

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff filing to)	DOCKET NO. 900837-TL
offer United Signaling Service, by)	ORDER NO. 23822
UNITED TELEPHONE COMPANY OF FLORIDA)	ISSUED: 12-3-90
_____)	

The following Commissioners participated in the disposition of this matter:

MICHAEL MCK. WILSON, Chairman
 BETTY EASLEY
 GERALD L. GUNTER
 FRANK S. MESSERSMITH

ORDER APPROVING TARIFF FILING

On October 8, 1990, United Telephone Company of Florida (United or the Company) filed tariffs in which it proposed to introduce United SignalRing service. The proposed tariff contains a flexibly-priced rate structure which provides for a minimum and maximum rate that may be charged for the service. The Company requests Commission approval to increase or decrease prices within this range of rates following a 30 day advance notice to both the Commission and to existing customers.

United SignalRing service will provide a customer with up to three telephone numbers associated with a single access line. With SignalRing I the subscriber will receive a primary telephone number and one additional telephone number. With SignalRing II the subscriber receives two additional telephone numbers. Each telephone number will have a distinctive ring pattern so that calls to a particular number can be identified. This service can be used in conjunction with Call Waiting and Call Forwarding. With Call Waiting, each number will be provided with a distinctive tone. With Call Forwarding, calls to any or all of the SignalRing numbers may be forwarded. United anticipates that single-line residential customers will constitute the primary market for this offering.

SignalRing will be available to all customers receiving service from either a 5ESS or a DMS100 digital switch. By 1995, United expects that 90% of its single-party residence and business lines will be able to subscribe to this service. The Company estimates that after five years SignalRing will have attracted nearly 90,000 subscribers and will generate in excess of \$2 million in annual revenues.

The only major costs to provide SignalRing are the addition of a new software package to each digital switch and the increased utilization of the switch due to the service. Consequently, United

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estimates that this service will yield a \$3 million cumulative contribution above its costs over its first five years.

United requests banded rates for SignalRing service, with authorization to increase or decrease rates within the range of rates on 30 days notice to the Commission and existing subscribers. The Company states that such flexible pricing will allow it to respond more quickly to market and demand conditions. The proposed banded rate structure for United's SignalRing service is similar to that currently in place for Southern Bell's RingMaster service.

This Commission's policy has been to approve local exchange companies' efforts to maximize contributions derived from discretionary services, and thus to minimize upward pressure on local service rates. United's proposed SignalRing tariff is consistent with this Commission's approval in Docket No. 870537-TL of Southern Bell's RingMaster service, an offering identical to SignalRing.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that United Telephone Company of Florida's proposed tariff filing to introduce United SignalRing service is approved. It is further

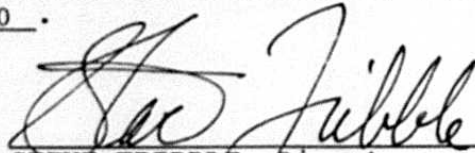
ORDERED that banded rates are approved for the proposed tariff offering. It is further

ORDERED that the 60 day notice for rate changes within the bands is waived and reduced to a 30 day notice requirement. It is further

ORDERED that this tariff shall become effective on December 1, 1990. If a protest is filed, the tariff shall remain in effect with any increase held subject to refund pending resolution of the protest. If no protest is filed this docket shall be closed at the end of the protest period discussed below.

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By ORDER of the Florida Public Service Commission, this 3rd
day of DECEMBER, 1990.



STEVE TRIBBLE, Director
Division of Records and Reporting

(S E A L)

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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 at his office at 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on December 24, 1990.

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

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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 sewer 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.