

For Immediate Release
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CUSTOMERS TO HAVE CHOICE OF DELIVERY OF TELEPHONE WHITE PAGES DIRECTORY INFORMATION

St. Paul, Minnesota – Beginning Monday, July 27, most customers will have their choice of the means by which their local telecommunications service provider delivers directory information. Under amendments adopted by the Minnesota Public Utilities Commission (“Commission”) to existing Minnesota Rules, local service providers will be allowed to offer white pages directories electronically to satisfy the requirement to publish telephone directories. A customer of a local service provider which makes this information available electronically may choose to receive their directories in this manner. In any event, the new Rules provide that individual customers who prefer to receive printed directories can continue to do so.

The Commission enacted these changes by amending Minnesota Rules Chapters 7810, 7811, and 7812. After multiple directory publishers asked the Commission to vary the existing Rules, the Commission initiated this rulemaking proceeding in 2013.

Publication of directories has been a basic aspect of telephone service since the industry’s creation. To maintain a consistent basic level of service, the Commission has in the past required local service providers to annually deliver a printed white pages directory to each customer.

After receiving public comments in 2013 and 2014 on proposed changes to the Rules, the Commission concluded that it was necessary and reasonable to update its Rules to recognize electronic directories. Making electronic directories optional, but not mandatory, best balances the interests of recognizing current means of obtaining information and also reducing waste with the interests of providers and customers who still value printed directories.

The Commission’s Notice of Adoption was published in the July 20, 2015 edition of the *State Register*. Under Minnesota Statutes Section 14.27, the Rules are effective beginning on Monday, July 27—five working days after the date of publication.

All documents related to this proposed rulemaking are available on the Commission’s website at <http://mn.gov/puc>. Select “Search eDockets” and search for Docket Number E-999/R-13-459.