

Oakland County to get new area code — it's 810

Oakland County will have its first new area code since codes were assigned in the mid-1940s.

The new code — 810 — becomes effective Aug. 10, 1994. It should not be used until Dec. 1, 1993.

Bell accepted recommendations of a special advisory committee appointed by local government leaders last fall to decide how best to add the new area code.

The panel plan assigns Oakland,

Macomb, Genesee, Lapeer, St. Clair and Sanilac counties to the new 810 area code.

Small sections of Saginaw, Shiawassee and Livingston counties in the current 313 area also will become part of the 810 area code.

The smaller, redrawn 313 area code will include Wayne, Washtenaw and Monroe counties, as well as small sections of Jackson and Lenawee counties.

The new area code will have no effect on telephone rates, said Jack Sawka, Michigan Bell vice president of market and business development.

"What is a local call before the change will be a local call after the change," he said.

The additional area code is needed because southeastern Michigan is running out of numbers.

"The increasing popularity of fax

machines, cellular phones, pagers and computers has used up telephone numbers at a rapid pace over the past few years," Sawka said.

Establishing the new 810 area code will create more than 3 million telephone numbers in southeastern Michigan. The new supply of numbers is expected to meet the area's growth needs for about the next 20 years.

Sawka said it's the first time in

the nation that a public advisory committee was given the task of determining how a new area code should be formed.

Joe O'Connor, chairman of the public advisory panel and president of Consumer Market Analysts, Birmingham, said the plan reflects comments from those who participated in the public process.

"We went to great lengths to make sure we heard from everyone who wanted to be heard," O'Connor said. "We talked to thousands of

people to find out what they needed, what they preferred — and what they most objected to."

That effort included a dozen town meetings, preference surveys, and a special 800 telephone line to gather information on public concerns. The advisory panel initially examined three plans and chose the one that best met the criteria established by Bellcore, the agency responsible for administering the area code plan for North America.

See AREA CODE, 8A

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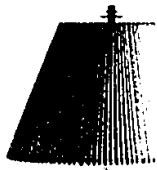
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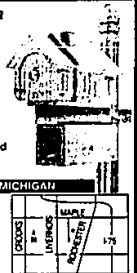
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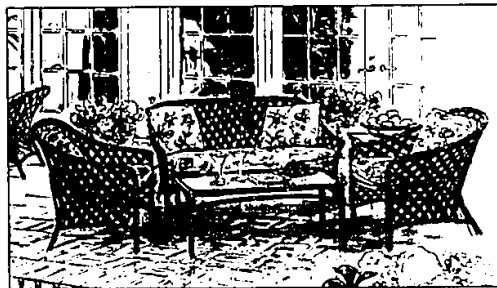
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