

State of Florida



Public Service Commission

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COMMISSION
CLERK

DATE: July 6, 2011
TO: Ann Cole, Commission Clerk, Office of Commission Clerk
FROM: Laura V. King, Economic Analyst, Division of Regulatory Analysis *NK*
RE: Docket No. 090082-TL: Petition by BellSouth Telecommunications, Inc. d/b/a AT&T Florida d/b/a AT&T Southeast for waiver of Rule 25-4.040(2), Florida Administrative Code.

Please place the attached document in the docket file for Docket No. 090082-TL.

DOCUMENT NUMBER-DATE

04639 JUL-7 =

FPSC-COMMISSION CLERK



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-M-E-M-O-R-A-N-D-U-M-

DATE: June 28, 2011
TO: Beth Salak, Director, Regulatory Analysis
FROM: Cynthia L. Muir, Director, Office of Public Information *CJM*
RE: AT&T Automatic Delivery of its Residential White Pages Phone Book (Update)

The Office of Public Information (PIF) has been working with the Division of Regulatory Analysis (RAD) to assess consumers' attitudes toward companies suspending upfront local residential white page directory distribution to their customers. An outreach campaign was requested when the Public Service Commission (PSC) granted AT&T Florida a temporary two-year rule waiver allowing the company to eliminate automatic delivery of its Residential White Pages phone book to homes in select service areas. Outreach efforts continued when the Commission approved a similar waiver for Verizon.

PIF and RAD developed a simple five-question survey (see attached). Working with Paul Stallcup, Division of Economic Regulation, we used a sample of the Bureau of Complaint Resolution's calls for a 12-month period and initially mailed surveys to 676 randomly selected landline customer previous Commission contacts. Of the 93 valid surveys returned, 62 indicated that the customer currently uses the Residential White Pages phone book, and 31 indicated they did not. Survey results appear to demonstrate that consumer attitudes are mixed, with some preferring to use online directories and some wanting to continue receiving paper directories.

As of June 16, 2011, a total of 1,734 customers provided hard copy responses to the Commission's survey, requested or distributed at a public meeting. Of these respondents, 83.97 percent indicated that they currently use the Residential White Pages phone book.

As of June 27, 2011, a total of 1,039 customers have responded via the Internet. Working with the Office of Information Technology, PIF also posted an interactive survey on the PSC's Web site. Anyone visiting the PSC's Web site can access and complete the survey, which has been online since March 2009. Of these respondents, 62.9 percent indicated that they currently use the Residential White Pages phone book. Survey respondents also indicated that if they could not use the Residential White Pages, they would use a computer search engine or online phone directory. If their telecommunications company offered to deliver the Residential White Pages on request for no charge, 62.5 percent said they would request one.

PIF partnered with the Florida Telecommunications Relay Institute to distribute surveys within their district offices. PIF also worked with AARP to distribute hard copies of the survey in English and Spanish. Using their state publications, AARP also pointed AARP members to the PSC's Web site for their easy access to the online survey. AARP helped the PSC determine if

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seniors without computers, who could not use online directories, would still prefer directory delivery, which many did.

Throughout the campaign, PIF distributed survey cards at PSC service hearings and customer meetings and at Lifeline events. We also provided Linking Solutions with surveys to distribute at its various Lifeline partnership meetings with organizations serving the low-income population. The Florida League of Cities and the Florida League of Counties also assisted by providing a link to our online survey in their external newsletters. PIF will await further direction before continuing to solicit customer feedback about the current rule waiver.

CLM/bsd/jmb

cc: Curt Kiser, General Counsel
Bev DeMello, Assistant Director, Office of Public Information

I:\AT&T White Pages Update