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June 14, 2010 – VIA ELECTRONIC MAIL

Ann Cole, Commission Clerk  
Florida Public Service Commission  
2540 Shumard Oak Boulevard  
Tallahassee, FL 32399-0850

Re: Docket No.  
Petition of Verizon Florida LLC for Waiver of Rule 25-4.040(2), F.A.C.

Dear Ms. Cole:

The above-referenced Petition is enclosed for filing. Service has been made as indicated on the Certificate of Service. If there are any questions regarding this filing, please contact me at (678) 259-1657.

Sincerely,

s/Dulaney L. O'Roark III

Dulaney L. O'Roark III

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Enclosures

**BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION**

Petition of Verizon Florida LLC for  
Waiver of Rule 25-4.040(2), F.A.C.

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) Docket No.  
) Filed: June 14, 2010  
)

**PETITION OF VERIZON FLORIDA LLC  
FOR WAIVER OF RULE 25-4.040(2), F.A.C.**

Verizon Florida LLC ("Verizon") hereby files its Petition for Waiver of Rule 25-4.040(2), Florida Administrative Code. Verizon seeks a waiver because the annual distribution of residential white pages directories has become highly wasteful from both an economic and an environmental standpoint now that consumer demand for them has fallen dramatically. In support of its Petition Verizon states the following:

1. Verizon is a Florida local exchange telecommunications company ("ILEC") with its principal place of business at 201 N. Franklin St. 37<sup>th</sup> Floor, Tampa, Florida 33602.

2. Verizon may be served through its counsel, whose address, telephone number and facsimile number are as follows:

Dulaney L. O'Roark III  
P. O. Box 110, 37<sup>th</sup> Floor  
MC FLTC0007  
Tampa, Florida 33601-0110  
Phone: (678) 259-1657  
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**BACKGROUND**

3. Rule 25-4.040(1) requires local exchange telecommunications companies ("ILECs") to publish updated telephone directories once every twelve months under normal circumstances. Verizon is requesting a waiver with respect to the related

provisions in subsection (2), which require ILECs to furnish one copy of the carrier's directory for each subscriber access line. Subsection (2) states:

Each subscriber served by a directory shall be furnished one copy of that directory for each access line. Subject to availability, additional directories shall be provided by the local exchange telecommunications company, which may charge a reasonable fee therefor. Each exchange company shall file with the Commission a tariff setting forth the fee, if any, and the conditions under which it will apply. Copies of each directory shall be furnished to the Bureau of Service Quality. When expanded calling scopes are involved, as with Extended Area Service, each subscriber shall be provided with directory listings for all published telephone numbers within the local service area.

4. In compliance with Rule 25-4.040, Verizon currently provides customers with printed residential white page directories that include an alphabetical listing of all residential customers with published numbers. Verizon also provides customers with printed directories that include business and government white pages, yellow pages and consumer guide pages. These directories are published and delivered to all customers annually by Verizon's directory publisher, SuperMedia LLC (formerly Idearc Media LLC)("SuperMedia").

5. In recent years, customers have been using printed residential white page directories less and less in favor of alternate methods of accessing listings, such as Internet directories, the directories in wireless and wireline devices, and the specialized directories provided by employers, schools, places of worship and other organizations. Gallup studies show that the percentage of households using stand-alone residential white pages has dropped from 28% in 2005 to just 11% in 2008.<sup>1</sup>

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<sup>1</sup> Gallup Organization 2005 and 2008, proprietary for SuperMedia.



6. If its Petition is granted, Verizon would make residential white page directory listings available to customers upon request at no charge in printed form or on CD-ROM, and also would make them available online at no charge.<sup>2</sup> Verizon would continue delivery of printed directories that include the business and government white pages and the consumer guide pages. Verizon would notify its customers of their directory listing options with the following communications:

- Verizon press release (example draft provided in Attachment A);
- Verizon bill message (example draft provided in Attachment B);
- Notice on cover and 911 page of the directory (example drafts provided in Attachment C);
- SuperMedia notice and explanation of program to be placed in the front pages of the directory (example draft provided in Attachment D); and
- SuperMedia webpage notice.

7. Last year the Commission granted AT&T Florida's request for a waiver of Rule 25-4.040(2), concluding that AT&T Florida's request "recognizes advances in technology while protecting the interests of subscribers who want to continue to receive a free printed residential directory."<sup>3</sup> The Commission also found that "the rule waiver request meets the purpose of the underlying statute and rule by allowing AT&T Florida to provide directory information without compromising consumer access to listed residential numbers."<sup>4</sup> The two-year waiver granted by the Commission has been in place almost a year, since July 2009, giving the Commission an opportunity to evaluate

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<sup>2</sup> The Online White Page access will be available to customers at [www.verizon.com/whitepages](http://www.verizon.com/whitepages). This web site is currently running in a test version for Commission Staff to access.

<sup>3</sup> *In re: Petition by BellSouth Telecommunications, Inc. for Waiver of Rule 25-4.040(2)*, Florida Administrative Code, Docket No. 090082-TL, Order No. PSC-09-0492-PAA-TL at 5 (July 8, 2009).

<sup>4</sup> *Id.*

any effects of rule waiver over an extended period. Verizon is requesting the Commission to grant similar relief here on a permanent basis.

### REQUEST FOR WAIVER

8. Pursuant to Rule 28-104.002, Verizon requests a waiver of Rule 25-4.040(2).

9. Rule 25-4.040 states that it was implemented pursuant to sections 364.01(4), 364.02(2), 364.025, 364.0251, 364.03, 364.385, 365.171 and 395.1027, Florida Statutes.

10. Verizon requests a waiver of Rule 25-4.040(2) because it imposes a substantial hardship, both in economic and environmental terms. The rule creates an economic hardship because the substantial cost of publishing and distributing the directories each year can no longer be justified when their use by customers has declined so precipitously. That hardship could be borne by Verizon if SuperMedia, which recently emerged from bankruptcy, cannot succeed in this venture. And the environmental impact of wastefully producing so many unused directories is a significant concern. Verizon estimates that approximately 1,134 tons of paper per year could be saved, along with the energy associated with printing, binding and distributing the directories, if the waiver is granted.

11. Verizon's waiver request serves the underlying purposes of Rules 25-4.040 because customers will continue to have access to directory listing information – from printed listings or CD ROMS upon request, and from online access – in ways that best meet their needs. As discussed above, Verizon will provide consumers with ample notice of the how they may continue to obtain access to that information.

12. Verizon requests that the waiver be granted on a permanent basis.

WHEREFORE, Verizon respectfully requests that the Commission approve its request for a waiver of Rules 25-4.040(2).

Respectfully submitted on June 14, 2010.

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Attorney for Verizon Florida LLC



**DRAFT**

**Florida OKs Verizon's request to stop automatic delivery of printed white pages**

Tallahassee, Florida (August 5) – The Florida Board of Public Utilities today granted Verizon Florida's request to provide customers with an online, electronic version of the white pages as the primary means to access residential telephone directory information. Customers may request that a free printed or CD ROM directory be sent to them by mail.

Beginning in December 2010, Verizon directories delivered in Florida will not include residential White Pages listings. Print directories will continue to be delivered, containing business and government White Pages, information pages and the Yellow Pages. All White Pages listings will be accessible at [www.verizon.com/whitepages](http://www.verizon.com/whitepages) , and the residential print and CD ROM versions will be available free, on request.

In July, Verizon requested a waiver of the existing requirement to deliver residential White Pages to improve efficiency and reduce the environmental impacts associated with printed directories. The company noted that significant resources are expended annually to print and automatically distribute directories to customers who may not want or use them.

White Pages usage has decreased considerably due to the internet and mobile search. Gallop estimates the usage for residential white page directories had dropped to about 11% in 2008. In addition, White Pages print directories are a stress on recycling efforts and often end up taking valuable landfill space. This effort is expected to keep approximately 1,134 tons of paper out of the Florida waste stream.

SuperMedia LLC is the official publisher of the Verizon directories.

## ATTACHMENT B

Consumer Choice: White Pages Proposal  
Draft Verizon Bill Message for Florida:

### Florida White Pages Change

Beginning in December 2010, most directories delivered in Florida will not include residence White Pages listings. All White Pages listings can be accessed at [www.verizon.com/whitepages](http://www.verizon.com/whitepages) . To order a free print or CD ROM copy of your local residential White Pages, please call 1-800-888-8448.







**EMERGENCY CALLS ONLY****911****Emergency for Text Telephone  
(TTY) Users****Fire Police Sheriff Ambulance**

For Nonemergency Calls Consult the Government Listings

**Poison Control Center  
(Voice/TTY) 1-800-222-1222****SELECTIVE BLOCKING**

Prevents your name and telephone number from being displayed on Caller ID devices, one call at a time. However, this will NOT prevent your telephone number from displaying on calls placed to toll-free and cost-per-call numbers (see page 10, Area Code listings under WATS and CPC numbers), or on calls placed to 9 1 1 emergency services.

**Press \* 6 7.** Listen for the one confirmation tone, then place your call. This service works on an individual call basis. Once you hang up, the blocking is no longer in effect. *Order # 25029***VERIZON COMPLAINT RESOLUTIONS**

Verizon wants to provide excellent service. If your problem has not been resolved, after contacting an employee or supervisor, please call your Verizon Complaint Resolutions Department.

All Calling Areas

**1-800-483-7988****FLORIDA PUBLIC SERVICE COMMISSION INQUIRIES**

CUSTOMERS OF UTILITIES AND COMPANIES REGULATED BY THE COMMISSION WHO HAVE FIRST CONTACTED SUCH A FIRM CONCERNING A PROBLEM, AND ARE NOT SATISFIED BY THE CORRECTIVE ACTION TAKEN MAY CONTACT:

**COMISIÓN DE SERVICIO PÚBLICO DEL ESTADO DE LA FLORIDA**  
TODOS LOS CLIENTES DE UTILIDADES Y EMPRESAS REGULADAS EN LA FLORIDA QUE HAYAN INICIADO CONTACTO CON DICHA ENTIDAD Y NO ESTÉN SATISFECHOS CON LA RESOLUCIÓN DE SU QUEJA Y/O INVESTIGACIÓN PUEDEN DIRIGIRSE A:**THE FLORIDA PUBLIC SERVICE COMMISSION**  
DIVISION OF SERVICE, SAFETY AND CONSUMER ASSISTANCE  
2540 SHUMARD OAK BOULEVARD  
TALLAHASSEE, FLORIDA 32399-8153  
PHONE TOLL-FREE (TDD & VOICE) 1-800-342-3552  
FACSIMILE TOLL-FREE 1-800-511-0809INTERNET E-MAIL ADDRESS FOR FILING COMPLAINTS:  
CONTACT@PSC.STATE.FL.US  
INTERNET ADDRESS FOR RETRIEVING INFORMATION:  
<http://www.psc.state.fl.us/>**For your convenience, please find the White Pages for this directory online at  
[www.Verizon.com/whitepages](http://www.Verizon.com/whitepages). To order directories, stop delivery of this directory,  
or obtain a free copy for the residential white pages call 1-800-888-8448.****OTHER IMPORTANT NUMBERS**

24-Hour Community Information, Referral Services, & Crisis Intervention Helpline (where available)	211	Insurance Consumer Helpline	1-877-693-5236
Abuse Hotline—Children, Disabled, or Elderly Persons	1-800-962-2873	Missing Endangered Persons Information Clearinghouse	1-888-FLMISSING (1-888-356-4774)
Text Telephone (TTY) Customers	1-800-453-5145	National Center for Missing and Exploited Children	1-800-843-5678
AIDS Hotline		Text Telephone (TTY) Customers	1-800-826-7653
English Counselors	1-800-352-2437	National Hopeline Network—Suicide Prevention Hotline	1-800-SUICIDE (1-800-784-2433)
Consejeros Que Hablan Español	1-800-545-7432	National Response Center—Report Chemical/Oil Spills and Chemical/Biological Terrorism	(Voice/TTY) 1-800-424-8802
Creole	1-800-243-7101	National Suicide Prevention Lifeline	1-800-273-TALK (1-800-273-8255)
Text Telephone (TTY) Customers	1-888-503-7118	Poison Control Center	(Voice/TTY) 1-800-222-1222
American Bio Recovery Association		Police Department Communications for Nonemergencies	727-893-7780
Trauma and Crime Scene Clean-Up Assistance	1-888-979-ABRA (2272)	Rape Crisis	727-530-7233
Bureau of Alcohol, Tobacco, and Firearms	Tampa 813-228-2184	Recovery, Inc. Self Help Mental Health	727-525-1749
Casa Domestic Violence Center—Crisis Line Administration	727-898-3671 727-895-4912	Runaway Services	727-384-TEEN (8336) 1-800-RUNAWAY (786-2929)
Coast Guard—Marine and Air Emergencies Only	St. Pete 727-896-6137	The Haven of RCS Domestic Violence Center	727-442-4128
Consumer Services	1-800-435-7352	Traveler Information Service	511
County Disaster Planning and Assistance	727-464-3800	U.S. Customs Service, Office of Investigation	813-348-1881
Crisis Intervention and Suicide Prevention Emergency Mental Health	727-791-3131	U.S. Marshal	813-274-6401
Deaf and Hard of Hearing Services of Florida, Inc. TTY Customers	727-816-1314 727-816-1868	U.S. Secret Service	813-228-2636
Deaf & Hearing Connection for Tampa	1-888-832-4314	Vanished Children's Alliance	
Drug Enforcement Administration	813-287-5160	24-Hour Sighting Hotline	1-800-VANISHED (1-800-826-4743)
Federal Bureau of Investigation (FBI)	813-273-4566	Wildlife Rescue and Rehabilitation, Inc.	727-399-1525
Florida Council on Compulsive Gambling, Inc.	1-888-236-4848		
Florida Fish and Wildlife Conservation Commission Alligator Removal/Nuisance Emergencies & Violations	1-866-392-4286 1-888-404-3922		
Helpline—Crisis Counseling Information and Referral	211 or 727-562-1542		

**To order directories or to stop delivery of this directory, call 1-800-888-8448.**



# Customer Info Guide



**superguarantee**

Friend:

My name is Scott Klein, CEO of SuperMedia. We are the official publisher of the Verizon Print Directories, including this SuperYellowPages. I wanted to share with you some positive changes you will see in your SuperYellowPages. These enhancements are based on consumer feedback and research.

First and foremost, we've made it easier to spot the good guys. You know - contractors, painters, auto mechanics and other businesses you rely on to get the job done right. Our good guys are part of a super program designed to save you time and ease your mind. It is what we call the SuperGuarantee.

Just look for businesses backed by the SuperGuarantee shield in this SuperYellowPages and you can count on them to do the job right, or we will step in and make it right. Best part is the SuperGuarantee is absolutely free. Complete details can be found at the beginning of our yellow pages section containing our eligible businesses.

Going through the SuperYellowPages you will see white pages business listings, local emergency numbers, local government pages, special sections like Dining Your Way and money-saving coupons.

Based on our research and feedback, we've taken out the residential white pages. To receive a free copy of the complete residential white pages - in CD-ROM or printed versions - call 1-800-888-8448. An electronic version is available for free at [www.verizon.com/whitepages](http://www.verizon.com/whitepages).

If you want to adjust the number of directories you receive or remove yourself from directory distribution, call 1-800-888-8448 and select option two or go to <http://my.supermedia.com/directoryoptout/>. For a complete list of phone numbers of the directory publishers in your area, visit [www.yellowpagesoptout.com](http://www.yellowpagesoptout.com).

Sincerely,

Scott W. Klein

**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that copies of the foregoing were sent via U. S. mail on June 14, 2010 to:

Staff Counsel  
Florida Public Service Commission  
2540 Shumard Oak Boulevard  
Tallahassee, FL 32399-0850

Joint Administrative Procedures Committee  
Room 120  
The Holland Building  
Tallahassee, FL 32399-1300

s/Dulaney L. O'Roark III