

# **Promoting the introduction of new area code 257 in British Columbia**

## **Progress Report #3**

**June 2025**

## **Communications Progress Report**

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This final 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 were no changes in local dialing patterns, the main component of the communication campaign was 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

MAY 2025

- Email notification to Chambers of Commerce
- Media relations
  - Issue of news release

<b>Timeline</b>	<b>Tactics</b>	<b>Target</b>
October 16, 2024	Media release	Media
October 16, 2024	E mail note	Governments (Federal & Provincial)
October 16, 2024	E mail note	Municipalities, business associations and other key stakeholders
May 20, 2025	Media release	Media
May 20, 2025	E mail note	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	<a href="https://www.newswire.ca/news-releases/new-area-code-257-to-be-introduced-in-british-columbia-in-2025-801174266.html">https://www.newswire.ca/news-releases/new-area-code-257-to-be-introduced-in-british-columbia-in-2025-801174266.html</a>	Oct 16	
Web	<a href="https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-257-pour-la-colombie-britannique-en-2025-862335540.html">https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-257-pour-la-colombie-britannique-en-2025-862335540.html</a>	Oct 16	
Web	<a href="https://fraservalleytoday.ca/2024/10/16/british-columbia-to-get-another-new-area-code-next-year/">https://fraservalleytoday.ca/2024/10/16/british-columbia-to-get-another-new-area-code-next-year/</a>	Oct 16	
Web	<a href="https://dailyhive.com/vancouver/bc-getting-new-area-code-2025#">https://dailyhive.com/vancouver/bc-getting-new-area-code-2025#</a>	Oct 16	
Web	<a href="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.">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.</a>	Oct 16	
Web	<a href="https://www.biv.com/news/technology/new-area-code-coming-to-bc-in-2025-9666094">https://www.biv.com/news/technology/new-area-code-coming-to-bc-in-2025-9666094</a>	Oct 16	
Web	<a href="https://ca.finance.yahoo.com/news/area-code-257-introduced-british-160000999.html">https://ca.finance.yahoo.com/news/area-code-257-introduced-british-160000999.html</a>	Oct 16	
Web	<a href="https://www.kamloopsbcnow.com/newswire/?rkey=20241016C4575&amp;filter=17946">https://www.kamloopsbcnow.com/newswire/?rkey=20241016C4575&amp;filter=17946</a>	Oct 16	
Web	<a href="https://canadiansinternet.com/canadian-online-business-news/?rkey=20241016C4575&amp;filter=14394">https://canadiansinternet.com/canadian-online-business-news/?rkey=20241016C4575&amp;filter=14394</a>	Oct 16	
Web	<a href="https://www.mastheadonline.com">https://www.mastheadonline.com</a>	Oct 16	
Web	<a href="https://www.canadianinsider.com/new-area-code-257-to-be-introduced-in-british-columbia-in-2025">https://www.canadianinsider.com/new-area-code-257-to-be-introduced-in-british-columbia-in-2025</a>	Oct 16	
Web	<a href="https://www.victorianow.com/newswire/?rkey=20241016C4575&amp;filter=17942">https://www.victorianow.com/newswire/?rkey=20241016C4575&amp;filter=17942</a>	Oct 16	
Web	<a href="http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20241016C0843&amp;filter=10468">http://www.lannonneur.ca/Pages/Nouvelles_CNW.php?rkey=20241016C0843&amp;filter=10468</a>	Oct 16	
Web	<a href="https://www.benzinga.com/pressreleases/24/10/n41361957/new-">https://www.benzinga.com/pressreleases/24/10/n41361957/new-</a>	Oct 16	

	area-code-257-to-be-introduced-in-british-columbia-in-2025		
Web	<a href="https://www.pentictonnow.com/newswire/?rkey=20241016C4575&amp;filter=17950">https://www.pentictonnow.com/newswire/?rkey=20241016C4575&amp;filter=17950</a>	Oct 16	
Web	<a href="https://www.tolerance.ca/en/newswire?rkey=20241016C4575&amp;filter=21675">https://www.tolerance.ca/en/newswire?rkey=20241016C4575&amp;filter=21675</a>	Oct 16	
Web	<a href="http://www.industrymedia.ca/industry_media_news.html?rkey=20241016C4575&amp;filter=615">http://www.industrymedia.ca/industry_media_news.html?rkey=20241016C4575&amp;filter=615</a>	Oct 16	
Web	<a href="https://www.tmcnet.com/usubmit/-new-area-code-257-be-introduced-british-columbia-/2024/10/16/10090064.htm#google_vignette">https://www.tmcnet.com/usubmit/-new-area-code-257-be-introduced-british-columbia-/2024/10/16/10090064.htm#google_vignette</a>	Oct 16	
Web	<a href="https://globalnews.ca/news/10816224/bc-introduce-new-area-code-may-2025/#">https://globalnews.ca/news/10816224/bc-introduce-new-area-code-may-2025/#</a>	Oct 16	
Web	<a href="https://dailyhive.com/vancouver/bc-getting-new-area-code-2025">https://dailyhive.com/vancouver/bc-getting-new-area-code-2025</a>	Oct 16	
Web	<a href="https://cheknews.ca/b-c-to-introduce-new-area-code-257-for-phone-numbers-next-year-1219431/">https://cheknews.ca/b-c-to-introduce-new-area-code-257-for-phone-numbers-next-year-1219431/</a>	Oct 16	
Web	<a href="https://www.newwestrecord.ca/technology/new-area-code-coming-to-bc-in-2025-9666094">https://www.newwestrecord.ca/technology/new-area-code-coming-to-bc-in-2025-9666094</a>	Oct 16	
Web	<a href="https://www.cfax1070.com/news/6th-area-code-coming-to-bc-in-may.html">https://www.cfax1070.com/news/6th-area-code-coming-to-bc-in-may.html</a>	Oct 16	
Web	<a href="https://www.msn.com/en-ca/news/canada/b-c-to-introduce-new-area-code-starting-may-2025/ar-AA1ssi9W">https://www.msn.com/en-ca/news/canada/b-c-to-introduce-new-area-code-starting-may-2025/ar-AA1ssi9W</a>	Oct 16	
Web	<a href="https://forums.castanet.net/viewtopic.php?f=134&amp;t=105127">https://forums.castanet.net/viewtopic.php?f=134&amp;t=105127</a>	Oct 16	
Web	Times columnist	Oct 16	
Web	<a href="https://www.kelownanow.com/newswire/?rkey=20241016C4575&amp;filter=17765">https://www.kelownanow.com/newswire/?rkey=20241016C4575&amp;filter=17765</a>	Oct 16	

## MEDIA COVERAGE -PHASE 2: MAY 2025

Type of media	Title of Media	Date of publication	Date of interview
Radio	CFOX radio		May 21
TV	CBC Radio-Canada		May 21
Web	<a href="https://www.newswire.ca/news-releases/new-area-code-257-in-british-columbia-853270586.html#:~:text=NEW%20AREA%20CODE%20257%20IN%20BRITISH%20COLUMBIA%20Fran%u00e7ais&amp;text=The%20introduction%20of%20this%20new,starting%20on%20May%2024%2C%202025.">https://www.newswire.ca/news-releases/new-area-code-257-in-british-columbia-853270586.html#:~:text=NEW%20AREA%20CODE%20257%20IN%20BRITISH%20COLUMBIA%20Fran%u00e7ais&amp;text=The%20introduction%20of%20this%20new,starting%20on%20May%2024%2C%202025.</a>	May 20	
Web	<a href="https://www.theglobeandmail.com/investing/markets/markets-news/Newswire.ca/32490043/new-area-code-257-in-british-columbia/">https://www.theglobeandmail.com/investing/markets/markets-news/Newswire.ca/32490043/new-area-code-257-in-british-columbia/</a>	May 20	
Web	<a href="https://fraservalleytoday.ca/2025/05/20/british-columbia-to-add-yet-another-new-area-code-this-week/">https://fraservalleytoday.ca/2025/05/20/british-columbia-to-add-yet-another-new-area-code-this-week/</a>	May 20	
Web	<a href="https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-257-en-colombie-britannique-882268094.html#:~:text=VANCOUVER%2C%20BC%2C%20le%20mai,indicatifs%20r%u00e9gionaux%20236%2C250%2C604%2C672%20et%20778.">https://www.newswire.ca/fr/news-releases/nouvel-indicatif-regional-257-en-colombie-britannique-882268094.html#:~:text=VANCOUVER%2C%20BC%2C%20le%20mai,indicatifs%20r%u00e9gionaux%20236%2C250%2C604%2C672%20et%20778.</a>	May 20	
Web	<a href="https://finance.yahoo.com/news/area-code-257-british-columbia-150000378.html">https://finance.yahoo.com/news/area-code-257-british-columbia-150000378.html</a>	May 20	
Web	<a href="https://vancouver.citynews.ca/2025/05/20/bc-new-area-code-257/">https://vancouver.citynews.ca/2025/05/20/bc-new-area-code-257/</a>	May 20	
Web	<a href="https://voiceonline.com/new-area-code-257-in-british-columbia/">https://voiceonline.com/new-area-code-257-in-british-columbia/</a>	May 20	
Web	<a href="https://www.cfax1070.com/news/new-area-code-coming-to-bc.html">https://www.cfax1070.com/news/new-area-code-coming-to-bc.html</a>	May 20	
Web	<a href="https://www.ctvnews.ca/vancouver/article/bcs-new-area-code-comes-into-effect-this-week/">https://www.ctvnews.ca/vancouver/article/bcs-new-area-code-comes-into-effect-this-week/</a>	May 20	
Web	<a href="https://cheknews.ca/b-c-to-launch-new-area-code-on-saturday-1256202/">https://cheknews.ca/b-c-to-launch-new-area-code-on-saturday-1256202/</a>	May 20	

Web	<a href="https://www.myprincegeorgenow.com/227352/news/new-area-code-to-be-introduced-in-bc-as-demand-for-phone-numbers-increases/">https://www.myprincegeorgenow.com/227352/news/new-area-code-to-be-introduced-in-bc-as-demand-for-phone-numbers-increases/</a>	May 20	
Web	<a href="https://www.reddit.com/r/vancouver/comments/1kri3gq/bcs_new_area_code_codes_into_effect_this_week/">https://www.reddit.com/r/vancouver/comments/1kri3gq/bcs_new_area_code_codes_into_effect_this_week/</a>	May 20	
Web	<a href="https://www.cbc.ca/news/new-area-code-257-1.7540139">https://www.cbc.ca/news/new-area-code-257-1.7540139</a>	May 21	
Web	<a href="https://www.princegeorgecitizen.com/local-news/257-british-columbia-has-a-new-area-code-10688595">https://www.princegeorgecitizen.com/local-news/257-british-columbia-has-a-new-area-code-10688595</a>	May 21	
Web	<a href="https://dailyhive.com/vancouver/bc-new-area-code-live">https://dailyhive.com/vancouver/bc-new-area-code-live</a>	May 21	
Web	<a href="https://www.iphoneincanada.ca/2025/05/21/b-c-area-code-starting-this-week/">https://www.iphoneincanada.ca/2025/05/21/b-c-area-code-starting-this-week/</a>	May 21	
Web	<a href="https://victoriabuzz.com/2025/05/british-columbia-is-getting-a-new-area-code-this-weekend/">https://victoriabuzz.com/2025/05/british-columbia-is-getting-a-new-area-code-this-weekend/</a>	May 21	
Web	<a href="https://economictimes.indiatimes.com/news/international/canada/british-columbia-gets-a-new-area-code-what-does-it-mean-for-you/articleshow/121328485.cms?from=mdr">https://economictimes.indiatimes.com/news/international/canada/british-columbia-gets-a-new-area-code-what-does-it-mean-for-you/articleshow/121328485.cms?from=mdr</a>	May 21	

**PROGRESS REPORT  
INDIVIDUAL CARRIERS**



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
October 2024	Information about new area code on bell.ca and bce.ca	All customers
October 2024, May 2025	Internal messaging	Customer care agents
May 2025	Social message	All customers



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
October – November 2024	Postpaid: Bill message to all customers in the relevant area promoting the introduction of the new area code. <b>(Complete)</b>	Rogers, Fido and Chatr customers (consumer and business)
OCTOBER – DECEMBER 2024	Pre-paid: SMS to customers in relevant area promoting the introduction of the new area code. <b>(Complete)</b>	Rogers, Fido and Chatr customers (consumer and business)
OCTOBER 2024 – MAY 2025	Notify frontline customer care agents responding to customer inquiries about the new area code in anticipation of questions from customers. <b>(Complete)</b>	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, May 2025	Internal messaging	Front line agents (Business and Consumer)
November 2024, May 2025	Bill message	All Business customers
24-May-25	New area code launch	Date that the new area is officially available where needed.



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
May 2025	Internal Communications (Repeat)	Frontline staff, technical support and marketing/communications
May 2025	Customer Reminder Notifications	Residential, business, wholesale customers



Date	Tactics	Target
Jan-2025	Email notifications to customers with 30-day advance notification and added to website.	Customers
Jan-2025	Internal blogs for awareness on customer communications to front line employees that handle customer calls	Employee



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
Feb – May, 2025	Reminder messages	All Fibernetics customers in impacted regions



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



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
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