
TITLE: NPA 416 Relief Implementation
Final Report

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PURPOSE OF REPORT: This Final Report provides a summary and assessment of the
NPA 416 Relief Planning project.

NOTICE: This Final Report is submitted to CRTC staff at the request of the Canadian
Steering Committee on Numbering in order to provide closure to this project.

NPA 416 RELIEF IMPLEMENTATION FINAL REPORT

Background:

The Canadian Numbering Administrator (CNA) is responsible for monitoring the assignments of central office (CO) codes and projecting when area codes in Canada will exhaust. Each year the CNA undertakes a Central Office Code Utilization Survey (COCUS) to forecast the exhausts of all Canadian NPAs. When an area code is forecast to exhaust within a five-year time frame, action is taken to ensure that a new area code is in place well before the existing code is exhausted.

Based on the 1996 COCUS results, Bell Canada, in its role as the Central Office Code Administrator (prior to SAIC Canada assuming the role of CNA) projected that NPA 416 would exhaust within the five-year relief planning window. Pursuant to the conditions established by industry guidelines, Bell Canada then convened a meeting of the affected parties and formed the NPA 416 Code Relief Planning Committee (the Committee).

After several meetings, the Committee reached consensus on a recommended NPA 416 Relief Plan, which identified a projected exhaust date of 2Q 2000 and proposed that a new NPA be introduced into the geographic area covered by NPA 416 in April 2000 using the distributed overlay relief method. Industry Canada, which had general responsibilities for numbering in Canada at that time, approved the Relief Plan in January 1997.

Varying COCUS results during the interim years caused implementation of the Relief Plan to be deferred. In 1999, with the advent of local competition, more service providers submitted input to the COCUS and the subsequent results indicated that NPA 416 would exhaust no later than 3Q 2001. In 1999, the Canadian Numbering Administrator (CNA) was established with SAIC Canada selected as the vendor to perform the functions of the CNA. Accordingly, the CNA reconvened the Committee on 18 August 1999 to review the original plan and revise the relief schedule.

After the meeting, the Committee recommended in a consensus report to the Canadian Radio-television and Telecommunications Commission (CRTC) that the new NPA be introduced on 5 March 2001, and that an automated 10-digit dialing announcement could begin as early as 8 January 2001. In Telecom Order CRTC 99-1141, dated 10 December 1999, the CRTC approved the Committee's recommendations but indicated concerns with the volatility of demand for CO Codes in NPA 416. The Commission concluded that the only viable option available was to closely manage the allocation and use of the resources available to ensure that CO Codes are available until relief is provided on 5 March, 2001. In Appendix A of the Order, the Commission set out its directions to the CNA and service providers regarding the monitoring and allocation of resources. The Order contained explicit instructions with respect to monitoring and reporting requirements and required that the Committee develop a Code Conservation Plan.

On 15 September 2000, the CNA declared that NPA 416 had entered a jeopardy condition. A meeting was convened on 19 September 2000, during which the Committee developed more stringent Code Conservation methods in order to ensure that CO Codes from NPA 416 would remain available for assignment until the new NPA

was introduced. These Code Conservation methods were approved by the CRTC on 30 October 2000.

Project Overview:

In accordance with the Industry Carriers Compatibility Forum (ICCF) Central Office Code (NXX) Assignment Guidelines and the NPA Code Relief Planning & Notification Guidelines in effect at that time, Bell Canada initiated the formation of an NPA 416 Relief Planning Committee in August 1996. By December 1996, the Committee had developed a Final Planning Document for the relief of NPA 416. This document was approved by Industry Canada in January 1997.

Due to deferral of the exhaust date for NPA 416, SAIC Canada, in its role as the CNA, submitted the final NPA 416 Relief Plan to the CRTC on 23 August 1999. The Relief Plan was developed by the NPA 416 Relief Planning Committee and documented by Bell Canada and SAIC Canada as the NPA 416 relief co-planners. The Relief Plan was approved, with certain modifications, by the CRTC in Telecom Order CRTC 99-1141, on 10 December 1999.

During the NPA 416 relief planning period, the Toronto Telecommunications Alliance (TTA) comprised of a number of service providers operating in the 416 area code was formed to co-ordinate communications programs and education materials associated with NPA 416 relief. Telecom Order CRTC 99-1141 encouraged all service providers in NPA 416 to participate in the TTA program, and directed the CNA to work with TTA members and other parties to ensure all customer education announcements were co-ordinated.

While Telecom Order CRTC 99-1141 instructed the NPA 416 Relief Planning Committee to develop an NPA specific Code Conservation plan, the declaration of a Jeopardy Condition in NPA 416 in September 2000 required the Committee to reconvene in order to develop more stringent CO Code Conservation measures. The resulting Code Conservation measures were approved by the CRTC in October 2000 and were implemented immediately after approval was granted.

Results:

The CNA, in its role as Chair of the NPA 416 Relief Planning Committee, hereby reports that the relief NPA 647 was successfully implemented on the Relief Date of 5 March 2001.

On the Relief Date there were 70 Central Office (CO) Codes remaining available for assignment in NPA 416. The Committee therefore achieved its objective of implementing relief prior to exhaust, thus ensuring that CO Codes and telephone numbers are always available to telecommunications service providers and customers in the NPA 416 area.

Lessons Learned:

The following lists the main lessons learned by the CNA during this Relief Planning effort. These lessons learned may be of benefit to other Relief Planning Committees in the future.

1) Formation of the Toronto Telecommunications Alliance (TTA)

The TTA was formed to address the communications aspects of the relief planning project. The purpose of the TTA was to develop a high level strategic framework for customer communications and awareness initiatives. This framework was then used by all local Telecommunications Service Providers to ensure a consistent and timely message in all customer communications tactics. The TTA met via conference call on a regular basis to ensure that its membership's activities were co-ordinated. To assist in this effort, the CNA was required to post the TTA schedule for advertising and education on its website in order to provide a point of reference to service providers that were not members of the TTA. In addition, the CRTC directed the CNA to monitor the efforts of the TTA and provide quarterly reports to the CRTC on the progress of customer education and readiness.

It is recommended that future Relief Planning Committees implement a similar customer communications strategy and reporting processes in order for the CRTC to monitor the effectiveness of the advertising and education campaign and to provide early warning of significant consumer concerns.

2) Impact of Code Conservation Measures

The processes and reporting requirements incorporated in Telecom Order CRTC 99-1141 and the implementation of stringent CO Code Conservation Measures, as directed by the Commission in its letter dated October 30, 2000, reduced the quantity of CO Codes that were assigned and delayed the projected exhaust date well beyond 1 June 2000, the projected exhaust date upon which the Jeopardy Condition was based. However, it placed an additional burden on the CNA and all telecommunications carriers providing service in NPA 416 in terms of increased reporting requirements and more complex processes to observe when applying for a CO Code.

Recommendations:

It is recommended that:

- 1) Future Relief Planning Committees implement a customer communications strategy similar to that undertaken by the TTA. In addition, regular progress reports should be submitted to the CRTC in order to ensure that the implementation schedule is being maintained.

Sources of Additional Information:

All available meeting minutes and reports of the RPC will be removed from the CNA website once this report has been submitted to the CRTC. After that date, requests for information other than this report should be addressed to the CNA using the contact information that appears on the CNA website at: www.cnac.ca. Additional information on numbering issues may be obtained from the Commission's website at: www.crtc.gc.ca.