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March 2, 2001

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Mr. Dale Hardy Roberts
Secretary/Chief Regulatory Law Judge
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P. O. Box 360
Jefferson City, MO 65102

RE: Case No. TO-2000-374

Dear Mr. Roberts:

Enclosed for filing in the above-captioned case are an original and eight (8) conformed copies of the **STAFF'S RESPONSE TO CUSTOMER EDUCATION SUBCOMMITTEE'S CUSTOMER EDUCATION PLAN AND MOTION FOR CUSTOMER NOTICE.**

This filing has been mailed or hand-delivered this date to all counsel of record.

Thank you for your attention to this matter.

Sincerely yours,

William K. Haas
Deputy General Counsel
(573) 751-7510
(573) 751-9285 (Fax)

WKH:sw
Enclosure
cc: Counsel of Record

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

FILED²

MAR - 2 2001

Missouri Public
Service Commission

In the Matter of the Petition of the North)
American Numbering Plan Administrator,)
on behalf of the Missouri)
Telecommunications Industry, for)
Approval of NPA Relief Plan for the 314)
and 816 Area Codes.)

Case No. TO-2000-374

STAFF'S RESPONSE TO CUSTOMER EDUCATION SUBCOMMITTEE'S
CUSTOMER EDUCATION PLAN AND
MOTION FOR CUSTOMER NOTICE

COMES NOW the Staff of the Missouri Public Service Commission (Staff) and for its response states:

1. On December 26, 2000, the Missouri Public Service Commission (Commission) issued an Order that directed the Customer Education Committee to file a summary of the Customer Education Plan with the Commission prior to its implementation and not later than February 21, 2001. The Order states that the Commission will neither approve nor disapprove the plan; however, the Commission will hear any motions presenting objections or suggestions for the Customer Education Plan.

2. On February 21, 2001, Southwestern Bell Telephone Company (SWBT) filed the Customer Education Plan (Plan) on behalf of the Customer Education Committee. The Plan suggests the development of the Missouri Area Code Administration, a coalition of telecommunications companies, to provide customers with information on area code changes.

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The Plan also included samples of information used in Texas to inform the public of an NPA overlay.

3. The Staff is neutral as to whether the telecommunications companies individually or collectively produce customer education materials. The Staff, however, does recommend that each telecommunications company providing service within the 314 NPA notify its customers by bill insert, or other direct method, of the upcoming 314 NPA overlay no later than one week prior to the beginning of the permissive dialing period and again no later than one week prior to the beginning of the mandatory dialing period. Such a requirement was included in the customer education plan in Case No. TO-98-212, In the Matter of the Investigation into the Exhaustion of Central Office Codes in the 314 Numbering Plan Area.

WHEREFORE, the Staff requests the Commission to issue an order directing affected telecommunications companies to provide individual customer notice of the upcoming 314 NPA overlay.

Respectfully submitted,

DANA K. JOYCE
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Wm K Haas

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Certificate of Service

I hereby certify that copies of the foregoing have been mailed or hand-delivered to all counsel of record as shown on the attached service list this 2nd day of March, 2001.

Wm K Haas

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Revised: March 2, 2001 (SW)

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