

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

**Final Report**

**May 2019**

# **Communications Progress Report**

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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 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 Strategies**

Since there was 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.

## **Target Audiences**

- Consumers
- Businesses
- Media
- Government (municipal, provincial, federal)

## **Execution**

### APRIL-SEPTEMBER 2018

- Update of the TA web site: [www.newareacodes.ca](http://www.newareacodes.ca) and [www.indicatifsregionaux.ca](http://www.indicatifsregionaux.ca)
- Development of key messages and questions and answers document
- Personalized letter to Government officials (federal, provincial)
- Media relations
  - Issue of news release via Cision
- Information letter (drive-to-web) for key stakeholders including:
  - Municipalities
  - Chambers of Commerce

### OCTOBER 2018- FEBRUARY 2019

- Media relations
  - Issue of news release via Cision
  - Media monitoring

### FEBRUARY 2019- MAY 2019

- Media relations
  - Issue of news release via Cision
  - Media monitoring
- Reminder letter to Chambers of Commerce

## **Results/ Recommendations**

The Telecommunications Alliance communications campaign was successful in terms of providing information and raising awareness about the introduction of the new area code 672.

- Good online media coverage
- No negative impacts

Adding a new area code in regions where there are at least 2 areas codes already in operation is becoming familiar to customers. Since the impacts are minimal, we would like to recommend that going forward we shorten the notification period for customers to 6 months before the introduction of the new area code. Since customers in these areas are aware that new area codes come into effect every few years and they do not have to do anything to prepare, there is less need to start the communications campaign until closer to the launch date.

**Telecommunications Alliance  
Timeline of Communication activities**

<b>Timeline</b>	<b>Tactics</b>	<b>Target</b>
April 10, 2018	TA web site update	Business and consumer markets
April 17, 2018	Key messages document	Media
May 23, 2018	News release	Media
May 23, 2018	Information note	Government elected officials
May 23, 2018	Information Letter ( drive-to-web)	Municipalities and business associations
January 22, 2019	News release	Media
May 1, 2019	News release	Media
May 1, 2019	Reminder note	Chambers of Commerce

## MEDIA COVERAGE - MAY 2018

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Radio	CBC Vancouver		May 23	May 23
Web	<a href="https://mobilesyrup.com/2018/02/14/crtc-permits-british-columbia-introduce-new-672-area-code/">https://mobilesyrup.com/2018/02/14/crtc-permits-british-columbia-introduce-new-672-area-code/</a>		Feb 14	
Web	<a href="http://www.cbc.ca/news/canada/british-columbia/bc-area-codes-new-1.4535413">http://www.cbc.ca/news/canada/british-columbia/bc-area-codes-new-1.4535413</a>		Feb 14	
Web	<a href="https://vancouverisland.ctvnews.ca/b-c-to-get-new-672-area-code-starting-next-year-1.3803604">https://vancouverisland.ctvnews.ca/b-c-to-get-new-672-area-code-starting-next-year-1.3803604</a>		Feb 14	
Web	<a href="https://bc.ctvnews.ca/b-c-getting-new-area-code-672-starting-in-may-2019-1.3804893">https://bc.ctvnews.ca/b-c-getting-new-area-code-672-starting-in-may-2019-1.3804893</a>		Feb 14	
Web	<a href="https://www.areacodelocations.info/news/new-british-columbia-area-code-672/">https://www.areacodelocations.info/news/new-british-columbia-area-code-672/</a>		Feb 14	
Web	<a href="https://globalnews.ca/news/4025452/b-c-to-get-new-area-code-by-2019/">https://globalnews.ca/news/4025452/b-c-to-get-new-area-code-by-2019/</a>		Feb 14	
Web	<a href="https://www.kelownanow.com/watercooler/news/news/Provincial/B_C_is_getting_a_new_area_code_next_year/">https://www.kelownanow.com/watercooler/news/news/Provincial/B_C_is_getting_a_new_area_code_next_year/</a>		Feb 14	
Web	<a href="http://victoriabuzz.com/2018/02/british-columbia-is-getting-a-new-area-code-in-2019/">http://victoriabuzz.com/2018/02/british-columbia-is-getting-a-new-area-code-in-2019/</a>		Feb 14	
Web	<a href="https://www.surreynowleader.com/news/b-c-to-get-new-area-code-in-2019/">https://www.surreynowleader.com/news/b-c-to-get-new-area-code-in-2019/</a>		Feb 14	
Web	<a href="http://dailyhive.com/vancouver/bc-getting-new-area-code-2019">http://dailyhive.com/vancouver/bc-getting-new-area-code-2019</a>		Feb 14	
Web	<a href="https://604now.com/british-columbia-new-area-code-2019/">https://604now.com/british-columbia-new-area-code-2019/</a>		Feb 14	
Web	<a href="https://www.darpanmagazine.com/news/national/british-columbia-is-getting-a-new-area-code-672-starting-next-year/">https://www.darpanmagazine.com/news/national/british-columbia-is-getting-a-new-area-code-672-starting-next-year/</a>		Feb 14	
Web	<a href="https://www.cheknews.ca/get-ready-to-dial-672-new-b-c-area-code-launches-may-2019-453021/">https://www.cheknews.ca/get-ready-to-dial-672-new-b-c-area-code-launches-may-2019-453021/</a>		May 23	
Web	<a href="https://www.newswire.ca/news-releases/new-area-code-672-for-british-columbia-683454111.html">https://www.newswire.ca/news-releases/new-area-code-672-for-british-columbia-683454111.html</a>		May 23	
Web	<a href="http://www.canada-headlines.com/article/get-ready-to-dial-672-new-bc-area-code-launches-may-2019">http://www.canada-headlines.com/article/get-ready-to-dial-672-new-bc-area-code-launches-may-2019</a>		May 23	
Web	<a href="http://www.cbc.ca/news/canada/british-columbia/get-ready-to-dial-672-new-b-c-area-code-to-roll-out-may-2019-1.4674335">http://www.cbc.ca/news/canada/british-columbia/get-ready-to-dial-672-new-b-c-area-code-to-roll-out-may-2019-1.4674335</a>		May 23	
Web	<a href="https://article.wn.com/view/WNATD11855597D6D596303E927C877587A2E/">https://article.wn.com/view/WNATD11855597D6D596303E927C877587A2E/</a>		May 23	
Web	<a href="http://fraservalleynewsnetwork.com/2018/05/23/new-area-code-672-for-bc-in-2019/">http://fraservalleynewsnetwork.com/2018/05/23/new-area-code-672-for-bc-in-2019/</a>		May 23	
Web	<a href="https://www.vancouverisawesome.com/2018/05/23/b-c-to-get-a-new-area-code-next-year/">https://www.vancouverisawesome.com/2018/05/23/b-c-to-get-a-new-area-code-next-year/</a>		May 23	
Web	<a href="https://mobilesyrup.com/2018/05/23/british-columbia-quebec-new-area-code/">https://mobilesyrup.com/2018/05/23/british-columbia-quebec-new-area-code/</a>		May 23	
Web	<a href="http://www.newslocker.com/en-ca/region/british-columbia/get-ready-to-dial-672-new-bc-area-code-to-roll-out-may-2019/">http://www.newslocker.com/en-ca/region/british-columbia/get-ready-to-dial-672-new-bc-area-code-to-roll-out-may-2019/</a>		May 23	
Web	<a href="http://news.morningstar.com/all/canada-news-wire/20180523C2694/new-area-code-672-for-british-columbia.aspx">http://news.morningstar.com/all/canada-news-wire/20180523C2694/new-area-code-672-for-british-columbia.aspx</a>		May 24	
Web	<a href="http://fraservalleynewsnetwork.com/2018/05/23/new-area-code-672-for-bc-in-2019/">http://fraservalleynewsnetwork.com/2018/05/23/new-area-code-672-for-bc-in-2019/</a>		May 24	
Web	<a href="https://cartt.ca/article/new-672-area-code-debut-next-may-bc">https://cartt.ca/article/new-672-area-code-debut-next-may-bc</a>		May 24	
Web	<a href="http://municipalinfonet.com/article/municipal/category/technology/66/702254/new-area-code-672-for-british-columbia.html">http://municipalinfonet.com/article/municipal/category/technology/66/702254/new-area-code-672-for-british-columbia.html</a>		May 24	
Web	<a href="https://en.arabcalgary.com/get-ready-to-dial-672-new-b-c-area-code-to-roll-out-may-2019/">https://en.arabcalgary.com/get-ready-to-dial-672-new-b-c-area-code-to-roll-out-may-2019/</a>		May 24	

## MEDIA COVERAGE - JANUARY 2019

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

## MEDIA COVERAGE - MAY 2019

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Radio	evolution 107,9		May 1	
Radio	Vista Radio Prince George		May 2	May 2
Web	<a href="https://www.newswire.ca/news-releases/introduction-of-the-new-672-area-code-in-british-columbia-802343681.html">https://www.newswire.ca/news-releases/introduction-of-the-new-672-area-code-in-british-columbia-802343681.html</a>		May 1	
Web	<a href="https://news.morningstar.com/all/canada-news-wire/20190501C9797/introduction-of-the-new-672-area-code-in-british-columbia.aspx">https://news.morningstar.com/all/canada-news-wire/20190501C9797/introduction-of-the-new-672-area-code-in-british-columbia.aspx</a>		May 1	
Web	<a href="https://www.finanzen.net/nachricht/aktien/introduction-of-the-new-672-area-code-in-british-columbia-7437586">https://www.finanzen.net/nachricht/aktien/introduction-of-the-new-672-area-code-in-british-columbia-7437586</a>		May 1	
Web	<a href="https://dailyhive.com/vancouver/new-area-code-bc-2019">https://dailyhive.com/vancouver/new-area-code-bc-2019</a>		May 1	
Web	<a href="https://www.vancouverisawesome.com/2019/05/01/bc-area-code-new-vancouver-bc/">https://www.vancouverisawesome.com/2019/05/01/bc-area-code-new-vancouver-bc/</a>		May 1	
Web	<a href="https://cartt.ca/article/new-672-area-code-arrives-bc">https://cartt.ca/article/new-672-area-code-arrives-bc</a>		May 1	
Web	<a href="https://www.kamloopsmatters.com/local-news/bc-getting-brand-new-province-wide-area-code-this-week-1423804">https://www.kamloopsmatters.com/local-news/bc-getting-brand-new-province-wide-area-code-this-week-1423804</a>		May 1	
Web	<a href="https://www.facebook.com/permalink.php?id=71144340189&amp;story_fbid=10157804879840190">https://www.facebook.com/permalink.php?id=71144340189&amp;story_fbid=10157804879840190</a>		May 1	
Web	<a href="https://commons.bcit.ca/evolution1079/2019/05/01/british-columbias-new-area-code/">https://commons.bcit.ca/evolution1079/2019/05/01/british-columbias-new-area-code/</a>		May 1	
Web	<a href="https://municipalinfonet.com/article/municipal/category/technology/66/765143/introduction-of-the-new-672-area-code-in-british-columbia.html">https://municipalinfonet.com/article/municipal/category/technology/66/765143/introduction-of-the-new-672-area-code-in-british-columbia.html</a>		May 1	
Web	<a href="https://www.piquenewsmagazine.com/whistler/bc-is-getting-a-brand-new-province-wide-area-code-this-week/Content?oid=13800820">https://www.piquenewsmagazine.com/whistler/bc-is-getting-a-brand-new-province-wide-area-code-this-week/Content?oid=13800820</a>		May 2	
Web	<a href="https://biv.com/article/2019/05/bc-getting-brand-new-province-wide-">https://biv.com/article/2019/05/bc-getting-brand-new-province-wide-</a>		May 2	

	area-code-week			
	<a href="https://www.castanet.net/news/BC/255325/Dial-up-new-area-code">https://www.castanet.net/news/BC/255325/Dial-up-new-area-code</a>		May 3	
Web	<a href="https://www.facebook.com/permalink.php?id=953549741395806&amp;story_fbid=2179542748796493">https://www.facebook.com/permalink.php?id=953549741395806&amp;story_fbid=2179542748796493</a>		May 3	
Web	<a href="https://www.delta-optimist.com/news/b-c-is-getting-a-brand-new-province-wide-area-code-this-week-1.23809778">https://www.delta-optimist.com/news/b-c-is-getting-a-brand-new-province-wide-area-code-this-week-1.23809778</a>		May 3	
Web	<a href="https://www.whiterocksun.com">https://www.whiterocksun.com</a>		May 3	
Web	<a href="https://www.bcbusiness.ca/Go-Figure-Welcome-to-BCs-newest-area-code">https://www.bcbusiness.ca/Go-Figure-Welcome-to-BCs-newest-area-code</a>		May 3	

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



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
May 2018	TELUS web site <a href="http://www.telus.com/areacode672">www.telus.com/areacode672</a>	All customers
May 2018	Internal Communications: Documentation updated and bulletins issued. Information sharing through internal publications: Scoop, Wire, and NewsHub	Business and Consumer front line representatives
June 2018	Targeted customer message	Business and Consumer customers
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
May 2019	Bill messages for BC customers	Business and Consumer customers
May 4, 2019	Internal communications: Information sharing through internal publications (timed to support media release)	Business and Consumer front line representatives





<b>Date</b>	<b>Tactics</b>	<b>Target</b>
August 2018	Postpaid: Rogers is deploying a bill message to all Rogers wireless customers in the relevant area promoting the introduction of the new area code. Wireline customers received letters alerting them of change. Pre-paid: Rogers is deploying SMS	Rogers, Fido and Chatr customers (consumer and business)
August 2018	Rogers is notifying frontline customer care staff and responding to customer inquiries about the new area code	Rogers, Fido and Chatr customers (consumer and business)
1-3 May 2019	Internal knowledge tools to be updated to make sure frontline customer care agents are aware of launch in anticipation of questions from customers.	Rogers, Fido and Chatr customers (consumer and business)
ONGOING	Rogers is notifying frontline customer care staff and responding to customer inquiries about the new area code	Rogers, Fido and Chatr customers (consumer and business)



<b>Date</b>	<b>Tactics</b>	<b>Target</b>
August, September 2018	Messaging for frontline customer care, call centres	All customers
August, September 2018	Email, text messages	Wireless customers – in British Columbia
August, September 2018	Letters, email	Business customers in British Columbia
February 4, 2019	Bill message, email	Business customers in BC
February 19, 2019	Bill message and SMS	Wireless customers in BC
February 2019	Internal communications (What's new and sales bulletin)	Business and consumer frontline reps



Date	Description
May-18	Bill Message
	Newsletter: Updates in the customer newsletters
	Details posted to corporate website (www.eastlink.ca)
	Internal Communications: Consumer front line customer service and technical support staff provided with information regarding new area code.
Jul-18	Bill Message
	Newsletter: Updates in the customer newsletters
	Details posted to corporate website (www.eastlink.ca)
Sep-18	Bill Message
	Newsletter: Updates in the customer newsletters
	Details posted to corporate website (www.eastlink.ca)
	Internal Communications: Consumer front line customer service and technical support staff provided with information regarding new area code.
January 2019	Website posting: <a href="https://www.eastlink.ca/telephone/newareacode.aspx">https://www.eastlink.ca/telephone/newareacode.aspx</a>
	Internal Communications: Update Consumer and Business front line customer service and technical support staff provided with information regarding new area code.
Mar-19	Bill Message (Residential and Business customers)
	On Hold Message (Residential and Business customers)
	Repeat Newsletter (Residential and Business customers)
	Website posting: <a href="https://www.eastlink.ca/telephone/newareacode.aspx">https://www.eastlink.ca/telephone/newareacode.aspx</a>
April-19 – May-19	Bill Message (Residential and Business customers)
	On Hold Message (Residential and Business customers)
	Repeat Newsletter (Residential and Business customers)
	Website posting: <a href="https://www.eastlink.ca/telephone/newareacode.aspx">https://www.eastlink.ca/telephone/newareacode.aspx</a>



Date	Description
May 2018	Update allstream.com with details regarding new BC area code 672
	Share documentation with our CSC agents to support answering customer questions
January 2019	Targeted customer messages
April 1 2019	Targeted customer messages through bill insert



Date	Description
May 2018	Information to front line agents
August 2018	Website update

## Iristel

Date	Description
May 2018	Information to front line agents
September 2018	Notice to all customers
2019	Reminder note to customer care representatives and wholesale account managers



Date	Description
August 2018	Notification and knowledge transfer to internal staff including customer service, tech support, and marketing dept.
January 2019	Fibernetics Corporation is following along with the schedule, and will be ready for the public launch of NPA672 on May 4 <sup>th</sup> . Fibernetics will be testing between now and May 3 <sup>rd</sup> .
April 2019	Knowledge transfer (refresh) to all customer-facing agents. Bill messages.



September 21, 2018

**RE: Progress Report #1 to NPA 672/236/250/604/778 Relief NITF**

Comwave Networks Inc submits this progress report to the NITF to provide an update on the status of its activities for the implementation of the new overlay NPA 672 in Numbering Plan Area served by area code 236/250/604/778.

Comwave will follow the schedule outline on Relief Implementation Plan (RIP) for distribution of NPA 672. Comwave has no concerns and does not foresee any issues to meeting all the dates on schedule.

Sincerely,

Albert Yin  
Capacity Planner



Date	Description
09/12/18	Website & Self Serve Portal
09/12/18	Email Notice to Wholesale & Resale customers
09/11/18	Notice to Retail customers



Date	Description
May 2018	Staff training on new area code
	Update website with details on new area code
January 2019	Press release
	Staff training (refresh)
March 2019	Bill messages
April 2019	
May 2019	
April 2019	Facebook messages
May 2019	



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