

313 Area Code Overlay

An overview

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Background – 313 Area Code

- The 313 area code was assigned to the state of Michigan in 1947 as one of the original area codes in the North American Numbering Plan.
 - Covered the Southeast portion of Michigan.
- Due to numbering demand, the 313 area code has been split twice:
 - 1993 - created the 810 area code
 - 1997 - created the 734 area code.
- Currently, the 313 area code covers:
 - Detroit, and its enclaves of Hamtramck and Highland Park;
 - Suburbs of Allen Park, Dearborn and Dearborn Heights, Ecorse, the Grosse Pointes, Inkster, Lincoln Park, Redford Township, River Rouge and Taylor.

Background – 313 Area Code / Numbering Issues

- The 313 area code has previously come close to running out of numbers.
 - In 1999, the Michigan Public Service Commission (MPSC) was informed by the North American Numbering Plan Administrator (NANPA), that the 313 area code was soon running out of available telephone numbers and relief efforts would need to be conducted.
 - Reasons for numbering exhaustion:
 - Dial-up internet, fax lines, and an increased need for numbers in the growing cellular telecommunications industry.
- The NANPA is the entity responsible for the neutral administration of the North American Numbering Plan for the US and its territories.
 - NANPA holds overall responsibility for NANP numbering resources, subject to directives from regulatory authorities in the countries that share the NANP.

Background – 313 Area Code / 679 Overlay

- In 2000, the NANPA, on behalf of the telecommunications industry, submitted a petition for area code relief to the MPSC.
 - Docketed in case no. U-12880.
 - Telecommunications industry recommended an all services overlay in the geographic area of the 313 area code.
 - An “overlay” is a type of area code relief that has since been recognized as an industry best practice and has the advantage that existing customers would not have to change telephone numbers, as was necessary during the previous splits that were performed during the 90s.
 - NANPA reserved the area code of **679** for such purpose.
 - A public hearing was conducted, as required pursuant to Section 303(2) of the Michigan Telecommunications Act and written comments were also received.
- The MPSC issued an order on September 7, 2001 in case U-12880 that recommended an all services overlay.
- Due to federal telephone number policy changes, numbering conservation efforts, as well as area code relief projects that took place in the early 2000s, relief planning for the 313 area code has been able to be delayed until now – 20+ years later.

Now – Upcoming 313 Area Code Numbering Exhaustion

- Continued innovation in the telecommunications marketplace, coupled with electronic device proliferation among customers, has contributed to an increased demand for telephone numbers.
- As a result, on November 16, 2022, the NANPA filed a petition on behalf of the Michigan telecommunications industry in MPSC docket number U-21337 for relief planning in the 313 area code.
- Based on NANPA’s projections, absent any relief efforts, the area code is expected to exhaust in the third quarter of 2025
 - “Exhaust” means most phone numbers within the area code are in use, with few to no new numbers available to assign, aside from those being returned to the numbering inventory and reassigned through standard industry practices, as well as the current blocks of numbers that have already been assigned to providers, but not yet assigned to customers.

What Customers Should Expect When Area Code Overlay Implementation Occurs

- Michigan already has one area code that is overlaid with another.
 - 947 is an overlay to the 248 area code
 - Overlays are **very** common throughout the United States
 - Atlanta, Chicago, Indianapolis, Las Vegas, Nashville, Salt Lake City, and the entire state of West Virginia are among many other areas that have area code overlays
 - As of December 2022, the NANPA was in the process of conducting 26 other area code relief projects in various states.
- All Customers in the 313 service area will need to begin dialing at least 10-digits for local calls. I.E. – Dial area code with the 7-digit telephone number.
 - 313 is not the first area code in Michigan to require at least 10-digit dialing for local calls.
 - Recently, this 10-digit dialing pattern was implemented for customers in the 616, 810, 989 and 906 area codes when the abbreviated 988 dialing code to contact the National Suicide Prevention Lifeline was implemented in 2022.
- Auto dialing equipment will need to be reprogrammed to accommodate the additional digits if that equipment is currently programmed to only dial 7-digits (without the area code).

What Customers Should Expect When Area Code Overlay Implementation Occurs - Continued

- The new overlay in the 313 area code may also require dialing changes to medical devices and alarm safety systems.
 - The telecommunications industry will work with customers on these changes, just as with the transition to 10-digit dialing to enable 988 to reach the Suicide Lifeline.
- Other potential items that may require updates:
 - Anything that may have only your 7-digit telephone number (without area code)
 - Pet tags, business stationary, etc.
- No changes to customer billing statements should occur because of these changes.
- No changes required for reaching 9-1-1 or other abbreviated dialing codes.
- **Your telephone number will remain the same.**
 - *The 313 area code will still remain and could still be assigned after 2025 to new customers.*

313 Area Code is not going away

- Again, all current customers with a 313 telephone number will continue to keep that number.
- New customers in the geographic area of the 313 area code may receive a 313 telephone number or the new 679 overlay number.
 - Numbering assignment is determined by the available numbers in the numbering pool, as well as the number of claimed numbers by a telephone provider that have not been used. A provider must meet utilization thresholds at the federal level to qualify for new numbers. Many providers may still have 313 numbers in their inventories as 679 begins to roll out.
 - 313 numbers are continuously recycled in the number system due to business and residential customers terminating their telephone service/number for reasons such as:
 - Moving outside of the 313 area code
 - No longer in business
 - Once the overlay takes effect, both 313 and 679 telephone numbers will be able to make local calls between each other.

Next Steps

- The NANPA requests that the MPSC issue an order in response to the industry's petition approving its recommended implementation plan for the 679 all services overlay in the 313 area code no later than **May 31, 2023**, to allow time to implement the plan prior to area code exhaust.
- After Commission staff has reviewed all comments received on the matter (public hearing & written), the Commission will issue an order with its decision, as NANPA requested.
 - This decision will also provide information regarding the upcoming changes to the dialing pattern.

Customer Education

- At least two rounds of customer education regarding the overlay will come from telecommunications service providers to their customers through:
 - bill messages and inserts;
 - direct mail;
 - text messaging;
 - or email.
- The telecommunications industry committee formed to coordinate and assist with the area code relief process will also send special letters to Alarm and Safety Systems providers, Directory Publishers, Pay Telephone, and 911 answering centers to inform them of the impending dialing changes.
- The MPSC will also assist with educational material, similar to the outreach that took place for the 988 dialing code for the National Suicide Prevention Lifeline.
 - Press Releases, Consumer Tips
- *Customers should not alter their current dialing pattern until they are informed to do so. If customers prematurely begin altering their dialing pattern, it could result in calls not being completed.*

Comment Submission

- Any person may submit verbal comments today. However, please note that when the public hearing begins, it is for comments only. If you have any specific questions that you would like to discuss, please see an MPSC staff person after the hearing for assistance.
- Any person may submit written comments concerning the proposed 313 area code relief plan. To be considered, all comments must be received *no later* than 5:00 p.m. (Eastern time) on March 20, 2023.
- The NANPA and industry will then be given until March 30th to file responses to any comments.
- All comments should reference Case No. U-21337.
- Address mailed comments to:
Executive Secretary
Michigan Public Service Commission
P.O. Box 30221
Lansing, MI 48909
- Electronic comments may be e-mailed to mpscdockets@michigan.gov.
- Any person requiring filing assistance may contact the MPSC Staff at (517) 284-8090 or by e-mail at mpscdockets@michigan.gov.
- All information submitted to the MPSC in this matter will become public information available on the MPSC's website and subject to disclosure; and all comments will be filed in Case No. U-21337.

Thank you for attending today's 313 area code overlay public hearing

Additional Information

- For further information related to the 313 overlay, please forward questions to the North American Numbering Plan Administrator contact below.

Heidi Wayman

Manager, Data Management

Call | 571-363-3824

Email | hwayman@nanpa.com

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Michigan Public Service Commission

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- ** Please reference MPSC Case No. U-21337