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January 8, 2001

VIA OVERNIGHT DELIVERY

Florida Public Service Commission
Division of Records and Reporting
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

990546-TP


Re: Application of Urban Media of Florida, Inc. (the "Company") for a Certificate of Authority to Provide Local Exchange Service; Docket No. 000431-TX

Dear Sir or Madam:

Enclosed are the original and eight (8) copies of the Company's IntraLATA Toll Dialing Parity Plan ("Plan"), which is being filed in connection with the above-referenced docket. Please file the Plan in your usual fashion and return one (1) file-stamped copy to us in the enclosed envelope.

If you have any questions or comments, please call the undersigned.

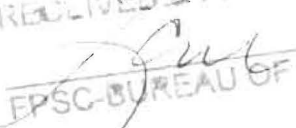
Sincerely,


Timothy L. Geraghty

TLG/jh

- APP _____
- CAF _____
- Enc. _____
- cc: _____
- COM _____
- CTR _____
- ECR _____
- LEG I _____
- OPC _____
- PAI _____
- RCD _____
- SEC I _____
- SER _____
- OTH _____

Urban Media of Florida, Inc.
(with enclosure)
Charles A. Hudak, Esq.
(without enclosure)

RECEIVED & FILED

FPSC-BUREAU OF RECORDS

added 5-18-01

DOCUMENT NUMBER-DATE
00400 JAN-98
FPSC-RECORDS/REPORTING

URBAN MEDIA OF FLORIDA, INC.

INTRALATA TOLL DIALING PARITY PLAN

DOCUMENT NUMBER-DATE

00400 JAN-98

FPSC-RECORDS/REPORTING

I. INTRODUCTION

Pursuant to regulations promulgated by the Federal Communications Commission (“FCC”),¹ Urban Media of Florida, Inc. (“Urban Media”) intends to implement technologies that will provide customers (“Customer(s)”) with the opportunity to designate a carrier for their intraLATA toll traffic. Once the Customer has made such a designation, intraLATA toll calls will automatically be routed, without the use of access codes, to any interexchange carrier (“IXC”) of the customer’s choice. However, without a designation, Customers will continue to have the option to utilize additional intraLATA toll carriers on a call-by-call basis by dialing access codes. Urban Media will offer dialing parity for intraLATA toll calls upon approval of its plan by the PSC and simultaneous with the commencement of offering local and interexchange services in Florida.

II. METHODOLOGY

Urban Media will utilize “multiple Primary Interexchange Carrier (‘Multiple-PIC’)” technology to implement intraLATA toll dialing parity. Multiple-PIC technology will allow Customers the capability to presubscribe to the same or different carriers that have established themselves as access customers under applicable Urban Media tariffs for intraLATA toll and interLATA service. In addition, Urban Media will offer Customers the ability to access all carriers that have established themselves as access customers under applicable Urban Media tariffs by dialing the appropriate access code (*i.e.*, 10XXX, 101XXXX) when placing individual toll calls.

III. CARRIER INFORMATION

Carriers will have the option of (i) offering intraLATA toll service only or offering intraLATA toll and interLATA service and (ii) participating in all market areas

¹47 C.F.R. §51.213(a) (requiring that each local exchange carrier offering exchange service in a state file a plan for providing intraLATA toll dialing parity within the state). *See also* In the Matters of Implementation of the Local Competition Provisions of the Telecommunications Act of 1996 *et al.*, FCC 99-54, CC Docket 96-98 (Order adopted March 19, 1999, released March 23, 1999).

or only in specific market areas. Urban Media will notify potential carriers prior to the initial availability of presubscription in a particular market area.

Carriers wishing to participate will be requested to submit Access Service Requests/Translation Questionnaires to the Access Tandem owner (*i.e.*, the incumbent local exchange carrier (“ILEC”)) and to Urban Media.

Urban Media will not participate in billing disputes between the Customer and the alternative carrier arising out of or related to the provision of intraLATA toll services.

IV. NETWORK INFORMATION

All originating intraLATA toll traffic will initially be routed via the ILEC Access Tandem. Each participating carrier must have Feature Group “D” trunks in place (or ordered) between its point of presence and the ILEC Access Tandem(s).

Urban Media will route all originating intraLATA toll traffic to the Customer’s designated carrier and will only block traffic at the request of the Customer and/or in compliance with applicable law and regulations. Urban Media will not honor requests from carriers to block traffic or to remove Customers from the carrier’s network. Calls that cannot be completed to a carrier will be routed to a recorded announcement.

V. CUSTOMER CONTACT INFORMATION

Urban Media customer contact representatives will process Customer-initiated PIC selections to Urban Media or to an alternative intraLATA toll carrier as designated by the Customer. In addition, alternative carriers may submit PIC changes to Urban Media via a fax/paper interface; in this event, carriers will be required to submit PIC changes using the Customer Account Record Exchange (“CARE”) 960-byte format via paper medium. Urban Media will provide carriers with PIC order confirmation and reject information using the CARE format. Specific details regarding CARE will be provided to participating carriers.

Urban Media will not automatically assign a PIC selection (for itself or any other carrier) to any Customer without receipt of that Customer’s written consent. Urban

Media will inform its customers of their right to choose an intraLATA toll carrier, and will process customer-initiated PIC selections to Urban Media or to an alternative intraLATA toll carrier as designated by the customer. Customers who do not designate a choice for an intraLATA toll carrier will be identified within Urban Media's system as "no-PIC" and will not be automatically defaulted to a carrier. Customers identified as "no-PIC" within Urban Media's system will be required to dial the access code of a different carrier to place intraLATA toll calls until they make an affirmative choice for an intraLATA toll carrier. Urban Media will provide all Customers with a confirmation notification of their PIC selection.

Upon Customer request, Urban Media representatives will provide alternative carrier names (and, if supplied by the alternative carrier, telephone numbers) to new or existing Customers in random, competitively neutral order. However, Urban Media representatives will not discuss alternative carrier rates or services with Customers, nor will they provide Customers with Carrier Identification Codes or access dialing instructions. Also, Urban Media representatives will not initiate or accept three-way calls from alternative carriers to discuss presubscription.

VI. COMPLIANCE WITH LAWS/ ANTI-SLAMMING PROCEDURES

Urban Media will provide nondiscriminatory access to telephone numbers, operator services, directory assistance and directory listings in all areas served. Urban Media will comply with all rules promulgated by the FCC and the Commission, including the Commission's rules designed to protect consumers against slamming.

VII. PRESUBSCRIPTION INFORMATION

A five dollar (\$5.00) PIC Change Charge will be incurred and billed to the Customer for each eligible line where a PIC change is made. However, Urban Media intends to provide Customers with a thirty (30) day PIC Change Charge waiver period when customers choose Urban Media as their intraLATA carrier. If a Customer chooses

to PIC Freeze, it can only be initiated or removed by the Customer's verbal or written request.

Dated this 8th day of January, 2001.

Urban Media of Florida, Inc.

By: **Karen Notsund**
Senior Director, Regulatory and External
Affairs
Heidi Sieck Williamson
Manager, Regulatory Affairs
One Kaiser Plaza
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Oakland, California 94612