

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 931015-TL
tariff filing to offer call) ORDER NO. PSC-94-0052-FOF-TL
award certificates on an) ISSUED: January 14, 1994
experimental basis by GTE)
FLORIDA INCORPORATED. (T-93-502)
FILED 8/31/93)
_____)

The following Commissioners participated in the disposition of this matter:

J. TERRY DEASON, Chairman
SUSAN F. CLARK
JULIA L. JOHNSON
DIANE K. KIESLING
LUIS J. LAUREDO

ORDER APPROVING EXPERIMENTAL TARIFF FILING

BY THE COMMISSION:

On August 31, 1993, General Telephone Company of Florida (GTEFL or the Company) filed an experimental tariff in which it proposes to begin a limited market test of new and enhanced calling packages for intraLATA toll service. Experimental tariffs are authorized by Section 364.057(1) Florida Statutes.

GTEFL proposes to introduce five offerings in which customers will qualify for Call Award Certificates. The Company plans one package for residential subscribers and the other four for business subscribers. The five calling packages have three similarities; each includes the Suncoast Preferred Plan 1, a free Bill Analysis and an opportunity to earn Call Award Certificates.

The amount of the GTE Call Award Certificates awarded varies with the calling package selected. Residential Call Awards will be issued quarterly and are to be redeemable for three months from the date of issuance. Business Call Awards will be issued every six months and are to be redeemable for three months from the date of issuance. The Company will only redeem Call Award Certificates awarded under the Residential Call Package and Business Packages 1 and 2 for regulated services. These packages do not depend on customers subscribing to nonregulated services to qualify for Call Award Certificates. Call Award Certificates awarded under Business

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Packages 3 and 4 will only be used as credits for nonregulated services. Business Packages 3 and 4 require the customer to subscribe to a nonregulated service (Voice Messaging Service) to be awarded Call Award Certificates. Limiting the use of Call Award Certificates to nonregulated services eliminates the potential problem of a competitor not being able to offer a similar package.

Under the proposal, the experiment will be limited to the first one thousand five hundred GTEFL customers who ask to subscribe to one of the five packages. It will be available throughout GTEFL's service territory. One thousand residence customers who spend more than \$25.00 per month in GTEFL intraLATA toll per month, who currently do not subscribe to an Optional Calling Plan (OCP) or have any rental CPE, will be solicited by a direct mail campaign. Five hundred business customers averaging more than \$50.00 per line in monthly intraLATA message toll, who have between 2 to 6 business access lines, and do not have either an OCP or the GTE Business Line 800 also will be solicited by a direct mail campaign. GTEFL has attempted to size its test groups to be large enough to provide a statistically valid sample from which to make product offering decisions while small enough to provide the Bill Analysis service, which will be done on a manual basis during the experiment.

Upon review, it appears that the rates for the OCPs cover the identifiable costs in the aggregate while providing more OCPs to customers. Moreover, the proposed packages do not provide GTEFL with an unfair advantage with competing CPE and voice mail vendors. Thus, we shall approve the proposed experimental tariff.

Therefore, it is

ORDERED by the Florida Public Service Commission that the experimental tariff filing by GTEFL is hereby approved. It is further

ORDERED that this experimental tariff shall become effective on January 5, 1994, and remain in effect until January 1, 1995. If a timely protest is filed this tariff shall remain in effect with any income 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 14th
day of January, 1994.



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 February 4, 1994.

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.

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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.