

ATTACHMENT A
818 Public Education Plan

Activity	Description	Audience	Shared or Individual Service Provider Effort	Start Date	Completed Date
1	Effective date of decision approving 818 area code overlay	NA	NA		Decision date (DOD)
2	NANPA 818 implementation meeting	CPUC Staff and Industry	Shared		2nd Tuesday after DOD
3	Email to industry asking for participation on task force & subcommittees	Industry	Shared		3 weeks after DOD
4	Overlay information distributed internally as job aid for customer service representatives to answer customer questions. Representatives should not need to refer questions to the CPUC.	Customer service representatives	Individual		1 month after DOD
5	818 overlay update to industry websites	All customers	Individual		4 months after DOD
6	News release describing 818 area code relief plan for distribution within the 818 area code including chambers of commerce and local governments	All customers	Shared		4 months after DOD
7	Notify California Relay Services to send messages alerting customers to 1 + 10 digit dialing requirement in 818/747 area codes	Hearing impaired customers	Shared		5 months after DOD
8	Customer Notification No. 1: Announce the new area code plan. Include information about 1 + 10-digit dialing and indicate affected areas	All customers	Individual		5 months after DOD
9	Provide letters with the information in Customer Notification No. 1, as well as PEP Task Force contact information and an offer to provide industry speakers, to senior, consumer and other advocacy/activist organizations, chambers of commerce, city councils and other key government agencies, Burbank airport, alarm service providers and public safety organizations through the 818 area code.	Senior, consumer and other advocacy/activist organizations, chambers of commerce, city councils and other key government agencies, Burbank airport, alarm service providers and public safety organizations	Shared		5 months after DOD
10	Begin Permissive Dialing			6 months after DOD on Saturday	12 months after DOD
11	Provide targeted information to schools by letter, sticker and worksheet. Timing may be modified to accommodate the school year.	Schools	Shared	5 months after DOD	7 months after DOD
12	Published Directories: Add information on cover to alert customers in 818 area code	All customers	Individual		9 months after DOD
13	Offer industry appearances on local radio and TV talk shows	All customers	Shared	3 1/2 months after DOD	9 months after DOD
14	Correct payphone signage to include updated dialing instructions	All customers	Individual		11 months after DOD

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15	News releases to media serving 818 area code and adjacent area codes and statewide regarding start of mandatory dialing	Statewide	Shared		11 months after DOD
16	Disseminate information in relevant zoned editions of major newspapers, ethnic media, radio and television through paid advertising. (Note: The bulk of the information should be disseminated in the three weeks preceeding the beginning of mandatory 1+10 digit dialing.)	All customers	Shared	9 months after DOD	11 months after DOD
17	Offer industry appearances on local radio or TV talk shows	All customers	Shared	9 months after DOD	11 months after DOD
18	Customer Notification #2. Announce the new area code plan. Include information about mandatory 1 + 10 digit dialing and indicate affected areas.	All customers	Individual		11 months after DOD
19	Provide letters with the information in Customer Notification No. 2, as well as PEP Task Force contact information and an offer to provide industry speakers, to senior, consumer and other advocacy/activist organizations, chambers of commerce, city councils and other key government agencies, Burbank airport, alarm service providers and public safety organizations throughout the 818 area code.	Senior, consumer and other advocacy/activist organizations, chambers of commerce, city councils and other key government agencies, Burbank airport, alarm service providers and public safety organizations	Shared		11 months after DOD
20	Complete implementation of recorded message announcing mandatory dialing	All customers	Individual		11 months after DOD
21	Conduct a balanced and statistically significant survey of customers in 818 area code, including elderly, disabled and non-English speakers, to determine level of awareness of overlay and dialing change and submit the results to the Director of the Telecommunications Division. The proposed survey methodology shall be submitted to the Director of the Telecommunications Division for approval prior to implementation.	All customers including the elderly, disabled, non-English speakers	Shared		11 months after DOD
22	Begin Mandatory Dialing			12 months after DOD on Saturday	
23	747 numbers assigned and implementation completed			13 months after DOD, 1 month after mandatory dialing	