

**Promoting the introduction of area code 672 in British
Columbia currently served by area codes
236/250/604/778**

Progress Report #2

February 2019

Communications Progress Report

This Progress Report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the BC Overlay project.

This report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken, for the second segment of the communications campaign, to generate awareness for the introduction of new 672 area code in British Columbia.

Also included in this document are the reports submitted by individual carriers.

About the Telecommunications Alliance

Canada's major telecommunications service providers have joined forces to develop communications campaign informing the public about the introduction of new area codes in certain calling areas

Communication Objectives

- Generate awareness of the introduction of the 672 area code in BC.
- Inform consumers and businesses
 - Make them aware that any new telephone numbers may be associated with the new 672 area code
- Provide open communication channels to address questions and concerns from residents and businesses regarding the implementation of the new area code.
- Continue to lay the foundation for seamless addition of new area codes in the future.

Communication Strategies

Since there will be no changes in local dialing patterns, the main component of the communication campaign is to conduct a targeted PR campaign to ensure awareness of the new area code with local media, governments, businesses and residents.

**PROGRESS REPORT
OCTOBER 2018- FEBRUARY 2019**

Activities initiated by the TA

- Media relations
 - Issue of news release via CNW (January 22, 2019)
 - Media monitoring

MEDIA COVERAGE - JANUARY 2019

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Radio	News 1130			
Web	https://www.newswire.ca/news-releases/new-672-area-code-for-british-columbia-896129079.html		Jan 22	
Web	https://mobilesyrup.com/2019/01/22/british-columbia-672-area-code-businesses-new-new-equipment/		Jan 22	
Web	https://www.citynews1130.com/2019/01/22/area-code-bc-may/		Jan 22	
Web	https://tech.attribyte.com/item/15675229		Jan 22	
Web	https://cartt.ca/article/new-672-area-code-coming-bc-may		Jan 22	
Web	https://www.facebook.com/permalink.php?id=354017033144&story_fbid=10156719728533145		Jan 22	

**PROGRESS REPORT
INDIVIDUAL CARRIERS
OCTOBER 2018- FEBRUARY 2019**



Date	Tactics	Target
January 2019	Bill messages for BC customers	Business and Consumer customers
January 22, 2019	Internal communications: Information sharing through internal publications (timed to support media release)	Business and Consumer front line representatives



Date	Tactics	Target
October 2018-February 2019	No activities	



Date	Tactics	Target
February 4, 2019	Bill message, email	Business customers in BC
February 19, 2019	Bill message and SMS	Mobility customers in BC
February 2019	Internal communications (What's new and sales bulletin)	Business and consumer frontline reps



Date	Description
January 2019	Website posting: https://www.eastlink.ca/telephone/newareacode.aspx
	Internal Communications: Update Consumer and Business front line customer service and technical support staff provided with information regarding new area code.



February 11, 2019

Re: Consumer Awareness Task Force (CATF) Report # 2 for Area Code Relief Plan 672/236/250/604/778

Allstream's has taken the following action to inform it customers of Area Code Relief Plan for 672/236/250/604/778 scheduled for *May 2020*

- www.allstream.com Details posted to corporate website
- Internal Communications: Providing consumer front line customer service and technical support staff provided with information regarding new area code.
- External communications with end user customers impacted by relief plan via bill messages or other means of communication.

Thank you

Nikki McLaughlin



Date	Description
Planned Activity (completion by April 2019)	Billing messages to residential and business customers (repeat) & Notice to Frontline staff (repeat)

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Date	Description
	No activities reported



Date	Description
	Fibernetics Corporation is following along with the schedule, and will be ready for the public launch of NPA672 on May 4 th . Fibernetics will be testing between now and May 3 rd .



Date	Tactics	Target
January 2019	Internal communication: update front line staff in sales, customer service and technical support regarding the release of new area code in BC	All customers in residential and Business sectors in British Columbia



Date	Description
October 2018-February 2019	No activities



Date	Description
February 2019	Press release to local news Sources Announcement on Web Site
	Email Reminder to all staff (refresh)