

BEFORE THE PUBLIC SERVICE COMMISSION OF
THE STATE OF MISSOURI

In the Matter of the Reapplication of)
The Heart of America United Way for an)
Order of the Commission Granting it)
Continuing Authority as an Information)
and Referral Provider for purposes of)
211 service)

Case No. _____

REAPPLICATION

Comes now The Heart of America United Way, Inc. (hereinafter “HAUW” 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. The Heart of America United Way, Inc. is a nonprofit corporation organized and existing under the laws of the State of Missouri and as defined by section 501(c) (3). Attached as Exhibit 1 is a certificate of good standing for HAUW issued by the Missouri Secretary of State. A copy of the tax exempt letter issued by the Internal Revenue Service is attached hereto as Exhibit 2.

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

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(573) 634-2266 (Tel)
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and,

W. Thomas Dugard, Jr., President
Heart of America United Way
1080 Washington Street

Kansas City, MO 65105-2249
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(816) 472-6623 (Fax)
tomdugard@hauw.org

3. Effective June 18, 2004, HAUW 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. HAUW 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.

4. Rule 4 CSR 240-32.200 (8) provides that reapplication for this authority must be submitted at least 90 days prior to expiration of HAUW's three year authorization. This reapplication having been filed before March 20, 2007 is timely.

5. 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.

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

Monitoring and Personnel

7. 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.

8. 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

9. HAUW 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 2006. HAUW has not yet applied for accreditation by AIRS but expects to file for accreditation on or before June 1, 2007. HAUW was not operational for its first fifteen months of authority and this delayed its schedule for acquiring accreditation.¹ HAUW expects that its AIRS accreditation will be final by December, 2008.

10. HAUW 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

11. HAUW 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.

¹ AIRS Accreditation is achieved through a comprehensive three phase process. The process cannot commence until 1) the candidate completes the AIRS Accreditation Self-Assessment Tool and 2) has been in operation for at least one year. When it was authorized as a Missouri I&R Provider in June of 2004, HAUW was in the planning and fund development stages for implementing the service. Although final funding commitments were expected sooner, HAUW did not receive final verification of funding for all start-up costs and the first three years of operation until December of 2005. Its operations commenced on March 9, 2006 and HAUW has completed one year of operation at this time. It has also finalized all details of the AIRS Accreditation Self-Assessment Tool. Completion of the application for accreditation is in its final stages and should be filed by the June 1, 2007 date above. AIRS will require approximately eighteen months to process and evaluate the application and HAUW's information and referral operations before issuing the award.

12. HAUW will complete written agreements with specialized information and referral systems such as: child care resource and referral, Area Agencies on Aging, Homeless Services Coalition, emergency management systems, 911 and Kansas City, Missouri 311 and the American Red Cross. HAUW anticipates that these agreements will be in place or near conclusion by June 30, 2007.

13. HAUW 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.

14. HAUW works collaboratively with local United Ways and will work collaboratively with United Way of Greater St. Louis, Inc. upon approval of its pending application for similar authority., Applicant confidently expects an agreement will be reached with United Way of Greater St. Louis on a common method to measure and evaluate outcomes.

Inclusion/Exclusion Criteria

15. HAUW has established and has applied criteria for inclusion and exclusion of human service entities for its database. Those criteria are attached as Exhibit 3.

Information and Referral Database

16. HAUW 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, income level, Social Security Number, type of call (information, referral, advocacy, 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 11,000 programs and services within HAUW's 16 county service area in Missouri. Update solicitation is completed bi-monthly for 1/6 of the total number of entries.

Other Terms and Provisions

17. The Applicant ensures quality of service and caller and customer satisfaction through follow-up and written outcome evaluations. In an effort to improve follow up procedures, HAUW is initiating a formal follow-up policy and process in March, 2007. That policy includes two types of follow-up: agency quality assurance, such as for call specialist quality of services, problem resolution, appropriateness of referral(s); and inquirer focus on a case-by-case basis for inquirers in special situations.

18. HAUW publicizes the service through a marketing and communications plan which was implemented in March, 2006. Exclusive media agreements are in place with KMBC-TV 9 and The Kansas City Star. The plan utilizes a targeted population strategy such that human resources professionals, law enforcement, emergency management, public/private/parochial schools, health and humans service agencies and similar groups or firms are selected for most information campaigns.

19. HAUW provides teletype (TTY) or Relay services for speech and hearing impaired individuals and utilizes the language interpretation service TeleInterpreters for multi-lingual accessibility in 150 languages.

20. HAUW expects to complete written agreements with two clearinghouse agencies that provide volunteer and/or donation management services by June, 2007.

21. 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 4.

22. Applicant is ready and willing to abide by Commission rules, regulations and policies.

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

24. Approving HAUW's reapplication is in the public interest.

WHEREFORE, The Heart of America United Way 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 Heart of America United Way, 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 16th day of March, 2007, 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

Saline County:

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

Bates County:

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

Johnson County:

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

Pettis County:

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

Henry County:

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