

**STATE OF MISSOURI  
PUBLIC SERVICE COMMISSION**

At a session of the Public Service  
Commission held at its office in  
Jefferson City on the 14th day  
of June, 2007.

In the Matter of the Reapplication of The Heart	)	
of America United Way, Inc., for an Order of the	)	
Commission Granting It Continuing Authority as	)	<b><u>Case No. TO-2007-0338</u></b>
an Information and Referral Provider for Purposes	)	
of 211 Service.	)	

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

Issue Date: June 14, 2007

Effective Date: June 18, 2007

On March 16, 2007, The Heart of America United Way, Inc. (HAUW), 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. Effective June 18, 2004, in Case No. AO-2004-0036, the Commission authorized HAUW to serve as a Missouri I&R Provider for a period of three years in those exchanges.

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. Upon such notice, Spectra Communications Group, LLC, d/b/a CenturyTel, requested and was granted intervention. Spectra has not opposed the application.

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 HAUW to notify all of those agencies it funds.

On May 25, 2007, 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.

### **The Application**

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. With respect to all the provisions of the rule except those listed in Staff's recommendation, HAUW has satisfied the Commission's requirements.

### **Staff Recommendation**

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. Staff notes that there are no overlapping exchanges between HAUW's application in this case and United Way of Greater St. Louis, Inc.'s application filed in Case No. TO-2007-0312.

Staff goes on to explain that 4 CSR 240-32.200(3)(A)5 "requires an application for 211 include a statement that the applicant will adhere to standards set forth by the

Alliance of Information and Referral Systems (AIRS) and requires the entity to either be already accredited by AIRS or to seek AIRS accreditation.” Staff notes that at the time of Staff’s recommendation, that HAUW had not yet applied for such accreditation but expected to do so on or before June 1, 2007, and expected to be finally accredited by December 2008. In this regard, Staff recommends that the Commission direct HAUW to update the status of AIRS accreditation in its annual reports.

The Staff also noted that under 4 CSR 240-32.200(3)(A)8, the applicant was supposed to include a statement that it works collaboratively and has written agreements in place with specialized information and referral systems. HAUW stated in its application that it met this requirement with the exception of the written agreements, which it expects to have in place by June 30, 2007. Staff also recommends HAUW update the status of these agreements in its annual reports.

In addition, Staff pointed out that 4 CSR 240-32.200(3)(A)17 requires that the application state that the applicant has formalized agreements “with clearinghouse agencies that provide volunteer or donation management services.” HAUW stated in its application and in response to Staff’s Data Requests that it expects to have written memoranda of understanding or contracts finalized by June 30, 2007. As with the other items, Staff recommended that HAUW include an update in its annual report.

### **Discussion**

The Commission has reviewed HAUW’s application and Staff’s recommendation, which are hereby entered into evidence, and shall grant the requested relief. As recommended by Staff, the Commission shall also require HAUW to include in its annual report the status of its AIRS accreditation, the status of its agreements with specialized

information and referral systems, and the status of its agreements with clearinghouse agencies that provide volunteer or donation management services. Consistent with the Commission's 211 rule, HAUW shall also include in its annual report the geographical areas served, call volume, number of abandoned calls, average speed of answering, average call length, information on inquirer needs and barriers to service. The annual report shall cover the period from July 1 through June 30 of the previous year and shall be filed no later than August 1 of each year.

Also consistent with its rule, the Commission points out that HAUW will be responsible for all costs of provisioning service, including nonrecurring and recurring charges incurred by the use of the 211 dialing code. Further, HAUW shall not charge end-users a separate charge specifically for 211 service, nor shall the 211 code be used for commercial advertisements or solicitation.

Finally, the Commission notifies HAUW that if the Commission receives a formal complaint that HAUW is in violation of the AIRS criteria, or of a statute, rule, order or tariff applications to the provision of 211 service, or that its continued authorization is not in the public interest, the Commission shall investigate the complaint and take appropriate action, which may include revocation of HAUW's authorization.

**IT IS ORDERED THAT:**

1. 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 Heart of America United Way, Inc., shall comply with the statements set forth in the application.

3. 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 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. If after having becoming accredited, the Heart of America United Way, Inc., loses AIRS accreditation, within 45 days of such loss, it shall submit to the Commission for approval a plan to secure such accreditation.

6. The Heart of America United Way, Inc., shall submit to the Commission an annual report documenting information and referral services as described in the body of this order and consistent with Commission rule 4 CSR 240-32.200.

7. The Heart of America United Way, Inc., shall also include in its annual report the status of its AIRS accreditation, the status of its agreements with specialized information and referral services, and the status of its agreements with clearinghouse agencies that provide volunteer or donation management services.

8. This order shall become effective on June 18, 2007.

9. This case may be closed on June 19, 2007.

( S E A L )

**BY THE COMMISSION**

A handwritten signature in black ink, appearing to read 'Colleen M. Dale', is written over a horizontal line.

Colleen M. Dale  
Secretary

Davis, Chm., Murray, Gaw, Clayton,  
and Appling, CC., concur.

Dippell, Deputy Chief Regulatory Law Judge