

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 FILED OUT OF TIME

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:

Mark W. Comley
NEWMAN, COMLEY & RUTH P.C.
601 Monroe Street, Suite 301
P.O. Box 537
Jefferson City, MO 65102-0537
(573) 634-2266 (Tel)
(573) 636-3306 (Fax)

and,

Brent A. Stewart, Sr. President and CEO
United Way of Greater Kansas City, Inc.
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Kansas City, MO 65105-2249
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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, the Commission granted UWGKC's application for continuing authorization to serve as a 211 I&R Provider for another period of three years.

6. 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.

7. Rule 4 CSR 240-32.200 (8) provides that reapplication for this authority must be submitted at least 90 days prior to expiration of UWGKC's three year authorization. This reapplication having been filed after March 20, 2010 is not timely.

Request for Waiver

8. Pursuant to 4 CSR 240-2.015, the Commission may waive a rule in Chapter 240 for good cause. Additionally, pursuant to 4 CSR 240-2.050:

(3) When an act is required or allowed to be done by order or rule of the commission at or within a specified time, the commission, at its discretion, may—

* * *

(B) After the expiration of the specified period, permit the act to be done where the failure to act was the result of excusable neglect.

9. Since the merger referred to in paragraph 1, Applicant has worked conscientiously to consolidate the operations of the merged companies under central management. In that process, staff members have been reassigned to other duties or given additional or new responsibilities. Additionally, several key management staff members, who had direct responsibilities concerning use of the 211 abbreviated dialing code, have retired. Applicant's failure to submit its reapplication for continuing authority was not intentional but rather was due to an unfortunate oversight caused by circumstances Applicant respectfully requests the Commission to excuse.

10. If the Commission grants the waiver requested herein, no prejudice to the benefits to, or rights and interests of, third parties will result. To the best of Applicant's knowledge, information and belief, there is no other I&R Provider vying for 211 authority within the exchanges listed on Schedule 1. Although its authority has technically expired, Applicant

believes that telecommunications companies from which Applicant obtains its 211 service will permit Applicant to continue provision of I&R services without interruption to its constituencies.

Judgments, Annual Reports

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

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

Monitoring and Personnel

13. 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 I&R Specialists will be Applicant's employees.

14. 211 calls will never be forwarded to an answering service or machine. Calls will wait in queue for the next available I&R Specialist. This queue will be monitored by a call center supervisor at all times to ensure appropriate response time; additional call center agents will be made available during crises or peak periods, or when the average wait time is excessive.

Accreditation

15. 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 June 2009. UWGKC has applied for accreditation by AIRS. The accreditation process has three phases; consultation phase (10 months), review phase (6) months and the on site visit. UWGKC has completed all documentation required for the 10 month consultation phase which began in October of 2009 and the product will be mailed to AIRS on July 30th,

2010. AIRS has six months to review the product and once accepted, an on site visit will be scheduled. UWGKC expects that its AIRS accreditation will be final by April, 2011.

16. 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.

Resource Sharing and Collaboration; Call Tracking

17. UWGKC will share its resource database with other Missouri I&R Providers as they become authorized. This database will be actively updated in compliance with AIRS standards.

18. 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, emergency management systems, and Kansas City Missouri 311.

19. UWGKC measures outcomes for operation of a 211 call center through such means as resource database inquirer contact 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 OAYSIS call recording system to monitor protocols and customer service.

20. 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 in preparation for implementing a statewide database for the State of Missouri. Both 211s will collaborate on reviewing operational and outcome methods for consistency to assure unified service delivery from both 211s to residents of the State of Missouri. UWGKC will convert its current IRis 3.0 to Refer software by the end of the second quarter of 2011.

Inclusion/Exclusion Criteria

21. UWGKC has established and has applied criteria for inclusion and exclusion of human service entities for its database. Those criteria are attached as Exhibit 4.

Information and Referral Database

22. UWGKC maintains a computerized information and referral database that provides updated information and resource data, and collects caller information. Caller data collection capacity includes: name and 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 IRis (software) database is currently populated by over 8,800 services within UWGKC's 16 county service area in Missouri. Update solicitation is completed quarterly for 1/4 of the total number of entries.

Other Terms and Provisions

23. 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 1% of total callers (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.

24. 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.

25. UWGKC provides Relay services for speech and hearing impaired individuals and utilizes the AT&T Language Line Services for multi-lingual accessibility in 150 languages.

26. 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 5.

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

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

29. 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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Attorneys for United Way of Greater Kansas City,
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 July, 2010, to General Counsel's Office at gencounsel@psc.mo.gov; and Office of Public Counsel at opcservice@ded.mo.gov.

/s/ Mark W. Comley

Mark W. Comley

SCHEDULE 1 TO REAPPLICATION

Andrew County:

Fillmore
Bolckow
Whitesville
Rosendale
Savannah
Amazonia
Avenue City
Helena
Cosby
Union Star
King City
Graham
Barnard

Jackson County:

Kansas City
Buckner
Grain Valley
Lake Lotawana
Greenwood
Lone Jack
Oak Grove
Pleasant Hill
Wellington

Buchanan County:

St. Joseph
San Antonio
Easton
Agency
Gower
Rushville
Atchison
DeKalb
Dearborn
Edgerton

DeKalb County:

Union Star
King City
Maysville
Clarksdale
San Antonio
Stewartsville

Osborn
Cameron
Pattonsburg
Darlington

Clinton County:

San Antonio
Easton
Stewartsville
Osborn
Cameron
Gower
Edgerton
Trimble
Plattsburg
Lathrop
Holt
Lawson
Turney

Caldwell County:

Cameron
Kidder
Hamilton
Lathrop
Kingston
Polo
Cowgill
Braymer
Breckenridge
Lock Springs

Lafayette County:

Oak Grove
Wellington
Lexington
Waverly
Alma
Blackburn
Concordia
Higginsville
Odessa

Platte County:

Atchison
DeKalb

Dearborn
Weston
Camden Point
Platte City
Smithville
Farley
Leavenworth
Ferrilview
Kansas City

Clay County:

Smithville
Kearney
Holt
Excelsior Springs
Lawson
Kansas City
Missouri City

Ray County:

Lawson
Polo
Cowgill
Stet
Hardin
Henrietta
Richmond
Orrick
Excelsior Springs
Knoxville

Cass County:

Kansas City
Greenwood
Pleasant Hill
Lone Jack
Cleveland
Peculiar
Freeman
Harrisonville
East Lynne
Drexel
Archie
Garden City
Creighton
Strasburg

Johnson County:

Lone Jack
Holden
Odessa
Warrensburg
Concordia
Knob Noster
Windsor
Centerview
Leeton
Chilhowee
Blairstown
Creighton
Kingsville

Saline County:

Waverly
Malta Bend
Miami
Slater Gilliam
Blackburn
Marshall
Sweet Springs
Concordia
Houstonia
Marshall Junction
Nelson
Blackwater
Arrow Rock
Alma

Pettis County:

Sweet Springs
Concordia
Houstonia
Marshall Junction
Knob Noster
Lamonte
Sedalia
Otterville
Smithton
Cole Camp
Florence
Green Ridge
Windsor
Ionia

Bates County:

Drexel
Amsterdam
Archie
Adrian
Creighton
Urich
Appleton City
Rockville
Butler
Rich Hill
Hume
Foster
Pleasanton
Amoret

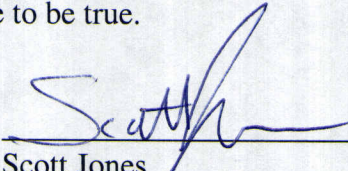
Henry County:

Creighton
Urich
Chilhowee
Leeton
Windsor
Calhoun
Coal
Warsaw
Lowry City
Deepwater
Montrose
Appleton City
Clinton

VERIFICATION

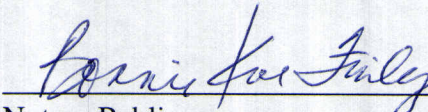
STATE OF MISSOURI)
) ss.
COUNTY OF JACKSON)

I, Scott Jones, being first duly sworn upon oath, do hereby depose and state that I am Director, United Way 2-1-1, for United Way of Greater Kansas City, Inc. f/k/a Heart of America United Way, a Missouri not-for-profit corporation, 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.



Scott Jones

Subscribed and sworn to before me, a Notary Public, on this 27TH day of July, 2010.



Notary Public

My Commission expires:

October 26, 2013

