

**JOINT RELIEF PLANNING COMMITTEES - TIF REPORT**

**Date Submitted: 12 December 2006**

**WORKING GROUP: CISC Ad Hoc NPAs 514/450, 519 & 613/819, Relief Planning Committees**

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**REPORT TITLE: Joint Relief Planning Committees' Final Report re: Implementation of 10-digit dialing and the Introduction of NPAs 226 & 438**

**OUTCOME: Consensus**

**BACKGROUND:**

To facilitate the implementation of 10-digit dialing in NPAs 514, 450, 519, 613 and 819, and the introduction of the two new area codes 226 and 438 in October 2006, each of the individual Relief Planning Committees (RPCs) created a Network Implementation and Consumer Awareness Task Force.

The role of the Network Implementation Task Forces was to identify and address network implementation issues that affect all carriers in the geographic region identified in the respective Relief Implementation Plans. The responsibilities of the Network Implementation Task Force included, but were not limited to:

- 1) Developing and agreeing on a Network Implementation Plan and schedule;
- 2) Developing and submitting progress reports;
- 3) Identifying and addressing network implementation issues;
- 4) Acting as single point of contact on network implementation issues;
- 5) Identifying any network concerns or issues regarding the implementation of relief and advising the RPC, the Commission or Commission staff as appropriate; and,
- 6) Developing inter-network test plans, as necessary.

The responsibilities of the Consumer Awareness Task Forces included, but were not limited to:

- 1) Developing and agreeing on a Consumer Awareness Plan and schedule;
- 2) Developing and submitting progress reports;
- 3) Identifying and addressing consumer awareness issues;
- 4) Act as single point of contact on consumer awareness issues; and,
- 5) Identifying any consumer concerns or issues regarding the implementation of relief and advising the RPC, the Commission or Commission staff as appropriate.

Due to Commission approval of various changes to the original relief planning schedules for each of the affected NPAs, the timetable for implementation of 10-digit dialing and the introduction of the two new area codes became closely aligned. Consequently, the individual task forces created by each of the Relief Planning Committees eventually

became a single Network Implementation Task Force, while the Consumer Awareness Task Forces evolved into a Telecommunications Alliance that represented all carriers in the affected geographic areas.

The purpose of this TIF Report is to act as a transmittal document for the final progress reports from the Network Implementation Task Force and the Telecommunications Alliance that were formed to implement 10-digit dialing in NPAs 514, 450, 519, 613 and 819 and to introduce area codes 438 and 226 to relieve NPAs 514 and 519 respectively.

### **RECOMMENDATIONS:**

On December 11, 2006 a joint Relief Planning Committee (NPAs 514, 450, 519, 613 and 819) conference call was held to review the final progress reports from the Network Implementation Task Force and the Telecommunications Alliance. Based on the content of these reports and the experience of the Relief Planning Committees, the Relief Planning Committees make the following recommendations for future relief implementation activities:

- 1) Shorter transition announcement text should be considered for adoption for standard use in future relief projects to address the alarm industry concern.
- 2) Telecommunications Service Providers (TSPs) investigate the development and implementation of fixes for vendor switching software that will enable the provision of transition network announcements for 7-digit dialed calls to ported numbers which currently cannot be provided due to switching system limitations related to ported numbers.
- 3) All TSPs affected by relief implementation should be encouraged by the CRTC to participate in future NITF meetings to facilitate the implementation of relief.
- 4) Participation of all TSPs in a Telecommunications Alliance or Consumer Awareness Task Force is crucial, as it allows the entire telecommunications industry to provide a single, consistent message and share responsibility for the implementation of change. In addition, it facilitates communication with customers and stakeholders and, in this instance (because multiple NPAs were involved), enabled the Telecommunications Alliance to develop a large scale communications plan at a reduced cost.
- 5) There is a need for a fully integrated public relations and advertising campaign, as implemented by the alliance of telecommunication carriers, to reach and educate a large audience.
- 6) A 2-3 month permissive dialing period would be sufficient, as consumer dialing behaviour tends to change very quickly after the intercept message is initiated, and such a period would provide an appropriate amount of time for business organizations to make any changes that might be necessary after the announcements start. In addition, this 2-3 month period would allow for the start of the transition period to be delayed, if necessary, in case of technical difficulties that may be experienced by certain business customers.

- 7) All TSPs affected by relief implementation should be encouraged by the CRTC to participate in future Relief Planning Committee (RPC) meetings to facilitate the implementation of relief.
- 8) When relief is being implemented via an overlay, then in a small community where a TSP's network cannot be economically modified to support automatic call completion after the end of a network announcement, the TSP should not be required to provide the transition announcement in that small community. In such situations, the TSP shall use additional alternative methods of educating customers in that community such as advertisements in local newspapers (in areas where available), notice provided to customers using their billing notification method (e.g., paper mail or e-mail) or websites.

Attachments:

1. Consumer Awareness Task Force Final Progress Report
2. Network Implementation Task Force Final Progress Report

# **Promoting the introduction of 10-digit local dialing in the 450, 514, 519, 613 and 819 regions**

## **Consumer Awareness Task Force Final Report**

**Presented to the CNA and CRTC  
December 2006**

**by the Telecommunications Alliance**

# FINAL REPORT

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This report summarizes the public awareness campaign implemented by the Telecommunications Alliance (TA) to raise awareness about the introduction of 10-digit dialing and new area codes in Québec and Ontario.

## About the Telecommunications Alliance

The members of the TA are Bell Canada (including Bell Mobility); Rogers Wireless (including Sprint Canada); TELUS (including TELUS Mobility); Fido; Télébec; Allstream; Vidéotron; Association des compagnies de téléphone du Québec and the Ontario Telecommunications Association. The Alliance is chaired by Bell Canada, Rogers Wireless and TELUS.

*The purpose of the TA was to collectively implement a massive public communications campaign to raise awareness about 10-digit local dialing. The campaign ran from March 2005 until the start of mandatory 10-digit dialing in October 2006.*

## SITUATION ANALYSIS

### **Overall situation:**

*The start of the permissive 10-digit dialing period has been set for June 17, 2006 for all affected area codes. This will simplify the process and allow the TA to develop a more efficient communications plan at reduced cost.*

*The schedule for implementing the mandatory dialing is different for each region, thus requiring the TA to develop targeted messages. On the positive side, this situation will permit the TA to monitor the situation closely and react if needed.*

### **450, 613 and 819 regions:**

- *10-digit dialing is being introduced for all local calls without the need for a new area code.*
- *The 450 and 819 regions cover a very large territory, including rural and remote locations, and 10-digit dialing will require a complete change in behavior on the part of customers.*
- *The Ottawa-Gatineau region presents a specific issue because in this local calling area, dialing the area code was not previously required when making local calls. There is a risk of confusion for the residents as they might not know which area code to dial before their 7-digit number.*

**514 region:**

- *The introduction of the new 438 area code and 10-digit dialing had already been announced in 2003 and then postponed to a later date. This type of situation can cause confusion among residents.*
- *The new area code is being introduced using the overlay method, which is a fairly new solution and one with which the public is not too familiar. A geographical split had been implemented for the 450/514 relief project in 1998.*
- *10-digit dialing is already in effect for local calls between the 450 and 514 areas.*

**519 region:**

- *The new area code is being introduced using the overlay method, which is a fairly new solution and one with which the public is not too familiar.*
- *10-digit dialing is new to this region. It will require a complete change in behavior on the part of customers.*

## *Communication objectives and strategies*

### **Communication objectives**

- Increase awareness of 10-digit dialing and the new 438 and 226 area codes, which will be introduced using the overlay method.
- **Inform consumers and businesses and help lead them through the process**
  - **Make them aware of the new measures introduced in response to increasing demand for telecom services**
  - **Encourage the use of 10-digit dialing and equipment reprogramming before the change goes into effect on June 17, 2006**
  - **Increase the level of acceptance of these new measures and encourage consumers to take the necessary action.**
  - **Limit negative perception and reactions to these changes.**
- Provide the Telecommunications Alliance members with consistent, core communication materials to increase awareness of 10DD.
- Provide open communication channels to address questions and concerns from residents and businesses regarding 10DD implementation.
- Lay the foundation for the seamless addition of new area codes through successful transition to local 10DD.

### **Communication strategies**

#### **TA implemented a multi-phased communications plan to address the required steps for a smooth transition.**

- The objective of phase one—Awareness campaign—was to raise awareness of the switch to 10DD and the new area code.  
To achieve this end, early communication efforts were intensive and comprehensive. As well as targeting mainstream media and trade press, a strong community-relations component helped communicate the story. Timeframe: March-June 2005.
- Phase two—Action incentive campaign—was focussed on a call to action for businesses and residents to prepare for 10DD. Timeframe: October 2005 to June 2006.
- The objective of the last phase—End of permissive period—was to report the successful transition to 10-digit dialing and the upcoming introduction of new area codes. Timeframe: July-November 2006.

### **Target audiences**

- Consumers, including cultural communities
- Businesses
- Consumer interest groups
- Business interest groups
- Media
- Government agencies (municipal, provincial, federal)

## *Execution*

### Phase 1—Awareness campaign

#### Advertising: March-April 05

#### **Newspapers / Community newspapers**

- Major dailies in each market to ensure maximum coverage
- In rural regions, community newspapers that best cover the market
  - Format: ½ page b&w
  - Frequency of two insertions
- **Business weeklies**
  - *Les Affaires* was selected as the best business weekly to reach the business target in Québec
  - Format: ½ page b&w

#### PR program: March-June 05

- Media relations
  - Writing of key messages and Q&A document
  - Writing and issuing of a news release via CNW
  - Presentation of Alliance communication initiatives
  - Emphasis on impact for businesses
  - Targeted distribution to business publications, regional media, ethnic media, Web portals, etc.
- Media monitoring (including regional weeklies) and analysis
- Advertorial in business magazine
  - Writing and production of an advertorial
  - Placement in *Les Affaires* to launch the media campaign
- Information kit for associations
  - Fact sheet explaining the context
  - Step-by-step guide
  - Area code map
  - Q&A
- Article to be published in newsletters and on Web sites
- Information letter to Members of Parliament
- Alliance Web site

### Phase 2—Action incentive campaign

#### Advertising: April-June 06

- **Newspapers / Community newspapers**
  - Same tactics as Phase 1
  - Format: ½ page b&w
  - Frequency of 4-5 insertions



- **Business weeklies**
  - Same tactics as Phase 1
- **Radio**
  - Select major and local radio stations in each market
  - Concentrate during one week (400 GRPs)
  - 30-second message
  - Widen station selection
  - Minimum frequency by station: 3
- *Internet advertising*

PR program: Oct. 05-June 06

- Media relations
  - Writing and issuing of a news release via CNW
  - Remind consumers of key dates and encourage them to adopt 10-digit dialing
  - Targeted distribution to business magazines, regional media, ethnic media, Web portals, etc.
  - Press conferences in Montréal and Ottawa
- Media monitoring (including regional weeklies) and analysis
- Communications with business and consumer associations and Members of Parliament
  - Reminder letter
- Suggested article for publication by associations and media available on the Web site
- Surveys
- Advertorial in business magazine
  - Writing and production of an advertorial

Phase 3—End of permissive period  
PR program: Oct. 06

- Media relations
  - Writing and issuing of a news release via CNW
  - Report on successful transition to 10-digit dialing
  - Use of relevant quantitative data (research, network statistics, etc.)
  - Targeted distribution to regional media, ethnic media, Web portals, etc.

CALENDAR OF ACTIVITIES

<b>Promoting the introduction of 10-digit local dialing</b>	
<b>Final report-Phase 1</b>	
<b>Date</b>	<b>Description</b>
March 28, 2005	Web site online at <a href="http://www.dial10.ca">www.dial10.ca</a>
March 28	Mail box for customers' comments and questions available at <a href="mailto:Information@10digits.ca">Information@10digits.ca</a>
March 28	Ready to print article available in the Media and Associations section of the Web site
April 4	Information letter sent to the alarm associations in Québec and Ontario (Canasa)
April 11	News release distributed to media
April 21	Advertorial in <i>Les Affaires</i>
April 22	Information brochure distributed to consumer and business associations
April 23 and 27	Print advertisement in dailies
April 23-May 6	Print advertisement in community newspapers (819)
April 27	Information letter sent to members of Provincial and Federal Parliament
April 28 and May 5	Print advertisement in <i>Les Affaires</i> .
June 8	Presentation to the Chamber of Commerce of Amprior
<i>April-June 2005</i>	

<b>Promoting the introduction of 10-digit local dialing</b>	
<b>Final report-Phase 2</b>	
<b>Date</b>	<b>Description</b>
January 2006	Web site update
January	Ready to print article available in the Media and Associations section of the Web site
January	Reminder letter sent to consumer and business associations
February	Quantitative research (consumer market)
March 29	News release
May 1-June 14	Print advertisement
May 6	Advertorial in <i>Les Affaires</i>
May	Information letter to members of Provincial and Federal Parliament
May-June	Public relations program: positioning of spokesperson with media
June 2-5	Omnibus survey
June 5-17	Radio advertisement
June 15	Press conferences and news release
June 14-21	Internet advertising on Yellowpage.ca and Canada411.ca
June 16	Internet advertising on MSN portal
June 17-24	Survey (consumer market)
<i>Final report Oct-2005-June 2006</i>	



## *Results*

*The Telecommunications Alliance communications campaign was successful in terms of providing information and raising awareness about the new local dialing procedures. In addition, the campaign was efficient in communicating the impact the change will have on local dialing.*

- *Research results indicated a very good score in terms of general awareness of 10-digit dialing.*
- *Statistics gathered from Bell Canada revealed that 91% of calls were correctly dialed by the end of the first week of the permissive period. Well before the start of the mandatory period, 98% of calls were dialed using all 10 digits.*
- *Very few calls were received by the TA member customer contact centres. All issues were resolved quickly.*
- *Media coverage was very good with more than 600 articles and news broadcasts throughout the one-and-a-half-year campaign.*

### **Research**

A study was conducted following the campaign; its main objective was to measure the impact of the campaign on awareness, attitudes and behavior. Here are the results:

#### AWARENESS OF 10-DIGIT LOCAL DIALING

- After the advertising campaign had been run and once the intercept message had started running, 84% of the sample group impacted by the change mentioned they were aware of the modification in local dialing.
- The advertising campaign achieved a good overall score in terms of reach. Indeed, 47% of all respondents were exposed to the campaign, in that they saw at least one ad sponsored by the Telecommunications Alliance.
- The radio ad received the highest score in terms of reach, with 42% recalling having heard the radio message in the weeks prior to the survey.
- Respondents exposed to the communication campaign were more likely to know that 10-digit local dialing became applicable in regions affected (90% vs. 79% for those not exposed to one of the campaign ads). This finding suggests that the campaign was efficient in communicating the change in dialing.
- Among respondents aware of 10-digit local dialing, half of them (49%) heard of the change through public relations events and tactics (including newspaper articles, radio, and television, such as news broadcasts), 31% through the radio and print advertisement, and 12% through the intercept message.
- The overall evaluation of the message and campaign is good. The vast majority of respondents exposed to the campaign found the message to be clear (91% totally or somewhat agree with the statement).

#### AWARENESS OF NEW AREA CODES

- Awareness of the implementation of new area codes in Québec and Ontario sits at 32%. Proportions stand at 51% in area code 514 and 29% in area code 519, both areas where new codes will be implemented.
- Few respondents recall the digits of the new area codes. Indeed, only 21% of Ontarians recalled 226 as being a new area code in their province and 11% of Quebecers recalled the new area code to be 438.

***Transition to 10-digit dialing***

Bell Canada provided some stats on the percentage of local calls being dialed with 10 digits. Here are the results:

<b>NPA</b>	<b>June 17</b>	<b>June 24</b>	<b>July 14</b>	<b>Aug 15</b>
<b>450</b>	85%	93%	98%	99%
<b>514</b>	78%	91%	96%	97%
<b>819</b>	79%	92%	97%	98%
<b>519</b>	87%	90%	96%	98%
<b>613</b>	86%	89%	97%	98%
<b>All NPA's</b>	83%	91%	97%	98%

***Press coverage***

*Dailies: 130*

*Newswire services: 6*

*Weeklies: 144*

*Magazines: 4*

*Radios: 159*

*Television: 67*

*Web: 82*

*Others: 23*

***Total: 615***

## ***Key learnings and recommendations***

*Participation of all local service providers in the TA was key:*

- *Allowed for one voice. The entire telecom industry spoke together and shared responsibility for the change.*
- *Provided consistent message. The TA developed materials to ensure that all providers would carry the same messages to their own customers.*
- *Positioning Johanne Lemay as the spokesperson for the TA proved to be a successful strategy.*
- *Having set the same permissive date for all affected NPAs facilitated communication with customers and stakeholders. This approach also allowed the TA to develop a large-scale communications plan at reduced cost.*
- *There is a need for a fully integrated PR and advertising campaign to reach and educate a large audience.*
- *A 1-2 month permissive dialing period would be sufficient as dialing behavior tends to change very quickly after the intercept message is initiated.*

**Lucie Papineau Pugliese**  
**General Secretary**  
**Telecommunications Alliance**

**FINAL**

**NETWORK IMPLEMENTATION TASK FORCE (NITF)**

**NPAs 450, 514, 519, 613 & 819**

**FINAL PROGRESS REPORT**

**24 November 2006**

The NITF submits this Final Progress Report to the RPC to provide its final comments on its activities to implement mandatory 10 digit local dialing in NPAs 450, 514, 519, 613 & 819 and the two new overlay NPAs 226 and 438.

The NITF reports that all carriers submitting comments to it have indicated they have followed the schedule in the Relief Implementation Plans (RIPs) for NPAs 450, 514, 519, 613 and 819.

All networks are currently configured to route local calls dialed using mandatory 10 digit local dialing and to provide network announcements on local calls dialed using 7 digit dialing advising such callers to hang up and redial using 10 digit local dialing in the above NPAs. These network announcements will be terminated and replaced in the future with standard network announcements in accordance with the schedule of NITF activities identified in the Relief Implementation Plans. Local calls dialed using 7 digits will no longer be completed in the above NPAs.

The transition to the mandatory 10 digit dialing network announcements on 7 digit dialed local calls has gone smoothly with few customer concerns being raised. Adoption of mandatory 10 digit local dialing was relatively quick by callers.

The NITF advises that all activities have been implemented in accordance with the major milestones and schedule of NITF activities identified in the Relief Implementation Plans including the measures required to route calls to telephone numbers in the new overlay NPAs 226 and 438 when they are activated in the Public Switched Telephone Network (PSTN).

Attached to this NITF Progress Report are the Progress Reports submitted by the following TSPs:

Bell Canada  
Télébec L. P.  
TELUS Wireline & Quebec  
Ontario Telecommunications Association (OTA)  
Rogers Wireless Inc. (including Microcell & FIDO)  
Managed Network Systems  
ISP Telecom  
Exatel  
MTS Allstream  
Cogeco Cable  
ACTQ  
Bell Mobility  
Bruce Telecom  
Videotron - VTL Quebecor  
Globility Communications Corporation

The known TSPs that did not submit a progress report to the NITF are:

TELUS Mobility



Call-Net

The NITF is not aware of any other current or future TSPs that have decided to operate in the affected NPAs prior to the relief dates in October 2006.

Lessons Learned and Recommendations

The NITF recommends that:

- 9) shorter transition announcement text be considered for adoption for standard use in future relief projects to address the alarm industry concern.
- 10) TSPs investigate the development and implementation of fixes for vendor switching software that will enable the provision of transition network announcements for 7-digit dialed calls to ported numbers which currently cannot be provided due to switching system limitations related to ported numbers. In the event that the costs to develop and implement such fixes are cost-prohibitive, then other measures such as increased promotions may be used.
- 11) all TSPs affected by relief implementation should be encouraged by the CRTC to participate in future NITF meetings to facilitate the implementation of relief.

Submitted by: Doug Birdwise Chair NITF (Bell Canada)

Attachments follow:

# Bell Canada

17 November 2006

## **PROGRESS REPORT TO THE NETWORK IMPLEMENTATION TASK FORCE (NITF) NPAs 450, 514, 519, 613 & 819**

Bell Canada submits this Final Progress Report to the NITF to provide its final comments on its activities to implement mandatory 10 digit local dialing in NPAs 450, 514, 519, 613 & 819 and the two new overlay NPAs 226 and 438.

Bell Canada has followed the schedule in the Relief Implementation Plans (RIPs) for NPAs 450, 514, 519, 613 and 819. The Bell Canada network is currently configured to route local calls dialed using mandatory 10 digit local dialing and to provide network announcements on local calls dialed using 7 digit dialing advising such callers to hang up and redial using 10 digit local dialing in the above NPAs. This network announcement will be terminated and replaced in the future with the standard network announcement in accordance with the schedule of NITF activities identified in the Relief Implementation Plans. Since the end of the permissive dialing period, local calls dialed using 7 digits are no longer completed on the Bell Canada network in the above NPAs.

Bell Canada advises that the transition to the mandatory 10 digit dialing network announcements on 7 digit dialed local calls has gone smoothly with few customer concerns being raised. The permissive dialing period provided our customers with a sufficient learning time window. Adoption of mandatory 10 digit local dialing was relatively quick by Bell Canada customers. However, Bell Canada observed that the quantity of 7 digit dialed calls increased when the mandatory network announcements were implemented. Investigation revealed that this was caused by pre-programmed dialing devices (e.g., fax, auto dialers) which had not been changed to 10 digit local dialing by the mandatory 10 digit dialing date. Bell took immediate action to advise affected customers to make the necessary changes in their auto-dialing equipment.

All activities have been implemented in accordance with the major milestones and schedule of NITF activities identified in the Relief Implementation Plans including the measures required to route calls to telephone numbers in the new overlay NPAs 226 and 438 when they are activated in the Public Switched Telephone Network (PSTN).

### Lessons Learned and Recommendations

As indicated in a previous report, Bell Canada identified that one minor problem was encountered with some alarm companies immediately prior to the implementation of the transition network announcements, which was resolved with the Commission via a request to change the network announcements to a shorter version, thus resolving the problem encountered by some alarm companies. The Commission approved the shorter announcement text as alternate text. Bell Canada recommends to the NITF that the shorter announcement text be proposed for adoption as a standard for use in future relief projects to address this alarm industry concern.

During the transition period, some calls were completed without receiving the transition announcement. In the first few days, this was caused by a high volume of 7 digit dialed calls which exceeded the capacity of the network announcement system; however, this condition disappeared quickly as customers adopted 10 digit local dialing. There were also some instances where 7-digit calls to ported numbers did not receive the network announcement due to switching system limitations related to ported numbers. This limitation did not create major concern as the vast majority of 7 digit dialed calls did receive network announcements,

thus ensuring callers were well aware of the transition to 10 digit local dialing. In order to address this switching system limitation in future relief implementations, it may be necessary to request switch vendors to provide new functionality to enable transition network announcements to be provided on calls to ported numbers.

In addition, Bell Canada would like to express its concern regarding the low participation in NITF meetings held during the planning and implementation of 10 digit local dialing. This situation reduced the opportunity to share valuable information. Participation in NITF meetings should be higher.

Submitted by: Christian Fortin (Bell Canada)  
Senior Project Manager

# **TELUS - Wireline**

**(including CLEC operations in Ontario, & TELUS Québec)**

**16 November 2006**

## **Final Report to the Network Implementation Task Force (NITF) NPAs 450, 514, 519, 613 & 819**

### Implementation:

TELUS (Wireline) submits this report to the NITF to provide a final update on the status of its activities to implement 10-digit local dialing in NPAs 450, 514, 519, 613 & 819, and to implement the two new overlay NPAs 226 and 438.

TELUS followed the schedule in the Relief Implementation Plans (RIPs) for NPAs 450, 514, 519, 613 and 819. All activities were implemented in accordance with the major milestones and schedule of NITF activities identified in the Relief Implementation Plans. TELUS has completed implementation of the mandatory 10-digit dialling announcement, and is routing 7-digit calls to that announcement.

### Lessons learned:

TELUS notes that the transition from 7 to 10-digit dialing went smoothly with few issues needing to be addressed. During the transition period, while most local calls dialled 7 digits received the permissive announcement before the calls were connected, a few calls were connected without receiving the announcement. It was understood and expected that this could happen occasionally if a surge in the volume of 7-digit calls dialled at the same time temporarily exceeded the announcement capacity in a switch. However, during implementation it was discovered that in areas subject to Local Number Portability, 7-digit calls to ported numbers did not route to the transition announcement before call completion.

The events that caused this were as follows:

- after a dialled number has been received, the originating switch typically initiates an AIN/SCP query prior to translation and routing
  - when the dialled number is not a ported number, there is a negative response to the query and the originating switch routes on the dialled 7-digit number and connects the caller to the transition announcement before completing the call
  - when the dialled number is a ported number, the response to the query is a 10-digit number, an LRN, that is used by the originating switch to route the call
  - since translation for routing is based on the 10-digit LRN, the translation process is not aware that the call was dialled with 7 digits, and the switch completes the call without sending it to an announcement.
- Since the call treatment is a function of switch call processing procedures and capabilities rather than carrier-specific implementations, it is understood that other carriers with similar switches (e.g. DMSs and switches from other vendors) also experienced a similar result on 7-digit calls to ported numbers during the transition period. At the end of the transition period, 7-digit calls for ported and non-porting numbers were treated equally and both types of call were routed to the mandatory 10-digit announcement.

The absence of an announcement prior to completion of some local calls during the transition period occurred for a small quantity of calls and customers dialled many more calls to non-porting numbers than to porting numbers and therefore received the transition announcement on most local calls.

In order to address this switching system limitation, fixes would need to be developed and implemented by switch vendors. If inexpensive fixes can be made available by switch vendors before future NPA reliefs are implemented, it is suggested that telecommunications service providers should avail themselves of such fixes. If, on the other hand, the expenditures required for switch software updates would be significant, it is

suggested that such expenditures may not be cost-effective and justified, as experience with NPAs 450, 514, 519, 613 & 819 indicates that the lack of a transition announcement on a minority of local calls did not have a noticeable impact on the successful transition to mandatory 10-digit local dialling.

At the end of the transition period, 7-digit calls for ported and non-ported numbers were treated equally and both types of call were routed to the mandatory 10-digit announcement.

The absence of an announcement prior to completion of some local calls during the transition period should be put into perspective by noting that the customers dialled many more calls to non-ported numbers than to ported numbers so received the transition announcement on most local calls.

If inexpensive fixes can be made available by switch vendors before future NPA reliefs are implemented it is suggested that telecommunications service providers should avail themselves of such fixes. If, on the other hand, it is likely the expenditures required for switch software updates would be significant, it is suggested that such expenditures could not be justified, since the experience with NPAs 450, 514, 519, 613 & 819 was that the lack of a transition announcement on a minority of local calls did not have a noticeable impact on progress towards mandatory 10-digit dialling.

Submitted by Chuck Kabesh for TELUS CLEC operations in Ontario  
Verified by Thanh Nha Duong for TELUS Québec

# Télébec L.P.

2006-11-07

FINAL REPORT TO THE NETWORK IMPLEMENTATION TASK FORCE (NITF)  
NPAs 450, 819

## INTRODUCTION

The NPA Relief Implementation Plans (RIP) for NPAs 450, 514, 519, 613 and 819 require periodic progress reports by each Telecommunications Service Provider (TSP) operating in the above identified NPAs and by the Network Implementation Task Forces (NITF) established for each NPA relief project. This Progress Report is submitted to the NITF and CRTC staff for the above NPAs. This Progress Report will be attached to the NITF Progress Report to the RPCs.

## FINAL REPORT

The company successfully implemented the Mandatory 10D dialing message into the network for NPAs 450 and 819. The company has no specific concerns to identify to the CRTC staff at this time.

By Daniel Cantin Network Planning, Télébec L. P.



November 17, 2006

**FINAL PROGRESS REPORT TO THE NETWORK IMPLEMENTATION TASK FORCE (NITF)  
NPA 519 & 613**

The Ontario Telecommunications Association (OTA) on behalf of its members submits this final progress report to the NITF on the activities to implement 10 digit local dialling.

The Company's advise that all activities have been implemented in accordance with the described schedule of NITF activities identified in the Relief Implementation Plans (RIP's) and as amended by CRTC Order 2006-26. The networks of the OTA members successfully implemented mandatory ten digit dialling in October 2006 according to the RIP schedule. Members anticipate no obstacles to completing the final steps of the plans.

Respectfully,

Susan M. Smith  
Chairperson, Carrier Relations Committee  
Ontario Telecommunications Association



Montreal November 17th, 2006

**PROGRESS REPORT TO THE NETWORK IMPLEMENTATION TASK FORCE (NITF)**

NPAs 226, 438, 450, 514, 519, 613 & 819

Rogers Wireless submits this progress report to the NITF to provide an update on the status of its activities to implement 10 digit local dialing and the two new overlay NPAs 226 and 438.

Rogers Wireless has followed the schedule in the Relief Implementation Plans (RIPs) for NPAs 450, 514, 519, 613 and 819. Rogers Wireless current network configuration permits only 10 digit local dialing in the above NPAs. Since October 21<sup>st</sup>, Rogers Wireless users dialing a local 7-digit number in the above mentioned NPAs hear the mandatory dialing announcement as specified in the Relief Implementation Plan.

Rogers Wireless completed testing successfully for its GSM and TDMA and UMTS networks in the affected regions.

The Company advises that all activities have been implemented in accordance with the described schedule of NITF activities identified in the Relief Implementation Plans. The Rogers Wireless network has also implemented treatment for the new 226 and 438 NPAs according to the RIP schedule.

Prepared by – Jean-Michel Dupuis, Public Services Coordinator



# **MANAGED NETWORK SYSTEMS**

E-Mail submitted by Clayton Zekelman

17 November 2006

Managed Network Systems Inc. has completed its changeover to 10 digit dialing in the London (519-789) rate centre.

## EXATEL

ExaTEL is not providing local service in any of the 5 NPAs identified for relief. However, ExaTEL enforces 10 digit dialing across our network either by requiring the customer to dial 10 digit or by prepending the NPA to any calls coming from the customer (depending on the type of service). We do not expect to be impacted by NPA relief.

Kathleen Turnsek  
Vianet/ExaTEL  
705-474-3364 extn 5106

# ISP Telecom

So far all is on schedule in ISP Telecom.

Andrew Matoga  
Tel. 416-548-4848

# MTS / Allstream

November 20<sup>th</sup>, 2006

**PROGRESS REPORT TO THE NETWORK IMPLEMENTATION TASK FORCE (NITF)  
NPAs 450, 514, 519, 613 & 819**

MTS / Allstream submits this progress report to the NITF to provide an update on the status of its activities to implement 10 digit local dialling in NPA's 450, 514, 519, 613 and 819. and the implementation of the two new overlay NPAs 226 and 438.

MTS / Allstream is following the schedule in the Relief Implementation Plans (RIPs) for NPAs 450, 514, 519, 613 and 819. Mandatory 10 digit dialling announcements were established during the week of October 14<sup>th</sup> – 21<sup>st</sup> 2006 in area codes 519, the week of October 21<sup>st</sup> – 28<sup>th</sup> 2006 in area codes 613 and 819, and the week of October 28<sup>th</sup> – November 4<sup>th</sup> 2006 in area codes 514 and 450. At this time all callers in the affected NPA's, dialling 7 digits, will receive the mandatory dialling announcement and their call will not be completed. Ten digit local dialling is in place in all affected NPA's.

MTS / Allstream further advises that all activities are being implemented in accordance with the described schedule of NITF identified in the Relief Implementation Plans. MTS / Allstream's network has been opened to recognize NPA's 226 and 438 as valid working NPA's.

Kevin McGouran  
MTS / Allstream

# Cogeco Cable

## FINAL PROGRESS REPORT TO THE NETWORK IMPLEMENTATION TASK FORCE (NITF)

For

**NPA's 450, 514, 519, 613 & 819**

**Report Date: November 17, 2006**

### INTRODUCTION

The NPA Relief Implementation Plans (RIP) for NPA's 450, 514, 519, 613 and 819 require that Final Status Reports be submitted by each Telecommunications Service Provider (TSP) operating in the above identified NPAs to the Network Implementation Task Forces (NITF) established for each NPA relief project. The NITF then submits an overall Status Report to the CISC and CRTC. When the original NITF Status Report was submitted in July 2005, Cogeco Cable was not yet providing telephony service to its' customers and therefore did not submit a Cogeco Cable Progress Report at that time. Since then, Cogeco Cable has begun offering telephony service to its' customers in various service areas and has submitted Status Reports on May 5 and July 21, 2006. This Final Cogeco Cable Status Report is being submitted to the NITF for attachment to the Final NITF Status Report due to the CRTC in December, 2006.

### **PROGRESS REPORT**

Cogeco Cable offers telephony service in parts of NPAs 450, 519, 613 and 819. Accordingly, Cogeco Cable has been following the schedules outlined in the RIPs for **NPAs 450, 514, 519, 613 & 819**. In October, in co-operation with Cogeco's telephony partner Telus, the previous permissive dialing announcements were replaced in the affected locations with mandatory 10-digit dialing announcements. Cogeco's telephony network now requires 10-digit local dialing in the above NPAs as well as in any locations in adjoining NPA's 418 and 705 which are involved.

### NETWORK IMPLEMENTATION PLAN ACTIVITIES

Cogeco Cable carried out activities and allocated resources with its' partner, Telus, to provide mandatory 10-digit dialing network announcements by the planned dates. Network implementation activities were completed according to the schedule contained in the RIP's and no significant problems were encountered.

## VTL Quebecor

Good afternoon Doug.

As requested, here is the NITF final progress.

On the 28th of October we began to change our routing in order for all calls dialed using 7 digits not to be completed, this activity finished on the 7th of November. Now all those calls are routed to the announcement as it is said in the Relief Implementation Plan.

We have two type of switches (5 ESS Lucent & CS-2000 Nortel) and the mandatory 10 digit local dialing has been implemented on both.

Thank you.

Marc Berruyer  
Network Analyst  
514-380-4255

[marc.berruyer@vtl.quebecor.com](mailto:marc.berruyer@vtl.quebecor.com)



Association des Compagnies de Téléphone du Québec

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 Courriel : sdesy@actq.qc.ca

November 21st 2006

Please find hereafter, the progress report to NITF for the ACTQ.

Oct. 20 <sup>th</sup> 2006	Schedule sent to Independents for the activation of Bell's mandatory message.
Oct. 20 <sup>th</sup>	Draft of the mandatory message (French and English) sent to all Independents for insertion in their switches.
Nov. 14 <sup>th</sup>	No reports (statistics on dialling patterns) are available from the Independents.
Nov. 14 <sup>th</sup>	The ACTQ has not received any complaint reports from the Independents' clients since the introduction of local 10-digit dialling.

cc: Lucie Pugliese

## Bell Mobility

The implementation of the mandatory message was completed in Bell Mobility network without any issues. Let me know if you need more details.

Thanks

Lyne Jacques  
Bell Mobilité  
Leader d'équipe Ingénierie Translations  
Team Leader Translations Engineering  
130-5385  
(514)420-5385  
Courriel/ E-mail: [L.Jacques@bell.ca](mailto:L.Jacques@bell.ca)



## **Globility Communications Corporation**

EMAIL 1 December 2006

Date: Nov 30, 2006

To: Mr. Glenn Pilley (RPC Chair)

Cc: Mr. Doug Birdwise (NITF Chair)

Re: Final Report for 10-Digit Dialling

Please be advised that Globility Communications Corporation has completed all 10-digit dialling requirements, as per schedule in NITF Relief Implementation Plans, for NPA's: 450, 514, 519, 613, 819, 226, and 438.

Regards,

Rick Schleichauf  
416-238-8802  
Director – Network Services  
Globility Communications Corporation  
5343 Dundas St W.  
Suite 108  
Toronto, ON  
M9B 6K5



**ADMINISTRATION CENTRE**

Box 80, R.R. #3  
Tiverton, Ontario N0G 2T0  
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## **Bruce Telecom Progress Reports**

Bruce Telecom implemented mandatory 10 digit dialing on Saturday Oct 14, 2006. Due to the additional marketing we did in the final months of the permissive time frame it was a very smooth implementation and resulted in only few trouble calls to our repair department. (less than 20 calls).

Most of the 18 customers were dialing a 1 in front of the 10 digits when calling a local number.

Bruce Telecom is now ready to implement the 226 NPA as required.

Wayne Kaufman  
VP Standards / Network