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STATE CAPITOL
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DISTRICT OFFICE
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Assembly California Legislature



NORA CAMPOS
ASSEMBLYMEMBER, TWENTY-THIRD DISTRICT
CHAIR: COMMITTEE ON ARTS, ENTERTAINMENT, SPORTS, TOURISM AND INTERNET MEDIA

COMMITTEES
CHAIR: ARTS, ENTERTAINMENT, SPORTS,
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APPROPRIATIONS
ENVIRONMENTAL SAFETY AND TOXIC
MATERIALS
LOCAL GOVERNMENT
WATER, PARKS AND WILDLIFE
JOINT COMMITTEE ON ARTS
E-MAIL
Assemblymember.Campos@assembly.ca.gov

March 15, 2011

Public Advisor
California Public Utilities Commission
320 West 4th Street, Suite 500
Los Angeles, CA 90013

To Whom It May Concern:

This letter is in response to the invitation to participate in the California Public Utilities Commission's decision-making process regarding the addition of a new area code to the 408 area code boundary.

I am confident in recommending that an all services overlay option be implemented. My recommendation is based upon the ease of implementation and the notion that one's phone number is personal information with which they strongly identify.

I appreciate the opportunity to submit this written comment and I look forward to receiving the report generated by the North American Numbering Plan Administrator detailing community input.

Sincerely,

NORA CAMPOS
Assemblymember, 23rd District



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City Manager's Office

March 16, 2011

California Public Utilities Commission
Mr. John Leutza, Director Communications Division
Public Advisor's Office
320 W. 4th Street, Suite 500
Los Angeles, CA 90013

Dear Mr. Leutza:

Thank you for the opportunity to comment on the proposed change to the 408 area code. The Santa Clara City Council authorized me to submit comments to the California Public Utilities Commission in action taken at the March 15, 2011 City Council meeting.

The City of Santa Clara understands the need to add a new area code to the 408 area and appreciates the opportunity for our community to provide our perspective on the proposed changes through both local jurisdiction meetings and open public forums. Following is the City's preference regarding the proposed change:

- Santa Clara's first choice is the Overlay plan (Alternative #1) allowing existing residents and businesses in the City to keep their 408 area code but require a 669 code for new phone numbers issued within the area. This would have the least risk of financial impacts and change for customers;
- Santa Clara's second choice would be a Geographic Split plan (Alternative #2) with 'Area B,' including the City of Santa Clara, keeping the 408 area code.

Thank you again for your involvement of the community. We look forward to your decision on this matter. Please contact my office at (408) 615-2210 if you have additional questions.

Sincerely,

Jennifer Sparacino
for Jennifer Sparacino
City Manager

js/vg

cc: Mayor and Council Offices
IT / Telecommunications Department

March 16, 2011

California Public Utilities Commission
Public Advisor's Office
320 W. 4th Street, Suite 500
Los Angeles, CA 90013

Subject: Proposed 408 Area Code Changes

Thank you for the opportunity to comment on the proposed change to the 408 area code.

The City of San José understands the need for changes to the 408 area code. The City has evaluated both the area code overlay proposal (Alternative #1) and the area code split proposal (Alternative #2). The City Council considered this matter on Tuesday, March 15, 2011, and voted unanimously to support the overlay plan (Alternative #1).

The City Council came to this conclusion because of several advantages associated with the overlay approach:

1. overlays have become more common as we have transitioned into an era of communication mobility and telephone number portability;
2. the transition to ten-digit number dialing is easier in that mobile devices already require users to connect using the full ten-digit number;
3. the overlay plan does not require existing customers in the 408 area to change their telephone numbers;
4. the overlay plan is the least costly alternative to the City to implement, since the City would not be required to reprint materials for City offices and facilities that would be impacted by a geographic split, and
5. the overlay plan would have the least impact upon City systems, including the 911/CAD system, the City's Call Center, and other call trees.

For all the reasons cited above, the City Council unanimously approved the attached resolution in support of the overlay plan (Alternative #1).

Thank you for providing this opportunity to comment on the proposed changes. If you have questions or need additional information, please contact Tom Manheim at (408) 535-8170.

Sincerely,



Debra Figone
City Manager

Attachment



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Councilmember: Marshall Anstandig
Councilmember: Burton Craig
Councilmember: Susan Garner
Councilmember: Lana Malloy
Councilmember: Curtis Rogers

City of Monte Sereno

City Manager: Brian Loventhal
City Clerk: Andrea Chelemengos
Finance Officer: Sue L'Heureux
Building Official: Howard T. Bell

March 16, 2011

Ms. Karen Miller, Public Advisor
Public Advisor's Office
California Public Utilities Commission
320 W. 4th Street, Suite 500
Los Angeles, CA 90013

Subject: Comments on 408 Area Code Proposed Change

Dear Ms. Miller:

Thank you for the opportunity to comment on the proposed change to the 408 area code. The City Council of the City of Monte Sereno authorized me, as Mayor, to submit comments to the California Public Utilities Commission in official action taken at the March 15, 2011 City Council meeting. By its action, the City Council concurs with the position I am conveying in this letter.

The City understands the need to add a new area code to the 408 area, and appreciates the opportunity to provide our perspective on the proposed change. Following are the City's two preferences regarding the proposed change, in priority order:

1. Split plan (Alternative #2) with Area B maintaining the 408 area code. This plan appropriately combines the cities that comprise the "West Valley." Area B contains primarily built out communities and will tend to have less growth and demand for additional phone numbers than Area A in future years. The West Valley cities (Monte Sereno, Los Gatos, Campbell, Saratoga and Cupertino) meet on a monthly basis to discuss issues of mutual interest, and keeping these cities in one area code is desirable. In addition, Monte Sereno prefers that this area keep the current 408 area code.
2. Overlay plan (Alternative #1) is our second choice.

Thank you again for the opportunity to comment on the proposed change. We look forward to your decision on this matter. Please contact City offices at (408) 354-7635 if you have questions or need additional information.

Sincerely,

MS

Marshall Anstandig
Mayor



TOWN OF LOS GATOS

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OFFICE OF THE MAYOR AND TOWN COUNCIL
(408) 354-6801 – FAX: (408) 399-5786

CIVIC CENTER
110 E. MAIN STREET
P.O. BOX 949
LOS GATOS, CA 95031

Joe Pirzynski, Mayor
Steve Rice, Vice Mayor
Steve Leonardis, Council Member
Diane McNutt, Council Member
Barbara Spector, Council Member

March 8, 2011

Ms. Karen Miller, Public Advisor
Public Advisor's Office
California Public Utilities Commission
320 W. 4th Street, Suite 500
Los Angeles, CA 90013

Subject: Comments on 408 Area Code Proposed Change

Dear Ms. Miller:

Thank you for the opportunity to comment on the proposed change to the 408 area code. The Town Council of the Town of Los Gatos authorized me, as Mayor, to submit comments to the California Public Utilities Commission in official action taken at the March 7, 2011 Town Council meeting. By its action, the Town Council concurs with the position I am conveying in this letter.

The Town understands the need to add a new area code to the 408 area, and appreciates the opportunity to provide our perspective on the proposed change. Following are the Town's two preferences regarding the proposed change, in priority order:

1. Split plan (Alternative #2) with Area B maintaining the 408 area code. This plan appropriately combines the cities that comprise the "West Valley." The West Valley cities (Los Gatos, Campbell, Monte Sereno, Saratoga and Cupertino) meet on a monthly basis to discuss issues of mutual interest, and keeping these cities in one area code is desirable. In addition, Los Gatos prefers that this area keep the current 408 area code.
2. Overlay plan (Alternative #1) is our second choice.

Thank you again for the opportunity to comment on the proposed change, as well as for holding two of your public meetings in Los Gatos. We look forward to your decision on this matter. Please contact my office at (408) 354-6801 if you have questions or need additional information.

Sincerely,

JOE PIRZYNSKI
Mayor

JP:jj

cc: Town Council

Mayor letter JPirzynski PUC mar.8.2011



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California Public Utilities Commission

7 March 2011

Public Advisors Office

320 West Fourth Street Suite 500

Los Angeles, CA 90013

Dear Sir:

With the addition of the 669 Area Code to the 408 area, the overlay method should be used. Most people have cell phones in other area codes and are all ready dialing 10 or 11 digits. With the overlay method, stationary, business cards and advertisements would not have to be changed. Today if you want to call someone in Mountainview you dial 1+650 and the number. For Santa Cruz and Monterey you dial 1+831 and the number. Today most people dial 10 or 11 digits for telephone calls. The overlay method is the fairest way of adding the 669 area code. With the overlay method you will not have to split Willow Glen into two areas do to the fact the the southern half of Willow Glen has South San Jose numbers (408-266) and the Northern half has San Jose West numbers (408-998) as an Example.

I vote for the overlay method.

Thanks,



Philip Braverman

411 Park Avenue # 131

San Jose, CA 95110

Email: braverma@hotmail.com

669 Area Code Split vs. Overlay

David Frankel
ZipDX LLC
Los Gatos, CA
dfrankel@zipdx.com
17 March 2011

Implementation Alternatives

- No perfect solution
- Compromise is necessary
- Choose the path that:
 - Minimizes \$ cost to consumers and businesses
 - Minimizes disruption to lives & commerce
 - Provides the best foundation moving forward

Changing Behaviors & Technology

Legacy

- Wireline Telephone
- Local vs. Long Distance
- Rate Center, Zone 1-2-3
- Dialing via Keypad
- Most calls nearby
- Move & Change Number

Now

- Mobile Phone
- All-Distance Calling Plans
 - Fixed, Mobile VoIP
- Metro Statistical Area
- Dial from Contact List
- Metro, National, Global
- Move & Keep Number

Pros & Cons of Overlay vs. Split

Split

- + Keep SOME 7-digit dialing
- + Common NPA per city¹
- Many must change number
- New business cards, etc.
- Update electronic contacts
- Lengthy change-over period
- More disruption in future

Overlay

- All must dial 10/11 digits²
- Mix of NPA's per city
- + No change to existing #'s
- + No new cards, signs
- + Update only if NPA missing
- + 11 digit dialing works now
- + Just add NPA's as required

1. San Jose is actually divided in the Split proposal.
2. Some might consider consistent dialing pattern an advantage.

Area Code Realities

- We already are used to 10-digit dialing
- "Bay Area" = 415, 510, 925, 408, 650, etc.
- Can't assume a particular area code or rate
- Trucks, flyers, signs include area code
- Callers not "afraid" to call another area code
- Mobile is dominating
 - 10 digit dialing (and dial from contact list)
 - Keep number when moving around the region
 - All-distance dialing; no "long distance" concern

Conclusion

- Overlay advantages outweigh concerns
- Forcing a number change is a HUGE disruption
 - Consumers and businesses are operating globally
 - Existing numbers are widely known & stored
 - Necessitates transition period
- Dominance of mobile telephony mitigates Overlay disadvantages