

State of Florida



Public Service Commission

CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD
TALLAHASSEE, FLORIDA 32399-0850

-M-E-M-O-R-A-N-D-U-M-

DATE: July 8, 2010
TO: Ann Cole, Commission Clerk, Office of Commission Clerk
FROM: Laura V. King, Public Utilities Supervisor, Division of Regulatory Analysis *[Signature]*
RE: Docket No. 090082-TL - Petition by BellSouth Telecommunications, Inc. d/b/a AT&T Florida d/b/a AT&T Southeast for waiver of Rule 25-4.040(2), Florida Administrative Code.

Please place the attached document in the docket file for Docket No. 090082-TL.

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-M-E-M-O-R-A-N-D-U-M-

DATE: July 7, 2010
TO: Nancy Argenziano, Chairman
Lisa Polak Edgar, Commissioner
Nathan A. Skop, Commissioner
FROM: Cynthia L. Muir, Director, Office of Public Information 
RE: AT&T Automatic Delivery of its Residential White Pages Phone Book

As part of the Commission decision to grant AT&T Florida a temporary two-year rule waiver to discontinue automatic delivery of its Residential White Pages directory, Commissioners directed staff to gather customer feedback about their preference for, and use of, Residential White Pages. This is a status report, and we expect to conclude our research by December 31, 2010.

The Office of Public Information (PIF) and the Division of Regulatory Analysis (RAD) developed a simple five-question survey (see attached) as the basis for an outreach campaign to assess consumers' attitudes toward residential white page directory use and distribution. We used a sample of the Bureau of Complaint Resolution's calls over a twelve-month period and mailed 776 surveys to consumers having previously contacted the PSC. Working with the Office of Information Technology, PIF also posted a survey on the PSC's Web site.

PIF partnered with the Florida Telecommunications Relay Institute to distribute surveys within its district offices. Florida League of Cities included the online survey in its newsletter, *The Datagram*, which is distributed to all Florida cities and subscribers and is also available on the League's Web site.

PIF is working with AARP to distribute hard copies of the survey in English and Spanish. Leslie Spencer, Public Affairs Director/AARP, is also using some of AARP's literature to point AARP members to the PSC's Web site for easy access to the online survey. She is helping PIF find out if seniors without computers, who could not use online directories, would still prefer directory delivery.

In August, PIF plans to partner with the Florida Association for Community Action, Inc. and the Urban Leagues. These groups will also distribute surveys to their clients and promote the PSC's Web site to those clients with Internet access.

PIF continues to hand out survey cards at PSC service hearings and customer meetings and at Lifeline events. We have also provided Linking Solutions with surveys to distribute at its various Lifeline partnership meetings with organizations serving the low-income population.

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FPSC-COMMISSION CLERK

Memorandum to Commissioners

July 7, 2010

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During this year's PSC Library Outreach project, when we distribute educational brochures to the state's 280 libraries, PIF will explain the white pages outreach campaign in a cover letter to the libraries, include surveys in the outreach packets, and follow up, as necessary.

We would also suggest that PIF work with the Chairman's office on a column to send to all major dailies outlining the PSC's temporary waiver that allows some companies to eliminate automatic delivery of its Residential White Pages phone book in select service areas. The Chairman would discuss why companies want to discontinue automatic delivery to homes and businesses and explain the PSC's need for customer feedback.

So far, hard copy survey results demonstrate that consumer attitudes are mixed, with some preferring to use online directories but most wanting to continue receiving paper directories. Online consumer responses are also mixed, with some survey respondents in this group appearing to use online phone directories.

After the campaign's conclusion, PIF will work with RAD to compile a report, based on all survey responses, to assist the PSC in meeting customer needs for delivery and use of the White Pages. Thank you, and please contact me if you have any questions or suggestions.

CLM/jmb

cc: Tim Devlin, Executive Director
Beth Salak, Director, Division of Regulatory Analysis
Bev DeMello, Assistant Director, Office of Public Information



FLORIDA PUBLIC SERVICE COMMISSION

White Pages Phone Book SURVEY

White Page Phone Books – Doorstep or Desktop?

Automatic delivery of the Residential White Pages phone book is up for review before the Florida Public Service Commission (PSC).

The PSC approved a temporary two-year rule waiver that allows AT&T to eliminate automatic delivery of its Residential White Pages phone book to homes and businesses in select service areas. Other telecommunications companies also want to stop automatic delivery to homes and businesses in Florida.

The PSC wants your comments on the proposal to end automatic delivery of the White Pages and would appreciate your answers to the following questions.

Do you currently use the Residential White Pages phone book?

- Yes No

If yes, how frequently?

- 1-3 times a week
 Once a month
 Once every six months
 Once a year

If you do not use the Residential White Pages phone book, what do you use?

- Directory Assistance
 Computer Search Engine
 Online Phone Directory
 Compact Disc
 Other

If your telecommunications company offered to deliver the Residential White Pages on request for no charge, would you request one?

- Yes No

Do you have access to any computer with internet connections?

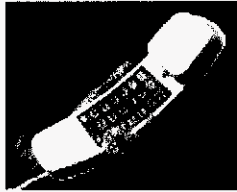
- Yes No

Thank you for participating. If you have any questions, please call 1-800-342-3552.

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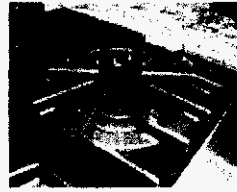
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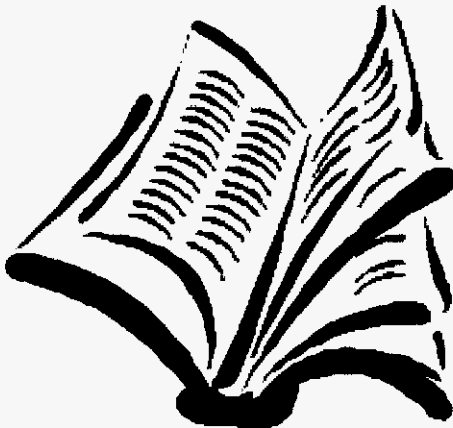
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Doorstep or Desktop?



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**White Pages
Phone Book
SURVEY**

PLEASE TAPE TOGETHER BEFORE MAILING