

**STATE OF MISSOURI
PUBLIC SERVICE COMMISSION**

At a session of the Public Service
Commission held at its office in
Jefferson City on the 12th day
of January, 2011.

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 Continuing Authority as)
an Information and Referral Provider for purposes)
of 211 Service)

File No. AO-2011-0025

**ORDER GRANTING AUTHORITY TO CONTINUE SERVING AS AN
INFORMATION AND REFERRAL SERVICE PROVIDER**

Issue Date: January 12, 2011

Effective Date: January 22, 2011

On July 29, 2010, The United Way of Greater Kansas City, Inc., f/k/a The Heart of America United Way, Inc. ("UWGKC"), 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. The application included a list of exchanges proposed to be served as Schedule 1. UWGKC also states that it failed to comply with Commission Rule 4 CSR 240-32.200(8), which requires the application to be submitted at least 90 days prior to the expiration of its three-year authorization. UWGKC asks for a waiver from that rule.

Effective June 18, 2004, in File No. AO-2004-0036, the Commission authorized UWGKC to serve as a Missouri I&R Provider for a period of three years in those exchanges. The Commission extended that authority in File No. TO-2007-0338.

As described in the rule, the purpose of 211 service is:

[I]ntended to enhance the ability of the public to access services that provide free information and referral to community resources in situations that are not immediately life-endangering, but still represent a serious but less urgent threat to basic human needs and individuals' health and welfare.

As required by the rule, the Commission issued an order directing that notice be sent. Specifically, the Commission directed that its Data Center notify all incumbent local and facilities-based alternative local exchange telecommunications companies, all county seats for the requested exchanges and all city government in cities with the requested exchanges that have a population of 5,000 or more persons.

The rule also requires service upon all human and social services organizations listed in the yellow pages for the exchanges to be served. To meet this requirement, the Commission directed Staff to give the Commission a list of all of those agencies. Staff complied. The Commission received no intervention requests.

On December 13, 2010, the Staff of the Commission filed its recommendation that the Commission grant the requested relief. No party responded to the Staff's recommendation, and the deadline for doing so has expired.

Under Commission rules 4 CSR 240-32.200(3)(A)(2)–(17), and (3)(B)(1)–(3) an applicant seeking authority to serve as a provider of 211 services must make a number of affirmations in the application. UWGKC has satisfied the Commission's requirements.

Staff states that the application meets the requirements of 4 CSR 240-32.200 pertinent to a reauthorization of 211 service, and should be granted.

The Commission has reviewed the application and Staff's recommendation, and shall grant the requested relief. The Commission finds that, due to UWGKC reassigning staff members, and due to UWGKC losing key personnel to retirement, UWGKC has shown good cause for its failure to reapply with the Commission within 90 days prior to the expiration of its three-year authorization. As such, pursuant to Commission Rule 4 CSR 240-32.010(2), the Commission will exempt UWGKC from Commission Rule 4 CSR 240-32.200(8) for purposes of this application only.

THE COMMISSION ORDERS THAT:

1. The United Way of Greater Kansas City, Inc., f/k/a The Heart of America United Way, Inc.'s application for continuing authorization to serve as a 211 Information and Referral Service Provider is granted.
2. The United Way of Greater Kansas City, Inc., f/k/a The Heart of America United Way, Inc., shall comply with the statements set forth in the application.
3. The United Way of Greater Kansas City, Inc., f/k/a The Heart of America United Way, Inc., is granted authorization as a 211 Information and Referral Service Provider for a period of three years.
4. If The United Way of Greater Kansas City, Inc., f/k/a The Heart of America United Way, Inc., wishes to continue as a provider after the three year period, it shall reapply as required under Commission rule 4 CSR 240-32.200.
5. The Commission exempts The United Way of Greater Kansas City, Inc., f/k/a The Heart of America United Way, Inc., from Commission Rule 4 CSR 240-32.200(8) for this application only.
6. This order shall become effective on January 22, 2011.
7. This case may be closed on January 23, 2011.

(S E A L)

BY THE COMMISSION



Steven C. Reed
Secretary

Clayton, Chm., Davis, Jarrett,
Gunn, and Kenney, CC., concur.

Pridgin, Senior Regulatory Law Judge