



A handwritten signature in cursive script, reading "Burl W. Haar".

Burl W. Haar, Executive Secretary

STATE OF MINNESOTA PUBLIC UTILITIES COMMISSION

NOTICE OF COMMENT PERIOD ON POSSIBLE RULE AMENDMENTS

Issued: June 10, 2014

**In the Matter of Possible Amendments to Rules Concerning White Pages Directory
Publication and Distribution**

PUC Docket Number: P-999/R-13-459

Comment Period: Initial comment period closes July 1, 2014 at 4:30 p.m.
Reply comment period closes July 11, 2014 at 4:30 p.m.

Topic Open for Comment:

- Is the revised draft of possible amendments concerning telephone directories reasonable and necessary?

Project Background: The Minnesota Public Utilities Commission requests comments on possible amendments to its rules governing the publication and distribution of white pages directories (Minnesota Rules 7810.2900, 7811.0600, and 7812.0600). The Commission is considering modifying its rule requiring mandatory distribution of white pages directories to better balance the interests of those affected by the requirement.

On October 11, 2013, the Commission requested comments on an initial draft of possible amendments. That initial Comment period closed on December 6, 2013. In consideration of the Comments received in the initial comment period, the Commission revised the draft. The Commission now seeks comments on the revised draft prior to issuing a Notice of Proposed Rules.

Submit Public Comments: Visit mn.gov/puc, select *Comment on an Issue*, find this docket, and add your comments to the discussion.

Persons without internet access may send comments by U.S. mail to Burl Haar, Executive Secretary, Minnesota Public Utilities Commission, 121 7th Place East, Suite 350, St. Paul MN 55101-2147. Please include the Commission's docket number in all communications.

Filing Requirements: Utilities, telecommunications carriers, official parties, and state agencies are **required** to file documents using the Commission's electronic filing system (eFiling). All parties,

participants and interested persons are encouraged to use eFiling: mn.gov/puc, select *eFiling*, and follow the prompts.

Full Case Record: All documents filed in this docket are available at mn.gov/puc, select *Search eDockets*, enter the year (2013) and the docket number (13-459), select *Search*.

Subscribe to the Docket: Receive email notification when new documents are filed in this docket at mn.gov/puc, select *Subscribe to a Docket*, and follow the prompts.

Questions about this docket or Commission process and procedure? Contact Commission staff, Christopher Moseng, at chris.moseng@state.mn.us or 651-201-2223.

Change your mailing preferences: E-mail docketing.puc@state.mn.us or call 651-201-2204.

This document can be made available in alternative formats (e.g., large print or audio) by calling 651-296-0406 (voice). Persons with hearing loss or speech disabilities may call us through their preferred Telecommunications Relay Service.

REVISED DRAFT**7810.0100 DEFINITIONS.****Subp. 11a. Complete Directory.**

“Complete directory” means a directory that includes the information compiled under Rule 7810.2900, subpart 1, whether printed, electronically published, or some combination thereof. For example, a complete directory may comprise a printed subset of exchanges in a local calling area relevant to customers in a particular geographic area or community of interest, and publication of the remainder of the local calling area either electronically or in separate printed volumes.

Subp. 26a. Local Service Provider.

“Local Service Provider” or “LSP” means a telephone company or telecommunications carrier providing local service in Minnesota pursuant to a certificate of authority granted by the commission. Local service provider includes both local exchange carriers and competitive local exchange carriers.

7810.2900 FORMAT, CONTENT AND DISTRIBUTION OF DIRECTORIES.**Subpart 1. Basic Requirements.**

Telephone directories shall be regularly compiled and shall contain each customer’s name, telephone number, and, if practical, address, except they shall not contain non-published telephone numbers. Upon issuance, a local service provider shall provide to all customers served by that directory a complete directory consistent with the customer option provisions of Rule 7810.2950. Upon commission request, a local service provider shall furnish to the commission a copy of each directory issued, whether printed or electronic.

Subp. 2. Printed Directories.

Printed directories shall:

- A. display on the front cover the name of the local service provider, the area included in the directory, and the year and month of issue;
- B. display in the front portion of the directory information pertaining to emergency calls, including information for police and fire departments; and
- C. contain instructions, appropriate to the area served by the directory, concerning placing local and long distance calls, calls to repair and directory assistance services, calls to local, state, and federal government offices, and the location of telephone company business offices;

Subp. 3. Electronically Published Directories.

Any electronic directory to which a Local Service Provider directs its customers shall comply with the provisions of parts 7810.2900, subpart 1 and 7810.2950. Electronically published directories shall:

- A. display the name of the local service provider;
- B. make available information pertaining to emergency calls, including information for police and fire departments;
- C. make available instructions concerning placing local and long distance calls, calls to repair and directory assistance services, calls to local, state, and federal government offices, and the location of telephone company business offices; and
- D. be prominently displayed on, and accessible to customers from, the company’s website;

7810.2950 DIRECTORIES: CUSTOMER OPTION.**Subpart 1. Customer Option.**

Local Service Providers may publish printed or electronic directories, or some combination thereof. Local service providers that do not make an electronic directory available shall distribute a printed directory to each customer, except where an offer is made and explicitly refused by the customer. Local Service Providers that make an electronic directory available must deliver a printed directory if that is the customer's format preference. Local service providers offering an electronic directory in lieu of any portion of a printed directory shall provide each customer a complete directory, and shall:

- A. present customers an opportunity to establish a directory format preference;
- B. permit customers to establish or change their directory format preference at any time;
- C. notify customers how they can change their directory format preference no less frequently than updated print directories are issued;
- D. not require customers to divulge any personally identifiable information other than their name and delivery address in order to request a complete directory that is printed or contained on a portable physical medium;
- E. not require users to create an account, log in, or otherwise provide any personally identifiable information in order to access an electronic directory; and
- F. not obtain, use, or retain any personally identifiable information from customer use of or request for a directory, except for the limited purpose of providing a directory in the format requested.

Subp. 2. When No Customer Option is Specified.

Local service providers shall determine whether customers who do not state a directory format preference will receive a printed directory, have access to an electronically published directory, or a combination thereof. Local service providers shall notify customers how the complete directory will be provided, including how to access any electronically published portion.

7811.0600 BASIC LOCAL SERVICE REQUIREMENTS.**Subpart 1. Required services.**

F. one complete directory per year, which may include more than one local calling area, consistent with the customer option provisions of part 7810.2950 and, upon a customer request and in the customer's preferred format, one copy of any other directory within the local calling area;

7812.0600 BASIC SERVICE REQUIREMENTS.**Subpart 1. Required services.**

F. one complete directory per year, which may include more than one local calling area, consistent with the customer option provisions of part 7810.2950 and, upon a customer request and in the customer's preferred format, one copy of any other directory within the local calling area;

REVISED DRAFT (With Strikeouts)

The following is a reproduction of the above draft in strikeout format. Strikeouts are relative to existing rules:

7810.0100 DEFINITIONS.**Subp. 11a. Complete Directory.**

“Complete directory” means a directory that includes the information compiled under Rule 7810.2900, subpart 1, whether printed, electronically published, or some combination thereof. For example, a complete directory may comprise a printed subset of exchanges in a local calling area relevant to customers in a particular geographic area or community of interest, and publication of the remainder of the local calling area either electronically or in separate printed volumes.

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7810.2900 FORMAT, CONTENT AND DISTRIBUTION OF DIRECTORIES.**Subpart 1. Basic Requirements.**

Telephone directories shall be regularly compiled and shall contain each customer’s name, telephone number, and, if practical, address, except they shall not contain non-published telephone numbers. Upon issuance, a local service provider shall provide to all customers served by that directory a complete directory consistent with the customer option provisions of Rule 7810.2950. Upon commission request, a local service provider shall furnish to the commission a copy of each directory issued, whether printed or electronic.

Subp. 2. Printed Directories.

~~Telephone directories shall be regularly published, listing the name, address when practical, and telephone number of all customers, except public telephones and numbers unlisted at customer's request. The name of the telephone utility, the area included in the directory, the year and month of issue, shall appear on the front cover. Information pertaining to emergency calls such as for the police and fire departments shall appear conspicuously in the front part of the directory pages. The directory shall contain such instructions concerning placing local and long distance calls, calls to repair and directory assistance services, and location of telephone company business offices as may be appropriate to the area served by the directory. Upon issuance, a copy of each directory shall be distributed to all customers served by that directory and a copy of each directory shall be furnished to the commission, upon request.~~

Printed directories shall:

- D. display on the front cover the name of the local service provider, the area included in the directory, and the year and month of issue;

- E. display in the front portion of the directory information pertaining to emergency calls, including information for police and fire departments; and
- F. contain instructions, appropriate to the area served by the directory, concerning placing local and long distance calls, calls to repair and directory assistance services, calls to local, state, and federal government offices, and the location of telephone company business offices;

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Any electronic directory to which a Local Service Provider directs its customers shall comply with the provisions of parts 7810.2900, subpart 1 and 7810.2950. Electronically published directories shall:

- E. display the name of the local service provider;
- F. make available information pertaining to emergency calls, including information for police and fire departments;
- G. make available instructions concerning placing local and long distance calls, calls to repair and directory assistance services, calls to local, state, and federal government offices, and the location of telephone company business offices; and
- H. be prominently displayed on, and accessible to customers from, the company's website;

7810.2950 DIRECTORIES: CUSTOMER OPTION.

Subpart 1. Customer Option.

Local Service Providers may publish printed or electronic directories, or some combination thereof. Local service providers that do not make an electronic directory available shall distribute a printed directory to each customer, except where an offer is made and explicitly refused by the customer. Local Service Providers that make an electronic directory available must deliver a printed directory if that is the customer's format preference. Local service providers offering an electronic directory in lieu of any portion of a printed directory shall provide each customer a complete directory, and shall:

- G. present customers an opportunity to establish a directory format preference;
- H. permit customers to establish or change their directory format preference at any time;
- I. notify customers how they can change their directory format preference no less frequently than updated print directories are issued;
- J. not require customers to divulge any personally identifiable information other than their name and delivery address in order to request a complete directory that is printed or contained on a portable physical medium;
- K. not require users to create an account, log in, or otherwise provide any personally identifiable information in order to access an electronic directory; and

- L. not obtain, use, or retain any personally identifiable information from customer use of or request for a directory, except for the limited purpose of providing a directory in the format requested.

Subp. 2. When No Customer Option is Specified.

Local service providers shall determine whether customers who do not state a directory format preference will receive a printed directory, have access to an electronically published directory, or a combination thereof. Local service providers shall notify customers how the complete directory will be provided, including how to access any electronically published portion.

7811.0600 BASIC LOCAL SERVICE REQUIREMENTS.

Subpart 1. Required services.

- F. one ~~white pages~~ complete directory per year ~~for each local calling area~~, which may include more than one local calling area, consistent with the customer option provisions of part 7810.2950 and, upon a customer request and in the customer's preferred format, one copy of any other directory within the local calling area ~~or except where an offer is made and explicitly refused by the customer;~~

7812.0600 BASIC SERVICE REQUIREMENTS.

Subpart 1. Required services.

- F. one ~~white pages~~ complete directory per year ~~for each local calling area~~, which may include more than one local calling area, consistent with the customer option provisions of part 7810.2950 and, upon a customer request and in the customer's preferred format, one copy of any other directory within the local calling area ~~or except where an offer is made and explicitly refused by the customer;~~