

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

In the Matter of the Application of the )  
United Way of Greater St. Louis, Inc., for )  
an Order of the Commission Granting it )  
Authority as an Information and Referral )  
Provider for Purposes of Obtaining 211 )  
Service )

Case No. TO-2007-0312

**STAFF RECOMMENDATION**

COMES NOW the Staff of the Missouri Public Service Commission and for its recommendation states:

1. On February 23, 2007, the United Way of Greater St. Louis, Inc. (UWGSL) filed an Application requesting that it be granted authority as an Information and Referral Provider and be assigned the abbreviated 211 dialing code for the exchanges listed in the Application. On April 17, 2007, UWGSL filed a revised proposed list of exchanges.

2. In the attached Memorandum, labeled Appendix A, the Staff states that the Application meets the requirements of the 211 Rule, 4 CSR 240-32.200, and recommends that the Commission grant the Application, as revised. The Staff further recommends that the Commission direct UWGSL to state the status of its AIRS (Alliance of Information and Referral Systems) accreditation in its 211 Rule annual reports.

Respectfully submitted,

/s/ William K. Haas

William K. Haas

Deputy General Counsel

Missouri Bar No. 28701

Attorney for the Staff of the

Missouri Public Service Commission

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### **CERTIFICATE OF SERVICE**

I hereby certify that copies of the foregoing have been mailed, hand-delivered, transmitted by facsimile or electronically mailed to all counsel of record this 25<sup>th</sup> day of April 2007.

/s/ William K. Haas

William K. Haas

# MEMORANDUM

To: Missouri Public Service Commission Official Case File  
Company Name: United Way of Greater St. Louis, Inc.  
Case No. TO-2007-0312

From: Adam McKinnie  
Telecommunications Department

Natelle Dietrich / 4-25-07  
Utility Operations Division/Date

William Haas / 4-25-07  
General Counsel's Office/Date

Subject: Recommendation for approval

Date: 4-25-07

## Summary:

Staff recommends granting the Application of United Way of Greater St. Louis, Inc. (UWGSL) requesting it be granted "authority as an Information and Referral Provider and assigning it the abbreviated 211 dialing code for the exchanges listed in the application [as amended]". Staff concludes UWGSL and its Application meet the requirements of 4 CSR 240-32.200 (211 Rule) and related requirements of 4 CSR 240-2.060. Notice has been issued and no other party has submitted an application to be a 211 provider in the requested exchanges. While four applications for intervention have been filed by incumbent local exchange carriers (ILECs) and granted by the Commission in the instant case, no intervener has taken a position that the Application should not be approved.

## Body:

On February 23<sup>rd</sup>, 2007, UWGSL filed an "Application" to be designated as an Information and Referral Service (I&R) Provider and to be assigned the abbreviated dialing code 211 for the exchanges and counties listed in the Application as amended. On April 23, 2007, the Direct Testimony of Cheryl Polk was filed by UWGSL in support of the Application.

UWGSL requests to be designated the 211 provider in the counties listed on page 28, paragraph 26 of the Application. The counties listed are all of the Missouri counties not requested by the Heart of America United Way (HUAW) in their 211 Application<sup>1</sup>.

The exchanges in which UWGSL requests to be designated the 211 provider are listed in Exhibit 7 attached to the Application. On April 17<sup>th</sup>, UWGSL filed an amended Exhibit 7 to eliminate some exchanges requested by and insert exchanges inadvertently omitted by UWGSL in their original application. Some of the names listed under the heading "Incumbent Local Exchange Carrier" within

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<sup>1</sup> Case AO-2004-0036, *In the Matter of the Assignment of the 2-1-1 Abbreviated Dialing Code in the State of Missouri*

Exhibit 7 are parent companies or affiliates of the ILEC (“Otelco, Inc.” instead of Mid-Missouri Telephone Co. and “CenturyTel” instead of Spectra Communications, Inc., e.g.). Additionally, the Le-Ru Telephone Company exchanges of Stella and Powell are listed as “CenturyTel” exchanges. With the amended exhibit, UWGSL effectively requests to be the 211 provider in all exchanges not served by HAUW except for exchanges that cross state lines (from Iowa to Missouri and from Arkansas to Missouri).

Paragraph 4 CSR 240-32.200(3)(A)5 of the 211 rule requires an entity applying for 211 accreditation to adhere to standards set forth by the Alliance of Information and Referral Systems (AIRS) and to either be already accredited by AIRS or to seek AIRS accreditation. UWGSL states, in paragraph 7, beginning on page 2 of the Application, they are seeking AIRS accreditation and expect the process to be completed by October 2008. Staff recommends the Commission direct UWGSL to state the status of AIRS accreditation in their annual reports already required to be filed under Section 4 CSR 240-32.200(16) of the 211 Rule.

Staff has analyzed the Application and the Direct Testimony of Cheryl Polk and finds that the Application meets the requirements of the 211 Rule. Staff recommends the Application be granted.

Conclusion:

Staff recommends granting the Application of United Way of Greater St. Louis, Inc. (UWGSL) requesting it be granted “authority as an Information and Referral Provider and assigning it the abbreviated 211 dialing code for the exchanges listed in [Revised Exhibit 7]”. Through a combination of information provided by UWGSL in its Application as amended, subsequent additional information filed in the instant case, and the Direct Testimony of Cheryl Polk, Staff is satisfied that the requirements of the 211 Rule are met. Staff further recommends the Commission direct UWGSL to provide the status of its AIRS accreditation in the annual reports to be filed under Section 4 CSR 240-32.200(16).

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**AFFIDAVIT OF Adam McKinnie**

STATE OF MISSOURI )  
 ) ss:  
COUNTY OF COLE )

Adam McKinnie, employee of the Missouri Public Service Commission, being of lawful age and after being duly sworn, states that he has participated in preparing the accompanying memorandum, and that the facts therein are true and correct to the best of his knowledge and belief.

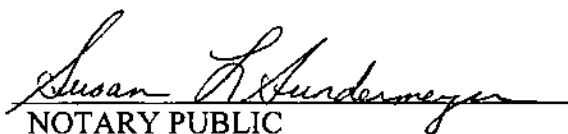


Adam McKinnie

Subscribed and affirmed before me this 25<sup>th</sup> day of April 2007.  
I am commissioned as a notary public within the County of Callaway,  
State of Missouri and my commission expires on 9-21-10



SUSAN L. SUNDERMEYER  
My Commission Expires  
September 21, 2010  
Callaway County  
Commission #06942086



NOTARY PUBLIC