

STATE OF MISSOURI  
PUBLIC SERVICE COMMISSION

At a Session of the Public Service  
Commission held at its office  
in Jefferson City on the 23rd  
day of July, 1993.

In the matter of New Florence Telephone Company, )  
Inc.'s tariff sheets designed to remove multi- ) CASE NO. TT-94-19  
party service and add custom calling features. )

ORDER APPROVING TARIFFS

On July 13, 1993, New Florence Telephone Company, Inc. (New Florence) submitted to the Missouri Public Service Commission a revision to one of its tariff sheets to eliminate certain language from the tariff, and three new tariff sheets designed to introduce several new services. On July 16, 1993, New Florence amended its tariff submission to add language which would permit a promotional offering of its new services, and to request expedited Commission approval so that its tariff filing could take effect on July 27, 1993.

On July 27, 1993, New Florence expects to begin use of its new digital central office switching equipment. The proposed effective date of New Florence's tariff submission is set to correspond to the date the new facilities begin operations, and this is the reason for New Florence's request for expedited treatment of its tariff filing.

The tariff filing of New Florence seeks to eliminate all text references and references to rates associated with multi-party service. New Florence has not had any multi-party service subscribers since 1986. The tariff filing also seeks to offer custom calling features, including call waiting, call forwarding, three-way calling, and speed calling with either eight or thirty numbers. Proposed rates for the custom calling features include installation charges of \$2.00 for each feature added, or \$2.50 to \$3.25 for packages of features, depending on the number of features in the package, and recurring monthly charges that range from \$1.50 to \$2.00 per feature, or from \$3.75 to

\$5.00 for packages of features, depending on the number of features in the package. New Florence is also proposing to establish a custom calling service promotion for a 60-day period beginning July 27, 1993 and continuing through September 27, 1993, which would provide residential and business customers with a waiver of the service and equipment charges associated with the custom calling services.

In addition, New Florence also proposes to establish a toll restriction service for direct dial or operator handled calls for a monthly recurring rate of \$3.00. The toll restriction service would be provided to individual line customers, and would prohibit all "1+" calling, and restrict access to operator services.

On July 23, 1993 the Staff of the Missouri Public Service Commission (Staff) filed a memorandum recommending approval of New Florence's tariff submission. Staff states that it has no objections to New Florence's proposal, and is unaware of any filing which would affect or would be affected by this tariff submission, and thus recommends that the Commission issue an order approving the tariff submission effective July 27, 1993. With respect to the custom calling features in particular, Staff states that New Florence is offering these new services as features of its new central office equipment, and that the cost of offering the new services is low because the services are controlled by software, and thus a cost study and revenue impact assessment of the proposed custom calling services have not been performed. Staff notes that the proposed rates charged by New Florence for its custom calling services are similar to the custom calling rates charged by other local exchange telecommunication companies.

The Commission finds that the Staff's recommendation is appropriate, that the tariff filing and the rates subsumed under the tariff filing are just and reasonable. The Commission further finds that the elimination of all references to multi-party service will add clarity to New Florence's tariffs and

prevent confusion, and that the proposed custom calling service promotion is reasonably designed and is being offered for a reasonable period of time. The Commission is also of the opinion that New Florence's tariff submission should be granted expedited treatment to allow the new services to be offered in conjunction with the conversion to its new digital central office switching equipment. Thus, the Commission approves the tariff submission of New Florence Telephone Company, Inc.

**IT IS THEREFORE ORDERED:**

1. That the following tariff sheets submitted by New Florence Company, Inc. on July 13, 1993, be hereby approved to become effective July 27, 1993:

P.S.C. MO. No. 1

6th Revised Sheet No. 1, replacing 5th Revised Sheet No. 1  
Original Sheet No. 3.3  
Original Sheet No. 3.4  
Original Sheet No. 3.5

2. That this Order shall become effective on July 27, 1993.

BY THE COMMISSION

*Brent Stewart*

Brent Stewart  
Executive Secretary

(S E A L)

Mueller, Chm., McClure, Perkins,  
Kincheloe and Crumpton, CC., Concur.