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February 24, 2012

Utilities & Transportation Commission
1300 S. Evergreen Park Drive SW
Olympia, WA 98504-7250

Dear Commissioners:

I am writing to request that you amend WAC 480-120-251, to allow customers to "Opt In" to receive white pages phone books rather than the current mandatory delivery.

This would be a simple one sentence amendment as follows:

WAC 480-120-251(3) ~~A LEC must provide each customer a copy of the directory for the customer's local exchange area.~~ A LEC must provide each customer with a postcard notice that automatic delivery will be terminated, along with instructions to opt in to ongoing free delivery of a copy of the directory for the customer's local exchange area. If the directory provided for in subsection (1) of this section does not include the published listing of all exchanges within the customer's local calling area, the LEC must, upon request, provide at no charge a copy of the directory or directories that contain the published listing for the entire local calling area.

Public opinion research commissioned by the white pages companies in December 2010 showed that 87 percent of adults support "opt-in" programs for white pages phone books, in which phone customers would no longer automatically receive the directories unless they pro-actively request one. Opt-in would mean immediate relief for millions of annoyed customers, but continue to provide easy and free delivery of directories to the smaller percentage of customers who still want them. Opt in would give people the choice.

Furthermore, reduction of unwanted phone books would eliminate needless waste and unnecessary costs.

Sincerely,



Jeanette L. Henderson

Cc: Representative Joe Fitzgibbon

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