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**BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION**

DOCKET NO.: 990517-TL

Filed: April 21, 2000

In Re: Request for review of proposed numbering  
plan relief for the 904 area code

\_\_\_\_\_ /

April 21, 2000

COUNTY OF VOLUSIA

REBUTTAL TESTIMONY OF

JOHN E. EVANS

Q. Please state your name, business name, and title.

A. John E. Evans. I am chairman of the Volusia/Flagler Counties Task Force on Area Code formed by The Chamber, Daytona Beach/Halifax Area. The Chamber's address is 126 East Orange Avenue, Daytona Beach, Florida 32114.

Q. Please describe the responsibilities of your position.

A. I have been appointed chairman of the Volusia/Flagler Counties Task Force on Area Code by the Executive Committee of the Chamber. The Chamber has 1,400 members representing all phases of the

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private economy of the Volusia/Flagler County area of over 500,000 people.

Q. What is the purpose of your testimony?

A. The purpose of my testimony is to rebut the direct testimony of Thomas C. Foley on behalf of Lockheed Martin IMS and Daniel M. Baeza of BellSouth Telecommunications, Inc. which speak to the effect on customers of a split of the 904 area code.

Q. What effect would a split of the 904 area code resulting in a new area code have on the members of your Chamber of Commerce?

A. For the larger part of our membership, it would have little or no effect. Their customer base is within Volusia and Flagler Counties. Their advertising copy and directory listings would remain the same 7 digit telephone number. A review of local newspaper advertising and yellow pages directory display advertisements indicates that most businesses use 7 digit numbers in their advertising. Our members who market outside the area, principally the hospitality industry, rely heavily on the use of toll free (800, etc.) telephone numbers which again will not change with the split to a new area code.

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Q. Why is it important to your area to maintain a single area code?

A. We are a separate economic center from Jacksonville with a distinctly different focus on tourism. Having our destination oriented customers identify us by a distinct area code it quite important. The new area code could have an important, positive advantage for marketing if it were an onomatopoeic area code such as 386 (FUN).

Q. What effect would an overlay area code have on the business community?

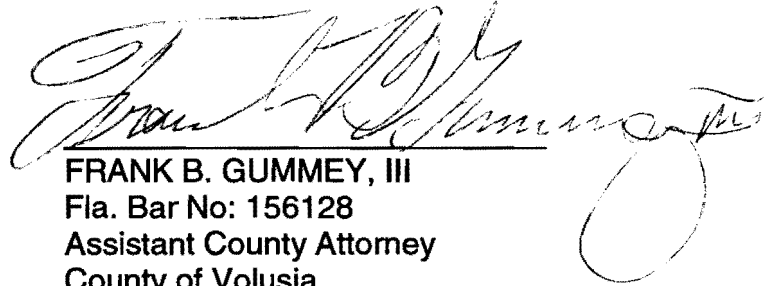
A. Our members have concluded it would have a negative effect on their businesses and result in a diminution of the public's identity of our distinction as a unique tourist destination. Further, the majority of businesses would be required to incur the expense of revising advertising copy to include the 10 digit telephone number.

Q. Does this conclude your testimony?

A. Yes.

**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that a true copy of the foregoing has been furnished by U.S. Mail to **all parties on the attached service list**, this 20th day of April, 2000.



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