

BEFORE THE
FLORIDA PUBLIC SERVICE COMMISSION

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In the Matter of :
Petition for numbering plan :
area relief for 904 area :
code by BellSouth :
Telecommunications, Inc. :

DOCKET NO. 961153-TL



PROCEEDINGS: JACKSONVILLE SERVICE HEARING

**BEFORE: CHAIRMAN SUSAN F. CLARK
COMMISSIONER JULIA L. JOHNSON**

DATE: November 21, 1996

**TIME: Commenced at 6:30 p.m.
Concluded at 7:40 p.m.**

**PLACE: Holiday Inn - Commonwealth
6802 Commonwealth Avenue
(at I-295)
Jacksonville, Florida**

**REPORTED BY: ROWENA NASH HACKNEY
Official Commission Reporter**

DOCUMENT NUMBER-DATE
12657 NOV 26 96
FPSC-RECORDS/REPORTING

1 **APPEARANCES:**

2 **E. EARL EDENFIELD, JR., BellSouth**
3 **Telecommunications, Inc., Museum Tower Building, Suite**
4 **1910, 150 West Flagler Street, Miami, Florida 33130,**
5 **appearing on behalf of BellSouth Telecommunications,**
6 **Inc.**

7 **JACK SHEREVE, Office of Public Counsel, 111**
8 **West Madison Street, Room 812, Tallahassee, Florida**
9 **32399-1400, appearing on behalf of the Citizens of the**
10 **State of Florida.**

11 **WILLIAM COX, Florida Public Service**
12 **Commission, Division of Legal Services, 2540 Shumard**
13 **Oak Boulevard, Tallahassee, Florida 32399-0870,**
14 **Telephone No. (904) 413-6199, appearing on behalf of**
15 **the Commission Staff.**

16

17

18 **ALSO PRESENT:**

19 **NANCY SIMS**

20 **RALPH WIDELL**

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EXHIBITS

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ADMTD.

**1 Resolution for Duval
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2 Clay County Resolution

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**3 Resolution from the Clay
County Committee of 100**

21

**4 Letter dated Sept. 30, 1996
From John A. Delaney, Mayor
of Jacksonville**

25

1 (Hearing convened at 6:30 p.m.)

2 **CHAIRMAN CLARK:** We'll call the hearing to
3 order. Good evening, ladies and gentlemen. We are
4 ready to start the public hearing, but there are a few
5 formalities that we have to go through before we begin
6 taking the public testimony. The first of which is to
7 have Commission Staff counsel read the notice for this
8 hearing.

9 Go ahead, Mr. Cox.

10 **MR. COX:** Pursuant to notice dated October
11 21, 1996, this time and place have been set for a
12 service hearing in Docket No. 961153-TL, petition for
13 numbering plan area relief for 904 area code by
14 BellSouth Telecommunications, Inc.

15 **CHAIRMAN CLARK:** Thank you. We will take
16 appearances starting with you, Mr. Edenfield.

17 **MR. EDENFIELD:** Good evening. Kip
18 Edenfield, attorney, BellSouth Telecommunications,
19 Inc, 150 West Flagler Street, Suite 1910, Miami,
20 Florida 33130.

21 Let me introduce Nancy Sims, my client.

22 **CHAIRMAN CLARK:** Mr. Shreve.

23 **MR. SHREVE:** Jack Shreve, public counsel,
24 Claude Pepper Building, Tallahassee, Florida,
25 representing the citizens of the State of Florida.

1 **CHAIRMAN CLARK:** Good evening, ladies and
2 gentlemen. I am Susan Clark. I am currently the
3 Chairman of the Public Service Commission, and with me
4 is Commissioner Julia Johnson. We are here today to
5 listen to your comments relative to the area code
6 change that we need to make for North Florida. Your
7 comments today are going to be recorded by our
8 official court reporter, who is sitting over here. So
9 you will have come to the microphone here to make your
10 comments so she can pick them up through the sound
11 system.

12 The reason we are holding -- can you hear
13 me?

14 The reason we are holding these hearings is
15 because the industry could not agree on the
16 appropriate changes to be made in the 904 area code.
17 And as a result, BellSouth filed a petition requesting
18 that we determine the area code relief method for the
19 904 area code.

20 To give you some additional background
21 information about the history of area code relief and
22 why area codes must change, we have prepared several
23 documents that are available to you outside as you
24 walked in. The first of which is a blue document
25 entitled: Area Codes in Florida, Why Do Area Codes

1 Have to be changed. This document provides a brief
2 explanation of the North American numbering plan used
3 in this United States and some of the reasons for the
4 new area code.

5 The next document is entitled: A Special
6 Report. It's a green sheet of several pages. This
7 document explains the history of this proceeding and
8 the three options proposed to provide relief for the
9 904 area code. If you look at the maps on Pages 5, 6,
10 and 7 of the report, you will see the area that would
11 be assigned the new area code in that particular
12 option; and these are the options that have been
13 proposed to the Commission.

14 During the pendency of this proceeding,
15 parties who have intervened may solicit further
16 information through interrogatories and deposition of
17 Company witnesses. They may also sponsor their own
18 witnesses to give testimony on what options the
19 Commission should implement.

20 To give you some more information of how to
21 participate in cases and more information about the
22 Commission, the yellow sheet is entitled: How Do I
23 Participate in Public Service Commission Cases. And
24 that's information on how to do that.

25 During this proceeding, we are holding

1 several public hearings; this is the last public
2 hearing we will hold. We held one in Pensacola, one
3 in Panama City, one in Tallahassee, and one in Daytona
4 Beach. It is the opportunity for the public to give
5 us their views on how we should go about providing
6 area code relief.

7 During all these public hearings, the
8 parties have been represented by attorneys; and you
9 have heard from them today. Mr. Edenfield is with
10 BellSouth. Mr. Shreve is with public counsel, and
11 Mr. Cox is the Commission Staff attorney.

12 We also have other members of our Staff here
13 who are here to help you, and I'd like to briefly
14 introduce them. Sitting over with Mr. Cox is Ralph
15 Widell, who is an engineer with our communication
16 division. Behind him is Sandy Simmons, who is with
17 our clerk's office.

18 The court reporter this evening is Rowena
19 Hackney, she's sitting right over here. The lady you
20 met when you first came in, in the green suit, is from
21 our customer affairs division, that's Bev DeMello.
22 Also, the gentleman standing in the back of the room
23 is my aide, Billy Stiles. They are all available to
24 answer questions you may have regarding this
25 Commission in this proceeding.

1 Before we get started taking public
2 testimony, I want to indicate to you that I will -- in
3 order for us to rely on your testimony in any way, it
4 has to be sworn testimony, so I will be swearing you
5 in shortly. And what I would like to do is ask
6 everyone who has signed up to speak, as the first
7 witness comes forward and I swear that person in, if
8 you would likewise stand and raise your right hand, I
9 will administer the oath to everyone at that time.

10 We will take the order of witnesses in the
11 order that you all signed up. Mr. Shreve has that
12 list, and he will call out your name in the order that
13 you signed up.

14 Is there anything else I need to bring up
15 before we take the public testimony?

16 MR. EDENFIELD: Nothing.

17 MR. SHEREVE: Nothing, Chairman.

18 CHAIRMAN CLARK: Mr. Shreve, would you call
19 the first witness?

20 MR. SHEREVE: Certainly.
21 Representative Fuller.

22 CHAIRMAN CLARK: And as
23 Representative Fuller comes to the stand, everyone
24 else who has signed up to speak, if you would please
25 raise your right hand and stand.

1 (Witnesses sworn collectively.)

2 REPRESENTATIVE JIM FULLER

3 appeared as a witness and, having been duly sworn,
4 testified as follows:

5 DIRECT STATEMENT

6 CHAIRMAN CLARK: Representative Fuller, go
7 ahead. If you would give us your name and if you
8 would spell the last name, that would help us.

9 WITNESS FULLER: Be glad to. Thank you very
10 much. My name is James Fuller, F-U-L-L-E-R. My
11 address is 2602 University Boulevard West. I'm the
12 state representative for District 16 in Jacksonville,
13 I'm vice chair of the Duval Legislative Delegation.

14 I certainly appreciate the opportunity to
15 come and speak before you tonight. I would just
16 briefly like to read a resolution that was passed by
17 the Duval County Delegation on November 13, 1996:

18 "Whereas, Jacksonville and Daytona local
19 access and transfer area represents a majority of the
20 population of business and residential customers in
21 the current 904 area code; and

22 "Whereas, it has been determined that the
23 current area code must be divided in order to avoid an
24 exhaustion of available numbers that will otherwise
25 occur in May of 1998; and

1 **"Whereas, assigning a new area code to**
2 **Pensacola, Panama City and Tallahassee would affect**
3 **fewer subscribers than the assigned new area code if**
4 **it were in Jacksonville and the Daytona area; and.**

5 **Whereas, the economic hardship that would be**
6 **placed upon the Northeast Florida businesses and**
7 **governmental entities would be disproportional and**
8 **greater due to the size and the scope of the small,**
9 **medium, and large businesses in this region; and**

10 **Whereas, the difficulty of state offices to**
11 **change the area code would be significantly less**
12 **because the citizens of Florida would more readily**
13 **adapt to the intrastate area change than would affect**
14 **the large majority of calls to state offices.**

15 **"Now, therefore, be it resolved that the**
16 **Duval County Legislative Delegation strongly**
17 **encourages the Florida Public Service Commission to**
18 **designate the Jacksonville and Daytona local access**
19 **and transfer area as the area of the state that will**
20 **continue to utilize the 904 area code, and that the**
21 **assignment of the new number planning area be assigned**
22 **to Pensacola, Panama City and Tallahassee.**

23 **"This is to certify that this resolution was**
24 **adopted by the Duval County Legislature Delegation on**
25 **November 13, 1996, at a public hearing."**

1 And it's signed Senator Betty S. Holzendorf,
2 Chairman.

3 That's basically -- I wanted to let the
4 Commission know that the entire Duval Delegation
5 Legislation believes that would serve the communities
6 better if the Pan Handle area codes were changed
7 rather than the Jacksonville and Daytona Beach area
8 due to the large businesses and the activity that's
9 here and the population of this area. I'll be glad to
10 try to answer any questions if you have any.

11 **CHAIRMAN CLARK:** I don't have any questions,
12 but can we have a copy of the resolution?

13 **WITNESS FULLER:** Oh, you certainly can. I
14 was going to leave this with you.

15 **CHAIRMAN CLARK:** Okay, good. Any questions,
16 Mr. Shreve?

17 **MR. SHEREVE:** None.

18 **CHAIRMAN CLARK:** Mr. Edenfield?

19 **MR. EDENFIELD:** None for BellSouth.

20 **CHAIRMAN CLARK:** Thank you very much.

21 **WITNESS FULLER:** Who would like a copy?

22 **CHAIRMAN CLARK:** I would. (Document
23 tendered.)

24 Rowena, do we have any exhibits yet for this
25 proceeding?

1 **THE REPORTER:** I have this as No. 1.

2 **CHAIRMAN CLARK:** We are going to make this
3 an exhibit, and we'll label it Exhibit 1. And we will
4 enter it in the record in this proceeding. Thank you.

5 (Exhibit 1 marked for identification.)

6 (Witness Representative Fuller excused.)

7 - - - - -

8 **MR. SHREVE:** Thank you,

9 Representative Fuller.

10 S.C. Potter, Jr.

11 **S. C. POTTER, JR.**

12 appeared as a witness and, having been duly sworn,
13 testified as follows:

14 **DIRECT STATEMENT**

15 **WITNESS POTTER:** Good evening, my name is
16 S.C. Potter, Jr., P-O-T-T-E-R. I live at 2163 Winding
17 Creek Lane, Jacksonville, Florida 32246. I'm here
18 simply as a private citizen. And, incidentally, also
19 the son of a retired Southern Bell 36-year employee
20 from Savannah.

21 I just wanted to welcome you all to
22 Jacksonville, Florida's No. 1 city. I'm here to urge
23 you to consider the following plan concerning the need
24 for additional area codes in North Florida. I
25 recommend the following: leave Tallahassee and the Pan

1 Handle in the 904 area code; assign Jacksonville an
2 850 area code; assign an additional area code if
3 needed, and leave Tallahassee in the 904 area code.

4 The logic behind this is that by changing
5 Tallahassee's area code, you would impact all
6 14-plus-million people in the state of Florida. This
7 would most likely impact more taxpayer pocketbooks.

8 Jacksonville should be assigned the 850 area
9 code since we are rapidly growing, and we have a large
10 local calling area that would also give us a separate
11 identity for the rest of North Florida. I am a former
12 resident of the Pensacola area of the Pan Handle and
13 can attest that it's a different world out there from
14 Jacksonville, why do you think it's in a different
15 time zone?

16 In summary, we have a new attitude here in
17 Jacksonville where we want to carefully plan things
18 out and plan for the future in a logical way. Give us
19 the 850 area code so we can have room to expand
20 without having to go through this same process in
21 another 2 or 3 years. Let's do it right the first
22 time. On January 21, 1997, vote to assign us the 850
23 area code. Thank you for your time.

24 CHAIRMAN CLARK: Thank you, Mr. Potter. Any
25 questions?

1 to divide the existing geographic boundaries of the
2 904 telephone area code into multiple area codes.

3 "Whereas, the Clay County Chamber of
4 Commerce counts on government regulatory agencies to
5 make their decisions based on sound cost/benefit
6 analysis that minimizes the impact on the private
7 sector.

8 "Whereas, the Clay County Chamber of
9 Commerce is aware of three options that are being
10 considered for the area code realignment. One, North
11 Florida, east of Tallahassee, and including the
12 Greater Jacksonville area would retain 904;
13 Tallahassee and west would be assigned new area code
14 850. Two, Tallahassee and west would retain area code
15 904; North Florida, including the Greater Jacksonville
16 area would be assigned new area code 850. Three,
17 assignment of a new area code 850 to the area
18 extending from Panama City to the west and retain 904
19 as the area code for the remaining portion of the
20 current 904 area code which includes the Jacksonville
21 area.

22 "Now, therefore, be it resolved, that the
23 Clay County Chamber of Commerce feels that Option 3
24 above, new area code 850 assigned to the area
25 extending from Panama City to the west and the

1 remaining portion of the current 904 including the
2 greater Jacksonville area remain as 904, represents
3 the best cost/benefit option and will have the minimum
4 impact on the private sector, and strongly encourages
5 the Public Service Commission to select this option."

6 "This was approved by the Board of the Clay
7 County Chamber of Commerce on November 21, 1996.

8 Any questions?

9 CHAIRMAN CLARK: I have no questions, but
10 would you give us a copy of that resolution? And we
11 will give that resolution Exhibit No. 2.

12 (Exhibit 2 marked for identification.)

13 (Witness Carlisle excused.)

14 - - - - -

15 CHAIRMAN CLARK: Thank you, Mr. Carlisle.

16 MR. SHEREVE: Thank you, sir.

17 Ken Smallwood.

18 KEN SMALLWOOD

19 appeared as a witness and, having been duly sworn,
20 testified as follows:

21 DIRECT STATEMENT

22 WITNESS SMALLWOOD: I have the same problem
23 Jim Fuller has.

24 It's a little bit low there.

25 Madam Chairman, Madam Commissioner, my name

1 is Ken Smallwood. That's S-M-A-L-L-W-O-O-D. My
2 address is P.O. Box 2211, Orange Park, Florida 32067.

3 I come to you as the chairman of the Clay
4 County Committee of 100. We've debated this issue
5 quite thoroughly, I think, based on the knowledge that
6 we've had up-to-date. While we've leaned toward the
7 alternative that Representative Fuller and the Duval
8 Delegation has opted for, we heard through other
9 sources that the state government and state agencies
10 were pretty much mandated to always take the low cost
11 alternative for state government. And if that's the
12 case, then we felt that Option No. 1 would
13 automatically be a moot issue, that it couldn't happen
14 because it would be a more expensive cost to state
15 government.

16 I don't know if that's so or not, but
17 because we believe that, we opted for Option No. 3.
18 And I'd like to read this resolution to you as well.

19 Resolution from the Clay County Committee of
20 100. "Whereas, the Clay Committee of 100, a body
21 politic of the State of Florida charged with promoting
22 economic development and industrial development in
23 Clay County and Northeast Florida, and

24 "Whereas, the Clay County Committee of 100
25 supports economic development opportunities that

1 further improve the quality of life for the community
2 and citizens of the entire Northeast Florida region,
3 and

4 "Whereas, the Clay County Committee of 100
5 supports the concept to retain the Jacksonville to
6 Tallahassee region in the 904 area code, which by far
7 impacts the majority of the phone customers at
8 approximately 1.5 million citizens, and

9 "Whereas, the overall financial burden
10 brought about by changing the 904 area code will be
11 most detrimental to our business enterprises, and

12 "Whereas, the disruption of service brought
13 about by such a change would also be born by a
14 majority of small, medium, and large business
15 enterprises in the area and would ultimately have a
16 negative consequence on the entire citizenry.

17 "Now, therefore, be it resolved that the
18 Clay County Committee of 100 feels it is in the best
19 interest of the citizens and business enterprises in
20 Clay County and the Northeast Florida region as a
21 whole to retain the Jacksonville-Tallahassee 904 area
22 code.

23 "Be it further resolved that the Board of
24 Governors of the Clay County Committee of 100 strongly
25 encourages the Public Service Commission to consider

1 the overall economic impact which minimizes the burden
2 to the majority of the population.

3 "I hereby certify this as a true and correct
4 resolution passed this 21st day November, 1996."

5 Signed Ken Smallwood, chairman.

6 Once again, we thought that the option that
7 Representative Fuller discussed was the best option,
8 but because we understood the otherwise, that we
9 selected No. 3. Any questions?

10 CHAIRMAN CLARK: Thank you, Mr. Smallwood.
11 Can I have the resolution?

12 MR. EDMFIELD: Chairman Clark, I just
13 wanted to ask Mr. Smallwood one thing.

14 Did your Group consider that Option 3 would
15 cause Jacksonville to exhaust its numbers in the year
16 2000?

17 WITNESS SMALLWOOD: It did. It occurred to
18 us that we would be going through this hearing again
19 in two or three years.

20 CHAIRMAN CLARK: Mr. Smallwood, you have to
21 get at the microphone. Thank you.

22 WITNESS SMALLWOOD: It did occur to us that
23 it would occur again in two to three years. We think
24 that the current mandate, as we understand it, for
25 state agencies to minimize the impact of the cost of

1 government, that we might be able to add some cost
2 benefit analysis requirements to that study which may
3 help us three years from now that we might not be able
4 to get done today. So that's kind of hard.

5 MR. EDENFIELD: Thank you.

6 CHAIRMAN CLARK: Thank you, Mr. Smallwood.

7 We will label the resolution from the Clay County
8 Committee of 100 as Exhibit 3. Go ahead Mr. Shreve.

9 (Exhibit 3 marked for identification.)

10 (Witness Smallwood excused.)

11 - - - - -

12 MR. SHREVE: Thank you. Layne Smith.

13 LAYNE SMITH

14 appeared as a witness and, having been duly sworn,
15 testified as follows:

16 DIRECT STATEMENT

17 WITNESS SMITH: Thank you, Madam Chairman,
18 Commissioner. My name is Layne --

19 THE REPORTER: Excuse me, could you get
20 closer to the mike?

21 WITNESS SMITH: Layne, L-A-Y-N-E, Smith,
22 4500 San Pablo Road, Jacksonville 32224. I'm the
23 government affairs administrator for the Mayo Clinic
24 Jacksonville. And I'm just here to express our
25 support for Option 1 for all of the reasons stated by

1 Chairman Fuller and just wanted to express our
2 position.

3 CHAIRMAN CLARK: Thank you.

4 (Witness Smith excused.)

5 - - - - -

6 MR. SHERVE: Thank you. Ginny Myrick.

7 GINNY MYRICK

8 appeared as a witness and, having been duly sworn,
9 testified as follows:

10 DIRECT STATEMENT

11 WITNESS MYRICK: My name is Ginny Myrick,
12 G-I-N-N-Y, M-Y-R-I-C-K. I'm the director of
13 governmental affairs for the City of Jacksonville.
14 I'm here representing the mayor. And I would like to
15 bring you copies of letters that the mayor has signed,
16 dated September the 30th, which we subsequently found
17 out we can individually write to you, so thereupon
18 that's why I'm here tonight.

19 I would like to read the letter into the
20 record, if that's all right with you, and just to make
21 a few comments.

22 Dear Commissioners, "I am writing to ask for
23 your consideration of Option C offered to you by the
24 BellSouth Telecommunications, Inc. petition for
25 numbering relief of the 904 area code.

1 "Option C would assign a new NPA Code to
2 Pensacola and Panama City and keep both Tallahassee
3 and Jacksonville in the 904 code. This option is
4 obviously the least disruptive for Jacksonville, but
5 maintains the existing, crucial link between
6 business/residential constituencies of Northeast
7 Florida and our state's capital. This option impacts
8 fewer subscribers and NNX's than Option 1 and 1a as
9 stated in BellSouth's petition.

10 "Although Option C offers a shorter relief
11 interval than the other options, it is difficult, at
12 best, to project the growth of users in the
13 telecommunications industry because of the explosion
14 of cellular phones and additional home lines
15 accommodating the Internet.

16 "We strongly support the Option C as
17 presented in the petition and ask for your
18 consideration. Please let me know when you will be
19 considering this petition."

20 And thank you for notifying us about this
21 meeting today. We looked at all of the options that
22 were presented, and we felt that there should be some
23 consideration lent to the technology within the
24 industry. In fact, the numbers are expediential and
25 you will obviously run out of enough numbers to

1 assign. But, in fact, the industry is in such a state
2 of flux with tremendous growth with cellular phones
3 and people operating from their homes and using the
4 Internet that we thought that perhaps the numbers
5 might best be looked at in a shorter period of time.

6 We also looked at the expense to the
7 businesses in Northeast Florida. And as testified for
8 you by people preceding me, the bearer of most of
9 those expenses go on the business community. They
10 have to reorder all of their letterhead, all of their
11 business cards, and notify all of their clients and
12 customers of their new phone number.

13 Jacksonville is on the brink, I believe, of
14 emerging into the international business community.
15 This poses an additional threat to us because we are
16 sending missions out, trade missions out, all over the
17 world. We just had one come back last night from
18 Brazil. And we're presently flooding the market
19 nationally and internationally with our currently
20 published numbers. So I would ask of you that you
21 would consider keeping us intact with Tallahassee and
22 breaking off the Pan Handle. Thank you.

23 CHAIRMAN CLARK: Thank you, Ms. Myrick.

24 MR. SHREVE: Thank you.

25 CHAIRMAN CLARK: Are you going give me a

1 copy of that letter? We'll make that Exhibit 4.

2 (Exhibit 4 marked for identification.)

3 (Witness Myrick excused.)

4 - - - - -

5 **MR. SHERVE:** Madeleine Sheridan.

6 **MADELEINE SHERIDAN**

7 appeared as a witness and, having been duly sworn,
8 testified as follows:

9 **DIRECT STATEMENT**

10 **WITNESS SHERIDAN:** My name is Madeleine
11 Sheridan, S-H-E-R-I-D-A-N.

12 **CHAIRMAN CLARK:** Why don't you bring the
13 microphone down. Can you bend it a little bit? There
14 you go, and get close to it, too.

15 **WITNESS SHERIDAN:** S-H-E-R-I-D-A-N. My
16 address is 6837 Montrose Avenue North, Jacksonville,
17 Florida 32210.

18 I would just like to comment that I hope you
19 keep the 904 area code here in Jacksonville. I work
20 for a small manufacturing company on the west side of
21 town on Lane Avenue. And we have grown over the past
22 five years, and advertising is our biggest promotion
23 for growing. And I'd like to keep our number the
24 same. The cost of advertising is outrageous.

25 This year alone we've spent \$26,000 on

1 literature alone just on advertising. And I'd like
2 the 904 to remain here in Jacksonville in order for us
3 not to have to go to the expense of changing
4 everything: letterhead, business cards, advertising on
5 all of our boxes throughout the country. And I would
6 appreciate it if you'd consider 904 for Jacksonville.
7 Thank you.

8 **CHAIRMAN CLARK:** Thank you, Ms. Sheridan.
9 Any questions?

10 (Witness Sheridan excused.)

11 - - - - -

12 **MR. SHEREVE:** Thank you.

13 **MR. EDENFIELD:** None from BellSouth.

14 **MR. SHEREVE:** Thank you. Ed Kostenski.

15 **ED KOSTENSKI**

16 appeared as a witness and, having been duly sworn,
17 testified as follows:

18 **DIRECT STATEMENT**

19 **WITNESS KOSTENSKI:** Good evening. Not
20 enough room here to put my notes. Give me a second.

21 Good evening. My name is Ed Kostenski. The
22 name of my firm is Nationwide Equipment Company.

23 **CHAIRMAN CLARK:** Mr. Kostenski, can you
24 spell your name?

25 **WITNESS KOSTENSKI:** Sure. It's spelled

1 K-O-S-T-E-N-S-K-I.

2 CHAIRMAN CLARK: Go ahead.

3 WITNESS KOSTENSKI: Since 1983, our firm has
4 promoted business for actually the North Florida area
5 and this community, mainly Jacksonville, in the form
6 of advertising, hundreds of thousands of dollars into
7 the foreign marketplace. Now, I believe I speak on --
8 first of all, I'm kind of disappointed this meeting
9 had very short notice. I picked it up, by chance, in
10 a newspaper that this meeting was going to be going
11 on, or I wouldn't have even known.

12 And I believe that, you know, with this
13 Jacksonville area having the biggest concentration of
14 businesses that I believe will be impacted by changing
15 this area code -- and I'll get to that exactly why --
16 that other business leaders in this area that do have
17 international companies, that I know personally, don't
18 really have an opportunity to attend this. Therefore,
19 I feel if this is voted, or however this committee
20 decides, if they do decide to change, and you say this
21 is in the best interest of Florida; we are going to
22 change it to 850, I would think you should at least
23 give us another opportunity in a hearing where I can
24 bring in about 150 people here that didn't even know
25 about this, that couldn't attend. So I would

1 definitely request that whatever would happen.

2 The main reason I would protest for the area
3 code to be changed in this area is the fact that this
4 population, just in the five-county area here, is ten
5 times larger than this -- counties west of here. But
6 mainly I speak for the businesses that raise the
7 income to bring in the 6¢ for this area -- in this
8 area to keep the payroll going and the government in
9 Tallahassee.

10 Now -- and I wrote some notes down here --
11 our company, our sales revenue is about \$15 million a
12 year. And since 1984 we continually are growing and
13 growing and growing. And with us spending over --
14 approximately, now, between \$80,000 to \$100,000 a year
15 annually in foreign advertising, we are very
16 concerned, actually worried about this changing
17 because -- and I'll tell you why.

18 80% of the people we deal with overseas
19 speak very little English. And it's always a thing in
20 this government where they are moaning and groaning,
21 "Our trade deficit, our trade deficit, our trade
22 deficit." The Japanese, the German's, everyone's
23 dumping their goods here. We can't produce enough.
24 Well, with things -- with something like this, this
25 will drastically affect our export sales. And we're

1 one of the -- in fact, we are the largest exporter of
2 heavy construction equipment in North Florida. We
3 ship to over 60 nations worldwide, U.S. products:
4 Caterpillars, John Deeres, Case, Terex, many different
5 types of earth-moving machinery that the world is --
6 developing nations are needing. And we put a dent in
7 our trade deficit of about 8 million bucks a year.

8 So we take pride in that. And we employ
9 people in this area. With our employees and the
10 contract lifers, we are a small company, about 45
11 people, that we are keeping alive, our families.

12 With foreign companies, I'll explain how
13 that works overseas. When they see an ad, how our
14 advertisement is working -- I'll give you a copy of
15 this and maybe you can pass it around. (Tendering)
16 What one of the ads look like, we advertise in the
17 business yellow pages all over the world. In fact, we
18 are probably the only U.S. company that I see in most
19 of the Far East and Middle East countries that are
20 advertising, period, to go after these markets. And
21 we've been very successful at that.

22 A lot of these ads will be cut out, will be
23 faxed around, will be e-mailed one or two or three
24 years later from now, and we pick up business from it.
25 It's absolutely phenomenal how a guy says, "I saw your

1 ad dated 1991, and I want three used Caterpillars."
2 And we like that. We go, "Hey, you know, we're
3 getting a good thing for our dollar here on this ad."
4 This thing is still going.

5 Now, if this was changed -- and most of
6 these people speak very little English if at all,
7 none. They understand numbers. They will usually
8 send a fax. I have to honest. This fax thing has
9 caught so big since 1987 that most of our revenue is
10 generated from that. And, in fact, most of the
11 international companies in this area would say exactly
12 the same thing.

13 They'll call or usually they'll fax because
14 they are very intimidated to speak English because
15 their English is very poor. And 70% of the time if
16 they can't get through, they'll try and try again, you
17 know. Maybe they'll listen and, you know, they hear
18 an English directory assistance operator, "The number
19 you want has been changed. The new area code is 850."
20 You know, they're, "What's 850?" You know.

21 And if we can't send out 10,000 notices to
22 our clientele worldwide, not including who else has
23 seen this ad a year from now -- we couldn't justify it
24 financially to let everybody know about this. So we
25 feel that we would lose at least 20% to 25% of

1 revenues. And on \$15 million that's quite a bit of
2 money by people not -- saying, "Well, I can't get
3 through to the guy. His fax number's" -- you know.
4 Maybe he's not in business anymore. So looking at
5 that, I'm really concerned about that.

6 The gentleman before me had mentioned that
7 he opposed the -- to have the 850 in this area mainly
8 because of the reasons for the forms that Tallahassee
9 and the State of Florida has been used to running and
10 printing. Well, I spoke to Mr. Winston Pierce today
11 of the Department of Management Service, bureau chief
12 in telecommunications. And I asked him. He says,
13 well, you know we think any -- and I quote here from
14 the Jacksonville Business Journal. He said, it would
15 probably cost about \$2 million to do that, to change
16 all those forms, because people within the state are
17 used to the number.

18 Well, first of all, they can speak English,
19 I hope, unless maybe down in Miami you're in and it's
20 a little more difficult. But the rest of the world
21 doesn't, and they are not comfortable. And we feel
22 that not only our firm, but other firms will lose
23 money from this. And this is a very strong
24 concentration of businesses in this area that do
25 international sales.

1 So if our firm loses 20% to 25% of revenue
2 on \$15 million, that's enough to pay for the whole
3 department there to change everything they need to
4 change.

5 Also, in one of the newspaper articles,
6 Daily Record, I quote -- they had interviewed a
7 communications group, and this -- I think the staff
8 writer, John Snow, has said here in the Daily Record
9 that they estimate that the average business in this
10 area -- and I can vouch for that -- would be expected
11 to pay between \$300 and \$500 to change its stationery,
12 and between 500 to 1,000 to change its business cards.

13 Well, we just spent about \$40,000 in
14 business cards because we just opened another office
15 on the north side of Jacksonville. So that would have
16 to change, and I know that cost me about \$4,000. So
17 if you take 10,000 businesses and change that by a
18 1,000, if it's just \$1,000, you're looking at
19 \$10 million right there. So I would say, how would
20 that -- you know, what impacts the community more?
21 That or, you know, the cost of that?

22 The gentleman before me mentioned that it
23 probably wouldn't be good to change the 904 code. And
24 I spoke to Mr. Pierce today, and he said the reason is
25 people would call the Department of Revenue when it's

1 time to pay taxes and wouldn't be able to get hold of
2 them. And I asked when did any government agency not
3 know how to collect taxes. If it's over an area code
4 change, I don't think that's a strong enough argument
5 to make that change in this area.

6 So I would just like to make my views known
7 here, and I strongly request that in your
8 consideration -- because according to what I heard,
9 pretty much this panel is going to decide with some
10 people in Tallahassee that's also going to throw out
11 their viewpoints on how it's going to impact them and
12 the whole livelihood.

13 With me speaking on behalf of my company --
14 and I really believe if there was some time,
15 especially to set six days before thanksgiving, the
16 people could have an opportunity and maybe proper
17 notification, there would have been a lot more people
18 in this community that would have showed up for this.

19 So I just would like you to consider that.
20 And hopefully, we won't be contested in any other kind
21 of way that could cause any kind of finances for the
22 government to continue arguing over it. But that's my
23 viewpoint, and I do appreciate it, for you giving this
24 time. Thank you.

25 **CHAIRMAN CLARK:** Mr. Kostenski, what is

1 this?

2 **WITNESS KOSTENSKI:** This is a book. It's
3 called -- you can have a copy if you want to put it --
4 for your records.

5 **CHAIRMAN CLARK:** I assume you wanted us to
6 look at that inside cover?

7 **MR. EDENFIELD:** Well, yeah. That's a sample
8 of some of the ads. I'll show you. We run a
9 quarter-and-a-half page ads all over the world with
10 the 904 area code.

11 **CHAIRMAN CLARK:** This was simply to show
12 that you have your advertisements?

13 **MR. EDENFIELD:** On the back also. That's an
14 example of the extent of how many tens of thousands of
15 dollars we'll spend in books that go all over. That
16 kind of book there is usually kept in people's
17 libraries in the construction industry, and it's
18 mailed all over the world for years. I mean, they use
19 it like a bible. I mean, they just don't throw it
20 away.

21 **CHAIRMAN CLARK:** And what are the other
22 things that you have there?

23 **WITNESS KOSTENSKI:** This is just a sample of
24 the yellow page ads. I can give you copies of these,
25 if you like. That we are the only firm in the United

1 States even advertising in any business yellow pages.

2 CHAIRMAN CLARK: What business yellow page
3 is that like that?

4 MR. EDENFIELD: This is the Do-Buy Yellow
5 Pages in United Arab Emirates, and we're soliciting
6 that we're specialized in used and reconditioned
7 earth-moving machinery, "Import direct from U.S.A. and
8 save." And we generate millions of dollars from this.
9 I mean, our sales -- before we started this
10 advertising blitz, and our sales were 1 1/2 to \$2
11 million. When we started advertising -- I mean, in
12 1994 they were 17.5 million, and last year they were
13 about 14 million. And we're seeing steady -- and our
14 business is even more booming from this.

15 CHAIRMAN CLARK: Let me ask you this
16 question. If we would leave Jacksonville with 904 and
17 if we left Tallahassee with it, I presume the
18 projection is it would exhaust in three years. If
19 that came true, how would you feel about retaining
20 904? Would you rather have a new area code and be
21 able to keep it for a longer period of time?

22 WITNESS KOSTENSKI: Well, that's a question
23 I know that -- it's sort of -- I feel it's a trap.
24 Then that is a consideration, but do you have that --
25 is that factual? Do you have that in writing from

1 somebody?

2 **CHAIRMAN CLARK:** I think it's only based on
3 projections.

4 **WITNESS KOSTENSKI:** Projections.

5 **CHAIRMAN CLARK:** And it's kind of based on
6 projections of the explosion in cellular phones and
7 facts and sheets which you mentioned to help predict
8 that. So there's no way to accurately predict it.
9 But I'm sure that no one five years ago thought there
10 would be the number of the exhaustion that we have
11 experienced to date. I don't think anyone would have
12 predicted that we would need that many phone numbers.

13 **WITNESS KOSTENSKI:** You're right. It's a
14 shock because they are splitting all over the whole
15 United States.

16 **CHAIRMAN CLARK:** Right.

17 **WITNESS KOSTENSKI:** We see that because we
18 sell not only around the world, but all 50 states.
19 Looking at those plans, I think actually that they
20 should be -- the 904 probably should be within a
21 smaller area than Plan 1, 2 or 3 that I viewed.

22 I couldn't comment on that really unless I
23 had more information.

24 **CHAIRMAN CLARK:** But it would be a concern
25 of yours if it was a plan that quickly exhausted the

1 904 even if you have to keep it?

2 **WITNESS KOSTENSKI:** Well, according to what
3 I've been reading in the documents, if this was a
4 change and voted in January, it wouldn't actually get
5 kicked over in 805 (sic) until '98; is that right?
6 1998?

7 **CHAIRMAN CLARK:** There would be a lag.
8 Ms. Sims, could you answer when we predict
9 we need to make the change?

10 **MS. SIMS:** You're saying the exhaust would
11 be sometime during the first part of 1998. So you'd
12 have to go into a permissive period next year.

13 **CHAIRMAN CLARK:** By "permissive period," she
14 means that if somebody dialed your old number -- would
15 they do an interrupt and tell them the new number, or
16 would they let it go through?

17 **MS. SIMS:** They'd let it go through, but you
18 know, you can dial either one during that period.

19 **WITNESS KOSTENSKI:** I'll ask: Is there any
20 financial relief to the businesses for the next two
21 years for the reprinting of the stationery?

22 **CHAIRMAN CLARK:** No.

23 **WITNESS KOSTENSKI:** Or is it just you are on
24 your own sort of?

25 **CHAIRMAN CLARK:** When area codes change,

1 when anything changes, business has to adjust to that.

2 If you mean compensation from the phone company? No.

3 MR. SHREVE: There is a request that some of
4 the money be allocated that has been so for the past
5 revenues to help defer or take care of some of the
6 expenses that might be incurred. Not such thing as
7 printing stationery and things like that, but possibly
8 the call forwarding that's going on. And Bell's
9 agreed to extend that further than they have in the
10 past. So there's an accommodation already there.
11 That question is in the docket on the production
12 rates.

13 CHAIRMAN CLARK: Some of the costs involved
14 in a longer permissive period might be addressed, but
15 those would be costs incurred by the phone company; is
16 that correct?

17 MR. SHREVE: Right.

18 WITNESS KOSTENSKI: I see.

19 MR. SHREVE: What costs would be incurred by
20 a customer that might have to pay for those, and
21 that's what we had in mind. It would be -- if we set
22 the money aside, it would be determined by the book,
23 certainly, Commissioners, with what it could be used
24 for. Because I think that we don't really know what
25 all the costs would be.

1 **CHAIRMAN CLARK:** But there wasn't a request
2 that we would be reprinting stationery?

3 **MR. SHERVE:** No, no, not that type thing.
4 Telecommunication services.

5 **WITNESS KOSTENSKI:** Well, if the rate of
6 your earlier -- I'll answer your question with an
7 answer. That the rate, you said, in three years, 904
8 won't have enough numbers. But if you switch
9 everything to 850 and split it, you're still going to
10 have that same problem. So then 850 will have to
11 split again. So this is what I'm concerned about.

12 I mean, take it number for number, location
13 for location, someone is going to have to split again.
14 Either 850 will split again or, they'll be another
15 split in the 904. I mean, that's what you're telling
16 me within three to four years. I think we should
17 cross that bridge when we come to it. Or we'd rather
18 like to have one change and then, of course,
19 Tallahassee would like to have one change as well. I
20 think that's the problems of growth.

21 But I'm trying to focus on the best interest
22 of the community which do generate the sales tax.
23 Because most people, they go to the yellow pages, and
24 they make phone calls around before they -- they'll
25 initiate a phone call before they just shut them off

1 cold turkey, that's person's business. That's what
2 I'm strongly trying to emphasize here. And the people
3 overseas don't, you know -- they have to go to the
4 yellow pages.

5 CHAIRMAN CLARK: Thank you very much. I
6 don't think I need this. I don't think I'll be
7 ordering any heavy equipment. Thank you very much.

8 (Witness Kostenski excused.)

9

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10 MR. SHERVE: Thank you. That's the last
11 witness.

12 CHAIRMAN CLARK: That is the last witness we
13 have who has signed up to speak. And there's at least
14 one gentleman who's raised a hand to indicate he would
15 like to speak. Is there anyone else who would like to
16 speak at this time?

17 Would you come forward? Were you here when
18 I swore in people?

19 WITNESS KERR: No. I was coming from
20 Clearwater.

21 CHAIRMAN CLARK: Would you raise your right
22 hand?

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LYNDL KERR

appeared as a witness and, having been duly sworn,
testified as follows:

DIRECT STATEMENT

CHAIRMAN CLARK: Would you give us your name
and address?

WITNESS KERR: Lyndl Kerr, L-Y-N-D-L,
K-E-R-R. I'm with Kerr's Auction Service --

THE REPORTER: I'm sorry, I'm going to need
the mike closer to you one way or another.

WITNESS KERR: I'm with Kerr's Auction. We
are a small business here in Jacksonville where we
have trailers, and we have our names and numbers all
inside the trailers. And we just went through the
expense of spending \$1,000 on each trailer. That's
each one of them numbered and everything.

And like everybody else said, the business
cards and everything. But we're not a big company. I
just wanted to come over and let you all know that I'm
concerned about having to change all the numbers,
spend all the money again. And I ain't got much to
say, but we hauled butt from here to Clearwater
because I heard it on the radio this morning. But
that's all I had to say, and I just wanted to let you
all know what I thought about it. Thank you.

1 **CHAIRMAN CLARK:** You will have to repaint
2 those trailers?

3 **WITNESS KERR:** Yes, ma'am.

4 **CHAIRMAN CLARK:** Okay. Thank you, Mr. Kerr.
5 (Witness Kerr excused.)

6 - - - - -

7 **MR. SERVE:** Thank you, Mr. Kerr.

8 Anyone else?

9 **CHAIRMAN CLARK:** Yes. Mr. Potter?

10 **WITNESS POTTER:** Is it time to entertain a
11 question?

12 **CHAIRMAN CLARK:** Yes. You can come on up.

13 **WITNESS POTTER:** I know in Florida we've
14 changed Broward to 954, Palm Beach area 561.
15 Everyone's concerned about the changeover, and I think
16 the lady over there answered your question about
17 the -- what was the term? The transition period?

18 **CHAIRMAN CLARK:** Permissive --

19 **WITNESS POTTER:** Permissive to mandatory
20 dialing. And I notice the 561, they gave them almost
21 a year to change over.

22 I used to live in Southern California; we
23 went through several area code splits and re-splits,
24 and it's no big crisis. They give you a year to
25 notify their national business.

1 I also lived seven years overseas in Japan.
2 We went through area code changes there, believe it or
3 not. They've got four-digit area codes, which is very
4 confusing.

5 A proposal, the way -- Jacksonville, of
6 course, is not growing as fast as South Florida. We
7 have a steady growth. We don't have the ups and downs
8 like they do. They've been crushed by the economy.
9 Would it be possible also to consider treating
10 Jacksonville similar to what was done in Atlanta where
11 you pretty much left or reassigned an area code
12 strictly for the metro area? And out in Atlanta they
13 split off the suburbs for 770, plus they split up the
14 706. And they had to turn right back around a year or
15 so later and chop it up to 770.

16 For example, Marietta is now 770, I believe
17 is the area code, whereas downtown is another area
18 code. I mean, that's why I propose this 850 right now
19 so we don't have to go chopping up again. I've been
20 through that, like I said, in California.

21 We are not scared of change. We know it's
22 going to cost us some money. But why not do it now,
23 and we have a year to change all the stationery.
24 Personally, in my office we don't buy more than about
25 a year's worth of stationery anyway. I hope that that

1 stuff is going to run out; it would be a good
2 opportunity to change it.

3 **CHAIRMAN CLARK:** Mr. Potter, that is not one
4 of the proposals that were considered, but certainly
5 the range of options that we might choose, that may be
6 in that range of options. I think we are looking at
7 what will cause the least disruption and what would
8 have a long-term beneficial result.

9 **WITNESS POTTER:** I realize my proposal or
10 anything is going to cause disruption. But honestly,
11 I think we're trying to get the mentality now in
12 Jacksonville to bite the bullet now --

13 **CHAIRMAN CLARK:** I'm not sure that
14 Jacksonville is the size that requires the same sort
15 of fix that Atlanta did.

16 **WITNESS POTTER:** I just do not know. We are
17 about the third of the size of Atlanta. But just
18 something to think about, too. You know, there are
19 different variations of this plan that could be
20 considered. Thank you.

21 **CHAIRMAN CLARK:** Thank you, Mr. Potter.
22 The gentleman back here. You have not
23 commented before, have you?

24 **WITNESS HOPPER:** No, I haven't.

25 **CHAIRMAN CLARK:** All right. Why don't you

1 come forward, and I will swear you in, and you can
2 give us your comments.

3 **BILL HOPFER**

4 appeared as a witness and, having been duly sworn,
5 testified as follows:

6 **DIRECT STATEMENT**

7 **CHAIRMAN CLARK:** Would you give us your name
8 and your address?

9 **WITNESS HOPFER:** My name is Bill Hopfer.
10 That's spelled H-O-P-F-E-R. The address is 5035
11 Marble Egret Drive South, Jacksonville, Florida 32257.

12 I think with any type of a change, the whole
13 idea is to be as -- at minimal disruption to all the
14 people. That being the case, leaving Tallahassee,
15 Jacksonville and Daytona would be the least
16 disruptive. The more logical thing would be to split
17 off Jacksonville and Daytona, or split off Tallahassee
18 and leave it with the pan handle area.

19 However, there's only about, I believe, just
20 a little bit over a year difference between the
21 exhaustion period anyway. And as I understand it, we
22 are supposed to be going to full number portability by
23 the end of 1998. With full number portability, all
24 this issue goes away. It no longer becomes a problem
25 of having to get back into changing area codes or

1 anything like that.

2 **CHAIRMAN CLARK:** I'm curious as to why you
3 think number portability will address that.

4 **WITNESS HOPFER:** Well, because the FCC has
5 mandated that we make the study, start the wheels in
6 motion, and to have our plans in position by 1997 to
7 be implemented by 1998.

8 **CHAIRMAN CLARK:** Number portability as it
9 relates to a customer being able to take his or her
10 number to a new phone company?

11 **WITNESS HOPFER:** That's correct. It allows
12 everybody within the country to take their phone
13 number, their full 10-digit number anywhere they
14 happen to live.

15 **CHAIRMAN CLARK:** It's not my understanding
16 that that is going to be implemented in 1997.

17 **WITNESS SINS:** No.

18 **WITNESS HOPFER:** Well, that's a mandate by
19 the FCC, though.

20 **CHAIRMAN CLARK:** But it's two different
21 number portabilities?

22 **WITNESS SINS:** Right. The number
23 portability that's going to be implemented soon is the
24 number portability which will allow you to change
25 local exchange companies and keep your number in even

1 locations. But the area code -- if you run out of
2 numbers, the area code will still change, and it will
3 still change your number.

4 **WITNESS HOPFER:** That's not what I'm talking
5 about. In the full number portability, it's the full
6 10 digits of your number that you take wherever you
7 happen to live. That's what's coming, and it's coming
8 very quickly.

9 What you are talking about is another
10 telephone company being able to move your number from
11 one to the other.

12 **WITNESS SIMS:** That's right.

13 **WITNESS HOPFER:** And that, of course, is
14 available now. They're doing it with the call
15 forwarding, the call forwarding feature right now; and
16 technologically they can do it without the call
17 forwarding future. But full number portability is
18 coming about with the SX7 communications devices that
19 are being put into the central offices. And it's
20 going to be reality.

21 **CHAIRMAN CLARK:** Well, Mr. Hopfer, I'm not
22 aware that that is coming in the near term to address
23 the problems with the area code problem.

24 **WITNESS HOPFER:** Well, maybe we could hear
25 from the gentleman from BellSouth here.

1 **CHAIRMAN CLARK:** This lady right here is
2 from BellSouth. This is Nancy Sims.

3 **MS. SIMS:** Well, if we need a technical
4 clarification, Mr. Benson can come up and clear that
5 up right now.

6 **CHAIRMAN CLARK:** Mr. Benson, will you alert
7 us of the clarifications?

8 **WITNESS HOPFER:** Thank you.

9 **CHAIRMAN CLARK:** Yeah, I need to swear you
10 in.

11

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12

ALAN BENSON

13 was called as a witness on behalf of BellSouth and,
14 having been duly sworn, testified as follows:

15

DIRECT EXAMINATION

16 **WITNESS BENSON:** My name is Alan Benson. My
17 address is 6419 Jackrabbit Island Road, and that's
18 St. Augustine, Florida. I am the manager for
19 infrastructure planning for BellSouth for North
20 Florida, sort of the architect behind number planning
21 for 904, as well as for all of North Florida.

22 Local number portability is arriving. It
23 will be arriving in the third quarter of 1998 here in
24 Jacksonville. Local number portability is mandated by
25 the FCC to provide for both service provider, in other

1 words to go to another company, and also to some
2 extent location portability. What that means is that
3 customers will be able to move to another provider or
4 to another location, if they choose to, and keep their
5 same number as long as that different location is
6 within -- right now, within a geographic area that we
7 are calling an exchange such as within Jacksonville.

8 The advantage of local number portability is
9 that it will provide an opportunity to do routing on
10 smaller groups than we do now. Today we can only
11 route telephone numbers on the basis of 10,000 at a
12 chunk; we call them NXX codes. With the advent of
13 local number portability, we can route on the basis of
14 an individual number. What that means to the user is
15 that we can better utilize telephone numbers. We hope
16 that with local number portability, we'll have
17 improved utilization of our numbers. That is, as yet,
18 an untested and uncertain future; but there is the
19 expectation that we will have improved utilization
20 telephone numbers with local number portability.

21 **CHAIRMAN CLARK:** Will you be able to use
22 that number in a different exchange?

23 **WITNESS BENSON:** It is the agreement now of
24 the parties that are involved in developing this that
25 you will not be able to do that. In other words, that

1 if you moved from Jacksonville, for example, to Tulsa,
2 Oklahoma, that you would not be able to move that.
3 That is not a technical limitation, however.
4 Technically, you could do it. So that is an agreement
5 that is based on the industries' approach and the
6 regulators' approach to how we should deal with the
7 ability to move numbers. At this point I do not
8 expect that that will happen, certainly not in 1998.

9 **CHAIRMAN CLARK:** So what happens in 1998 is
10 the porting of a number within the exchange, not in
11 the area code?

12 **WITNESS BENSON:** Right now the plan is to be
13 able to port numbers within the exchange. So you can
14 go to a different provider or to a different location
15 but within the exchange.

16 **CHAIRMAN CLARK:** Was Mr. Hopfer then
17 indicating that that means we will not exhaust the
18 numbers in the area code as rapidly if we had that
19 available?

20 **WITNESS BENSON:** What that means is that --
21 let me give you an example right now. We have a
22 central office, Cedar Key, for example, that has an
23 NXX code assigned to it. I don't recall the exact
24 quantity or customers that --

25 **CHAIRMAN CLARK:** You need to tell them what

1 NXX code is.

2 **WITNESS BENSON:** Oh, excuse me. That's the
3 central office code, the first three digits that you
4 dial when you dial a telephone number. Those first
5 three digits determine in our network how that call is
6 routed. To get to Cedar Key, you dial the first three
7 digits -- and excuse me, I don't know what the NXX
8 code is. But let's guess it's 444. When you dial the
9 444 number, your call is routed to Cedar Key.

10 **Now,** in Cedar Key, we only have about 800
11 customers. So we are tying up 10,000 numbers to serve
12 800 customers. It is possible, we hope, that there
13 will be some relief with the number portability for
14 the rapid exhaust so that we could actually use those
15 telephone numbers elsewhere. But that is not a clear
16 and that is not an explicit part of the plan, but we
17 believe that over time we will improve our utilization
18 of telephone numbers.

19 **CHAIRMAN CLARK:** Mr. Hopper, is that what
20 you are talking about?

21 **WITNESS HOPFER:** I was talking about --

22 **CHAIRMAN CLARK:** You need to come to the
23 microphone.

24 **WITNESS HOPFER:** I was talking about full
25 number portability --

1 **CHAIRMAN CLARK:** Wait until you get to the
2 microphone.

3 **WITNESS FULLER:** -- and actually moving the
4 10-digit number with you anywhere in the United
5 States.

6 **WITNESS BENSON:** That is technically
7 feasible. You can technically move a 10-digit number,
8 and you can move it anywhere you wanted to. But there
9 are some concerns about doing that. For example,
10 people will not be able to tell then if they are
11 making a long distance phone call. If you dial a
12 10-digit number, you won't be able to tell whether
13 your dialing your next door neighbor or somebody in
14 Washington state.

15 So from the standpoint of the agreements
16 that I understand are being executed right now, it is
17 that we are going to move forward and only keep the
18 porting of numbers within a relatively small area. So
19 that means it really is not the intent to be able to
20 do that in 1998, to be able to move that number from,
21 let's say, Jacksonville to Washington state.

22 **WITNESS HOPFER:** But isn't it certainly --

23 **CHAIRMAN CLARK:** Wait a minute. Mr. Benson,
24 give Mr. Hopfer the microphone.

25 **MR. HOPFER:** But isn't it the case that

1 would like to speak, anyone who hasn't spoken as yet?

2 Yes. Would you come forward and give us your name?

3 And I will swear you in.

4 **HELENE CASELTINE**

5 appeared as a witness and, having been duly sworn,
6 testified as follows:

7 **DIRECT STATEMENT**

8 **CHAIRMAN CLARK:** Would you give us your name
9 and address?

10 **WITNESS CASELTINE:** Helene Caseltine, One
11 Riberia Street, St. Augustine, Florida.

12 **CHAIRMAN CLARK:** Go ahead.

13 **WITNESS CASELTINE:** I'm the executive
14 director for the Committee of 100 for St. Johns
15 County. And as far as the area code change, we would
16 prefer that the 904 stay within the Northeast Florida
17 area because you are effecting a lot more businesses.
18 And it would be an extreme cost to our local business
19 people, and we would prefer to see 904 to stay in
20 Northeast Florida. Plus the fact that many state
21 government offices use SUNCOM and don't use the 904
22 area code. So we would prefer to see the 904 stay in
23 Northeast Florida.

24 **CHAIRMAN CLARK:** Thank you, Ms. Caseltine.

25 **Anyone else? Mr. Smallwood, did you want to**

1 add to what you said?

2 **WITNESS SMALLWOOD:** Madam Chairman,
3 Ms. Caseltine really hit the one issue that I thought
4 was left open. Some of the presenters that have
5 spoken already and you were somewhat receptive to the
6 concept that the idea of least disruption would make a
7 lot of sense. And she mentioned that the state
8 offices primarily operate off SUNCOM.

9 A large percentage of all the activities
10 that they have is on their own internal system. They
11 don't even use the 904 landline system at all. So the
12 least disruption ultimately would come by letting
13 state government change their area codes and then
14 leave the predominance of the users alone. And so
15 that seems to make a lot of sense to me. Thank you.

16 **CHAIRMAN CLARK:** Thank you, Mr. Smallwood.
17 Is there anyone else who would like to speak at this
18 time?

19 I see no one raising their hand and
20 indicating that they would like to speak and,
21 therefore, I'm going to adjourn this hearing.

22 I would like to say I appreciate you all
23 coming out here and participating in this hearing and
24 giving us information relative to the needs for the
25 area code change and which option you prefer. So

1 thank you all very much. This hearing is adjourned.

2 (Thereupon, the hearing concluded at

3 7:35 p.m.)

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1 STATE OF FLORIDA)
2 COUNTY OF LEON)

CERTIFICATE OF REPORTER

3 I, ROWENA NASH HACKNEY Official Commission
4 Reporter,

5 DO HEREBY CERTIFY that the Jacksonville
6 Service Hearing in Docket No. 961153-TL was heard by
7 the Florida Public Service Commission at the time and
8 place herein stated; it is further

9 CERTIFIED that I stenographically reported
10 the said proceedings; that the same has been
11 transcribed under my direct supervision; and that this
12 transcript, consisting of 56 pages, constitutes a true
13 transcription of my notes of said proceedings

10

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DATED this 26th day of November, 1996.

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ROWENA NASH HACKNEY
Official Commission Reporter
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