

From: John Harvey
To: Livingston, Merilee
Date: 3/3/2009 9:39 AM
Subject: Fwd: 385 Area Code Overlay

I know you have heard this before but this is one of the most ridiculous programs that have occurred. Even though the Public Service Commission has stated that everything was evaluated and this was determined to be the best, easiest, most economical method of area code enhancement, it is in fact none of those. Consider if you will small business, i.e. doctors, dentists, anyone that has to make numerous telephone calls to confirm appointments – added time and confusion once people are assigned the new 385 area code even though it still falls in the same geographical location as the 801 area code. Consider if you will the fact that the phone directories are now going to have to have the area codes listed for each individual and business, rather than the previous way of just listing the phone number because all were in the same area code. Is the print going to be smaller to accommodate this, are the phone books going to be larger to accommodate this? Or both? And what are the monetary impacts to accommodate the added phone directory inclusions? Consider if you will the fact that once the 385 area code is assigned in larger quantities and people move in and out of neighborhoods and communities, it is going to be difficult to remember (for anyone) who has which area code, so people will have to look up the number in the directory almost every time to assure that they have the correct area code dialed. When the PSC has indicated that to do a geographical split would have been more confusing, costly, etc., that is in fact I believe a misstatement. It would have required a one-time change that would have affected those people and businesses in the impacted areas, a change to letterhead and/or business cards for those that would require it (and there would have been plenty of time to get that accomplished by the phase-in date).

So, in my opinion, the PSC has implemented an action that makes absolutely no common sense, it should be rescinded, and the proper changes made to a geographical split. I am sure you are well aware that I am not the only individual in the 801/385 area code boundaries that feel the exact way.

Larry Clark

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