

Overlay Industry Committee Cust Education Milestones

#	Customer Education Milestone	Responsibility	Target Date	Status	Comments
1	Kick-Off Meeting	All Carriers	12/15/2021	Complete	
2	Develop Implementation Milestones	All Carriers	12/15/2021	Complete	To be modified as needed
3	Commission to issue Initial Press Release	Commission	2/12/2022	2/8/2022	
4	Review impacted directories and make necessary arrangements to update directories	Carriers with Directories	Ongoing	Ongoing	Carriers with directories to review directory publication deadlines and take appropriate actions to update directories as new publications are developed.
5	Send special letters to Directory Publishers	Co-Chairs	3/12/2022	Complete	These supplement the efforts of carriers with directories
6	Supply Verbiage for Single Customer Notification	Co-Chairs	3/12/2022	Complete	Co-Chairs to provide a template for a bill insert/bill message that carriers can use to educate their customers
7	Update internal and external web sites with new overlay NPA information	All Carriers	5/12/2022		Carriers to update internal and external websites to include new area code information
8	Update Social Media outlets to include new overlay NPA information	All Carriers (optional)	5/12/2022		Carriers encouraged to use social media outlets where possible to communicate information about the new area code.
9	Supply Verbiage for Press Release to Industry and Commission	Co-Chairs	6/12/2022		Co-chairs to distribute a template for a press release that carriers and the commission can issue to ensure the public is aware of the new overlay NPA.
10	Issue Single Customer Notification to educate customers about new overlay NPA	All Carriers	June/July Bill Cycle		Carriers may use template provided by the co-chairs, or tweak it as needed to fit their own needs. Carriers should run the bill insert or bill message in the full month prior to the new NPA effective date (some may choose to run it for 2 consecutive months)
11	Issue Press Release	All Carriers & Commission	8/1/2022		Press releases should be issued sometime during the week prior to the effective date of the new overlay NPA.
12	Earliest First Code Activation in new overlay NPA	All Carriers	8/12/2022		All remaining 314 codes must be assigned before 557 codes can be assigned