STATE OF MISSOURI

Robin Carnahan
Secretary of State

CORPORATION DIVISION

CERTIFICATE OF GOOD STANDING

I, ROBIN CARNAHAN, Secretary of the State of Missouri, do hereby certify that the records in my office and in my care and custody reveal that
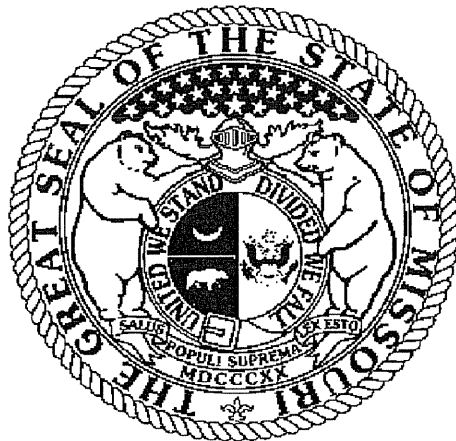
UNITED WAY OF GREATER ST. LOUIS, INC.
N00000414

was created under the laws of this State on the 12th day of April, 1955, and is in good standing, having fully complied with all requirements of this office.

IN TESTIMONY WHEREOF, I have set my hand and imprinted the GREAT SEAL of the State of Missouri, on this, the 23rd day of November, 2010

_____
Secretary of State

Exhibit 1
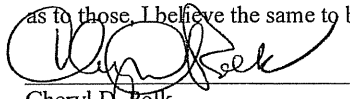
VERIFICATION

STATE OF MISSOURI)
~~COUNTY~~ City OF St Louis) ss.

I, Cheryl D. Polk, being first duly sworn upon oath, do hereby depose and state that I am Executive Vice President and Chief Operating Officer for United Way of Greater St. Louis, Applicant in this pro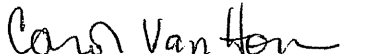ceeding; and am authorized to execute this verification; that I have read the above and foregoing reapplication and know the contents thereof; that the contents are true in substance and in fact, except as those matters which are stated upon information and belief, and as to those, I believe the same to be true.

_____
Cheryl D. Polk
Executive Vice President &
Chief Strategy and Engagement Officer
United Way of Greater St. Louis

Subscribed and sworn to before me this 23rd day of November, 2010.

_____
Carol Van Horn
Notary Public

CAROL VAN HORN
My Commission Expires
May 19, 2014
St. Louis City
Commission #10868768

NOTARY SEAL
STATE OF MISSOURI

Exhibit 2

Internal Revenue Service

Date: June 28, 2005

UNITED WAY OF GREATER ST LOUIS INC
% KENNETH A GRAESSER
910 N 11TH ST
ST LOUIS   MO 63101-1018

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:
    Jamie Bowling 31-08346
    Customer Service Representative
Toll Free Telephone Number:
    8:30 a.m. to 5:30 p.m. ET
    877-829-5500
Fax Number:
    513-263-3756
Federal Identification Number:
    43-0714167

Dear Sir or Madam:

This is in response to your request of June 28, 2005, regarding your organization's tax-exempt status.
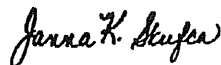
In December 1957 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,

Janna K. Skufca

Janna K. Skufca, Director, TE/GE
Customer Account Services

Exhibit 3

Exhibit 4
United Way of Greater St. Louis, Inc.
2-1-1 Database Inclusion and Exclusion Policies

I. **Purpose and Structure of the United Way 2-1-1 Database**

    A. The United Way 2-1-1 Database will include information and sufficient detail necessary to:

        1) Facilitate matching individuals with health and human services appropriate services appropriate to their needs (support I&R functions);

        2) Provide an "inventory" of government and voluntary health and human service efforts, based upon geographic or programmatic criteria (support community planning);

    B. The United Way 2-1-1 Database shall conform to the database standards adopted by the Alliance of Information and Referral Systems (AIRS) in the "National Standards for Information and Referral," upon which national accreditation is based.

        1) Standard 6: Data Elements;

- Unique record identification number;
- Code to identify the organization responsible for maintaining the record (to facilitate combination, in a single database, of records maintained by different organizations);
- Organization name (legal name) and AKAs including former name(s), popular names and popular acronyms;
- Street and mailing addresses (main location and branches);
- Telephone number(s) including TDD/TTY, Fax, web site address and electronic mail addresses;
- Hours and days of operation;
- Services provided and target populations served;
- Eligibility requirements and exclusions (e.g., age, gender);
- Documents which may be required by the organization for application (such as birth certificates);
- Geographic area served;
- Application process;
- Languages other than English in which the service is offered (bilingual staff or interpreter services);
- Legal status (e.g., nonprofit, government, for-profit, unincorporated group);
- Fee structure for service, if any (the phrase "sliding scale" may be sufficient; use "none" or the equivalent when applicable);
- Method of payment accepted (e.g., Medicaid, Medicare, private insurance);
- Name and title of the organization's administrator/director; and
- Date the information was last verified.
- Program capacity/units of service (e.g., number of persons the program can serve, number of shelter beds, number of training slots available);
- Access for people with disabilities or known barriers to such access; Licensing/accrediting bodies and type of licensing;
- Identification of local or national organizations with which an agency may be affiliated but whose title or acronym does not indicate this affiliation; and
- Title and/or name of the contact person for updating the record.
- Travel information such as cross streets and public transportation information;
- Title and/or name of the person (intake worker) who will assist the client.

        2) Standard 7: Indexing The Resource Database/Search Methods

- Alphabetically by organization name (including related acronyms or abbreviations);

- Type of service provided with extensive cross-references;
- Specific target population served, where applicable;
- Geographic area or political subdivision served; and
- Geographic location.
- Language(s) (other than English) in which the service is available;
- Fee structure (to allow for access to services that are available at no cost or on a sliding scale);
- Access for people with disabilities;
- Legal status of the organization (government, nonprofit, for-profit, unincorporated group);

3) Standard 8: Classification System.

I&R services in the United States shall use the AIRS/INFO LINE Taxonomy of Human Services (formally titled A *Taxonomy of Human Services: A Conceptual Framework with Standardized Terminology and Definitions for the Field*).

Accordingly, programs or services will be coded utilizing the AIRS Taxonomy of Human Services.

4) Standard 9: Database Maintenance

- The resource database shall be totally updated, at least annually, by surveys, telephone contact or on-site visits to organizations listed in the database. Records in the database shall include the date of last update.
- Procedures shall be in place for integrating interim information changes.
- Procedures shall be in place for identifying new agencies, acquiring required information about them and including them in the database.
- Update verification procedures shall be in place to ensure accuracy. The I&R service may, for example, request a signature on the update form.
- United Way 2-1-1 shall safeguard its resource database through duplication or computerized back-up. The back-up database shall be kept in a secure location where it will be protected from destruction or theft.

See Section V of this document.

II.   **Inclusion Criteria**

A. <u>General Scope:</u> The primary focus of the United Way 2-1-1 Database shall be non-profit and government (tax-supported) health and human services; however, the United Way 2-1-1 Database may also include non-profit arts, cultural and environmental organizations, particularly those that may provide volunteer opportunities. The United Way 2-1-1 Database may include certain for-profit health and human service companies, provided they meet the criteria delineated in Sections III & IV of this document.

B. <u>Geographic Scope:</u> The United Way 2-1-1 Database will include organizations providing services to residents of the following counties in Missouri:

City of St. Louis	Harrison County	Pemiscot County
Adair County	Hickory County	Perry County
Atchison County	Holt County	Phelps County
Audrain County	Howard County	Pike County
Barry County	Howell County	Polk County
Barton County	Iron County	Pulaski County
Benton County	Jasper County	Putnam County
Bollinger County	Jefferson County	Ralls County
Boone County	Knox County	Randolph County
Butler County	Laclede County	Reynolds County
Callaway County	Lawrence County	Ripley County
Camden County	Lewis County	St. Charles County
Cape Girardeau County	Lincoln County	St. Clair County
Carroll County	Linn County	Ste. Genevieve County
Carter County	Livingston County	St. Francois County
Cedar County	McDonald County	St. Louis County
Chariton County	Macon County	Schuyler County
Christian County	Madison County	Scotland County
Clark County	Maries County	Scott County
Cole County	Marion County	Shannon County
Cooper County	Mercer County	Shelby County
Crawford County	Miller County	Stoddard County
Dade County	Mississippi County	Stone County
Dallas County	Moniteau County	Sullivan County
Daviess County	Monroe County	Taney County
Dent County	Montgomery County	Texas County
Douglas County	Morgan County	Vernon County
Dunklin County	New Madrid County	Warren County
Franklin County	Newton County	Washington County
Gasconade County	Nodaway County	Wayne County
Gentry County	Oregon County	Webster County
Greene County	Osage County	Worth County
Grundy County	Ozark County	Wright County

As well as the following Illinois counties currently being served by the United Way of Greater St. Louis:

Calhoun County	Jersey County	Monroe County

**United Way of Greater St. Louis, Inc.
2-1-1 Database Inclusion and Exclusion Policies**

| Clinton County | Macoupin County | Randolph County |
| Greene County | Madison County | St. Clair County |

C. <u>Organizational Types</u>: *See sections III and IV – the organizations must meet the criteria described in either Section III or IV.*

D. <u>Types of Human Services Included</u> – will generally conform to the structure of the AIRS/INFO LINE Taxonomy of Human Services. *See Part I, Section B3, Standard 8.*

B Basic Needs

Definition: Programs that furnish survival level resources including food, housing, material goods, transportation and temporary financial assistance for low and fixed-income, indigent, elderly or disabled people who are otherwise unable to adequately provide for themselves and their families. Also included are related services that are available to the community at large.

D Consumer Services

Definition: Programs that provide for the education and protection of individuals who purchase, use, maintain and dispose of products and services. Included are programs that establish and/or enforce pricing policies, credit reporting and debt collection practices, quality and safety standards for goods and services and other trade practices that affect the consumer; programs that provide information and/or counseling to help consumers manage their finances and make informed credit and purchasing decisions; and programs that provide access for consumers to fair hearings, mediation or binding arbitration when they have complaints regarding consumer products and services and appropriate remedies when their complaints are justified.

F Criminal Justice and Legal Services

Definition: Programs that promote and preserve the conditions that enable community residents to live in a safe and peaceful environment through the enforcement of laws that protect life and property and the administration of justice according to the principles of law and equity. Included are crime prevention programs as well as programs that investigate and make arrests for criminal behavior; provide support for witnesses to and victims of crimes; and provide for the arraignment, prosecution and defense, judgment, sentencing, confinement and eventual release and resettlement of offenders.

H Education

Definition: Programs that provide opportunities for people in the community to acquire the knowledge, skills, desirable qualities of behavior and character, wisdom and general competence that will enable them to fully participate in and enjoy the social, political, economic and intellectual life of the community.

J Environmental Quality

Definition: Programs that preserve, protect and, where possible, improve both the artificial and natural aspects of the physical environment and/or which develop and implement measures for accident prevention and intervention in the case of emergencies in order to promote the public health and safety and enable human beings to live in ecological balance and harmony with their surroundings.

L   Health Care

Definition: Programs whose primary purpose is to help people in the community achieve and maintain physical well-being through the study, prevention, screening, evaluation and treatment of people who have illnesses, injuries or disabilities; and the provision of family planning, maternity and other services that relate to human reproduction.

N   Income Security

Definition: Programs that provide for the economic needs of the community by helping those who are able and willing to prepare for and obtain gainful employment; by securing public assistance and support for the eligible needy; and by ensuring that retirees, older adults, disabled people and other eligible individuals receive the social insurance benefits to which they are entitled.

P   Individual and Family Life

Definition: Programs that promote the personal, social and spiritual development of people in the community by providing services that replace or supplement the care and support that is generally available through the family unit, and by offering social, religious and leisure-time activities that are personally satisfying and lead to optimal social functioning.

R   Mental Health Care and Counseling

Definition: Programs that provide preventive, diagnostic and treatment services in a variety of community and hospital-based settings to help people to achieve, maintain and enhance a state of emotional well-being, personal empowerment and the skills to cope with everyday demands without excessive stress. Treatment may include emotional support, introspection and problem-solving assistance utilizing a variety of modalities and approaches, and medication, as needed, for individuals who range from the severely chronically mentally ill through those who are experiencing difficult life transitions or who are having problems in coping with daily living.

T   Organizational/Community Services

Definition: Programs that provide any of a broad spectrum of services for the community as a whole including opportunities for individuals or groups to participate in community improvement or service projects, to have a voice in the political process, to have access to information services, or to benefit from the availability of a variety of services for residents, travelers, newcomers, community agencies, organizations, businesses and industry.

III.   Non-Profit Organizations (tax-exempt or government-supported)

Organizations that meet the following criteria are automatically considered for inclusion in the United Way 2-1-1 Database.

A. Organizations that meet the requirements under 501(C)(3) of the Internal Revenue Code of the Internal Revenue Service as a tax exempt charitable organization. This includes the following:

"501(c)3 - Corporations, and any community chest, fund, or foundation, organized and operated exclusively for religious, charitable, scientific, testing for public safety, literary, or educational purposes, or to foster national or international amateur sports competition (but only if no part of its activities involve the provision of athletic facilities or equipment), or for the prevention of cruelty to children or animals, no part of the net earnings of which inures to the benefit of any private shareholder or individual, no substantial part of the activities of which is carrying on propaganda, or otherwise attempting, to influence legislation (except as otherwise provided in subsection (h)), and which does not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of (or in opposition to) any candidate for public office."

B. Organizations that meet requirements under 501 (C) (4) through 501 (C) (8) of the Internal Revenue Code of the Internal Revenue Service as tax exempt organizations. This includes:

"501(c)(4)-Civic leagues or organizations not organized for profit but operated exclusively for the promotion of social welfare, or local associations of employees, the membership of which is limited to the employees of a designated person or persons in a particular municipality, and the net earnings of which are devoted exclusively to charitable, educational, or recreational purposes."

"501 (c)(5) Labor, agricultural, or horticultural organizations."

"501 (c)(6) Business leagues, chambers of commerce, real-estate boards, boards of trade, or professional football leagues (whether or not administering a pension fund for football players), not organized for profit and no part of the net earnings of which inures to the benefit of any private shareholder or individual."

"501 (c)(7) Clubs organized for pleasure, recreation, and other nonprofitable purposes, substantially all of the activities of which are for such purposes and no part of the net earnings of which inures to the benefit of any private shareholder."

"501 (c)(8) Fraternal beneficiary societies, orders, or associations -

(a) operating under the lodge system or for the exclusive benefit of the members of a fraternity itself operating under the lodge system, and

(b) providing for the payment of life, sick, accident, or other benefits to the members of such society, order, or association or their dependents."

C. Organizations that have met requirements under 501(C)3 of the Internal Revenue Code of the Internal Revenue Service under the tax-exempt status of a larger, "parent" charitable organization.

Examples: The organization is "covered" under the 501(c)3 of Catholic Charities USA or the National Benevolent Association of the Disciples of Christ.

D. Public, tax-supported agencies and institutions, including those operated by local, municipal, county, state & federal agencies.

E. Schools providing preschool, elementary and secondary education that meet one of the above criteria A-D (either nonprofit or public, tax-supported institutions.)

F. Colleges and universities providing post-secondary education that meet one of the above criteria A-D (either nonprofit or public, tax-supported institutions.)

G. Hospitals & health care agencies that meet one of the above criteria A-D (either nonprofit or public, tax-supported institutions.)

H. Churches, synagogues, mosques or other religious institutions

I. Organizations comprised entirely of volunteers, which exist for charitable purposes or for mutual support (ie. Support or self-help groups, PTO's, neighborhood associations) who have not filed for tax exemption because they do not generate revenue.

IV.   **For-Profit Organizations/Services**

Certain for-profit organizations will be <u>considered</u> for inclusion in the United Way 2-1-1 Database provided that they meet criteria A and B, <u>and</u> at least one of C, D, or E of the following criteria:

A.   They are incorporated in the State of Missouri or Illinois, or in the case of national companies, legally incorporated in the state in which they operate.

B.   If appropriate, they are licensed to provide the service they offer; ie. Nursing homes, mental health services, etc. and can provide documentation or proof of such licensing. If hospital or direct health care institution, they must:

   1.   Meet the accreditation standards of the Joint Commission for the Accreditation of Health Care Organizations, and
   2.   Accept Medicare/Medicaid.

C.   They offer a unique health or human service NOT provided by a government or nonprofit entity, or

D.   They offer a significant, "needed" service to the public or to nonprofit organizations <u>free of charge or with client fees underwritten by contract with a government or non-profit entity</u>. This service must not be tied to the purchase of another fee-based product or service. The company's fee-based services will NOT be included in the "United Way 2-1-1 Database".

E.   They are a licensed service vendor for City, County or Municipal Government; the State of Missouri or Illinois, the Federal Government. Includes MC+ and Medicare HMO vendors.

United Way of Greater St. Louis, Inc.
2-1-1 Database Inclusion and Exclusion Policies

V.   Updating/Authorization of Use

A.   Organizations are responsible for completing a comprehensive questionnaire detailing their organization's administrative and site information, and all programs or services.

B.   Organizations must complete and sign an annual Authorization/Release form, certifying that:

- The organization continues to meet the criteria for inclusion in the United Way 2-1-1 Database detailed in Sections III & IV of this document;
- That the information provided is accurate;
- That the United Way is authorized to use the information provided in the United Way 2-1-1 Database and its related I&R products and services, including the 2-1-1 web page;
- That the organization has not been found guilty of fraud;
- That the organization does not discriminate against clients in provision of services on the basis of race, religion, gender or national origin.

C.   Organizations included in the United Way 2-1-1 Database are responsible for notifying the United Way of any significant changes in the services that they provide as they occur throughout the year. Significant changes include such changes as address, telephone number, key staff, etc. or programmatic changes such as the addition or discontinuation of services. Notification may be done by telephone, fax, post or e-mail.

D.   The United Way will provide (by mail, e-mail or fax) a comprehensive, printed profile at least once per year for the purpose of reviewing the organization's listing and authorizing it's use in the United Way 2-1-1 Database and its I&R products. The organization must respond by fax, post or e-mail with any needed changes and return a signed Authorization/Release form.

E.   The United Way will actively update certain types of services on a more frequent schedule (between annual updates); examples include food pantries, utility assistance and housing payment assistance programs.

VI.   Complaints

The United Way of Greater St. Louis is not a licensing or accrediting body for nonprofit or for profit organizations, and therefore is not qualified to make qualitative judgements about the organizations included in the United Way 2-1-1 Database. Individuals wishing to make complaints about agencies will be referred to appropriate consumer protection agencies; ie. Better Business Bureau, Attorney General, etc. or, when relevant, to the appropriate licensing or accrediting body.

However, when complaints are made regarding agencies receiving United Way funds, the offended individual will be referred to the appropriate local United Way.

VII.   Removal of Profiles from the United Way 2-1-1 Database

Inclusion in the United Way 2-1-1 Database should be viewed as a privilege rather than a right. The United Way reserves the right to remove any agency from the United Way 2-1-1 Database at any time, for any reason. However, the following circumstances will result in immediate removal from the United Way 2-1-1 Database:

A. The agency fails to respond to requests for update and verification for more than 15 months.

B. The agency's status changes such that it no longer meets the inclusion criteria delineated throughout this document.

C. Failure to deliver service, a finding of fraud, misrepresentation and/or discrimination.

VIII. Appeals

Appeals of this Inclusion/Exclusion Criteria, or of a decision to exclude or remove an agency from the United Way 2-1-1 Database may be made to the following individuals, in this order:

A. United Way 2-1-1 Resource Manager
B. United Way 2-1-1 Director
C. United Way President or COO
D. Chair, United Way 2-1-1 Advisory Committee
E. United Way Executive Committee

IX.   **Disclaimer**

Inclusion in the United Way 2-1-1 Database does not imply United Way membership, funding or endorsement, nor does it guarantee any client referrals will be made by the United Way 2-1-1 or by agencies utilizing the United Way 2-1-1 Database for case management or referral purposes.

Exhibit 5

DESCRIPTION OF PROPOSED 2-1-1 EVALUATION PLAN

This section outlines the evaluation plan to measure the results of the United Way of Greater St. Louis 2-1-1 System. The proposed 2-1-1 system is designed to increase the state of Missouri's capacity to connect people to needed health and human services by collecting, organizing, and disseminating information to residents seeking and wanting to give assistance. The benefits of this 2-1-1 system are:

1. Missouri residents know to call 2-1-1 for information on health and human services
2. Residents have access to high-quality information and referral services, particularly those Missouri counties who previously were un-served by I&R programs
3. Inquirer data is gathered for use in determining service gaps, trends, unmet needs, etc.

The outcomes of the United Way of Greater St. Louis 2-1-1 model to be assessed are as follows.
- ➤ Number and percentage (establish baseline and set targets accordingly) of Missouri residents contact 2-1-1 for information about health and human services
- ➤ Increase access to high quality Information & Referral/2-1-1 services; establish access to high quality I&R services to Missouri counties (establish baseline and set targets accordingly)
- ➤ Increase inquirer satisfaction with 2-1-1 call experience (establish baseline and set targets accordingly)
- ➤ Increase the use of the 2-1-1 web site for information about resources and 2-1-1 usages (establish baseline and set targets accordingly).

The evaluation will also focus on substantiating:

- factors that impact the success of the 2-1-1 system
- programmatic dynamics that impact implementation and outcomes achieved, such as having a centralized 2-1-1 Call Center and using data hubs
- 2-1-1 programming operates as planned and inquirer impact as is achieved as anticipated.

Evaluation Design and Methodology
The evaluation will include process and outcome assessments using a combination of qualitative and quantitative methods and reflecting the different phases of the system's development (i.e., systems set-up, establishing baselines, and measuring impact). Baseline data will be collected beginning with the "soft launch" phase of implementation, tentatively, July 2007 and will continue through July 2008. The information collected shall consist of call records, inquirer profile data, and documentation of system implementation. Other methods will include telephone surveys and follow-up call interviews. The format and design of measurement tools shall draw upon existing instruments for information and referral programs.

The following tables display the output and outcome measures to be evaluated.

System Implementation	Outputs	Unit Measures
Functionality	"Data Hubs" operational	Facilities, staff, equipment, etc.
	Communication – Coordination	Protocols, policies and practices
Staffing	Number of staff trained; hours of training	People and hours
Data Collection and Maintenance	Resource Database	Agency profiles
	2-1-1/AIRS I & R Standards	Compliance to standards
Marketing / Promotion	Number and type of promotional activities	Number of activities

Program Operations	Outputs	Unit Measures
Inquiries	Number of inquiries (volume)	Number of people/inquirers
	Length of calls	Minutes
	Type of calls/inquiries	Number of inquiries by category
	Response time / Speed of answering calls	Minutes
	Abandonment rate	Number of calls abandoned
Call Responses	Number of referrals made	Number of agencies/contact inf.
	Number of inquirers referred	People
Web Inquiries	Number of web site hits (volume)	Number of hits, downloads, etc.
Inquirer Demographics	Caller characteristics (geographic origin, age, gender, special needs, etc.)	Number by category

	Outcomes	Indicators
Resource Database	Criteria met for core information and data elements (level of descriptive information collected; standards for maintenance, accessibility, and classification)	Track AIR/ 2-1-1 standards met; Track AIRS/2-1-1 required data elements met
	Information is complete and accurate	Track documentation of information shared
High Quality Service Delivery	Calls spend no more than an average of two minutes (120 seconds) in queue before connection to specialist	Track average length of time in queue
	Information provided was pertinent to inquirers needs	Track documentation of inquirers' presenting needs and information provided
	Compliance to AIRS Standards	Track AIR/2-1-1standards met
Referrals	Inquirers connected/linked with appropriate services	Track number of "warm" transfers
	Referral was pertinent to inquirers' needs	Track caller responses regarding IR staff correctly understanding caller's presenting needs

Caller/Customer Satisfaction	Inquirers report assistance was helpful and met expectations	Track caller responses regarding being provided viable options; made aware of next steps toward resolving the presenting need; feeling their need was assessed accurately; feeling engaged; etc.
	Inquirers report they would call again	Track number of repeat inquirers within a given time period
Utilization of 211 Information	Increase community engagement to use 2-1-1 information (information about service provision, gaps, and shortages; unmet needs; trends regarding profiles of inquirers, service requests, etc.)	Track number of web site hits to access or download 2-1-1 usage data

Data Collection and Analysis

A combination of qualitative and quantitative data collection methods will be used. There will be three data sources.

1. Call data will be captured as part of the telephone call transaction data system.
2. Inquirer data will be documented by I&R/2-1-1 Specialists and entered into a database. This data will be compiled from computer-based call tracking forms utilizing coded forced-response items according to planned protocols and procedures. Open-ended items will also be used to allow for opportunities to gain broader and richer information. This data will consist of information gathered during the call, upon call exit, and during targeted follow-up calls.
3. Other potential data sources include agencies, community partners, and the general public. This data will consist of information gathered through targeted surveys, and general records and documentation.

An appropriate analysis scheme will be developed for the closed and open-ended items, and where possible, both descriptive and inferential statistics will be utilized to assess both the 2-1-1 system processes and outcomes. Existing I&R data sources will be identified for comparative analysis, and data will be collected to establish baselines for the following factors.

- Call volume
- Types of inquiries or arrays of individual problems and needs
- Inquirer demographics
- Geographic origin

This data shall be assessed as trends in raw numbers, percentage-change fluctuations, or assessed against geographic or demographic data.

Reporting

Monthly, quarterly, and annual reports covering evaluation activities will be generated for examination and review by stakeholders. The reports will consist of monitoring activities (set-up

and implementation), updates on progress toward achieving key performance indicators, and analysis of program impact.

NAME 2-1-1 Call Center Representatives   **DIVISION 2-1-1**

Instructions: Use the following to outline your individual goals, metrics and tasks toward achieving your Division's metrics to accomplish the organization's Strategic Priorities. Please specify the Strategic Priority Area and Organizational Goal; and the Division goal and strategies. Then state your individual goals, activities/tasks, timeline and measurements.

Strategic Priority #	STAFF DEVELOPMENT	
Organizational Goal		
Division Goal/Metrics	Staff participation in relevant training to support achievement of AIRS Accreditation	
Division Strategies	Identify training/refreshers needed; CIRS Certification; Quality Monitoring	
Individual Goal	Participate in training/refreshers offered; maintain or achieve CIRS Certification, if applicable and improve quality through service observation feedback.	
Activities and Tasks		
	1	Successfully take or retake Essential Learning Modules
	2	Study for AIRS CIRS Certification, sit for test when eligible
	3	Actively participate in refresher training on the ABC's and Department Policies/Procedures
	4	Use Quality Monitoring as tool to improve skills and quality delivery. Achieve 85% baseline as a Department.
Timeline	12/31/2010	
Measurements:	Complete all trainings per time frames established; sit for the CIRS exam, when scheduled; achieve Quality Monitoring scores of 85% average for Department at rollout of program and ongoing.	

Strategic Priority #	ACCREDITATION	
Organizational Goal		
Division Goal/Metrics	Achieve AIRS Accreditation by end year 2010	
Division Strategies	Develop work plan; complete self assessment; submit application; implement training; achieve milestones to achieve accreditation	
Individual Goal	Be aware of AIRS Accreditation process and requirements; complete trainings; incorporate Department Processes and Procedures to insure consistent quality and adherence to AIRS Standards.	
Activities and Tasks		
	1	Achieve "base-line" understanding of AIRS Accreditation process/requirements by reading materials provided.
	2	Actively engage in training and provide feed-back to insure compliance with standards.
	3	Read, understand and use skills, practices and procedures outlined in the ABC's and in the Department Operations Manual.
	4	Consistently meet established Metrics and Performance standards.
Timeline	12/31/2010	
Measurements:	Assist in the achievement of Accreditation by completing tasks as assigned; successfully completing periodic testing to measure understanding of the Accreditation process and meeting or exceeding Metrics & Performance Standards.	

Strategic Priority #	DONOR RETENTION
Organizational Goal	
Division Goal/Metrics	Assist in the "Thank You Call Campaign" - 2000 by April 30th
DivisionStrategies	Get scripting, training, make calls and track results
Individual Goal	Attend training, make calls and track results

Activities and Tasks		
	1	Actively participate in training
	2	Make calls following script
	3	Document results
	4	
Timeline		3/1 - 4/30
Measurements:		Complete all calls by deadline.

Division Goal/Metrics		REPORTING
Division Strategies		Department Scorecard Implementation
Individual Goal		Meet or exceed Metrics & Performance Standards for Documentation
Activities and Tasks		
	1	Answer all calls presented (Cisco and REFER should be the same)
	2	Document calls correctly in REFER (Documentation Standard)
	3	
	4	
Timeline		On-going
Measurements:		Monthly feedback via individual reports and monitoring of REFER documentation

Division Goal/Metrics		OPERATE A 2-1-1 SERVICE THAT CONFORMS TO AIRS & 2-1-1 UWGSL QUALITY
Division Strategies		Division meets or exceeds Metrics & Performance Standards established based on AIRS Standards for Accreditation
Individual Goal		Meet or exceed Metrics & Performance Standards for Call Handling and Quality.
Activities and Tasks		
	1	Meet or exceed Call Handling Metrics & Performance Standards of: Team ASA = :30 sec.; Abandon Rate = less than or equal to 10%; Service Level = 70% answered w/n 30 sec.
	2	Meet or exceed Quality Metrics and Standards of: Average call monitoring and survey results = 85% for team.
	3	Use feedback and 1-1 meetings with supervisors to solidify best practices or make improvements.
	4	
Timeline		Monthly
Measurements:		Meet or exceed Metrics & Performance Standards for Call Handling and Quality.

Proposed List of Local Exchanges to be Served by 2-1-1

Exchange Name	Area Code	Incumbent Local Exchange Carrier

Implementation Phase   Phase 1

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Advance	573	AT&T
Altenberg-Frohna	573	AT&T
Antonia	636	AT&T
Argyle	573	AT&T
Armstrong	660	AT&T
Ash Grove	417	AT&T
Beaufort	573	AT&T
Bell City	573	AT&T
Billings	417	AT&T
Bismark	573	AT&T
Bloomfield	573	AT&T
Bloomsdale	573	AT&T
Blytheville	573	AT&T
Bonne Terre	573	AT&T
Booneville	660	AT&T
Bowling Green	573	AT&T
Bridgeton	314	AT&T
Brookfield	660	AT&T
Camdenton	573	AT&T
Campbell	573	AT&T
Cape Girardeau	573	AT&T
Cardwell	573	AT&T
Carl Junction	417	AT&T
Carrollton	660	AT&T
Carthage	417	AT&T
Caruthersville	573	AT&T
Cedar Hill	636	AT&T
Center	573	AT&T
Chaffee	573	AT&T
Charleston	573	AT&T
Chesterfield	636	AT&T
Chestnut	314	AT&T
Chillicothe	660	AT&T
Clarksville	573	AT&T

Exhibit 6

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Clever	417	AT&T
Climax Springs	573	AT&T
Creve Coeur	314	AT&T
Deering	573	AT&T
Delta	573	AT&T
DeSoto	636	AT&T
Dexter	573	AT&T
Downing	660	AT&T
East Prairie	573	AT&T
Edina	660	AT&T
Eldon	573	AT&T
Elsberry	573	AT&T
Essex	573	AT&T
Eureka	636	AT&T
Evergreen	314	AT&T
Farmington	573	AT&T
Fayette	660	AT&T
Fenton	636	AT&T
Ferguson	314	AT&T
Fisk	573	AT&T
Flanders	314	AT&T
Flat River	573	AT&T
Florissant	314	AT&T
Forest	314	AT&T
Fort Scott	417	AT&T
Frankford	573	AT&T
Fredericktown	573	AT&T
Freeburg	573	AT&T
Fulton	573	AT&T
Gideon	573	AT&T
Glasgow	660	AT&T
Gravois Mills	573	AT&T
Gray Summit	636	AT&T
Hannibal	573	AT&T
Harvester	636	AT&T
Hayti	573	AT&T
Hazelwood	314	AT&T
Herculaneum/Crystal City	636	AT&T
Higbee	660	AT&T

Exhibit 6

Exchange Name	Area Code	Incumbent Local Exchange Carrier
High Ridge	636	AT&T
Hillsboro	636	AT&T
Holcomb	573	AT&T
Hornersville	573	AT&T
Imperial	636	AT&T
Jackson	573	AT&T
Jasper	417	AT&T
Jefferson	314	AT&T
Joplin	417	AT&T
Kennett	573	AT&T
Kirksville	660	AT&T
Kirkwood	314	AT&T
Ladue	314	AT&T
Lake Ozark	573	AT&T
Lamar	417	AT&T
Lancaster	660	AT&T
Leadwood	573	AT&T
Lilbourn	573	AT&T
Linn	573	AT&T
Lockwood	417	AT&T
Louisiana	573	AT&T
Mack's Creek	573	AT&T
Malden	573	AT&T
Manchester	636	AT&T
Marble Hill	573	AT&T
Marceline	660	AT&T
Marionville	417	AT&T
Marston	573	AT&T
Maxville	636	AT&T
Mehlville	314	AT&T
Melrose	314	AT&T
Meta	573	AT&T
Mexico	573	AT&T
Mission	314	AT&T
Moberly	660	AT&T
Monett	417	AT&T
Montgomery City	573	AT&T
Morehouse	573	AT&T
Neosho	417	AT&T

Exhibit 6

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Nevada	417	AT&T
New Franklin	660	AT&T
New Madrid	573	AT&T
Oak Ridge	573	AT&T
Old Appleton	573	AT&T
Oran	573	AT&T
Overland	314	AT&T
Pacific	636	AT&T
Parkview	314	AT&T
Patton	573	AT&T
Paynesville	573	AT&T
Perryville	573	AT&T
Pevely	636	AT&T
Pierce City	417	AT&T
Pocahontas-New Wells	573	AT&T
Pond	636	AT&T
Poplar Bluff	573	AT&T
Portage de Sioux	636	AT&T
Portageville	573	AT&T
Prospect	314	AT&T
Puxico	573	AT&T
Qulin	573	AT&T
Richwoods	573	AT&T
Risco	573	AT&T
Riverview	314	AT&T
Sappington	314	AT&T
Scott City	573	AT&T
Senath	573	AT&T
Sikeston	573	AT&T
South Nixa	417	AT&T
Spanish Lake	314	AT&T
Springfield	417	AT&T
St. Charles	636	AT&T
St. Clair	636	AT&T
St. Louis City	314	AT&T
St. Louis Principal	314	AT&T
St. Mary's	573	AT&T
Stanberry	660	AT&T
Ste. Genevieve	573	AT&T

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Trenton	660	AT&T
Tuscumbia	573	AT&T
Union	636	AT&T
Valley Park	636	AT&T
Versailles	573	AT&T
Vienna	573	AT&T
Walnut Grove	417	AT&T
Wardell	573	AT&T
Ware	636	AT&T
Washington	636	AT&T
Webb City	417	AT&T
Webster Groves	314	AT&T
Wellsville	573	AT&T
Westphalia	573	AT&T
Wyatt	573	AT&T

Implementation Phase Phase 2

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Aldrich	417	CenturyTel
Alton	417	CenturyTel
Annapolis	573	CenturyTel
Arcola	417	CenturyTel
Ashland	573	CenturyTel
Augusta	636	CenturyTel
Aurora	417	CenturyTel
Ava	417	CenturyTel
Avilla	417	CenturyTel
Belgrade	573	CenturyTel
Belle	573	CenturyTel
Belleview	573	CenturyTel
Birch Tree	573	CenturyTel
Bland	573	CenturyTel
Blue Eye	417	CenturyTel
Boss	573	CenturyTel
Bourbon	573	CenturyTel
Bradleyville	417	CenturyTel
Bradyville	417	CenturyTel
Branson	417	CenturyTel
Branson West	417	CenturyTel
Bronaugh	417	CenturyTel
Brunswick-Triplett	660	CenturyTel

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Buffalo	417	CenturyTel
Bunker	573	CenturyTel
Cabool	417	CenturyTel
Caledonia	573	CenturyTel
Canton	573	CenturyTel
Cape Fair	417	CenturyTel
Cassville	417	CenturyTel
Caulfield	417	CenturyTel
Cedar Creek	417	CenturyTel
Centerville	573	CenturyTel
Centralia	573	CenturyTel
Chamois	573	CenturyTel
Clarence	660	CenturyTel
Clark	573	CenturyTel
Collins	417	CenturyTel
Columbia	573	CenturyTel
Conway	417	CenturyTel
Crane	417	CenturyTel
Cross Timbers	417	CenturyTel
Cuba	573	CenturyTel
Dadeville	417	CenturyTel
Dalton	660	CenturyTel
Dardenne	636	CenturyTel
Defiance	636	CenturyTel
Dora	417	CenturyTel
Edgar Springs	573	CenturyTel
El Dorado Spr	417	CenturyTel
Elkland	417	CenturyTel
Ellsinore	573	CenturyTel
Elmer	660	CenturyTel
Eminence	573	CenturyTel
Everton	417	CenturyTel
Ewing	573	CenturyTel
Exeter	417	CenturyTel
Foley	636	CenturyTel
Fordland	417	CenturyTel
Foristell	636	CenturyTel
Forsyth	417	CenturyTel
Fremont	573	CenturyTel

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Gainesville	417	CenturyTel
Galena	417	CenturyTel
Golden City	417	CenturyTel
Gorin	660	CenturyTel
Greenfield	417	CenturyTel
Grove Spring	417	CenturyTel
Hallsville	573	CenturyTel
Harrisburg	573	CenturyTel
Hartville	417	CenturyTel
Hawk Point	636	CenturyTel
Hermann	573	CenturyTel
Hermitage	417	CenturyTel
High Hill	636	CenturyTel
Highlandville	417	CenturyTel
Holstein	636	CenturyTel
Houston	417	CenturyTel
Humansville	417	CenturyTel
Hunnewell	573	CenturyTel
Hurley	417	CenturyTel
Irondale	573	CenturyTel
Ironton	573	CenturyTel
Jamestown	660	CenturyTel
Jenkins	417	CenturyTel
Jerico Spring	417	CenturyTel
Jonesburg	636	CenturyTel
Kahoka	660	CenturyTel
Keytesville	660	CenturyTel
Kimberling City	417	CenturyTel
Koshkonong	417	CenturyTel
La Grange	573	CenturyTel
LaBelle	660	CenturyTel
Ladonia	573	CenturyTel
LaPlata	660	CenturyTel
Leasburg	573	CenturyTel
Lesterville	573	CenturyTel
Lewistown	573	CenturyTel
Licking	573	CenturyTel
Louisburg	417	CenturyTel
Macon	660	CenturyTel

Exhibit 6

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Manes	417	CenturyTel
Mano	417	CenturyTel
Mansfield	417	CenturyTel
Marshfield	417	CenturyTel
Marthasville	636	CenturyTel
Milo	417	CenturyTel
Monroe City	573	CenturyTel
Montauk Park	573	CenturyTel
Monticello	573	CenturyTel
Morrison	573	CenturyTel
Moscow Mills	636	CenturyTel
Mountain Grove	417	CenturyTel
Mountain View	417	CenturyTel
Mt. Sterling	573	CenturyTel
Mt. Vernon	417	CenturyTel
Nebo	417	CenturyTel
New Melle	636	CenturyTel
Niangua	417	CenturyTel
Noel	417	CenturyTel
Norwood	417	CenturyTel
O'Fallon	636	CenturyTel
Oates	573	CenturyTel
Old Monroe	573	CenturyTel
Osceola	417	CenturyTel
Ozark	417	CenturyTel
Palmyra	573	CenturyTel
Paris	660	CenturyTel
Perry	573	CenturyTel
Pittsburg	417	CenturyTel
Potosi	573	CenturyTel
Powell	417	CenturyTel
Prairie Home	660	CenturyTel
Preston	417	CenturyTel
Protem	417	CenturyTel
Raymondville	417	CenturyTel
Reeds Spring	417	CenturyTel
Republic	417	CenturyTel
Revere	660	CenturyTel
Roby	417	CenturyTel

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Rocheport	573	CenturyTel
Rockaway Beach	417	CenturyTel
Rogersville	417	CenturyTel
Safe	573	CenturyTel
Santa Fe	573	CenturyTel
Sarcoxie	417	CenturyTel
Schell City	417	CenturyTel
Seligman	417	CenturyTel
Seymour	417	CenturyTel
Shelbina	573	CenturyTel
Shelbyville	573	CenturyTel
Shell Knob	417	CenturyTel
Southwest Cit	417	CenturyTel
Sparta	417	CenturyTel
St. James	573	CenturyTel
St. Peters	636	CenturyTel
Stella	417	CenturyTel
Stoutsville	573	CenturyTel
Strafford	417	CenturyTel
Sturgeon	573	CenturyTel
Summersville	417	CenturyTel
Thayer	417	CenturyTel
Theodosia	417	CenturyTel
Thomasville	417	CenturyTel
Timber	573	CenturyTel
Triplett	660	CenturyTel
Troy	636	CenturyTel
Truxton	636	CenturyTel
Urbana	417	CenturyTel
Van Buren	573	CenturyTel
Vanzant	417	CenturyTel
Vichy	573	CenturyTel
Walker	417	CenturyTel
Warrenton	636	CenturyTel
Washburn	417	CenturyTel
Wasola	417	CenturyTel
Wayland	660	CenturyTel
Weaubleau	417	CenturyTel
Wentzville	636	CenturyTel

Exhibit 6

Exchange Name	Area Code	Incumbent Local Exchange Carrier
West Plains	417	CenturyTel
West Quincy	573	CenturyTel
Wheatland	417	CenturyTel
Willard	417	CenturyTel
Willow Springs	417	CenturyTel
Winfield	636	CenturyTel
Winona	573	CenturyTel
Wooldridge	660	CenturyTel
Wright City	636	CenturyTel
Sheldon	417	Spectra

Implementation Phase   Phase 3

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Bernie	573	BPS Telephone Company
Parma	573	BPS Telephone Company
Steele	573	BPS Telephone Company
Atlanta	660	Chariton Valley Telephone Corp.
Bevier	660	Chariton Valley Telephone Corp.
Bosworth	660	Chariton Valley Telephone Corp.
Bucklin	660	Chariton Valley Telephone Corp.
Bynumville	660	Chariton Valley Telephone Corp.
Callao	660	Chariton Valley Telephone Corp.
Clifton Hill	660	Chariton Valley Telephone Corp.
De Witt	660	Chariton Valley Telephone Corp.
Ethel	660	Chariton Valley Telephone Corp.
Excello	660	Chariton Valley Telephone Corp.
Forest Green	660	Chariton Valley Telephone Corp.
Hale	660	Chariton Valley Telephone Corp.
Huntsville	660	Chariton Valley Telephone Corp.
Jacksonville	660	Chariton Valley Telephone Corp.
New Boston	660	Chariton Valley Telephone Corp.
New Cambria	660	Chariton Valley Telephone Corp.
Prairie Hill	660	Chariton Valley Telephone Corp.
Salisbury	660	Chariton Valley Telephone Corp.
Halltown	417	Choctaw Telephone Co.
Asbury	417	Craw-Kan Telephone Coop.
East Arcadia	417	Craw-Kan Telephone Coop.
East Mulberry	417	Craw-Kan Telephone Coop.
Purcell	417	Craw-Kan Telephone Coop.
Clearwater Lake	573	Ellington Telephone Company
Ellington	573	Ellington Telephone Company

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Garwood	573	Ellington Telephone Company
Redford	573	Ellington Telephone Company
Sweetwater	573	Ellington Telephone Company
Brazito	573	EMBARQ
California	573	EMBARQ
Centertown	573	EMBARQ
Clarksburg	573	EMBARQ
Craig	660	EMBARQ
Eugene	573	EMBARQ
Fairfax	660	EMBARQ
Ft. Leonard Wood	573	EMBARQ
Hopkins	660	EMBARQ
Jefferson City	573	EMBARQ
Lebanon	417	EMBARQ
Lincoln	660	EMBARQ
Maryville	660	EMBARQ
Mound City	660	EMBARQ
New Bloomfield	573	EMBARQ
Newburg	573	EMBARQ
Norborne	660	EMBARQ
Pickering	660	EMBARQ
Richland	573	EMBARQ
Rolla	573	EMBARQ
Russellville	573	EMBARQ
Salem	573	EMBARQ
St. Robert	573	EMBARQ
St. Thomas	573	EMBARQ
Syracuse	660	EMBARQ
Taos	573	EMBARQ
Tarkio	660	EMBARQ
Tipton	660	EMBARQ
Waynesville	573	EMBARQ
Farber	573	Farber Telephone Company
Berger	573	Fidelity Telephone Company
Gerald	573	Fidelity Telephone Company
Japan	573	Fidelity Telephone Company
Lyon	573	Fidelity Telephone Company
New Haven	573	Fidelity Telephone Company
Owensville	573	Fidelity Telephone Company

Exhibit 6

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Spring Bluff	573	Fidelity Telephone Company
Stanton	573	Fidelity Telephone Company
Sullivan	573	Fidelity Telephone Company
Goodman	417	Goodman Telephone Co.
Lanagan	417	Goodman Telephone Co.
Diamond	417	Granby Telephone Co.
Granby	417	Granby Telephone Co.
Barnard	660	Grand River Mutual Tel. Corp.
Bethany	660	Grand River Mutual Tel. Corp.
Blockton	660	Grand River Mutual Tel. Corp.
Brimson	660	Grand River Mutual Tel. Corp.
Browning	660	Grand River Mutual Tel. Corp.
Cainsville	660	Grand River Mutual Tel. Corp.
Chula	660	Grand River Mutual Tel. Corp.
Conception Junction	660	Grand River Mutual Tel. Corp.
Davis City	660	Grand River Mutual Tel. Corp.
Denver	660	Grand River Mutual Tel. Corp.
Eagleville	660	Grand River Mutual Tel. Corp.
Galt	660	Grand River Mutual Tel. Corp.
Gentry	660	Grand River Mutual Tel. Corp.
Gilman City	660	Grand River Mutual Tel. Corp.
Jamesport	660	Grand River Mutual Tel. Corp.
Lamoni	660	Grand River Mutual Tel. Corp.
Laredo	660	Grand River Mutual Tel. Corp.
Lineville	660	Grand River Mutual Tel. Corp.
Linneus	660	Grand River Mutual Tel. Corp.
Lucerne	660	Grand River Mutual Tel. Corp.
Meadville	660	Grand River Mutual Tel. Corp.
Mercer	660	Grand River Mutual Tel. Corp.
Mount Moriah	660	Grand River Mutual Tel. Corp.
New Hampton	660	Grand River Mutual Tel. Corp.
Newton	660	Grand River Mutual Tel. Corp.
Parnell	660	Grand River Mutual Tel. Corp.
Powersville	660	Grand River Mutual Tel. Corp.
Princeton	660	Grand River Mutual Tel. Corp.
Purdin	660	Grand River Mutual Tel. Corp.
Ravenwood	660	Grand River Mutual Tel. Corp.
Ridgeway	660	Grand River Mutual Tel. Corp.
Sheridan	660	Grand River Mutual Tel. Corp.

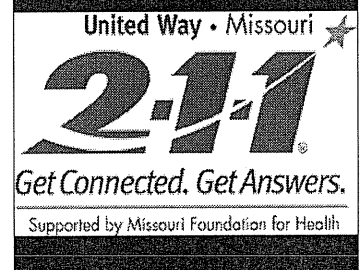| Exchange Name	Area Code	Incumbent Local Exchange Carrier
Spickard	660	Grand River Mutual Tel. Corp.
Washington Center	660	Grand River Mutual Tel. Corp.
Avalon	660	Green Hills Telephone Corp.
Bogard	660	Green Hills Telephone Corp.
Dawn	660	Green Hills Telephone Corp.
Ludlow	660	Green Hills Telephone Corp.
Mooresville	660	Green Hills Telephone Corp.
Tina	660	Green Hills Telephone Corp.
Wheeling	660	Green Hills Telephone Corp.
Maitland	660	Holway Telephone Co.
Skidmore	660	Holway Telephone Co.
Burlington Junction	660	Iamo Telephone Co.
Clearmont	660	Iamo Telephone Co.
Elmo	660	Iamo Telephone Co.
Westboro	660	Iamo Telephone Co.
Auxvasse	573	Kingdom Telephone Company
Big Spring	573	Kingdom Telephone Company
Hatton	573	Kingdom Telephone Company
Mokane	573	Kingdom Telephone Company
Rhineland	573	Kingdom Telephone Company
Tebbetts	573	Kingdom Telephone Company
Williamsburg	573	Kingdom Telephone Company
Deerfield	417	KLM Telephone Co.
Richards	417	KLM Telephone Co.
Metz	417	KLM Telephone Co.
Baring	660	Mark Twain Rural Telephone Company
Brashear	660	Mark Twain Rural Telephone Company
Durham	573	Mark Twain Rural Telephone Company
Green Top	660	Mark Twain Rural Telephone Company
Hurdland	660	Mark Twain Rural Telephone Company
Knox City	660	Mark Twain Rural Telephone Company
Leonard	660	Mark Twain Rural Telephone Company
Newark	660	Mark Twain Rural Telephone Company
Novelty	660	Mark Twain Rural Telephone Company
Philadelphia	573	Mark Twain Rural Telephone Company
Steffenville	660	Mark Twain Rural Telephone Company
Williamstown	573	Mark Twain Rural Telephone Company
Wyacona	660	Mark Twain Rural Telephone Company
Jane	417	McDonald County Telephone Co.

Exhibit 6

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Pineville	417	McDonald County Telephone Co.
Anderson	417	McDonald Telephone Company
Miller	417	Miller Telephone Co.
New Florence	573	New Florence Telephone Co.
New London	573	New London Tel. Co./TDS Telecom
Arbela	660	Northeast Missouri Rural Telephone Co.
Brock	660	Northeast Missouri Rural Telephone Co.
Green City	660	Northeast Missouri Rural Telephone Co.
Lemons	660	Northeast Missouri Rural Telephone Co.
Luray	660	Northeast Missouri Rural Telephone Co.
Martinstown	660	Northeast Missouri Rural Telephone Co.
Memphis	660	Northeast Missouri Rural Telephone Co.
Novinger	660	Northeast Missouri Rural Telephone Co.
Omaha	660	Northeast Missouri Rural Telephone Co.
Pollock	660	Northeast Missouri Rural Telephone Co.
Queen City	660	Northeast Missouri Rural Telephone Co.
Tobin Creek	660	Northeast Missouri Rural Telephone Co.
Unionville	660	Northeast Missouri Rural Telephone Co.
Winigan	660	Northeast Missouri Rural Telephone Co.
Orchard Farm	636	Orchard Farm Tel. Co./TDS Telecom
Oregon	660	Oregon Farmers Mutual Telephone Co.
Black Water	660	Otelco, Inc.
Bunceton	660	Otelco, Inc.
Fortuna	660	Otelco, Inc.
Gilliam	660	Otelco, Inc.
High Point	660	Otelco, Inc.
Latham	660	Otelco, Inc.
Pilot Grove	660	Otelco, Inc.
Speed	660	Otelco, Inc.
Peace Valley	417	Peace Valley Telephone Co.
Rockport	660	Rock Port Telephone Co.
South Hamburg	660	Rock Port Telephone Co.
Watson	660	Rock Port Telephone Co.
Seneca	417	Seneca Telephone Co.
Tiff City	417	Seneca Telephone Co.
Cherryville	573	Steelville Telephone Company
Huzzah	573	Steelville Telephone Company
Steeleville	573	Steelville Telephone Company
Viburnum	573	Steelville Telephone Company

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Stoutland	417	Stoutland Telephone Co./TDS Telecom
Albany	660	Windstream Communications
Allendale	660	Windstream Communications
Bellflower	573	Windstream Communications
Bollivar	417	Windstream Communications
Clubb	573	Windstream Communications
Coffey	660	Windstream Communications
Crocker	573	Windstream Communications
Dixon	573	Windstream Communications
Doniphan	573	Windstream Communications
Eolia	573	Windstream Communications
Fairdealing	573	Windstream Communications
Fairplay	417	Windstream Communications
Fairview	417	Windstream Communications
Gallatin	660	Windstream Communications
Grandin	573	Windstream Communications
Grant City	660	Windstream Communications
Greenville	573	Windstream Communications
Halfway	417	Windstream Communications
Holliday	660	Windstream Communications
Iberia	573	Windstream Communications
Indian Grove	660	Windstream Communications
Jameson	660	Windstream Communications
Laclede	660	Windstream Communications
Liberal	417	Windstream Communications
Madison	660	Windstream Communications
Martinsburg	573	Windstream Communications
Mendon	660	Windstream Communications
Middletown	573	Windstream Communications
Milan	660	Windstream Communications
Minden Mines	417	Windstream Communications
Morrisville	417	Windstream Communications
Myrtle	417	Windstream Communications
Naylor	573	Windstream Communications
Neelyville	573	Windstream Communications
New Hartford	573	Windstream Communications
Olney	573	Windstream Communications
Oxly	573	Windstream Communications
Patterson	573	Windstream Communications

Exhibit 6

Exchange Name	Area Code	Incumbent Local Exchange Carrier
Piedmont	573	Windstream Communications
Pleasant Hope	417	Windstream Communications
Polk	417	Windstream Communications
Ponder	573	Windstream Communications
Powder	573	Windstream Communications
Purdy	417	Windstream Communications
Rothville	660	Windstream Communications
Silex	573	Windstream Communications
St. Elizabeth	573	Windstream Communications
Stark City	417	Windstream Communications
Stockton	417	Windstream Communications
Stotts City	417	Windstream Communications
Stover	573	Windstream Communications
Sumner	660	Windstream Communications
Vandalia	573	Windstream Communications
Verona	417	Windstream Communications
Wappapello Park	573	Windstream Communications
Wheaton	417	Windstream Communications
Williamsville	573	Windstream Communications
Winston	660	Windstream Communications

Exhibit 6

United Way 2-1-1 Missouri
Annual Report Summary
FY08 – FY10

Presented to the
Missouri Public Service Commission
November, 2010

United Way · Missouri

2-1-1

Get Connected. Get Answers.

Supported by Missouri Foundation for Health

November 22, 2010

Telecommunications Department
Missouri Public Service Commission
200 Madison Street
Jefferson City, Missouri 65101-0360

Re: Final Report to Accompany Re-Application for 2-1-1 Designation

The United Way of Greater St. Louis / 2-1-1 Missouri is pleased to report and submit the following report to the Missouri Public Service Commission detailing our efforts and accomplishments since the Commission granted 2-1-1 authority to the United Way of Greater St. Louis in 2007. Since that time, United Way 2-1-1 Missouri has served 99 counties of Missouri with pride and a spirit of service and excellence, while partnering with the United Way of Greater Kansas City, whose 2-1-1 serves the remaining 16 counties. Together, we are extremely proud to provide the citizens of the great state of Missouri with 100% coverage, allowing them access to thousands of resources and volunteer opportunities in their respective communities.

The United Way of Greater St. Louis is most grateful to the Missouri Public Service Commission for the opportunity to champion 2-1-1 in our state and we are very appreciative of the confidence placed in us to execute this initiative. Since the launch in 2007, tireless efforts have been made to build a quality system that is dependable, redundant, provides excellent services and exceeds expectations of the Public Service Commission and stakeholders.

On the following pages, select highlights and accomplishments for each year since the authority was granted, have been outlined in addition to required data and performance indicators.

At the time of this report, 2-1-1 Missouri's Staffing includes: 1 Director, 1 Call Center Manager, 1 Resource Manager, 3 Shift Supervisors, 8 Full Time Information and Referral Specialists, 5 Full Time Resource Specialists and 11 Part-Time Information and Referral Specialists.

Services to Missouri residents is offered 24/7/365 with access to a live agent at all times.

Should you have any questions relative to this report and the accompanying call reports, please do not hesitate to contact me.

Respectfully submitted,

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- Granted authority by the Missouri Public Service Commission to provide 2-1-1 service in 99 Counties
- Launched 2-1-1, hired Information and Referral staff for the call center
- Established data collection "hubs" across the state and hired Resource Specialists
- Launched the "Get Listed" campaign and collected information on thousands of services across the state
- Launched the service with AT&T, CenturyTel and Charter customers accounting for more than 85% access to the service by Missouri residents
- Conducted community information meetings across the state
- Launched the statewide website: www.211missouri.org
- Served at the Operation Weather Survival contact line to assist citizens during extreme weather periods, most notably, following the 2006 heat wave and power outages
- Launched partnership with the Washington University's Brown School of Social Work to study the use of 2-1-1 as a means of reaching target populations with health messages and resources…this study was designed to connect Missourians to important cancer prevention and screening resources
- Launched an expanded public relations campaign to help broaden our reach while helping smaller communities become aware of 2-1-1 benefits
- Answered 124,407 calls; Maintained an average speed to answer of :08 seconds and an abandon rate of 4%

Inquirer Needs	2008 Jul '07-Jun '08
Clothing, Personal, Household Needs	4,125
Employment	468
Food	2,799
Health Care	1,357
Income Support	5,976
Housing/Shelter	52,720
Individual, Family Support	1,143
Information Services	13,659
Legal, Consumer, Public Safety	602
Mental Health/Addiction	700
Transportation	1,208
Volunteer, Donations	2,817
All Other	749
Total Calls w/I&R Action	*88,323*
All Other Calls Logged	62,973
Grand Total Inquiries Logged	**151,296**
Total Calls Answered	**124,407**
Total Calls Abandoned	**4,528**
Call Answer Percent (> 85%)	97%
Call Abandon Percent (< 15%)	4%
Avg. Speed of Answer (< 30 sec.)	0:00:08
Average Length of Call	0:03:27
Unmet Needs Identified (Top 10)	
Electric Service Payment Assistance	5,347
Fans/Air Conditioners	523
Food Pantries	95
Gas Service Payment Assistance	5,128
Holiday Adoption Program	786
Homeless Shelters	386
Mortgage Payment Assistance	1,244
Rent Deposit Assistance	1,413
Rent Payment Assistance	4,188
Water Service Payment Assistance	510
Corresponding Barriers to Service	
Agency Informed Client It Was Out Of Funds	1
Agency Refused Client	99
All Programs Full	3,065
Client Doesn't Meet Requirements Of Referral	2,506
Client Refused Referral Service Given	538
Incomplete Call	263
No Resources Exists For Specified Need	10,745
No Resources For Specified Need of Geographical Location	4,845
Service Doesn't Exist	154
Wait For Service Impractical	735

- 4,776 agencies; 8,70- sites and 36,998 services were under contract and housed in the 2-1-1 database
- Increased call volumes from 73 rural counts, some by over 200%
- Partnered with KETC and KWMU programs and the "Facing the Mortgage / Financial Crisis" program that was replicated by 30 PBS stations across the nation
- Established cell phone coverage with AT&T
- Purchased and installed a generator to ensure 100% accessibility for the 2-1-1 offices
- Completed Disaster Continuity Plan and mutual aid memorandums of understand with three (3) call centers to support 2-1-1 Missouri calls in the event of a disaster
- Launched the Washington University research study entitled "Integrating Cancer Control Referrals and Navigation into 2-1-1."
- Collaborated with the St. Louis Area Long Term Recovery Committee to make outbound calls to over 3,000 home owners registered with FEMA from the 2008 summer flooding.
- Worked closely with FEMA and SEMA to respond to emerging needs during the 2009 winter storms
- Continued partnership with Operation Weather Survival and handled of 1,780 weather related calls during the extreme heat and cold periods
- Contracted with the City of St. Louis to be their H1N1 information hotline
- Hired new 2-1-1 Director after the unexpected loss of former 2-1-1 Director at the beginning of 2009
- 2-1-1 was awarded a federal grant from the Substance Abuse and Mental Health Services Administration (SAMHSA) to market 2-1-1 in rural counties and connect residents to services.
- Answered 104,816 calls; Maintained an average speed to answer of :22 seconds and an abandon rate of 3%

Inquirer Needs	2009 Jul '08-Jun '09
Clothing, Personal, Household Needs	6,523
Employment	1,308
Food	5,362
Health Care	3,295
Income Support	6,791
Housing/Shelter	74,943
Individual, Family Support	6,770
Information Services	22,319
Legal, Consumer, Public Safety	1,668
Mental Health/Addiction	2,193
Transportation	1,713
Volunteer, Donations	1,699
All Other	3,437
Total Calls w/I&R Action	*138,021*
All Other Calls Logged	7,790
Grand Total Inquiries Logged	**145,811**
Total Calls Answered	**104,816**
Total Calls Abandoned	**3,466**
Call Answer Percent (> 85%)	97%
Call Abandon Percent (< 15%)	3%
Avg. Speed of Answer (< 30 sec.)	0:00:22
Average Length of Call	0:04:07
Unmet Needs Identified (Top 10)	
Electric Service Payment Assistance	4,327
Fans/Air Conditioners	496
Food Pantries	172
Gas Service Payment Assistance	4,280
Holiday Adoption Program	863
Homeless Shelters	861
Mortgage Payment Assistance	613
Rent Deposit Assistance	2,350
Rent Payment Assistance	6,004
Water Service Payment Assistance	638
Corresponding Barriers to Service	
Agency Informed Client It Was Out Of Funds	5
Agency Refused Client	60
All Programs Full	2,802
Client Doesn't Meet Requirements Of Referral	4,831
Client Refused Referral Service Given	983
Incomplete Call	889
No Resources Exists For Specified Need	9,868
No Resources For Specified Need of Geographical Location	6,900
Service Doesn't Exist	198
Wait For Service Impractical	463

- 4712 agencies, 8652 sites and 37,788 services were housed in our database
- Established and launched the first 2-1-1 Missouri Advisory Committee. This 16-member advisory group was officially convened on National 2-1-1 Day during our Open House which received overwhelming participation from agencies and partners statewide
- Made application to launch the 10-month accreditation process through AIRS.
- Launched external-facing community reports
- Washington University/United Way 2-1-1 collaboration continued with its National Cancer Institute grant funded study, ""Integrating Cancer Control Referrals and Navigation into 2-1-1."
- Eight (8) members of the 2-1-1 staff attended the National AIRS Conference where 3 specialists obtained their certifications and 1 member was selected as a speaker for the conference and presented a formal workshop presentation.
- 100% of all eligible Resource Specialists on staff are now certified.
- Additional conferences attended during the quarter include the National Voluntary Agencies Active in Disaster's (NVOAD) and the SEMA Emergency Managers conference.
- A 2-1-1 employee was appointed and currently serves as the Chair of the Missouri Volunteer Organizations Active in Disaster (MOVOAD).
- Operation Weather Survival (OWS) moved into full readiness mode for the impending summer weather. Cooling Site locations were updated and posted to various websites. OWS also participated in a pilot program on public awareness efforts during summer hot weather season.
- Disaster Response efforts were also ever present as a key component to 2-1-1 services:
  - 2-1-1 established itself as a major contributing member of the Meta Leadership post summit planning team.
  - 2-1-1 began the development of a formal partnership with the American Red Cross regarding their Ready Rating Program and disaster response efforts
  - Long Term Recovery efforts continued. Flood disaster recovery funding though SSBG has enabled the working of 83 remaining cases from 287 FEMA registrants in 2008.
  - 2-1-1's affiliation with STARRS (St. Louis Area Regional Response System) also continues with team members serving on the Disaster Human Services – sub-committee. Together, we are developing plans for Long Term Recovery, Community Preparedness, Volunteers & Donations Management, Mass Care and Public Awareness.
  - United Way Emergency Response Team was established – CPR training was completed by several members of 2-1-1 management.
- Additional Memorandums of Understanding were added and executed with the Missouri Sate Emergency Management Agency (SEMA) and discussions have begun with the City of St. Louis Emergency Management Agency (CEMA). Key partnerships and Memorandums of Understanding were also executed with Missouri Association for Community Action (MACA) and Northeast Area Agency on Aging (NEAAA). We have also been named the lead entity for 2-1-1 Missouri, partnering with 2-1-1 of Greater Kansas City.
- Three (3) members of our 2-1-1 team were selected to attend Disaster Response Training and have been named to the United Way Worldwide 2-1-1 Disaster Response Team.
- Missouri 2-1-1 was supportive of the 2010 Census efforts, worked to encourage our base of clients to return their Census forms to ensure that they "were counted." (?)

- 2-1-1 continues to research and pursue new funding opportunities. During the 2nd quarter, grant applications were submitted to Commerce Bank and to Mutual of America.
- Substantial strides were made regarding the rural outreach initiative. 2-1-1 established agreements with three (3) United Ways to house and help locate part-time outreach staff members. Several billboards, newspaper ads and radio spots blanketed the state of Missouri in rural areas outside of St. Louis to promote 2-1-1 and to increase awareness in counties where low volume has been identified.
- Continued execution of SAMHSA grant activities
- Through June, 2010, answered 116,354 calls; Maintained an average speed to answer of :31 seconds and an abandon rate of 5%

Inquirer Needs	2010 Jul '09-Jun '10
Clothing, Personal, Household Needs	5,483
Employment	2,409
Food	4,414
Health Care	5,131
Income Support	4,255
Housing/Shelter	77,168
Individual, Family Support	5,621
Information Services	20,998
Legal, Consumer, Public Safety	2,325
Mental Health/Addiction	2,995
Transportation	1,550
Volunteer, Donations	1,673
All Other	2,085
Total Calls w/I&R Action	***136,107***
All Other Calls Logged	7,617
Grand Total Inquiries Logged	**143,724**
Total Calls Answered	**116,354**
Total Calls Abandoned	**6,111**
Call Answer Percent (> 85%)	95%
Call Abandon Percent (< 15%)	5%
Avg. Speed of Answer (< 30 sec.)	0:00:31
Average Length of Call	0:03:04
Unmet Needs Identified (Top 10)	
Electric Service Payment Assistance	4,921
Fans/Air Conditioners	352
Food Pantries	154
Gas Service Payment Assistance	3,367
Holiday Adoption Program	1,214
Homeless Shelters	1,351
Mortgage Payment Assistance	483
Rent Deposit Assistance	1,501
Rent Payment Assistance	4,283
Water Service Payment Assistance	952
Corresponding Barriers to Service	
Agency Informed Client It Was Out Of Funds	76
Agency Refused Client	200
All Programs Full	2,681
Client Doesn't Meet Requirements Of Referral	3,980
Client Refused Referral Service Given	1,232
Incomplete Call	942
No Resources Exists For Specified Need	11,042
No Resources For Specified Need of Geographical Location	5,613
Service Doesn't Exist	79
Wait For Service Impractical	100