make sure we don't speak at the same time, and before
2 you speak, particularly other than the gentleman who
3 is making the presentation, if you could state your
4 name, so that when we have this record it will be
5 complete, she'll know who is speaking, who is asking
6 the question, and most importantly, let's speak one at
7 a time and try not to interrupt each other.

8 **COMMISSIONER DEASON:** My name is Terry
9 Deason. (Laughter)

10 Before you have leave that slide, I want to
11 ask a question. Which central office is it that is
12 shaded in green that is rectangular in shape, runs
13 east and west?

14 **MR. BALL:** This one here is the Palmetto
15 wire center, this one right here.

16 **COMMISSIONER DEASON:** That's the Palmetto
17 wire center.

18 **MR. BALL:** Yes.

19 **COMMISSIONER DEASON:** Did you look at
20 including that wire center in with the red-shaped area
21 and leaving the other area --

22 **MR. BALL:** Yes.

23 **COMMISSIONER DEASON:** -- in green. Why is
24 that not a feasible alternative?

25 **MR. BALL:** Basically the boundary lines here

1 are -- this map obviously you can't see it very well,
2 but these boundary lines here are just winding through
3 streets. There's no legitimate boundary that a
4 customer could imagine going along through here. And
5 I consider that customer confusion to be a big issue.

6 **COMMISSIONER DEASON:** So you're saying this
7 is not a viable alternative regardless of what you do
8 with that particular wire center. You're saying that
9 those lines that separate the red- and green-shaded
10 areas literally go through neighborhoods, and you
11 would have neighbors on one side of of the street
12 having one area code and neighbors on the other side
13 having a different area code.

14 **MR. BALL:** Yes. You can sort of see it --
15 if you look at this one right here, you can see how
16 the line zigs around right here, (indicating) you can
17 see how it -- okay.

18 **COMMISSIONER GARCIA:** However, changes of
19 that magnitude, of that small area, we could adjust if
20 we wanted to. It might be an additional cost for you,
21 but such small changes I think the company could
22 somehow accommodate if that were the only drawback?

23 **MR. BALL:** Not in the time frame we're
24 talking about.

25 **COMMISSIONER GARCIA:** All right.

1 **MR. BALL:** Like Mr. Whipple said, capital is
2 an issue, but I think we'll be out of numbers before
3 we could do the type of relief that you're discussing.

4 Now this is the expressway solution.

5 The Dolphin Expressway somewhat follows the
6 southern boundary of the green wire centers and the
7 northern boundary of the red wire centers until you
8 get to right downtown and, of course, out west. But
9 as a rule of thumb, if you think of it as a rule of
10 thumb, this split does a -- as you can see, it's an
11 equal split by the years of exhaust. And it's
12 somewhat understandable that if you're basically north
13 of the Dolphin you would be in one area, and if you
14 were basically south of the Dolphin you would be in
15 another area code.

16 **COMMISSIONER GARCIA:** Show me dead center
17 downtown Miami so we get a better picture.

18 **MR. BALL:** Sure. Right here (Indicating on
19 chart.)

20 **MR. WHIPPLE:** Right through that
21 intersection, downtown Miami.

22 **COMMISSIONER GARCIA:** So downtown Miami
23 would have a split through it also.

24 **MR. BALL:** Yes. The jurisdictional and
25 physical boundaries was a major problem in determining

1 split options.

2 So in summary, on the split the Miami
3 exchange must be split.

4 MR. NEWMAN: Could you have, for instance --

5 COMMISSIONER GARCIA: State your name.

6 MR. NEWMAN: Kenneth Newman. Could you have
7 the city of Miami Beach be a separate --

8 MR. BALL: The beach is almost insignificant
9 in its --

10 MR. NEWMAN: There's more development
11 happening on the beach, though. I'm looking at it
12 strictly from a standpoint of simplicity. And if you
13 have the city of Miami Beach with a new area code,
14 that makes it simple for those people to change it and
15 for everybody else to know that Miami Beach is a new
16 area code.

17 MR. BALL: The constraints I have to work
18 with are I have to split the area in as equal a manner
19 as possible.

20 MR. NEWMAN: Suppose we need more areas than
21 you have originally intended?

22 MR. BALL: I'm sorry, I don't understand.

23 MR. NEWMAN: How many separate equal areas
24 are you looking for Dade County?

25 MR. BALL: Two.

1 **MR. NEWMAN:** Suppose we go to three or four?

2 **MR. BALL:** The North American Numbering
3 Council doesn't advise that.

4 **MR. NEWMAN:** With development to coming to
5 both Broward, Monroe, Dade, et cetera in ever
6 increasing numbers, maybe we should go and have tons
7 of numbers ready for the future by having another
8 three or four, instead of listening to an organization
9 that may know the advisory side of it, let's look at
10 the practical side for the future.

11 **MR. BALL:** Okay. The practical side is that
12 North America is running out of numbers.

13 **MR. NEWMAN:** Okay, I understand that.

14 **MR. BALL:** And that a plan in more than one
15 area code provides, in the short term, inefficient
16 utilization of numbers. And because of North
17 American's problems with numbers, the plan that
18 conserves numbers the most is the one that is
19 recommended.

20 **MR. NEWMAN:** But isn't it also easier to be
21 able for people to say, "I live in this jurisdiction
22 and the jurisdictional area code for my municipality
23 is this," and try not to split up a municipality such
24 as the city of Miami, such as Weston, such as --
25 that's Broward.

1 **COMMISSIONER GARCIA:** Let me just try --
2 because maybe he's now making a point and clearly I'm
3 someone who has spoken in favor of geographic splits
4 many a time in the past.

5 If you gave every municipality their area
6 code, there are not enough numbers in North America or
7 probably -- so those type of splits -- and maybe --
8 obviously the company doesn't have to defend any of
9 these positions, so I don't want the company to end
10 up -- if you have a feeling that way, maybe you should
11 wait until they finish the presentation then give your
12 view of it so we can get it into the record.

13 **MR. NEWMAN:** There's an idea I have but I'll
14 let it hold until then.

15 **MR. BEATTY:** Mr. Ball, in your response you
16 began your statement by saying that the city of Miami
17 Beach is insignificant, and I believe you wanted to
18 say more, but I think you were interrupted. Could you
19 finish that statement.

20 **MR. BALL:** The distribution of NXX usage,
21 which is what we're really talking about here, not
22 necessary population or economic growth, the
23 distribution of NXX usage -- I can probably go back
24 and find this -- is very great in North Dade and
25 Central Dade, and if I could find the slide here --

1 one moment -- so that splitting off Miami Beach would
2 not provide the relief that would be necessary to the
3 plan.

4 I can show you that here (indicating) and
5 you can see where the dark red areas are.

6 MR. BEATTY: Are you saying then that the
7 NXXs used by Miami Beach are insignificant? Is that
8 what you're saying.

9 MR. BALL: Yes. They do not create a --
10 they do not move the plan one way or the other.

11 MR. BEATTY: Thank you.

12 MR. BALL: So in summary, the Miami exchange
13 must be switched because of the size of the exchange.

14 The Miami exchange must be split because of
15 the size of the exchange and the numbers of NXXs that
16 are used in that exchange.

17 COMMISSIONER GARCIA: Take the mike.

18 MR. BALL: And the east-west split option,
19 which I demonstrated with the green Palmetto wire
20 center creates pockets of NPAs north and south of one
21 of those wire centers.

22 While you can't really see it, I did
23 investigate geographic boundaries and did not find any
24 geographic boundaries other than the Dolphin
25 Expressway. And the equal north-south split, taking

1 into account the existing and future, occurs just
2 about downtown. And there would be 10-digit dialing
3 right across downtown because of the way the split has
4 occurred.

5 Okay. Now, the overlay just overlays a new
6 area code right over the existing 305 NPA. This is
7 the most efficient utilization of numbers, and
8 provides the theoretical longest relief for the
9 numbers. And the reason for that obviously is the
10 split depends upon a forecast and the forecast is never
11 perfect.

12 **MR. BEATTY:** When you say "forecast", a
13 forecast of code usage.

14 **MR. BALL:** A forecast of NXX growth usage,
15 yes.

16 The overlay serves the same geographic area.
17 Growth is assigned to the new NPA and remaining 305
18 numbers. However, with an overlay the FCC has
19 mandated 10-digit dialing for all numbers, all calls,
20 all local calls.

21 Further, the disadvantages: new additional
22 lines at a residence or a business with a 305 may need
23 an area code with the new area code. Callers will be
24 confused, and the 10-digit dialing on all local calls
25 obviously is a disadvantage.

1 And as was mentioned earlier, the
2 telecommunications industry did reach a concensus on
3 the overlay on June 30th.

4 **CHAIRMAN JOHNSON:** Thank you. We're going
5 to entertain the additional questions before the
6 testimony portion of the hearing. I've gotten a
7 couple of comments from members that would like to
8 testify, that they are on tight schedules this
9 morning. So we want to make sure we can accommodate
10 everyone that would like to speak or ask questions or
11 present any other additional proposals. But we will
12 take a few brief moments to hear from the Public
13 Service Commission Staff, Mr. Stan Greer.

14 **MR. GREER:** I'll try to be real brief due to
15 the constraints.

16 The Commission has had proposals for area
17 codes come before them twice. We've established a
18 criteria that we try to go by. Depending on the
19 proposals, it changes -- I mean it doesn't necessarily
20 change, but depending on the proposals, you may have
21 some of these aspects and maybe not others.

22 The Commission has broken up four big areas:
23 Essentially the competitive concerns and the impacts
24 to customers, impacts to carriers and the length of
25 the area code relief.

1 Types of things that are looked at in the
2 competitive concerns is the impact on the development
3 of local competition, which a big thing right now.
4 Especially down here, there's going to be a lot of
5 carriers requesting codes to provide service to
6 customers. Advantages, disadvantages to a specific
7 industry group or a consumer segment, and advantages
8 and disadvantages to a particular technology. For
9 example, wireless carriers may have a concern about
10 one plan versus the other.

11 The impacts to customers, we look at a lot
12 of different types of things: ease of understanding a
13 specific plan; changes to the customer's telephone
14 numbers, which plan minimizes these things; affects on
15 the community of interest; implementation cost to
16 customers, stationery; changes to customer dialing
17 patterns, and specifically one of the important things
18 is how much time do we have to give the customers an
19 opportunity to get educated indicated on the change
20 and feel comfortable with the dialing patterns and any
21 other aspects that may affect them.

22 The impacts to carriers are essentially the
23 implementation costs and the availability of numbers
24 for carriers that want to provide service.

25 And then, of course, the other aspect that's

1 looked at is the length of area code relief, whether
2 the numbers are being used in a efficient manner;
3 number of future options that possibly would be
4 implemented, such as another split or an overlay;
5 allowance for appropriate permissive dialing periods.

6 Since '95 Florida went from four area codes
7 to their current nine, and this area code will be ten.
8 We probably have experienced a quicker growth in area
9 codes than most states in the country. It's a problem
10 that will continue.

11 Most of the area codes, as you see in one of
12 the handouts in the table out front, are in some form
13 of exhaust within the next five to six years.

14 **CHAIRMAN JOHNSON:** Thank you, Stan. I think
15 we're now at the moment where we're prepared to take
16 the customer testimony.

17 Public Counsel, do you have the names of the
18 individuals that would like to testify?

19 **MR. BECK:** Yes, I do, Chairman Johnson.

20 **CHAIRMAN JOHNSON:** If you could call the
21 first witness.

22 **MR. BECK:** Yes, Elaine Adler.

23

24

25

ELAINE ADLER

1
2 was called as a witness on behalf of the Citizens of
3 the State of Florida and, having been duly sworn,
4 testified as follows:

DIRECT STATEMENT

5
6 **WITNESS ADLER:** Thank you. Good morning.
7 I'm Elaine Adler, president of the Aventura Marketing
8 Council. It is a not-for-profit business organization
9 very similar to a chamber of commerce.

10 We represent approximately 300 businesses
11 throughout Dade County. We have looked at both plans
12 and we're strongly in favor of the overlay plan. It
13 boils down to simply an economic development issue.
14 Our businesses are marketing certainly way beyond the
15 local area, way beyond the national area. Many, many
16 of our businesses are marketing internationally.
17 There would be a tremendous financial burden to now
18 start looking at a new area code.

19 In addition, you talked about a number of
20 issues that you look at when you go into a project of
21 this sort. We in the business community like to look
22 at consistency. To put on one new area code or two
23 new area companies on top of the existing ones, that's
24 understandable. People understand the area code they
25 have now, the existing numbers they have now; that

1 works. If they have to dial ten digits, that's fine.
2 We can understand that. We do that all the time. To
3 now look at a possibility of having one business on
4 one side of the street with one area code and another
5 business on the other side of the street with another
6 area code, you don't know whether you are coming or
7 going and your customers will certainly be even more
8 confused.

9 Once again, the Aventura Marketing Council
10 is strongly in support of the overlay plan.

11 **CHAIRMAN JOHNSON:** Thank you, ma'am.

12 **MR. BECK:** Peter Roulhac.

13

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14

PETER ROULHAC

15 was called as a witness on behalf of the Citizens of
16 the State of Florida and, having been duly sworn,
17 testified as follows:

18

DIRECT STATEMENT

19

WITNESS ROULHAC: Commissioners and ladies
20 and gentlemen, good morning. My name is Peter
21 Roulach, vice president of Community Programs, First
22 Union National Bank for Dade and Monroe County.

23

CHAIRMAN JOHNSON: Could you spell your last
24 name, please?

25

WITNESS ROULHAC: R-O-U-L-H-A-C.

1 I'm here this morning representing the
2 Greater Miami Chamber of Commerce and vice-chair for
3 Small Business Development for the Chamber.

4 The Chamber has membership in excess of
5 8,000 member companies, 80% of whom are small business
6 persons.

7 I am here, too, this morning to add my voice
8 to the support of the overlay plan as the best option.
9 We all know the reasons why we're running out of
10 telephone phones. It's due to an unprecedented
11 technology explosion taking place throughout Florida.
12 We heard a presentation a little earlier this morning
13 of a different means of technology as to why we're in
14 the position we're in.

15 In June of this year representatives of the
16 telecommunications industry met to consider the
17 solutions available for 305 area code relief. The
18 telecommunications industry representing all of their
19 customers in the affected area had to answer two
20 difficult questions: Where do they make the split?
21 And in the future, when further area code relief is
22 needed, where would another split take place? With no
23 jurisdictional, natural or physical boundary that
24 could be used to locate the split, the industry
25 representatives concluded that the logical answer was

1 the overlay plan.

2 Implementing the overlay plan means dialing
3 local numbers within the area code will change from 7
4 digits to 10 digits. The area code will become a part
5 of our telephone number. The overlay plan also means
6 a lot less expense for businesses. Since their
7 telephone numbers will not change, there is no need to
8 reprint stationery and redo advertising. There are a
9 number of other considerations which industry
10 representatives discuss regarding the overlay plan.
11 Obviously, time doesn't permit all of it.

12 We'd just like to reaffirm the business
13 stationery and all printed material, as well as
14 existing phone lists of out-of-town clients will not
15 have to be changed or altered. Only newly formed
16 telephone numbers after July 1st, 1998, would have to
17 have the two new area codes.

18 With all the growth new area codes are
19 inevitable. There's no doubt about that. But we can
20 minimize the impact of new area codes in the future by
21 implementing an area code overlay plan right now.

22 Thank you very much for your interest and
23 consideration this morning.

24 **CHAIRMAN JOHNSON:** Thank you.

25 **MR. BECK:** Ethel Johnson.

1 ETHEL JOHNSON

2 was called as a witness on behalf of the Citizens of
3 the State of Florida and, having been duly sworn,
4 testified as follows:

5 DIRECT STATEMENT

6 WITNESS JOHNSON: Good morning. I'M
7 representing the Miami Dade Chamber of Commerce, in
8 sted for president and CEO Dorothy Baker.

9 I'd like to echo the comments of my
10 colleagues. The most efficient utilization of the
11 growth usage is the overlay plan. We feel that is the
12 best option. There's enough confusion as I've heard
13 this morning in Dade County, so let's not add to the
14 topological pot.

15 Number one, black businesses, their major
16 concern is expense, and redoing letterheads, et cetera
17 et cetera, is enough expense as it is. This is a
18 mandate from that what we've heard today. The network
19 is in place. Rewiring adds to the confusion based on
20 the time frame. So we do repeat, we agree that the
21 overlay plan is the best option for Dade County.

22 CHAIRMAN JOHNSON: Thank you.

23 MR. BECK: Thank you.

24 MR. BECK: Arline Broleman.

25 - - - - -

ARLINE BROLEMAN

1
2 was called as a witness on behalf of the Citizens of
3 the State of Florida and, having been duly sworn,
4 testified as follows:

DIRECT STATEMENT

5
6 **WITNESS BROLEMAN:** Good morning. My name is
7 Arline Broleman. I'm the president and CEO of the
8 Hialeah Miami Springs Northwest Dade Area Chamber of
9 Commerce.

10 Our chamber represents eight cities or
11 geographic locations in this area, and we have taken a
12 very strong stand in supporting the overlay method.
13 We feel this plan is the only thing that will have a
14 less financial impact on our members.

15 Most of our members are small business
16 people. They cannot afford any type of a financial
17 impact such as changing their stationery, their
18 brochures, their business cards.

19 So we would like to be on record to say that
20 we do strongly support this overlay plan. Thank you.

21 **CHAIRMAN JOHNSON:** Thank you.

22 **MR. BECK:** Thank you. Ron Robison.
23
24
25

1 Commerce represents over 1,700 businesses in Greater
2 Miami; and

3 "Whereas the Coral Gables Chamber of
4 Commerce has elected to support the proposed overlay
5 plan for South Florida as it pertains to the use of a
6 new area code; and

7 "Whereas the Coral Gables Chamber of
8 Commerce feels this is the most advantageous plan from
9 a business perspective as it minimizes the cost of the
10 change to the business community; and

11 "Whereas an area code overlay incorporates a
12 new area code on top of the same geographic area as
13 the existing code, existing customers in Dade and
14 Monroe's 305 area code will not have to change their
15 numbers. They will retain 305 while new service in
16 Dade and Monroe will be assigned the new area code.

17 "Now, therefore, be it resolved by the Board
18 of Directors of the Coral Gables Chamber of Commerce
19 to support the proposed overlay plan."

20 Coral Gables is a community of about 42,000
21 residents, with almost 4 million square feet of office
22 space. We're the home for over 140 multinational
23 corporate offices.

24 I've lived in Miami for over 50 years. The
25 phone number for the Coral Gables Chamber of Commerce

1 in 1943 was 1657. Sometime in the late '40s, I
2 believe it was, it was changed to Highland 6-1657.
3 And everybody in Coral Gables wondered why we couldn't
4 make it CG-6-1657 so it would have the Coral Gables
5 initials, easy to remember.

6 I think that the proposed overlay plan and
7 the fact that we will have to go to 10-digit dialing
8 is significantly important to us, and it emphasizes
9 the vibrant growth and the exciting community we live
10 in. So we would hope that you would support the
11 overlay plan, and we don't mind dialing ten digits.
12 Thank you very much.

13 CHAIRMAN JOHNSON: Thank you.

14 MR. BECK: Anthony Rivas.

15 - - - - -

16 ANTHONY RIVAS

17 was called as a witness on behalf of the Citizens of
18 the State of Florida and, having been duly sworn,
19 testified as follows:

20 DIRECT STATEMENT

21 WITNESS RIVAS: Good morning,
22 Chairman Johnson, Commissioner Garcia and Commissioner
23 Deason. My name is Anothy Rivas, and I'm vice
24 president of Latin Chamber of Commerce. We have over
25 2,000 members. And in our last board meeting we

1 strongly support the overlay. Thank you.

2 CHAIRMAN JOHNSON: Thank you, sir.

3 MR. BECK: Terry Cuson.

4 - - - - -

5 TERRY CUSON

6 was called as a witness on behalf of the Citizens of
7 the State of Florida and, having been duly sworn,
8 testified as follows:

9 DIRECT STATEMENT

10 WITNESS CUSON: Madam Chairman,
11 Commissioners. Thank you for this opportunity. My
12 name is Terry Cuson, C-U-S-O-N, I know that's
13 difficult for you to record. I have the honor and
14 privilege of being CEO of the North Dade Regional
15 Chamber of Commerce. We have members from Coral
16 Gables to Boca Raton, and we truly are regional.

17 The mission of the North Dade Chamber of
18 Commerce is an organization of businesses,
19 professionals and other civic-minded citizens united
20 to promote a favorable business climate for its
21 members and the community. I'm reading that because I
22 want you to know it's "and the community." As an
23 advocate for business, we seek to advance education,
24 support progressive government, and in general promote
25 the welfare of all of the citizens of South Florida.

1 So when I tell you I speak for a thousand
2 businesses, don't think of us just as a business
3 entity, or any of the chambers that preceded me,
4 because those businesses represent the most important
5 economic unit in our society and that's the family.
6 Take my thousand businesses, you're talking about
7 100,000 or better families. And in North Dade you're
8 talking about the concentration of all of the --
9 greatest concentration of Dade County population,
10 especially since the hurricane everybody moved in on
11 us.

12 Now I want to tell you about the overlay
13 plan. It's a piece of cake. We have been doing it in
14 North Dade for a long time already. When 954 came we
15 have to dial 954 every day. There are places in South
16 Dade where we have to dial 305. There's nothing to
17 it. Forgive me for my senior moment, but one of the
18 Greek philosophers said "The only thing we can really
19 be sure of in life is change." Maybe, Joe, you can
20 remember which one it was, but I can't remember. But
21 I know that change is inevitable, and the easier that
22 change can come about I think is important.

23 Our chamber represents almost all of the
24 major telecommunications entities, AT&T, Sprint; they
25 are all members, BellSouth are members. We're not

1 trying to take one company over the other. We're
2 trying to take it in length. And the simplest,
3 easiest plan to use is the the overlay plan.

4 I just happen to have as a resource, because
5 the gentleman earlier quoted Chicago. In the Miami
6 Hearld on the 16th of last month now, there was an
7 article by Fred Tasker, who used to write "On Line."

8 **COMMISSIONER GARCIA:** He still does, by the
9 way.

10 **WITNESS CUSON:** And he says "In Chicago
11 today if a law clerk, Ted Polous, makes a telephone
12 call anywhere for more than six miles in any direction
13 from his office in the Loop, it has to have another
14 area code." And, frankly, what he says, "It's a pain
15 in the butt."

16 We don't need more area codes. The overlay
17 plan will be quite sufficient. I think without doubt,
18 I think -- excuse me what hasn't been mentioned is we
19 know in the overlay plan, when new numbers come in,
20 they will have to have a new area code.

21 But that's a simple business solution, too,
22 because those things probably will be secondary
23 communication issues; your computers, your beepers,
24 your cellular phones. The numbers that we have to
25 reenforce all the time, republish, tell people, but

1 our principle numbers will stay the same because
2 everybody's card, my card has already my fax number,
3 my what-it's-face number, my computer number. If I
4 add anything new then that's new. So that isn't going
5 to be an expense to me that it wouldn't be something I
6 would already engage in.

7 So we think it makes sense; common sense.
8 It's practical. It's honest. Let's do the overlay
9 system. Thank you.

10 CHAIRMAN JOHNSON: Thank you.

11 - - - - -

12 JOHN DIXON

13 was called as a witness on behalf of the Citizens of
14 the State of Florida and, having been duly sworn,
15 testified as follows:

16 DIRECT STATEMENT

17 WITNESS DIXON: Good morning. My name is
18 John Dixon. I'm with the Beacon Council. We are in
19 support of the overlay program, or overlay switch.

20 There are over 65,000 businesses here in
21 Dade County. We receive calls from all of them, or
22 most, at least, speaking of how their business is
23 impacted. If the switch occurs, the split occurs
24 rather than the overlay, the cost to change
25 advertisements, letterheads, business cards and so on

1 will definitely impact businesses. It's largely small
2 businesses. . Company suppliers, buyers, will be
3 confused as to how to contact businesses if the split
4 occurs. The split will add to the layer of present
5 cost concerns that businesses already have and again
6 we're in definite support of the overlay. Thank you.

7 **CHAIRMAN JOHNSON:** Thank you.

8 **MR. BECK:** Rolando Garcia.

9

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10 **ROLANDO GARCIA**

11 was called as a witness on behalf of the Citizens of
12 the State of Florida and, having been duly sworn,
13 testified as follows:

14 **DIRECT STATEMENT**

15 **WITNESS GARCIA:** Good morning. My name is
16 Rolando Garcia. I'm marketing and public regulations
17 director for the Hialeah Chamber of Commerce.

18 We represent over 1,200 businesses
19 throughout the South Florida area, which the vast
20 majority of them are small businesses. The expenses
21 that these businesses would incur having to change
22 their stationery and their brochures, all their
23 promotional material they have already printed and
24 have ready and sent out to many other countries would
25 be enormous. So I'd like to say that the chamber --

1 Hialeah Chamber of Commerce is in support of the
2 overlay program. Thank you.

3 **CHAIRMAN JOHNSON:** Thank you.

4 **MR. BECK:** Catherine Gallagher.

5

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CATHERINE GALLAGHER

7 was called as a witness on behalf of the Citizens of
8 the State of Florida and, having been duly sworn,
9 testified as follows:

10

DIRECT STATEMENT

11

WITNESS GALLAGHER: Good morning. I'm
12 Catherine Gallagher. I'm the telecommunications
13 manager at Jackson Memorial Hospital.

14

On first hearing of the overlay concept we
15 have great concerns about this because we serve all of
16 of Dade County and we serve many indigent peoples, and
17 peoples who we felt didn't feel initially may have
18 problems in dealing with different numbers or having
19 to call the hospital for services, and the possibility
20 of having to call one number for this service and a
21 different 10-digit number for another service.

22

However, upon assurances that we will
23 continue to be able to utilize the NXX which we have,
24 and minimal impact on us as far as our telephone
25 numbering is concerned, and also our numbers do change

1 a lot and we do move departments around and so on and
2 so forth, but we feel --

3 COMMISSIONER GARCIA: Let me ask you a
4 question. Doesn't Jackson hae it's own NXX?

5 WITNESS GALLAGHER: We do.

6 COMMISSIONER GARCIA: Because the University
7 of Miami has one or two.

8 WITNESS GALLAGHER: Yes we do.

9 COMMISSIONER GARCIA: You wouldn't be
10 affected. You still would be able to control those
11 numbers.

12 WITNESS GALLAGHER: That was our concern.
13 But we've received assurances we would still have our
14 NXX and that the dialing to that would not change.

15 COMMISSIONER GARCIA: My wife works at
16 Jackson so I'm sure the company will keep that concern
17 in mind. (Laughter)

18 WITNESS GALLAGHER: Please do, Mr. Garcia.

19 And, again, it's not just a business
20 concern, it's also, you know, the people that we
21 serve. And I think that people who do provide
22 services might have some considerations that are
23 different than people who have businesses. And even
24 people who have businesses, I think there could be
25 concerns regarding, "Well, I have this number and it's

1 been my business number for the last five years, but
2 then if I'm going to need a fax number, that fax is
3 going to, after a certain date, have a different area
4 code." And so -- but as I'm hearing you the
5 businesses have thought about this and are willing to
6 deal with that.

7 I just want to make sure that we continue to
8 have the same numbers for dialing the hospital
9 because -- and this is at a time when people are many
10 times brought up and trying to deal with, you know,
11 technology and dialing additional numbers. As long as
12 the hospital has the same numbers and same area code
13 we can support the overlay. Thank you.

14 **CHAIRMAN JOHNSON:** Thank you.

15 **MR. BECK:** Mario Arus.

16 - - - - -

17 **MARIO ARUS**

18 was called as a witness on behalf of the Citizens of
19 the State of Florida and, having been duly sworn,
20 testified as follows:

21 **DIRECT STATEMENT**

22 **WITNESS ARUS:** Good morning. My name is
23 Mario Arus, I'm director of the Hialeah Dade
24 Development Agency. We are a nonprofit economic
25 development agency that serves the city of Hialeah and

1 the northern Dade County areas. And basically we are
2 in favor of the overlay plan for basically three
3 reasons. Number one is that costs being incurred by
4 businesses in having to redo all of the advertising
5 business cards, checks, et cetera. Number two is the
6 potential loss of revenues that this might cause. And
7 number three is the economic impact abroad. Everybody
8 in South and Central America knows they can use this
9 305 area code.

10 **CHAIRMAN JOHNSON:** Thank you.

11 **MR. BECK:** Kenneth Newman.

12 - - - - -

13 **KENNETH NEWMAN**

14 was called as a witness on behalf of the Citizens of
15 the State of Florida and, having been duly sworn,
16 testified as follows:

17 **DIRECT STATEMENT**

18 **MR. NEWMAN:** My name is Kenneth Newman.
19 While I have a better understanding of why so many
20 economic development organizations want to keep the
21 same area code, I do have fears also from the
22 standpoint of possible interruption -- interruption
23 may not be the right word -- but possible problems
24 concerning, say, a medical emergency when a next door
25 neighbor to someone has a different area code, and

1 like suppose somebody from out of state or out of the
2 country is trying to call someone, and they call the
3 next door neighbor but that next door neighbor is new
4 and has a new area code, then there might be problems
5 calling a neighbor or something because of the
6 overlay.

7 **COMMISSIONER GARCIA:** You know that a new
8 next door neighbor would probably not keep the same
9 number. If they knew the first seven digits --

10 **MR. NEWMAN:** That's a possibility, but I
11 still see some possible confusion of every other house
12 down the block having a new area code. And I still
13 think if possible, at least in certain parts of the
14 county, let's say, that they do try and do some sort
15 of geographic split, like, say, west of the turnpike
16 or something like that. I mean I think if there is a
17 natural boundary or a man-made boundary, than perhaps
18 those areas for the future should be begin a
19 geographic split. And I think that, you know, like I
20 said before, Miami Beach or Key Biscayne, or any other
21 potential natural boundary, a canal, be possibly used
22 for that purpose. Thank you.

23 **CHAIRMAN JOHNSON:** Thank you.

24 **MR. BECK:** Ray Perez.

25 **RAY PEREZ**

1 was called as a witness on behalf of the Citizens of
2 the State of Florida and, having been duly sworn,
3 testified as follows:

4 **DIRECT STATEMENT**

5 **WITNESS PEREZ:** Good morning. My name is
6 Ray Perez. I'm with Florida Power and Light.

7 We are in favor of the overlay. All the
8 issues of costs have been brought up. One of the main
9 issues we see in telecommunications is that in the
10 year 2000 is coming up, there's a lot of applications
11 that the overlay, it's going to make it simple to
12 proceed with, and we are one of the companies that
13 have a a lot of money invested in our applications.
14 Those number changes could cause more problems than
15 just business cards, letterheads. So indeed we are in
16 favor of the overlay.

17 **CHAIRMAN JOHNSON:** Thank you.

18 **MR. BECK:** Bill Talbert.
19
20
21
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25

BILL TALBERT

1
2 was called as a witness on behalf of the Citizens of
3 the State of Florida and, having been duly sworn,
4 testified as follows:

DIRECT STATEMENT

5
6 **WITNESS TALBERT:** Good morning. My name is
7 Bill Talbert. I'm the chief operating officer for the
8 Greater Miami Convention and Visitors Bureau. We are
9 a private nonprofit destination sales and marketing
10 company for all of Dade County. We represent 1100
11 private businesses throughout Dade County. We also
12 represent the 9.6 million overnight visitors who visit
13 this community every year.

14 We're in favor of the overlay plan, number
15 one, for the reasons that have been articulated in
16 terms of cost and ease. I think the gentlemen from
17 Hialeah, I think, summed up the position of the
18 Bureau.

19 The 305 area code is known throughout the
20 world as the Miami area code. 60% of our visitors
21 come from overseas; the balance are domestic.
22 Everybody knows when you're coming to Miami that's a
23 305 area code. If you cut it up, there's going to be
24 confusion in the marketplace. That's not Miami
25 anymore. That's where we are coming from,

1 representing the business community. We favor the
2 overlay plan for the cost, but also in terms of the
3 tourism impact. Thank you very much.

4 **MR. BECK:** Manuel Fernandez.

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6

MANUEL FERNANDEZ

7 was called as a witness on behalf of the Citizens of
8 the State of Florida and, having been duly sworn,
9 testified as follows:

10

DIRECT STATEMENT

11

WITNESS FERNANDEZ: Good morning. My name
12 is Manuel Fernandez. I come in three capacities. I'm
13 the director of the Hialeah Miami Springs Northwest
14 Dade Chamber, which Arline Broleman spoke, our CEO. I
15 come as a father of three children, and also the
16 president of Southern Management Services which is a
17 health care related management company, basically
18 focusing out of the Hialeah area but with five
19 locations throughout Dade County.

20

As a chamber director I support the overlay
21 plan and I support all comments that Rolando made. As
22 a father I apologize to the Commission because I
23 probably contributed 30 years ago in some way, shape
24 or form to the impact of the three numbers being
25 added, and I apologize for having three children in

1 the span of four years, which are probably going to
2 further contribute to this and have a 15-digit plan
3 system somewhere down the road.

4 As a business owner, it was very difficult
5 for me to get my start, being fresh out of the
6 military and having a formal education, nobody trusted
7 me because I was young. I established my own
8 business. I have a \$6 million company over the last
9 13 months, and I have 67 affiliated phone lines coming
10 into my business.

11 I thrive on technology. And all of my
12 revenues or predicated on that technology. To
13 change -- in the health care industry to change with
14 the major pairs out there, the Medicare, Medicaide,
15 Blue Cross Blue Shield require a lot of paperwork just
16 to be able to attach your telephone number to their
17 system to be able to transmit information back and
18 forth to you.

19 As small business owner, medium-sized
20 business owner, as a father, and as a director of the
21 chamber of commerce, I truly feel that the overly plan
22 will benefit the community. I don't think that
23 there's much of an option. I think seeing the growth
24 in South Florida we have to go in one way, one
25 direction or the other, and I think that there is a

1 significant cost savings by using the overlay plan so
2 therefoere I support it. Thank you.

3 **COMMISSIONER GARCIA:** We want to that you
4 for taking personal responsibility. We'll blame you
5 whenever possible. (Laughter)

6 **MR. BECK:** Norris Southwood Smith.

7 - - - - -

8 **NORRIS SOUTHWOOD SMITH**

9 was called as a witness on behalf of the Citizens of
10 the State of Florida and, having been duly sworn,
11 testified as follows:

12 **DIRECT STATEMENT**

13 **WITNESS SOUTHWOOD SMITH:** Good morning. My
14 name is Norris Southwood Smith and I'm just an
15 ordinary citizen who has watched the growth of
16 telecommunications from the simple days of Telstar to
17 the simple days when fax was just a minor thing, to
18 the development of the computer; the
19 telecommunications age. Telstar was the first
20 satellite that was being used for communications, and
21 now we have so many satellites up and the technology
22 is exploding.

23 I would like to read you something I got
24 when I woke up this morning at 5:30 or 4:00. I wrote
25 this strange -- straight. I don't have a computer so

1 I didn't have the time to edit it because I tried to
2 make it as straight as possible.

3 I listened to the concerns of people and I
4 think this letter also addresses some of those
5 concerns, and it's just a private citizen who is very
6 much aware that technology, as we see today, is not
7 just increasing, it's doubling and doubling and
8 doubling. And so that's -- this is some of the
9 thoughts behind what I have written here, and I'll
10 give you this letter afterwards.

11 To the members of the Florida Public Service
12 Commission. Greetings.

13 I come before you this day, as I did when
14 testimony was given to you when hearings were being
15 held when talk of the 954 area code and the split of
16 Broward from Dade and 305 was being considered.

17 On September 6th, this year, as I read the
18 articles about the various splits and overlay plans
19 for area codes I wondered again about the decision to
20 choose a more confusing and frustrating option rather
21 than that which would be simpler for subscribers
22 throughout this region as well as throughout the
23 nation.

24 It was not surprising to read about the
25 frustration caused by the imposition of additional

1 area codes in cities such as Los Angeles and Chicago.
2 And this area is headed for the very same headaches.

3 In applying the 954 area code to Broward and
4 leaving the 305 area code to Dade and Monroe Counties,
5 the split took place along County Line Road and
6 defined Broward as a foreign entity separate from
7 Dade.

8 The only thing that never changes is change
9 itself. Everything is subject to change. We change
10 from conception through birth, the childhood years,
11 teenage years, adulthood and finally death. We move
12 constantly from one stage to another. Sometimes
13 change is slow and steadfast; sometimes it is
14 unexpected. Change can be rapid, anticipatory,
15 joyful, sad, constructive, destructive or slow,
16 traumatic, unexpected, encouraging or deadly. We
17 would be foolish if we did not expect change to take
18 place. Change can be useful and productive and, we
19 hope, the future of change and the change of future
20 will, with wisdom, be applied in and to that change
21 which we have, inevitably, to face.

22 In reading about the proposed changes to
23 date and the 305 area, it is my conviction that, once
24 again, the most confusing and frustrating of choices
25 is being considered.

1 There is talk that, by the year 2000 the
2 Broward area code 954 will need to be split. That
3 whatever decision is made with the current 305 area
4 code, it too will need to be split again as early as
5 2005.

6 There is the possibility of exhausting all
7 areacodes by the year, 2025, according to the
8 projections.

9 To my way of seeing things, should all the
10 demands for phone numbers continue with increased
11 rapidity, before the year 2010 arrives the availability
12 of area codes will have begun been exhausted.

13 At the present time there are nine area
14 codes existing throughout Florida. With 8 million
15 potential numbers available per area code, that's with
16 seven digits following, that gives a total of
17 72 million potential numbers, with the addition of one
18 more area code being applied to Dade County, that
19 would increase to only 80 million potential numbers.

20 I would like to suggest once more that
21 instead of adding an additional area code, that the
22 least confusing choice would be to go with eight
23 digits dialing; eight digits after the area code. In
24 other words, not only develop the Dade Monroe 305 area
25 code to 8-digit dialing, but create 8-digit dialing

1 throughout the length and the breadth of Florida.
2 Without establishing one additional area code, the
3 current nine area codes would immediately have stepped
4 forward with a potential for 576 million potential
5 numbers.

6 Chicago now has five area codes. Had they
7 gone to 8-digit dialing they would have already had
8 the availability of 64 million potential numbers long
9 before any additional area code would have been
10 needed. It seems that somewhere recently I read that
11 in Los Angeles they have had nine area codes imposed
12 upon them. According to the same mathematical
13 formula, that has created a potential of 72 million
14 numbers. And should this be true, had they chosen
15 instead to proceed with 8-digit dialing, they would
16 have, with one area code, 64 million potential numbers
17 available and would only now need to be considering
18 the possibility of a need for a second area code which
19 would have created 128 million potential numbers.

20 Consider the difference of eight-digit
21 dialing as against the current system of nine area
22 codes, each with 8 million potential numbers as
23 outlined above.

24 Florida does not really need additional
25 area codes. What is needed is 8-digit dialing. It's

1 a simpler transition without the traumatic frustration
2 that one experiences with an area code switch, and the
3 imposition of forced 10- and 11-digit dialing because
4 one is compelled to dial their own area code, plus a 1
5 with their local seven digits.

6 Many years ago while working as cable
7 operator with Western Union International I saw a new
8 system of formatting messages and made inquiries.
9 That was a new computerized system. I got very
10 excited over it and began to put the messages I typed
11 into that format. The reason being that I saw the
12 future dawning and chose to prepare for it.

13 The response I got from those who had not
14 grasped the vision that came to me was why bother to
15 do it now? Wait until you have to do it. And my
16 response to that was, this is the way of the future.
17 I want to prepare for the day when it becomes
18 necessary.

19 I was called all kinds of names because I
20 saw the future and sought to prepare for it. However,
21 when the time came, and everybody was forced to
22 prepare their messages in that format, the question
23 that everybody came rushing to me with, "Am I doing
24 this right?"

25 By choosing not to decide on 8-digit

1 dialing reminds me of those days back in the '60s and
2 the words spoken then. Because it was not necessary
3 to rethink one's philosophy is why bother with 8-digit
4 dialing now; why not wait until you have to do it?

5 The future is unfolding at express speed
6 upon us. With the current technologies available and
7 those yet unknown technologies yet to be developed,
8 should a rethinking of the philosophies not take
9 place, then the future will not just come upon us with
10 express speed, it is going to arrive with a crushing
11 speed. Without a vision the people perish.

12 Please do not lack in wisdom to catch the
13 vision and rethink the need for 8-digits dialing
14 instead of rushing ahead with the additional new area
15 codes. I thank you for your time.

16 **CHAIRMAN JOHNSON:** Thank you Mr. Smith.

17 **WITNESS SOUTHWOOD SMITH:** Southwood Smith

18 **CHAIRMAN JOHNSON:** Southwood Smith. Thank
19 you.

20 **MR. BECK:** Chairman Johnson, that's the last
21 citizen who signed up to testify.

22 **CHAIRMAN JOHNSON:** Okay. Are there any
23 other citizens here that would like to testify that
24 did not sign up to testify? (No response.)

25 Mr. Southwood Smith posed a question of

1 8-digit dialing. Could the company perhaps respond to
2 that question.

3 **MR. WHIPPLE:** The biggest problem about a
4 change to an 8-digit dialing is the North American
5 Dialing Plan is built to seven digits dialing and
6 three-number NPAs. We built an infrastructure that
7 would take a significant change over the entire North
8 American numbering plan area; not only in the standard
9 but in all of the software, in the switch machines
10 that do all of this type of switching.

11 I do know that the numbering plan
12 administrators are working on the problem of running
13 out of NPAs. They have standards committees,
14 technical committees working on this. I don't know
15 where they stand right now. So I don't know. I can't
16 really comment on his 8-digit dialing except again
17 it's not a solution that would be available in the
18 time frame that we require it.

19 **CHAIRMAN JOHNSON:** When you say the North
20 American Numbering Council is dealing with the issue
21 of the NPAs, you mean the fact we may start running
22 out of area codes.

23 **MR. WHIPPLE:** Run out of area codes. And
24 I'm sure there's a number of different types of
25 systems. But again we're talking about a way to

1 change the entire numbering plan of North America.

2 **CHAIRMAN JOHNSON:** So if there was an issue
3 or policy of 8-digit dialing that would probably occur
4 on the federal level?

5 **MR. WHIPPLE:** Correct.

6 **CHAIRMAN JOHNSON:** Be implemented throughout
7 the United States.

8 **MR. WHIPPLE:** Correct.

9 **CHAIRMAN JOHNSON:** You said they are
10 considering those kind of options for the future?

11 **MR. WHIPPLE:** They are looking to, trying to
12 figure out what they are going to do when they run out
13 the NPAs. There's different types of adjusting
14 systems you can use, computer systems could use. Like
15 in the Worldwide Web you have different types of
16 signalling system. This is a signalling system that's
17 grown up over the years; in the '40s when you had a
18 four-digit telephone number to onward and upward. I'm
19 just not familiar with where they stand.

20 **CHAIRMAN JOHNSON:** Okay. Are there any
21 other witnesses that would like to testify that have
22 not had the opportunity?

23 **COMMISSIONER GARCIA:** Before this gentlemen
24 goes up, I wanted to ask our counsel something, maybe
25 technical staff could answer it. In our

1 determination, our ruling, the decision that we make
2 here, is it possible for us to suggest to the
3 companies as these numbers are distributed, that all
4 of the 305 numbers that come back into the system can
5 sort of be reserved for a first queue in terms of
6 business. The reason I say that is because you don't
7 advertise what -- the number is going to be for your
8 home is not necessarily an advertised number.
9 Including if you're getting a new number there's no
10 problem getting a non-305. But to my thinking,
11 because 305 is so identified with this area of the
12 state, and obviously there's going to be some churn,
13 that perhaps we could make a suggestion, however
14 nonbinding it might be, for the companies to consider
15 that whenever a 305 number comes back into the system,
16 they can sort of queue it up for business. Not just
17 BellSouth business but the whole --

18 MR. GREER: I think you could make that
19 suggestion. I think BellSouth has even said in their
20 testimony that they filed in this proceeding, said
21 they will work to make sure the lines have the 305
22 number. But there's also been testimony filed that
23 have asked -- by the competitors that have asked for
24 access to those churn numbers, if you will, so they
25 could give those to their customers.

1 **COMMISSIONER GARCIA:** Absolutely. I tried
2 to make take point, that definitely this is not that
3 this be reserved for 305, but AT&T and all of the
4 other companies that are going to be offering local
5 service, they should have a crack at least at these
6 305 numbers.

7 **MR. GREER:** I think you could make a
8 suggestion to them to do that.

9 **MR. NEWMAN:** Kenneth Newman again. I'm just
10 kind -- I'd just like to question and find out, as
11 Dade County becomes a county with more municipalities,
12 as people have said for the future, that more and more
13 areas are going to be enclosing themselves, quote, and
14 becoming individual cities incorporated rather than
15 unincorporated Dade, I think that more potential area
16 code places from a municipality jurisdictional
17 standpoint could be possibly created. And that
18 BellSouth and the other phone companies should, long
19 term, whether it's 20, 30 years from now or whatever,
20 should start looking at that being a future
21 possibility if there's not a geographic river,
22 railroad track, highway possibility of splitting, then
23 splitting among a municipal jurisdictional boundary
24 would be at least something to consider for maybe not
25 the very near future but in the coming years let's

1 say. Thank you.

2 **CHAIRMAN JOHNSON:** Thank you, Mr. Newman.
3 Are there any other comments or questions?

4 **COMMISSIONER GARCIA:** I'd like to comment.
5 As I was commenting to Chairman Johnson, this is the
6 best dressed crowd we've ever had. And I want to
7 thank you for participating. Being someone wh
8 obviously is going to be a little bit more affected
9 than others, I like the fact that so many customers
10 came down here to give their opinion. It's really
11 appreciated.

12 **CHAIRMAN JOHNSON:** Thank you. And we will
13 take the letter from Mr. Southwood Smith and the
14 resolution from Coral Gables and put those in the
15 record, in the correspondence side of your record, so
16 we have that information.

17 And again we'd like to thank you all. If
18 you'd like to participate again, we'll be at the same
19 place, different time, 6:30 tonight, to take
20 additional public testimony and hear the presentations
21 again. Thank you very much for coming out. This
22 hearing is adjourned.

23 (Thereupon, the hearing adjourned at
24 11:35 a.m. and reconvened at 7:45 p.m.)

25

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1 **CHAIRMAN JOHNSON:** We're going to go back on
2 the record and convene the evening hearing this
3 evening. Read the notice.

4 **MR. BOWMAN:** By notice issued September 12,
5 1997, Docket 971568, there's a service hearing for
6 this time and place. The purpose is the request for
7 review of proposed numbering plan relief for 305 --
8 I'm sorry, the purposes set forth in the notice.

9 **CHAIRMAN JOHNSON:** Okay. We'll take
10 appearances.

11 **MR. BEATTY:** I'm Robert Beatty appearing on
12 behalf of BellSouth. Also with me is Larry Whipple
13 and Terence Ball also on behalf of BellSouth.

14 **MR. BECK:** My name is Charlie Beck, Office
15 of the Public Counsel, Claude Pepper Building,
16 Tallahassee, Florida, appearing to sponsor public
17 witnesses.

18 **MR. BOWMAN:** John Bowman and Martha Carter
19 Brown, on behalf of the Commission Staff.

20 **CHAIRMAN JOHNSON:** I'm Julia Johnson,
21 Chairman of the Public Service Commission. To my left
22 is Commissioner Joe Garcia, and to my right is
23 Commissioner Terry Deason.

24 Are there any witnesses here tonight that
25 would like to testify? And if so, if you could stand

1 and raise your right hand.

2 (Witness sworn.)

3 **CHAIRMAN JOHNSON:** If you could for us, if
4 you could state your name and who you represent before
5 you begin your public testimony, and, ma'am, generally
6 we have a presentation that the company made and
7 Staff, and I would make a few opening remarks, but I
8 understand you are very versed on the issues and that
9 you just want to make your public statement before the
10 Commission this evening.

11 **WITNESS CALVAINI:** That's right.

12 - - - - -

13 **GRACE CALVAINI**

14 was called as a witness on behalf of the Citizens of
15 the State of Florida and, having been duly sworn,
16 testified as follows:

17 **DIRECT STATEMENT**

18 **WITNESS CALVAINI:** My name is Grace Calvaini
19 for the record. I represent the Miami Beach Latin
20 Chamber of Commerce as its executive director. And
21 the board of the Miami Beach Latin Chamber of Commerce
22 wholeheartedly supports and endorses the overlay plan
23 as good business sense, especially that would be a
24 convenience for small businesses. So we fully endorse
25 the overlay plan and that's what we would like to have

1 for the record here tonight. Thank you.

2 CHAIRMAN JOHNSON: Okay. Thank you very
3 much for coming out this evening and we appreciate
4 your testimony.

5 Are there any other witnesses?

6 MR. BECK: No, Chairman Johnson.

7 CHAIRMAN JOHNSON: And counsel, the time
8 is -- confirm this for me -- is 6:50.

9 MR. BOWMAN: That is confirmed.

10 CHAIRMAN JOHNSON: Okay. And there are no
11 other witnesses here to testify this evening. Is
12 there one more? Welcome, sir.

13 WITNESS TAYLOR: Good evening.

14 CHAIRMAN JOHNSON: I'm going to -- if you
15 can, because we make your testimony a part of the
16 record, and it's your testimony can be relied upon
17 when we make our final decision, I'm going to need to
18 swear you in.

19 WITNESS TAYLOR: Okay.

20 CHAIRMAN JOHNSON: Is that okay?

21 WITNESS TAYLOR: Yes.

22 CHAIRMAN JOHNSON: If you could raise your
23 right hand.

24 (Witness sworn.)

25 CHAIRMAN JOHNSON: Thank you. And if you'd

1 like to give us any comments or ask any questions of
2 us, that's what we're here for. We have the company
3 representatives also here and the Public Counsel to
4 assist you. Our Staff members are seated here to my
5 left. If you could begin by stating your name and
6 address.

7 - - - - -

8 **OLLIE LEE TAYLOR**

9 was called as a witness on behalf of the Citizens of
10 the State of Florida and, having been duly sworn,
11 testified as follows:

12 **DIRECT STATEMENT**

13 **WITNESS TAYLOR:** My name is Ollie Lee
14 Taylor, 1400 Northwest 10 Avenue, Apartment 1714 in
15 Miami, Florida 33136-1035.

16 The reason I came -- and I'm sorry I'm late
17 because I have to go all the way around to get into
18 because I didn't know how to get in the place -- is I
19 would like when you change the area codes to go ahead
20 and divide Dade County rather than to the overlay
21 system. On the divided slot, at least a lot of people
22 will have the opportunity to keep seven digits rather
23 than going to 10. And I understand if you do it this
24 way you'll have to do another division in a number of
25 years probably further north. Exactly how you do a

1 division is problematic. I understand you cannot do
2 it just for the city of Miami with the number of
3 phones being in place.

4 The proposal I heard, I called the Public
5 Service in Tallahassee, was to go down this highway
6 right here off the expressway, Highway 836, it's not
7 even feasible to take away Monroe County because
8 Monroe County is so much smaller that wouldn't do you
9 much good either. You've got to change again.

10 It is my feelings you would be better off
11 going ahead and splitting it and probably the southern
12 part of the county, let them keep the 305 and let the
13 new area code go for the new one.

14 I've got a couple of questions I would like
15 to ask.

16 **CHAIRMAN JOHNSON:** Okay, is it Mr. Oliver.

17 **WITNESS TAYLOR:** Ollie, O-L-L-I-E.

18 **CHAIRMAN JOHNSON:** Yes, sir.

19 **WITNESS TAYLOR:** I would like to ask how do
20 you come up with area codes? Does somebody conjure a
21 vision? How do they decide who gets what? Why is
22 Tallahassee, the western part, going to be 850? How
23 did you come to pick 954 for Broward County? How does
24 that happen?

25 **CHAIRMAN JOHNSON:** Yes, sir. There are

1 members from the company who are seated there to my
2 right that will entertain that question. And if you
3 could state your name for the gentlemen and who you
4 represent.

5 MR. WHIPPLE: My name is Larry Whipple. I'm
6 with BellSouth. I'm in a planning position here with
7 BellSouth.

8 And we track the number of telephone numbers
9 that are working in the county, and when we're running
10 out of what we call the NXX, the first three digits in
11 your telephone number, there's only like a limited
12 number. And when we run out, we plan on how to
13 resolve that issue; by either splitting the area code
14 that's been done in the past, as an example with the
15 305 and 954 you're familiar with just a few years ago,
16 or another option is to have an overlay, and just add
17 a new area code to the existing 305.

18 We go through a process of planning. We
19 discuss that in what we call an industry meeting of
20 all the other code-holders in the area, such as the
21 cellular companies, paging companies, other
22 competitive local exchange carriers, that type of
23 thing. And we will make a recommendation from the
24 industry to what the proposal should be and how to
25 provide that relief.

1 In the industry meeting held in the end of
2 June, the industry recommended an overlay plan and
3 then we recommend that to the Public Service
4 Commission. This is a hearing to -- the Public
5 Service Commission is holding to get public input.

6 **WITNESS TAYLOR:** Why did you chose that? I
7 know that Chicago and Maryland has got an overlay; why
8 you went that way way instead of splitting?

9 **COMMISSIONER GARCIA:** In that case I don't
10 think -- in the case of -- are you talking about why
11 we went that way in this plan?

12 **WITNESS TAYLOR:** Yeah.

13 **COMMISSIONER GARCIA:** The last time the
14 company was here -- last time the companies wanted a
15 new area code, which is what you mentioned was the
16 954-305 split, and in that particular time the company
17 did have the position that they wanted an overlay, and
18 it was a very close vote of this Commission, a 3-2
19 vote, and I think that it was a good vote at that
20 point. And what we did was go the geographics. But
21 the company has kept its position the same. In other
22 words, they wanted an overlay then because they felt
23 it was less cumbersome to their customers and the
24 people in the area.

25 **WITNESS TAYLOR:** Okay. But one thing you

1 did not answer, how do you specifically pick what
2 numbers? Sleep at night dreaming them up? How do you
3 come up with the --

4 **MR. WHIPPLE:** No. We don't really pick the
5 numbers. The area code numbers are kept by a national
6 organization. I'm trying to remember the name of the
7 national organization. I can't think of it right
8 offhand. North American Numbering Council. And they
9 keep track of NPAs and dole out the actual number. In
10 fact, I'm not actually sure what the actual number
11 would be for the new one.

12 **WITNESS TAYLOR:** You don't know how they
13 come up with what they come up with?

14 **MR. WHIPPLE:** No. They just work their way
15 through the list.

16 This numbering plan is a standard that has
17 been started back I think in the late 1940s, coming in
18 with direct distance dialing. It's a standard that's
19 handled all over North America.

20 **WITNESS TAYLOR:** If you go to the Carribean
21 and Canada I noticed. Okay. That's all my questions.

22 **CHAIRMAN JOHNSON:** Okay. Thank you very
23 much. We appreciate you coming out and testifying
24 tonight.

25 Are there any other witnesses or any other

