

NPA 905 Implementation Plan

Introduction

In accordance with Order CRTC 2000-772, the NPA 905 Relief Planning Committee (the Committee) submits this Implementation Plan (the Plan) including a Consumer Awareness Program (Attachment 1) to the Commission for consideration and approval.

This Plan establishes an industry-level framework and timeframe for implementation activities for NPA 289 (Attachment 2, Implementation Schedule), to ensure that the relief for NPA 905 via the overlay method is provided by the relief date of June 9, 2001.

Order CRTC 2000-772 Requirement

In Order CRTC 2000-772, the Commission states:

19. Based on the record of this proceeding, the Commission considers that, on balance, the distributed overlay option is the most appropriate relief option at this time. This solution will:
 - introduce a new area code in the same geographic coverage area as the existing NPA 905;
 - allow existing subscribers to retain their 905 area code; and
 - require the implementation of 10-digit local dialing on all local calls.

The Commission notes that with this solution, additional area codes will likely be required in the same region by 2008, 2015 and 2020.

20. The Commission directs the NPA 905 CISC ad hoc committee to file with the Commission a plan no later than 1 November 2000 to implement this solution.
22. To minimize customer confusion, the Commission directs the CISC ad hoc committee to establish a working group to develop a consumer awareness program to be filed with its 1 November 2000 implementation plan to the CRTC. In addition, all service providers are required to report any major relief plan concerns as they are identified, along with proposed solutions. Service providers will also be expected to address consumer concerns reported directly to the Commission.

Subsequent to the above, the Commission, in response to a request from the Canadian Numbering Administrator (CNA), extended the due date to 10 November 2000.

This Plan addresses the activities, deliverables, and issues impacting more than one individual Service Provider. It does not cover activities internal to each Service Provider. [See Attachment 3 for a listing of activities that each Service Provider will need to address individually.] In addition, this Plan does not cover areas for which there is already an established process for coordination between Service Providers to establish service.

1.0 Public Communications

Public Communications is addressed as part of the "Consumer Awareness Program" requested by the Commission, under Order CRTC 2000-772, Section 22. The Consumer Awareness Program is attached to this Plan.

2.0 Inter Carrier Network and Technical Interfaces

Each Service Provider is required to implement the necessary network changes to route traffic to/from the new area code. Switch translations must be updated and modified in all Service Providers' networks in order to process calls to/from the new area code.

2.01 Test Numbers

Test numbers will permit all carriers and other entities to test their equipment and ensure that the proper network changes have been made to route calls to each carrier operating in the new NPA. AT&T Canada will provide 289-810-8378 (TEST), Bell Canada will provide 289-210-8378 (TEST) and Call-Net will provide 289-510-8378 (TEST). The test numbers will be activated in all networks by 7 January 2001 and will remain active until 9 July 2001. The test CO Codes must be returned to the CNA by 9 August 2001. The test numbers will permit Service Providers and users to test their equipment without having to incur toll charges.

The standard network announcement for the test number must be as follows:

"You have successfully completed a call to the 289 Area Code Test Number at [INSERT CARRIER NAME HERE] in Ontario, Canada."

3.0 Network Implementation Working Group (NIWG) and Network Operations Center Contact Position

By 1 November 2000, each Service Provider must provide to the CNA a Network Implementation Contact Person to be the single network point of contact for implementation of the new area code in their organization. These contacts will form an NPA 289 Network Implementation Working Group (NIWG). The CNA shall send the list of all service provider representatives on the NIWG to the NIWG distribution list (i.e., telephone number, fax number, street address, e-mail address).

The role of the NIWG will be to identify and address network implementation issues that affect all carriers. The responsibilities of the NIWG include, but are not limited to:

- 1) Develop and submit progress reports
- 2) Develop test plans
- 3) Identify and address implementation issues
- 4) Act as single point of contact on network implementation issues
- 5) Identify any irreconcilable concerns regarding implementation and advise the Committee as necessary

The role of the individual representatives of each service providers shall be to ensure that network issues involving all carriers are addressed within their organizations and

that any associated work is performed within their organization to implement the new area code by the relief date.

As well, by 1 December 2000, each Service Provider shall provide to the CNA a Network Operations Center (NOC) 7/24 emergency telephone number. The CNA shall send the list of all service provider NOC emergency telephone numbers to the NIWG distribution list.

4.0 Network Testing and Activation of New Area Code

In preparation for the start of inter-carrier testing all Service Providers are expected to modify their networks, systems databases and Operator Services and Directory Assistance databases, as per Attachment 2.

5.0 9-1-1 Service

There are two 9-1-1 Bell Canada tandem switches in NPA 905. These switches will be used for 9-1-1 service in NPA 289. In order to distinguish between the existing 905 and new 289 area codes, affected carriers must provide separate trunk groups for each NPA to accommodate the multi-frequency (MF) signaling requirements of 9-1-1. Affected carriers, at this time, excludes Wireless Service Providers.

The existing procedure for implementing new Service Provider trunk groups for 9-1-1 traffic, including testing with Bell Canada's 9-1-1 Control Center, should be used.

All Service Provider related changes that impact 9-1-1 must be completed in accordance with the Implementation Schedule.

6.0 International Gateway Service Providers

International Gateway Service Providers are responsible to implement changes to their network in order to accommodate the new area code.

Commission staff has notified Canadian International Gateway Service Providers of the implementation of the new NPA.

7.0 Payphone Service Providers

It is the responsibility of each Payphone Service Provider to update any system associated with the operation of their payphones in order to accommodate the new NPA and local 10-digit dialing. As well, each Payphone Service Provider must update any written instructions affixed to their payphones to advise customers that 10-digit dialing is required for local calls.

Commission staff has notified Payphone Service Providers of the implementation of the new NPA.

8.0 Intra Carrier Network and Customer Interface

All Service Providers must make the necessary internal system and customer interface changes prior to June 9, 2001, to accommodate the NPA 289 overlay.

For example, each Service Provider is responsible to determine the impact of the overlay mode of operations on the products and services it provides to its own customers. Each Service Provider is responsible to make any necessary modifications to ensure service will be maintained during and after the relief implementation period for its own customers.

In accordance with Order CRTC 2000-772, paragraph 22, each Service Provider is responsible to report any major relief plan concerns as they are identified to the Commission. Also, Service Providers should notify the NIWG of any such "intra-carrier" concerns that may affect inter-carrier implementation activities.

9.0 Switch Announcements

In Section 21 of Order CRTC 2000-772, the Commission directed as follows:

21. As in Telecom Order CRTC 99-1141, the Commission considers that a clear and consistent public awareness program, that includes a standard automatic announcement period, is critical to the successful implementation of an area code relief plan, particularly in a jeopardy condition. Accordingly, the Commission directs Canadian carriers that operate in the 905 area code to ensure that a standard 10-digit dialing automatic announcement is implemented no later than **7 April 2001** until mandatory 10-digit dialing is implemented on **9 June 2001**.

The following standard network announcements must be implemented by all carriers operating in NPA 905 in accordance with the Implementation Schedule:

Announcement #1

Permissive Announcement Name - From 7 April 2001 – 9 June 2001

The following announcement will be placed on all calls dialed using 7-digits during the permissive dialing period:

"The call you are making is a local 10-digit call. Next time please dial the area code before the 7-digit number you are calling. Your call will now be completed. This is a recording."

Announcement #2

Mandatory Announcement Name - 9 June 2001 – 9 Sept 2001

The following announcement will be placed on all calls dialed using 7-digits after the permissive dialing period:

"The call you are making is a local 10-digit call. This call cannot be completed. Please hang up and redial using the area code plus the 7-digit number you are calling. This is a recording."

After the termination of Announcement #2, each carrier's standard announcement will commence (e.g., "Your call cannot be completed as dialed. Please check the number and try your call again. This is a recording.").

With respect to treatment of calls and application of announcements during the permissive dialing period, all carriers must comply with the following arrangements.

- a) It is the responsibility of each Service Provider to implement the appropriate network switch announcement for all calls originating from their own switch.
- b) Commencing on the start date for the permissive dialing period, April 7, 2001, each Service Provider must implement its own announcements on all 7-digit dialed calls originated by its own customers. All Service Providers must route such 7-digit dialed calls to other Service Providers only in a 10-digit format.
- c) Commencing on June 9, 2001 and thereafter, Service Providers must not accept and route 7-digit dialed calls from its customers. Appropriate routing and announcements must be implemented by each Service Provider to stop processing local 7-digit dialed calls. Announcements stated above will be used to advise the customer to hang up and redial again in a 10-digit format.

10.0 Directories

It is the responsibility of Directory Service Providers to make the necessary changes to their systems and directories to facilitate introduction of the new area code and local 10-digit dialing.

Directories published after the relief date of 9 June 2001 must identify the area code as part of the telephone number. All directory publishers should modify their systems to accept telephone numbers in the 10-digit format.

NPA 905 Consumer Awareness Program

Introduction

In accordance with Order CRTC 2000-772, the CISC Ad Hoc NPA 905 Relief Planning Committee (the Committee) has been directed to file a Consumer Awareness Program. Accordingly, the Committee has established a Consumer Awareness Program Working Group (CAPWG) to develop and implement this Consumer Awareness Program.

This Consumer Awareness Program identifies key milestones and establishes completion dates as agreed to by the Committee. It is the responsibility of all telecommunications service providers operating or intending to operate in NPA 905 before 9 June 2001 to file their individual consumer awareness plans with the Commission, implement them in accordance with this Consumer Awareness Program, and submit their progress reports to the Committee for inclusion in the Progress and Final Reports to be filed with the Commission.

In order to implement the Consumer Awareness Program, telecommunications service providers may act individually or collectively to accomplish their objectives. However, where telecommunications service providers act collectively, such service providers are individually responsible to report their progress to the Committee.

As directed by the Commission, all telecommunications service providers are required to report any major relief plan concerns as they are identified, along with proposed solutions, and to address consumer concerns reported directly to the Commission.

Communications Objectives

The Communications Objectives of this Consumer Awareness Program are as follows:

1. Increase awareness of local 10-digit dialing and the new 289 area code.
2. Encourage immediate use of 10-digit dialing and customer provided equipment reprogramming prior to April 7, 2001 to facilitate the 10-digit dialing transition.
3. Provide open communication channels to address questions and concerns from residents and businesses regarding 10-digit dialing implementation.
4. Continue to lay the foundation for seamless addition of new area codes in the future through successful transition to local 10-digit dialing.

Communications Tactics

Telecommunications Service Providers may consider using any of the following tactics to accomplish their consumer awareness activities:

Proactive Media/Analyst Relations – To introduce and raise awareness of 10-digit dialing and the new 289 area code, service providers should conduct an ongoing media relations campaign targeting key media (including local dailies, broadcast media, community and ethnic publications) in the 905 region as well as the Toronto area.

Service providers should offer story ideas and spokespersons for interviews that focus on how residents and businesses can prepare for the transition and to encourage them to start getting ready now.

Media Briefings – To coincide with special events and news announcements, service providers should initiate a series of one-on-one media/analyst briefings to clearly explain any implications 10-digit dialing will have on businesses and to facilitate a smooth transition. The Canadian Numbering Administration (CNA) shall act as a spokesperson for NPA 289 Relief Planning, including references to CRTC regulations as they relate to 10-digit dialing and the new 289 area code.

Media Releases – Service providers should determine newsworthy announcements and issue press releases accordingly. The press release program will serve to update local media on the progress of 10-digit dialing and the introduction of the new 289 area code.

Public Service Announcements – Service providers should issue a series of media alerts and public service announcements to local radio and broadcast stations to provide updated information on 10-digit dialing and the new 289 area code.

Success Stories – Service providers should highlight the benefits of the upcoming transition by providing third-party endorsements from other cities that have successfully implemented 10-digit dialing and introduced a new area code.

Special Events – Service providers should participate in local special event opportunities throughout the time period leading up to 10-digit dialing to maximize awareness of the upcoming transition.

Service Providers' websites – Service providers should provide Internet websites containing up-to-date information about local 10-digit dialing and the new area code.

Customer Bill Inserts – Service providers should distribute bill inserts to their customers advising them of the key dates and changes to equipment.

Advertising Campaign – Service providers could voluntarily participate in a newspaper advertising blitz coordinated with other telecommunications service providers' activities to increase awareness amongst consumers in 905.

Theme

The theme for NPA 905 is:

“Add-the-code and Dial 10 all the time.”

Key Messages:

The following Key Messages should be included in customer awareness activities:

1. To meet the growing demand for telecommunications services, a new area code is coming to the 905 area in 2001 which will result in local 10-digit dialing.
2. The new area code - 289 - will co-exist with the current 905 area code and cover the same geographic area.
3. Customers will keep their current area code and telephone number, however after June 9, 2001, new telephone numbers may be assigned from the new area code.
4. Customers may begin reprogramming their telecommunications equipment today and should have it completed by April 7, 2001 to accommodate local 10-digit dialing.
5. Starting on April 7, 2001 local calls dialed using only 7 digits may be preceded by a recorded announcement reminding the caller to dial 10-digits the next time. Voice calls will then be completed. The recorded messages will prevent local data calls dialed using only 7 digits from being completed.
6. Mandatory local 10-digit dialing begins on June 9, 2001. All calls dialed using 7 digits will be routed to an announcement and will not be completed.
7. Local calling areas and prices will not change, nor will the way emergency calls (9-1-1), directory assistance (411) and repair (611) calls are placed.

Communications Timeline

The following NPA 905 Relief Communications Timeline should be adopted for coordinating the Consumer Awareness Program by all telecommunications service providers operating in NPA 905.

NPA 905 Relief Communications Timeline

Timeframe	Activity
September 2000 - December 2000	<ul style="list-style-type: none"> • Form CISC NPA 905 Consumer Awareness Program Working Group (CAPWG). • CAPWG to develop & agree on NPA 905 Consumer Awareness Program. • NPA 905 Relief Planning Committee submits Consumer Awareness Program to CISC by 25 October 2000. • All telecommunications service providers shall, individually or collectively, submit their consumer awareness plans, including timelines, to CRTC staff (sheehan.carter@crtc.gc.ca) by 15 November 2000, and update them periodically as necessary. • All telecommunications service providers will begin contacting their respective customers, by 30 November 2000, regarding the

	<p>implementation of 10-digit dialing and NPA 289.</p> <ul style="list-style-type: none"> • All telecommunications service providers will implement consumer awareness activities in accordance with the Consumer Awareness Program. • All telecommunications service providers, individually or collectively, will submit written reports on the status of their consumer awareness activities to the CAPWG by 1 December 2000 for inclusion in the December Progress Report. • The CAPWG will submit the Progress Report to the NPA 905 Relief Planning Committee for review by 8 December 2000. • NPA Relief Planning Committee will submit Progress Report to the CRTC by 15 December 2000.
January 2001 - March 2001	<ul style="list-style-type: none"> • All telecommunications service providers will continue consumer awareness activities. • All telecommunications service providers will, individually or collectively, submit written reports on the status of their consumer awareness activities to the CAPWG by 2 April 2001 for inclusion in the April Progress Report. • The CAPWG will submit the Progress Report to the NPA 905 Relief Planning Committee for review by 9 April 2001. • NPA Relief Planning Committee will submit Progress Report to the CRTC by 15 April 2001.
April 2001 - June 2001	<ul style="list-style-type: none"> • All telecommunications service providers will continue consumer awareness activities. • All telecommunications service providers will have notified all their respective customers in NPA 905 regarding the implementation of 10-digit dialing, introduction of NPA 289, and timing, by the start of permissive dialing on 7 April 2001. • All telecommunications service providers will introduce network 10-digit dialing standard announcement by 7 April 2001. • Relief date: 9 June 2001 • All telecommunications service providers will submit written reports on their consumer awareness activities to the CAPWG by 22 June 2001 for inclusion in the Final Report. • The CAPWG will submit the Progress Report to the NPA 905 Relief Planning Committee for review by 29 June 2001.

NPA 905 RELIEF PLAN IMPLEMENTATION SCHEDULENew NPA: **289**

Method: Overlay

Relief Date: 09 June 2001

Exhaust Date: April 2001

CRTC Order #: 2000-772

Milestones:

1 November 2000 - Submit Relief Implementation Plan to CISC/CRTC

7 April 2001 - Begin 10-Digit Automatic Announcement on all 7-Digit Local Calls

9 June 2001 - Mandatory 10-Digit Dialing for all Local Calls

IMPLEMENTATION REQUIREMENTS (Not necessarily chronological)

Item	Prime	Start	End	Completed (X)	Dependencies	Remarks	
A) Inter Carrier Network & Technical Interfaces							
1	Volunteers for Test Numbers / Establish Test Numbers	Bell Canada, AT&T Canada & Call-Net	18-Sep-00	19-Sep-00	X	None	210 TEST (Bell Canada), 810 TEST (AT&T Canada), 510 TEST (Call-Net)
2	Telcordia Database Updates to Include New Area Code	CNA	30-Oct-00	30-Oct-00		None	

Item	Prime	Start	End	Completed (X)	Dependencies	Remarks	
3	Test Number(s) Network Ready Date (Translations in Switch)	Service Providers	23-Oct-00	7-Jan-01		Telcordia Database Updates	Test Codes returned to the Assignment Pool by July 9, 2001
4	Develop Network Test Plan	NIWG		1-Mar-01			Action Item for NIWG
5	Network Readiness for Testing	Service Providers	15-Aug-00	14-Mar-01		All Intra Network Switch Translations Complete	
	- Signaling Networks						
	- Toll						
	- Local						
6	Progress Report 1 (Intra Carrier)	Service Providers		28-Mar-01			
7	Inter Carrier Testing	Service Providers	15-Mar-01	30-Apr-01			In accordance with existing bilateral LNI agreements
8	Progress Report 2 (Inter Carrier)	Service Providers		15-May-01			

	Item	Prime	Start	End	Completed (X)	Dependencies	Remarks
9	Databases	Database Owners	15-Aug-00	7-May-01		None	
	- Capacity & Capability of Toll Free SMS						
	- Capacity & Capability of all LNP Databases						
	- ISCP & Service Order Systems						
10	Operator Services & Directory Assistance	Service Providers	15-Aug-00	9-Mar-01		None	
11	9-1-1 Databases	PSAPS & Service Providers	15-Aug-00	8-May-01		None	Testing to the 9-1-1 tandem can be completed prior to May 8, 2001
12	International Gateway Switch Translations	Gateway Switch Owners	15-Aug-00	9-Mar-01		None	CRTC staff has notified switch owners
13	Payphone Providers Reprogram Payphones	Payphone Providers	15-Aug-00	7-Apr-01		Permissive Dialing Period	CRTC staff has notified payphone providers

	Item	Prime	Start	End	Completed (X)	Dependencies	Remarks
14	Development of Standard Announcement Scripts for use within all Networks	Relief Planning Committee	18-Sep-00	24-Oct-00		None	
B) Miscellaneous							
1	Committee Develops Implementation Plan & TIF Report	Committee	18-Sep-00	24-Oct-00		Order CRTC 2000-772	
2	Development of Planning Letter to NANPA	Committee	18-Sep-00	24-Oct-00		None	
3	Submission of Planning Letter to NANPA	CNA	27-Oct-00	27-Oct-00		Development of Planning Letter	
4	NANPA Posts Planning Letter	NANPA	27-Oct-00	9-Nov-00		None	
5	Committee Develops and CNA Submits Completion Report	Committee /CNA	9-Jun-01	9-Jul-01			

	Item	Prime	Start	End	Completed (X)	Dependencies	Remarks
6	Submit Implementation Plan & Consumer Awareness Program to CISC / CRTC for Approval	Committee		1-Nov-00		Development of Implementation Plan	

Intra-Carrier Network, Database and Customer Interface

Each Service Provider employs a variety of information/operation support systems for the operation, maintenance, control, and administration of its network and to serve its customers. Each Service Provider is responsible to make the necessary changes in their systems in order to operate in the new overlay environment and specifically to process information about the full 10-digit telephone number of each subscriber. Also, each Service Provider is responsible to ensure its own suppliers of products and services (e.g., Operator Services) implement the changes necessary for the new NPA. Accordingly, no activities have been identified for the coordination of these functions between different Service Providers. These "internal" systems include, but are not limited to, the following functions:

- Operations Support
- Products & Services
- Marketing & Sales
- Carrier Services
- Network Planning & Provisioning
- Network Operations
- Service Assurance
- Billing
- Financial Systems
- Customer Care & Customer Services (e.g., Business Offices)
- Operator Services
- Directories
- Direct Marketing Centers
- Quality Control
- Service Provisioning & Activation
- Repair Services
- Human Resources/Logistics
- Corporate Information Databases
- Customer Provided Equipment Reprogramming, Upgrades and Testing
- Other