

AUG 6 - 2015

BEFORE THE IDAHO PUBLIC UTILITIES COMMISSION

IN THE MATTER OF THE APPLICATION)	
OF NEUSTAR, INC., ON BEHALF OF THE)	CASE NO. GNR-T-15-06
IDAHO TELECOMMUNICATIONS)	
INDUSTRY, FOR APPROVAL OF)	NOTICE OF APPLICATION
NUMBERING PLAN AREA RELIEF FOR)	
THE 208 AREA CODE)	NOTICE OF
)	MODIFIED PROCEDURE
)	
)	ORDER NO. 33355

On July 21, 2015, Neustar, Inc. filed an Application seeking approval to implement a “Relief Plan” for the 208 area code, which has been projected to run out of available numbers in mid-2018. Neustar made this Application in its capacity as the administrator of the North American Numbering Plan (“NANP”), and on behalf of the Idaho telecommunications industry (“Industry”).¹ Neustar’s proposed Relief Plan includes the addition of a new area code for the entire State of Idaho, which is currently served only by the 208 area code. Neustar further recommends a 16-month implementation period. The overlay relief plan will require all customers to dial ten digits for all telephone calls (both local and long-distance).

NOTICE OF APPLICATION

YOU ARE HEREBY NOTIFIED that in April 2015, Neustar reported that the 208 number plan area (“NPA”) is projected to exhaust during the second quarter of 2018. Due to the projected exhaust of available numbers, Neustar notified the Industry on April 14, 2015, that area code relief needed to be addressed. On June 9, 2015, Neustar conducted a conference call with Industry representatives to discuss relief alternatives. Specifically, two relief options were discussed: (1) overlaying a new area code for all services (“Overlay”); and (2) splitting the state into two or more area codes (“Split”).

YOU ARE FURTHER NOTIFIED that the Overlay alternative would superimpose a new [area code number] over the same geographic area covered by the existing 208 NPA. All existing customers would retain their 208 area code and would not have to change their

¹ Industry is composed of current and prospective telecommunications carriers operating in, or considering operations within, the 208 area code of Idaho.

telephone numbers. Application at 4. Notably, “however, ten-digit local dialing would be required by all customers within and between NPAs in the affected rate areas.” *Id.* at 3. Neustar claims that the Overlay alternative has a projected life of 66 years. *Id.* at 4.

YOU ARE FURTHER NOTIFIED that in the Split alternative, Idaho would be split into two or more geographic areas and new area codes would be assigned to the areas formed by the split, and one area would retain the 208 NPA. All split plans require ten-digit dialing between different NPAs. However, within the same NPA, seven-digit dialing would be permitted. *Id.* Neustar stated in its Application that “the proposed boundary line would run along rate center boundaries starting at the Oregon border between Riggins and New Meadows rate centers and [would continue] east and then turn southward ending at the Nevada border between the Three Creek and Oakley rate centers.” *Id.* at 3-4. According to Neustar, the area north and east of the boundary line has a projected life of 68 years, and the southwestern portion has a projected life of 65 years. *Id.* Neustar has not proposed which geographic area would keep the 208 area code.

YOU ARE FURTHER NOTIFIED that during the June conference call, Industry representatives discussed the attributes of both alternatives. Participants on the conference call included incumbent local exchange carriers, competitive local exchange carriers, cellular carriers, broadband carriers, Commission Staff, and Neustar Relief Planning experts. See Exhibit A at 9. At the conclusion of the call, a consensus was reached to recommend that the Commission adopt the all-services overlay with a 16-month implementation schedule, as follows:

EVENT	TIMEFRAME	DATE
Total Implementation Period	16 months	-
Start Network Preparation and Customer Education	6 months	TBD
Start of Permissive 7-digit and 10-Digit Dialing Period (Calls within 208 NPA can be dialed using 7 or 10 digits) and continued Customer Education	9 months	TBD
Mandatory dialing at the end of the Permissive Dialing Period during 4Q2017	-	TBD
First Code Activation after end of Permissive Dialing Period (Effective date for codes from new NPA)	1 months	TBD

YOU ARE FURTHER NOTIFIED that Neustar has indicated that the Commission has some flexibility in choosing implementation dates on the proposed schedule. See Exhibit A

at 7. In setting dates, Neustar has encouraged the Commission to give serious consideration to what time of year is best to introduce dialing changes, as well as the length of time to allow for permissive dialing. Neustar recommends that the Commission avoid major holidays and tourism seasons. Finally, Neustar recommends that mandatory dialing begin six months prior to the forecasted exhaust for the 208 NPA, which would be fourth quarter 2017.

YOU ARE FURTHER NOTIFIED that Neustar has requested that this Application be processed under Modified Procedure.

NOTICE OF MODIFIED PROCEDURE

YOU ARE FURTHER NOTIFIED that the Commission has determined that the public interest may not require a formal hearing in this matter and will proceed under Modified Procedure pursuant to Rules 201 through 204 of the Idaho Public Utilities Commission's Rules of Procedure, IDAPA 31.01.01.201 through .204. The Commission notes that Modified Procedure and written comments have proven to be an effective means for obtaining public input and participation

YOU ARE FURTHER NOTIFIED that any person desiring to state a position on this Application may file a written comment in support or opposition with the Commission within 60 days from the date of this Notice. The comment must contain a statement of reasons supporting the comment. Persons desiring a hearing must specifically request a hearing in their written comments. Written comments concerning this Application shall be mailed to the Commission and Neustar at the addresses reflected below:

Commission Secretary
Idaho Public Utilities Commission
PO Box 83720
Boise, ID 83720-0074

Street Address for Express Mail:

472 W Washington Street
Boise, ID 83702-5918

Kimberly Miller, Counsel
Neustar Inc.
1775 Pennsylvania Ave. NW, 4th Floor
Washington, DC 20006
E-mail: kimberly.miller@neustar.biz

These comments should contain the case caption and case number shown on the first page of this document. Persons desiring to submit comments via e-mail may do so by accessing the Commission's home page located at www.puc.idaho.gov. Click the "Case Comment or Question

Form” under the “Consumers” tab, and complete the comment form using the case number as it appears on the front of this document. These comments must also be sent to Neustar at the e-mail address listed above.

YOU ARE FURTHER NOTIFIED that the Application and supporting documents have been filed with the Commission and are available for public inspection during regular business hours at the Commission offices. The Application is also available on the Commission’s web site at www.puc.idaho.gov. Click on the “File Room” tab at the top of the page, scroll down to “Telecom Cases,” and then click on the case number as shown on the front of this document.

YOU ARE FURTHER NOTIFIED that if no written comments or protests are received within the time limit set, the Commission will consider this matter on its merits and enter its Order without a formal hearing. If written comments are received within the time limit set, the Commission will consider them and, in its discretion, may set the same for formal hearing.

ORDER

IT IS HEREBY ORDERED that the Application of Neustar, Inc. shall be processed by Modified Procedure, IDAPA 31.01.01.201-204. Persons interested in submitting written comments in this matter must do so no later than 60 days from the service date of this Order.

DONE by Order of the Idaho Public Utilities Commission at Boise, Idaho this 6th
day of August 2015.



PAUL KELLANDER, PRESIDENT

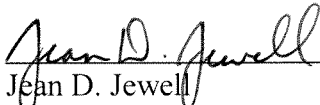


MARSHA H. SMITH, COMMISSIONER



KRISTINE RAPER, COMMISSIONER

ATTEST:



Jean D. Jewell
Commission Secretary

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