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November 20, 2015

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Advice Letter No. 45050

Public Utilities Commission of the State of California

Re: Change in Noticing Options Pursuant to Resolution T-17302

AT&T California submits this Tier 3 Advice Letter to request a change in the method of customer notification of residential white page availability granted by the California Public Utilities Commission pursuant to Resolution T-17302.

In October 2010, Verizon filed an advice letter to request a change in the way it distributed its residential white pages. In June 2011, the CPUC approved Verizon's request in Resolution T-17302. In lieu of automatic delivery, Verizon customers were provided three options to access a free copy of the residential white page directory listings: (i) they may request a printed directory of residential listings; (ii) they may request a CD-ROM containing residential white page directory listings; or (iii) they may access the residential white page listings online. Verizon's request included its plan to continue to distribute business white pages and yellow pages, and those directories became the main method by which Verizon would notify its customers of the availability of residential white page directories and the methods to request such directories. Under Verizon's plan, notices were to be attached to the directories themselves, as well as printed on the directory's cover. As a condition of its approval of Verizon's request, the Commission required Verizon to continue "to automatically deliver to customers printed directories containing white page business listings, government listings, yellow pages and required information and consumer guides, such as information pages with its local calling areas." This distribution scheme was limited to Verizon only until CPUC Decision 12-12-038 extended it to other Basic Service providers.

When AT&T filed its Tier 2 Advice Letter 41980 pursuant to Decision 12-12-038 to authorize AT&T to cease automatic distribution of residential white page directories, AT&T agreed to use "the procedures authorized in Resolution T-17302." Because AT&T is bound by the Commission's decision in Resolution T-17302, it essentially must continue to distribute business white page and yellow page directories as a means of noticing customers about the availability of residential white page directories. AT&T's request with this advice letter is to change its method of customer notice to postcards mailed to each customer rather than making the directory the vehicle for delivering notice.

The postcards will be in English with an instruction in Spanish regarding how to obtain more information in Spanish. The postcards will be provided to CLEC customers on the same terms as they are made available to AT&T customers.

This request is a reasonable extension of the ideas behind Resolution T-17302, where the Commission agreed that "there have been dramatic technical and market changes in the telecommunications industry." Those changes also include widespread use of the internet to access the same information AT&T provides in printed directories. AT&T's experience has been that very few customers request directories, and demand has been decreasing each year.

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The notice provided to consumers in postcard format would be "adequate to properly inform customers of the change [in residential white page distribution] and of how to request a printed directory" as contemplated by Resolution T-17302.

The postcards contain sufficient information to provide consumers with notice regarding how they can access directory information and how they can order hard copy printed directories.¹ A printed copy of any requested directories would continue to be provided to consumers under the program within ten to fifteen days of the consumer's request.² In short, what is requested in this Advice Letter is consistent with the relevant terms and purposes of the waiver in Resolution T-17302.

For the foregoing reasons, the Commission should grant AT&T California's request to modify Resolution T-17302 and allow alternative means of notifying customers about directory availability in California.

In compliance with General Order 96-B, we are serving a copy of this advice letter and related tariff sheets to interested parties who have requested. This advice letter with attachments may be viewed on AT&T California's Web-Site at <https://ebiznet.att.com/calreg/>. If there are any questions regarding the distribution of this advice letter, call 415.778.1299.

Anyone may object to this advice letter, which was filed November 20, 2015, by sending a written protest to: Telecommunications Advice Letter Coordinator, Communications Division, 505 Van Ness Avenue, 3rd Floor, San Francisco, CA 94102-3298. The protest must state specifically the grounds on which it is based. The protest must be received by the Telecommunications Advice Letter Coordinator no later than 20 days after the date that the advice letter was filed. On or before the day that the protest is sent to the Telecommunications Advice Letter Coordinator, the protestant must send a copy of the protest to Eric Batongbacal, 430 Bush Street, 1st Floor, San Francisco, CA 94108 (fax number 214.486.1580). If this advice letter was served via e-mail, the protest must be served to AT&T California via e-mail at regtss@att.com. To obtain information about the Commission's procedures for advice letters and protests, go to the Commission's Internet site (www.cpuc.ca.gov) and look for document links to General Order 96-B.

We request the Commission issue a Resolution authorizing this change in noticing options available under Resolution T-17302.

Yours truly,

AT&T California



Executive Director

Attachments

¹ See Appendix A.

² In circumstances where consumers request a printed directory shortly before the publication of the next version of the directory, consumers may be asked to wait for that next directory.

Appendix A

The next issue of the YPSM Real Yellow Pages[®] directory is now available.

To get your free copy of the YPSM Real Yellow Pages[®] or the YPSM Real White Pages[®], with information and listings provided by AT&T, please contact us at



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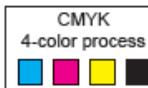
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