

NEWMAN, COMLEY & RUTH

PROFESSIONAL CORPORATION
ATTORNEYS AND COUNSELORS AT LAW
MONROE BLUFF EXECUTIVE CENTER
601 MONROE STREET, SUITE 301
P.O. BOX 537
JEFFERSON CITY, MISSOURI 65102-0537
www.ncrpc.com

TELEPHONE: (573) 634-2266
FACSIMILE: (573) 636-3306

ROBERT K. ANGSTEAD
MARK W. COMLEY
CATHLEEN A. MARTIN
STEPHEN G. NEWMAN
JOHN A. RUTH
J. MATTHEW SHELLENBERGAR
ALICIA EMBLEY TURNER

July 11, 2003

The Honorable Dale Hardy Roberts
Secretary/Chief Regulatory Law Judge
Missouri Public Service Commission
P.O. Box 360
Jefferson City, MO 65102-0360

FILED²
JUL 11 2003
Missouri Public
Service Commission

Re: The Heart of America United Way, Inc.

Dear Judge Roberts:

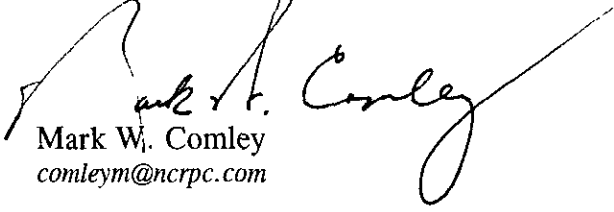
Please find enclosed for filing in the referenced matter the original and five copies of an Application.

Please bring this filing to the attention of the appropriate Commission personnel. Thank you.

Very truly yours,

NEWMAN, COMLEY & RUTH P.C.

By:


Mark W. Comley
comleym@ncrpc.com

MWC:ab

Enclosure

cc: Office of Public Counsel
General Counsel's Office
W. Thomas Dugard, Jr.

FILED²

JUL 11 2003

Missouri Public Service Commission

BEFORE THE PUBLIC SERVICE COMMISSION OF THE STATE OF MISSOURI

In the Matter of the Assignment of the 2-1-1 Abbreviated Dialing Code in the State of Missouri) Case No. _____

APPLICATION

Comes now The Heart of America United Way, Inc. (hereinafter "HAUW" or "Applicant") by and through its attorneys, pursuant to Sections 386.250 (2), 386.320, RSMo 2000 and 4 CSR 240-2.060, and respectfully submits this application to the Missouri Public Service Commission:

Brief Statement of Relief Sought

By its application, HAUW seeks the Commission's order officially designating 2-1-1 in Missouri for access to community information and referral (I & R) and volunteer services in accordance with the Federal Communications Commission's decision in its Third Report and Order on Reconsideration released on July 31, 2000 in CC Docket 92-105. Applicant also seeks an order designating HAUW as the holder for the 2-1-1 number to service areas in the exchanges located in the counties of Andrew, Buchanan, Dekalb, Clinton, Caldwell, Platte, Clay, Ray, Jackson, Lafayette, Cass, Johnson, Saline, Pettis, Bates and Henry, to pilot the 2-1-1 system, with the opportunity in the future to support and service additional counties; that all 2-1-1 calls are routed directly to HAUW or its designated call centers, at least for purposes of the pilot program described in this application.

The Applicant

1. The Heart of America United Way, Inc. is a nonprofit corporation organized and existing under the laws of the State of Missouri. Attached as Exhibit 1 is a Certificate of Good Standing for HAUW issued by the Missouri Secretary of State.

2. HAUW is a Missouri non-profit organization organized and operated to conduct community-wide fundraising efforts; allocate financial resources to member health and human service organizations; and connect citizens to service and volunteer opportunities.

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,

W. Thomas Dugard, Jr., President
Heart of America United Way
1080 Washington Street
Kansas City, MO 65105-2249
(816) 474-5111 ext. 301 (Tel)
(816) 472-6623 (Fax)
tomdugard@hauw.org

History

4. The use of the 2-1-1 dialing code for I & R agencies started in Atlanta, Georgia in 1997. At that time, the Georgia Public Service Commission assigned 2-1-1 to the United Way of Metropolitan Atlanta and, in turn, United Way created a free, 24-hour telephone I & R service.

It used a database of more than 2000 agencies and matched callers to social services and volunteer and donation activities.

5. What the United Way in Atlanta started culminated in a decision of the Federal Communications Commission (FCC) which designated the abbreviated dialing code 2-1-1 for community I & R s nationwide. The decision was made after a two-year advocacy effort by a coalition of United Ways and information & referral (I&R) agencies. In its Third Report and Order on Reconsideration released on July 31, 2000 in CC Docket 92-105, the FCC designated the 2-1-1 phone number for “direct access to organizations providing community I & R services, such as housing assistance, counseling, and hospice services that are not currently available through the 911 emergency code or the 311 police non-emergency code.”

6. Twenty-one percent (21%) of the nation’s population in 22 states now has access via 2-1-1 to quick and easy assistance on a comprehensive selection of services:

- *Basic Human Needs* – food banks, clothing closets, shelters, rent assistance, utility assistance
- *Physical and Mental Health Resources* – health insurance programs, Medicaid and Medicare, Children’s Health Insurance Program, medical information lines, crisis intervention services, support groups, counseling, drug and alcohol intervention and rehabilitation
- *Work Supports* – financial assistance, job training, transportation assistance, education programs
- *Support for Older Americans and Persons with Disabilities* – adult day care, congregate meals, Meals on Wheels, respite care, home health care, transportation, homemaker services; and
- *Children, Youth and Family Supports* – child care, after school programs, family resource centers, summer camps and recreation programs, mentoring, tutoring, protective services

7. While the primary intent of 2-1-1 service is to connect people with health and human services, it offers other possibilities. First, 2-1-1 can centralize a community’s fragmented

system for recruiting and directing individuals who wish to volunteer their time or donate goods and services to nonprofit agencies. Second, 2-1-1 can serve as a coordinating point and follow-up to organizations that provide the first line response during local or national emergencies. Finally, a universal 2-1-1 service can generate data necessary to shape a community's larger policy, needs assessment, and fund allocation decisions.

8. HAUW submits that the interests of the public would be served if the citizens of Missouri had access to the services above, and others, through the use of 2-1-1 accesses.

Qualifications of HAUW to Sponsor 2-1-1 in Missouri

9. HAUW requests that the Commission appoint HAUW as the sole sponsor of the 2-1-1 service in Missouri covering the counties of Andrew, Buchanan, Dekalb, Clinton, Caldwell, Platte, Clay, Ray, Jackson, Lafayette, Cass, Johnson, Saline, Pettis, Bates and Henry, at this time. Because of its relationship with United Ways and affiliated agencies statewide, its pioneering interest in this field and otherwise its overall experience in delivering information and referral services in a variety of other media, HAUW submits that it is the logical choice for the opportunity to utilize this abbreviated dialing code.

10. Across the state of Missouri, many nonprofit agencies offer a wide variety of I & R telephone services. Many of those agencies are affiliates of their local United Way and receive financial support for their I & R services. For example there are already five broad-scope I & R programs across Missouri that maintain staffed phone lines and comprehensive databases to answer questions about health and human service issues. Those programs are operated or financially supported in part by the United Ways in Cape Girardeau, Columbia, Kansas City, St. Joseph, and St. Louis. HAUW is a member of a statewide association of United Way organizations, the United Ways of Missouri, which encourages and supports HAUW in its

movement forward to securing the 2-1-1 designation for central coordination of the 2-1-1 operation.

11. HAUW is familiar with the process of organizing information on a community's health and human service providers and offering that to the public via telephone inquiry, printed directory, and cross-referenced web site. From 1966-1997, HAUW¹ operated the only Kansas City metro-wide generic I & R service INFOLine. Additionally for more than 35 years, HAUW has produced a comprehensive resource directory, *Where to Turn*. A new web-based application of the directory will be made available in June of 2003.

12. HAUW is a convener of diverse organizations and has extensive experience in organizing multi-agency initiatives. For example, HAUW has initiated and designed major projects to reduce family homelessness, prevent child abuse, improve the quality of early childhood education programs and lower the rate of infant mortality.

13. The leadership of HAUW has experience in the establishment of 2-1-1 systems. W. Thomas Dugard, Applicant's president, held the same position at Triangle United Way when a statewide 2-1-1 system was designed and implemented in North Carolina. Mr. Dugard was deeply involved in the state planning process and in the proceeding in which a pilot project was approved.

14. HAUW has been a leader in 2-1-1 implementation already and acting as the agency to utilize and operate the 2-1-1 access system is a natural role for it to assume.

Description of 2-1-1 Service in Missouri

15. HAUW proposes to support the development and expansion of a statewide 2-1-1 system that will eventually be accessible to all residents of the state. This system will feature 24-

¹ HAUW operated under the name of Heart of America United Campaign, Inc. until 1973.

hour, seven day per week staffed call centers. This coordinated system will be able to provide state agencies a profile of requested services, caller demographics, and unmet health and human service needs across Missouri.

16. When a resident calls 2-1-1, the phone will be answered by a trained staff member who will take any of three basic actions: (1) assess the caller's need for help, (2) make a referral to one or more sources of assistance based on information in an online database, and (3) forward the call to an agency that offers the needed assistance. Information about the call will then be recorded in the database to enable both aggregation of system statistics and operational evaluations.

17. HAUW will operate the 2-1-1 system in full accordance with the *Standards for Professional Information & Referral* developed by the Alliance of Information & Referral Systems (AIRS). Furthermore, after one year of operation, HAUW will begin the AIRS accreditation process for its 2-1-1 call centers and individual referral specialists for all of the referral specialists who will staff the service.

18. AIRS is the professional association for nearly 1,000 programs throughout North America that provide information and referral on human services in their respective communities. The AIRS Standards describe the functions of an I&R service (classification system, resource file, and inquirer data collection, analysis and reporting); client service delivery; organizational structure; and cooperative relationships. The U.S. Administration on Aging has adopted the basic concepts in the Standards for I&R for older persons, as has the U.S. military for staff in their Family Services/Support Centers.

Implementation of 2-1-1 Access Service in Missouri

19. To implement the 2-1-1 service, HAUW applies to the Commission for the following relief:

- a. Grant HAUW the right to operate 2-1-1 service throughout the sixteen county service area for an initial period of three years.
- b. Provide an option for a three to five year extension of that service subject to satisfactory operation and achievement of reasonable performance standards, to sustain the initial participating counties and support the expansion of counties wishing to participate in this venture.
- c. Approve reasonable and equitable tariffs from local telephone companies operating in the state.
- d. Approve an implementation sequence for commencement of the service, which is substantially similar if not identical to the one, proposed herein.

Implementation Sequence

20. HAUW proposes that implementation of 2-1-1 service in Missouri should commence with the establishment of a pilot program available in select counties in and around the major metropolitan area of Kansas City Missouri. The pilot program would have all of the attributes described in the foregoing paragraphs yet be available on a limited regional basis. HAUW requests that for purposes of the pilot program, 2-1-1 service shall be available only in the exchanges located in the counties of Andrew, Buchanan, Dekalb, Clinton, Caldwell, Platte, Clay, Ray, Jackson, Lafayette, Cass, Johnson, Saline, Pettis, Bates and Henry.

21. HAUW anticipates a three-phase sequence of implementation for the pilot 2-1-1 service commencing with approval of this proposal by the Missouri Public Service Commission:

Design Phase – months 0 to 9

With the assistance and recommendations of the Commission Staff and affected intervening local exchange telecommunications companies:

- Agree to the architecture for the 2-1-1-system.

- Develop a rate design and tariff to effect the 2-1-1 service in the selected counties.
- Develop a status-reporting schedule for HAUW to maintain in advising the Commission of implementation progress.

Trailblazing Phase 2 – months 9 to 12

- Begin 2-1-1 service in the counties included in the pilot program .
- Develop a plan to secure AIRS accreditation for the participating 2-1-1 call centers.
- Conduct an initial evaluation of 2-1-1 services and caller satisfaction.

Expansion Phase 3 – Year 2 to 5

- Solidify the 2-1-1 coverage for the pilot program counties.
- Support efforts across the State to expand the 2-1-1 system.

CONCLUSION

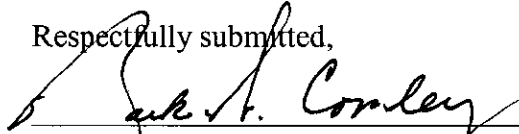
Based upon the above and foregoing, HAUW respectfully requests the Commission to enter the following orders and relief:

- a. Notify affected telecommunications companies of the pendency of this application and allow reasonable opportunity for intervention herein;
- b. If found necessary or useful, schedule technical conferences with the Staff and interested parties to consider the proposals and recommendations made herein;
- c. Conduct a hearing at which to consider evidence on the merits of the proposals presented in this application, as well as the recommendations of the Commission staff or any working committees that have convened in technical conference pursuant to Commission directive;
- d. Find that the public interest would be served by the implementation of a 2-1-1 service in Missouri.
- d. Approve reasonable rules and rates, which HAUW would be expected to follow and pay in rendering 2-1-1 service;
- e. Approve this application and officially designate 2-1-1 in Missouri for access to community information and referral services further designating HAUW as the sponsor to

provide service in the exchanges located in the counties of Andrew, Buchanan, Dekalb, Clinton, Caldwell, Platte, Clay, Ray, Jackson, Lafayette, Cass, Johnson, Saline, Pettis, Bates and Henry, to pilot the 2-1-1 system, with the opportunity in the future to support and service additional counties, with the schedule of initiating service outlined herein;

f. Such other relief the Commission deems just and reasonable under the circumstances.

Respectfully submitted,



Mark W. Comley MBE# 28847
NEWMAN, COMLEY & RUTH P.C.
601 Monroe Street, Suite 301
P.O. Box 537
Jefferson City, Missouri 65102-0537
573/634-2266
573/636-3306 FAX
comleym@ncrpc.com

Attorneys for Heart of America United Way, Inc.

CERTIFICATE OF SERVICE

I hereby certify that on this 11th day of July, 2003, a true and correct copy of the above and foregoing document was sent by U.S. Mail, postage prepaid, or hand-delivery, to:

Office of Public Counsel
P.O. Box 7800
Jefferson City, MO 65102-7800

General Counsel's Office
P.O. Box 360
Jefferson City, MO 65102

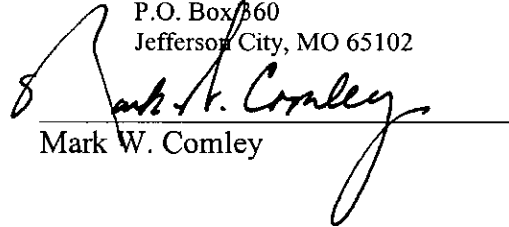

Mark W. Comley

EXHIBIT 1

CERTIFICATE OF CORPORATE GOOD STANDING

STATE OF MISSOURI



Matt Blunt
Secretary of State


CORPORATION DIVISION
CERTIFICATE OF GOOD STANDING

I, MATT BLUNT, Secretary of the State of Missouri, do hereby certify that the records in my office and in my care and custody reveal that

**THE HEART OF AMERICA UNITED WAY, INC.
N00007521**

was created under the laws of this State on the 3rd day of June, 1967, and is in good standing, having fully complied with all requirements of this office.

IN TESTIMONY WHEREOF, I have set my hand and imprinted the GREAT SEAL of the State of Missouri, on this, the 11th day of July, 2003


Secretary of State



Certification Number: 5942345-1 Page 1 of 1 Reference:
Verify this certificate online at <http://www.sos.state.mo.us/businessentity/verification>