

BEFORE THE MISSOURI PUBLIC SERVICE COMMISSION

In the Matter of the Reapplication of)
the United Way of Greater St. Louis, Inc.) Case No. _____
for an Order of the Commission)
Granting it Authority as an Information and)
Referral Provider for purposes of)
obtaining 211 service)

REAPPLICATION FOR 211 AUTHORITY

Comes now the United Way of Greater St. Louis, Inc. (“UWGSL” or “Applicant”), by and through its attorneys, pursuant to 4 CSR 4240-28.015(2) and respectfully submits this re-application for an order granting UWGSL renewed authority as an Information and Referral Provider and assigning it the abbreviated dialing code 211 for the exchanges listed in this application. In support, UWGSL states the following to the Commission:

1. UWGSL 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 UWGSL 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 3. Verification of the application is supplied by Vander Corliss, Chief Financial Officer, and his affidavit is attached hereto as Exhibit 2.

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

Alicia Embley Turner
Newman, Comley & Ruth P.C.
610 Monroe Street, Suite 301
P.O. Box 537
Jefferson City, MO 65102-0537
(573) 634-2266 (Tel)
(573) 636-3306 (Fax)
turnera@ncrpc.com

and,

Robin Pokojski, Vice President – Community Partnerships and 211
United Way of Greater St. Louis, Inc.
910 North 11th Street
St. Louis, MO 63101
(314) 242-1884 (Tel)
(314) 436-4295 (Fax)
robin.pokojski@unitedwaystl.org

3. Effective May 21, 2007, UWGSL was authorized by the Commission in Case No. TO-2007-0312 to serve as a Missouri Information and Referral (I&R) Provider for the exchanges listed on Exhibit 7 to this Application for a period of three years.

4. Effective April 7, 2011, UWGSL was re-authorized by the Commission in Case No. AO-2011-0155 to serve as a Missouri I & R provider for the exchanges listed on Exhibit 7 to this Application for another three-year period.

5. Effective April 18, 2014, UWGSL was re-authorized by the Commission in Case No. AO-2014-0208 to serve as a Missouri I & R provider for the exchanges listed on Exhibit 7 to this Application for another three-year period.

6. Effective April 17, 2017, UWGSL was re-authorized by the Commission in File No. AO-2017-0190 to serve as a Missouri I & R provider for the exchanges listed on Exhibit 7 to this Application for another three-year period.

7. Effective April 17, 2020, UWGSL was re-authorized by the Commission in File No. AO-2020-0198 to serve as a Missouri I & R provider for the exchanges listed on Exhibit 7 to this Application for another three-year period.

8. Effective April 22, 2023, UWGSL was re-authorized by the Commission in File No. AO-2023-0225 to serve as a Missouri I & R provider for the exchanges listed on Exhibit 7 to this Application for another three-year period.

9. Operating under its authority UWGSL 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.

10. Rule 20 CSR 4240-28.015(2) provides that reapplication for this authority must be submitted at least 90 days prior to expiration of UWGSL's three-year authorization.

Judgments, Annual Reports

11. 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.

12. All annual reports have been submitted in accordance with Commission requirements since the last renewal. UWGSL has no overdue assessment fees.

Monitoring and Personnel

13. Applicant's 211 telephone line is and will continue to be monitored by trained Community Resource Navigators ("Navigators") 24 hours a day, 365 days per year. Applicant's employees or qualified and trained volunteers shall be Navigators.

14. 211 calls are never forwarded to an answering service or machine. Calls wait in queue for the next available Navigators. Technology, in the form of an automatic call back feature, is used to reduce telephone wait times, allowing callers to keep their place in line without having to hold. Additional Navigators are made available during crises or peak periods, or when the average wait time is excessive. In addition, inquirers are also able to submit inquiries via web chat, text, and email. These options are also queued and monitored for appropriate response times. This

design is intended to allow Missourians the flexibility to connect with 211 services in the manner they prefer.

Accreditation

15. UWGSL adheres to the current version of the Standards for Professional Information & Referral (version 9.0) which were revised by the Alliance of Information and Referral Systems, Inc. (AIRS) in July 2020. A copy of the AIRS standards is attached as Exhibit 4. UWGSL received its second full accreditation in July 2024, showing competency or excellence in all 28 standards.

16. This marks the third time in which UWGSL received full accreditation in July 2024. That accreditation does not expire until July 2029. UWGSL will take all necessary steps to maintain its accreditation.

17. UWGSL provides comprehensive services pursuant to the AIRS standards. The inquirer has one-to-one human contact with a trained, paid staff Navigator 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. Inquirers who desire may also access and search for resources using UWGSL's website, www.211helps.org, web chat or using a mobile app designed for Android (re-launching in 2026 under new provider) and iPhone users. UWGSL 211 offers texting services Mon-Fri from 9am to 5pm. As a multi-channel contact and navigation center, UWGSL 211 recognizes the need to connect to Missourians how they prefer to interact and communicate and is proud to bring these services to all counties included in this application.

18. Through 211, UWGSL will continue to provide comprehensive I&R and navigation services, pursuant to the AIRS Standards, collecting, maintaining and disseminating information

about a full range of human services, including but not limited to health, behavioral or mental health, basic needs services such as housing, food, clothing and financial assistance, youth development programs, services for older adults, persons with disabilities and families, and resources for individual household, employment, homeless coordinated entry, and community-wide disaster recovery.

Resource Sharing and Collaboration

19. UWGSL shares, and will continue to share, its resource database with other Missouri I&R providers. A United Way 211 web site (www.211helps.org) contains a searchable version of the database and is accessible to any Missouri I&R provider, as well as the general public. The mobile apps are also available to be leveraged by individuals, providers and other stakeholders statewide. In addition, “211 Counts” (located on the 211 website) also provides statewide data on needs and trends based on 211 callers and their requests. This powerful output displays data for Missourians and their identified needs by region, zip code, legislative district and more, and is updated on a daily basis.

20. This database is actively updated in compliance with AIRS standards, which requires formal verification of each organization’s profile on an annual basis at a minimum. United Way 211 goes above the minimum standard and the top 125 referred to programs for food and financial assistance programs for housing or utilities are updated on a weekly basis. Agencies listed in the database commit to immediate notification of changes in contact information or programs. Interim changes are verified, made immediately and reflected in the web site, and other tools, in real time.

21. UWGSL works, and will continue to work, collaboratively with other independent local United Ways in Missouri and with other specialized I&R providers across the state to develop

Memoranda of Understanding and host informational meetings, partner and leverage is resource data for maximum access. Each entity also has its own network of partners measuring needs, serving its own local area and making the 211 network stronger throughout the state. In its own local region UWGSL has historically worked collaboratively with local area agencies on aging, centers for independent living, childcare resource and referral providers, and emergency responders among others to identify and service community needs.

22. UWGSL works, and will continue to work, collaboratively with The United Way of Greater Kansas City, Inc.,¹ the other 211 operator in Missouri, to consistently measure and evaluate 211 outcomes. Both 211s together, ensure 100% coverage across the state, ensuring the ability to dial and receive 211 services are available to every Missourian. Both 211s work collaboratively and offer mutual aid support to the other for periods of emergency or excessive call volumes. This is made easier with merged databases since 2013 and a combined telephony platform since 2019. Together these 211s offer the public a complete statewide database of resources, and they have a strengthened ability to respond to any Missouri call. As I&R Providers with authority to accept 211 calls UWGSL and the United Way of Greater Kansas City take seriously their duties and responsibilities generated from the expanded reach provided by the abbreviated dialing code feature which are additional to those responsibilities for their service areas as individual United Ways. In addition, 211 is a part of the State's emergency response plan in partnership with SEMA, Missouri's State Emergency Management Agency and is relied upon county-by-county by local emergency management agencies during period of crisis or natural disaster.

Call Tracking System

¹ f/k/a The Heart of America United Way, Inc.

23. UWGSL uses an automated call distribution system that enables the Navigation center Director and supervisors to monitor the number of incoming calls, emails, texts and chats in queue and staff accordingly. The system generates data on call volume, the number of calls abandoned in queue, the average wait times, and the average length of each call. Call activity data is compiled and analyzed on a daily, weekly and monthly basis. The call system also ensures 100% up-time and is able to support centralized and decentralized call handling. 211 agents are able to work remotely when needed with zero impact to service provided and / or service levels, and have done so since March 2020.

24. Data is collected for each 211 call and entered by the Navigator into a database at the time of the call. Call documentation includes, for the person needing the service:

- Navigator who handled the call
- Date, time and length of call
- Caller telephone number(s)
- Zip code, county, city and state
- Relationship to the person needing service, if other than “self”
- Needs identified/services requested
- Language spoken, if other than English
- Call resolution, including organization(s) to which the caller was referred
 - Indirect referral; caller was provided full contact information for appropriate service providers.
 - Direct referral/Advocacy; the caller was connected directly with the service provider.
 - Caller requested/received information only.
 - Crisis intervention; crisis intervention tactics and/or response used to de-escalate, ensure safety.
 - No referral available; documentation of service gap, including reason, if known.
- Narrative description of call

Optional Data: (as callers have the right to remain anonymous and demographic information is not required to find resources)

- Caller name
- How the person self identifies their gender, race and ethnicity
- Veteran status

25. This information is aggregated, analyzed, and published in the form of quarterly reports to the community via the 211 counts dashboard.

Other Terms and Benefits

26. UWGSL removes and excludes human services entities from its resource database for failure to deliver services, fraud, misrepresentation, and failure to update annual profiles after multiple attempts or discrimination. Attached hereto as Exhibit 5 is the 211 Database Inclusion/Exclusion Policy.

27. UWGSL has maintained a computerized database of human services since 1985. The evolution of the database over the past 38 years (including the transition to 211 services in 2007) currently includes information on any services available to residents of metropolitan St. Louis and the State of Missouri for the 99 counties within 211's service area, regardless of location, including local, state and federal health and human service providers. The database also includes information on agencies providing emergency assistance to households throughout the AmerenMO and Spire service areas, as well as other statewide utilities, and the State of Missouri. At the time of this application, the database houses more than 28,000 programs and services across the 99 counties served by UWGSL's 211

28. UWGSL works with local United Ways throughout the state, state associations and local, specialized I&R providers to maintain, curate and expand its existing base of information about health and human service providers in the regions served by 211. Programs are catalogued according to the AIRS Taxonomy of Human Services and regularly maintained according to AIRS Standards by a team of five Community Partnership Coordinators ("CPC") working in regional hubs under the leadership of the Director, Community Partnerships. Each CPC focuses on local resources within an assigned region of the approved 211 service area. CPC's add, change or delete

agency and program information using an internet-based application and assigned user identification to track data integrity, and to facilitate access to real-time information updates to the 211 Navigation Center.

29. Inquirer information is maintained by Community Resource Navigators in the 211 Navigation Center. The entity providing overnight coverage utilizes the same system for contact documentation.

30. UWGSL ensures the quality of 211 service and caller and customer satisfaction through follow up and written outcome evaluations. Attached hereto as Exhibit 6 is the “Care Quality Monitoring Program.”

31. 211 is accessible to hearing impaired callers via 7-1-1 nationwide relay services. Callers whose primary language is other than English are served by initiating a 3-way call with an interpreter contracted through Optimal Phone Interpreters. 211 has the ability to connect with callers in more than 150 languages.

32. 211 offers the ability to capture and match volunteer opportunities in their service area with potential volunteers via the UWGSL Volunteer Center and the use of a statewide volunteer portal (www.movolunteer.org) that can be leveraged during emergency and non-emergency periods. The UWGSL’s Volunteer Center is affiliated with the Hands On Network, as are the volunteer centers in Cape Girardeau and Columbia. As such, they have committed to work collaboratively and cross-refer when appropriate.

33. Applicant is legally qualified to provide the service and possesses sufficient technical, financial and managerial resources and abilities to remain the 211 provider for the telephone exchanges within the counties identified in this application

34. Applicant is ready and willing to comply, and will comply, with Commission rules, regulations and policies.

35. UWGSL seeks renewed authority to provide 211 service for all Missouri counties not currently served by the United Way of Greater Kansas City. This includes exchanges serving the following counties:

Adair County	Hickory County	Perry County
Atchison County	Holt County	Phelps County
Audrain County	Howard County	Pike County
Barry County	Howell County	Polk County
Barton County	Iron County	Pulaski County
Benton County	Jasper County	Putnam County
Bollinger County	Jefferson County	Ralls County
Boone County	Knox County	Randolph County
Butler County	Laclede County	Reynolds County
Callaway MO	Lawrence County	Ripley County
Camden County	Lewis County	St. Charles County
Cape Girardeau County	Lincoln County	St. Clair County
Carroll County	Linn County	Ste. Genevieve County
Carter County	Livingston County	St. Francois County
Cedar County	McDonald County	St. Louis County
Chariton County	Macon County	Schuyler County
Christian County	Madison County	Scotland County
Clark County	Maries County	Scott County
Cole County	Marion County	Shannon County
Cooper County	Mercer County	Shelby County
Crawford County	Miller County	Stoddard County
Dade County	Mississippi County	Stone County
Dallas County	Moniteau County	Sullivan County
Daviess County	Monroe County	Taney County
Dent County	Montgomery County	Texas County
Douglas County	Morgan County	Vernon County
Dunklin County	New Madrid County	Warren County
Franklin County	Newton County	Washington County
Gasconade County	Nodaway County	Wayne County
Gentry County	Oregon County	Webster County
Greene County	Osage County	Worth County
Grundy County	Ozark County	Wright County
Harrison County	Pemiscot County	St. Louis City

The exchanges included in these counties are provided in Exhibit 7 attached hereto.

36. UWGSL submits that approval of this reapplication is in the public interest.

WHEREFORE, United Way of Greater St. Louis, Inc. 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/ Alicia Embley Turner
Alicia Embley Turner MBE# 48675
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
turnera@ncrpc.com

Attorneys for United Way of Greater St. Louis, 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 15th day of January, 2026, to General Counsel's Office at staffcounsel@psc.mo.gov; and Office of Public Counsel at opcservice@ded.mo.gov.

/s/ Alicia Embley Turner

EXHIBIT LIST

Exhibit 1	Certificate of good standing for UWGSL
Exhibit 2	Verification and Affidavit of Vander Corliss, Chief Financial Officer of UWGSL
Exhibit 3	Tax exempt letter issued by the Internal Revenue Service
Exhibit 4	AIRS Standards and Quality Indicators for Professional Information and Referral
Exhibit 5	211 Database Inclusion/Exclusion Policy
Exhibit 6	Care Quality Monitoring Program
Exhibit 7	Exchanges