

Promoting the introduction of new area code 257 in British Columbia

Progress Report #2

March 2025

Communications Progress Report

This progress report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the BC overlay project. The report outlines the public relations activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of the new 257 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 Strategies

Since there are 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, government, businesses and residents.

PROGRESS REPORT

Activities initiated by the TA

OCTOBER 2024

- Email notification to Government officials (federal, provincial); Municipalities and Chambers of Commerce
- Media relations
 - Issue of news release

Timeline	Tactics	Target
October 16	Media release	Media
October 16	E mail note	Governments (Federal & Provincial)
October 16	E mail note	Municipalities, business associations and other key stakeholders

Annexes

MEDIA COVERAGE -PHASE 1: OCTOBER 2024

Type of media	Title of Media	Date of publication	Date of interview
Radio	CFOX radio (Victoria)	Oct 17	Oct 17
Web	https://www.newswire.ca/news-releases/new-area-code-257-to-be-introduced-in-british-columbia-in-2025-801174266.html	Oct 16	
Web	https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-257-pour-la-colombie-britannique-en-2025-862335540.html	Oct 16	
Web	https://fraservalleytoday.ca/2024/10/16/british-columbia-to-get-another-new-area-code-next-year/	Oct 16	
Web	https://dailyhive.com/vancouver/bc-getting-new-area-code-2025#	Oct 16	
Web	https://www.newwestrecord.ca/technology/new-area-code-coming-to-bc-in-2025-9666094#:~:text=A%20new%20area%20code%20is,%2C%20604%2C%20672%20and%20778.	Oct 16	
Web	https://www.biv.com/news/technology/new-area-code-coming-to-bc-in-2025-9666094	Oct 16	
Web	https://ca.finance.yahoo.com/news/area-code-257-introduced-british-160000999.html	Oct 16	
Web	https://www.kamloopsbcnow.com/newswire/?rkey=20241016C4575&filter=17946	Oct 16	
Web	https://canadiansinternet.com/canadian-online-business-news/?rkey=20241016C4575&filter=14394	Oct 16	
Web	https://www.mastheadonline.com	Oct 16	
Web	https://www.canadianinsider.com/new-area-code-257-to-be-introduced-in-british-columbia-in-2025	Oct 16	
Web	https://www.victorianow.com/newswire/?rkey=20241016C4575&filter=17942	Oct 16	
Web	http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20241016C0843&filter=10468	Oct 16	
Web	https://www.benzinga.com/pressreleases/24/10/n41361957/new-area-code-257-to-be-introduced-in-british-columbia-in-2025	Oct 16	
Web	https://www.pentictonnow.com/newswire/?rkey=20241016C4575&filter=17950	Oct 16	
Web	https://www.tolerance.ca/en/newswire?rkey=20241016C4575&filter=21675	Oct 16	
Web	http://www.industrymedia.ca/industry_media_news.html?rkey=20241016C4575&filter=615	Oct 16	
Web	https://www.tmcnet.com/usubmit/-new-area-code-257-be-introduced-british-columbia-/2024/10/16/10090064.htm#google_vignette	Oct 16	
Web	https://globalnews.ca/news/10816224/bc-introduce-new-area-	Oct 16	

	code-may-2025/#		
Web	https://dailyhive.com/vancouver/bc-getting-new-area-code-2025	Oct 16	
Web	https://cheknews.ca/b-c-to-introduce-new-area-code-257-for-phone-numbers-next-year-1219431/	Oct 16	
Web	https://www.newwestrecord.ca/technology/new-area-code-coming-to-bc-in-2025-9666094	Oct 16	
Web	https://www.cfax1070.com/news/6th-area-code-coming-to-bc-in-may.html	Oct 16	
Web	https://www.msn.com/en-ca/news/canada/b-c-to-introduce-new-area-code-starting-may-2025/ar-AA1ssi9W	Oct 16	
Web	https://forums.castanet.net/viewtopic.php?f=134&t=105127	Oct 16	
Web	Times columnist	Oct 16	
Web	https://www.kelownanow.com/newswire/?rkey=20241016C4575&filter=17765	Oct 16	

PROGRESS REPORT INDIVIDUAL CARRIERS



Date	Tactics	Target
October 2024	Information about new area code on bell.ca and bce.ca	All customers
October 2024	Internal messaging	Customer care agents



Date	Tactics	Target
October – November 2024	Postpaid: Bill message to all customers in the relevant area promoting the introduction of the new area code. (In progress)	Rogers, Fido and Chatr customers (consumer and business)
OCTOBER – NOVEMBER 2024	Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code. (In progress)	Rogers, Fido and Chatr customers (consumer and business)
OCTOBER – NOVEMBER 2024	Notify frontline customer care agents responding to customer inquiries about the new area code in anticipation of questions from customers. (Complete)	Rogers, Fido and Chatr customer care agents (consumer and business)



Date	Tactics	Target
Oct-24	<u>Information available on telus.com website</u>	All customers
November 2024	Internal messaging	Front line agents (Business and Consumer)
November 2024	Bill message	All Business customers



Date	Tactics	Target
October 2024	Internal communications	Frontline staff, technical support and marketing/communications
October 2024	Website Update	All customers
November 2024	Customer Notifications	Residential, business, wholesale customers



Date	Tactics	Target
No activities before Jan 2025		



Date	Tactics	Target
Sep – Oct, 2024	Internal messaging	Customer service agents
Sep – Oct, 2024	Website information pages	All Fibernetics customers in impacted regions
Nov, 2024 – Jan, 2025	Messaging to customers	All Fibernetics customers in impacted areas



No activities reported



Date	Tactics	Target
April 10- May 3	Bill Messages	Residential, Business
April 2025	Social media	All customers



Date	Tactics	Target
November 2024	Internal Communications to staff members	Frontline representatives, technical support, marketing
November 2024	Website News Update	All customers
November 2024	Customer Alert through online customer portal	All customers