

**MCA/Calling Scope Task Force Agenda**  
**June 24, 2004 Meeting**  
**Commission Staff's Task Force Notes**

**Task Force Members in Attendance:**

Senator Jim Matthewson  
Senator John Griesheimer  
Representative Rachel L. Bringer  
Bill Biere  
Natelle Dietrich  
John Idoux  
Matt Kohly  
Arthur Martinez  
Craig Unruh  
John Van Eschen  
William Voight

Other attendees present: Tom Blevins, Walt Cecil, Megan Crain, Larry Dority, Doug Galloway, Bill Gamble, Bill Haas, Craig Johnson, Brian McCartney, Mimi MacDonald, Toni Messina, Mike Schepeler, Ric Telthorst

**I. Survey Discussion**

Dr. Fleming from the University of Missouri Center of Advanced Social Research located within the School of Journalism presented information describing the university's services for conducting surveys.

- Four stages of surveys (questionnaire design, sampling, interviews, and statistical analysis). The center is able to help in all four stages. Center for Advanced Social Research is able to help translate ideas into measurable questions.
- Questions and Answers:
  - Minimum sample size for a state-wide survey should be 800 respondents. A larger sample size may be necessary if the Task Force is interested in subgroup results (i.e., rural, MCA areas, MCA tiers, residential vs. business). Larger sample size controls margin of error;
    - To get 800 to 1,000 completed surveys between 5-7,000 tries must be made;
  - Minimum timeframe to perform survey, tabulate results, perform analysis and report to the Task Force will be around 6 weeks. Four weeks to conduct survey with two weeks needed to analyze data.
  - MU's sampling methodology was discussed.
    - Concern that exclusively wireless customers will be left out of the survey; statistical methodology may help compensate;

- The survey needs to be landline based; to do otherwise requires:
    - Compensation for minutes used by wireless customer;
    - A source of wireless telephone numbers;
  - Legal concerns were expressed regarding companies' obligations under the Customer Proprietary Network Information rules (federal and state);
  - How will variations in calling plans between the companies be handled?
- How long should the survey be? 10-15 minutes is suggested.
- How is the survey introduced to the respondent? A script is used; respondent is told everything;
- How much will the survey cost? Ballpark figure is approximately \$47 per completed survey or \$50,000 in total.
- Concerns that certain exchange codes (first three numbers in a seven digit phone number) will be avoided or specifically focused on. The center will not do that.

### **Discussion of Potential Survey Questions**

- The Commission Staff distributed draft ideas for conducting a survey (see handout).
- Concerns were raised about the customer's knowledge of:
  - Terminology;
  - Plans and services used, how do we ask questions to make people understand;
  - What is available in certain rural areas;
  - Dollars spent;
  - Minutes used;
  - Should customers' be informed of the potential of being contacted as survey respondent?
    - SBC has CPNI issues;
- Senators Matthewson and Greisheimer think a survey may be of little value. Public meetings are necessary. Greisheimer expressed a desire to add a sixth tier to the MCA plan and include two exchanges, Marthasville and Warrenton, in addition to specific petitions outlined in Commissions' Orders.
- Concern the survey cannot compensate for the route-specific nature of calling plans or public awareness of individual plans for local calling scopes.

- Who will pay for the survey? Answer: PSC.
- Senator Matthewson presented a motion for the Task Force to take the position to not proceed with a survey today with the understanding that the Task Force may later reconsider the prospect of conducting a survey sometime in the future. More information is needed to define the question and to identify the project's parameters. Seconded by Senator Greisheimer.
  - Discussion about the motion:
    - Customers may not be knowledgeable enough to answer survey questions;
    - Answers are obvious;
    - What will the survey tell us?
    - The questions are answered by the Commission's order;
    - Question if the survey and public hearings will become part of the public record?
    - Surveys are too expensive & won't teach us anything we do not already know.
- Aye: Greisheimer, Unruh, Matinez, Biere, Matthewson, Kohly, Idoux, Bringer.
- No: Van Eschen, Dietrich, Voight.
- Absent: Dandino, Johnson, Messerli.

Motion carries for the Task Force to not proceed with a survey at this time.

## **II. Local Calling Scopes**

- What is currently available for toll-free calling scopes? Tab H of the Task Force binder identifies all Missouri exchanges and whether the exchange has extended area service or is part of the metropolitan calling area plan.
- The Task Force members will work together to update this information by identifying new expanded calling plans offered by a representative sample of telecommunications companies.

## **III. Local Public Hearings**

Discussion about local public hearings. John Van Eschen will talk to Mike Dandino on his ideas for potential locations for public hearings

## **IV. Future Task Force Meetings**

Future Task Force meetings will be held on the following Wednesdays beginning at 10:00:

- July 7 (Truman State Office Building, Room 493/494)
- July 21 (Truman State Office Building, Room 850)
- August 4 (Governor Office Building, Room 470)
- August 18 (Truman State Office Building, Room 750)
- September 1 (Governor Office Building, Room 470)
- September 15 (Governor Office Building, Room 470)
- September 29 (Governor Office Building, Room 470)
- October 13 (Governor Office Building, Room 470)

Additional Task Force meetings/conference calls may later be added.