

September 14, 2012

**NOTICE OF OPPORTUNITY TO FILE RESPONSE
(By Tuesday, September 25, 2012)**

Re: Rulemaking to Consider Modifications to, or Elimination of, the Requirement
Related to Distribution of Telephone Books in WAC 480-120-251
Docket UT-120451

TO ALL INTERESTED PERSONS:

On July 20, 2012, the Washington Utilities and Transportation Commission (Commission) issued a notice of a proposed rulemaking (CR-102) to all interested persons concerning possible adoption of proposed revisions to the requirement related to distribution of telephone books in WAC 480-120-251 Directory service. The notice set a deadline of August 20, 2012, for interested persons to submit written comments on the proposed rule. The Commission now gives interested persons an opportunity to respond to those comments filed on the proposed rule by Tuesday, September 25, 2012. All comments are posted on the Commission's web site at www.utc.wa.gov/120451.

The Commission also seeks additional information in support of the positions that interested persons have taken in this docket. Specifically, the Commission requests that commenters provide empirical evidence on the implementation, operation, impact, and customer acceptance of the proposed changes to local exchange carriers' existing obligations to provide directory service, including but not necessarily limited to the following information:

1. What has been the experience in other states that have adopted either an opt-in or opt-out program for the distribution of directories?
 - a. How was the transition implemented (*e.g.*, by flash cut or phased in, and if phased in, over what period of time)?
 - b. How were/are consumers notified of their option, and what is the number and nature of complaints that have been received about the programs?

- c. What has been the success rate separately for opt-in programs and opt-out programs in reducing the number of distributed directories?
2. With respect to the proposal to amend the proposed rule to treat service areas with “co-bound” white and yellow page directories differently than service areas with stand-alone white pages directories, please provide the following information:
 - a. The number of Washington service areas in which co-bound directories currently are being distributed.
 - b. The total number distributed to customers in Washington of
 - i. co-bound directories; and
 - ii. stand-alone white pages directories.
 - c. Please provide examples and results from other states where co-bound directories are or were treated differently than stand-alone white pages directories.

THE COMMISSION GIVES NOTICE of the opportunity to submit responses to initial comments filed on the proposed rule and to provide additional empirical evidence in support of, or opposition to, any proposed changes to the existing or proposed rule by filing with the Commission no later than Tuesday, September 25, 2012.

If you have questions about this Notice, the rulemaking process, or this rulemaking in particular, you may contact John Cupp. He may be reached by mail at the address on this Notice, or by email at jcupp@utc.wa.gov or by calling (360) 664-1113.

DAVID W. DANNER
Executive Director and Secretary