



Public Service Commission of Wisconsin

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July 17: Mandatory 10-digit dialing starts in the 715 area

Madison – The Public Service Commission of Wisconsin (PSC) reminds all residents and businesses in the 715 area code that the mandatory 10-digit dialing for all local calls originating from the 715 area code will begin on Saturday, July 17, 2010, when the permissive dialing period comes to an end.

In November 2008, the PSC considered area code relief options for the 715 area code and approved an ‘overlay,’ where a second area code – 534 – will be placed into service in the same geographic area served by the 715 area code. Because two area codes will serve the same region, federal rules require that customers dial the correct area code and 7-digit telephone number (10-digit dialing) for all local calls. Although dialing changes will occur with the overlay, other aspects of service will remain the same: customers with a 715 area code telephone number will keep the 715 area code for that number; customers will also keep their current 7-digit telephone number; and the price of local and long-distance calls will not change. Similar area code overlays with ten-digit dialing requirements have been successfully implemented in dozens of other places across the country.

What is a local call now will remain a local call, regardless of the number of digits dialed. With the area code overlay, the price of local or long-distance calls will not change and the dialing procedure for long distance or operator-assisted calls will not change. Residents will still dial three digits to reach 911. If 211, 311, 411, 511, 611, 711 and 811 are currently available in the community, or from the customer’s provider, consumers will continue to dial just three digits for those services.

In addition to changing the local dialing procedure, residents will need to reprogram any equipment that is currently programmed to dial a seven-digit local number. Devices such as PBX systems, life safety systems, fax machines, Internet dial-up, alarm and security systems, speed dialers, call-forward settings, voice mail and similar services must be reprogrammed with the new ten-digit dialing procedure prior to **July 17, 2010**.

The PSC ordered area code relief by means of an overlay in order to ensure that an adequate supply of telephone numbers remain available for assignment. New telephone numbers with the 534 area code may be assigned in some areas starting August 14, 2010.

Visit <http://psc.wi.gov/utilityinfo/tele/areaCodes/home-AreaCodeRelief.htm> for more information or contact your local service provider.

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