

The following was composed by Dena Wocelka, Telecom Manager at Department of Transportation to be shared with DOT staff. She shared it with the State Telecom Managers Group of which I am a member.

About the time this new area code is completed in 2010, AT&T will also be looking at the 414 Area Code (Milwaukee area) for a new overlay area code. Those details are not available yet. Jamie

## New Area Code in the Wisconsin 715 Area

Due to the shortage of telephone numbers in the 715 area code, a new area code of 534 will be introduced (permissive) effective October 17, 2009 and (mandatory) effective July 17, 2010. **All** local calls from 715 will require 10 digit dialing effective July 17, 2010 when the new area code 534 becomes mandatory within the 715 area code. Once permissive dialing is introduced, you should begin changing your automatic dialers to dial 10 digits instead of 7. In the past when new area codes have been introduced in Wisconsin they have been Geographic splits which did not require 10 digit dialing to all area codes, it is important to note 10 digits will be mandatory **even when dialing other 715 area code numbers**.

Implementation Schedule	Date Time	Comments
Start of Permissive 10- digit Dialing	Saturday, 10-17-2009 12:01 a.m. CST	During permissive dialing, customers are encouraged to begin using 10-digit dialing to place all local calls (the 3-digit area code + the 7-digit local number). However, local calls will still complete if a caller dials only the 7-digit number.
Start of Mandatory 10-digit Dialing	Saturday, 7-17-2010 12:01 a.m. CST	Once mandatory 10-digit dialing begins, callers must use the 3-digit area code and the 7-digit number for all local calls. Calls incorrectly dialed will reach a recording indicating that it is necessary to dial the area code and the 7-digit telephone number.
Earliest NXX code Activation Date**	Saturday, 8-14-2010	

If you have a 715 phone number today, it will not be changed to 534. However when new numbers are added to homes, and businesses, the area code of 534 will be given out. So potentially you might have a 715 area code and 534 area code phone number in your house or business. Because both area codes reside within the same geographic area, all local calls must be dialed using the area code and the 7-digit telephone number (10 digits). In addition:

- An overlay will not require existing customers to change their area code. There is no need to revise stationery, business cards and advertising unless these printed materials contain only 7- digit phone numbers.
- An overlay will require customers adjust their automatic dialers and call forwarding arrangements to incorporate the area code on all calls.

What SPECIFICALLY does this mean to DOT TAC's?

- Update life safety system phone numbers (COOP/COG, Pandemic), fax machine speed dial lists, elevator numbers (ring down circuits), security and alarm services, private dial access entry systems, PBX and key systems. Any equipment that dials, transfers, or routes calls out through pre-programming. Contact your equipment vendor(s) if you need assistance.
- Update other sophisticated services and equipment such as message detail recording equipment, alternate route or least-cost routing systems, toll restriction, mobile telephone service, cellular telephone service, alarm circuits and PC modems.

- Voice mail - operator escape numbers, pager capabilities, auto attendants, special application mailboxes, rotational boxes
- UCD's (Uniform call distribution groups)
- Winter weather devices - phone lines that are polled may involved some area code changes and programming changes
- Speed dial groups – in particular the State patrol has programmed 300+ in their Key Systems and their PBX (for red phone lines)
- Call center anywhere automatic call center workgroups
- DMV's IVR and CC@ equipment when scripts transfer to numbers, dialing patterns will need to be programmed for 10 digit dialing
- Fax machines that have speed dial groups preprogrammed may need to be changed
- Modem pools with preprogrammed out-dialing, out-pulsing.
- 211 and 711 will be affected (although 511 should not)
- Traffic signal programming may need changing
- Message board communication must be programmed to dial 10 digits
- ATR's
- Routers
- Any computer equipment that remotely dials for support services, maintenance, or trouble shooting. (drop down lists of phone numbers need to be set up with 10 digits, not 4, 5, or 7.
- Include 10-digit telephone numbers on all printed materials such as stationery, checks, business cards, advertisements, promotional items, brochures and catalogs, and mailings.
- Inform employees and customers about the 10-digit dialing requirement in the area and the need to dial **all local calls** by using 10 digits.
- Notify alarm service providers of the 10-digit dialing requirement so that records and equipment can be updated as needed. (Remember part of their process may be to call you back, be sure they have your 10 digit phone number).
- Test telephone equipment to determine if it can dial and accept 10-digit dialed calls. Questions regarding changes to your telephone equipment should be directed to your equipment vendor(s). **Any updates or changes to equipment must be made prior to the scheduled mandatory dialing date.**
- At least thirty days prior to the start of permissive dialing a test number will be established. This will allow business customers to verify that their equipment can complete calls to the new area code. The test number will only be active for a limited time period. We have not been provided that test number yet, but will distribute this number when it becomes available.

How will an overlay and 10-digit dialing impact my home and business telephone service?

Your calling areas and rates will not be impacted by an area code overlay. Calls that were considered local before the introduction of the new area code will remain local calls. Calls that were considered long distance before the new area code will remain long distance calls. However, during the permissive dialing period both residential and business customers should begin making changes in anticipation of the scheduled mandatory dialing date.

For more information regarding this area code relief plan please visit the Wisconsin Public Service Commission website: <http://psc.wi.gov/utilityinfo/tele/areaCodes/home-AreaCodeRelief.htm>