

FLORIDA PUBLIC SERVICE COMMISSION

Re In: Proposed tariff filing by) DOCKET NO. 891374-TL
SOUTHERN BELL TELEPHONE AND) ORDER NO. PSC-92-0160-FOF-TL
TELEGRAPH COMPANY for a trial of) ISSUED: 04/06/92
the MarketReach Plan in the Lake)
Mary wire center of the Sanford)
exchange.)
_____)

The following Commissioners participated in the disposition of this matter:

THOMAS M. BEARD, Chairman
LUIS J. LAUREDO
J. TERRY DEASON
SUSAN F. CLARK
BETTY EASLEY

ORDER APPROVING PROPOSED EXTENSION OF TARIFF

BY THE COMMISSION:

On April 11, 1990 we issued Order No. 22799 memorializing our decision in this docket to approve a two year trial of the MarketReachsm Plan. This trial was to last from March 17, 1990 through March 17, 1992. The Trial was to be conducted in the Lake Mary wire center, the central office for the Sanford Exchange.

MarketReachsm is a LATA-wide calling plan which expands the local calling area of the Lake Mary subscribers to include Orlando for seven (7) digit outgoing calls, and discounts all intraLATA toll charges along with mandating local measured service for business customers including Shared Tenant Service. MarketReachsm is mandatory for business customers and is optional to Lake Mary residential customers. MarketReachsm is not available to subscribers of Semi-public Telephone Service, Public Telephone Access Service for Customer Provided Equipment, or Public Telephone Service.

MarketReachsm customers have all their outgoing local calls billed on a usage sensitive basis, with a cap for subscribing residential customers and a volume usage discount for business customers. The usage sensitive rates vary depending whether the customer is in Band O (within the Lake Mary central office), Band A (calls to other telephone numbers currently included in the Lake Mary local calling area), or Band B (calls to telephone numbers in the Orlando exchange).

Two options are available for customers who call outside the local calling area, but within the Orlando LATA. Option A provides customers with an Orlando telephone number and an associated

DOCUMENT NUMBER-DATE

03296 APR -6 1992

FPSC-RECORDS/REPORTING

ORDER NO. PSC-92-0160-FOF-TL
DOCKET NO. 891374-TL
PAGE 2

directory listing, if desired. This can be non-published at no additional charge. Calls to that Orlando number will be forwarded to the Lake Mary customer with the associated Orlando to Lake Mary portion of the call billed to the Lake Mary customer at the same local usage rates that apply to calls from Lake Mary to Orlando. There is also a fixed monthly charge associated with this option. This allows the Lake Mary customers to receive calls from the Orlando local calling area at no cost to the calling party.

Option B allows customers to pay for all non-coin, DDD intraLATA calls received from Southern Bell exchanges at a 50 percent discount on the MTS rates in effect at the time of implementation of the MarketReachsm Plan. There is a fixed monthly charge associated with this option. Attachment A summarizes the MarketReachsm Plan rates.

According to Southern Bell, the response to the plan from the Lake Mary customers has been predominately favorable. As of the end of 1991, 20.5% of Lake Mary residence customers have selected the plan. Also, based on Southern Bell's January 1991 MarketReachsm Plan Survey, 58% of business customers indicated that the plan should be continued after the two year trial and 27% of business customers indicated that the plan had made some improvement in the economy of Lake Mary.

Elimination of the current plan would cause an increase to current customers which would average \$10.94 and \$8.56 for residential and business customers, respectively, based upon the one year marketing report.

To alter the current plan at this point would not be in the best interest of the customer based upon the high acceptance percentages as outlined in the one year report. We also believe that the pending EAS hearings scheduled for May 12, 1992 will provide the best opportunity to evaluate whether MarketReachsm should modified, extended, or removed.

Based on the foregoing it is

ORDERED by the Florida Public Service Commission that the tariff trial described in the body of this Order shall remain effective until March 17, 1993. It is further

ORDERED that this docket shall remain open. It is further

ORDERED that any protest of this Order shall be filed pursuant to the requirements set forth below.

ORDER NO. PSC-92-0160-FOF-TL
DOCKET NO. 891374-TL
PAGE 3

By ORDER of the Florida Public Service Commission, this 6th
day of APRIL, 1992.



STEVE TRIBBLE, Director
Division of Records and Reporting

(S E A L)

JRW

NOTICE OF FURTHER PROCEEDINGS OR JUDICIAL REVIEW

The Florida Public Service Commission is required by Section 120.59(4), Florida Statutes, to notify parties of any administrative hearing or judicial review of Commission orders that is available under Sections 120.57 or 120.68, Florida Statutes, as well as the procedures and time limits that apply. This notice should not be construed to mean all requests for an administrative hearing or judicial review will be granted or result in the relief sought.

The Commission's decision on this tariff is interim in nature and will become final, unless a person whose substantial interests are affected by the action proposed files a petition for a formal proceeding, as provided by Rule 25-22.036(4), Florida Administrative Code, in the form provided by Rule 25-22.036(7)(a)(d) and (e), Florida Administrative Code. This petition must be received by the Director, Division of Records and Reporting at his office at 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on APRIL 27, 1992

In the absence of such a petition, this Order shall become final on the day subsequent to the above date.

Any objection or protest filed in this docket before the issuance date of this Order is considered abandoned unless it

ORDER NO. PSC-92-0160-FOF-TL
DOCKET NO. 891374-TL
PAGE 4

satisfies the foregoing conditions and is renewed within the specified protest period.

If this Order becomes final on the date described above, any party adversely affected may request judicial review by the Florida Supreme Court in the case of an electric, gas or telephone utility or by the First District Court of Appeal in the case of a water or sewer utility by filing a notice of appeal with the Director, Division of Records and Reporting and filing a copy of the notice of appeal and the filing fee with the appropriate court. This filing must be completed within thirty (30) days of the date this Order becomes final, pursuant to Rule 9.110, Florida Rules of Appellate Procedure. The notice of appeal must be in the form specified in Rule 9.900(a), Florida Rules of Appellate Procedure.