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**STATE OF MISSOURI  
PUBLIC SERVICE COMMISSION  
JEFFERSON CITY**

June 4, 1997

**CASE NO: TO-96-1**

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Enclosed find certified copy of **ORDER** in the above-numbered case(s).

Sincerely,



**Cecil I. Wright**  
Executive Secretary

**Uncertified Copy:**

**Stephanie S. Cassioppi**, Director-External Affairs, Ameritech Mobile Communications, Inc.,  
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STATE OF MISSOURI  
PUBLIC SERVICE COMMISSION

At a Session of the Public Service  
Commission held at its office  
in Jefferson City on the 4th  
day of June, 1997.

In the Matter of the Investigation into the )  
Exhaustion of Telephone Numbers in the 417, ) CASE NO. TO-96-1  
816 and New 314 Numbering Plan Areas. )

**ORDER DIRECTING COMPLIANCE WITH REPORT AND ORDER  
AND APPROVING PERMISSIVE AND MANDATORY DIALING IMPLEMENTATION**

On April 9, 1997, the Commission issued its Report and Order that recognized that the work in this case now goes to the parties for the conversion and public education process. In order for the Commission to approve any proposed plan for education and implementation, the Commission directed the parties to this case to fulfill the following requirements:

1. "The Commission hereby directs the parties to this case to prepare a time line which sets out the procedural schedule for accomplishment of that goal";
2. "The parties herein shall outline the issues which they propose to address in the process of educating the public on the proposed change";
3. "Within this information to the Commission, the parties shall set out which geographic locations have been identified for public educational meetings...";
4. "...and the proposed dates and times for those meetings...";
5. "...as well as the personnel involved...";
6. "...and the content of the material to be presented";
7. "The parties shall submit a sample of the proposed public notice(s)...";

8. "...and public educational materials (shall be submitted) to the Commission for approval prior to public dissemination";

9. "Such public service announcements should be jointly prepared and presented by the Staff of the Public Service Commission (to the Commission for approval)";

10. "The parties are hereby directed to file with the Commission a proposal for the technical transition, the customer education and the final implementation of the MCA split";

11. "The committee should file its proposal for moving forward with public education on the 314 exhaust no later than 30 days after the date of this order";

12. Lastly, the parties were ordered to "file their proposal for public education and for implementation of the change to the 816 NPA including, but not limited to, a start date for permissive dialing and an effective date for mandatory dialing."

On May 12 the Public Service Commission Staff (Staff), on behalf of the parties to this case, filed Staff's Motion to Adopt Reports and attached to that motion the reports regarding the 816 relief plan and the 314 relief plan. These reports or plans complied only with item #12 above. Every other requirement from the Commission's Report and Order has remained unsatisfied. The parties to this docket have repeatedly advised the Commission that time is of the essence in this matter and that this matter should move forward apace. However, the Commission is unable to approve any action until a plan of action has been proposed to the Commission. The parties are, therefore, advised that no action can be approved and no matter will be approved until it has been proposed to the Commission pursuant to the directive set out above. The parties shall be

directed to comply with the Commission's Report and Order so that this case may proceed.

The Report which contained the 816 relief plan recommended October 12, 1997, 12:01 A.M., as the initiation of permissive dialing period for the transition from 816 to new area code 660. This report recommended April 19, 1998, 12:01 A.M. as the date for implementation of mandatory dialing and recommended that Intercept recording (for calls mis-dialing the Area Code) continue through June 21, 1998, 12:01 A.M. The Commission will accept these recommendations and order their implementation herein.

**IT IS THEREFORE ORDERED:**

1. That the parties shall file a report in compliance with the Commission's Report and Order of April 9, 1997, as set out herein and such report shall be filed not later than June 20, 1997.

2. That the Executive Secretary of the Missouri Public Service Commission shall be responsible for coordinating the effort required to complete the report ordered in paragraph 1.

3. That implementation of permissive dialing period for area code 660 shall commence on October 12, 1997, at 12:01 A.M.

4. That implementation of mandatory dialing period for area code 660 shall commence on April 19, 1998, at 12:01 A.M.

5. That the Intercept recording for calls which have mis-dialed the Area Code shall continue through June 21, 1998, 12:01 A.M.

6. That this order shall be effective on June 4, 1997.

BY THE COMMISSION

A handwritten signature in cursive script, appearing to read "Cecil I. Wright", with a long horizontal flourish extending to the right.

Cecil I. Wright  
Executive Secretary

(S E A L)

Zobrist, Chm., Crumpton,  
Murray, and Drainer, CC., Concur.

ALJ: Roberts