

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

**Telecommunications Division
Market Structure Branch**

**RESOLUTION T-17041
July 20, 2006**

R E S O L U T I O N

Resolution T-17041. United Way of the Stanislaus Area, Inc. Request for certification as the 2-1-1 service provider for Stanislaus County.

By Letter to Executive Director filed on May 22, 2006.

Summary

This resolution grants United Way of the Stanislaus Area, Inc., dba United Way of Stanislaus and the Mother Lode, hereinafter referred to as United Way of Stanislaus, the authority to use the 2-1-1 abbreviated dialing code to provide information and referral (I&R) services to all of Stanislaus County. This authority is granted for an indefinite term, and is subject to review upon a letter to the Commission showing sufficient grounds to revise or rescind the term.

Background

2-1-1 is the national abbreviated dialing code designated by the Federal Communications Commission to be used to phone non-emergency community I&R providers. Upon dialing 2-1-1, a caller will be routed to a referral service and then to an agency that can provide information concerning social services such as housing assistance, programs to assist with utility bills, food assistance and other less urgent situations not currently addressed by either 911 or 311 services. On January 23, 2002, the California Public Utilities Commission (Commission) instituted Rulemaking (R.) 02-01-025 into the implementation of 2-1-1 dialing in the State of California. In Decision (D.) 03-02-029, the Commission adopted regulatory policies and procedures to implement 2-1-1 dialing.

Included among these policies were guidelines and procedures whereby the Commission can certify I&R providers as eligible to purchase network telephone service that will enable them to receive calls from those who dial 2-1-1. Most of the procedures for I&R providers to follow in requesting authority to use the 2-1-1 dialing code are contained in D.03-02-029's Ordering Paragraph 2, quoted below:

2. Information and Referral (I&R) providers seeking authority to provide 2-1-1 service or to establish Regional Technical Centers for routing 2-1-1 calls to I&R service providers in California shall submit a letter to the Executive Director of the Commission approximately nine months before they plan to commence service. The letter shall contain the information detailed in the Service Provider Application Package in Appendix A, shall include a service rollout plan, and shall demonstrate compliance with the guidelines contained in Appendix A to this decision, along with letters of endorsement from community groups as described in Appendix A. The I&R providers shall serve this application letter on the parties to this proceeding on the same day as its submission to the Commission. The Commission shall publish a notice of this letter in its Daily Calendar. We establish a milestone of six months from the initial filing of this application letter for action by the Commission via a resolution resolving any issues. This application letter should be served on the appropriate incumbent local exchange carriers and on all parties to this proceeding.

By Letter to the Commission's Executive Director received on May 22, 2006, United Way of Stanislaus filed a complete copy of its application letter¹ requesting certification as the 2-1-1 service provider in Stanislaus County, as well as a copy with information United Way of Stanislaus considered confidential redacted. On the same date, United Way of Stanislaus sent to SBC Communications now AT&T and Verizon Communications as well as the service list for R.02-01-025 redacted copies of its application letter.

We remind local exchange carriers of D. 03-02-029, Ordering Paragraph 3, which states "Within four months of the filing of a letter by I&R providers or a regional technical center seeking to initiate 2-1-1 service, the incumbent local exchange carriers serving the territory over which the 2-1-1 service will be offered shall file advice letters to provide the 2-1-1 switch translation services required. Ordering Paragraph 4 states "All other incumbent local carriers serving a territory over which the 2-1-1 service will be offered shall provide the needed switch translation service, but may either concur in the price terms offered by Pacific or Verizon or submit their own cost support information. This filing shall follow that of Pacific or Verizon by no more than 30 days." Competitive local carriers must comply with Ordering Paragraph 7, which states in part, "Within one month of the filing of an advice letter by incumbent local exchange carriers to offer 2-1-1 switch translation services in a specific area, each competitive local carrier

¹ The terms "application letter" and "application" used herein mean the package of materials the prospective I&R provider files with the Commission by letter to the Executive Director, as specified in D.03-02-029, and are not a formal application to the Commission as described in the Commission's Rules of Practice and Procedure.

providing services in the affected areas shall submit an advice letter, under General Order 96-A, demonstrating that it will offer 2-1-1 switch translation service at a reasonable rate to I&R providers on a timetable consistent with their rollout plans.”

We remind payphone service providers of the same decision’s Ordering Paragraph 6, stating in part “The providers of payphone services in an area in which 2-1-1 service will be offered shall end all non-conforming uses of 2-1-1 service within six months of their filing.” i.e., within six months of the filing of the application letter by the I&R provider.

Notice/Protests

United Way of Stanislaus states that it mailed a copy of its application letter to SBC Communications now AT&T and Verizon Communications as well as to the service list for R.02-01-025, which includes the appropriate incumbent local exchange carriers. The Telecommunications Division published notice of United Way of Stanislaus’s application letter in the Commission Daily Calendar on May 24, 2006 through June 3, 2006. In response to United Way of Stanislaus’s application letter, the California Alliance of Information and Referral Services, Inc. (CAIRS) submitted written comments supporting the request of United Way of Stanislaus to use the 2-1-1 dialing code in Stanislaus County. No other comments were submitted.

Discussion

The 2-1-1 application process prescribed by D.03-02-029 for potential I&R providers is divided into four major sections. The first section elicits information on the I&R provider’s organization, its structure, its background, and experience.

United Way of the Stanislaus Area, Inc. is a non profit organization incorporated in the State of California in 1990. The documents included to support this categorization are its articles of incorporation, including By-laws, and letters from the Internal Revenue Service. Its location is 422 Mc Henry Avenue, Modesto, CA 95354. The contact person is Liz Gamble, Project Coordinator, at (209) 523-4562 ext. 124 and email at 211@uwaystan.org.

United Way of Stanislaus’s application states that it has been providing comprehensive information and referral services to Stanislaus County for 12 years. The Information and Referral services have been done via telephone, internet, in-person at the Bette Belle Smith Community Center (the offices of the United Way of the Stanislaus Area), and some mobile outreach throughout Stanislaus County.

United Way of Stanislaus application indicates that staff and key managers have many years of experience either directly in comprehensive I&R service, or in similar human services planning and information management. Of note, Linda Avedon, president and CEO of United Way of the Stanislaus, has served on the original 2-1-1 California Partnership leadership team responsible for guiding the development of the statewide 2-1-1 business plan.

The United Way of the Stanislaus Area has provided a 3-year budget. 2-1-1 Stanislaus HelpLine is planning to be operated as an independent program of the United Way of the Stanislaus Area. At the time of this application, 2-1-1 Stanislaus Helpline has not yet officially advocated for funds, however the applicant is hopeful of funding being available based on preliminary data and community interest.

The second section of the prescribed application sets forth the required service conditions that a 2-1-1 service provider must meet. Section 2 of United Way of Stanislaus application indicates that it does not and will not receive fees from referred organizations nor charge providers to be listed in its database. Furthermore, United Way of the Stanislaus Area's information and referrals services have been provided free of charge to callers since the inception and will remain that way upon implementation of 2-1-1. United Way of Stanislaus states that upon implementing 2-1-1 dialing, it will assist callers 24 hours a day, seven days a week to all callers regardless of language and disability by live and trained I&R Specialists. After hours, weekends and holidays, service will be contracted to Interface Children Family Services, aka 2-1-1 Ventura County. Both agencies will meet AIRS service delivery standards. The United Way of Stanislaus plans to staff bi-lingual English/Spanish I&R specialists during operation hours and currently two of their trained I&R specialists are fluent in both languages. 2-1-1 Stanislaus Helpline plans to maintain a dedicated TDD phone line and I&R Specialists will be trained to assist callers with disabilities using a TTY machine and also assist callers using California Relay service with annual training updates. United Way of Stanislaus also plans to subscribe to AT&T Language Translation Service.

In the third section of the prescribed application, the applicant must demonstrate its understanding of and agreement to adhere to the standards for delivery of I&R services established by the Alliance of Information and Referral Services (AIRS). United Way of Stanislaus Area's Information and Referral program has internal protocols to ensure calls are handled consistent with guidelines developed by AIRS. AIRS' guidelines are the basis for the service delivery standards associated with use of the 2-1-1 dialing code as specified by the CPUC Decision 03-02-029. United Way of Stanislaus Area's application includes descriptions of its policies in the areas of call assessment and follow-up, confidentiality, database standards, disaster readiness, reports and measures, cooperative relationships, training, marketing, and program evaluation.

These policies appear to be more than adequate to meet the standards established by AIRS.

In the fourth section of the prescribed application, the applicant demonstrates its level of community support by including letters of endorsement from organizations and agencies that are stakeholders in the health and human services network in its community. United Way of Stanislaus included in its application letters of endorsement from 15 different organizations and agencies in a broad range of health and human service fields throughout Stanislaus County. These endorsements demonstrate broad community support, including support from Stanislaus County Chief Executive Office, employment and food service agencies, disability interests, child services and County health and education agencies.

In processing this 2-1-1 application, Telecommunications Division considered the input of the Stanislaus County government because it oversees the operations of county hospitals, a county welfare department, and numerous other agencies and programs in the fields of health and human services, and is best equipped to evaluate whether an I&R provider is well suited to provide comprehensive I&R service in Stanislaus County. California's size and diversity, in geography, politics, and many other categories, argue against a statewide "one size fits-all" approach to evaluating and choosing comprehensive I&R providers. County governments can best apply local standards and local knowledge to this difficult but important task. The Chief Executive Officer, Richard W. Robinson on behalf of Stanislaus County Board of Supervisors sent a letter on March 7, 2006 endorsing United Way of Stanislaus's application to serve as the 2-1-1 provider of Stanislaus County residents and employees. The Commission values the input of the Stanislaus County Board of Supervisors on this matter, and takes official notice of its action.

D.03-02-029 did not specifically address the length of time for which the Commission's grant of authority to use the 2-1-1 dialing code should be made. Utilities and other frequent participants in Commission proceedings generally know that most Commission decisions, resolutions, and actions can be later modified or rescinded if a showing of sufficient grounds to do so is made in a filing before the Commission. However, most I&R providers and county governments are not frequent participants in Commission proceedings, and may benefit from some clarification of this point. The grant of authority to use the 2-1-1 dialing code in a county or group of counties is for an indefinite term and may be revised or rescinded if a showing of sufficient grounds to do so is made to the Commission. For the reasons cited in the previous paragraph, the Commission should consider a resolution by the Stanislaus County Board of Supervisors as a crucial part of any showing that the authority to use the 2-1-1 dialing code for comprehensive I&R service for Stanislaus County should be rescinded, reassigned, or modified. A letter to the Commission's Executive Director could serve to

initiate such a process. Any such process should provide notice to all affected parties and an opportunity to be heard.

The Telecommunications Division concludes that the application letter filed by United Way of Stanislaus meets the requirements set forth in the Commission's order and recommends that the Commission approve this filing. Commission approval is based on the specifics of the application letter, and does not establish a precedent for the contents of future filings or for Commission approval of similar requests.

This is an uncontested matter in which the resolution grants the relief requested. Accordingly, pursuant to P.U.Code Section 311 (g) (2), the otherwise applicable 30-day period for public review and comment is being waived.

Findings

1. United Way of the Stanislaus Area, Inc., dba United Way of Stanislaus and the Mother Lode, hereinafter referred to as United Way of Stanislaus sent its application letter for certification as the 2-1-1 service provider for Stanislaus County to the Commission on May 22, 2006.
2. CAIRS submitted written comments in support of United Way of Stanislaus application. No other comments were submitted.
3. United Way of Stanislaus's application provides sufficient information to meet the four major sections of the 2-1-1 application process required by D. 03-02-039.
4. The Chief Executive Officer of the Stanislaus County Board of Supervisor sent a letter to the Commission on March 7, 2006, endorsing United Way of Stanislaus to serve as the 2-1-1 provider for Stanislaus County.
5. TD concludes that United Way of Stanislaus's application meets the requirements established by D. 03-02-029 to use the 2-1-1 dialing code.

THEREFORE, IT IS ORDERED that:

1. United Way of Stanislaus is granted the authority to use the 2-1-1 abbreviated dialing code to provide information and referral (I&R) services to all of Stanislaus County.
2. This authority is granted for an indefinite term, and is subject to review upon showing sufficient grounds to revise or rescind the term. Any process to contest,

revise, or rescind this authority shall provide notice to all affected parties and an opportunity to be heard.

3. If United Way of Stanislaus cannot implement 2-1-1 dialing within a year after the Commission's approval of United Way of Stanislaus and the needed tariffs of the telecommunications service providers ordered in Ordering Paragraphs 3, 4, and 7 of D.03-02-029, then, barring further Commission action, the certification of United Way of Stanislaus shall lapse so that another I&R provider may apply to offer service in a service territory containing Stanislaus County.
4. United Way of Stanislaus shall notify the Director of the Telecommunications Division in writing of the date 2-1-1 service is first rendered to the public, within five days after service begins.

This Resolution is effective today.

I hereby certify that the Public Utilities Commission at its regular meeting on July 20, 2006 adopted this Resolution. The following Commissioners approved it:

/s/ STEVE LARSON

STEVE LARSON
Executive Director

MICHAEL R. PEEVEY
President
GEOFFREY F. BROWN
DIAN M. GRUENEICH
JOHN A. BOHN
RACHELLE B. CHONG
Commissioners