

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 940870-TL
tariff filing to introduce) ORDER NO. PSC-94-1198-FOF-TL
Caller ID with name by CENTRAL) ISSUED: September 29, 1994
TELEPHONE COMPANY OF FLORIDA (T-)
94-386 FILED 7/20/94)
_____)

The following Commissioners participated in the disposition of this matter:

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

ORDER APPROVING TARIFF FILING

BY THE COMMISSION:

Central Telephone Company (Centel or the Company) filed a proposed tariff to introduce Caller ID with Name. Caller ID can be found in Section 13 of Centel's General Customer Services tariff.

Caller ID with Name is a service comparable to Caller ID-Deluxe offered by other Florida Local Exchange Companies (LECs). This service allows the customer to receive a calling party's name (up to 15 characters) and telephone number between the first and second ring of an incoming call.

Centel believes this service will be beneficial to both business and residential customers. Residential customers will be able to identify harassing or threatening callers and hang ups. Business customers will be able to personalize greetings, log telephone calls and identify hang ups as well.

Caller ID with Name will be offered at a slightly higher price than Caller ID. The monthly rate for Caller ID with Name will be \$7.50 per month for residential customers and \$10.00 for business customers. The rate for the basic Caller ID is \$6.00 for residential and \$7.50 for business.

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The Company has also established banded rates with minimum and maximum rate charges for the service. For residential customers the minimum is \$4.50 and the maximum is \$11.00. The minimum for business customers is \$6.50 and the maximum is \$16.00. As stated earlier the current rate for residential customers is \$7.50 and \$10.00 for business customers.

There are also some incremental costs involved with providing this service. The cost per line per month for delivery of the caller's name is \$1.46. This cost includes a \$0.25 application software expense, a switching cost of \$0.07 and other expense cost of \$1.14. The cost per line per month for Caller ID is \$0.46. This cost includes \$0.41 for application software and \$0.05 for switching cost. The grand total cost per line per month (including both calling name delivery and Caller ID) is \$1.92. The Company has forecasted total revenue for this service for a period of five years to be \$3,454,269.00.

Initially, the Company will only offer this service in Tallahassee and Fort Walton Beach. Other exchanges will be added as the technology is available and the demand for the service becomes evident.

Upon consideration, we believe this tariff filing is appropriate. It appears the revenue estimate is reasonable and will cover the Company's costs. The name feature included with Caller ID should bolster demand for the service.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the tariff filing by Central Telephone Company (Centel or the Company) to introduce Caller ID with Name is approved. It is further

ORDERED that this tariff filing shall be effective September 20, 1994. It is further

ORDERED that if a timely protest is filed in accordance with the requirements set forth below, this tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. If no timely protest is filed, this docket shall be closed.

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By ORDER of the Florida Public Service Commission, this 29th
day of September, 1994.



BLANCA S. BAYÓ, Director
Division of Records and Reporting

(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, 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on October 20, 1994.

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 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.