

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Petition by residents of the)	DOCKET NO. 891312-TL
Julington exchange for extended area)	
service between Julington and)	ORDER NO. 23093
Jacksonville Beach, Ponte Vedra Beach)	
and Orange Park)	ISSUED: 6-20-90
)	

The following Commissioners participated in the disposition of this matter:

MICHAEL McK. WILSON, Chairman
 THOMAS M. BEARD
 BETTY EASLEY
 GERALD L. GUNTER

NOTICE OF PROPOSED AGENCY ACTION
ORDER DENYING REQUEST FOR EXTENDED AREA SERVICE
AND REQUIRING COMPANY TO RENOTIFY CERTAIN CUSTOMERS
OF AVAILABILITY OF EXISTING OPTIONAL DISCOUNTED TOLL PLAN

BY THE COMMISSION:

Notice is hereby given by the Florida Public Service Commission that the action discussed herein is preliminary in nature and will become final unless a person whose interests are substantially affected files a petition for formal proceeding pursuant to Rule 25-22.029, Florida Administrative Code.

This docket was initiated pursuant to petitions filed with this Commission by residents of the Julington exchange. These petitions requested that we consider requiring implementation of extended area service (EAS) between the Julington exchange and the Jacksonville Beach, Orange Park, and Ponte Vedra Beach exchanges. The Julington exchange and the Ponte Vedra Beach exchange are located in St. Johns County, while the Jacksonville Beach exchange is located in Duval County and the Orange Park exchange is located in Clay County. All four exchanges are served by Southern Bell Telephone and Telegraph Company (Southern Bell or the Company), which is subject to regulation by this Commission pursuant to Chapter 364, Florida Statutes.

DOCUMENT NUMBER-DATE

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Each of the involved exchanges currently has EAS as follows:

<u>EXCHANGES</u>	<u>ACCESS LINES</u>	<u>EAS CALLING SCOPE</u>
Julington	2,376	Jacksonville, Orange Park (Toll-Pac)
Orange Park	27,006	Jacksonville, Middleburg, Maxville
Jacksonville Beach	23,660	Jacksonville, Ponte Vedra Beach, Ft. George (Toll-Pac)
Ponte Vedra Beach	9,014	Jacksonville, Jacksonville Beach

By Order No. 22517, issued February 12, 1990, Southern Bell was directed to conduct traffic studies on the exchanges affected by the petitions to determine if a sufficient community of interest existed pursuant to Rule 25-4.060, Florida Administrative Code. For these studies, we requested that the Company measure the messages per main and equivalent main station per month (M/M/M) and percentage of subscribers making two (2) or more calls monthly to the exchanges for which EAS was proposed.

The results of the traffic studies indicate that the one-way calling rates on the affected routes are as follows:

<u>ROUTE</u>	<u>M/M/M</u>	<u>% OF CUSTOMERS MAKING 2 OR MORE CALLS</u>
Julington to Orange Park	2.48	34.93
Julington to Jacksonville Beach	1.17	16.30
Julington to Ponte Vedra Beach	1.37	16.26
Orange Park to Julington	.00	.00
Jacksonville Beach to Julington	.11	2.04
Ponte Vedra Beach to Julington	.44	5.64

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Rule 25-4.060(2)(a), Florida Administrative Code, requires a minimum of 3.00 M/M/Ms, with at least fifty percent (50%) of the exchange subscribers making two (2) or more calls per month, to indicate a sufficient community of interest to warrant further study of the feasibility of implementing nonoptional EAS. The results of the traffic studies revealed no route that meets or exceeds this threshold requirement. Accordingly, we shall deny any further consideration of nonoptional, flat rate, two-way EAS along the above routes.

Although the calling rates on the above-identified routes fail to meet Commission requirements for implementation of traditional EAS, we believe that the calling rates from Julington to Orange Park justify offering the Julington subscribers an alternative form of toll relief. However, this reduction in toll rates will not be offered to the subscribers in the Orange Park exchange due to the low calling rate from the Orange Park exchange to the Julington exchange.

Ordinarily, when presented with these calling rates, we would propose requiring Southern Bell to implement the discounted toll plan known as Toll-Pac on the Julington to Orange Park route. Toll-Pac is an optional, one-way toll discount plan which offers the subscriber a thirty percent (30%) discount from the otherwise applicable Direct Distance Dialed (DDD) time-of-day toll rate, when the minimum monthly subscription rate is exceeded. However, Toll-Pac is already available on this route at the following rates:

<u>FROM</u>	<u>TO</u>	<u>MINIMUM MONTHLY CHARGE</u>	
		<u>RESIDENCE</u>	<u>BUSINESS</u>
Julington	Orange Park	\$1.95	\$3.60

Toll-Pac has been available on this route since August, 1987. Therefore, subscribers in the Julington exchange are already being offered the most toll relief we would normally order under similar circumstances.

In view of the fact that these subscribers have petitioned this Commission for toll relief, we believe that the subscribers of the Julington exchange may not be aware that toll relief is presently available. Our review of Southern Bell's December, 1989, quarterly tracking report indicates that the take rate on the Toll-Pac plan for the Julington to Orange

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Park route was only 1.56%. Accordingly, we propose requiring the Company to send a bill stuffer to all subscribers of the Julington exchange, advising them of the availability and advantages of Toll-Pac. Additionally, the Company shall be required to waive the secondary service order charge for a period of thirty (30) days following customer notification. The existence of this waiver period shall be included in the customer notice to encourage customers to take advantage of the plan.

Therefore, based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the petitions filed with this Commission by residents of the Julington exchange are hereby denied for the reasons set forth herein. It is further

ORDERED that Southern Bell Telephone and Telegraph Company shall notify all subscribers in the Julington exchange of the availability of Toll-Pac, in accordance with the terms and conditions specified in the body of this Order, including the waiver of the secondary service order charge as specified herein. It is further

ORDERED that the effective date of our action described herein is the first working day following the date specified below, if no proper protest is filed to this Proposed Agency Action within the time frames set forth below. It is further

ORDERED that if no proper protest is filed within the time frames set forth below, this docket shall be closed by the consummating order to be issued in this docket.

By ORDER of the Florida Public Service Commission,
this 20th day of JUNE, 1990.



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 action proposed herein is preliminary in nature and will not become effective or final, except as provided by Rule 25-22.029, Florida Administrative Code. Any person whose substantial interests are affected by the action proposed by this order may file a petition for a formal proceeding, as provided by Rule 25-22.029(4), Florida Administrative Code, in the form provided by Rule 25-22.036(7)(a) and (f), 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 July 11, 1990.

In the absence of such a petition, this order shall become effective on the day subsequent to the above date as provided by Rule 25-22.029(6), Florida Administrative Code, and as reflected in a subsequent order.

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 and effective 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 effective date of this order, 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.