

State of Florida



Public Service Commission

CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD
TALLAHASSEE, FLORIDA 32399-0850

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

DATE: March 20, 2008
TO: Ann Cole, Commission Clerk - PSC, Office of Commission Clerk
FROM: Michael C. Barrett, Regulatory Analyst IV, Division of Competitive Markets & Enforcement **MCB**
RE: Docket No. 080108-TL - Documents for Docket File

Please place the attached e-mails (2) in the docket file for Docket No. 080108-TL. Thank you.

RECEIVED-FPSC
08 MAR 20 AM 9:48
COMMISSION
CLERK

C: Beth Salak

DOCUMENT NUMBER-DATE

02072 MAR 20 8

FPSC-COMMISSION CLERK

Michael Barrett

From: Sirianni, Maryrose [ms8675@att.com]
Sent: Wednesday, March 19, 2008 11:36 AM
To: Michael Barrett
Cc: Sirianni, Maryrose
Subject: RE: Staff questions for 080108-TL
Attachments: STAFF_Questions_for_ATTupdt3.doc

Michael,

Attached are responses to your questions. Please let me know if you have further questions.

thanks
MaryRose

From: Michael Barrett [mailto:MBarrett@PSC.STATE.FL.US]
Sent: Monday, March 17, 2008 4:13 PM
To: Sirianni, Maryrose
Cc: Michael Barrett
Subject: Staff questions for 080108-TL

MaryRose,

The staff has a few questions in regard to the "Subscriber Line Charge" docket (Docket No. 080108-TL). Let me know if you have any questions.

Michael C. Barrett
Telecom Analyst
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399
(v) (850) 413-6544
(f) (850) 413-6545
mbarrett@psc.state.fl.us

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential, proprietary, and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from all computers. GA621

3/20/2008

DOCUMENT NUMBER-DATE
02072 MAR 20 8
FPSC-COMMISSION CLERK

Questions for the Company regarding

Docket No. 080108-TL
ATT-Florida's Subscriber Line Charge docket

- 1) Pending Commission approval, please explain how Florida customers will be made aware of the change.

A bill message will be sent to all customers.

- 2) Pending Commission approval, when would this change be implemented? Include in your response whether this change could be made concurrent with the bill formatting changes ordered in Comsumming Order No. PSC-08-0033-CO-TL, issued January 9, 2008, in Docket No. 070370-TL?

AT&T Florida would normally want to make these type of changes as quickly as it could, to minimize the cost it incurs when having to operationalize different regulatory requirements from what we do in the other states where we provide similar services. In this case, in order to avoid undue customer confusion, we do not plan to implement this change at the same time we are implementing the changes authorized by the Commission in Docket No. 070370-TL.

- 3) Please identify the approximate annual cost to the Company to:
a) maintain the status quo for Florida (i.e., make no change);

There are two costs associated with maintaining the status quo for Florida.

The first is the Information Technology cost to develop and implement a solution where the charge has a different description in Florida than in the other 8 former BellSouth states. This cost is estimated at approximately \$7,000.

Second, there will be initial and ongoing training costs to educate service representatives about the differences between the Florida bill and other states. This would be accomplished via an initial field briefing which would explain the differences between the Florida verbiage and the verbiage used in other states. Training for new service representatives would also be updated to reflect the difference. An estimated initial cost would be in the neighborhood of \$16,000, and estimated ongoing annual training costs would be in the range of \$22,000.

- b) implement the change pursuant to the Commission's approval.

Implementing the change itself would result in no incremental cost to AT&T Florida. This cost will be incurred regardless of the Commission's action in Florida because the change will be implemented in the other 8 former BellSouth states.

Second, there will be a small incremental increase in paper, printing, and postage costs as a result of the bill message. An additional bill message will drive some percentage of customers' bills to an additional sheet of paper, and a smaller subset of those customers will require an additional ounce of postage. Without knowing the actual content and length of the message, the best estimate of this one-time cost at this time would be approximately \$.01 per Florida consumer.

There would be no incremental cost to train service representatives because the verbiage used in Florida would be the same as for other states.

DOCUMENT NUMBER-DATE

02072 MAR 20 08

FPSC-COMMISSION CLERK

Michael Barrett

From: Sirianni, Maryrose [ms8675@att.com]
Sent: Wednesday, March 19, 2008 3:34 PM
To: Michael Barrett
Cc: Sirianni, Maryrose
Subject: RE: Staff questions for 080108-TL

Michael,

If the Commission's Proposed Agency Action becomes final before April 30, we would make the change within a couple of days. If the approval happens after April, we will go forward as soon as FPSC approval is obtained and issue the verbiage change on the bill (and associated bill page message in FL). This differs from what we said earlier, it actually may be at the same time as the new bill format changes.

Thanks
Maryrose

From: Michael Barrett [mailto:MBarrett@PSC.STATE.FL.US]
Sent: Wednesday, March 19, 2008 11:46 AM
To: Sirianni, Maryrose
Subject: RE: Staff questions for 080108-TL

Minor follow up on your answer to #2:

Am I understanding correct that you want to work through the changes from the OTHER docket first, and then do this one? If so, would it then be 1-2 months thereafter? 3? 6? or longer?

From: Sirianni, Maryrose [mailto:ms8675@att.com]
Sent: Wednesday, March 19, 2008 11:36 AM
To: Michael Barrett
Cc: Sirianni, Maryrose
Subject: RE: Staff questions for 080108-TL

Michael,

Attached are responses to your questions. Please let me know if you have further questions.

thanks
MaryRose

From: Michael Barrett [mailto:MBarrett@PSC.STATE.FL.US]
Sent: Monday, March 17, 2008 4:13 PM
To: Sirianni, Maryrose
Cc: Michael Barrett
Subject: Staff questions for 080108-TL

MaryRose,

The staff has a few questions in regard to the "Subscriber Line Charge" docket (Docket No. 080108-TL). Let me know if you have any questions.

DOCUMENT NUMBER-DATE

02072 MAR 20 08

3/20/2008

FPSC-COMMISSION CLERK

Michael C. Barrett
Telecom Analyst
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399
(v) (850) 413-6544
(f) (850) 413-6545
mbarrett@psc.state.fl.us

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential, proprietary, and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from all computers. GA621