

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 950808-TL
tariff filing to introduce) ORDER NO. PSC-95-1221-FOF-TL
Custom Abbreviated Dialing) ISSUED: October 3, 1995
Service by GTE Florida)
Incorporated. (T-95-394 filed)
6/30/95)
_____)

The following Commissioners participated in the disposition of this matter:

SUSAN F. CLARK, Chairman
J. TERRY DEASON
JOE GARCIA
JULIA L. JOHNSON
DIANE K. KIESLING

ORDER APPROVING TARIFF AND GRANTING MOTION FOR EXEMPTION
FROM RULE 25-4.110(10) (A), FLORIDA ADMINISTRATIVE CODE

BY THE COMMISSION:

On June 30, 1995, GTE Florida Incorporated (GTEFL or the Company) filed a tariff to introduce Custom Abbreviated Dialing Service. Subsequently, on July 21, 1995, the Company filed a Motion for Exemption from Rule 25-4.110(10)(a), Florida Administrative Code, in this docket.

A. Custom Abbreviated Dialing Service

Custom abbreviated dialing (CAD) service is a #NXX local dialing arrangement delivering general information via voice grade facilities. The #NXX code is translated by the CO switch into seven-digit and ten-digit non-published numbers assigned to Custom Abbreviated Dialing subscribers. Likely subscribers to this service are Information Providers, Enhanced Service Providers, and Newspapers.

GTEFL believes its new custom abbreviated dialing (#NXX) offering fulfills the request of Information Service Providers for a uniform method of providing pay-per-call services. The service includes optional billing, Automatic Number Identification (ANI), and call recording and rating. GTEFL also believes that demand for CAD services justifies the investment opportunity.

It should be noted that those end users desiring to block number information transmission to CAD customers subscribing to Caller Number Identification (CNID), may do so using *67. The *67

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capability is universally available throughout GTEFL's territory at no charge. Although *67 blocks number information transmission in real time it does not preclude the CAD customer from receiving number information through the billing and collection cycle. Therefore, the tariff restricts the use of number information to billing and collection purposes only.

GTEFL proposes to offer tiered rates for establishment of CAD Service, per CAD Service Number, per local calling area:

<u>Tier</u>	<u>Nonrecurring Charge</u>
1	\$25,000
2	\$15,000
3	\$ 8,000
4	\$ 4,500

Tier 1 = Clearwater, Plant City, Sarasota, St. Petersburg, Tampa, Tarpon Springs
Tier 2 = Bartow, Bradenton, Lakeland, Winter Haven, Venice
Tier 3 = Englewood, Haines City, Hudson, Lake Wales, Mulberry, New Port Richie,
North Port, Palmetto, Polk City, Zephyrhills
Tier 4 = Frostproof, Indian Lake

CAD customers will pay the normal tariffed charges for the local exchange access arrangements, e.g. PBX trunks, CentraNet service lines, etc., used for transporting and terminating messages at the CAD customer's designated premises. CAD customers will also pay a per minute of use (MOU) charge: \$.07 for the first minute; and \$.03 for each additional MOU.

GTEFL will accept CAD requests for an open period of sixty (60) days following the third business day after the Company has publicly announced the service offering. Deposits will be taken in the form of certified or cashier's checks in the amount of the applicable nonrecurring charge. If the customer is assigned a CAD number, the deposit will be applied to the customer's charges for establishing CAD service. If the customer is not assigned a CAD number, the check will be returned to the customer.

The CAD customer has thirty (30) days to initiate the service order and ninety (90) days to implement service from the date of the CAD number assignment. CAD customers electing to discontinue service or who have failed to establish service after the ninety (90) day period will forfeit their deposits.

GTEFL's nonrecurring charges applicable to the multi-tiered rate plan are designed to recover switching costs, programming at the CO, and software right-to-use fees.

Although there is no historical cost or subscriber information, this tariff contains pricing strategies similar to those contained in previous N11 tariff filings. Projected recurring revenue for the first operating year is \$320,970 and is projected to increase 74%, to \$557,770 by the end of the fifth year. Direct costs associated with the provision of the service are expected to proportionately increase as revenue rises. Consequently, a 54% contribution margin is consistently maintained over the duration of the forecast.

The Company's analysis includes reasonable market and cost recovery assumptions, as well as pricing strategies to recover the costs of providing the service.

Customers who want to restrict access to #NXX, 1+900, or 1+976 numbers because there is a charge associated with the call, call blocking services are available at no cost. GTEFL states that its bills will clearly and conspicuously disclose on each section containing pay-per-call charges the following statement: "You should know that Pay Per Call blocking is available, at no charge, upon request."

Upon consideration, we find that GTEFL's tariff providing Custom Abbreviated Dialing service is appropriate. It is consistent with prior Commission Orders and complies with the Commission's pay-per-call rules.

B. Motion for Exemption from Rule 25-4.110(10)(a), Florida Administrative Code

Where GTEFL provides billing and collection services on behalf of Information Providers to end users, GTEFL requests that it be allowed to bill for CAD services under the heading "Pay Per Call Nonregulated Charges." The pay per call rule requires that pay per call services be billed under the heading "Pay Per Call (900 or 976) Nonregulated Charges." GTEFL believes that billing for CAD services using the "900 or 976" language would be confusing to subscribers. We agree. Accordingly, GTEFL's Motion shall be granted.

Therefore, it is

ORDERED by the Florida Public Service Commission that GTE Florida Incorporated's tariff to introduce Custom Abbreviated Dialing Service is hereby approved. It is further

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ORDERED that GTEFL's Motion for Exemption from Rule 25-4.110(10)(a), Florida Administrative Code is hereby granted. It is further

ORDERED that if a protest is filed in accordance with the requirements set forth below, the tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. It is further

ORDERED that this tariff shall be effective September 15, 1995. It is further

ORDERED that if no protest is filed, this docket shall be closed.

By ORDER of the Florida Public Service Commission, this 3rd day of October, 1995.

BLANCA S. BAYÓ, Director
Division of Records and Reporting

by: Kay DeLeon
Chief, Bureau of Records

(S E A L)

MMB

NOTICE OF FURTHER PROCEEDINGS OR JUDICIAL REVIEW

The Florida Public Service Commission is required by Section 120.59(4), Florida Statutes, to notify parties of any administrative hearing or judicial review of Commission orders that is available under Sections 120.57 or 120.68, Florida Statutes, as well as the procedures and time limits that apply. This notice should not be construed to mean all requests for an administrative hearing or judicial review will be granted or result in the relief sought.

The Commission's decision on this tariff is interim in nature and will become final, unless a person whose substantial interests are affected by the action proposed files a petition for a formal proceeding, as provided by Rule 25-22.036(4), Florida Administrative Code, in the form provided by Rule 25-22.036(7)(a)(d) and (e), Florida Administrative Code. This petition must be received by the Director, Division of Records and Reporting, 2540 Shumard Oak Boulevard, Tallahassee, Florida 32399-0850, by the close of business on October 24, 1995.

In the absence of such a petition, this order shall become final on the day subsequent to the above date.

Any objection or protest filed in this docket before the issuance date of this Order is considered abandoned unless it satisfies the foregoing conditions and is renewed within the specified protest period.

If this Order becomes final on the date described above, any party adversely affected may request judicial review by the Florida Supreme Court in the case of an electric, gas or telephone utility or by the First District Court of Appeal in the case of a water or wastewater utility by filing a notice of appeal with the Director, Division of Records and Reporting and filing a copy of the notice of appeal and the filing fee with the appropriate court. This filing must be completed within thirty (30) days of the date this Order becomes final, pursuant to Rule 9.110, Florida Rules of Appellate Procedure. The notice of appeal must be in the form specified in Rule 9.900(a), Florida Rules of Appellate Procedure.