

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Request for approval) DOCKET NO. 920798-TL
of tariff filing to delete) ORDER NO. PSC-92-1133-FOF-TL
Personal Alert Line and) ISSUED: 10/06/92
Preferred Call Forwarding)
ExpressTouch by UNITED)
TELEPHONE COMPANY OF FLORIDA.)

The following Commissioners participated in the disposition of this matter:

THOMAS M. BEARD, Chairman
SUSAN F. CLARK
J. TERRY DEASON
BETTY EASLEY
LUIS J. LAUREDO

ORDER APPROVING TARIFF

BY THE COMMISSION:

On August 5, 1992, United Telephone Company of Florida (UTF or the Company) filed a request for approval of a tariff filing to delete the Personal Alert Line service and the Preferred Call Forwarding ExpressTouch feature from its tariff.

Personal Alert Line (PAL) was implemented on September 29, 1985. This service, also known as Warm Line, provides a signalling arrangement that automatically dials a predetermined telephone number if the subscriber's telephone goes off-hook and no digits are dialed within a set number of seconds.

UTF initially anticipated acceptance of PAL by a market segment containing seniors and shut-ins who needed an inexpensive "lifeline" type of service. PAL, however, has not gained the expected market share, and as of May, 1992, there were only 159 subscribers from the 850,000 lines that have access to the service.

The Company states that other services such as Enhanced 911 and MedicAlert appear to offer customers more value than PAL. In view of the low market demand and the availability of other alternative services, UTF requests that the service be discontinued, which means it would not be available for grandfathering existing customers. The annualized loss of revenue from PAL is \$3214.50.

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Preferred Call Forwarding (PCF) was tariffed as one of UTF's ExpressTouch services on December 20, 1990 (ExpressTouch services are enhanced Custom Calling features). PCF allows calls to be forwarded only if the called number (the subscriber) has included the calling number on the PCF list of up to six (6) numbers that may have calls forwarded. The list may be changed and the forwarding arrangement cancelled by the subscriber at any time.

PCF has been available for over a year to 160,000 access lines, yet only 40 customers have taken the service. The Company indicates that studies show customers desire call forwarding from all callers as opposed to screening only certain ones. Alternative services are available in UTF's Call Forwarding, Call Forward-No Answer and Call Forward-Busy. The annualized loss of revenue from PCF is \$1404.

We therefore find it appropriate to approve the deletion of both services from this tariff. The software that provides these features is the same as that used for other Custom Calling Services. Therefore, no additional central office investment was necessary at the time PAL and PCF were implemented. In view of the availability of alternative services, we believe it is reasonable to delete the services without grandfathering the existing customers. Deletion of the services will also allow the Company to eliminate the increasing per-customer cost required with the administration of a very small customer base.

UTF will notify customers that they have sixty (60) days to make other service arrangements. In light of this, we find it appropriate to direct UTF to inform present customers about comparable alternative services.

Therefore, based on the foregoing, it is

ORDERED by the Florida Public Service Commission that United Telephone Company of Florida's tariff revisions to its General Subscriber Service Tariff are hereby approved to the extent outlined in the body of this order. It is further

ORDERED that the effective date of these tariff revisions is October 4, 1992. It is further

ORDERED that if a protest is filed in accordance with the requirement set forth below, the tariff shall remain in effect with

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any increase in revenues held subject to refund pending resolution of the protest. It is further

ORDERED that if no protest is filed in accordance with the requirement set forth below, this docket shall be closed. It is further

ORDERED that United Telephone Company of Florida must notify its customers presently subscribing to these services that they have just sixty (60) days until these services are terminated. This notification shall include information about comparable alternative services.

By ORDER of the Florida Public Service Commission this 6th day of October, 1992.



STEVE TRIBBLE, Director
Division of Records and Reporting

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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 October 27, 1992.

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.