

**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 240-32.200 (8) and respectfully submits this reapplication for an order granting UWGSL renewed authority as an Information and Referral Provider and assigning it the abbreviated dialing code 2-1-1 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 Ken Graesser, Chief Financial Officer, and his affidavit is attached hereto as Exhibit 2.

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

Mark W. Comley  
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)

and,

Regina L. Greer, Vice President – Community Response  
United Way of Greater St. Louis, Inc.  
910 North 11<sup>th</sup> Street  
St. Louis, MO 63101  
(314) 242-1880 (Tel)  
(314) 436-4295 (Fax)

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. 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.

6. Rule 4 CSR 240-32.200 (8) 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**

7. 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.

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

## **Monitoring and Personnel**

9. Applicant's 2-1-1 telephone line is and will continue to be monitored by trained Information and Referral Specialists 24 hours a day, 365 days per year. Applicant's employees or qualified and trained volunteers shall be I&R Specialists.

10. 2-1-1 calls are never forwarded to an answering service or machine. Calls wait in queue for the next available I&R Specialist. This queue is monitored by a call center supervisor at all times to ensure appropriate response time; additional call center agents are made available during crises or peak periods, or when the average wait time is excessive.

## **Accreditation**

11. UWGSL adheres to the current version of the Standards for Professional Information & Referral which were revised by the Alliance of Information and Referral Systems, Inc. (AIRS) in April 2013. A copy of the current AIRS standards is attached as Exhibit 4. UWGSL received its full accreditation in October 2012 with a 100% pass rate for each of its 28 standards. The accreditation period will expire in 2017 and at that time, UWGSL will have to apply and be re-assessed in order to maintain its accreditation.

12. UWGSL provides comprehensive services pursuant to the AIRS standards. The inquirer has one-to-one human contact with a trained, paid staff, or volunteer Call Specialist 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 our website, [www.211helps.org](http://www.211helps.org). In the near future, 2-1-1 will also offer web chat and an app feature, moving from a pure call center to an comprehensive contact center.

13. Through 2-1-1, UWGSL will continue to provide comprehensive I&R 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 Americans, persons with disabilities and families, and resources for individual household and community-wide disaster recovery.

### **Resource Sharing and Collaboration**

14. UWGSL shares, and will continue to share, its resource database with other Missouri I&R providers. A United Way 2-1-1 web site ([www.211helps.org](http://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.

15. This database is actively updated in compliance with AIRS standards, which requires formal verification of each organization's profile on an annual basis. Food and financial assistance programs for housing or utilities are updated on a monthly basis. Agencies listed in the data base commit to immediate notification of changes in contact information or programs. Interim changes are verified, made immediately and reflected in the web site in real time.

16. UWGSL has historically worked collaboratively with local area agencies on aging, centers for independent living, child care resource and referral providers, and emergency responders in its traditional service area. The UWGSL works, and will continue to work, collaboratively with local United Ways in Missouri to host informational meetings and develop Memoranda of Understanding with specialized I&R providers across the state.

17. UWGSL works, and will continue to work, collaboratively with The United Way of Greater Kansas City, Inc.,<sup>1</sup> the other 2-1-1 operator in Missouri, to consistently measure and evaluate 2-1-1 outcomes. In April 2013, both 2-1-1's merged their databases in order to offer the public a complete statewide database of resources and strengthening the other's ability to respond to any Missouri call received. In addition, both 2-1-1's offer mutual aid support in period of emergency or excessive call volumes.

### **Call Tracking System**

18. UWGSL uses an automated call distribution system that enables the call center manager and supervisors to monitor, in real time, the number of incoming calls in queue and staff accordingly. The system generates data on call volume, the number of calls abandoned in queue, the average speed of answering, and the average length of each call. Call activity data is compiled and analyzed on a daily, weekly and monthly basis.

19. Data is collected for each 2-1-1 call and entered by the I&R Specialist into a database at the time of the call. Call documentation includes, for the person needing the service:

- I&R specialist who handled the call
- Date, time and length of call
- Zip code
- Relationship to the person needing service, if other than "self"
- Type(s) of service(s) requested
- Gender
- Language requirements, if other than English
- Accessibility requirements such as ramps, TTY, etc.
- 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; the caller was connected directly with the service provider.
  - Caller requested/received information only.
  - No referral available; documentation of service gap, including reason, if known.
- How the caller learned of 2-1-1

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

- Whether the caller has used 2-1-1 before
- Narrative description of call

Optional Data: (as callers have the right to remain anonymous)

- Caller name
- Caller telephone number(s)

20. This information is aggregated, analyzed, and published in the form of quarterly reports to the community on the United Way 2-1-1 web site.

### **Other Terms and Benefits**

21. UWGSL removes and excludes human services entities from its resource database for failure to deliver services, fraud, misrepresentation, failure to update annual profiles after multiple attempts or discrimination. Attached hereto as Exhibit 5 is the 2-1-1 Database Inclusion/Exclusion Policy.

22. UWGSL has maintained a computerized database of human services since 1985. This database currently includes information on any services available to residents of metropolitan St. Louis and the State of Missouri for the 99 counties within 2-1-1'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 households throughout the AmerenUE service area and the State of Missouri. Agencies must opt-in to be listed.

23. UWGSL works with local United Ways throughout the State, state associations and local, specialized I&R providers to expand its existing base of information about health and human service providers in the regions served by 2-1-1 prior to launch. Programs are catalogued according to the AIRS Taxonomy of Human Services and regularly maintained according to AIRS Standards by a team of five Resource Specialists working in local communities under the leadership of a 2-1-1 Resource Manager. Each Resource Specialist focuses on local resources

within an assigned region of the proposed 2-1-1 service area. Resource Specialists add, change or delete agency and program information remotely using an internet-based application and assigned user identification to facilitate access to timely information in the 2-1-1 Call Center.

24. Caller information is maintained by I&R Specialists in the 2-1-1 Call Center. The entity providing overnight coverage utilizes the same system for call documentation.

25. UWGSL ensures the quality of 2-1-1 service and caller and customer satisfaction through follow up and written outcome evaluations. Attached hereto as Exhibit 6 is the proposed 2-1-1 Evaluation Plan.

26. 2-1-1 is accessible to hearing impaired callers via TTY. Callers whose primary language is other than English are served by initiating a 3-way call with an interpreter contracted through Optimal Phone Interpreters. 2-1-1 has the ability to connect with callers in more than 150 languages.

27. 2-1-1 offers the ability to capture and match volunteer opportunities in their service area with potential volunteers via the UWGSL Volunteer Center and the used of a statewide volunteer portal that can be leverage 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.

28. Applicant possesses sufficient technical, financial and managerial resources and abilities to remain the 2-1-1 provider for the telephone exchanges within the counties identified in this application

29. Applicant is ready and willing to abide by Commission rules, regulations and policies; the waiver requested above to apply strictly to this reapplication.

30. UWGSL seeks renewed authority to provide 2-1-1 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.

31. 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/ Mark W. Comley**

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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 14th day of January, 2014, to General Counsel's Office at [staffcounsellservice@psc.mo.gov](mailto:staffcounsellservice@psc.mo.gov); and Office of Public Counsel at [opcservice@ded.mo.gov](mailto:opcservice@ded.mo.gov).

**/s/ Mark W. Comley**

## **EXHIBIT LIST**

Exhibit 1	Certificate of good standing for UWGSL
Exhibit 2	Verification of Ken Graesser 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	Proposed 2-1-1 Evaluation Plan
Exhibit 7	Exchanges