

**CONSUMER AWARENESS TASK FORCE
October 26, 2007**

**PROGRESS REPORT TO THE RELIEF PLANNING COMMITTEE (RPC)
NPAs 250, 403, 780**

The CATF is following the schedule in the RIPs for NPAs 250, 403, and 780. All customer awareness implementation activities are proceeding according to the schedule contained in the Relief Implementation Plans (RIPs) for these NPAs.

The attached tables detail the work that has taken place.

Joint Activity:

Promoting the introduction of Local 10-digit dialing in the 250, 403, and 780 regions	
Update Report	
Date	Description
June 7, 2007	Issued a media release about the 250 decision from the CRTC
June 14, 2007	Issued a media release about the 403 and 780 decision from the CRTC
August 31, 2007	Combined communications plan completed
October 9, 2007	The western TA portion of the dial10.ca website went live
October 18, 2007	Issued a media release about the dial10.ca website content

CRTC Update report June – October, 2007

Development work continues on schedule for development of:

- List for business customers that may require early notification to accommodate NPA Relief changes.
- Brochure for business customers – set to go out to targeted businesses and business organizations in November.
- Bill inserts for consumer customers – set to go out in April/May, 2008 from individual companies.
- Our advertising plan – set to run in April/May, 2008

The following tables contain activity updates from individual companies. Confirmation has been received from Globalstar that as all of their customers dial a minimum of 11 digits when placing outgoing calls, the firm will not be doing any communications to them regarding 10 digit dialling.



**Promoting the introduction of Local 10-digit dialing in the
250, 403, and 780 regions**

Update Report

Date	Description
To October 31, 2007	TELUS has co-chaired the Western Telecommunications Alliance and participated in all its working teams.
	TELUS has posted content drawn from the dial10.ca web content on telus.com
	TELUS has volunteered the contribution of space on the mytelus.com portal during the advertising phase of our plan's execution.
	TELUS has developed a brief for affected government bodies and begun briefing interested elected and non-elected officials.
	TELUS has begun informing its business customers of the upcoming changes through: <ul style="list-style-type: none">➤ Issuing the first of 6 planned targeted bill messages➤ Begun using large and medium business sales force to advise/engage business customers of changes, with a focus on most-affected businesses (such as alarm companies).➤ Begun using front line business agents to proactively engage business customers calling on an inbound basis of the changes



**Promoting the introduction of Local 10-digit dialing in the
250, 403, and 780 regions**

Update Report

Date	Description
June – October 2007	Bell participated in the Western Telecommunications Alliance and participated in the working teams. Bell has also developed plans to communicate the change with key audiences.
	Bell has updated its website with information on dial10.ca.
	Bell has informed its employees about the move to 10-digit dialing.
	Bell responded to media requests on 10-digit dialing.
	Bell has begun the process of informing its business customers of the upcoming changes. Bell informed the WR clients of 10-digit dialing, using SMS, IVTM and a bill message. This was completed end of October 2007.



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Update Report

Date	Description
To October 29, 2007	Rogers has taken lead on developing the Alliance Business Brochure which is in final draft. It will be printed in early November for distribution to all Alliance members companies.
	Rogers is organizing the mailing of the Business Brochure to Alarm companies. Contact has been made with CANASA to coordinate a mailing.
	Rogers and Fido are in the process of transferring content to the two websites from the dial10.ca site and linking to it.
	Rogers Radio stations have reported heavily on these changes on news programming and drive time shows.



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Update Report

Date	Description
To October 26, 2007	SHAW has participated in the Western Telecommunications Alliance
	SHAW has contributed to the development of the content for the dial10.ca web site
	SHAW has drafted and received internal approval on a communications strategy for the implementation of 10-digit dialing in its regions. Budget has been allocated for these tactics.



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Update Report

Date	Description
To October 26, 2007	Northwestel has been actively participating in the Western Telecommunications Alliance and the Consumer Awareness Task Force
	Northwestel has held briefings with municipal and First Nations governments in its northern BC operating area
	Northwestel has posted content on nwtel.ca
	Northwestel provided information at a consumer trade show in its northern BC operating area



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Update Report

Date	Description
To October 26, 2007	CityWest services one exchange – Prince Rupert, BC. To date, CityWest has issued a press release in the local media in Prince Rupert.
	CityWest has arranged for the 2008 phone directory to include a notification to customers.
	CityWest will issue follow-up news releases when important dates are upcoming.
	CityWest will be adding a link to the dial-10 website off of the company website.
	CityWest will be issuing a billing insert in 2008 with important information and dates.
	CityWest will make use of our internal Channel 10 – community programming channel to relay information on 10-digit dialing in Prince Rupert.



Promoting the introduction of Local 10-digit dialing in the 250, 403, and 780 regions	
Update Report	
Date	Description
To October 31, 2007	Globility has communicated all updates and requirements from the Workgroup to its various resellers.
	Globility has made workgroup minutes available to its partners for information and planning purposes.
	Globility has ensured that all partners communicate to their customer base upcoming changes according to Workgroup schedules.

NOTE: Globility communications does not sell directly to the public and as such does not have any retail customers. All communications to the public are done through our reseller relationships.



**Promoting the introduction of Local 10-digit dialing in the
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Update Report

Date	Description
To October 31, 2007	Allstream has participated in the West Telecommunications Alliance.
	Allstream is in the process of transferring new content to its websites from the dial10.ca site, as well as linking to dial10.ca.
	Allstream will be issuing communications to all customer-facing personnel informing them of the move to 10-digit dialing in the newly affected areas and what they must tell customer to help them prepare for this change.
	Allstream will be issuing a billing insert in 2008 with important information and dates.