

**PUBLIC UTILITY COMMISSION OF OREGON  
STAFF REPORT  
PUBLIC MEETING DATE: July 10, 2001**

**REGULAR AGENDA**\_\_\_ **CONSENT AGENDA** X **EFFECTIVE DATE** July 16, 2001

**DATE:** July 2, 2001

**TO:** Phil Nyegaard through Lance Ball

**FROM:** David Sloan

**SUBJECT:** United Telephone Company of the Northwest, Advice No. 530  
Promotion of Caller Identification – Name and Number service

**SUMMARY RECOMMENDATION:**

Staff recommends that the tariff sheets filed be allowed to go into effect.

**DISCUSSION:**

United Telephone Company of the Northwest (Company) filed Advice No. 530 on June 8, 2001. The filing amends the Company's tariff, P. U. C. OR. No. 3 and introduces a promotion of the Company's Caller Identification – Name and Number service. The effective date of the filing is July 16, 2001 and the promotion period is July 16 through September 23, 2001.

During the promotion period, for new residential subscribers to the Company's Express Touch® Service of Caller Identification – Name and Number, the Company will waive the \$7.50 first month's recurring charge.

I have analyzed a confidential cost analysis filed by the Company, which demonstrates that the first year net revenue effect of the filing will be an increase of approximately \$5,200.

The filing is consistent with ORS 759.267 and established guidelines and does not conflict with the public interest. ORS 759.267 permits a telecommunications utility to promote the use of its services by offering a waiver of part or all of a recurring or nonrecurring charge, a redemption coupon or a premium with the purchase of a service.

**STAFF RECOMMENDATIONS:**

I recommend the filed tariff sheets be allowed to go into effect.