

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

In the Matter of the Reapplication of)
The United Way of Greater Kansas City, Inc.)
f/k/a The Heart of America United Way, Inc.)
for an Order of the Commission Granting it) Case No. _____
Continuing Authority as an Information)
and Referral Provider for purposes of)
211 service)

REAPPLICATION FOR 211 AUTHORITY

Comes now The United Way of Greater Kansas City, Inc., f/k/a The Heart of America United Way, Inc. (hereinafter “UWGKC” or “Applicant”), by and through its attorneys, pursuant to 4 CSR 240-32.200 (8) and respectfully submits this reapplication to the Missouri Public Service Commission:

1. Applicant, UWGKC, is a nonprofit corporation organized and existing under the laws of the State of Missouri and as defined by section 501(c) (3). It is the survivor in an Agreement and Plan of Merger between The Heart of America United Way, Inc., (HOA) Bi- County United Way of Cass and Jackson, Inc., (BC) United Way of Johnson County, Inc. (JC) and United Way of Greater Kansas City, Inc. Under the terms of the Agreement and Plan of Merger UWGKC, JC and BC merged into HOA, with HOA surviving as the continuing corporation under a different name, “United Way of Greater Kansas City, Inc.”

2. Attached as Exhibit 1 is a certificate of good standing for UWGKC issued by the Missouri Secretary of State. The merger of the entities did not affect UWGKC’s tax exempt status. A copy of the tax exempt letter issued by the Internal Revenue Service is attached hereto as Exhibit 2. A copy of a confirmation of tax status issued by the Internal

Revenue Service is attached as Exhibit 3.

3. Questions or inquiries concerning this Application may be directed to:

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and,

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4. Effective June 18, 2004, UWGKC was authorized by the Commission in Case No. AO-2004-0036 to serve as a Missouri Information and Referral (I&R) Provider for the exchanges listed on Schedule 1 to this Application for a period of three years.

5. On March 16, 2007, Applicant, under its previous legal name, filed an application pursuant to Commission rule 4 CSR 240-32.200 for continuing authority as an I&R Provider for purposes of 211 service. Effective June 18, 2007, in File No. TO-2007-0338, the Commission granted UWGKC's application for continuing authorization to serve as a 211 I&R Provider for another period of three years.

6. On July 29, 2010, Applicant filed an application, pursuant to Commission rule 4 CSR 240-32.200, for continuing authority as an Information and Referral Provider (I&R), for purposes of 211 service. Effective January 22, 2011, in File No. AO-2011-0025, the Commission again extended Applicant's authority for three years in the scheduled exchanges.

7. On October 13, 2013, Applicant filed another application, pursuant to Commission rule 4 CSR 240-32.200, for continuing authority as an Information and Referral Provider (I&R), for purposes of 211 service. Effective January 13, 2014, in File No. AO-2014-0093, the Commission again extended Applicant's authority for three years in the scheduled exchanges.

8. This reapplication for 211 authority is being filed at least 90 days before the expiration of Applicant's authority as extended. Under Commission Rule 4 CSR 240-32.200(8) this reapplication is therefore timely.

9. Operating under its continuing authority UWGKC has provided service as an I&R Provider in accord with all applicable Commission rules and Missouri statutes, and wishes to continue as the authorized Missouri I&R Provider in the exchanges herein identified.

Judgments, Annual Reports

10. Applicant does not have any pending action or final unsatisfied judgments or decisions against it from any state or federal agency or court which involves customer service or rates, which action, judgment or decision has occurred within three (3) years of the date of the application.

11. No annual report or assessment fees from the Applicant are overdue.

Monitoring and Personnel

12. Applicant's 211 telephone line is and will continue to be monitored by trained Information and Referral Specialists 24 hours a day, 365 days per year. All Call Specialists will be Applicant's employees.

13. 211 will offer a caller a choice to leave a message to be returned within

30 minutes. 2-1-1 does not send a caller to a voice mail; the caller may choose this option by selecting a prompt. Otherwise, calls will wait in queue for the next available Call Specialist. This queue will be monitored by the Call Center Manager at all times to ensure appropriate response time; additional Call Specialists will be made available during crises or peak periods, or when the average wait time is excessive.

Accreditation

14. UWGKC adheres to the current version of the Standards for Professional Information & Referral which were revised by the Alliance of Information and Referral Systems, Inc. (AIRS) in April 2013. UWGKC completed the three phases of AIRS accreditation with a site visit on November 7, 2011. On December 5, 2011 AIRS notified UWGKC that it had passed its site visit and UWGKC received its accreditation valid from November 2011 to October 2016 and is currently in the recertification process.

15. UWGKC provides comprehensive services pursuant to the AIRS standards. The inquirer has one-to-one human contact with a trained, paid staff Call Specialist who: assesses the needs of the inquirer, identifies appropriate resources, provides appropriate referral(s), helps inquirers for whom services are unavailable by locating alternative resources, and when necessary, actively participates in linking the inquirer to needed services. To illustrate the extent of and reliance upon UWGKC's services, the 2015 Service Snapshot is attached hereto as Exhibit 4 for the Commission's information.

Resource Sharing and Collaboration; Call Tracking

16. UWGKC will share its resource database with other Missouri I&R Providers as they become authorized through its new online public searchable database. This database will be actively updated in compliance with AIRS standards.

17. UWGKC has written agreements with specialized information and referral systems such as: AFL - CIO Community Services in St. Joseph, child care resource and referral, Area Agencies on Aging, Missouri State Emergency Management Agency, The Whole Person, emergency management systems, and Kansas City Missouri 311.

18. UWGKC measures outcomes for operation of a 211 call center through such means as resource database inquirer call logs indicating inquirer needs and requests, unmet needs, agencies receiving referrals, inquires by geographic area and zip code, inquirer demographics; and measures through call management software (metrics) performance such as average wait time, average answer time, average hold time, calls abandoned, total call volume and average call length and call grading for all Call Specialists through the ShoreTel call recording system to monitor protocols and customer service.

19. UWGKC works collaboratively with local United Ways and works collaboratively with United Way of Greater St. Louis, Inc. United Way of Greater St. Louis and UWGKC resource staff meet on a regular basis to classify and properly index agencies, programs and services in the resource database. Both United Way 2-1-1s in Kansas City and St. Louis purchased a single shared database that covers all counties of Missouri, nine Illinois counties and seven Kansas counties. The database went live in March 2013. Both 211s collaborate on reviewing operational and outcome methods for consistency to assure unified service delivery from both 211s to all residents in this three state service area.

Inclusion/Exclusion Criteria

20. UWGKC has established and has applied criteria for inclusion and exclusion of human service entities for its database. Those criteria are attached as Exhibit 5.

Information and Referral Database

21. UWGKC maintains a computerized information and referral database that provides updated information and resource data, and collects caller information. Caller data collection capacity includes: demographic information, number in household, asked if a first time caller, age, number of children in household 17 years or younger, current employment status, currently homeless, veteran status, referred by, gender, ethnicity and marital status. The type of call is recorded (information, referral, advocacy, and crisis), type of service request, narrative/notes, start time/duration/end time, referral(s) made, follow-up assignment and outcomes. The ServicePoint database at this writing is currently populated by over 32,000 services. Update solicitation is completed quarterly for 1/4 of the total number of entries.

Other Terms and Provisions

22. The Applicant ensures quality of service and caller and customer satisfaction through follow-up. In an effort to improve follow up procedures, UWGKC initiated a formal follow-up policy and process in March, 2007. The policy includes contacting a random selection of at least 2% of those callers who were provided referrals (only callers who volunteer are contacted) and includes inquiring about quality of service provided by the call specialist, problem resolution, and appropriateness of referral(s). Two measurements are calculated from follow-up calls to measure outcomes. One is the percentage of callers who followed-up on their referrals and the second is the percentage of callers who were satisfied with the service of UWGKC.

23. UWGKC publicizes the service through a marketing and communications plan which was implemented in March, 2006. The plan utilizes a targeted population strategy such that human resources professionals, law enforcement, emergency management,

public/private/parochial schools, health and human service agencies and similar groups or firms are selected for most information campaigns. UWGKC participated in marketing campaigns in 2014 and 2015 for the Affordable Care Act Open Enrollment. A targeted marketing campaign for Older Adults services with Jewish Family Services was conducted in 2016.

24. UWGKC provides Relay services for speech and hearing impaired individuals through 711 and utilizes Optimal Interpreter Services for multi-lingual accessibility in 150 languages.

25. UWGKC provides a full time Older Adult Specialist to assist callers with complex health issues.

26. UWGKC provides full time Veterans Advocate to help returning Veterans and their families connect with Veteran Specific and other resources.

27. UWGKC has a program with an RN and a MSW to accept referrals from emergency responders (fire departments and paramedics) to assist people who contacted 911 for non-emergency needs in connecting with needed services.

28. Applicant possesses sufficient technical, financial and managerial resources and abilities to become the I&R Provider for the telephone exchanges within the counties identified in its application. A detailed description of its qualifications in these areas including brief biographies of its key staff is attached as Exhibit 6.

29. Applicant is ready and willing to abide by Commission rules, regulations and policies; the waiver requested above to apply strictly to this reapplication.

30. Applicant seeks continued authority to serve as a Missouri I&R Provider in the exchanges listed in Schedule 1.

31. Approving UWGKC's reapplication for 211 service is in the public interest.

WHEREFORE, The United Way of Greater Kansas City, Inc. respectfully requests the Commission to enter an order granting it renewed authority as a Missouri Information and Referral Provider in the telephone exchanges within the counties described herein, together with such other relief and authority the Commission deems just.

Respectfully submitted,

/s/ Mark W. Comley

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Inc.

Certificate of Service

I hereby certify that a true and correct copy of the above and foregoing document was sent via e-mail on this 29th day of August, 2016, to General Counsel's Office at staffcounservice@psc.mo.gov; and Office of Public Counsel at opcservice@ded.mo.gov.

/s/ Mark W. Comley

Mark W. Comley

VERIFICATION


STATE OF MISSOURI)
) ss.
COUNTY OF Jackson)

I, Gary Thurman, being first duly sworn upon oath, do hereby depose and state that I am Director of United Way of Greater Kansas City 2-1-1, Applicant in this proceeding; 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.



Gary Thurman

Subscribed and sworn to before me, a Notary Public, this 26th day of August,
2016.



Notary Public

