
TITLE: NPA 604 Relief Planning Committee
Final Report

DATE: December 3, 2001

SOURCE CONTACT: NPA 604 Relief Planning Committee
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DISTRIBUTION: CISC Steering Committee

PURPOSE OF REPORT: This Final Report provides a summary and assessment of the
NPA 604 Relief Planning project.

NOTICE: This Final Report is submitted to the CISC Steering Committee for consideration
and distribution to the CRTC.

NPA 604 RELIEF PLANNING COMMITTEE FINAL REPORT

Introduction:

The Canadian Numbering Administrator (CNA) conducts annual General Central Office Code Utilization Surveys (G-COCUS) to forecast the exhausts of all Canadian NPAs. The 1999 G-COCUS results indicated that NPA 604 would exhaust in 1st Q2004, and relief would be required in 1st Q2003. After control of NPA 604 Central Office (CO) Code Assignment was handed over to the CNA in 3rd Q1999, the CNA issued an Initial Planning Document (IPD) and conducted the Initial Relief Planning meeting in September of 1999. During this meeting it was agreed that Code Holders in NPA 604 would provide the CNA with a 5-year forecast of CO Code usage by exchange. On October 4, 1999, the CNA requested the CO Code forecast by exchange from all current and potential CO Code Holders in NPA 604.

On December 3, 1999, the Canadian Radio-television and Telecommunications Commission (CRTC) released Telecom Public Notice CRTC 99-24, announcing the establishment of the NPA 604 Relief Planning Committee (RPC) as an ad hoc committee of the CRTC Industry Steering Committee (CISC). The RPC is chaired by the CNA and is comprised of volunteer representatives from the industry and general public. The RPC holds open public meetings and any person may participate.

On December 9, 1999, the CNA convened a meeting of the NPA 604 RPC. During the December meeting, the CNA presented the results of the October 1999 Special COCUS (S-COCUS), which indicated that NPA 604 would exhaust by 3rd Q2003, an advance of nearly a year. During this meeting, most of the companies and interest groups represented agreed to support the Distributed Overlay Method for NPA Relief in NPA 604 and agreement was reached that relief for NPA 604 should be provided in the second quarter of 2002.

The RPC updated the Planning Document to incorporate these changes and on January 21, 2000, submitted a TIF Report to the CISC recommending the adoption of a Distributed Overlay Method of code relief for NPA 604.

On August 16, 2000, the CRTC released Order CRTC 2000-786 that directed that the new area code would be implemented in a "Concentrated Overlay" over the exchanges in and around the Greater Vancouver Regional District as well as the Abbotsford and Mission exchanges. The Commission directed Canadian carriers that operate in the 604 area code to ensure that a standard 10-digit dialing automatic announcement was to be implemented no later than May 26, 2001, and that the new NPA would be introduced no later than November 3, 2001. In response to a Review & Vary Application, the CRTC issued Letter Decision 2001-268, on May 15, 2001, which modified the start of the permissive dialing period from May 26, 2001, to no later than August 18, 2001; while the mandatory 10-digit dialing date remained at November 3, 2001.

Project Overview:

In accordance with Order CRTC 2000-786, as amended by a letter from the CRTC dated 22 August 2000, the RPC submitted a Relief Implementation Plan including a Consumer Education & Awareness Plan to the Commission for consideration and approval. This Relief Implementation Plan established an industry-level framework and timeframe for implementation activities for NPA 778, to ensure that relief for NPA 604 via the Concentrated Overlay Method was provided by the Relief Date of November 3, 2001.

The RPC established a subtending Network Implementation Working Group (NIWG) and a Consumer Awareness Program Working Group (CAPWG) to focus on the network and communications aspects of the Relief Implementation Plan. The NIWG and CAPWG developed implementation plans for their respective activities. The NIWG and Vancouver Telecommunications Alliance (VTA) held periodic conference calls and meetings to review their progress in implementing their activities and provided reports to the RPC that were reviewed and forwarded to the CISC and CRTC. The RPC provided oversight over the work of the NIWG and VTA, and dealt with any issues requiring its attention.

The RPC developed this Final Report for distribution to the CISC and CRTC.

Results:

The RPC hereby reports that the relief NPA 778 was implemented on the Relief Date of November 3, 2001.

On the Relief Date there were 218 Central Office (CO) Codes remaining available for assignment in NPA 604. The RPC therefore achieved its objective of implementing relief, thus ensuring that CO Codes and telephone numbers are always available to telecommunications service providers and customers in the NPA 604 area.

Lessons Learned:

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

1) NIWG Organization

The NIWG found the organization, communications and information shared within the NIWG to be effective and useful in implementing relief. The NIWG recommends that the NIWG approach be continued for future relief activities. The participation of the carriers' technical personnel was invaluable in achieving implementation.

The NIWG participants suggest that meetings and conference calls at the early stage of relief implementation are very important in order to ensure a successful implementation. The quantity of status reports appears reasonable and appropriate. The timing for the Working Groups to submit their Final Reports to the RPC within a week of the cut-over to mandatory dialing is too soon and should be delayed until about 1 month after the cut-over.

The implementation of new NPA test numbers should be scheduled in such a manner that it does not coincide with any changes in the dialing plan not related to the introduction of the new area code.

2) CAPWG Organization

The CAPWG was formed to address the communications aspects of the project. The purpose of the CAPWG 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 604 Vancouver Telecommunications Alliance

(VTA), comprised of most providers, was created to undertake the plan and became the dominant member of the Working Group.

The CAPWG met via conference call prior to the submission of each Progress Report to capture each provider's activities within the specified timeframe. However, a few other providers chose to submit their reports to the CRTC on their own. It is recommended that future Relief Planning Committees implement a CAPWG.

Since the period of time between Order CRTC 2000-778 and the ordered permissive dialing announcement date was relatively short, approximately 10 months, the CAPWG should have been formed more quickly. Although the subsequent formation of the VTA and the engagement of a communications agency experienced in NPA relief was key to ensuring mass media campaigns were carried out, it would have been beneficial if some of the activities such as notification to special interest groups could have been carried out earlier. Since the mass media activities began in late January, some stakeholders were not aware of the new NPA or the new 10-digit dialing plan. It is recommended that for future relief planning activities, the CAPWG and any VTA-like alliances be formed immediately after the CRTC Order is issued and at least 18 to 24 months before the RPC projected implementation date, if the CRTC Order has not been issued. Although the timing of media awareness and advertising has to be closer to the actual event of permissive announcement and mandatory announcement implementation, this would help to ensure that enough time is available for stakeholder preparation activities.

Some members of the public questioned if it was necessary to dial the area code before dialing 9-1-1, when making emergency calls. Although this issue was covered in the mass media campaign, future relief mass media campaigns should emphasize that the area code is not needed in this situation to ensure that there is no confusion in the general public concerning 9-1-1 calls.

3) 9-1-1 Testing

9-1-1 interconnection testing was not required for NPA 604 as separate 9-1-1 trunk groups were not required. This is unlike recent relief efforts in NPAs 905 and 416 where separate trunking arrangements were required for 9-1-1 interconnection.

In NPA 416 and 905, MF type trunk groups are used and these trunk groups only pass 7-digits necessitating the need for NPA specific 9-1-1 trunk groups. In NPA 604, SS7 Operator Trunk Groups are used, and these interconnection trunks pass all 10-digits of the subscribers' telephone number when the subscribers dial 9-1-1.

A small quantity of test calls were placed to the 9-1-1 service provider using NPA 778 test numbers, and it was confirmed that all existing networks, systems and processes would work with telephone numbers from the new NPA.

4) Planning for CISC Activity and Time Requirements

During Relief Planning and implementation of relief, the RPC recognized that sufficient time was not included in the schedule of activities for submitting reports to the CISC for consideration. In future NPA Relief Planning projects, the RPC must include appropriate time intervals within its schedule for submitting documents to the CISC in accordance with the CISC Administrative Guidelines.

5) Length of Permissive Dialing Period

In an application dated March 25, 2001, Mr. Robert Baxter of Vancouver Fire and Security, requested a deferral of the network announcement in order to provide the alarm and security industry additional time to reprogram the transmitters that were being used in the 604 area code region which could be affected by the network announcement.

Mr. Baxter's application raised concerns regarding readiness of the alarm industry and the impact the permissive announcement could have on the safety and security of individuals. The CRTC approved deferral of the permissive announcement until no sooner than 11 August 2001 and no later than 18 August 2001.

It should be noted that several stakeholder groups require additional time for preparation of dial plan changes. These groups, such as Alarm Service Providers, Building Management Companies (for elevator phone changes and entrance telephone system changes), and utility companies who may have special modem circuits for pipeline or other monitoring needs, require as much advance notice as possible to prepare appropriate plans and resources to deal with the changes. In the case of NPA 604, the regional alarm association was informed just one day after the CRTC announcement on August 16th, 2000, yet many of the members did not take action until industry representatives attended an association meeting many months later. Although there was communication and alarm panel testing arrangements provided for the industry, one specific player took the initiative to have the decision varied. This prompted further correspondence being sent to over 300 individual alarm companies in the 604 area. Communications with these stakeholder groups early on in the planning cycle may assist them with responding to relief planning efforts.

6) Cutovers to Permissive and Mandatory Dialing Announcements

In an application dated April 3, 2001, TELUS requested authorization to introduce the permissive dialing network announcement in the 604 area code region over a six-day period.

This timeframe provides carriers that have a large number of switches with sufficient time to manage the implementation of such announcements and their risk management strategies in a cost-effective manner as well as minimize potential negative impacts on customers if problems were to occur.

The CRTC approved the request to phase in the announcement associated with permissive dialing over a six-day period, again stipulating that the announcement be in place no sooner than 11 August 2001 and no later than 18 August 2001.

The CRTC further stated that each relief situation has unique aspects that must be considered when establishing a Relief Plan. Consequently, the phasing in of permissive and mandatory dialing announcements should be evaluated and included as part of the Relief Implementation Plans created by future Relief Planning Committees.

Recommendations:

The RPC recommends that:

- 1) The CISC accept this Final Report and forward it to the CRTC.
- 2) The CISC disband the Ad Hoc NPA 604 Relief Planning Committee and its subtending working groups.
- 3) Upon CISC acceptance, a copy of this Final Report will be submitted by the CNA to the CSCN so that the lessons learned can be accommodated in numbering administration Guidelines.
- 4) Future Relief Planning Committees should ensure that the timelines contemplated by the CISC Administrative Guidelines are built into the Relief Planning Schedule to ensure appropriate time is provided for the RPC and its associated Working Groups to develop and submit their Progress and Final Reports.
- 5) During future relief efforts, it is recommended that the Commission use extra care when making changes to dates within the approved Relief Implementation Plan. In the case of this relief effort within NPA 604, the permissive dialing date was deferred on May 15, from May 26 to no earlier than August 11 and no later than August 18 as the result of a Part VII application and the ensuing process. This resulted in only 11 calendar days to change the consumer awareness message. Taking into consideration information preparation lead times, as well as scheduling lead times within the media (e.g. print media), there was very little time to raise awareness amongst consumers of the change in the permissive dialing announcement introduction date. This resulted in a level of customer confusion, which was unanticipated in the Relief Plan and unavoidable due to the short timeframe allowed.

Sources of Additional Information:

All available meeting minutes and reports of the RPC and sub-tending working groups will be available on the CNA website until March 31, 2002. After that date, requests for that information 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.

Attachments:

- 1) NIWG Final Report
- 2) CAPWG Final Report

The Final Progress Report added the minutes from the NPA 604 NIWG October 4 and November 7, 2001 conference calls, and as well, updated the status of the test plan and the issues log.

Co-chair: Ron Douglas
Co-chair: Dennis Heagy

Attachment

Working Group Name: NPA 604 Network Implementation Working Group

TIF File Name: 604_NIWGRE03A.doc

Task Definition: Implementation of NPA 604 Relief within the Network

Status: CR-Complete With Report–Final Report

Notes: The NPA 604 Network Implementation Working Group (NIWG) is a sub-working group of the NPA 604 CISC ad-hoc Relief Planning Working Group. The role of the NPA 604 NIWG is to oversee and facilitate the implementation of the NPA 604 relief plan within the network. This report is the third and final report that the NPA 604 NIWG is required to provide to the ad-hoc group.

Date of Completion: November 7, 2001

Prepared by Ron Douglas co-Chair - AT&T Canada
Dennis Heagy co-Chair - TELUS

**NPA 604 Network Implementation Working Group (NIWG)
Final Report – November 7, 2001**

Status codes

CR - Complete with Report

CD - Complete with Commission Decision

DI - Dispute to Steering Committee

DE - Deferred/Suspended

DL - Deleted

A - Amalgamated

U - Underway

TIF File Name	Task Definition	Status	Notes	Estimated Date of Completion
CCTFXXX	Brief Description of the Task	Status code	Use this field for any comments. The Chair should use this column to provide explanation when the "Estimated Date of Completion" is modified	YYYY/MM/DD
	Progress Report #1	CR		2001/03/26
	Updated Progress Report #1	CR		2001/05/25
	Introduction of Permissive Dialing	CR	Commission revised the date from May 25 to dates indicated.	2001/08/11 to 2001/11/18
	Progress Report # 2	CR		2001/09/10
	Relief Date – mandatory 10-digit dialing	CR		2001/11/03
	Final Report	CR		2001/11/07

Attachments

- 1) Proposed Test Plan
- 2) Meeting Minutes October 4, 2001
- 3) Meeting minutes November 7, 2001
- 4) Issue Log – a number of issues were added at the final meeting

604 NPA Relief Implementation Working Group Test Plan

Company: NIWG

Date: November 7, 2001

Prepared By: Dennis Heagy, Ron Douglas

Test Category	Description	Network Dependencies	Start Date	End Date	Report Date to 604 Relief Planning Committee
1. Establish Industry Test Numbers	Call Net 778-510-TEST	Test numbers identified		Complete	Mar 26, 2001
	TELUS 778-610-TEST	Test numbers established	Now	Complete	May 25, 2001
	AT&T CANADA 778-810-TEST	Switch translations complete	Now	Complete	Sept 10, 2001
	Call Net 778-510-BILL				
	TELUS 778-610-BILL				
	AT&T CANADA 778-810-BILL				
2. TELUS To Set up 310-0778 Test Number for Industry Testing	310-0778 to terminate on 778-610-BILL	TELUS platform updates complete Switch translations to 778-610-BILL complete.	Now Now	Complete Complete	May 25, 2001 Sept 10, 2001
	3. Complete Non-Billable Calls to Industry Test Numbers	Local (10 Digits)	Switch translations complete Test numbers established	May 3, 2001	Complete
	Toll	"	May 3, 2001	Complete	November 7, 2001
	0-/0+	"	May 3, 2001	Complete	November 7, 2001
4. Complete Billable Calls to Industry Test Numbers	Local (10 Digits)	" Record AMA	May 3, 2001	Complete	November 7, 2001
	Toll	"	May 3, 2001	Complete	November 7, 2001
	0-/0+	"	May 3, 2001	Complete	November 7, 2001

5. Complete Test Calls from 778-610 Originating Test Numbers	411	Originating Test Numbers Programmed	Sept 10, 2001	Complete	November 7, 2001
	911 *	" Billing Numbers input to 911 system	Sept 10, 2001	Complete	November 7, 2001
	310-0778	Originating Test Numbers Programmed TELUS platform updates complete TELUS translations to 778-610-BILL complete.	Sept 10, 2001	Complete	November 7, 2001
6. Ensure Each Service Provider Outpulsing 10 Digits Intra Carrier	Intra-carrier Signaling	Verify outpulsing on trunk groups	Now	Complete	Sept 10, 2001

* Continuity tests and feature testing can be completed prior the to establishment of the first NXX to the Service Provider.

* For 911 routing testing, TELUS has supplied each company with two 778-610 originating test numbers. If problems are encountered with these test numbers please contact Dennis Heagy (TELUS) at 604-432-2220.

Issue Log

- 1) As of November 7, some carriers could still not complete calls to the Call-Net 778 test number. All problem determination processes indicate that the problem is within the Call-Net network. As of November 7, TELUS is still working with the Call-Net representatives to resolve the problem. TELUS and/or Call-Net will notify the NPA 604 RPC Chair when the problem has been resolved. Other carriers are encouraged to check with regards to this issue and advise the RPC Chair as well. Prior to this final report, Call-Net corrected the problem, notifying the NPA 604 RPC Chair and the NIWG Co-Chairs.
- 2) It was also noted that Bell Intrigna could not complete test calls to any test numbers during the November 7 NIWG meeting. TELUS, Bell Intrigna and other carriers to check and provide advice to the RPC Chair.
- 3) It was noted that not all carriers within Canada appear to have activated NPA 778 within their networks. All carriers are reminded that NPA 778 should be activated in all switching and routing systems forthwith.

*NPA 604 NIWG Meeting
Meeting Minutes
October 4, 2001*

Attendee's

Paula Helby – Microcell
Ron Douglas AT&T Canada – meeting scribe
Dennis Heagy TELUS – meeting chair
Suresh Khare – CNA
Madeline Bisson - CRTC
Stephanie Jackson – Rogers AT&T Wireless
Rob Dyki – Bell Intrigna
George Jones – Bell Intrigna

Proposed Agenda

1. Review and accept last meeting minutes
2. Microcell status report due to impending early departure
3. Testing results to date
4. November 3 implementation date
5. Persistent 7 digit dialers
6. GTD 5 Switches
7. Next meeting logistics

1) Minutes Review

The previous meeting minutes were accepted as read with no changes.

2) Microcell status report due to impending early departure

- All testing complete and ready for November 3
- Will migrate entire network in 1 day

3) Testing results to date

AT&T Canada

- no problems to report

Rogers AT&T Wireless

- Testing scheduled for next week.

TELUS

- DH confirmed that he did not represent TELUS mobility on this call
- DMS work has all been done
- GTD switches-not yet allowing 7 digit 310 calls to NPA 778
- 411/911 testing not completed yet
- some testing on GTD switches cannot be performed until November 3
- all testing will be 95% complete by November 3
- currently around 50% complete

Bell Intrigna

- Announcement tests completed

- New NPA tests underway next week
- 411/911/310 testing scheduled for next week

4) November 3 Implementation

Round table

TELUS

- announcement changes will all be done in 1 day
- wording and voice of announcement will change on TELUS' announcement

AT&T Canada

- all changed in 1 day
- no changes to announcements planned

Microcell

- All changes will be made on November 3

Rogers AT&T Wireless

- same announcement will be used, all changes made in 1 day

Bell Intrigna

- are ready for November 3

5) Persistent 7 Digit Dialers

DH of TELUS informed the group that some ISDN trunk groups inbound to TELUS are still sending 7 digits as opposed to 10.

DH will advise the carriers of this along with the BTN of the trunk group.

6) GTD 5 switches

Large quantity of changes to be made for the GTD 5 switches

300,000 changes per phase, 3 phases to go through per switch

Multiple rate centers per GTD causing data structure/architecture problems

some work will not/can not be performed until November 3

7) Next meeting

Wednesday November 7

8:00 am PST

11:00 am EST

Proposed Agenda for November 7

Review and acceptance of October 4 minutes

Roundtable discussion of November 3 date

Review and approval of final report

Action Items

1. Suggestion for a note to Group Telecom, TELUS Mobility, Clearnet and other carriers to update the NIWG with test results, and other relevant information

2. If any carrier experiences a problem that should be shared, should contact a co-chair and have an emergency meeting called.
3. Add Madeline Bisson to distribution list.

NPA 604 NIWG Meeting
Meeting Minutes
November 7, 2001

Attendee's

Paula Helby – Microcell
Ron Douglas AT&T Canada – meeting chair
Dennis Heagy TELUS – meeting scribe
Suresh Khare – CNA
Fiona Clegg – CNA
Glenn Pilley - CNA
Rob Dyki – Bell Intrigna
George Jones – Bell Intrigna

Proposed Agenda

1. Review and acceptance of October 4 minutes
2. Roundtable discussion of November 3 implementation
3. Review and approval of final report

1) Minutes Review

The previous meeting minutes were accepted as read with no changes.

2) Roundtable discussion of November 3 implementation

Microcell

- Implementation went as planned, on schedule, no problems.

Bell Intrigna

- Implementation went very well. Found a few call forwarded lines which were fixed quickly.

AT&T Canada

- No problems reported

Rogers AT&T Wireless

- Stephanie Jackson reported prior to the meeting that customer controlled call forwarding was not updated as part of the implementation. These customers are being contacted to resolve the problem.

TELUS

- Implementation went well. Some minor problems interfacing to other carriers were detected and fixed within 4 hours.

CNA

- Suresh had 1 report of a call forwarding problem on a landline.
- Glenn did not receive any reports of problems.

3) Final Report Review

Changes to the draft final report document were discussed and approved.
Some issues were added to the issue log.
Final Report was accepted with approved changes.

4) Minutes Review

These minutes were reviewed and accepted.

Action Items

1. RPC chair, Glenn Pilley, will report to the VTA that user controlled call forwarding doesn't get updated to ten digits very well during the permissive dialing period. (Done).
2. Suresh Khare of CNA will remind the carriers with 778 codes assigned for Nov and Dec 2001 to have complete testing done when implementing these new codes. (Done).

Closing Items

The co-chairs thanked the participants for attending.
As no objections were voiced, the NPA 604 Network Implementation Working Group it is now closed.

Vancouver-area Telecommunications Alliance

Final Report for the 604 area's switch to local 10-digit dialing
and addition of 778 area code

Prepared by High Road Communications

November 16, 2001

Dear Glenn,

On behalf of the Vancouver-area Telecommunications Alliance (VTA), I am please to present the final report outlining the VTA's activity on communicating the 604 region's switch to local 10-digit dialing and implementation of the new 778 area code.

You will find a final report of the campaign enclosed which includes the following:

- Summary of activity
- Rates on customer conversion to local 10-digit dialing
- Summary of media coverage
- Sampling of media coverage received during media relations campaign

It was a pleasure working with the VTA and the CRTC on this project.

Sincerely,

Laura Ono
Senior Consultant
High Road Communications

TO: Canadian Radio-television and Telecommunications Commission

FROM: Vancouver-area Telecommunications Alliance

DATE: November 16, 2001

SUBJECT: Introduction of local 10-digit dialing and the new 778 area code in the 604 region

This report summarizes the public awareness campaign of the Vancouver-area Telecommunications Alliance (VTA) for the implementation of local 10-digit dialing in the 604 region and the addition of new area code 778 in Greater Vancouver Regional District (GVRD), Abbotsford and Mission.

The VTA is an industry group made up of eight telecommunications service providers, who worked together on a joint public awareness campaign to introduce the new 778 area code in GVRD, Abbotsford and Mission, and to help those who live and work in the 604 region transition to local 10-digit dialing. Participants include AT&T Canada, Group Telecom, Microcell, Rogers AT&T Wireless, Sprint Canada, TELUS and TELUS Mobility. Norigen was also an original member of the VTA, but lost presence when the company went into receivership in June 2001. The purpose of the VTA was to collectively implement a massive public awareness campaign to help the 604 area successfully transition to local 10-digit dialing. The campaign ran from January 2001 until the start of mandatory local 10-digit dialing on November 3rd, 2001.

The public awareness campaign for the 604 region's switch to local 10-digit dialing was modeled after the successful campaigns used for the 416 and 905 regions' transitions, which occurred earlier in 2001. Many Canadians were aware of the 416 and 905 transitions as they were the first in Canadian history and received widespread media attention. Therefore, the VTA was able to leverage the past campaigns to communicate the 604 region's transition.

However, there were new challenges in implementing the communications strategy for the 604 transition. The first challenge facing local service providers was that local 10-digit dialing was new to the 604 region and, therefore, would be a complete behaviour change for customers. In the 416 and 905 overlays, 10-digit dialing already existed for local calls crossing the 416 and 905 boundaries. The second challenge was timing. The VTA had less than 1 year prior to the permissive dialing date to communicate the changes in the 604 region, and because 10-digit dialing involved a behaviour change, it was necessary to communicate with 604 telephone customers in an effective and timely manner. A third challenge was communicating two different messages about the transitions: the switch to local 10-digit dialing and the geographical boundaries of the new 778 area code. Unlike the 416 and 905 area code transitions – which were complete overlays, the new 778 area code was added to the 604 region as a concentrated overlay. As a result, the entire 604 area code region would switch to local

10-digit dialing, but only the Greater Vancouver Regional District, Abbotsford and Mission exchanges would receive the new area code. This meant different messages were required for the different areas in 604.

An additional challenge emerged at the mid point of the VTA communications campaign. As a result of a Review and Vary requested by a local alarm company, the CRTC made the decision to push the start date of permissive dialing forward from May 26th, 2001 to August 11, 2001, to give service providers more time to prepare for the transition. This date change required the VTA to adjust key messages, update all communication materials, and re-educate audiences on the timing of the change. As the CRTC decision was made on May 16, 2001, a majority of the VTA's funds, particularly for advertising, were committed, and, the Alliance's ability to launch a new advertising campaign was limited.

RESEARCH:

Research and key learnings obtained from previous transitions to local 10-digit dialing, helped the VTA develop and fine-tune its communication strategy throughout the year leading up to 10-digit dialing. In addition to information gathered by VTA member TELUS, the VTA considered background research conducted in the 416 and 905. Research included:

Research during the 604 Transition:

- 1) TELUS Customer Survey.** To assess awareness levels of the coming changes, VTA member and Alliance Chair TELUS polled their 604 area customers on a monthly basis. The research showed that awareness levels steadily increased throughout the communications campaign. In February 2001, 57.3% of TELUS' 604 area customers were aware about the 604 area's change to local 10-digit dialing, and by April 2001, more than 74% had heard about the coming changes.
- 2) Media audits.** By analyzing material written on the 416 and 905 regions' switch to local 10-digit dialing, the VTA confirmed that the strategies, key messages, and tactics used throughout these campaigns were effective in reaching and educating key audiences.

PLANNING:

Communications Objectives:

- Provide consistent messages and communication materials to increase knowledge and awareness of 10-digit dialing implementation in the 604 area and new area code in GVRD, Abbotsford and Mission.
- Provide open communication channels to address questions and concerns from residents and businesses regarding 10-digit dialing implementation and addition of new area code.
- Reach as wide an audience as possible.
- Describe the changes as an industry trend affecting other Canadian cities as well; therefore no provider would be singled out as owning the issue.

- Educate local residents and businesses on why the changes are happening and how to prepare for them.
- Encourage immediate use of local 10-digit dialing and equipment reprogramming prior to the implementation date.

Constraints:

- The VTA name could not be used publicly. The VTA mandate was to create awareness of the issue: local 10-digit dialing.
- No individual VTA member was to be singled out as owning the issue.
- Total funding for public relations, advertising, collateral development and special events for the entire project was \$450,000 – a majority of this budget had been allocated to raise awareness of the original permissive dialing date, leaving the VTA with very little funds to communicate the date changes.
- VTA needed to re-communicate and re-educate 604 consumers on permissive dialing date change.

Strategies:

- Model the 604 communications plan after the campaigns used for the 416 and 905 transitions, while considering key learnings from those campaigns.
- Piggyback off the 416 and 905 area coverage and awareness.
- Counter potential negative attitudes by positioning the introduction of local 10-digit dialing positively - emphasizing the explosive growth in the telecom industry due to advances in communication technologies and services, and the increased demand for numbers, as well as highlighting the future trend of local 10-digit dialing for other major Canadian metropolitan areas.
- Begin the awareness campaign immediately using a variety of communication channels.
- Use “Add the Code” branding to increase awareness and recognition.
- Craft advertising campaigns to target needs of different audiences (e.g. residential and business). This was done through our advertising partner, Palmer Jarvis DDB.

EXECUTION:

Stage 1 (November 2000 – March 2001)

Mass Education: Wide dissemination of information on local 10-digit dialing.

Public Relations Program with High Road Communications:

- A media-friendly, knowledgeable spokesperson (Drew McArthur from TELUS).
- Diversified media lists that included local dailies, community, ethnic, trade, senior and University publications, as well as all broadcast media.
- Countdown press releases were issued i.e. 1-year to mandatory 10-digit dialing, 3 months to the introduction of permissive dialing.
- 604 announcements were included in 416 and 905 press releases while the campaigns overlapped for double impact.
- Speaking engagements with a number of rotary and community groups to explain the coming changes.

- A campaign information kit, including backgrounder on local 10-digit dialing, a checklist of activities to complete and equipment to reprogram prior to implementation, latest press release, and comprehensive FAQ.
- Used campaign theme and identity created for 416 - "Add-the-code" theme and logo were used and promoted in all VTA materials. In addition, www.addthecode.com, was updated to provide general information on local 10-digit dialing in the 604 area and included links to telecommunications service provider's sites for more details. The web address was on all VTA materials to encourage 604 area residents and businesses to learn more about the changes.
- Core communication materials were developed for VTA members to use in individual customer communication efforts to ensure consistent messaging. This included stakeholder presentations, copy for bill inserts, FAQ, backgrounder and Web site content template.
- Branded magnets and flyers were developed for VTA members to distribute to customers at special events they were involved in.

Stage 2 (April 2001– May 2001)

Call to Action: The key message was to "Get ready now!"

Phase 2 Public Relations Program with High Road Communications:

- Press releases leading to permissive dialing implementation had a stronger call to action message each time.
- Press releases counted down to permissive dialing i.e. 1 month to permissive dialing
- Ongoing media relations
- Business outreach initiatives were conducted. Local hotels, ISP providers, and Chambers of Commerce received information packages on local 10-digit dialing.

Phase 1 Advertising Campaign with Palmer Jarvis DDB:

- Print ads were placed in major papers, including Vancouver Sun, Vancouver Province, Globe and Mail, and National Post, as well as smaller community papers such as Burnaby Now, Georgia Straight, Vancouver Courier, North Shore News and Abbotsford News.
- 30-second radio advertisements were placed on local stations in Vancouver, Abbotsford, Chilliwack, Hope, Powell River, Whistler, and Squamish.

Stage 3 (May 2001 – August 2001)

Mass Re-education and Call to Action: Re-educate audiences on new permissive dialing implementation date combined with encouragement to get ready as soon as possible.

Phase 3 Public Relations Program with High Road Communications:

- Press release to announce CRTC decision to postpone permissive dialing eleven weeks.
- New 1-month countdown press release issued July 11, 2001
- Ongoing media relations
- All communication materials, including addthecode.com website and flyers, updated with new permissive dialing date and reprinted.

- Business outreach initiatives were conducted. Local Alarm Companies, ISP providers, and Chambers of Commerce received updated information on local 10-digit dialing.

Phase 2 Advertising Campaign with Palmer Jarvis DDB:

- Print ads with May 26th permissive dialing date were pulled from local papers
- Radio ads announcing May 26th permissive dialing date were cancelled
- Updated print ads were placed in major papers, including Vancouver Sun, Vancouver Province, Globe and Mail and National Post.
- 5-second PSAs were issued to local radio stations to remind listeners of the changes.

Stage 4 (August 2001 – November 2001)

Phase 4 Public Relations Program with High Road Communications:

- Countdown press releases to mandatory local 10-digit dialing issued i.e. 1 month to mandatory 10-digit dialing, 1-week reminder alert, and finally the day before mandatory local 10-digit dialing.
- Ongoing media relations

Phase 3 Advertising Campaign with Palmer Jarvis DDB:

- 30-second radio advertisements were placed on local stations in Vancouver, Abbotsford, Chilliwack, Hope, Powell River, Whistler, and Squamish.

RESULTS:

Overall, the communications campaign was successful in creating awareness among local residents and businesses in the 604 area code region. Statistics gathered from each VTA member (see attached report) revealed that:

- More than 85% of telephone customers were dialing 10-digits by the end of the first week of permissive dialing.
- More than 95% were dialing 10-digits by the end of the first week of mandatory 10-digit dialing.
- Several calls were received by VTA member customer contact centres in the weeks following the implementation of permissive dialing, but all concerns were resolved quickly.
- Media coverage was received in more than 180 key print and broadcast media through the 1-year campaign.

KEY LEARNINGS AND RECOMMENDATIONS:

- Collaboration of all local service providers was key
 - Allowed for 1 voice - The entire telecom industry spoke together and took common responsibility for the changes
 - Provided consistent messages - The VTA developed materials to ensure that the introduction of local 10-digit dialing was described the same way by all carriers. Customers received a consistent explanation of why the

change was necessary and how they would be affected, through bill inserts, Web site and other materials.

- Positioning spokesperson as a third-party Industry Specialist is beneficial as a neutral source of background information. It is preferable to position a spokesperson as local and independent. This is particularly important for questions regarding the complex processes by which the overlay was approved and implemented.
- Having **set implementation dates** for Permissive dialing and Mandatory 10-digit dialing would be preferred before the communications campaign begins. Where changes are required; ongoing communications with all parties involved is critical.
- A **2-3 month** permissive dialing period with reminder messages is sufficient as the majority callers understood the message within a few days and began dialing 10- digits for all local calls.
- At least **1 year** prior to the permissive dialing date is preferred to fully communicate the changes to customers as most people find an overlay harder to understand than a split, and 10-digit local dialing requires significant changes in behaviour.
- There is **a need for a full and integrated PR and marketing / advertising campaign** to reach and educate a large audience.
- Collaboration with CRTC and CNA on future overlays will help leverage communication initiatives.

**Vancouver-area Telecommunications Alliance
10-digit Dialing and 778 Area Code Overlay
Member Customer Conversion Rates
As reported by VTA members**

Per cent of customers dialing 10-digits by end of first week of permissive dialing (starting August 11, 2001):

AT&T Canada	89%
Group Telecom	N/A
Microcell	85%
Rogers AT&T Wireless	85%
Sprint Canada	85%
TELUS	85%
TELUS Mobility	85.9%

Average: 85.8%

Per cent of customers dialing 10-digits by end of first week of mandatory local 10-digit dialing (starting November 3, 2001):

AT&T Canada	99%
Group Telecom	N/A
Microcell	98%
Rogers AT&T Wireless	95%
Sprint Canada	N/A
TELUS	95%
TELUS Mobility	N/A

Average: 96.75%

N/A = Not Available

**Vancouver-area Telecommunications Alliance
 Local 10-Digit Dialing Media Coverage**

Date	Publication	Title
August 17, 2000	Canadian Press	CRTC approves new area code in the 604 Greater Vancouver Region
August 17, 2000	Broadcast News	Telecommunications News
August 18, 2000	Broadcast News	New Area code announced
August 18, 2000	Globe and Mail	Numbers up for telephone users in Greater Vancouver
August 18, 2000	National Post – BC edition	Phone numbers getting longer
December 14, 2001	The Toronto Star	So many phones, so few digits
January 11, 2001	The Westender	Blistered-finger alert
January 17, 2001	Vancouver Courier	10-digit phone numbers to begin this November
February 24, 2001	Vancouver Sun	10-digit dialing begins here on May 26
February 27, 2001	CKVU-TV (Global TV)	BC converting to 10-digit local calls
February, 2001	Peace River Block News	10-digit numbers coming to Vancouver
March, 2001	Vancouver.net	Add the code logo and link to information
March, 2001	Canadian Geographic	Let your fingers do the walking
March 1, 2001	The Daily News	10-digit call coming
March 20, 2001	CKWX-AM News	Lower Mainland switching to 10-digit dialing in May
March 21, 2001	CKVU interview (CTV News)	Local 10-digit dialing
March 28 2001	Peach Arch News	Deadline for 10-digit dialing set at Nov. 3
March/ April	Canadian Retailer	Get dialing Vancouver
April 1, 2001	The Reporter	Local calls to require 10-digit dialing
April 3, 2001	Maple Ridge Times	Recorded messages a reminder
April 5, 2001	Abbeynews.com	10-digit dialing, new area code comes to Abbotsford
April 5, 2001	Whistler Question	Area code is local
April 5, 2001	Abbotsford News	Get ready: 10-digit dialing, new area code in Abbotsford
April 7, 2001	Maple Ridge Times	New 778 area code to be used here
April 7, 2001	Prince George Citizen	10-digit dialing on way
April 7, 2001	Ottawa Citizen	Canadians must prepare for 10-digit phone dialing
April 7, 2001	Winnipeg Free Press	10-digit dialing soon to become way of life
April 7, 2001	Windsor Star	10-digit dialing starts in Canada
April 19, 2001	Aldergrove Star	10-digit dialing here soon
April 27, 2001	CBU-AM	Re: 10-digit dialing

Date	Publication	Title
April 28, 2001	Surrey Delta Now	The fax on 10-digit dialing: just 1 month to prepare
April 28, 2001	The Link	10-digit dialing from May 26
April 28, 2001	The Vancouver Sun	CRTC rejects plan to expand toll-free calling
April 29, 2001	The Leader	Call 604-WCB-Claim
April 29, 2001	The Province	Daily dialing three numbers longer
May 1, 2001	Vancouver Computes!	Where was that manual again?
May 3, 2001	Mission City Record	10-digit calling starting here May 26
May 4, 2001	Chilliwack Times	Dialing habits change
May 5, 2001	Maple Ridge News	Preparing for 10-digit dialing
May 5, 2001	Peace Arch News	Dialing will take on a new diligence for our tired digits
May 6, 2001	Richmond Review	10-digit dialing ready to begin
May 8, 2001	Tri-City News	Preparing for 10-digit dialing requires some reprogramming
May 8, 2001	The Abbotsford News	Fingers do more walking with 10-digits
May 13, 2001	New Westminster News Leader	Preparing for 10-digit dialing
May 16, 2001	Powell River Peak	Fingers flex for new number
May 17, 2001	Nanaimo Daily News	10-digit phone calls put on hold
May 17, 2001	Vancouver Sun	10-digit dialing delayed until August
May 17, 2001	Moose Jaw-Times Herald	CRTC delays 10-digit dialing for Greater Vancouver local calls
May 18, 2001	Chilliwack Times	10-Digit change put on hold
May 18, 2001	South Delta Leader	10-digit dialing postponed until August
May 18, 2001	North Shore News	Dialing change delay
May 19, 2001	The Link	10-digit dialing date shifted to August 11
May 19, 2001	Peace Arch News	10-digit dial-up put off to August
May 19, 2001	Maple Ridge / Pitt Meadows News	10-digit dialing delayed until August
May 19, 2001	Now Community	10-digit dialing date bumped back
May 20, 2001	Burnaby News Leader	10-digit dialing delayed until August
May 20, 2001	New Westminster News	10-digit dialing delayed until August
May 22, 2001	Squamish Chief	10-digit call warning delayed
May 22, 2001	Squamish Chief	Make the switch to 10-digit dialing now
May 22, 2001	Agassiz Harrison Observer	10-digit dialing delayed until August
May 22, 2001	Abbotsford News	10-digit dialing postponed
May 23, 2001	Vancouver Province	Digital crunch sounds alarm
May 23, 2001	Coquitlam Now	Area code to be used in August
May 24, 2001	Hope Standard	10-digit dialing postponed until August

Date	Publication	Title
May 25, 2001	Vancouver Province	Lower mainland gets additional 778 area code
May 25, 2001	Advance News	Telephone dialing changes put on hold
May 26, 2001	The Delta Optimist	10-digit dialing training period won't begin today as planned
May 27, 2001	The Reporter	10-digit calling delay
May 31, 2001	Aldergrove Star	10-digit dial deferred
June 2001	Vancouver Computes!	More about add-the-code
June 6, 2001	Vancouver Courier	10-digit dialing delayed
June 22, 2001	Langley Times	Six easy steps to using 10 digits
June 24, 2001	Langley Times	Sure signs of growth
July 11, 2001	The Record	Prepare for 10 digits
July 11, 2001	Vancouver CKWX	TELUS advised that 10-digit dialing in coming to Vancouver
July 11, 2001	Royal City Record	Prepare for 10 digits
July 13, 2001	The Province	No turning back from 10-digits
July 13, 2001	Abbotsford Times	Phones soon to change
July 18, 2001	Surrey News Leader	Are you ready for 10-digit phone calls?
July 19, 2001	Whistler Question	Get ready to dial 10 digits
July 20, 2001	Advance News	10-digit calls on lien soon
July 31, 2001	Squamish Chief	10-digit warning coming
August 7, 2001	Vancouver CKVU-TV	Your Money: Ten Digit Dialling Segment
August 7, 2001	Vancouver CKVU-TV	Ten Digit Dialing Begins
August 7, 2001	Vancouver BCTV	Just dial 10 digits
August 7, 2001	Vancouver BCTV	Ten Digit Dialing Starts Saturday
August 7, 2001	Vancouver CKVU-TV	Ten Digit Dialing This Weekend
August 8, 2001	Vancouver CKNW-AM	Ten Digit Dialing
August 8, 2001	Vancouver CHEK-TV	Ten Digit Calls in 604 Area
August 8, 2001	Coquitlam Now	Get Ready – 10-digit dialing begins Saturday
August 8, 2001	New West Leader	Countdown to 10-digit dialing
August 9, 2001	Vancouver Sun	10-digit calling: Are you ready?
August 9, 2001	Vancouver Sun	10-digit checklists
August 9, 2001	Whistler Question	Gotta do 10
August 9, 2001	Abbotsford News	10-digit dialing arrives
August 9, 2001	Hope Standard	10-digit dialing kicks in on Saturday
August 9, 2001	Cranbrook Daily Townsman	10-digit calls for Vancouver area due by November
August 9, 2001	Kimberly Daily Bulletin	10-digit calls for Vancouver area due by November
August 9, 2001	Nanaimo Daily News	10-digit phone calls start in Vancouver Saturday
August 10, 2001	The Province	Your fingers are going to do a lot more walking

Date	Publication	Title
August 10, 2001	South Delta Leader	Get ready, 10-digit dialing begins Saturday
August 10, 2001	Surrey News Leader	10-digit dialing deigns Saturday
August 10, 2001	Advance News	Numbers get bigger
August 10, 2001	Chilliwack Times	10-digitigit Set To Really Start
August 10, 2001	The Daily News	Phone digititis hits lower mainland
August 11, 2001	The Link	Now 10-Digit Dialing Begins in Vancouver
August 11, 2001	The Indo-Canadian Voice	This Saturday Dial 604
August 11, 2001	The Delta Optimist	Don't forget to add-the-code as 10-digit dialing training begins
August 12, 2001	Richmond News	10-digit dialing makes its debut in 604 area code
August 12, 2001	Royal City Record	Adding those digits
August 12, 2001	Burnaby Now	10-digits mean trouble for faxes, modems
August 13, 2001	Vancouver Sun	Numbering numbermania
August 14, 2001	Squamish Chief	10-digit dialing starts
August 14, 2001	Tri-City News	80 per cent dialing 604 already
August 15, 2001	BCTV and CHAN-TV	10-digit dialing
August 15, 2001	CKNW-AM	People in the 604 area code are learning to dial the three extra digits
August 15, 2001	CKNW-AM	TELUS reports getting a high response rate for people who are remembering to use the area code when making local calls
August 15, 2001	The Delta Optimist	What do you think about the introduction of 10-digit dialing?
August 15, 2001	Maple Ridge/Pitt Meadows Times	Fingers walking, dialers squawking
August 15, 2001	New West Leader	10-digit dialing debut smooth
August 15, 2001	Burnaby News Leader	10-digit dialing debut smooth
August 15, 2001	Westender	10-digit dance a downer
August 15, 2001	Surrey News Leader	10-digit dialing debut smooth
August 16, 2001	CKVU-TV	The change to ten digit dialing and the recorded message
August 16, 2001	CKWX-AM	A look at what people think of adding the 604 to the phone number.
August 16, 2001	Hope Standard	10-digit debut smooth
August 16, 2001	Whistler Question	Technology gone bad
August 17, 2001	North Shore News	Tell us again
August 17, 2001	South Delta Leader	Comic strip
August 19, 2001	Vancouver Courier	Critic says 10-digit dialing unnecessary
August 19, 2001	Vancouver Courier	Call forwarding not phased in yet
August 19, 2001	The Reporter	Who needs 10-digit 'progress'?
August 21, 2001	Maple Ridge/ Pitt Meadows Times	People dread 604 switch

Date	Publication	Title
August 22, 2001	North Shore News	Comic Strip
August 22, 2001	The Province	More numbers from TELUS prompt promise of petition
August 23, 2001	BCTV	People are phoning in to complain about having to dial 604
August 23, 2001	BCTV-TV + CHAN-TV	604 area code may not have been necessary
August 27, 2001	Vancouver Sun	Comic Strip
September 4, 2001	Vancouver Sun	Area code reminder turns on the charm: Customers complained about scolding message
September 6, 2001	Vancouver Sun	Dialing up those area-code blues
September 7, 2001	Vancouver Sun	Dialing for Digits
September 18, 2001	Kitchener Waterloo Record	10-digit dialing
September 26, 2001	Windsor Star	Phone numbers to grow; faxes, cells gobbling up available 7-digit codes
November 1, 2001	CKWX-AM News	10-digit dialing reminder (repeated throughout day)
November 1, 2001	CKVU-TV News	10-digit dialing
November 1, 2001	CHAN-TV Early News	10-digit dialing
November 1, 2001	Whistler Question	Whistler callers among slowest to dial '604'
November 1, 2001	CKVU-TV	10-digit dialing reminder
November 1, 2001	CBU-AM News	10-digit dialing
November 2, 2001	CHAN-TV	10-digit dialing reminder
November 2, 2001	Vancouver Sun	Forgetting to dial 604 will get you nowhere
November 2, 2001	CKWX-AM	10-digit dialing reminder
November 2, 2001	Surrey/ North Delta Leader	604 Mandatory as of Nov. 3
November 3, 2001	Victoria Times Colonist	Days numbered for seven-digit calls
November 4, 2001	Vancouver Province	Let your fingers do the aching
November 6, 2001	Vancouver Sun	10-digit dialing settles in with only a minor glitch
November 13, 2001	Whistler Questions	No time for 604