

In the Matter of Proposed Rule for 211 )  
Service ) Case No. TX-2004-0154

This section of the rule sets forth steps a telecommunications carrier must follow in order to provide 211 Information and Referral (I&R or 211) service. The section requires the 211 dialing

code be made available for use where requested. It also requires tariffs to be submitted for the provision of 211, and requires that the telecommunications company determine that the entity is an authorized Missouri I&R Provider or has submitted an application under 4 CSR 240-32.200.

### **Section 3 – Missouri I&R Provider Application**

Since it is in the public's interest for the Commission to review the qualifications of a potential I&R provider, this section of the rule lists what the Commission will require in an application to become an authorized Missouri I&R provider. The section requires that a Missouri I&R provider be a non-profit organization, that 211 will be continuously available (will not be answered by an answering machine), and that the Missouri I&R provider must work cooperatively with other public safety systems like 311 and 911. Other parts of this section are intended to protect Missourians against fraud, and require a statement of financial responsibility of the applicant. The Applicant must also comply with The Alliance of Information and Referral Systems (AIRS) Standards for I&R Service and agree to become AIRS certified within three years time. AIRS is an I&R provider umbrella organization and was incorporated in 1973. AIRS I&R Standards allow for Specialized and Comprehensive I&R services. A Comprehensive I&R service is defined as "I&R programs that maintain information about the full range of human services and which function as the primary source of information about and linkage with human services providers in their community." This section of the rule also obliges a Missouri I&R provider to offer comprehensive services through 211 service. This Section of the rules is intended to ensure that a Missouri I&R Provider will offer I&R for a full range of services.

#### **Section 4 – Obligation of the Commission**

This section of the rule is intended to help inform other interested parties of a pending 211 application, and give those parties an opportunity to apply as well. It also establishes that there can only be one Missouri I&R provider per telephone exchange.

#### **Section 6 – Cooperation among I&R Providers**

This section of the rule requires a Missouri I&R Provider to cooperate and work with other I&R providers and telephone companies in the exchanges that will be served.

#### **Section 7 – Time Limit on Missouri I&R Provider Authorization**

This section of the rule sets a time limit of three years for authorization to use the abbreviated dialing code 211 in an exchange.

#### **Section 8 – Reapplication**

To continue as an authorized Missouri I&R provider, an organization must reapply with the Commission every three years. This section of the rule requires the I&R Provider reapply for 211 Authorization at least three months before its authorization expires.

#### **Section 9 – Loss of AIRS accreditation**

This section of the rule is intended to give the Commission notice if an I&R provider loses its AIRS accreditation.

#### **Section 10 – Violations of AIRS Criteria or Commission Rules**

This section of the rule is intended to ensure swift review if an I&R provider is accused of violating AIRS criteria or Commission rules.

### **Section 11 – Unauthorized Entities**

This section of the rule states that the Commission will revoke the 211 dialing code from unauthorized entities, and also requires notice be sent to the unauthorized entity with an opportunity to apply for Commission authorization as a 211 provider.

### **Section 12 – Cost of Providing 211**

This section clarifies that the authorized Missouri I&R provider is responsible for all charges incurred as a result of providing 211.

### **Section 13 – End User Cost**

This section of the rule dictates that end users of 211 shall not be charged for the service.

### **Section 14 – I&R Database Inclusion**

This section states that qualified human services entities will be included in the database at no charge and that those entities may be excluded for fraud, misrepresentation or discrimination, and failure to provide service.

### **Section 15 – Advertisements**

This section clarifies that 211 cannot be used to solicit end users.

### **Section 16 – Annual Report**

This section requires Missouri 211 providers to report each year to the Commission details of I&R services provided.

### **Section 17 – Rule Compliance**

This section of the rule requires Missouri I&R providers and telecommunications companies operating pursuant to the emergency rule six months to comply with this rule.

WHEREFORE, the Staff respectfully requests that the Commission adopt Proposed Rule 4 CSR 240-32.200 General Provisions for the Assignment, Provision and Termination of 211 Service.

Respectfully submitted,

DANA K. JOYCE  
General Counsel

**/s/ William K. Haas**

William K. Haas  
Deputy General Counsel  
Missouri Bar No. 28701

Attorney for the Staff of the  
Missouri Public Service Commission  
P. O. Box 360  
Jefferson City, MO 65102  
(573) 751-7510 (Telephone)  
(573) 751-9285 (Fax)  
[william.haas@psc.mo.gov](mailto:william.haas@psc.mo.gov)

### **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 14th day of May 2004.

**/s/ William K. Haas**

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

In the Matter of Proposed Rule for 211 )  
Service )

Case No. TX-2004-0154

**AFFIDAVIT OF BILL PETERS**

STATE OF MISSOURI     )  
                                  ) ss.  
COUNTY OF COLE     )

Bill Peters, being of lawful age and after being duly sworn, states that he is employed by the Missouri Public Service Commission as a Regulatory Economist I in the Telecommunications Department, that he participated in the preparation of and read the foregoing Comments of the Staff of the Missouri Public Service Commission, that he has knowledge of the matters set forth in the Comments, and that such matters are true to the best of his knowledge and belief.

  
\_\_\_\_\_  
Bill Peters

Subscribed and sworn to before me this 13 day of May, 2004.

  
\_\_\_\_\_  
Notary Public

**DAWN L. HAKE**  
Notary Public – State of Missouri  
County of Cole  
My Commission Expires Jan 9, 2005