

**A NEW AREA CODE FOR
WESTERN KENTUCKY:
ADDING TO AREA CODE 270**

PUBLIC MEETINGS

OCTOBER/NOVEMBER 2006

Why is a new area code needed?

The North American Numbering Plan Administrator (NANPA) projects that Area Code 270 will run out of new numbers by the end of 2007



How can Area Code 270 be running out of numbers?

- Split out of Area Code 502 less than eight years ago
- An area code has millions of numbers



Three factors driving number exhaustion

- Population growth
- Demand for wireless phones and other telecommunication devices
- Number assignment system



Number assignment

- Numbers assigned in blocks of 10,000 – NXX system
- All providers receives NXX blocks
- Numbers can be assigned in blocks of 1,000 – NXX-X blocks
- When no NXX or NXX-X blocks left, new area code is needed



Number assignment

- AC 270 now assigned on NXX (10,000 #) basis, but companies can ask for NXX-X (1,000#) blocks
- Assigning on NXX-X (1,000 #) basis can extend life of an area code
- PSC has asked Federal Communication Commission to switch AC 270 to NXX-X basis



Number assignment

- Switch to NXX-X would extend life of AC 270
- Additional time to exhaustion is unknown
- Exhaustion is inevitable
- Better to plan for it now



THE OPTIONS:

Split vs. Overlay



Overlay

- Superimpose new area code in AC 270
- Once AC 270 numbers exhausted, new service assigned numbers with new area code
- Never used before in Kentucky
- Used elsewhere mostly in urban areas, but also in areas similar to western Kentucky



Overlay

ADVANTAGES

- Everyone retains current numbers
- No cost to change advertising, letterheads and other materials bearing phone numbers
- Easier to create new area codes in the future



Overlay

DISADVANTAGES

- Requires 10-digit local dialing
- Two area codes in same geographic area
- One user could have services with different area codes



Split

- Create new area code out of portion of existing AC 270
- New area codes in Kentucky have been created through splits
- Historically most common option nationwide



Split

ADVANTAGES

- Local 7-digit dialing remains the same
- Single area code in geographic area
- All services can have single area code



Split

DISADVANTAGES

- About half of current AC 270 (which half to be determined) would change numbers
- Cost to those changing numbers to print new materials, notify customers, etc.
- Harder to accommodate future area codes

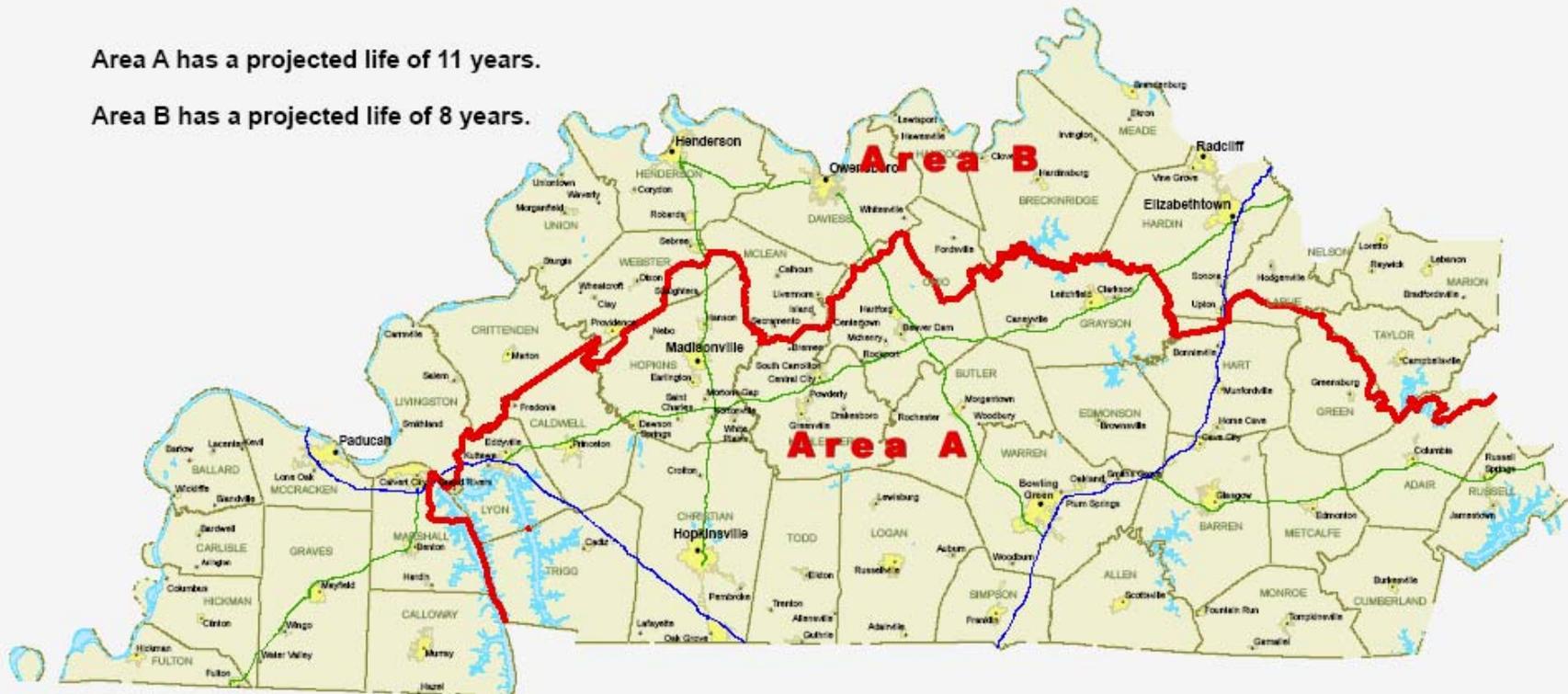


SPLIT OPTIONS

Alternative #1

Area A has a projected life of 11 years.

Area B has a projected life of 8 years.



Alternative #2

Area A has a projected life of 9 years.

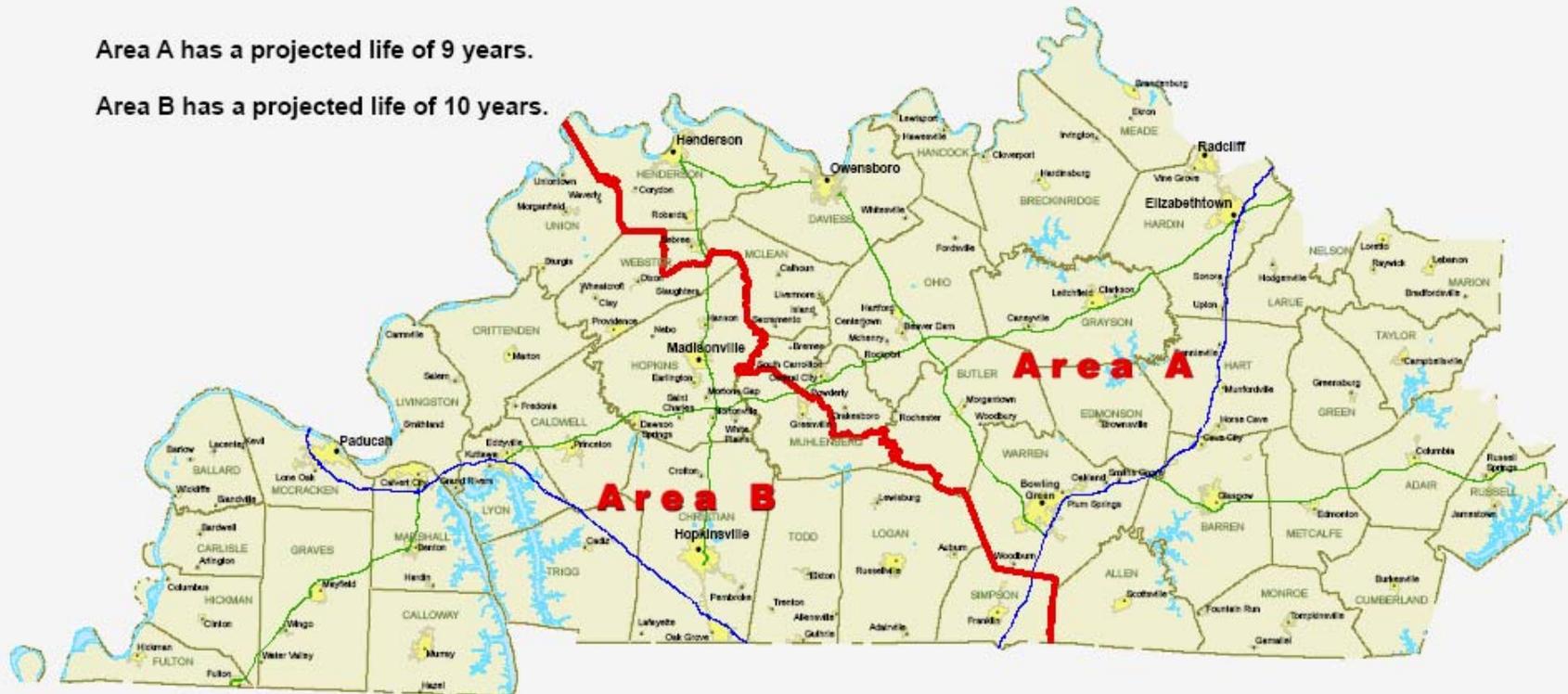
Area B has a projected life of 10 years.



Alternative #3

Area A has a projected life of 9 years.

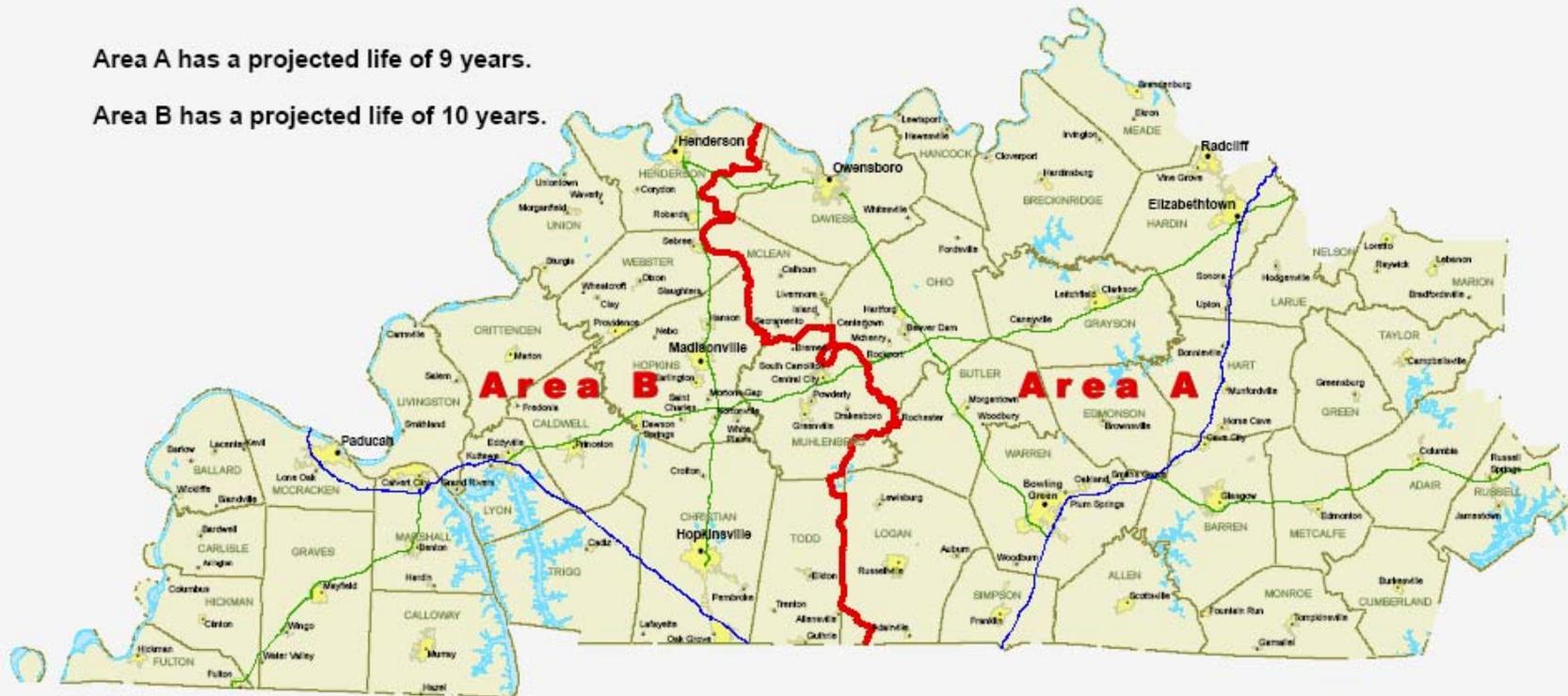
Area B has a projected life of 10 years.



Alternative #4

Area A has a projected life of 9 years.

Area B has a projected life of 10 years.

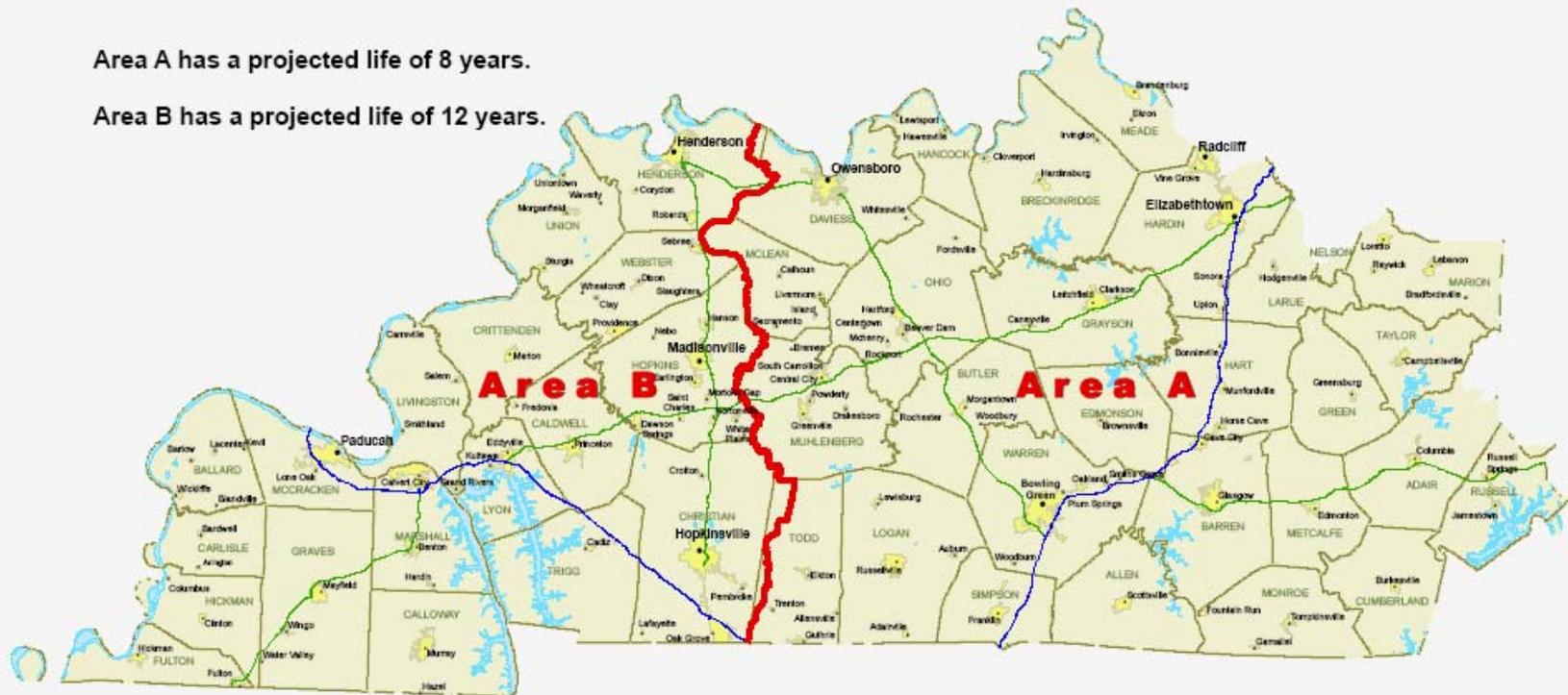


Option 4A – Industry preferred split option

Alternative #4A

Area A has a projected life of 8 years.

Area B has a projected life of 12 years.



Public Comment Form

AREA CODE 270 (Case No. 2006-00357) PUBLIC COMMENT FORM

Mail your comments to:
Kentucky Public Service Commission
P.O. Box 615
Frankfort, KY 40602.
Or fax to: (502) 564-9625

Name: _____

Address: _____

Please indicate which ONE of the two options you favor and check one or more reasons for your choice.

I prefer to SPLIT off a new area code from Area Code 270 because:

I don't want to have to dial 10 digits to place local calls.

It is too confusing to have two area codes in the same community.

I want any future phone services to have the same area code as my current services.

Other (please state):

I prefer the OVERLAY of a new area code over Area Code 270 because:

I want to be sure I can keep my present phone number.

Possibly changing phone numbers would impose a cost on my business.

Overlay eliminates need for future splits.

Other (please state):

IF an area code split is selected, I favor option: (check ONE only)

<input type="checkbox"/> 4A (industry preferred split option)	<input type="checkbox"/> 2
<input type="checkbox"/> 4	<input type="checkbox"/> 1
<input type="checkbox"/> 3	

Thank you