AREA CODE OVERLAY PROS & CONS

**CUSTOMER PROS:**

1. All existing customers would retain their existing area code and would not have to change their telephone numbers
2. Does not discriminate against customers on different sides of a boundary line as does a geographic split when determining which side gets the new area code
3. Less customer confusion and easier education process
4. Less financial impact on business customers because there is no need to change signage, advertising, websites, checks and stationery, unless they currently only show 7-digit numbers
5. Residential customers do not have to update personal printed material such as checks or make changes to websites storing telephone numbers (e.g. banking, insurance, credit cards), unless they currently show 7-digit numbers.
6. Does not split cities or counties into different area codes. Keeps communities of interest in tact. No impact on some wireless customers that would require their handsets to be manually reprogrammed.
7. No technical impacts to text messaging, multi-media messaging or smart phone applications

**CARRIER PROS:**

1. Easier education process for the carriers
2. Provides the most efficient distribution of numbering resources by allowing assignments to follow demand not withstanding forecasts for growth
3. No need for synchronization of old and new area codes in NPAC databases
4. Minimizes call routing issues, especially with ported numbers
5. Easier for service providers to implement from a translations, billing and service order system perspective
6. Minimal data entries handled in national databases such as BIRRDS, and the Terminating Point Master Table
7. The PSC/PUC would not have to decide which side gets the new NPA, so no winners and losers
8. No technical impacts to number portability or toll-free number routing

**CUSTOMER CONS:**

1. Consistent with FCC regulations, the relief plan would require 10-digit dialing for all local calls within and between the existing area code and the new area code.
2. Financial costs to add area code to signage and printed material where only 7-digit number is shown.
3. Customers need to reprogram phone systems for 10-digit dialing: faxes, alarms, etc.
4. Customers would have to reprogram any auto-dialing equipment currently programmed to dial 7-digits to dial 10-digits; equipment such as alarm systems, PSAP dial systems, security gates, PBXs, life safety systems, computer modems, voicemail systems, fax machines, etc.
5. Confusion as to when a call is local versus toll. (When the 1+ number must be dialed.)

**SERVICE PROVIDER CONS:**

None

AREA CODE SPLIT PROS AND CONS:

**CUSTOMER PROS:**

1. Customers retain seven-digit dialing for all local calls within the same area code.
2. Approximately ½ of customers would experience no change if they keep the existing NPA
3. Retains the geographic identity with one area code.
4. Keeps the cities on both sides of the split lines intact.

**SERVICE PROVIDER PROS:**

1. Projected lives of both NPA’s are theoretically balanced

**CUSTOMER CONS:**

1. Missing or exploited children may not be able to contact their parents since they won’t have their parents’ new area code.
2. Deployed Military personnel may not have service due to them not being able to receive the handset updates for the new area code until they return to the States.
3. Extended Area Services (EAS) calling is heavily disrupted.
4. Requires approximately ½ of existing area code customers to change their telephone numbers thus creating winners and losers.
5. Split has a larger impact to greater number of existing customers due to change in existing customers’ telephone numbers.
6. Financial impact to half of businesses to incur costs to change their advertising for telephone #’s and stationery if currently shows 10-digit telephone numbers or are close to the split line.
7. Creates widespread customer 10-digit dialing confusion across the new area code boundary.
8. Customers that change to the new area code must contact friends, family, business associates and website data bases (credit card, banking, insurance, etc) with the telephone changes.
9. More complicated and costly to implement for service providers in their billing, translations and database systems. Split requires significant challenges to service provider’s operational support systems and network elements.
10. Negative impacts to E911, industry and alarm system databases that must be updated with customers’ new telephone numbers.
11. Negative impact to directories and directory assistance databases that must be updated with customers’ new telephone numbers.
12. Splits cause customer confusion with caller ID during permissive dialing.
13. Older wireless handsets without over-the-air programming must be manually programmed for those numbers that are changing.
14. Can split the city(s), counties, legislative districts as well as communities of interest into different area codes.
15. For some wireless carriers, text messaging and multimedia service can only handle one version of the 10-digit number so they will fail if they are sent using the old area code during permissive dialing.
16. Smart phone applications that utilize the customer’s telephone number may not function properly.
17. Potential negative impact to businesses (e.g. resorts, manufacturing/distributing) who advertise nationally when area code is changed and long time customers can’t reach the business.

**SERVICE PROVIDER CONS:**

1. Splits require the 800/SMS database to be updated for all numbers changing to the new area code.
2. Splits require a more challenging customer education process for service

providers that have customers on both sides of the split line.

1. This split disrupts the SP’s host-remote switch arrangement.
2. Difficult PSC/PUC decision on which side retains the old area code.
3. Longer time period needed for service providers to implement this type of relief.
4. Splits require the old and new area codes to be synchronized with the NPAC database

to ensure accurate call routing and facilitation of port requests.

1. Timing of publication of telephone directories must be coordinated with the

implementation of the new area code.

1. Projected lives are most likely imbalanced, years difference, least balanced of the split alternatives, could become more imbalanced if demand changes in future years.