

**408 Area Code Local Jurisdiction and Public
Participation Meetings**

San Jose, Los Gatos and Morgan Hill

March 16 – 18, 2011

Report

And Other Public Comments as of April 7, 2011

Prepared by the Communications Division

April 7, 2011

Summary

The Communications Division of California Public Utilities Commission held five meetings to gather input and inform the public of the introduction of a new area code, 669, to the area now service by 408. Dated March 15 through 18 the meetings were held in San Jose, Los Gatos and Morgan Hill. A number of speakers expressed preferences for options not available, such as technology specific overlays and retaining seven digit dialing, but most comments favored the overlay by more than a two to one margin.

Background

The 408 area code public participation meetings are the result of the move to implement a new area code, 669, to the area currently served by the 408, primarily Santa Clara County, California. The North American Numbering Plan Administrator (NANPA) began the process to implement a new area code on December 2, 2010, 24 months prior to the forecasted exhaust date of the current 408 area code.

On December 2, the NANPA hosted an area code planning meeting by teleconference. Present at this meeting were representatives of sixteen service providers along with representatives of the California Public Utilities Commission (CPUC) and the NANPA. The meeting resulted in an industry recommendation for an overlay solution to introduce the 669 area code to the area now served by the 408 area code.

The CPUC set public meetings about the introduction of the new area code for the following dates:

Wednesday, March 16, 2011

Local Jurisdiction Meeting – 2:00 P.M.
San Jose City Hall, Council Chambers
200 East Santa Clara St, San Jose, CA.

Wednesday, March 16, 2011

Public Participation Meeting – 7:00 P.M.
San Jose City Hall, Council Chambers
200 East Santa Clara St, San Jose, CA.

Thursday, March 17, 2011

Public Participation Meeting – 2:00 and 7:00 P.M.
Los Gatos Civic Center, City Council Chambers
110 E. Main Street, Los Gatos, CA

Friday, March 18, 2011
Public Participation Meeting – 10:00 A.M.
Morgan Hill City Hall, City Council Chambers
17555 Peak Av, Morgan Hill, CA

This meeting schedule is consistent with the requirements of Public Utilities Code 7931(e)(2)

. . . the coordinator and the commission staff shall conduct at least one meeting for representatives of local jurisdictions to inform them of the proposed area code relief options, and to afford them the opportunity to discuss the potential impact of the proposed options. Following the local jurisdiction meeting, the coordinator and the commission staff shall conduct at least three public meetings in the affected geographical area. The public meetings are to inform members of the public about the proposed area code relief options, and to afford affected customers an opportunity to discuss the potential impact of the proposed area code relief options and measures that may be taken to mitigate any potential disruptions. The commission may order additional public meetings to be held at any time.

Meeting Publicity

All service providers having subscribers in the 408 area code provided notice of the meetings to their customers prior to February 15.

On February 24, the CPUC sent individual letters of invitation to 185 local, state and federal elected officials and business leaders from the affected area. The text of the letter is in Attachment A. All city council members and members of the Santa Clara, Santa Cruz and Alameda county boards of supervisors were included. The complete list is in Attachment B.

On March 11, the CPUC issued a news release announcing the public meetings with a brief discussion of the issues before the Commission. The full text of the release is Attachment C.

On March 17 through March 23, notice of the meetings appeared in the CPUC's daily calendar, with times and locations.

Meetings

The CPUC's Public Advisor's office supported each meeting with Mary Evans, Seifu Abebe and Varoujan Jinbachian. Katherine Morehouse, of the Communications Division conducted all five meetings, with Anna Lee and Cherrie Conner. CPUC legal division senior attorney, Helen Mickiewicz, presented at the San Jose evening meeting. NANPA senior planner Joseph Cocke presented at all five meetings, with maps and a discussion of the process used to arrive at the area code introduction alternatives. The script used is included in Attachment D. Katherine Morehouse's slides used to explain the specifics of number utilization in the 408 are included in Attachment E. All attendees were given a handout package consisting of an Agenda, colored maps of both Alternative 1, the overlay and alternative 2, the geographic split, Pros and Cons of

each alternative, a glossary explaining telecommunications terms, a prefix-rate center guide and a comment form. A copy of the handout package is in Attachment F.

The NANPA presented two alternatives, an all services overlay, Alternative 1, and a geographic split, Alternative 2. The geographic split places Los Gatos, San Jose West, Campbell and Saratoga in one section with the remaining 408 rate centers, Sunnyvale, San Jose North, San Antonio, Gilroy, San Martin, Morgan Hill and San Jose South in the other section. It was explained that if a split were to be implemented, one section would retain the 408 area code while the remaining rate centers would be assigned the new 669 area code.

Approximately 42 attended the first meeting, designated as the local jurisdiction meeting. There were approximately 10 at the 7 p.m. San Jose meeting, 42 at the 2 p.m. Los Gatos meeting, 8 at the 7 p.m. Los Gatos meeting and 35 at the 10 a.m. Morgan Hill meeting.

The preferences expressed by the speakers and commenters at the meetings were as follows:

	Favors Overlay	Favors Split
San Jose	3	2
Los Gatos	12	7
Morgan Hill	11	4
	26	13

Included in Attachment G is information about the speakers and commenters and specific comments.

Letters handed to CPUC personnel in the course of the meeting along with a power point presentation used by one of the speakers are in Attachment H.

Additional Public Comments as of April 7, 2011

The CPUC established and publicized a simplified weblink (www.cpuc.ca.gov/408areacode). Embedded in this link was a simplified feedback form enabling quick comments from the public. The results of that link as of April 7 are as follows:

Overlay	Split
142	23

Attachment I details specific information regarding the comments made. The website will continue to accept comments up until the vote on the final decision.