

PROJECT NO. 36899

**NUMBERING PLAN AREA CODE §
RELIEF PLANNING FOR 512 AREA §
CODE §**

**PUBLIC UTILITY COMMISSION
OF TEXAS**

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IMPLEMENTATION ORDER

On January 26, 2010, Neustar, Inc., the North American Numbering Plan Administrator (NANPA), filed a petition with the Public Utility Commission of Texas (Commission), asserting that the quantity of available seven-digit local telephone numbers in the 512 area code would be exhausted during the first quarter of 2014. NANPA indicated that it had obtained unanimous consensus among the telecommunications providers (also referred to as telecommunications carriers) in support of its recommendation that a new, all-services overlay area code, which would be 737, should be implemented in the 512 area code territory. In April of 2012, the projected exhaust date was re-forecast to the fourth quarter of 2013. In this Order, the Commission adopts the recommended 13-month implementation schedule leading to an all-services 737 overlay area code with mandatory 10-digit dialing for the 512 area code. A map of the 512 area code territory is attached to this Order as Exhibit A.

I. BACKGROUND

On March 1, 2000, in Project No. 21772, *Numbering Plan Area Code Relief Plan for the 512 Area Code*, NANPA filed an area code relief petition relating to the 512 area code (also referred to as a "Numbering Plan Area" or "NPA").

In April, 2000, the Commission ordered a concentrated overlay for the 512 area code, such that there would be a new area code only for the area outside of the Austin-Georgetown-San Marcos area. The Commission also ordered certain programs to slow the depletion of numbers in the 512 area code territory, including such requirements as: thousand block number pooling; a cap on the number of Central Office codes (the first three digits of seven-digit phone numbers, also referred to as "NXXs") that a telecommunications provider could obtain; and reclamation of unused numbers.

In April, 2001, the Commission suspended its earlier implementation order because the efforts to slow the number exhaust were effective.

On April 9, 2009, Commission staff opened Project No. 36899 to begin consideration of new forecasts of number exhaust for the 512 area code.

On September 17, 2009, the Commission issued an Order Re-initiating Relief Plan, directing NANPA to reevaluate models forecasting number exhaust for the 512 area code and to conduct a stakeholder meeting to develop a proposal for the Commission.

On January 26, 2010, NANPA filed a petition with the Commission to initiate a new plan for number relief in the 512 NPA. In that petition it outlined various options for area code relief. The industry consensus was to implement an all-services overlay for the 512 NPA. However, the project was put on hold again because the number conservation efforts were again successful, which delayed the projected exhaust date for the 512 NPA.

In December, 2011, the Number Resource Utilization Forecast (NRUF) prepared at the direction of NANPA forecasted that the exhaust date for numbers in the 512 NPA would be the second quarter of 2014.

In April, 2012, however, a new NRUF accelerated the forecasted exhaust date for numbers in the 512 NPA to the fourth quarter of 2013.

II. THE PETITION

On January 26, 2010, NANPA filed a petition with the Commission seeking relief from forecast number exhaust in the 512 area code. A map of the 512 area code territory is attached to this Order as Exhibit A. NANPA's petition described several options to address the forecasted number exhaust for the 512 area code.

The options laid out by NANPA were as follows:

1. All-services overlay – projected life of 33 years.
2. Concentrated overlay Alternative #1 – projected life of concentrated area of 33 years and projected life of outer area of two years.
3. Concentrated overlay Alternative #2 – projected life of concentrated area of 33 years and projected life of outer area of four years.
4. Concentrated overlay Alternative #2A - projected life of concentrated area of 33 years and projected life of outer area of four years.
5. Concentrated overlay Alternative #3 – projected life of concentrated area of 33 years and projected life of outer area of six years.

NANPA stated that the Texas telecommunications industry recommended the all-services overlay with a 13-month implementation schedule. The all-services overlay is projected to last 33 years, while the other options would cause the outer areas of the territory currently covered by the 512 area code to last from two to six years. NANPA states that the 13-month implementation schedule is necessary to allow graduated steps toward mandatory 10-digit dialing for local calls before number exhaust occurs.

III. PUBLIC AND INDUSTRY INPUT

Staff conducted an industry meeting on April 19, 2012. In that meeting, industry participants discussed customer education and implementation. Specifically, industry participants pointed out that historically the Commission would request a service provider to manage the implementation process (e.g., Southwestern Bell Telephone), but in today's competitive environment, the industry collectively and voluntarily participates in subcommittees (with co-chairs) to self-manage the customer education items and technical issues. Each participating service provider agreed to be responsible for educating its own customers. Staff will participate in the subcommittee conference calls as needed. Four industry participants, AT&T, Verizon, Sprint and T-Mobile, volunteered to co-chair a joint customer education and technical subcommittee to implement the 512/ 737 NPA Overlay.

A public meeting was conducted on May 17, 2012 after notice of the meeting was published in the Texas Register on May 4, 2012 and a press release was issued on May 2, 2012. The press release also described the proposed all-services overlay for the 512 area code and the proposed implementation schedule.

Attendees at the May 17, 2012 meeting included representatives of the telecommunications industry, the Texas Burglar and Fire Alarm Association (TBFAA) and the public. TBFAA expressed concerns about the six-month timeframe for permissive dialing. They expressed a preference of extending the six month permissive dialing period to a one year period to allow reprogramming or replacement of a number of alarm control panels. One member of the public spoke about alternatives to relieve number exhaustion, such as introducing a different overlay for cell phones only. The Commission also received a number of e-mails on the topic from the public. A majority preferred a concentrated overlay, keeping the Austin area 512 the same and changing the surrounding communities to 737.

The Texas telecommunications industry requested that the Commission issue an order approving their recommendations for relief for the 512 NPA, with an all-services overlay. The industry also requested that the order approve the recommended relief implementation schedule to ensure the efficient implementation of relief and to facilitate customer education.

IV. DISCUSSION

Upon consideration of all of the information provided, including the forecasted date of number exhaust for the 512 area code being the fourth quarter of 2013, the Commission orders that the all-services overlay for the 512 area code be implemented according to the following schedule:

EVENT	TIMEFRAME	DATES
Network Preparation & Customer Education Period	6 months	June 28, 2012- November 30, 2012
Permissive 10-Digit Dialing and Customer Education Period (Calls within 512 NPA using 7 or 10 digits) Mandatory dialing begins at the end of Permissive Dialing Period	6 months	December 1, 2012- June 1, 2013 June 1, 2013
First Code Activation after end of Permissive Dialing Period (Effective date for codes from the new NPA)	1 month (after Mandatory Dialing Date)	July 1, 2013
Total Implementation Interval	13 months	July, 2013
Forecasted Exhaust Date	4 th Quarter 2013	October, 2013

The 13-month implementation schedule complies with standard industry guidelines for area code changes established by the Industry Numbering Committee (INC). It was supported by a consensus of participating Texas telecommunications providers. Due to the recently accelerated forecast for number exhaust, the 13-month implementation schedule will complete implementation only three months prior to exhaust. If exhaust were to occur, the Commission expects there would be denial or delay of telecommunications services to the residents and businesses in the 512 area code territory.

Under this schedule, the date to begin mandatory 10-digit dialing for local calls in the 512 area code territory would be June 1, 2013. This schedule would allow six months of network preparation and customer education, as well as six months of permissive dialing, meaning that a

customer dialing seven or ten digits for a local call would temporarily be able to continue to have their calls completed during this time.

The telecommunications providers affected by the proposed all-services overlay in the 512 area code territory have reached consensus among themselves regarding committees for an efficient implementation of this Order. The Commission directs all affected telecommunications providers to coordinate the implementation of the all-services overlay area code subject to oversight by NANPA. Such telecommunications providers and NANPA shall invite the Commission Staff to all such meetings and conference calls.

V. FINDINGS OF FACT AND CONCLUSIONS OF LAW

Findings of Fact

1. On March 1, 2000, in Project 21772, Numbering Plan Area Code Relief Plan for the 512 Area Code, the North American Numbering Plan Administrator (NANPA) filed an area code relief petition relating to the 512 area code (also referred to as a "Numbering Plan Area" or "NPA").
2. In April, 2000, the Commission had originally ordered a concentrated overlay for the 512 area code, proposing only a new area code for the area outside of the Austin-Georgetown-San Marcos area. The Commission also ordered certain programs to slow the depletion of numbers in the 512 area code territory, including such requirements as: thousand block number pooling; a cap on the number of Central Office codes (the first three digits of seven-digit phone numbers, also referred to as "NXXs") that a telecommunications provider could obtain; and reclamation of unused numbers.
3. In April, 2001, the Commission suspended its earlier implementation order because the efforts to slow the number exhaust were successful.
4. On April 9, 2009, Staff opened Project No. 36899 to begin consideration of new forecasts of number exhaust for the 512 area code.
5. On April 30, 2009, the Office of Public Utility Counsel filed a notice of intent to participate in the project.

6. On September 17, 2009, the Commission issued an Order Re-initiating Relief Plan, directing NANPA to reevaluate models forecasting number exhaust for the 512 area code and to conduct a stakeholder meeting to develop a proposal for the Commission.
7. On January 26, 2010, North American Numbering Plan Administrator (NANPA) filed a petition with the Commission seeking an all-services overlay for the 512 area code.
8. A map of the 512 area code territory is attached to this Order as Exhibit A.
9. NANPA stated in its petition that it had obtained a unanimous consensus of the participating telecommunications providers supporting an all-services overlay for the 512 area code.
10. The requested all-services overlay area code number is 737.
11. The all-services overlay area code for the 512 area code has a projected life of 33 years.
12. NANPA presented four alternative concentrated overlay proposals, each of which were deemed inferior to the all-services overlay because each alternative had insufficient projected lives for portions of the territory currently using the 512 area code.
13. On February 8, 2010, Verizon Wireless Texas, LLC ("Verizon Wireless") filed a notice of intent to participate in the project.
14. In December, 2011, the Number Resource Utilization Forecast (NRUF) prepared at the direction of NANPA forecasted that the exhaust date for numbers in the 512 NPA would be the second quarter of 2014.
15. In April, 2012, the NRUF accelerated the forecasted exhaust date for numbers in the 512 NPA to the fourth quarter of 2013.
16. The Commission held a public meeting for the affected telecommunications providers in this matter at the Commission on April 19, 2012.
17. The Commission held a public meeting for both the public and the affected telecommunications providers in this matter at the Commission on May 17, 2012.

18. Notice of the public meeting held on May 17, 2012 was published in the Texas Register on May 4, 2012.
19. On May 2, 2012, the Commission published a press release regarding the May 17, 2012 public meeting. This press release also described the proposed all-services overlay for the 512 area code and the proposed implementation schedule.
20. The Commission considered this matter at its duly noticed public meeting on June 13, 2012.
21. The Commission carefully considered all options and all requests for relief in this matter.
22. The Commission concludes that the all-services overlay and NANPA's requested implementation schedule for the 512 area code territory is in the public interest and that all other options proposed were not in the public interest.
23. The Commission finds that the following implementation schedule is in the public interest:

EVENT	TIMEFRAME	DATES
Network Preparation & Customer Education Period	6 months	June 28, 2012- November 30, 2012
Permissive 10-Digit Dialing and Customer Education Period <i>(Calls within 512 NPA using 7 or 10 digits)</i>	6 months	December 1, 2012- June 1, 2013
Mandatory dialing begins at the end of Permissive Dialing Period		June 1, 2013
First Code Activation after end of Permissive Dialing Period <i>(Effective date for codes from the new NPA)</i>	1 month (after Mandatory Dialing Date)	July 1, 2013
Total Implementation Interval	13 months	July, 2013

24. The telecommunications providers affected by the proposed all-services overlay in the 512 area code territory have reached consensus among themselves regarding committees for an efficient implementation of this Order. The Commission directs all affected telecommunications providers to coordinate the implementation of the all-services

overlay area code subject to oversight by NANPA. Such telecommunications providers shall invite the Commission Staff to all such meetings and conference calls.

Conclusions of Law

1. The Commission has jurisdiction in this matter pursuant to the authority delegated to state commissions by the Federal Communications Commission (FCC) in its rule at 47 C.F.R. § 52.19 and pursuant to the Public Utility Regulatory Act (PURA).
2. The Commission provided reasonable notice of this proceeding.
3. The Commission afforded interested persons a reasonable opportunity for public comment and participation in this project.
4. The all-services overlay and implementation schedule for the 512 area code territory is in the public interest.

V. Ordering Paragraphs

In accordance with these findings of fact and conclusions of law, the Commission orders the following:

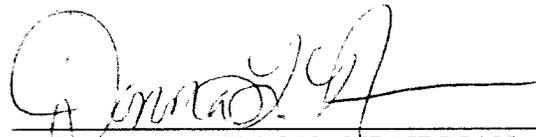
1. The telecommunications providers affected by the proposed all-services overlay in the 512 area code territory shall implement ten-digit dialing throughout the entire 512 area code territory as follows:

EVENT	DATES
Network Preparation & Customer Education	June 28, 2012 – November 30, 2012
Permissive 10-Digit Dialing and Customer Education Period (Calls within 512 NPA using 7 or 10 digits)	December 1, 2012 – June 1, 2013
Mandatory dialing begins at end of Permissive Dialing Period	June 1, 2013
First Code Activation after end of Permissive Dialing Period (Effective date for codes from the new NPA)	July 1, 2013

- 2. NANPA is ordered to convene and facilitate implementation meetings/ conference calls of the industry, as appropriate, to discuss implementation of the relief plan specified in this Order.
- 3. Southwestern Bell Telephone Company d/b/a AT&T Texas shall file on behalf of the telecommunications providers affected by the Texas 512/ 737 area code overlay monthly progress reports with the Commission, which may include: 1) customer issues; 2) service provider issues; 3) 9-1-1 issues; and 4) any other issues that may arise.
- 4. The affected telecommunications providers shall coordinate their efforts to efficiently implement the all-services overlay area code in the 512 area code territory, including a customer education campaign, and such coordination shall include Commission Staff.
- 5. The all-services overlay area code number for the 512 area code territory shall be 737.
- 6. All other motions, requests for entry of specific findings of fact and conclusions of law, and any other requests for general or specific relief, if not expressly granted herein, are hereby denied for want of merit.

SIGNED AT AUSTIN, TEXAS the 28th day of June, 2012.

PUBLIC UTILITY COMMISSION OF TEXAS



DONNA L. NELSON, CHAIRMAN



KENNETH W. ANDERSON, JR., COMMISSIONER



ROLANDO PABLOS, COMMISSIONER

Exhibit A – Map of 512 Area Code Territory

