

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 950526-TL
tariff filing to withdraw) ORDER NO. PSC-95-0755-FOF-TL
experimental filing allowing zip) ISSUED: June 22, 1995
codes in selected directories)
and to allow zip codes to be)
published in all directories by)
BellSouth Telecommunications,)
Inc. d/b/a Southern Bell)
Telephone and Telegraph Company)
(T-95-214 filed 4/3/95).)
_____)

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 TO INCLUDE ZIP
CODES IN DIRECTORY-PUBLISHED ADDRESSES

BY THE COMMISSION:

By Order No. PSC-94-1036-FOF-TL, issued August 24, 1994, this Commission approved BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company's (Southern Bell's) proposed tariff to print five digit zip codes in certain telephone directories on an experimental basis. The tariff became effective on August 19, 1994, and was to be effective for one year. At the conclusion of the trial period, Southern Bell was to file a tariff to modify, extend or remove the service.

On April 3, 1995, Southern Bell filed proposed revisions to withdraw the experimental zip code tariff and print zip codes in all of its directories on a statewide basis. Southern Bell proposes that the zip codes be added to the directories on a gradual basis, until completed, by year-end 1996.

Today, Southern Bell's directory listing typically includes a name, address and telephone number. The proposed change would not impact the existing arrangement, but simply include the addition of the zip code. Southern Bell proposes this tariff in response to increasing competition in the area of printed telephone

DOCUMENT NUMBER-DATE

05875 JUN 22 95

FPSC-RECORDS/REPORTING

directories. Southern Bell states that other directory publishers currently have books available with zip code address information.

As with the experimental tariff, Southern Bell plans to utilize an existing software package called Code - 1 to obtain the zip codes for the addresses. The data in the software package is from the U. S. Postal Service. After the directory closes, the software program will be processed against the customer data base in advance of the directory being sent to the printer. Southern Bell states that errors which do occur will be handled through its existing error procedures. Currently if a customer has a listing error in the telephone directory, a service representative secures the proper information from the customer, determines the necessary action, and accesses on-line systems to pass information to appropriate departments or groups to resolve the problem.

In order for a zip code to be included, the customer must have a complete address listed in the directory, which includes a house number and a complete and unabbreviated street name. However, some abbreviations can be found by the system. Zip codes for addresses omitted at the customer's request will not be included.

Southern Bell states that in most instances a zip code can also be printed when a Southern Bell publishing company prints directory pages for independent local exchange companies (LECs). However, some independent LECs print their own pages that are later inserted into Southern Bell's directory. In these cases, Southern will not be required to include zip codes in the directories where the preprinted pages of the independent LEC are included.

Based on customer reaction to the trial of zip codes and previous market research, Southern Bell asserts that zip code information in a familiar source such as the telephone directory meets customer needs. In addition, during meetings with the U.S. Postal Service in another state within BellSouth's region, the U.S. Postal Service offered support for Southern Bell's effort to include zip codes in the printed directory. Southern Bell states that this tariff will allow it to meet competition, and provide customers with a more useful telephone directory.

Southern Bell states that there are no revenue impacts or incremental costs associated with this tariff revisior. There is no additional charge to the customer for this service, and the cost of obtaining the zip code information is absorbed by BellSouth Advertising and Publishing Company, Southern Bell's directory publishing company.

ORDER NO. PSC-95-0755-FOF-TL
DOCKET NO. 950526-TL
PAGE 3

Upon consideration, Southern Bell's proposed revisions to withdraw the experimental zip code tariff and introduce zip codes in all its directories on a statewide basis will allow its customers throughout Florida to access zip code information through a familiar source. In addition, it will allow Southern Bell to compete with other directory publishers which currently provide zip code information in their directories. Accordingly, the proposed revisions are approved, effective June 2, 1995.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company's proposed revisions to withdraw its experimental zip code tariff and to print zip codes in all of its directories on a statewide basis are approved, effective June 2, 1995. It is further

ORDERED that if a protest is filed in accordance with the requirements set forth below, the tariff shall remain in effect pending resolution of the protest. It is further

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

By ORDER of the Florida Public Service Commission, this 22nd day of June, 1995.

BLANCA S. BAYÓ, Director
Division of Records and Reporting

by: Kay J. J. J.
Chief, Bureau of Records

(S E A L)

RJP

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 July 13, 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.