
“211 State by State:” A Periodic Report on the National Implementation of Three Digit-Accessed Telephone Information and Referral Services

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Introduction

This report was originally created in the spring of 2001 in order to assess the state of 211 services nationwide. The newly approved telephone number to route callers to health and human services referrals promises to be a highly useful mechanism for more efficiently serving people in need. The report underwent revision and update in late summer of 2001, and again in the winter of 2002 in an effort to make it as comprehensive and accurate as possible. Many locations not available for inclusion in the original report were added and existing data were revised, when appropriate, to reflect new developments in implementation efforts. We anticipate periodic revisions and adjustments to this report as 211 implementation develops in the coming years.

The information here was collected primarily through telephone interviews, email contacts and by searching web sites. Research that is heavily reliant on these types of sources is subject to some degree of potential error. Every effort has been made to confirm the accuracy of all data, with particular regard to cost figures and the like. As well, we caution readers that, given the pace of change in these implementation efforts, some conditions may have changed since data were gathered. This document represents an initial, easily referenced view of the evolving service communities' implementation efforts and is designed to highlight strategies, difficulties, and successes. It is a working document. If you have additional information to provide, please contact Judy Windler, the project sponsor, at Texas Health and Human Services Commission: judy.windler@hpsc.state.tx.us.

Executive Summary

This document assesses efforts across the United States to implement health and human services Information and Referral (I&R) telephone call centers accessed by "211" dialing codes. We have investigated the most pertinent aspects of 211 implementation including organizational issues, system design models, management approaches, relationships between service providers, state bodies, and telephone providers, technological issues, and common obstacles faced by implementation groups. The bulk of this research is based on interviews with representatives from planned and currently operating 211 I&R services and was supplemented by interviews with telephone companies as well as documentary research from the Internet.

As implementing 211 is an ongoing process, it is subject to a constantly changing set of data. Data reflected in this report should not be taken as the final characterization of the nature or state of 211 efforts. Many of the endeavors described here have progressed considerably since data were first collected. Rather, these data are a reflection of the best available information regarding the "state of affairs" of 211 implementation in each location. Nor is the list of implementation efforts in this report necessarily comprehensive. We suspect other implementation efforts do exist in locations not covered in this report, but information was not available at the time this report was researched and compiled.

The highlights of this report are as follows:

- **Many 211 implementation efforts have faced similar obstacles. Common obstacles include opposition and “competition” among I&R providers, telecommunications costs, cooperation issues on the part of telephone service providers (Local Exchange Carriers), and support issues from state utilities bodies.**

Though obstacles from location to location are similar, the strategies employed for overcoming them have proven distinctive.

- **The support of state utility commissions can be very helpful in smoothing negotiations with telephone service providers and with facilitating arrangements among I&R providers.**

While it is no longer necessary to petition state utility regulators for reservation of 211 dialing codes for I&R purposes, these bodies can still play a crucial role in 211 implementation. Often, utilities commissions choose to mediate pricing negotiations between Local Exchange Carriers (LECs) and 211 providers. Active involvement by commissions can prompt LEC cooperation and provide an “objective” third party to guide the development of relationships.

- **It is difficult to obtain valid cost estimates from telecommunications providers.**

Most LECs are not closely familiar with I&R, its benefits, or its technical requirements. This unfamiliarity can lead LECs to overestimate the technical needs of a 211 provider in terms of call identification, etc., and therefore provide inflated pricing schemes. Therefore, 211 providers must work to educate LECs about I&R. In turn, 211 providers must attempt to educate themselves to the greatest extent possible about telecommunications systems in the interest of providing LECs with detailed technical requirements and implementation plans. As LECs are often large corporations with offices distributed across large regions, it can be difficult to determine a “company wide” policy with regard to 211 implementation. The offices and/or departments within a phone company that are the most experienced in working with state utilities regulatory bodies will generally be the most capable in helping to establish a broad corporate position and approach to 211.

- **It is important for regional I&R providers to adopt a shared vision of the system they hope to offer. An accepted mechanism for solving problems or adjudicating competing claims is helpful.**

Generally, a single I&R organization will emerge as the “developmental leader” for 211 implementation. This organization may partner with other bodies in the interest of developing an inclusive group with sufficient political capital to claim authority in 211 development. Often, it will fall to this group to approve applications from potential 211 providers, and a standardized method of judgment is helpful in these negotiations.

- **A clear business plan is a necessary prerequisite to operational status.**

Seemingly an obvious factor, a clear and detailed business and development plan is potentially the most crucial aspect of a successful 211 bid. Commonly, such a plan is a basic requirement for entering negotiations with LECs, potential funding partners, and utilities commissions.

- **The majority of 211 implementation efforts follow a fairly predictable series of steps from initial interest among social service providers to fully operational services.**

Deployment and implementation strategies do vary from location to location as the local I&R service topography, telecommunications vendors, and state PUC environment differ. Nevertheless, patterns emerge from location to location as full implementation is realized.

- **Three design models characterize the majority of planned and operational 211 systems.**

Again, while there is some variation in the strategies for deploying 211 resources from location to location, knowledge of broad models for system design can aid those interested in 211 implementation in making decisions about appropriate strategies. The three basic design models are: Centralized Administration/Single Call Center (called Model One in this report – generally utilized in smaller geographical areas), Decentralized Administration/ Multiple Call Centers (called Model Two here – usually seen in larger states with larger populations), and Centralized Administration/Multiple Call Centers (Model Three).

Changes and Additions to This Report

This updated report includes substantial additions to **Appendix A**, the heart of the report's data content. This section includes detailed entries on a state-by-state basis describing the implementation efforts for each location. **Appendix A** has been substantially revised in terms of the currency of the information it contains, and approaches a national, comprehensive assessment. Despite these revisions, some undetected 211 implementation efforts may exist.

Periodic updates to this report will reflect changing conditions in 211 activities. It will become still more comprehensive and accurate in its characterizations. As well, the report will be useful to the Federal Communications Commission (FCC) when the Commission reviews the implementation efforts behind the 211 assignment in 2005. Credit is due to those I&R, 211, and LEC representatives who contributed their time and expertise in providing the data used in this report [see **Appendix B** for a listing of sources].

211 History and Background

U.S. residents in need of social service assistance ranging from domestic violence hotlines to elderly or homeless housing assistance to simple assistance in paying utility bills are often obliged to negotiate a labyrinthine system of referrals and misdirected inquiries before locating help. At times, assistance is never reached, even if it is available in the area. The common difficulties encountered by those in need in securing social service assistance and those desiring to provide it led to a nationwide effort to create a system of simple, easily-recalled telephone access to health and human services. The utility of nationally ubiquitous three-digit dialing combinations - “abbreviated N11 services” - for emergency services (911) and directory assistance (411), as well as the growing use of non-emergency police services (311), led Information and Referral (I&R) representatives and organizing bodies to conclude that the public interest would best be served if the “211” dialing code was reserved for access to social service I&R services.

Some exemplary use of 211 was demonstrated by the June, 1997 installation of a 211-based I&R service operated by the United Way of Metropolitan Atlanta. This system made use of an existing I&R service, its call center and expertise. The creation of United Way 211 in Atlanta was followed in 1999 by a similar, though statewide, system operated by the United Way of Connecticut and has been joined by a growing national movement of I&R services and coalitions interested in building similar systems.

In May, 1998, the National 211 Collaborative, including the Alliance of Information and Referral Systems (AIRS), United Way of America, United Way 211 (Atlanta), United Way of Connecticut, the Florida Alliance of Information and Referral Services, Inc. (FLAIRS), and the Texas Information and Referral Network filed a petition with the Federal Communications Commission (FCC) requesting national assignment of 211 dialing codes for social service Information and Referral. Recognizing that N11 dialing codes are a scarce resource, the 211 Collaborative argued that a compelling public need exists for this use of 211 that is not satisfactorily met by existing 911, 411, or 311 services. The FCC ruled July 21, 2000 in favor of 211 proponents, declaring that this use of 211 best satisfies the public interest.

Since the FCC ruling, efforts toward implementing 211 services have continued in some states and begun in many others, with widely varying results. Some 211-accessed I&R systems have become operational within a few months of initial efforts, while others have met considerable obstacles on many fronts, including challenges from within the I&R community, lack of support from state regulatory bodies, prohibitively high rates from Local Exchange Carriers (LECs) – local telephone companies – for delivery of 211 service, and opposition from other potential N11 service providers. To date, every operational 211 I&R service consists of a single, centralized call center servicing a locality (defined here as a metropolitan area or limited county grouping) or a very small state [see “211 System Design Models”]. Some locations, such as Georgia, have *approached* statewide coverage with several call centers, but no multiple-call center system is yet fully “integrated” with regard to database sharing and administration. Many non-statewide 211 systems are designed with the express intention of “scaling up” to include greater geographic scope, often with the assumed goal of joining with other 211 providers to facilitate integrated statewide coverage. Currently, Connecticut’s Infoline is the sole *statewide* provider of 211-accessed I&R services, though most other providers’ implementation plans include statewide coverage as an eventual goal.

Stages of 211 Development

Implementing 211 services varies a great deal from location to location in terms of specific obstacles faced by 211 providers, strategies adopted for ensuring success in implementation, and the organizational features of the group backing 211. It is nevertheless possible to see certain common features across efforts as 211 groups progress from no substantial organization to fully operational 211 systems. These commonalities can be grouped into four main development stages, as detailed below. **Table 1** details the current (February, 2002) development stage for each 211 effort. Understanding the common approaches and problems among 211 service groups is useful for groups just beginning to think about implementing 211 since they can help to shape implementation strategies. We identify features of development in terms of negotiations with local telephone companies, the internal organizational structure of the groups or collaboratives backing a 211 plan, communications with and endorsement of plans by state utility commissions, aspects of a business plan for services as well as aspects of an operational plan for providing service.

It should be clear that these characterizations are intended to reflect general trends in the implementation process. Considerable variations can exist in an individual location in the order of “steps” followed. Particularly in locations containing smaller populations (and consequently, smaller I&R infrastructure) certain elements of collaboration might be omitted entirely. In these cases, an I&R service provider may still find success in 211 implementation even if implementation is approached on a “stand-alone” basis, with single I&R call centers carrying out implementation negotiations and efforts on their own, with the presumed initial goal of providing 211 service solely for the local area, without the support of other I&R agencies, local or state bodies, etc. Efforts that follow this pattern may find it easier to develop 211 capabilities more quickly than efforts more dependent on collaborative agreement but may also encounter obstacles that may be more easily resolved with the support developed through collaboration. In the initial stages of 211 planning, therefore, it is crucial to fully assess the needs and resources available in an area, and to determine from these assessments how the steps outlined below may be applied best to the needs of the individual site.

The stages outlined below reflect, to some degree, the “ideal” approach to 211 implementation for an area of average population and average I&R resources. Many efforts have found success in implementation by creating and following their own version of these stages. Conversely, some implementation efforts have stalled even when the most careful planning is followed. The resources and political characteristics of each location are unique and must be taken into careful consideration throughout each planned implementation phase.

Development Stage One – The Initial Stage

In the initial stage, one or more organizations have expressed interest in developing 211 capabilities in their state. Some motions toward collaboration among I&Rs and/or service agencies have been made to this end. Meetings have been held among potential service providers, non-I&R 211 supporters, community governmental bodies, and non-211 I&R agencies to help answer questions and challenges and to provide closer collaborative support. Telecommunications industry associations, state utilities bodies, state human services bodies, United Ways, specialized and

comprehensive I&Rs, and community bodies such as libraries and city councils are often included in initial collaborative formation. Initial contacts have been made with local exchange companies (LECs) and with state utilities commissions.

Development Stage Two – The Collaboration Stage

As groups gather more information and assess feasibilities, the core collaborative group has an identity and makes a concerted effort to develop operational design models and to determine what mixture of technical - database and telecommunications - resources will best meet community needs. Relationships with state utilities commissions are developed, often with the result of explicit PUC support or “official 211 designation.” At times, the “lead developer” – the group set to direct 211 development – is incorporated as an independent body. As well, state legislation is sometimes pursued to further legitimize implementation efforts and to officially establish state support. Relationships with LECs are developed, and the group has established contacts and avenues by which to communicate technical requirements to the community of telecommunications providers. At this stage, groups consider database and technology issues in terms of organizing call center capabilities, and in terms of identifying potential pilot sites for the service.

Development Stage Three – The Negotiation Stage

After these intensive planning processes, a viable business plan will be adopted, and any internal challenges between I&Rs largely have been resolved. Specific technical requirements are indicated to LECs who have made subsequent efforts to provide cost estimates. Pilot sites are fully determined and contractual agreements between service providers for service coverage may be in place. Support from state utilities commissions is explicit, and often they take direct action to aid, if necessary, in telecommunications negotiations.

Development Stage Four – The Operational Stage

In the final stage, 211 services are operational. While 211 services may not yet be provided on a statewide basis, plans are underway to provide or approach statewide coverage.

Table 1: State by State Development Stage of 211 Implementation, etc.

State	Development Stage	System Design	Call Centers*	Population**
Alabama	Negotiation	Decentralized	8	4,447,100
Alaska	-	-	-	626,932
Arizona	Collaboration	Decentralized	2	5,130,632
Arkansas	(no activity)	-	-	2,673,400
California	Collaboration	Decentralized	Unknown	33,871,648
Colorado	Negotiation	Decentralized	5-7	4,301,261
Connecticut	Operational	Centralized	1	3,405,565
Delaware	Collaboration	Centralized	1	783,600
Florida	Operational ¹	Decentralized	8	15,982,378
Georgia	Operational ²	Decentralized	6+	8,186,453
Hawaii	Collaboration	Centralized	1	1,211,537
Idaho	Negotiation	Centralized	1	1,293,953
Illinois				12,419,293
Indiana	Negotiation	Decentralized	12-15	6,080,485
Iowa	Negotiation	Decentralized	8	2,926,324
Kansas	Collaboration	Unknown	Unknown	2,688,418
Kentucky	Negotiation	Decentralized	10-12	4,041,769
Louisiana	Operational ³	Decentralized	3+	4,468,976
Maine	Collaboration	Decentralized	3-5	1,274,923
Maryland	Collaboration	Decentralized	3-6	5,296,486
Massachusetts	Negotiation	Decentralized	8-9	6,349,097
Michigan	Negotiation	Decentralized	10-15	9,938,444
Minnesota	Negotiation	Combination Decentralized and Centralized	9 "hubs" + 1 central call center	4,919,479
Mississippi	Initial	Unknown	Unknown	2,844,858
Nebraska	Negotiation	Decentralized	2-3	1,711,263
New Hampshire	Negotiation	Centralized	1	1,235,786
New Jersey	Negotiation	Decentralized	Unknown	8,414,350
New Mexico	Operational ⁴	Decentralized	4-5	1,819,046
New York	Negotiation	Decentralized	10	18,976,457
North Carolina	Operational ⁵	Decentralized	4+	8,049,313
North Dakota	(no activity)	-	-	642,200
Ohio	Negotiation	Decentralized	6-8	11,353,140
Oklahoma	Negotiation	Centralized (pilot)	1	3,450,654
Oregon	Collaboration	Decentralized	Unknown	3,421,399
Pennsylvania	Negotiation			12,281,054

Rhode Island	Negotiation	Centralized	1	1,048,319
South Carolina	Collaboration	Decentralized	Unknown	4,012,012
South Dakota	Operational ⁶	Centralized (pilot)	1	754,844
Tennessee	Operational ⁷	Decentralized	Unknown	5,689,283
Texas	Negotiation	Decentralized	25	20,851,820
Utah	Operational	Decentralized	6	2,233,169
Vermont	Negotiation	Centralized	1	608,827
Virginia	Collaboration	Decentralized	6	7,078,515
Washington	Collaboration	Decentralized	4+	5,894,121
West Virginia	Collaboration	Decentralized	6-8	1,808,344
Wisconsin	Negotiation	Decentralized	5-10	5,363,675
Wyoming	(no activity)	-	-	493,782

* - Number of call centers is, in some cases, approximate and based on estimates from 211 representatives.

** - Population data from United States Census Bureau, 2000. <<http://www.census.gov>>

¹ - Operational 211 call centers in Florida are located in Brevard (Titusville, Melbourne, Cape Canaveral, etc.), Broward/Ft. Lauderdale, Hillsborough (Tampa Bay), Martin, Palm Beach, and Pinellas (St. Petersburg) Counties. See **Appendix A** for more information.

² - Operational 211 call centers in Georgia are located in Athens, Atlanta, Columbus, Macon, Northwest Georgia, and Savannah. See **Appendix A** for more information.

³ - Operational 211 call centers in Louisiana are located in Lafayette and New Orleans. See **Appendix A** for more information.

⁴ - Operational 211 call centers in New Mexico are located in Albuquerque and Roswell. See **Appendix A** for more information.

⁵ - Operational 211 call centers in North Carolina are located in "The Triangle", "The Triad", Asheville, and Central North Carolina. See **Appendix A** for more information.

⁶ - An operational 211 call center is located in Sioux City. See **Appendix A** for more information.

⁷ - An operational 211 call center is located in Knoxville. See **Appendix A** for more information.

Definitions:

Development Stage 1 (Initial): One or more organizations have expressed interest in developing 211 capability in their state. Some motions toward collaboration among I&Rs and/or service agencies have been made to this end.

Development Stage 2 (Collaboration): Collaborative groups have been formed and a concerted effort is underway to develop operational models, relationships with Utilities Commissions, and relationships with LECs. Database issues and technology issues in terms of call center capabilities are under consideration.

Development Stage 3 (Negotiation): A viable "business plan" has been adopted, technical requirements have been indicated to LECs who have made subsequent efforts to provide cost estimates, call center locations and technical specifications have been determined.

Development Stage 4 (Operational): 211 services are operational.

System Design Models

Existing 211 systems utilize one of three basic operational designs. **Table 1** characterizes each 211 effort in terms of its adopted or proposed design type. The design models described here are similar to models described in previous reports, though refinements have been made. Decisions made by present or potential 211 service providers concerning designs for the interactions among call centers, database(s), and staff are generally contingent upon the scope of the project being implemented in terms of both geography and population. Predictably, large populations require more complex network systems to ensure standardized delivery of 211 services, while smaller populations' needs can be met with simpler system designs. Slight variations in the operational details of each model are found from system to system, but each system proposed or implemented to date falls into one of the three categories.

The first and simplest model is the **Centralized Administration/Single Call Center Model (Model One)**. This model is typically utilized when 211 services are made available in a single locality (county grouping or metropolitan area) or in a very small state. The second model is the **Decentralized Administration/Multiple Call Center Model (Model Two)** and the third is the **Centralized Administration/Multiple Call Center Model (Model Three)** or "mixed" model. The latter two models are typically utilized in larger states and, to date, are often implemented via scalable installation of select pilot sites. **Figure 1** provides a basic graphic description of each model. Each model presents its own advantages and difficulties in database management, call translation costs, and staffing requirements.

Key issues in database management include questions of compatibility and scope. If data are to be shared between call centers, taxonomic standards must be adhered to and infrastructure must be provided for data transfer. Call translation* varies greatly from model to model, as 211 calls may be translated to seven- or ten-digit local numbers ("point-to numbers") for routing to a nearby call center or may be translated to a toll-free number for routing to a more distant call center. Predictably, call centers serving broad areas will likely experience higher call translation costs, as more central offices are involved and as toll-free services may be necessary. Staffing issues vary between design models in fairly predictable ways as larger centers require more staff than smaller centers and in non-apparent ways as smaller call centers may have to devote greater funding to retain accredited staff for adherence to AIRS standards (see **Appendix D** for AIRS 211 Call Center Standards).

In the remarks below, we do not mean to suggest that certain states exclusively conform in all ways to the models presented. Indeed, definitions for certain elements of service may often depend on the scope of the operation. As an example, if a 211 provider operates a single call center in a single county of Ohio, operations will likely be best categorized under Model One. However, if one extends the scope of operations to Ohio as a whole, it becomes clear that Ohio should consider the elements noted within Model

* - When an N11 call is placed by a consumer, the N11 dialing code is received and "read" by the nearest central office (switch). Central offices are computerized routing stations utilized by telephone companies to direct calls to the correct location on the network. At the central office level, the N11 dialing code is "translated" into a seven- or ten-digit "point-to" number, which is then routed through the network in a manner identical to any other call.

Two. Unless otherwise noted, all discussions of design models and implementation strategies in this report should be assumed to refer to a statewide scope. The inclusion of a state under a given model should not be taken to imply that a state's 211 system is operational or that our evaluation is absolute. Rather, in **Table 1**, we have estimated, using available information, the status of a location's current "state of affairs" with regard to 211 implementation. The designs below may change over time as 211 operations themselves develop.

Model One – Centralized Cost and Community Voice

The simplest model for 211 implementation consists of a single call center under the administration of a single I&R body. Typically, this model is used when 211 services are available only to a locality (small to medium-sized county grouping or in a metropolitan area) or to a small state. Examples of this model exist in Connecticut, Idaho (a single call center will likely serve the whole of this state's small population), New Hampshire, Rhode Island, and Vermont.

Databases under this model are typically housed at the call center where they also are maintained and updated. Calls are commonly routed through a 211-to-toll-free-number translation, though 211-to-local (seven- or ten-digit) or "local long-distance" number translation is possible as well when the service area is sufficiently limited (as is the case, for example, in Lafayette, Louisiana). Generally, the costs incurred for 211 translation services are the lowest of the three models.

One consideration for a Centralized Administration/Single Call Center 211 system (particularly those systems covering the entirety of a small state) is the maintenance of "community presence." Based on the notion that a caller from a given community is best served by a specialist explicitly familiar with that community and its available services, 211 systems falling into Model One often employ "community specialists" who staff the central call center from the area in which they live and, in that sense, "represent" it for I&R purposes. United Way of Connecticut's Infoline makes use of this staffing model, and Traveler's Aid/Helpline of Rhode Island will follow suit.

Model Two – Decentralized Utilization of Community Resources

For larger states and populations, multiple call centers, whether local or regional in scope, are generally necessary. Often, a 211 collaborative or partnership group will exist in a state with the purpose of guiding and facilitating 211 implementation, and it may administer a local or regional call center itself, but will not have the capability or interest in directly administering the larger group of 211 call centers as a whole. In these cases, previously existing and generally comprehensive I&R providers may be enlisted to help the collaborative group, each administering its own call center(s) and database capabilities. This usually requires negotiating independent contracts with LECs as necessary to provide service in the areas, with the collaborative group often providing marketing support and standards oversight services (e.g., with respect to training staff, ensuring that databases are current, and so forth). States utilizing these elements include California, Florida, Georgia, Indiana, North Carolina, New York, Ohio, Tennessee, and Utah.

Databases in this model are generally housed at respective call centers and are administered, maintained, and updated by staff employed by the call centers themselves. Varying degrees of database "shareability" and compatibility are evident across the states. It should be made clear that this categorization does not preclude statewide

database construction and sharing, though *most* Model Two states do not yet have concerted efforts to create such database facilities. Calls are commonly routed through a 211-to-toll-free-number translation, though 211-to-local (seven- or ten-digit) or “local long-distance” number translation is possible as well when the service area is more geographically limited.

One consideration for call routing under this model is “rollover capability.” Call volume may not justify providing 24-hour coverage in all of a state’s 211 call centers. Nevertheless, adherence to AIRS 211 standards requires 24-hour coverage. Thus, after-hours calls placed in the service areas of smaller call centers can be routed or “rolled-over” to larger, 24-hour call centers. This routing is achieved “transparently,” although it generally incurs further charges from phone companies since central offices must be programmed to translate 211 to one “point to” number during business hours and another for evening/night/weekend coverage. Community Connection of Athens, Georgia is an example of a 211 center that “rolls-over” to a 24-hour I&R (in this case, United Way 211 of Metropolitan Atlanta). In such cases, provisions must be made to provide the 24-hour call center with database information from the smaller center. In the Athens-Atlanta example, Community Connection’s database is accessible via the World Wide Web and therefore is readily available to Atlanta’s 211 call center.

A large variation is seen among states pursuing these more regional approaches in terms of specific implementation strategies. Salt Lake City’s Information and Referral Center (a lead 211 developer in Utah), for example, appears to take a somewhat more *laissez faire* approach to implementing 211 service statewide, as I&R providers in areas outside Salt Lake City determine their own needs, capabilities and strategies for 211 implementation. Indiana will utilize twelve to fifteen regional call centers while Ohio’s version of the model could *potentially* have a 211 provider in each of its 88 counties (though, in reality, many of Ohio’s call centers will provide service for a multi-county area).

The majority of states pursuing 211 implementation fall into the characterizations offered as Model Two. While some of these systems may eventually demonstrate characteristics more reflective of an advanced stage of development, current data suggest that initial rollout plans adopt the operational elements presented above.

Model Three – Mixed “Transparency” in Technology

A centralized administration with multiple call centers achieved by one organizational body represents a different model. States planning to utilize this model include Massachusetts, Oregon, Texas, and Washington.

As call center operations are centrally administered, so too database operation and maintenance under Model Three are centralized. Typically, call centers are linked to each other and to a centralized database via a Wide Area Network (WAN), which in turn may utilize broadband T1 circuits, ISDN circuits, etc., with or without Internet Protocol (IP) communications. Each call center is responsible for maintaining its own “section” of the statewide database, and updates are generally carried out daily when appropriate. It should be made clear that utilization of these elements does not necessarily preclude the construction, maintenance, and housing of individual databases by individual call centers. Rather, it is the use of a centralized database for *essential* operation that distinguishes the design. Calls are commonly routed as in other models. This model generally allows for simpler “rollover” between call centers, particularly with respect to database access. No

state yet demonstrates an operational system that is centralized and integrated in this fashion, although the states mentioned above explicitly plan to move in that direction.

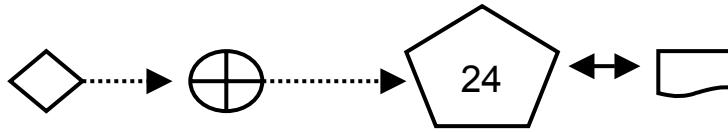
Additional Design Variation – Regional Technical Centers

While most states' 211 implementation models can be categorized into one of these models, variations in specific model elements still exist. One example of this variation is seen in the California 211 Steering Committee's investigation of Regional Technical Centers (RTCs). RTCs allow for the provision of enhanced telecommunications services to smaller call centers that may not be able to afford such services on their own. Some of these enhanced services include natural voice recognition (for efficient and appropriate call routing) and TTY services, and the RTCs can be designed with the capability of easily adding in future enhancements. As an example, if an RTC provided coverage for a three-county area in Southern California, a 211 call placed in Bakersfield (Kern County) would be routed to the nearest RTC. The RTC would determine the caller's location based on area code and prefix and route the call to the appropriate 211 call center. The most appropriate call center would *likely* be the one in Kern County, but could also be the call center that handles Bakersfield's off-hours calls.

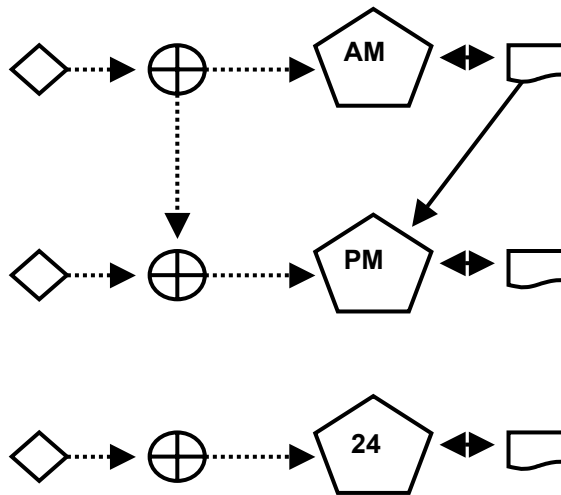
Regional Technical Centers are an expensive undertaking. PacBell has indicated that installation of a single RTC in Southern California providing services similar to those in the example above would cost approximately \$1.4 million. With the cost also comes a greater degree of efficiency and "transparent" service. Inquiries rolled-over to a 24-hour call center are answered with the caller never knowing that the call center is not in the immediate community. Information regarding the basic nature of the call allows for the most appropriate response to the caller's problem. Finally, RTCs allow for such enhanced services to be provided without individual call centers being required to fund expensive technical enhancements in-house.

Figure 2: 211 System Design Models

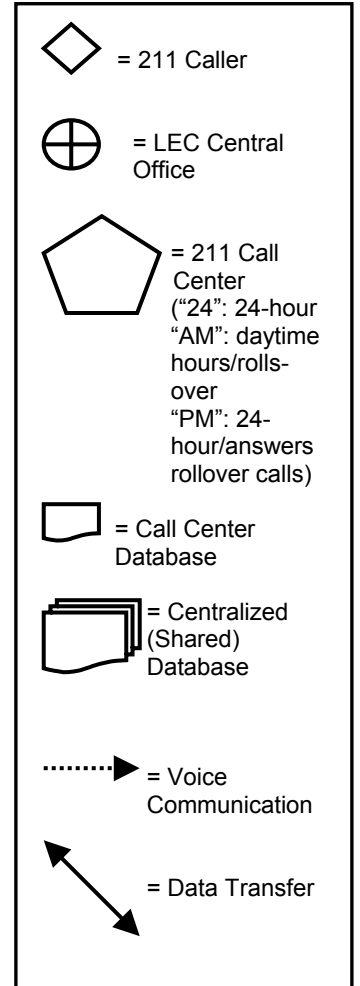
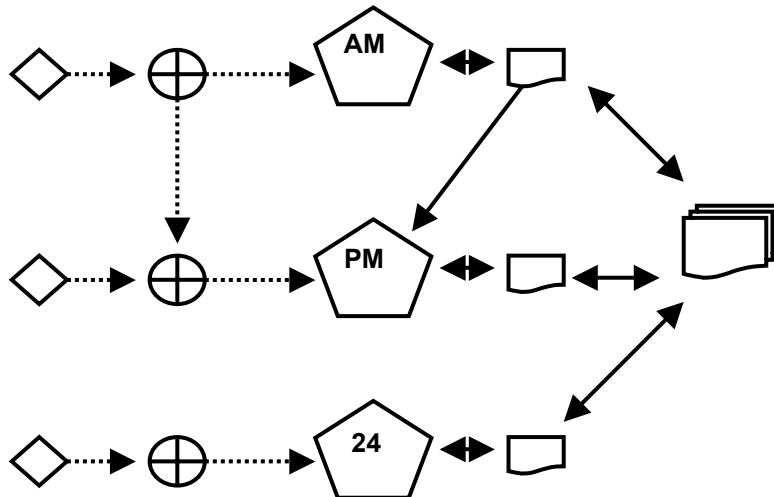
Model One



Model Two



Model Three



Issues in 211 Implementation and Possible Solutions

The favorable FCC ruling on assigning 211 to health and human services referral was only the beginning of a challenging implementation phase. Organizations attempting to implement 211 systems face considerable obstacles on a number of fronts. Reluctance on the part of LECs to provide timely information regarding pricing requirements, prohibitively high telephone service fees, lack of support by state utilities bodies, and challenges among competing I&R providers are among the most commonly-cited problems encountered by members of the 211 community.

I&R Opposition

A common and contentious obstacle faced by some organizations involved in 211 implementation is opposition from other groups and organizations providing I&R services. Smaller, specialized I&R providers often fear that their services will be rendered redundant (or will be perceived as such) by the introduction of an easily marketed, easily remembered dialing number for I&R access. This fear is especially acute when providing 211 service requires expanding database capabilities in an existing I&R, thereby often duplicating referral information housed in smaller agencies' databases. Doubts are occasionally voiced concerning a comprehensive 211 provider's ability to handle the difficult counseling protocols necessary among specialized, crisis-oriented hotline services.

This issue is frequently resolved via the maintenance of strong avenues of communication among I&R service providers. For example, Tennessee's Knoxville Information and Referral, Inc. (currently operating a 211 system known as Just Ask!) conducts monthly meetings for area I&R agencies focusing on inter-agency communication and information sharing. Referral statistics are shared, database taxonomies are refined, agencies are profiled, advice is given, and so on, in an effort to build community among I&R providers. Queries best handled by specialized agencies are directed to those agencies by Just Ask! In this forum, 211 is positioned as a tool rather than a hindrance to more specialized I&R services.

Multiple I&R Providers

At times, inter-agency disputes occur when more than one I&R agency in a given service area wishes to be the designated 211 provider for that area. Particularly in large metropolitan areas, multiple comprehensive, 24-hour I&Rs may exist and may appear equally qualified to deliver 211 service in terms of call center capability, database management, and so on. Even when not "equally" qualified, smaller I&Rs may challenge the right of another I&R service to provide 211 coverage. As the FCC 211 ruling does not specifically describe a means of evaluating between I&Rs, and as AIRS is a guiding and accrediting rather than a *governing* body, 211 service commonly ends up being "granted" to the first agency able to negotiate agreements with LECs.

At times, a particular I&R or collaborative group will be designated by the state's Public Utilities Commission (PUC) as the "lead" developer of 211 service. Generally, the lead developer will be "vested" with the ability to evaluate agencies applying to provide 211 service and to grant contracts accordingly. Also, while the FCC's 211 ruling does not specifically describe state PUCs as the designating authority for 211 services (see **Appendix C**), the PUC relationship to LECs can determine the tenor of negotiations

between LECs and I&Rs. Specifically, if a PUC rules that LECs must negotiate provision of 211 service with “lead developers”, LECs will favor those officially-designated leaders over “competing” I&Rs. States with PUC-211/I&R relationships and designating “authority” of this type include Alabama, Georgia, Louisiana, Michigan, New Mexico, New York, Massachusetts, North Carolina, Ohio, Tennessee, Texas, Utah, Vermont, and West Virginia.

Upon designation as a “lead developer” for 211 services (whether by PUC rule, legislation, or collaborative consensus), a lead organization then has the authority to designate future 211 service providers - in effect, to choose among any “competing” applicant agencies to determine who is to provide 211 service. Methods for this determination are varied. Mass211, Inc. accepts and directly administers Request For Proposal (RFP) bids by candidate agencies [see **Appendix A**]. The Ohio Council of Information and Referral Providers asks that “community bodies” (libraries, city councils, area social service agencies, etc.) provide letters of support to candidate agencies, effectively allowing community bodies to “vote” for who is to provide 211 service in their area [see **Appendix A**]. California’s 211 Steering Committee has adopted the same evaluation method as Ohio.

A common feature of lead developers tends to be their incorporation as private, not-for-profit bodies. While lead developers may operate under the “umbrella” of larger, more established organizations such as AIRS or the United Way, the creation of an “independent face” for a group can aid in creating a coherent strategy necessary for the development of opportunities with regard to funding and organization. Occasionally, such groups are appointed by state utilities regulatory commissions or by state legislatures. Such bodies tend to carry the greatest political “weight” in 211 implementation and tend to bring representatives from all elements of an implementation effort together at once (I&R representatives, LECs, state human services bodies, etc.). Several states have such incorporated designations placed on the lead developer, including Connecticut, Indiana, Massachusetts, New Jersey, Rhode Island, and Vermont. As well, while it seems an obvious relationship, those developers that manage to create dedicated positions for 211 efforts, even if on a part-time basis, tend to experience the most rapid and smooth implementations.

A key feature of successful collaborative bodies tends to be inclusivity. An ideal group includes representatives not only from the I&R community, but also from utilities commissions, local and county government, state social services bodies, legislators, telecommunications associations, and LECs (universities and libraries are commonly added to this list). The presence of these otherwise disparate elements “at the same table” creates more opportunity for all involved to educate themselves and each other regarding the proper functioning of all the elements of an effective 211 system.

Telephone Company Cooperation

With few exceptions, one of the more difficult subjects encountered in 211 implementation concerns 211 providers and the telephone system they utilize. Often, I&R providers have little technical knowledge of telephone communication beyond intra-office, PBX-type routing systems. Likewise, LECs often have little knowledge of the technical requirements (or even the very function) of I&R providers under 211. Commonly, this leads to an over-estimation of potential costs on the part of LECs negotiating with 211 providers as LECs assume that 211 will require technical capabilities similar to those needed for emergency 911, non-emergency 311, or other

“enhanced” three-digit dialing services. As no standard pricing scheme has been outlined or adopted for 211 service, LECs generally are free to determine costs with little reference to the actual costs of services provided. In fact, since 211 services should guarantee anonymity to callers, the expensive capability to identify and locate callers is precisely what 211 services do not need or want. Furthermore, as three-digit dialing, or “N11” services are considered a scarce and potentially lucrative resource, LECs often oppose their designation for I&R services. Taken together, these three factors – lack of knowledge of technical requirements and preferred system design by potential 211 providers, lack of understanding on the part of LECs regarding these same concerns, and a preference on the part of some LECs for alternative uses for 211 – often lead to slow movement on the part of LECs in 211 negotiations.

For example, to date the Traveler’s Aid Society of Rhode Island (TASRI) has seen its development of 211 slowed while Verizon determines pricing requirements. As of January, 2001, TASRI was prepared organizationally, technically in terms of call center and database requirements, and financially to provide 211 service in Rhode Island. The final hurdle to 211 implementation was in LEC negotiations. Though Verizon, which provides telephone coverage for 90% of Rhode Island, was provided with detailed technical requirements for 211 setup and operation, no indication was given of estimated costs until April, 2001. By late summer, 2001, Verizon had stated to TASRI that, barring an official recognition of TASRI’s authority in 211 negotiation, it would be difficult for Verizon to move forward with implementation [see **Appendix A** for more information].

Another potential limitation experienced in LEC negotiations is the lack of intra-corporate uniformity demonstrated on the part of LECs with regard to 211. The majority of the LECs involved in 211 implementation are large corporations with holdings and interests stretching across large segments of the United States. At times, while a 211 developer might feel that substantial progress is being made in LEC negotiations, a case of “one hand not knowing what the other is doing” on the part of the LECs multiple offices can lead to frustrated efforts when negotiations begin to move up the corporate “chain of command.” Because Verizon has established a pricing plan for 211 services in Florida does not mean that Verizon’s offices in the Northeast are prepared to offer comparable services for comparable rates (or even that they are familiar with them). BellSouth is an obvious exception to this problem, as the company has taken an established position on 211 implementation, creating tariffs specific to 211 services which are closely uniform across its service territory. Qwest is another large LEC that is in the process of developing uniform pricing plans for 211 services across its territory. Generally, it is those offices of an LEC dealing most directly with state public utilities regulators that will be the most capable of helping to establish a corporate position.

To a degree, “extended” negotiations with LECs may also be attributable to the relatively low revenue generated by the provision of 211 service. Local Exchange Carriers often build tremendous revenue from the sale of enhanced services to large business and state clients. While an LEC might be entirely interested in providing 211 service from a “theoretical” standpoint, the revenues generated by the service do not, in themselves, justify a great deal of practical attention on the part of the LEC. The provision of 211 service is therefore given a low priority, with resulting negotiations taking far longer than seems necessary from the perspective of the hopeful and ready 211 provider.

Telecommunication Costs

Despite the relatively low revenues generated for Local Exchange Carriers by 211 services, the cost of obtaining telecommunications services from LECs is the most common hindrance cited by hopeful 211 providers. Costs can accumulate rapidly, particularly for initial setup, and can often be extremely difficult for smaller I&R agencies to cover. As well, costs can vary tremendously from area to area and from phone company to phone company. At times, a 211 provider may service an area under the “jurisdiction” of more than one LEC, thereby requiring separate negotiations (and separate pricing plans) for complete coverage.

N11 pricing is generally divided into two distinct categories: Service Establishment and Ongoing/Maintenance costs. Service Establishment costs generally consist of an administrative charge (which may be determined by the number of point-to-numbers, the number of Basic Local Calling Areas covered by a given 211 provider, or a number of other methods) as well as a charge for the programming of central offices to process N11 calls (these charges are generally accrued per-central office). Ongoing/Maintenance costs are generally incurred on a monthly basis, and may consist of a flat rate Monthly Recurring Charge (MRC), a per-call charge, a per-central office charge, a charge based on call volume, or some combination thereof (BellSouth’s tariffed 211 service rates do not include ongoing costs of any type). **Table 2** details the costs (when available) for 211 implementation and maintenance for each location.

Initial information gleaned by the Indiana 211 Partnership (IN211) for the three primary LECs in the state suggested a great variation in costs between initial and ongoing translation costs. For example, with current information, one-third of Indiana’s central office switches could be implemented with \$11,000.00 toward initial translation costs through Sprint and other smaller LECs. Yet, if the one-third of Indiana’s central offices in Ameritech/SBC territory were made consistent with pricing in the Ameritech/SBC tariff filed in Wisconsin, initial implementation would cost IN211 \$139,500.00. Initial costs obtained from Ameritech (prior to their filing of the tariff in Wisconsin) suggested \$7,000.00 in monthly recurring costs. Such costs are difficult, if not impossible, for many I&R providers to support, particularly when a single LEC often cannot provide statewide coverage and other companies must be enlisted. Sprint, the third primary LEC in negotiations in Indiana, and other smaller LECs in Indiana have not indicated any proposed MRC.

Support from state utilities bodies again can help to mitigate and overcome such obstacles. Public Utilities Commission rulings can provide a foundation from which negotiations can be pursued, and can provide some degree of cost regulation for 211 services. An example of this is seen in the 211 implementation being pursued by United Way of North Carolina. The North Carolina Public Utilities Commission (NCPUC) requires LECs to file separate tariffs for each of the pilot sites being made operational. As well, NCPUC has ruled that upon submission of proposed rates for setup and MRCs by the LECs the earliest of these submitted will constitute the standard required for each phone provider (a “precedent cap”). Such precedent caps help to ensure that 211 service is provided at fair rates (see **Appendix A** for more information).

Tariffs

Tariffs can provide the means to develop appropriate pricing plans specific to the requirements of 211 and place these pricing plans on record with state utilities commissions. **Table 2** details those locations for which a tariff specific to 211 services is

in place. In telecommunications parlance, a tariff is nothing more than a document filed with the state utilities commission describing available telecommunications services in detail and providing the specific costs associated with retaining those services. Tariffs are subject to approval by state utilities commissions and therefore are often revised when a utilities commission believes that conditions warrant. Since the FCC 211 ruling, numerous tariffs specifically designed for 211 service have been filed. Areas with tariffs specifically designed for 211 service include several states in Qwest's territory (Arizona, Colorado, Idaho, New Mexico, Oregon, Utah, Washington, etc.), areas serviced by Alltel Communications (segments of Georgia and South Carolina), and the entirety of BellSouth territory (Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee).

Generally, the 211 tariffs from state to state within an LEC's territory are closely similar in content, if not identical. In the cases of both BellSouth and Qwest, initial tariff filings applied to 211 service were designed for more generalized N11 services (which often require more enhanced capabilities than are necessary for 211 access). These tariffs were later revised, thereby reducing the amount paid by 211 providers for telephony.

Table 2: LEC Costs for 211 Service Establishment and Maintenance

State (date) ¹	LEC	Tariff / Contract ²	Service Establishment Costs	Ongoing Costs ³
Alabama (8/23/01)	BellSouth	Tariff	\$389.90 per local calling area + \$150.00 per central office	None
Alaska	-	-	-	-
Arizona	Qwest	None	Unknown	Unknown
Arkansas	-	-	-	-
California (1/18/02)	PacBell	None proposed	Unknown	Unknown
	Sprint	None proposed	Unknown	Unknown
	SBC	None proposed	Unknown	Unknown
Colorado (7/26/01)	Qwest	Tariff	\$300.00 per point-to number + \$30.00 per central office	\$.02 per call
Connecticut (7/19/01)	SNET (SBC)	Contract	\$9,000 for statewide system	\$.06 per minute
Delaware (7/26/01)	Verizon	None proposed	Unknown	Unknown
Florida (2/27/02)	BellSouth	Tariff	\$389.90 per local calling area + \$182.00 per central office	None
	Verizon	Contract	\$120.00 per central office	\$40.00 per central office MRC
	Sprint	Tariff	\$100.28 per central office	Unknown flat rate MRC
Georgia (1/20/02)	BellSouth	Tariff	\$389.90 per local calling area + \$155.00 per central office	None
	ALLTEL	Tariff	\$500.00 per local calling area	\$35.00-\$100.00 MRC per local calling area (based on call volume)
Hawaii (2/6/02)	Verizon	None proposed	Unknown	Unknown
Idaho (2/6/02)	Qwest	Tariff	\$300.00 per point-to number + \$95.00 per central office	\$.05 per call
	GTE	None	Unknown	Unknown
Illinois				
Indiana (2/6/02)	Ameritech/SBC	None proposed		
	Verizon	None proposed	\$120.00 per central office	\$50.00 per-central office
	Sprint	None proposed	Unknown	Initial indications include an MRC of unknown amount.
Kansas (2/4/02)	SBC	None proposed	Unknown	Unknown
Kentucky (2/20/02)	BellSouth	Tariff	\$389.90 per local calling area + \$150.00 per central office	None
Louisiana (8/2/01)	BellSouth	Tariff	\$389.90 per local calling area + \$150.00 per central office	None
Maine (1/30/02)	Verizon	None proposed	Unknown	Unknown
Maryland (1/23/02)	Verizon	None proposed	Unknown	Unknown
Massachusetts (8/7/01)	Verizon	None proposed	Approximately \$54,000.00 for statewide system	Unknown
Michigan (2/6/02)	Ameritech	None proposed	Unknown	Unknown
	Verizon	None proposed	Unknown	Unknown
Minnesota (2/26/02)	Qwest	Tariff	\$300.00 per point-to number established + \$30 per central office (177 sites)	None

Mississippi (8/10/01)	BellSouth	Tariff	\$389.90 per local calling area + \$150.00 per central office	None
Montana	-	-	-	-
Nebraska (2/15/02)	Qwest	Tariff	Unknown	Unknown
New Hampshire (7/24/01)	Verizon	None proposed	Unknown	Unknown
New Jersey (2/26/02)	Verizon	None proposed	Unknown	Unknown
New Mexico (1/22/02)	Qwest	Tariff	\$300.00 per point-to number + \$30.00 per central office	\$.02 per call
New York (1/25/02)	Verizon	None proposed	Unknown	Unknown
North Carolina (10/22/01)	BellSouth	Tariff	\$110.00 per switching site	None
	Sprint	Tariff	\$95.74 per central office	None
North Dakota	-	-	-	-
Ohio (8/2/01)	Ameritech	None proposed	Unknown	Unknown
	Verizon	None proposed	Unknown	Unknown
	Sprint	None proposed	Unknown	Unknown
Oklahoma (2/5/02)	SBC	None proposed	Unknown	Unknown
Oregon (1/28/02)	Qwest	Tariff	\$300.00 per point-to number + \$95.00 per central office	\$.05 per call
Rhode Island (7/18/01)	Verizon	None proposed	Unknown	Unknown
South Carolina (8/9/01)	BellSouth	Tariff	\$389.90 per local calling area + \$150.00 per central office	None
	ALLTEL	Tariff	\$389.90 per local calling area + \$150.00 per central office	None
South Dakota (1/18/02)	Qwest	Contract	Unknown (confidential)	Unknown (confidential)
Tennessee (8/23/01)	BellSouth	Tariff		
Texas (8/8/01)	SBC	None proposed	Unknown	Unknown
Utah (7/26/01)	Qwest	Tariff	\$300.00 per point-to number + \$30.00 per central office	\$.02 per call
Vermont (1/28/02)	Verizon, etc.	None proposed	Unknown	Unknown
Virginia	Verizon	None proposed.	Unknown	Unknown
Washington (2/4/02)	Qwest	Tariff under revision	Unknown	Unknown
West Virginia (8/8/01)	Verizon	None proposed	Unknown	Unknown
Wisconsin (2/19/02)	Ameritech	Tariff	\$1,550.00 per central office	\$35.00 MRC
	Century, Verizon, etc.	None proposed	Unknown	Unknown
Wyoming	-	-	-	-

¹ - The parenthetical data included with state entries denote the most recent date for which LEC cost information was available. At the time of this report, several tariffs were under consideration or revision and others were due to be filed in coming months.

² - Many LEC costs are tariffed while others are determined via individual contracts with 211 service providers.

³ - Ongoing costs, when applied, may be per-call, per-minute, per-central office, or based on monthly call volume and generally are billed on a monthly basis.

Wireless Access to 211

The extreme proliferation of cellular telephones in recent years dictates that wireless access to 211 will be an increasingly important component of integrated, uniform 211 services. As well, some potential users of 211 services may find it preferable or even necessary to access 211 from outside the home. As an example, a woman facing a domestic abuse threat may not have the option of placing a 211 call to Information and Referral specialists from her home. In such cases, cellular access to 211 becomes crucial for the delivery of necessary aid.

The implementation of 211 services on wireless networks is, in some respects, much more complex than the provision of equivalent services on wireline ("landline") telephone systems. One of the more difficult issues faced is that of call routing. The "base stations"/mobile switches (MSCs) used as the initial point of contact into a wireless network for a cellular telephone (the wireless equivalent of a landline network's central offices) commonly do not follow the same geographic distribution as central offices. At times, wireless calls placed from slightly different locations will be received by completely different MSCs and routed in substantially different manners. The areas covered by a wireless network are often substantially different from the areas covered by landline telephone networks (as is clear with a glance at one of the numerous coverage maps distributed by wireless providers). As well, the regions covered by *both* wireless and wireline networks can differ considerably from the established, generally political (county or state) service boundaries created by I&R service providers. This can create difficulties in routing calls to the appropriate call center. Should a wireless call be routed, based on the caller's current location, to the call center in closest physical proximity? The caller may be in transit and may not be best helped by that call center. Should the wireless network identify the caller's "home" area and route to the call center closest to the caller's billing address? Again, this may not be the best option to serve the caller's current need. These complexities, combined with the numerous wireless providers available in almost every geographic region (each requiring its own negotiated agreements for provision of 211 services), have led many potential and current 211 providers to concentrate on the development of 211 services over landline networks instead of wireless.

To date, two locations have actively pursued the implementation of wireless access to 211. Just Ask! 211 of Knoxville, Tennessee began offering wireless access to 211 services for the customers of Cricket Communications in mid-September, 2001. Negotiations with US Cellular Corporation and Cingular Wireless have moved forward, with routing capabilities to 211 expected shortly for both companies in the Knoxville area. As well, United Way's Infoline 211 service in Connecticut entered into a substantial series of negotiations with the Connecticut Department of Public Utility Control (CDPUC) and the wireless industry in early 2001 which culminated in CDPUC reversing its earlier decision to exempt wireless carriers from 211 implementation requirements. In a Draft Decision dated May 1, 2001, CDPUC directed all wireless providers operating in Connecticut to provide wireless 211 access to their subscribers by August 1, 2001. Several wireless carriers in Connecticut responded to the Draft Decision, mainly stating that wireless access to 211 would be feasible within timeframes ranging from ninety days (Springwich/Cingular Wireless) to six months after the CDPUC mandate (AT&T Wireless Services). Sprint PCS, while not providing a specific timeframe for wireless implementation, "...anticipates no problems with updating its

Connecticut...MSCs...to translate and route 211 calls from Sprint PCS's customers to the toll-free number provided by (Infoline)," (see **Appendix A** for more information).

In both the Connecticut and Knoxville cases, wireless routing issues are rendered somewhat less complex because both 211 service providers operate single call centers providing centralized services for their respective locations. A single point-to number is utilized in both cases, and therefore the programming of MSCs, similar to that of central offices, is made more direct. In locations which promise to contain multiple call centers serving adjacent geographic regions, routing issues predictably become considerably more complex. Even in the cases outlined above, some mis-direction of wireless calls is anticipated. Connecticut's Infoline plans to expand database resources to include service programs offered in border towns just outside the Connecticut border in hopes of mitigating potential problems encountered when a wireless caller from outside the state accesses 211. For locations in which multiple call centers are planned, the development of broadened database resources *and* the development of telephone infrastructure between call centers will be crucial for successful wireless access to 211. If a wireless call should be "misdirected" to a distant call center, that call center should have the capability either to provide I&R services to the caller, or (preferably) to "transparently" direct the call to the appropriate center. In a fully-integrated 211 system, these capabilities are readily available. Alternately, an integrated 211 system may have the capability to specify a single "point-to" number for statewide 211 calls. In this instance, a wireless network would be more easily programmed to route 211 calls to the landline-based 211 network or WAN, which would then be routed appropriately.

State Commission Support

Support received by present and potential 211 providers from their state's public utilities bodies can aid rapid and efficient 211 implementation more than almost any other factor. The FCC 211 ruling does not describe or recommend the role to be taken by state commissions with regard to 211 services. From the federal perspective, the specific role of state commissions is best determined on a case-by-case basis. Some overall trends, however, are discernible. Many PUCs, like LECs, are unfamiliar with the concept of Information and Referral, its requirements, purposes, and importance. In these cases, it falls to the I&R community to proactively educate appropriate PUC representatives to gain support.

Several states' PUCs have taken particularly active roles in 211 implementation. In many cases, these states' 211 service provider(s) or development leader(s) had received PUC approval for use of the 211 dialing code for I&R delivery *prior* to the FCC 211 rule. State commissions that have followed this pattern include Connecticut, Georgia, Massachusetts, North Carolina, Texas, and Utah. Other state commissions have chosen to take an active role regardless of the authority specifically delegated to them from the FCC rule. Implementation efforts in these locations have generally benefited from such involvement, and have experienced more rapid and smooth development of 211. Examples of states in which utilities commissions have clearly aided 211 implementation by taking a strong role include Colorado, Indiana, and Oregon.

As the FCC rule is generally interpreted as providing no particular regulatory authority to individual PUCs, other commissions have opted for a "hands-off" approach. In these cases, I&Rs often struggle in negotiations with LECs that have been given little motivation to actively pursue 211 implementation and little means to judge between different groups attempting to provide 211 service. Between these two approaches falls

explicit PUC support of qualified 211 implementation organizations. Such recognition can aid LECs in determining which 211 organizations are the most appropriate negotiation targets, and can provide impetus for timely and active negotiations. While it is not legally necessary for 211 providers to approach PUCs (they are free to negotiate service contracts directly with LECs), PUC involvement is clearly beneficial.

State Legislation

A helpful adjunct to active utilities commission involvement in 211 implementation can be the passage of legislation governing 211-oriented organizations or appropriating state funding for 211 development. Particularly in the early stages of 211 development, legislation which establishes the use of 211 dialing codes for Information and Referral and which outlines and describes the nature of future 211 services can aid in further legitimizing implementation efforts and demonstrating the “support of the people” for the number’s use. Further, if legislation can establish a collaborative group or committee (or officially “approve” an existing collaborative group), a much broader collaborative base is generally created, drawing representatives from all key areas of 211 implementation. Finally, if legislation can be written to include funding appropriations for the establishment of 211 services and/or the costs of 211 operations, 211 service providers can obviously benefit from a steady annual revenue stream.

Pursuing state legislation, while often difficult and slow to come to fruition, is a growing trend among both hopeful and operational 211 service providers. Such legislation, when successful, can provide the most stable political ground for the continued pursuit of 211 development. As such, states which have passed legislation and/or resolutions specifically concerning 211 services include Delaware, Michigan, New Hampshire, Texas, and West Virginia. Other states which have specifically pursued legislation which has not been passed include Florida, Indiana, Iowa, Massachusetts, Oregon, and Washington.

Federal Legislation

Beyond state-based legislation, legislation pursued or passed at the federal level involving 211 can carry clear benefits for state- or locally-based implementation efforts. A twofold purpose is served by such legislation. The first benefit gleaned from the passage of federal 211 legislation, predictably, is that of considerable funding appropriations which can aid in easing the almost universal financial burdens faced by social service and I&R services. Almost more importantly, federal 211 legislation places issues of 211 implementation within a national forum of discussion, thereby creating both a higher profile for implementation projects and a precedent for the continued presence of 211 as a viable issue.

On October 11, 2001, Senator Hillary Rodham Clinton (D-NY), Senator Christopher Dodd (D-CT), and Congresswoman Louise Slaughter (D-NY) introduced legislation including provisions for the funding of 211 implementation and development. The Clinton-Dodd-Slaughter Act, entitled the “Protecting America’s Children Against Terrorism Act” (S.1539), among a sizeable list of actions to be taken to bolster healthcare and social services infrastructure, includes the creation of a Task Force to be headed by the Secretary of Health and Human Services. This Task Force is, in part, responsible for the distribution of funds “...to eligible entities to enable such entities to implement, develop, expand, or increase the capacity of 2-1-1 call centers, or other universal hotlines, in order to connect the public to all available information hotline, or call centers,

developed in response to disaster and recovery efforts, as well as to connect the public to existing social services to provide needed help and support to children and families in crisis.” (107th Congress. *Protecting America’s Children Against Terrorism Act* [S.1539]. Section 2.d. October 11, 2001) The Act requests appropriations of \$10 million “...for fiscal year 2002, and such sums as may be necessary for each subsequent fiscal year,” and describes eligibility requirements for applying agencies. As of this publication (February, 2002), the Act had been referred to the Senate Committee on Health, Education, Labor, and Pensions, and to the House Committee on Energy and Commerce, the House Committee on Education and the Workforce, and the House Committee on Transportation and Infrastructure. If the Act passes these committees with the 211 provisions intact, the benefit to national 211 implementation could be tremendous.

On December 4, 2001, Senator Bill Frist (R-TN) introduced legislation which could provide federal appropriations to aid in the development and operation of 211 systems. “The Bioterrorism Preparedness Act of 2001” (S.1765) would, among other provisions, create a \$667 million State Bioterrorism and Response Block Grant to help fund the development of anti-bioterrorism and bioterrorism response programs nationwide. While 211 development is not specifically mentioned in the language of the original bill, some indication has been given that 211 implementation efforts would be eligible to receive portions of this funding. On December 11, 2001, Congressman William Tauzin (R-LA) introduced the bill to the House of Representatives (HR.3448). The bill passed the Senate with amendment on December 20, 2001, and, as of this publication (February, 2002) rests with the House pending a conference with referrals to the House Committee on Energy and Commerce and the House Subcommittee on Health. The United Way of America met with staff from both Congressional chambers through December, 2001 and January, 2002 in an attempt to have language added to the bills specifically supporting 211 development. As with the Clinton-Dodd-Slaughter Act, if this legislation passes (particularly with amendments specific to 211) the benefits to national implementation could be considerable. Current information on the progress of national legislation impacting 211 efforts can be found at the website of the National 211 Collaborative: <<http://www.211.org>>.

Conclusions

This report has assessed efforts across the United States to implement 211-accessed Information and Referral services. While the information here is not comprehensive in terms of all areas currently initiating 211 service, it provides a useful portrait of the trends shaping 211 implementation and the issues facing the organizations involved.

The trajectories and issues described here can serve 211 organizations at various implementation points by providing examples of effective strategies and approaches utilized in other areas. For established 211 organizations, whether currently operating 211 services or close to doing so, this information can familiarize them with other efforts as well as provide ideas for system expansion and technical enhancements. These data can help to educate telephone company representatives about the basic function of I&R services and the technical necessities of an operational 211 system. State utilities bodies may use this information to similar ends as well as to understand what actions equivalent organizations in other states have chosen to take with regard to 211 implementation. In particular, the role that utility commissions can play, the issue of obtaining cost estimates

and system designs from telecommunications providers, working out strategies and jurisdictional issues with local and regional I&R providers, and assembling a comprehensive business plan are all fundamental factors that appear to be important in launching 211 services. Federal bodies, both regulatory and legislative, can use this information to familiarize themselves with the scope and breadth of 211 efforts and to shape policy concerning 211 development.

Further research must be conducted as 211 efforts unfold. Strategies will change and new trends will emerge in accordance with the establishment of more numerous 211 systems and with technical developments in telecommunications and I&R services. Eventually, a truly nationwide, 211-accessed, I&R network will become available. The efforts detailed here offer distinct pieces of that vision and represent integral parts of its realization.

Appendix A: 211 Implementation – State By State

This section presents findings from research conducted by the Telecommunication and Information Policy Institute, University of Texas at Austin, from January-May, 2001, July-August, 2001, and January-February, 2002. The bulk of the data shown here were compiled via a combination of telephone interviews with representatives from 211 providers and implementation groups and research of Internet publications.

As 211 implementation is an ongoing process, so too it encompasses a constantly changing set of data. Data reflected in this report should not be taken as the ultimate characterization of the nature or state of 211 implementation efforts. Many of the efforts described here have progressed considerably since data were collected. Rather, these data are a reflection of the best available information regarding the “state of affairs” of 211 implementation in each location at the time that individuals were contacted. Nor is the list of 211 implementation efforts in this report necessarily comprehensive. We know that 211 implementation efforts do exist in locations not covered in this report, but information was unavailable at the time this report was researched and compiled.

Included below is an example and description of the data fields used throughout this appendix. As well, in locations currently providing operational 211 services in a state via multiple call centers, each operational (or soon to be operational) call center is given a separate entry. In these cases (which include Florida and Georgia), a separate overview of the statewide effort is provided.

EXAMPLE – DATA DESCRIPTION

State	State in which 211 project is located (more specific geographic areas, when necessary, are placed in parentheses).
Company/Project	The primary group(s), or project(s) under which 211 is being developed. Often, these will be the 211 service provider.
Development Leaders	At times, other “lead agencies” will be involved beyond the actual 211 provider. These groups are described here.
Utilities Commission	The involvement, if any, of the state’s utilities regulatory body in 211 implementation.
Legislation	Any legislation concerning 211 implementation (approved or not), whether establishing a collaborative body, recognizing a previously-existing collaborative body, or appropriating funding for 211 development or operating budgets.
System Design	Proposed or established plans for the overall design of a 211 system. Note: Some locations are described as following a “Centralized” design even while there are several call centers in a state. This is due to there being very few locations in which an integrated, statewide 211 system is yet available. Thus, given the context of a single call center serving a single geographic area, “Centralized” design is the most appropriate description. When locations with several call centers provide (or plan to provide) integrated, statewide 211 coverage, one of the “Decentralized” models is utilized for purposes of this report.
Databases	Currently-existing database resources used by operational or proposed 211 call centers. Plans and proposals for database development, particularly with regard to the development of statewide databases and the sharing of databases between multiple call centers is also included.
Notes - Project	Information regarding collaborative groups, organization, funding, areas and populations served, operational and proposed 211 call centers, call volume, etc.
Major Issues – Project	Major issues and obstacles faced in 211 implementation, with particular reference to inter- or intra-organizational concerns or opposition encountered on the part of the organization or project involved in 211 implementation. Potential solutions to these issues are included when available.
LEC Involvement	Telephone companies (Local Exchange Carriers) involved (or likely to be involved) in 211 implementation.
Tariff	Effective and proposed tariff documents providing pricing for 211 (in some cases more generalized N11) services.
Rate Structure	The overall rate structure for 211 service (flat-rate per call, per minute, per central office, etc.).
Setup Costs	Costs incurred by a 211 service provider (potential or operational) for establishment of 211 service capabilities. Usually, these costs are determined either per central office or per basic local calling area.
Maintenance Costs	Specific costs, if any, incurred for ongoing 211 services.
Notes - LEC	Particular information regarding telephone company negotiations, involvement with 211 implementation, technical issues, etc.
Major Issues – LEC	Issues and obstacles expressed by LECs with regard to 211 implementation or by 211 service providers (potential and operational) with regard to LEC relationships or negotiations.
Wireless Development	Progress made in providing wireless telephone access to 211 services.

State	Alabama
Company/Project	United Ways of Alabama / Volunteer Information Center (VIC)
Development Leaders Alabama, etc.	Volunteer Information Center, Montgomery Area United Way (MAUW), United Ways of Alabama, etc.
Utilities Commission	Due to having little authority delegated to it by the FCC's 211 ruling, the Alabama Public Service Commission (PSC) has taken little role in facilitating negotiations with LECs. In Summer, 2001, PSC granted the application submitted by United Ways of Alabama for designation as the lead group pursuing statewide 211 implementation.
Legislation	No specific legislation has yet been pursued, though the Governor has expressed interest in 211 development and wants to work on receiving eventual legislative funding.
System Design	<ul style="list-style-type: none"> - Decentralized. Eight service regions have been determined, based on the Local Access Transport Areas (LATAs) utilized by telecommunications providers. The regions are as follows: Northwest (with eight counties), Northeast (with five counties), West-Central (with seven counties), Central (with ten counties), East-Central (with eight counties), South-Central (with eight counties), Southwest (with ten counties), and Southeast (with nine counties). - The 211 call center to be operated by VIC will initially provide 24-hour services (for the first three to six months of operation) via the use of laptop computers and cellular telephones. After-hours 211 callers will be directed to dial VIC's cellular number, which will place the caller in contact with a trained 211 representative who is then able to access database resources via the laptop computer. This organization allows VIC initially to forego much of the expense of providing dedicated call center staff for low-volume, off-hours periods. After the initial phase-in period, 24-hour service will be provided from the VIC call center.
Databases	<ul style="list-style-type: none"> - VIC currently utilizes an IRIS database containing entries for approximately 800 agencies and 1,300 programs. VIC plans eventually to make this database accessible via the World Wide Web. - Plans for a comprehensive statewide database are being pursued.
Notes - Project	<ul style="list-style-type: none"> - The Volunteer Information Center (VIC) began operation in March, 1974 (then under the name Volunteer Action Center) to provide volunteer placement and training services to the Montgomery community. VIC began offering I&R services in 1985, providing service for a population of approximately 300,000 in a three-county area. VIC receives approximately 1,000 calls per month specifically for its I&R service (other services include a "clearinghouse" for financial assistance providers, and communication services between service providers). VIC's I&R call center employs three full-time and two part-time staff and will become operational under 211 in Fall, 2001. - VIC partnered with MAUW in an effort to provide statewide 211 service to Alabama. A Steering Committee will be formed to assist in statewide implementation, with representatives from the Governor's Office, United Ways of Alabama, BellSouth, Alabama Public Service Commission, and others.
LEC Involvement	BellSouth
Tariff	A BellSouth tariff specifically designed for 211 services was approved by PSC.
Rate Structure	After initial service establishment fees, no Monthly Recurring Charge or other ongoing fees are indicated.
Setup Costs	A tariffed service establishment charge of \$389.90 per Basic Local Calling Area plus central office activation fees of \$150.00 per central office will be incurred by 211 service providers.
Maintenance Costs	No ongoing costs are indicated.
Notes - LEC	VIC representatives have indicated that they have been "delighted" with BellSouth in 211

negotiations.

Wireless Development

Due to the relatively early stage of 211 development in Alabama, no specific information on wireless implementation issues is available.

Source(s)

Camilla Prince, Information and Referral Coordinator – Volunteer Information Center [phone interview 8/23/01]

BellSouth - Alabama, "General Subscriber Services Tariff - A13.79 211 Dialing Service", effective January 15, 2001. <<http://www.bellsouth.com/tariffs>>

State	Arizona
Company/Project	Community Information & Referral Service (CIRS)
Development Leaders	United Way of Arizona, Community Information and Referral Service, Inc., etc.
Utilities Commission	The Arizona Public Utilities Commission has indicated that it intends to facilitate relations between 211 providers and LECs. Few specific steps have yet been taken.
System Design	No specific system design has yet been determined. The centralized model (single call center under centralized administration) seems the likeliest strategy, as it would utilize currently available call center resources.
Databases	CIRS currently utilizes a self-designed database containing information on 9,000 service programs offered by 2,500 agencies. It seems likely that existing database facilities would be retained in 211 implementation.
Notes - Project	<p>- CIRS is an independent, not-for-profit, 24-hour, comprehensive, multi-county information and referral service established in 1964. CIRS is based in Phoenix and provides I&R services for 10 of Arizona's 15 counties (the remaining 5 counties are serviced by an I&R provider in Tucson). CIRS received 177,606 inquiries in 2000.</p> <p>- Currently, plans are underway for the formation of a collaborative body that will work toward 211 implementation. To date, one meeting has been held among the "key players" in the process - CIRS, United Way, the Governor's office, 911 representatives, police bodies, etc. - and a feasibility study is planned for 211 implementation.</p>
Major Issues - Project	The greatest issue expressed by CIRS representatives is the considerable cost likely faced in 211 implementation, both in LEC involvement (central office programming, monthly recurring charges, etc.), and in potentially increased staffing requirements to meet projected increases in I&R inquiries. A need for information regarding recommended avenues and strategies for funding has been expressed.
LEC Involvement	Qwest
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	Due to the relatively early development level of 211 implementation in Arizona, substantial relationships with LECs have not yet been created. No specific information on costs is available.
Source(s)	Roberto Armijo, Community Information & Referral [phone interview 2/22/01] [updated 4/30/01] [updated 8/13/01]

State	Arkansas
Company/Project	Arkansas Department of Human Services (ADHS)
Development Leaders	None.
Utilities Commission	No involvement.
Legislation	None.
System Design	None.
Databases	None.
Notes - Project	ADHS representatives have indicated that, while some consultation regarding 211 implementation was undertaken in 2000, no activity currently exists for the state.
Major Issues - Project	
LEC Involvement	None.
Tariff	None.
Rate Structure	None.
Setup Costs	None.
Maintenance Costs	None.
Notes - LEC	No 211 activity.
Major Issues - LEC	
Wireless Development	
Source(s)	Joe Quin - Arkansas Department of Human Services [phone interview 6/26/01]

State	California
Company/Project	California 211 Steering Committee / CAIRS 211 Workgroup
Development Leaders	CAIRS 211 Workgroup, California 211 Steering Committee, etc.
Utilities Commission	On January 23, 2002, the California Public Utilities Commission (CPUC) opened Rulemaking in response to a petition filed by CAIRS and the Steering Committee to provide regulatory assistance in LEC service negotiations and in technical standards provision for 211 service providers. The petition is divided into two major areas: the first consists of arguments for active PUC involvement in 211 implementation and requests that CPUC provide an official 211 assignment order while the second consists of recommendations for the actual language that is to be issued by CPUC concerning 211 should the Commission opt for involvement. This language will provide a basis for rules and standards to be applied to potential 211 service providers.
Legislation	The project elected to pursue regulatory action via CPUC rather than legislative support.
System Design	<p>- Decentralized. Current preferences expressed by the Steering Committee consist of an implementation strategy closely resembling that of the Ohio 211 Collaborative. This plan calls for implementation of 211 service on a county-by-county basis. Each 211 provider will operate on a county scope, with some providing services for surrounding counties as well. Those county-based agencies with specialized, non-comprehensive I&R capability will take steps to ensure more comprehensive coverage. As well, agencies that choose not to provide 24-hour service for their county will be required to contract with a 24-hour I&R provider in to receive off-hours calls. Whether a service provider chooses to expand to 24-hour coverage or to contract with a 24-hour call center, 24-hour service must be provided.</p> <p>- Distinct from the implementation plans expressed in Ohio, Regional Technical Centers (RTCs) will be utilized as enhanced service support. RTCs can provide natural language recognition (for menuing purposes which allow a caller to navigate through the initial stages of an inquiry), TTY service, etc. that many small I&R providers find financially prohibitive to pursue. RTCs serve multi county areas, and are an integral part of the integrated 211 network. For example, an RTC in Southern California might handle a three-county area. If a 211 call is placed from Bakersfield, the call will be routed to the RTC, which will then determine via area code and prefix that the call is best answered by the Bakersfield (Kern County) 211 call center which will then receive the call. If the community's call center does not provide 24-hour service, the call will be routed/"rolled-over" to the appropriate nearby call center. Estimated costs for installation of an RTC as described above are approximately \$1.4 million. Technical studies are underway to determine the optimal number of RTCs, with control of on-going per-call costs the primary consideration.</p>
Databases	Database facilities will be maintained individually by 211 call centers. Compatibility standards will be considered for call centers that are to roll-over to larger call centers for 211 service. Currently, no plans are explicitly made for the creation of a statewide database but there is some support for going in that direction.
Notes - Project	<p>- The California Alliance of Information and Referral Services (CAIRS) helped to form the 211 Steering Committee in late 2000. CAIRS prefers that some form of statewide oversight is provided, either by the California Public Utilities Commission (CPUC) or by a specific 211-oriented body as determined in agreement with CPUC and the Steering Committee. Such oversight will help to provide standardization in service and can help to mitigate potential disputes between "competing" I&Rs wishing to provide 211 services in a given area.</p> <p>- The CAIRS 211 Workgroup received a grant of \$531,700 from the California Endowment for the purposes of planning and demonstration. A grant of \$125,000 from the Community Technology Foundation of California is supporting technical consulting, some staff services, and some hardware purchases. A grant of \$9,931 from the Julius Sumner Miller Foundation is supporting translation of outreach materials into 14 languages and production of some materials. Additional proposals have been submitted. CAIRS individual and agency members have contributed approximately \$8,000, including over \$300,000 in cash and in-kind donations has been received from INFOLINE of Los Angeles.</p>

Major Issues - Project	Some smaller I&R agencies find it difficult or impossible to achieve AIRS accreditation, primarily because of the expense. Therefore, full accreditation is not a suggested standard in the Steering Committee's petition to the CPUC. Adherence to the AIRS National Standards for 211Centers [see Appendix D] is, however, included in the petition.
LEC Involvement	Discussions have been help SBC/PacBell and Verizon. SBC has designed and tested the switching technology it will use for 211 services (the same technology will be deployed for use by a 511 calling service).
Tariff	SBC will submit a tariff for 211 service in California. No other LECs have indicated specific tariff submissions.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	Due to the relatively early stage of 211 development in California, no official information on LEC costs is yet available. SBC indicated in meetings that a tariff would likely be filed for 211 service in late August, 2001, with an expected approval in late October, 2001. This tariff process, however, was not completed. Verizon has indicated that costs will most likely be determined on an Individual Cost Basis (ICB) for each 211 service provider / service region. CAIRS feels that establishing rates by ICB between 35-40 211 service providers and approximately 60 LECs to provide comprehensive statewide service is not feasible and it intends to ask the CPUC to set one rate for the state.
Major Issues - LEC	None indicated.
Wireless Development	Due to the relatively early stage of 211 development in California, no specific information on wireless implementation issues is available.
Sources	Burt Wallrich, California 211 Project Coordinator [phone interview 4/18/01] [updated 7/23/01] [updated 1/18/02] < http://www.infoline-la.org >

State	Colorado
Company/Project	FirstCall / Mile High United Way / Colorado 211 Steering Committee
Development Leaders	FirstCall (Fort Collins), Mile High United Way (Denver), 211 Colorado Steering Committee
Utilities Commission	The Colorado Public Utilities Commission (CPUC) has taken an active, supportive stance with regard to 211 implementation. In terms of LEC negotiations, CPUC has gained the cooperation of Qwest and plans to require revisions to the Qwest tariff submitted in June, 2001. CPUC administers and approves applications for 211 service, and maintains a detailed set of standards which must be met by 211 service providers: statewide coverage must be planned, the 211 system must have an active governing body, a "rollout plan" must be provided (see "Notes - Project" for details of this plan), a marketing plan must be in place, etc..
Legislation	No legislation is currently pursued, though this may be an option in the future (particularly with regard to funding issues).
System Design	Decentralized. Approximately seven call centers will provide statewide 211 coverage. When fully implemented (see "Notes - Project" for details), each call center will provide 24-hour service in its respective area and will receive assistance and oversight from a governing board to be formed in the future.
Databases	<p>- FirstCall currently utilizes an IRis database covering approximately 900 programs for Larimer County.</p> <p>- Upon 211 implementation, I&R databases will likely be shared between 211 call centers via the World Wide Web.</p>
Notes - Project	<p>- The Colorado 211 Steering Committee was formed in February, 2001 and consists of representatives from approximately 40 organizations (both comprehensive and specialized I&Rs, United Ways, CPUC, Qwest, etc.</p> <p>- FirstCall is a private, non-profit organization providing comprehensive I&R services in Larimer County (Fort Collins), Colorado. FirstCall serves a population of approximately 250,000 and operates Monday-Friday through evening hours. Approximately 4,300 calls were received by FirstCall in 2000.</p> <p>- A multi-phase implementation plan has been designed. In the pilot phase (scheduled to begin June 1, 2002), the four major comprehensive I&R call centers which exist in Colorado - FirstCall (Fort Collins), Mile High United Way (Denver), Weld County United Way HelpLine (Greeley), Mesa County Health and Human Services (Grand Junction) - "Group One", will provide 211 services for the jurisdictions that they currently cover. Simultaneously, the three remaining likely call centers - located in Colorado Springs, Durango, and Pueblo - "Group Two" will develop their respective resources in preparation of offering 211 service the following year. The second phase of 211 implementation (scheduled for June 1, 2003) consists of Group One call centers expanding database resources to cover counties in areas adjacent to those already covered. Simultaneously, Group Two call centers will become operational. The third phase (scheduled for June 1, 2004) consists of the expansion of database resources (and thereby coverage area) for Group Two call centers. By June 1, 2005, it is hoped that statewide 211 coverage will be available.</p>
Major Issues - Project	
LEC Involvement	Qwest
Tariff	Qwest submitted an N11 service tariff to CPUC in June, 2001. This tariff required a service establishment charge of \$300.00 per point-to number plus a \$95.00

per central office activation charge. As well, a charge of \$.05 per call routed to 211 would have been incurred. CPUC negotiated revisions to this tariff, which were submitted in July, 2001. The revised N11 tariff maintains the \$300.00 service establishment charge per point-to number but lowers the central office activation fee to \$30.00 per switch. As well, the per-call rate was lowered to \$.02 (Qwest Corporation; General Subscriber Services Catalog - Colorado, Exchange and Network Services, Section 10.11.3, "N11 Service", effective July 30, 2001, <<http://www.qwest.com>>).

Rate Structure

Following service establishment and central office programming costs, a per-call charge will be incurred (see "Tariff" for more information).

Setup Costs

Tariffed service establishment charges of \$300.00 per point-to number and \$30.00 per central office activation. Under this tariff, a total cost of approximately \$1,500.00 would be incurred for statewide central office programming in Colorado.

Maintenance Costs

A tariffed charge of \$.02 will be incurred per call.

Notes - LEC

LEC negotiations have largely been carried out by CPUC on behalf of the Colorado 211 Steering Committee.

Major Issues - LEC

Wireless Development

Though wireless access to 211 is a consideration, no substantial negotiations have yet been pursued.

Source(s)

Mary Robertson - FirstCall [phone interview 7/26/01]

Qwest Corporation - Colorado, Exchange and Network Services Catalog, Section 10.11.3, "N11 Service", effective July 30, 2001, <<http://www.qwest.com>>

State	Connecticut
Company/Project	United Way of Connecticut / Infoline
Development Leaders	United Way of Connecticut
Utilities Commission	The Connecticut Department of Public Utility Control (CDPUC) provides guidance and oversight regarding access issues. For example, cellular access to 211, while not currently available, is being pursued via CDPUC via development requests sent to cellular service providers.
System Design	Centralized: a single call center provides statewide 211 services with regional "community specialists" to provide "local presence". The Infoline call center uses a Lucent Definity switching system for intra-call center routing.
Databases	Call center utilizes Refer '99, a server-based database including approximately 4,300 agencies and 36,000 services (a conversion to Refer '00 is expected in Spring, 2001). Infoline uses 5 full-time employees for database maintenance, updates, and research (carried out on a continual basis). Sources for updates include surveys, printed materials (newspapers, newsletters, annual reports, etc.), information gathered by community specialists, information gathered from regular contact with agencies, feedback from follow-up (15% of all received calls), etc.
Notes - Project	Infoline was created in the mid-1970s as a comprehensive I&R service on a statewide, toll-free basis. No other comprehensive I&R services exist in Connecticut, and the transition to 211 capability made use of existing databases and call center facilities. United Way is the primary agency administering Infoline, though other agencies contribute financial resources on a partnership basis. Infoline serves a population of approximately 3.4 million, and handled approximately 205,000 referral transactions in the year 2000.
Major Issues - Project	No major obstacles in 211 implementation have been indicated.
LEC Involvement	Southern New England Telephone (SBC)
Tariff	None yet proposed.
Rate Structure	Per minute: \$.06 per minute, billed in 18 second increments (rates are the same as previous system - see project notes)
Setup Costs	Approximately \$9,000.00 to switch extant system to 211 capability (see "Notes-Project").
Maintenance Costs	No MRC is incurred for maintenance of central offices in 211-to-toll-free translation. The 211 call center utilizes three T1 circuits which incur monthly fees (currently approximately \$1,100.00 per circuit).
Notes - LEC	
Major Issues - LEC	No major obstacles with regard to LECs are indicated.
Wireless Development	- The centralized/single call center model implemented in Connecticut creates relatively simple conditions for wireless translation to 211. Because only one office, and therefore only one toll-free "point-to" number is utilized, the mobile switches (MSCs) used in wireless telecommunications only need to be programmed for that number. Problems nevertheless occur, as the coverage areas for wireless communications do not closely follow political boundaries such as state borders. Some 211 calls from outside Connecticut could therefore conceivably be "misdirected" to Connecticut's Infoline. United Way of Connecticut/Infoline testified at a CDPUC hearing that it is aware of the

cross-border routing issues and is implementing procedures designed to mitigate potential problems (for example, the expansion of I&R databases to include agencies in neighboring areas).

- "United Way of Connecticut requested [in a letter dated January 18, 2001] that the CDPUC modify its Decision dated December 2, 1998 and order all Connecticut wireless telecommunications providers to provide an abbreviated 211 dialing code for their subscribers to access...(Infoline). In that Decision, the CDPUC recognized that wireless telecommunication service providers experienced technical difficulties in completing (211) calls...and expected that those issues would be resolved by the FCC, North American Numbering Council, and the wireless industry. Subsequently, CDPUC exempted the wireless industry from implementing the abbreviated 211 dialing code until such time as those issues were resolved. CDPUC reopened the...docket for the limited purpose of addressing United Way's letter... On May 1, 2001, CDPUC released a Draft Decision...(requiring) wireless carriers to implement 211 abbreviated dialing by August 1, 2001."

* - excerpted from e-mail correspondence submitted by Mary Hogan - United Way of Connecticut; 7/18/01

- Several wireless carriers in Connecticut responded to the Draft Decision, mainly stating that wireless access to 211 would be feasible within timeframes ranging from ninety days (Springwich/Cingular Wireless) to six months after CDPUC mandate (AT&T Wireless Services). Sprint PCS, while not providing a specific timeframe for wireless implementation, "...anticipates no problems with with updating its Connecticut mobile switches (MSCs) to translate and route 211 calls from Sprint PCS's customers to the toll-free number provided by (Infoline)."

* - excerpted from Sprint PCS correspondence received by CDPUC; June 28, 2001 [submitted by Mary Hogan; July 21, 2001].

- AT&T Wireless Services (AWS) made provisions for the development of a wireless service agreement to be filed with CDPUC, outlining some of the potential difficulties in wireless 211 implementation (cross-border issues) but stating that the AWS wireless network in Connecticut was capable of 211 programming. Representatives from Nextel Wireless indicated that the AWS Agreement would likely be used as the basis for Nextel providing 211 access to United Way / Infoline. As of June 29, 2001, United Way Infoline had not received communication or response from either Verizon Wireless or Voicestream Wireless.

Sources

Mary Hogan - Vice President for Information and Special Initiatives [phone interview 1/24/01] [updated 4/5/01] [updated 7/19/01]

State	Delaware
Company/Project	Delaware Helpline
Development Leaders	Delaware Helpline, Delaware Department of Health and Social Services, Delaware Department of State Administrative Services, United Way First Call For Help, etc.
Utilities Commission	The Executive Director of the Delaware Public Service Commission (DPSC) will be represented on the Delaware 211 Task Force (see "Project - Notes" for more information).
Legislation	<p>In May, 2001, the Delaware state legislature passed House Concurrent Resolution No. 11 (141st General Assembly) establishing a 211 Task Force to make recommendations for the implementation of 211 services. The Task Force, to begin meeting August 31, 2001, will consist of the following members: the Secretaries (or designees) of several state departments and agencies (Administrative Services, Health and Social Services, Public Safety); the State Budget Director; the Executive Directors of the Office of Information Services, the Public Service Commission, Delaware Helpline, and CONTACT Delaware (a 24-hour crisis line); the Chief Professional Officer of United Way of Delaware; a member of each house of the state legislature, a representative of the Center for Community Development and Family Policy at the University of Delaware; and three members of the public representing the Latino community, the senior citizen community, and persons with disabilities (to be appointed by the Governor).*</p> <p>The 211 Task Force will be co-chaired by the Secretary of Administrative Services and the Chief Professional Officer of United Way of Delaware. A final feasibility report from the Task Force will be submitted to the legislature in January, 2002.</p> <p>* - Delaware House of Representatives - 141st General Assembly, "House Concurrent Resolution No. 11 - Relating to the Establishment of the 211 Task Force..." <http://www.legis.state.de.us></p>
System Design	Centralized. This design has yet to be finally determined by the Delaware 211 Task Force. However, the size and population of the state, combined with the resources available at currently-existing call centers, suggest that the "Single Call Center / Centralized Administration" model is the most feasible for 211 implementation. While it also seems apparent that the call center operated by helpline will be the likely provider of 211 services, this has not been formally determined by the Task Force.
Databases	<p>- Helpline utilizes an IRis database covering approximately 700 agencies and 2,500 programs. The contents of this database are available via the World Wide Web on a powerful, searchable platform designed by the University of Delaware. This database resource is also available for service agencies to provide their own entries and record updates via the Web. Consumers can also request further assistance via the Web by filling out a "callback" form.</p> <p>- Extra funding is generated for Helpline through the sale of database services to interested agencies. For example, if the Department of Public Health wished to provide a Web-based searchable database of healthcare providers and services, they might contract with helpline to "host" a customized, online database resource, with fields and parameters unique to the Department's services and accessed via a separate URL. This customized "view" utilizes the resources of the original "super-database". The client agency then pays a monthly fee for database maintenance services.</p>
Notes - Project	<p>- Delaware Helpline is a private, non-profit agency affiliated with United Way and in partnership of Delaware Health and Social Services and the Delaware Department of State Administrative Services. Helpline began operation of a statewide, comprehensive I&R service in 1990 (accessed via a toll-free 1-800 number) and services a population of approximately 850,000 in the three state counties. Helpline provides bilingual and TDD services, and operates 7:30 a.m.-6:00 p.m. Monday-Friday. Some degree of partnership with CONTACT Delaware (a 24-hour crisis line) is expected for successful 211 implementation.</p>

- In 1997, Helpline expanded the scope of its services to include a state government information service linking callers with appropriate state offices, legislators, and employees. The bulk of inquiries received in the Helpline call center are of this type (approximately 350,000-400,000 total inquiries annually) and a call to Helpline will initially make contact with employees providing this service. If an inquiry instead requires health or social service information and referral, the caller is passed to staff specifically providing I&R services. Of the total inquiries received by Helpline, approximately 55,000-60,000 per year are of the latter, specific I&R type.

Major Issues - Project	Few major obstacles have been expressed. The only known opposition to 211 implementation has come from 911 emergency services and it is expected that this opposition will fade once substantial contact has been made between representatives of the two systems.
LEC Involvement	Verizon
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	Representatives from Helpline have begun preliminary contact with Verizon. Verizon has expressed that it "sees no problem" with 211 implementation in Delaware. The preliminary nature of these discussions, however, does not permit specific information on service establishment costs or rate structure to be available.
Major Issues - LEC	No major obstacles with regard to LEC negotiations have been expressed.
Wireless Development	Due to the relatively early stage of 211 development in Delaware, no specific information on wireless implementation issues is available.
Source(s)	Joan Weinman, Executive Director (former) - Delaware Helpline [phone interview 7/26/01] < http://www.delawarehelpline.org > Delaware State Legislature. < http://www.legis.state.de.us >

State	Florida (Statewide Implementation)
Company/Project	Florida Alliance of Information and Referral Systems (FLAIRS)
Development Leaders	FLAIRS, Telephone Counseling & Referral Service, Inc. (TCRS)
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	As of February, 2002, legislation was under development and potential bill sponsors were being identified. The bill (Florida Senate Bill 1276) will create an integrated health care access vehicle through which Floridians can easily identify state-funded health care services for which they are eligible. 211 will be a major component of this new process, performing general I&R services and eligibility screening. A site – one or more contiguous counties - will be selected and funded by the legislature to pilot the initiative.
System Design	Decentralized. Generally, 211 implementation will follow the 15 service districts determined by the Florida Department of Children and Families (DCF) as a guiding organizational framework. Some of these districts are single-county while others include multiple-county areas. 211 call centers, generally, will be previously-existing I&R providers which will add the number as a means to access their existing services.
Databases	No specific database collaboration standards have been endorsed for statewide use, though most call centers currently utilize IRis software (and several are implementing web-based I&R services).
Notes - Project	Florida has 67 counties, approximately 16 million residents, and is home to 25-30 comprehensive I&R providers currently operating call centers (8-10 of these are 24-hour services and several others contract to local crisis lines for after hours call coverage). Budgets for 211 implementation range greatly between I&R agencies (ranging approximately from \$75,000 to more than \$200,000) depending on existing infrastructure, future increases in staffing needs, etc. - 211 call centers are operational in Brevard County, Broward County, Palm Beach County, Pinellas County, and Hillsborough County. A call center is expected to be operational in Jacksonville in March 2002. Operational 211 call centers are expected in Tallahassee and additional south Florida Counties (including Miami-Dade, St. Lucie Counties) are expected by late 2002.
Major Issues - Project	FLAIRS and the United Way of Florida are providing leadership guidance and support for 211 implementation. No single entity, however, has the authority to determine the establishment of 211 call centers or to require the implementation of operational standards. Nevertheless, FLAIRS has endorsed the standards determined by AIRS. Many I&R agencies are adopting those standards as a matter of good faith (one agency in Florida is AIRS-accredited and several others plan to pursue accreditation). Disputes between "competing" I&R agencies in one community who wish to provide 211 services have been addressed "community by community, usually with the intervention of funders".
LEC Involvement	BellSouth, Verizon, Sprint
Tariff	BellSouth submitted a 211 tariff pricing structure in December, 2000. Sprint submitted a tariff in Florida in 2001. The content of both of these tariffs is detailed under the "Rate Structure" and "Setup Costs" heading for the respective LECs.
Rate Structure	BellSouth: Tariffed flat rate for setup, no Monthly Recurring Charge (MRC)

Verizon: Individual Cost Basis for each call center for setup and MRC
Sprint: Tariffed flat rate for setup, no MRC is indicated

Setup Costs

BellSouth: Tariffed service establishment charges are \$389.00 per basic calling area plus \$182.00 per central office in the service area(s).
Verizon: Provides rates on an Individual Cost Basis (ICB) contract for each call center. For example, the service establishment charge for the Crisis Center of Tampa Bay is \$120.00 per switch (Central Office) for the initial installation. Verizon administers 27 switches in Hillsborough County (the Crisis Center's service area). However, in January 2002, the new Verizon 2-1-1 Product Manager has indicated that the rates are changing to an "actual cost basis" and that a contract renewal fee will be charged every three years.
Sprint: A tariffed service establishment charge of \$100.28 per central office will be required.

Maintenance Costs

BellSouth: No monthly recurring charge is indicated. Toll calls that originate from outside the call center's local calling area will incur long-distance charges accordingly.
Verizon: Provides rates on an Individual Cost Basis (ICB) for each call center. For example, the rate charged to the Crisis Center of Tampa Bay is an MRC of \$40/switch. Verizon administers 27 switches in Hillsborough County (the Crisis Center's service area). As well, any toll calls originating from outside the center's local calling area will accrue charges. Based on a new fee structure implemented in January 2002, Verizon will be charging for actual costs on a monthly basis.
Sprint: No monthly recurring charge is indicated.

Notes - LEC

As the Florida PSC chooses not to actively administer decisions pertaining to 211 assignment and implementation, it falls to individual I&Rs to negotiate directly with the telcos concerning 211 assignment and subsequent service contracts. Each LEC can determine how 211 is to be assigned, "many have taken a 'first come, first serve' approach", and each LEC has a distinct process for the assignment of the number. For example, BellSouth requires that each I&R submit request documents to Price-Waterhouse-Coopers (first come, first served) while Verizon requires some level of community consensus verification that the 211 applicant is the preferred provider. Due to the "first come, first served" approach, FLAIRS and the United Way of Florida have encouraged respective members to submit requests quickly to avoid being preempted by non-I&R entities.

Major Issues - LEC

Due to lack of PSC authority, FLAIRS and the United Way of Florida conducted a meeting with LEC representatives (December 12, 2000), with the cooperation of the Florida Telecommunications Industry Association (FTIA), to facilitate the building of relationships between I&Rs and LECs.

Wireless Development

No substantial progress has been made regarding wireless access issues.

Source(s)

Randy Nicklaus; TCRS Executive Director (and FLAIRS Board member)
["Summary of Florida Efforts to Implement 2-1-1"; submitted 2/23/01] [phone interview 8/8/01] [updated 9/11/01] [updated 1/30/02]

BellSouth – Florida. "General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 11, 2001. <<http://www.bellsouth.com>>

Sprint – Florida, Inc. "General Exchange Tariff, Section A10. N11 Services". <<http://www.sprint.com>>

State	Florida (Brevard County)
Company/Project	Crisis Services of Brevard (CSB)
Development Leaders	Crisis Services of Brevard
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	Legislative proposals are under development and potential bill sponsors are being identified. The bill proposal will likely request an appropriation of approximately \$2 million for statewide 211 development. While it is not yet clear how this money will specifically be distributed, FLAIRS and United Way of Florida will likely administer funding.
System Design	Centralized. A single call center answers 211 calls for Brevard County of East-Central Florida.
Databases	CSB uses an IRis database containing 489 agencies and approximately 1,500 programs.
Notes - Project	- Crisis Services of Brevard (CSB) was established in 1963, has offered crisis line and I&R services since 1968, worked with the United Way to offer HelpLine services in 1996, and began offering operational 24-hour 211 service to Brevard County in May, 2001. CSB is certified by the American Association of Suicidology. - Brevard County contains 16 municipalities and a population of approximately 450,000. CSB received approximately 10-14,000 inquiries annually prior to 211 implementation. CSB experienced a call volume increase of approximately 60% in the first month after 211 implementation. The increase in call volume increase during the 1 st 6 months of CSB's operation under 211 is 62% compared to the same time period in prior year.
LEC Involvement	BellSouth
Tariff	The original BellSouth tariff applied to 211 service in Florida consisted of a "generalized" N11 service tariff designed for commercial use (BellSouth - Florida; "General Subscriber Service Tariff - A39.1 Three-Digit Dialing Service", effective August 18, 1999). CSB incurred service establishment charges under this tariff. 211 services have since been provided under the BellSouth tariff revised specifically for 211 service. After service establishment, this tariff requires no Monthly Recurring Charge.
Rate Structure	After service establishment charges, no Monthly Recurring Charge is incurred.
Setup Costs	A total of \$9,400.00 in service establishment charges were incurred (\$6,300.00 for one "Tier 3" Local calling area and \$3,100.00 for one "Tier 4" local calling area) (see "Tariff" for more information).
Maintenance Costs	Under the revised BellSouth 211 tariff, no Monthly Recurring Charges are incurred.
Notes - LEC	As CSB originally applied to provide 211 service in mid-2000, service establishment charges were determined via the original N11 service tariff filed by BellSouth. 211 services for CSB have since been provided under the new BellSouth tariff designed specifically for 211. No Monthly Recurring Charge is therefore incurred.
Major Issues - LEC	- While no major obstacles have been encountered, BellSouth has experienced

difficulty in implementing 211 in some areas of the southern part of Brevard County. This is due to those locations (and their telephone exchanges) being located within a separate Local Access Transport Area (LATA) than the remainder of the county. These issues were resolved and service to this part of the county was provisioned in December, 2001.

Wireless Development

No substantial progress has been made regarding wireless access issues.

Sources

Libby Donoghue, Executive Director - Crisis Services of Brevard [phone interview 8/8/01] [updated 1/18/02] <<http://www.crisis-services.org>>

BellSouth - Florida. "General Subscriber Service Tariff - A39.1 Three-Digit Dialing Service", effective August 18, 1999.

BellSouth – Florida. "General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 11, 2001. <<http://www.bellsouth.com>>

State	Florida (Hillsborough County)
Company/Project	Crisis Center of Tampa Bay, Inc. (CCTB)
Development Leaders	Crisis Center of Tampa Bay, United Way, Hillsborough County Government
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	Legislative proposals are under development and potential bill sponsors are being identified. The bill proposal will likely request an appropriation of approximately \$2 million for statewide 211 development. While it is not yet clear how this money will specifically be distributed, FLAIRS and United Way of Florida will likely administer funding.
System Design	Centralized. A single call center provides comprehensive, 24-hour I&R services to Hillsborough county (Tampa) using the 211 dialing code.
Databases	CCTB uses an IRis database containing approximately 1,500 programs.
Notes - Project	<p>- Crisis Center of Tampa Bay has operated a comprehensive, 24-hour crisis intervention and I&R service (Hotline of Hillsborough) serving a population of approximately 998,000 in Hillsborough County since the early 1970s. Hotline of Hillsborough is one of eight divisions in CCTB, which include family support services, travelers aid, and sexual abuse treatment services. Prior to operational 211 services in June, 2001, Hotline of Hillsborough received approximately 27-30,000 inquiries annually.</p> <p>- Implementation efforts began in the area in 1997. CCTB joined with I&R representatives from six other counties in the Tampa Bay area to form the Tampa Bay Area 211 Task Force. The Task Force is dedicated to developing 211 access for the region and providing important bases for joint marketing efforts. As the majority of the region falls into a single media market (with particular regard to television and radio coverage), a coherent public awareness campaign for 211 is necessary. The Task Force consists of I&R representatives from Pinellas, Hillsborough, Manatee, Sarasota, Pasco, and Polk Counties as well as representatives from Verizon, various area libraries, the University of South Florida, the Disabilities Council, and other I&Rs.</p>
Major Issues - Project	Few major specific obstacles have been expressed beyond the extensive period of time required to develop 211 services in the area. No opposition from the I&R community or other bodies was experienced.
LEC Involvement	Verizon
Tariff	None yet filed.
Rate Structure	After service establishment charges, a monthly recurring charge per central office is incurred.
Setup Costs	Contracted service establishment charges of \$120.00 per central office for programming of a single seven-digit point-to number. Hillsborough County's 28 central offices together incurred \$3,360.00 in service establishment charges.
Maintenance Costs	Contracted Monthly Recurring Charges of \$40.00 per central office. A total Monthly Recurring Charge of \$1,120.00 for Hillsborough County's 28 central offices is incurred. Verizon changed its fee structure effective January 2002.
Notes - LEC	- Verizon conducts 211 implementation on an Individual Cost Basis with 211 call

centers in the Tampa Bay area (this area is the only region of Florida for which Verizon is the primary LEC). Each 211 service contract provides three years of service.

- Verizon is also a major provider of payphone service in the area. Verizon payphones are now capable of delivering 211 service, though some problems were experienced as of late summer, 2001 in achieving complete payphone coverage in the county.

Major Issues - LEC

The only issue presented regarding LEC negotiations was the relative slowness of Verizon's response. Approximately three-and-a-half years were required between initial inquiries and eventual implementation of 211 service. CCTB representatives have indicated that this can create major difficulties in securing funding necessary for 211 implementation, as funding proposals need specific estimated cost figures in order to be successful.

Wireless Development

No substantial progress has been made regarding wireless access issues.

Source(s)

Debra L. Pugh, Director, 211/Hotline Services Division - Crisis Center of Tampa Bay, Inc. [phone interview 8/10/01] [updated 1/30/02] <<http://www.crisiscenter.com>>

St. Petersburg Times (Tim Grant). "Hillsborough's 211 Hotline is Really Hot". July 24, 2001.

St. Petersburg Times (Tim Grant and Curtis Krueger). "Pinellas, Hillsborough Warm Up to 211 Service Hotline". July 24, 2001.

State	Florida (Palm Beach Area)
Company/Project	The Center for Information and Crisis Services, Inc. (CICS)
Development Leaders	CICS, United Way, etc.
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	Legislative proposals are under development and potential bill sponsors are being identified. The bill proposal will likely request an appropriation of approximately \$2 million for statewide 211 development. While it is not yet clear how this money will specifically be distributed, FLAIRS and United Way of Florida will likely administer funding.
System Design	Centralized. A single call center provides comprehensive, 24-hour I&R services to Palm Beach County using the 211 dialing code.
Databases	CICS uses an IRis database containing information for approximately 1,700 agencies and 5,000 programs. This database is available via the World Wide Web and is published in hardcopy form.
Notes - Project	<p>- The Center for Information and Crisis Services has offered comprehensive Information and Referral services, crisis intervention, and suicide intervention in the Palm Beach County area (including the Treasure Coast) since the early 1970s. CICS operates three primary telephone services, CrisisLine (a 24-hour Information and Referral and crisis counseling service), Elder HelpLine (a specialized I&R service for those over 60 years of age), and Teen HotLine. Approximately 75,000 calls were received between the three I&R services in 2001. CICS is accredited by AIRS and the American Association of Suicidology.</p> <p>- CICS provides I&R services for a five county region in Southeastern Florida (Indian River, Martin, Okeechobee, Palm Beach, and St. Lucie Counties) with a population of approximately 1 million. CICS began offering operational 211 services in Palm Beach County in mid-February, 2002 with plans to offer 211 services to the surrounding counties by late 2002.</p> <p>- United Way of Martin County applied to administer the 211 dialing code via BellSouth's tariff in Martin and St. Lucie Counties. United Way of Martin County holds a partnership relation with CICS to provide I&R services for those counties. CICS will therefore provide I&R services using 211 for those counties under this partnership.</p>
LEC Involvement	BellSouth, Sprint
Tariff	BellSouth submitted a 211 tariff pricing structure in December, 2000. Sprint submitted a tariff in Florida in 2001. The content of both of these tariffs is detailed under the "Rate Structure" and "Setup Costs" heading for the respective LECs.
Rate Structure	BellSouth: Tariffed flat rate for setup, no Monthly Recurring Charge (MRC) Sprint: Tariffed flat rate for setup, no MRC is indicated
Setup Costs	BellSouth: Tariffed service establishment charges are \$389.00 per basic calling area plus \$182.00 per central office in the service area(s). Sprint: A tariffed service establishment charge of \$100.28 per central office will be required.
Maintenance Costs	BellSouth: No monthly recurring charge is indicated. Toll calls that originate from outside the call center's local calling area will incur long-distance charges accordingly. Sprint: No monthly recurring charge is indicated.
Notes - LEC	- As the Florida PSC chooses not to actively administer decisions pertaining to 211 assignment and implementation, it falls to individual I&Rs to negotiate

directly with the telcos concerning 211 assignment and subsequent service contracts. Each LEC can determine how 211 is to be assigned, "many have taken a 'first come, first serve' approach", and each LEC has a distinct process for the assignment of the number. For example, BellSouth requires that each I&R submit request documents to Price-Waterhouse-Coopers (first come, first served) while Verizon requires some level of community consensus verification that the 211 applicant is the preferred provider. Due to the "first come, first served" approach, FLAIRS and the United Way of Florida have encouraged respective members to submit requests quickly to avoid being preempted by non-I&R entities.

- BellSouth is the primary LEC for Indian River, Martin, Palm Beach, and St. Lucie Counties. Sprint provides services for Okeechobee County. Expansion of 211 services offered by CICS in the counties outside of Palm Beach is expected by the end of 2002. The 211 dialing code is currently held in Martin and St. Lucie Counties by an adult entertainment service. The BellSouth tariff for 211 services states that any 211 operators not offering Information and Referral services must release the number within six months of the start of 211 Information and Referral operations. By mid-August, the current 211 operator in Martin and St. Lucie Counties will release the dialing code to CICS.

- CICS representatives were contacted by Coin Management, a payphone operator in the area, to explore the possibilities of offering payphone access to 211. While this service is not yet operational, the payphone operator appears positively interested in the concept.

Wireless Development

No substantial progress has been made regarding wireless access issues.

Source(s)

Bruce Greenstein, Resource and Technology Specialist – Center for Information and Crisis Services, Inc. [phone interview 2/27/02]

Cindy Howell, Director of Development – Center for Information and Crisis Services, Inc. [email submission 2/27/02]
<<http://www.iandr.org>>

BellSouth – Florida. "General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 11, 2001. <<http://www.bellsouth.com>>

Sprint – Florida, Inc. "General Exchange Tariff, Section A10. N11 Services". <<http://www.sprint.com>>

State	Florida (Pinellas)
Company/Project	Pinellas Cares, Inc.
Development Leaders	Pinellas Cares, Inc.
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	Legislative proposals are under development and potential bill sponsors are being identified. The bill proposal will likely request an appropriation of approximately \$2 million for statewide 211 development. While it is not yet clear how this money will specifically be distributed, FLAIRS and United Way of Florida likely will administer funding.
System Design	Centralized. A single call center provides comprehensive, 24-hour I&R services to Pinellas County (St. Petersburg) using the 211 dialing code.
Databases	Pinellas Cares uses an IRis database encompassing approximately 1,300 agencies and 4,000 programs. This database is available on the World Wide Web. No plans are currently underway to link area call centers for purposes of database sharing.
Notes - Project	<p>- Pinellas Cares, Inc. has provided comprehensive, 24-hour, bilingual I&R services as Helpline to a population of approximately 920,000 in Pinellas County since the early 1970s. Pinellas Cares also operates a volunteer coordination service called the Volunteer Action Center (VAC). Both of these services are now accessible via 211 (operational in June, 2001). Pinellas cares receives funding from the City of St. Petersburg, the Pinellas County Community Foundation, Florida Network of Youth and Family Services, the Department of Children and Families, the United Way, and from private donations. Helpline uses an annual operating budget of approximately \$680,000.00</p> <p>- Prior to 211 implementation, neither Helpline nor VAC were heavily promoted, with Helpline receiving approximately 41,000 inquiries annually and VAC receiving approximately 39,000 calls each year. Upon operational 211 service in June, 2001, marketing efforts were increased dramatically, and Pinellas Cares experienced an increase of approximately 79% in monthly call volume (approximately 5,200 calls were received in June, 2001, and approximately 5,600 calls were received in July). While this volume is not necessarily expected to be sustained, a substantial increase over previous call volume is expected.</p> <p>- Implementation efforts began in the area in 1997. Pinellas Cares joined with I&R representatives from six other counties in the Tampa Bay area to form the Tampa Bay Area 211 Task Force. The Task Force is dedicated to developing 211 access for the region and providing important bases for joint marketing efforts. As the majority of the region falls into a single media market (with particular regard to television and radio coverage), a coherent public awareness campaign for 211 is necessary. The Task Force consists of I&R representatives from Pinellas, Hillsborough, Manatee, Sarasota, Pasco, and Polk Counties as well as representatives from Verizon, various area libraries, the University of South Florida, the Disabilities Council, and other I&Rs.</p> <p>-Phantom calls were addressed by having callers "press 2" to get into the system.</p>
Major Issues - Project	Few major specific obstacles have been expressed beyond the extensive period of time required to develop 211 services in the area. No opposition from the I&R community or other bodies was experienced.
LEC Involvement	Verizon
Tariff	None yet filed.

Rate Structure	After service establishment charges, a monthly recurring charge per central office is incurred.
Setup Costs	Contracted service establishment charges of \$120.00 per central office for programming of a single seven-digit point-to number. Pinellas County's 22 central offices together incurred \$2,640.00 in total setup charges.
Maintenance Costs	Contracted Monthly Recurring Charges of \$40.00 per central office. A total Monthly Recurring Charge of \$880.00 for Pinellas County's 22 central offices is incurred. Verizon changed its fee structure effective January 2002.
Notes - LEC	<p>- Verizon conducts 211 implementation on an Individual Cost Basis with 211 call centers in the Tampa Bay area (this area is the only region of Florida for which Verizon is the primary LEC). Each 211 service contract provides three years of service.</p> <p>- Verizon is also a major provider of payphone service in the area. Verizon payphones are now capable of delivering 211 services, though some problems were experienced as of late summer, 2001, in achieving complete payphone coverage in the county.</p> <p>-Verizon programmed the baud tones in the auto attendant message directing TDD callers to "press 3" for routing to the TDD machine.</p>
Major Issues - LEC	The only issue presented in LEC negotiations was the relative slowness of Verizon's response. Approximately three-and-a-half years were required between initial inquiries and eventual implementation of 211 service.
Wireless Development	No substantial progress has been made regarding wireless access issues.
Source(s)	<p>Micki Thompson, Program Manager - Pinellas Cares, Inc. [phone interview 8/9/01] [updated 1/30/02] <http://www.pinellascares.org></p> <p><i>St. Petersburg Times</i> (Tim Grant). "Hillsborough's 211 Hotline is Really Hot". July 24, 2001.</p> <p><i>St. Petersburg Times</i> (Tim Grant and Curtis Krueger). "Pinellas, Hillsborough Warm Up to 211 Service Hotline". July 24, 2001.</p>

State	Georgia (Athens Area)
Company/Project	Community Connection of Northeast Georgia (CCNG)
Development Leaders	CCNG, United Way, etc.
Utilities Commission	Georgia Public Service Commission (GPSC) administers applications submitted by service providers for the assignment of 211 status.
System Design	Centralized - A single call center answers inquiries for a 13 county area around Athens, Georgia. CCNG is not a 24-hour I&R. Off-hours calls in the Athens service area therefore "roll-over" to United Way 211's call center in Atlanta (this service is tentatively due to begin in July, 2001). Currently, due to the low off-hours call volume originating from the Athens area, rollover service will be provided via a no-cost contract.
Databases	CCNG utilizes an IRis database and posts this database to the World Wide Web for access by citizens and other call centers. The Web-based database will be the primary referral tool for United Way 211 (Atlanta) when off-hours Athens calls are answered.
Notes - Project	<p>- CCNG received GPSC approval for delivery of 211 service in August, 2000. Initial installation of 211 service began in January, 2001, and was completed for the Athens service area in March, 2001. GAIRS has expressed a desire for CCNG to provide 211 services for an expanded area in the future.</p> <p>- CCNG has been operational since 1984 and is a private, not-for-profit organization serving a population of approximately 350,000. CCNG operates a comprehensive I&R (now the 211 call center), and two specialized I&R services as well as providing human services of its own. Hotline of Hillsborough uses an annual operating budget of approximately \$469,000.00. This budget is expected to expand somewhat for future expansion of staffing resources and technological development.</p>
Major Issues - Project	
LEC Involvement	BellSouth, Alltel
Tariff	<p>- BellSouth: The original BellSouth tariff applied to 211 service in Georgia consisted of a "generalized" N11 service tariff designed for commercial use ("General Subscriber Service Tariff - A39. Abbreviated Dialing", effective September 25, 1999). Initial setup costs for three area counties indicated to CCNG were determined via this tariff (\$10,200.00 for one "Tier 2" calling area setup and \$2,650.00 for each of two "Tier 4" calling area setups). The new BellSouth tariff, designed for specific 211 dialing service ("General Subscriber Service Tariff - A13. Miscellaneous Service Arrangements", effective January 13, 2001), calls for setup charges of \$389.90 per Basic Local Calling Area and \$155.00 per central office in that area. No MRC or additional usage charges are indicated in this tariff. BellSouth has agreed to apply the new 211 tariff to services rendered for CCNG.</p> <p>- Alltel: A tariffed setup charge of \$500.00 per basic local calling area (three calling areas are involved) and a tariffed MRC of \$35.00 for each basic local calling area will be incurred. This MRC is an initial charge, and may be increased in the future depending on call volume. Call volume will be determined by a calling study conducted each May and adjusted accordingly if necessary. Flat rate MRCs are as follows: 1-500 calls per month = \$35.00 MRC; 500-1000 calls per month = \$70.00 MRC; 1001+ calls per month = \$100.00 MRC. ["General Customer Services Tariff - Section 11.1: 211 Access to Community Information and Referral", effective March 3, 2001].</p>
Rate Structure	<p>- BellSouth: A tariffed flat rate for setup, no MRC is indicated</p> <p>- Alltel: A tariffed flat rate for setup and a flat rate MRC based upon local calling areas and</p>

monthly call volume. [see "Tariff" for more information]

Setup Costs

See "Tariff" for setup cost information.

Maintenance Costs

See "Tariff" for MRC information.

Notes - LEC

January, 2001 began initial central office programming in the Athens area. Complete coverage was achieved in March, 2001 (outlying counties experienced some degree of "programming difficulty"). Original costs indicated to CCNG by BellSouth (and subsequently accepted) for 211 setup were determined via the application of the original, general N11 services tariff. Costs under the new tariff are a great deal lower and, presumably due to the timing of 211 installation, will be the costs actually incurred by CCNG [see "Tariff" for more information].

Major Issues - LEC

Wireless Development

Source(s)

Tim Johnson - Executive Director, CCNG [phone interview 4/26/01]

State	Georgia (Atlanta Metropolitan Area)
Company/Project	United Way of Metropolitan Atlanta (UWMA)/ United Way 211
Development Leaders	United Way of Metropolitan Atlanta
Utilities Commission	Georgia Public Service Commission administers applications submitted by service providers for the assignment of 211 status.
System Design	Centralized - a single call center handles inquiries from a 13-county metro area, maintains its own database, etc. United Way 211 also provides off-hours I&R services for 211 call centers in Athens, Savannah, and Northwest Georgia.
Databases	<p>- Consists of an IRis database (run on a Windows-NT server-based system) with the hope of finding more "internet-friendly" software systems in the future. UWMA conducts 6-month surveys of service agencies to update database information.</p> <p>- 211 call centers in other areas that "roll-over" to UWMA's call center for off-hours service (Athens, Savannah, etc.) deliver database information for their communities via the World Wide Web.</p>
Notes - Project	211 status granted by GPSC July, 1997. UWMA administered previous First Call For Help I&R service.
Major Issues - Project	No obstacles to 211 implementation have been expressed.
LEC Involvement	BellSouth, Alltel (provides coverage for an extremely small community in the metropolitan area).
Tariff	<p>- BellSouth: The original BellSouth tariff applied to 211 service in Georgia consisted of a "generalized" N11 service tariff designed for commercial use ("General Subscriber Service Tariff - A39. Abbreviated Dialing", effective September 25, 1999). Setup costs incurred to UWMA were determined via this tariff (\$30,000.00 per "Tier 1" Local Calling Area). Usage charges under this tariff were per-call, per-minute (\$.03 for initial minute, \$.02 each additional minute). Subsequent 211 systems in Georgia have incurred charges based on the new tariff outlined below. The new BellSouth tariff is designed for specific 211 dialing service ("General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 13, 2001). This tariff calls for setup charges of \$389.90 per Basic Local Calling Area and \$155.00 per central office in that area. No MRC or additional usage charges are indicated in this tariff.</p> <p>- Alltel: A tariffed setup charge of \$500.00 per basic local calling area (three calling areas are involved) and a tariffed MRC of \$35.00 for each basic local calling area will be incurred. This MRC is an initial charge, and may be increased in the future depending on call volume. Call volume will be determined by a calling study conducted each May and adjusted accordingly if necessary. Flat rate MRCs are as follows: 1-500 calls per month = \$35.00 MRC; 500-1000 calls per month = \$70.00 MRC; 1001+ call per month = \$100.00 MRC. ["General Customer Services Tariff - Section 11.1: 211 Access to Community Information and Referral", effective March 3, 2001].</p>
Rate Structure	See "Tariff" for past and current rate structure information.
Setup Costs	Approximately \$30,000 for programming of 60 switches. See "Tariff" for past and current setup cost information.
Maintenance Costs	None.
Notes - LEC	
Major Issues - LEC	- UWMA representatives have described relationships with LECs as extremely

friendly and smooth since initial inception of 211.

- United Way 211 has been denied pay telephone access. BellSouth, the primary pay telephone operator in Metropolitan Atlanta, has indicated that it plans to divest its interest in pay telephone operations and does not wish to invest funding in public telephone accessibility for 211.

Wireless Development

United Way 211 representatives indicate that wireless issues will most likely be explored when effective strategies for wireless implementation become more apparent on a wider or national level.

Source(s)

Joan Smith-Hague - Director, 211 Expansion [phone interview 1/24/01] [updated 4/26/01]
[updated 7/24/01]

Bob Hamby - Manager of Data and Information Systems [phone interview 1/24/01]
[updated 4/26/01]

State	Georgia (Columbus Area)
Company/Project	CONTACT Helpline
Development Leaders	CONTACT Helpline / United Way
Utilities Commission	Georgia Public Service Commission administers applications submitted by service providers for the assignment of 211 status. See "Major Issues - Project" for further comments.
System Design	Centralized. A single call center answers calls from an eight-county area in western Georgia and eastern Alabama (six counties in Georgia, two in Alabama).
Databases	Database resources consist of an IRIS database containing information on more than 800 programs. While no specific plans are currently underway to make this database available on the World Wide Web, though CONTACT representatives indicated that this is an attractive project for the future.
Notes - Project	<p>- CONTACT Helpline has operated a comprehensive, 24-hour I&R service for the Chattahoochee Valley Region of western Georgia for 21 years and converted to 211 service in January, 2000. CONTACT Helpline is part of a national organization of I&R providers (CONTACT U.S.A.) providing accreditation standards and operational guidance. CONTACT Helpline of Columbus, Georgia currently employs six full-time staff and has made plans to hire two additional part-time staff in the near future. This staff is augmented by a number of volunteers who also respond to 211 inquiries.</p> <p>- Prior to 211 implementation, CONTACT Helpline handled approximately 20,000-21,000 inquiries per year. Since 211 service became operational, projected annual call volume has increased to approximately 30,000 (marketing campaigns for public awareness of 211 in the Columbus area did not begin until July, 2000; 211 call volume for the first seven months of 211 operation was therefore much lower than would generally be expected).</p> <p>- In 1997, United Way approached CONTACT Helpline with a proposal for CONTACT Helpline to "absorb" the local United Way-administered I&R service, First Call For Help. This was prompted by the high degree of "parallel" services offered and the large number of similar inquiries between the two services. The "merger" was underway and was largely being funded by a capital campaign when the 211 concept was introduced. This campaign largely funded 211 implementation.</p>
Major Issues - Project	Currently, the primary issues facing CONTACT Helpline deal with continuing funding for maintenance and development of existing 211 resources and with providing high levels of service to the regional population (bilingual service, 211 awareness, etc).
LEC Involvement	BellSouth, Alltel, Public Service Company, Waverly Hall Telephone Company
Tariff	<p>- Bellsouth: the original Bellsouth tariff applied to 211 service in Georgia consisted of a "generalized" N11 service tariff designed for commercial use ("General Subscriber Service Tariff - A39. Abbreviated Dialing", effective September 25, 1999). Setup costs incurred to CONTACT Helpline were determined via this tariff. (\$10,200.00 per "Tier 2" Local Calling Area). Usage charges under this tariff are per-call, per-minute (\$.03 for initial minute, \$.02 each additional minute). This tariff continues to be applied to 211 service in Columbus.</p> <p>- Alltel: a tariff specifically designed for 211 service in Georgia requires a nonrecurring service establishment charge of \$500.00 per Local Calling Area (per 211 service number) and a flat rate per month based on call volume (1-500 calls per month = \$35.00; 501-1,000 calls per month = \$70.00; 1,001+ calls per month = \$100.00) ("General Customer Services Tariff - Sec. 11. Abbreviated Dialing", effective March 3, 2001).</p>

Rate Structure	See "Tariff" for rate structure information.
Setup Costs	<ul style="list-style-type: none"> - BellSouth: \$10,200.00 for programming of central offices in a "Tier 2" Local Calling Area (see "Tariff" for more information). - Alltel: \$500.00 for programming of central offices in one Local Calling Area.
Maintenance Costs	<ul style="list-style-type: none"> - BellSouth: usage charges are per-call, per-minute (\$.03 for initial minute, \$.02 each additional minute). See "Tariff" for more information. - Alltel: a flat rate Monthly Recurring charge dependent upon call volume is required. This call volume is based only on calls originating from Alltel customers (see "Tariff" for more information).
Notes - LEC	<ul style="list-style-type: none"> - Though a new tariff has been filed by BellSouth for 211 service in Georgia ("General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 13, 2001), CONTACT Helpline continues to operate under the original N11 tariff outlined above. - 211 calls to CONTACT Helpline are routed to a toll-free 800 point-to number.
Wireless Development	While wireless access is an issue for CONTACT Helpline, developing and maintaining landline-based 211 service is the main priority.
Source(s)	Annetta Berry, Executive Director - CONTACT Helpline [phone interview 7/24/01] < http://www.contact211.org >

State	Georgia (Macon Area)
Company/Project	United Way 211
Development Leaders	United Way of Central Georgia
Utilities Commission	Georgia Public Service Commission administers applications submitted by service providers for the assignment of 211 status.
System Design	Centralized. A single call center provides service to a 15-county area of central Georgia.
Databases	United Way 211 currently uses an IRis database containing approximately 4,000 resources. This database was developed from a previously-existing database utilized by HODAC, Inc. and United Way's Community Resource Center. One full-time staff member is responsible for maintenance and administration of database.
Notes - Project	<ul style="list-style-type: none"> - United Way 211 serves a 15-county area of central Georgia with a population of approximately 470,000 (the cities of Macon, Warner Robbins, and Milledgeville are located in this area) and began offering operational 24-hour 211 service in August, 2001. - An annual budget of approximately \$130-140,000.00 is expected for 211 call center operations (this number does not include a separate budget for marketing). - Funding for 211 development was largely received from foundation grants. "The Peyton Anderson Foundation provided a \$100,000.00 grant. Other grants were received from Capital City Bank, E.J. Grassman Foundation, Agrilink Foods/ProFac Foundation, and from other foundations wishing not to be recognized."* * - United Way 211 Website <http://www.unitedwaycg.com/211.htm>
Major Issues - Project	No major obstacles have been expressed. Local 911 representatives have been contacted for informational purposes; as have the Red Cross and a number of specialized I&Rs.
LEC Involvement	BellSouth, Alltel, ComSouth, Accucomm Telecommunications, Public Service Telephone Company
Tariff	<ul style="list-style-type: none"> - BellSouth: A BellSouth tariff designed for specific 211 dialing service is applied ("General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 13, 2001). This tariff calls for setup charges of \$389.90 per Basic Local Calling Area and \$155.00 per central office in that area. No MRC or additional usage charges are indicated in this tariff. - Alltel: a tariff specifically designed for 211 service in Georgia requires a nonrecurring service establishment charge of \$500.00 per Local Calling Area (per 211 service number) and a flat rate per month based on call volume (1-500 calls per month = \$35.00; 501-1,000 calls per month = \$70.00; 1,001+ calls per month = \$100.00) ("General Customer Services Tariff - Sec. 11. Abbreviated Dialing", effective March 3, 2001). - Other LECs: The Public Service Telephone Company has indicated that its 211 service tariff will likely closely resemble that of BellSouth.
Rate Structure	<ul style="list-style-type: none"> - BellSouth: After service establishment charges, no monthly recurring rates or charges will be incurred. - Alltel: After service establishment charges, a monthly rate based on call volume is incurred. - Other LECs: The Public Service Telephone Company has indicated that its 211 service

tariff will likely resemble closely that of BellSouth. The other two involved LECs have not yet submitted tariffs and have not indicated what future tariffs might contain.

Setup Costs Total service establishment costs are unknown.

Maintenance Costs None.

Notes - LEC

Major Issues - LEC No major obstacles have been indicated.

Wireless Development

Source(s) Tammie Collins - United Way 211 [phone interview 8/2/01] [updated 8/9/01]
United Way 211 Website <<http://www.unitedwaycg.com/211.htm>>

State	Georgia (Northwest)
Company/Project	United Way of Northwest Georgia (UWNG) First Call For Help
Development Leaders	United Way of Northwest Georgia
Utilities Commission	Georgia Public Service Commission administers applications submitted by service providers for the assignment of 211 status.
System Design	Centralized. A single call center handles calls from a two county area of northwestern Georgia.
Databases	Approximately 300-400 programs are included in First Call For Help's resource list.
Notes - Project	- United Way of Northwest Georgia operates a First Call For Help I&R service serving a population of approximately 130,000 in Murray and Whitfield counties. 211 service became operational in Murray and Whitfield counties August 15, 2001. After-hours calls are "rolled-over" to a local 24-hour domestic abuse hotline.
Major Issues - Project	No obstacles to 211 implementation have been expressed.
LEC Involvement	Alltel
Tariff	- Alltel: a tariff specifically designed for 211 service in Georgia requires a nonrecurring service establishment charge of \$500.00 per Local Calling Area (per 211 service number) and a flat rate per month based on call volume (1-500 calls per month = \$35.00; 501-1,000 calls per month = \$70.00; 1,001+ calls per month = \$100.00) ("General Customer Services Tariff - Sec. 11. Abbreviated Dialing", effective March 3, 2001).
Rate Structure	After service establishment charges, a monthly recurring charge will be incurred based on call volume (see "Tariff" for more information).
Setup Costs	Estimated total setup costs of \$1,500.00 for three Local Calling Areas (see "Tariff" for more information).
Maintenance Costs	A monthly recurring charge based on call volume will be incurred (see "Tariff" for more information).
Notes - LEC	Alltel is the exclusive provider of 211 routing services in Murray and Whitfield counties.
Major Issues - LEC	No obstacles to 211 implementation with regard to LEC negotiations has been expressed.
Wireless Development	Wireless issues will most likely be explored when effective strategies for wireless implementation become more apparent on a wider or national level.
Source(s)	David Aft, President - United Way of Northwest Georgia [phone interview 7/31/01]

State	Georgia (Savannah Area / Coastal Empire)
Company/Project	United Way of the Coastal Empire (UWCE) / First Call For Help
Development Leaders	United Way of the Coastal Empire
Utilities Commission	Georgia Public Service Commission administers applications submitted by service providers for the assignment of 211 status.
System Design	Centralized. A single call center handles calls from a three county area.
Databases	First Call For Help currently uses an IRis database covering approximately 600 programs. Issues for sharing database information with other call centers are being addressed.
Notes - Project	UWCE's First Call For Help is a comprehensive I&R service for Effingham, Bryan, and Chatham (Savannah) counties established in 1984. First Call For Help serves a population of approximately 270,000 and receives approximately 6-7,000 inquiries annually. First Call For Help began exploring 211 implementation in April, 2000 and became operational with 211 service in August, 2001.
Major Issues - Project	No major obstacles or opposition have been expressed.
LEC Involvement	BellSouth, Alltel
Tariff	BellSouth: A BellSouth tariff designed for specific 211 dialing service is applied ("General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 13, 2001). This tariff calls for setup charges of \$389.90 per Basic Local Calling Area and \$155.00 per central office in that area. No MRC or additional usage charges are indicated in this tariff.
Rate Structure	See "Tariff" for rate structure information.
Setup Costs	BellSouth: Approximately \$2,800.00 for service establishment.
Maintenance Costs	None.
Notes - LEC	<p>- BellSouth is the primary service provider in this area. Five other LECs, however, will be involved in providing full coverage for the area served by First Call For Help (Planters Telephone, Coastal Communications, Pembroke Telephone, KMC Telephone, and New South Communications). Each of these LECs has been approached regarding 211 implementation.</p> <p>- In the process of becoming operational with 211 service, First Call For Help installed a new call center phone system with an Automatic Call Distributor (ACD). Alltel is the equipment vendor for these upgrades.</p>
Wireless Development	Wireless issues will most likely be explored when effective strategies for wireless implementation become more apparent on a wider or national level.
Source(s)	Bonnie Dixon, Vice President Outreach Services - United Way of the Coastal Empire [phone interview 7/31/01] [updated 1/30/02]

State	Hawaii
Company/Project	Ask Aloha United Way (AAUW)
Development Leaders	Aloha United Way (AUW)
Utilities Commission	The Hawaii Public Utilities Commission (HPUC) corresponded with Ask Aloha United Way in December, 2001 recommending that AAUW work directly with Verizon to develop 211 services in Hawaii. No regulatory or facilitative action has been taken by HPUC with regard to 211.
Legislation	None yet pursued.
System Design	Centralized. A single call center located in Honolulu and administered by Ask Aloha United Way will handle calls on a statewide basis.
Databases	AAUW currently utilizes a customized database (based on FoxPro) containing entries on over 4,000 services.
Notes - Project	<p>- Ask Aloha United Way is a statewide, comprehensive I&R service administered by Aloha United Way. AAUW operates on a Monday-Friday basis during regular business hours and receives approximately 48,000 calls annually.</p> <p>- Many specialized I&R services in Hawaii see the implementation of 211 as an enhancement to their abilities to provide services. Many have therefore expressed support for the use of 211 and for its administration by AAUW.</p>
Major Issues – Project	No major obstacles to 211 implementation have been expressed.
LEC Involvement	Verizon.
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	Some contact has been made with Verizon by AAUW. Verizon representatives have expressed interest in developing 211 services, and have offered to help convene other LECs in Hawaii to explore implementation.
Wireless Development	Due to the relatively early stage of 211 development in Hawaii, no significant exploration of wireless issues has been made.
Source(s)	Havinne Anderson, Program Director – Ask Aloha United Way [phone interview 2/6/02]

State	Idaho
Company/Project	211 Idaho
Development Leaders	211 Idaho, Saint Alphonsus Regional Medical Center (SARMC), Idaho Department of Health and Welfare (Idaho CareLine), Junior League of Boise, Mountain States Group, United Way of Treasure Valley
Utilities Commission	The Idaho Public Utilities Commission (IPUC) has stated that it has no authority to administer 211 applications or to regulate LEC pricing for N11 services. IPUC has therefore taken a relatively "hands-off" approach to 211 implementation and has indicated that negotiations are to be carried out directly between 211 service providers and LECs.
Legislation	No legislation is currently pursued.
System Design	Centralized. A single call center will provide service to a ten-county area around Boise as a pilot project. Eventually, the service area will be expanded to include areas east of Boise and through the northern areas of Idaho. The call center will be operated cooperatively between Idaho CareLine and Saint Alphonsus Regional Medical Center in a co-location effort (see "Notes - Project" for more information).
Databases	Idaho CareLine currently utilizes an IRis database covering approximately 3,900 programs. SARMC's call center utilizes a medical referral database (Sharp Focus) which may be used for I&R purposes when call center co-location is achieved. Alternately, both databases may be made available on call center terminals for access by 211 specialists. Ideally, however, a single database will be used in the interest of accurate call tracking and maintenance issues.
Notes - Project	<p>- A three-year phase-in schedule is planned for the delivery of 211 service, with pilot service provided in the ten-county area around Boise in Summer 2002. Database resources will be developed over the ensuing two years until a statewide, comprehensive database is utilized.</p> <p>- 211 Idaho was established in 1997 through funding from Junior League of Boise and receives support from Junior League, Mountain States Group, Saint Alphonsus Regional Medical Center (SARMC), Idaho Department of Health and Welfare (IDHW) and United Way of Treasure Island along with a growing number of community-based organizations statewide. The 211 Idaho Project learned in November 2001 that it will be awarded a grant by M.J. Murdock Charitable Trust. The two-year start up grant will enable 211 Idaho to launch 211 services within the local calling area in Southwest Idaho in 2002 before gradually expanding statewide. With this key funding in place, implementation has begun, including steps to contract with Idaho telephone companies and to prepare the Saint Alphonsus RMC Call Center to provide 24-hour phone coverage for 211. Discussions also continue with the Idaho Department of Health and Welfare, as well as the Governor's Coordinating Council for Families and Children, to jointly find ways to bring 211 to Idaho.</p> <p>- IDHW's CareLine is the only comprehensive, statewide health and human service I&R provider in Idaho and has been in operation since the early 1990s. The Idaho CareLine may move its call center operations in a co-location agreement with SARMC's medical call center. The SARMC cal center houses several 24-hour medical services telephone programs including My Saint Als (providing health counseling, symptom assessment, and physician referrals), and MD Link (providing prescription renewals and physician contact services).</p>
LEC Involvement	Qwest, GTE
Tariff	Qwest established an N11 service tariff in June, 2001. This tariff requires a service establishment charge of \$300.00 per point-to number plus a \$95.00 per central office activation charge. As well, a charge of \$.05 per call routed to 211 will be incurred. IPUC and 211 Idaho have indicated that they will

request revisions to this tariff, as Qwest tariffs for similar services have been renegotiated in other states (Qwest Corporation; Exchange and Network Services Catalog - Southern Idaho, Section 10.11.3 "N11 Service" - effective 6/29/01).

Rate Structure	Following service establishment and central office programming costs, a per-call charge will be incurred (see "Tariff" for more information).
Setup Costs	Tariffed service establishment charges of \$300.00 per point-to number and \$95.00 per central office activation (see "Tariff" for more information).
Maintenance Costs	A tariffed charge of \$.05 will be incurred per call.
Notes - LEC	Upon implementation of the 211 pilot program in 2002, 211 routing will be achieved via a seven-digit, local point-to number. When 211 service expands to the southeastern and northern areas of Idaho, a toll-free 800 number will be reserved for point-to purposes.
Major Issues - LEC	As Qwest provides primary service for the southern part of Idaho, separate negotiations will be carried out with GTE, the LEC for the northern regions of the state. These negotiations have not been substantially pursued.
Wireless Development	Though wireless access to 211 is a consideration, no substantial negotiations have yet been pursued.
Source(s)	Lynn Hofflund, Director of Development - 211 Idaho [phone interview 7/30/01] [updated 2/6/02] < http://www.211idaho.com > Pat Williams, Coordinator - Idaho CareLine [phone interview 7/26/01] < http://www.idahocareline.org > Saint Alphonsus Regional Medical Center (Call Center Information) < http://www.saintalphonsus.org/clinical/callcenter.html > <i>The Idaho Statesman</i> . "Lack of Funds Delays 211 Service". July 30, 2001. < http://www.idahostatesman.com/news/daily/20010730/LocalNews/141859.shtml > Qwest Corporation; Exchange and Network Services Catalog - Southern Idaho, Section 10.11.3 "N11 Service" - effective 6/29/01 < http://www.qwest.com >

State	Indiana
Company/Project	Indiana 211 Partnership, Inc. (IN211)
Development Leaders	Information & Referral Network (central Indiana I&R provider), Indiana I&R Association, Indiana Association of United Ways
Utilities Commission	The Indiana 211 Partnership petitioned the Indiana Utilities Regulatory Commission (IURC) in October, 2001, to be named the sole authorized administrator of the 211 dialing code in Indiana. A final hearing is scheduled for mid-February, 2002, and an order will likely be issued in spring, 2002. The Commission chairman made strong statements in support of 211 implementation in addresses delivered at the state conference of the Indiana Telecommunications Association in both 2000 and 2001.
Legislation	The Indiana 211 Partnership "explores all avenues" regarding the "public side" of its public-private partnership. A bill with bi-partisan support was introduced in the House of the Indiana General Assembly during the 2002 short session. The bill would have expanded the 711 deaf relay legislation to include 211 services, and would have allowed an additional amount to be added to the current \$0.07 monthly surcharge on consumer's telephone bills for deaf relay services. The bill was heard in committee, but was not voted on before the legislative session ended.
System Design	Decentralized. 12–15 regional call centers linked with "rollover" capability to provide statewide 24-hour year-round coverage with "regional voice" will be used (three to four of these will be 24-hour call centers). Within this model, two specific strategies have been identified for call delivery. The first design uses a T1 "frame relay" circuit linking regional call centers. This design allows for "transparent rollover" between call centers as well as high-speed data sharing. The second design replaces the T1 circuit seen in above with voice-over-IP routing between call centers and provides a more flexible capacity for future upgrades and modifications to the system.
Databases	Database ideas are under proposal only, though taxonomic and "shareability" standards will be adhered to. While no decisions have yet been made with regard to potential software or administrative issues, IN211 plans to select a software in spring, 2002.
Notes - Project	<ul style="list-style-type: none"> - The Indiana 211 Partnership consists of 28 member organizations with representation including the Indiana I&R Association, the state United Way association, state social service agencies, the state library, and other social service and I&R providers (some of which operate local, regional, or specialized I&R call centers/crisis lines). While it is not a full member of the partnership, the Indiana Telecommunications Association participated in early Partnership meetings. The Indiana 211 Partnership is "inclusive" in order to meet the widest variety of concerns possible, though AIRS accreditation is required of the regional call center hubs. - October 1, 2002 is the date expected for 211 implementation. - The funding for 211 startup implementation is likely to come from "major philanthropic sources" combined with several smaller, local sources. Approximately \$9.5 million has been requested to fund 211 startup (to be used primarily for technology and infrastructure development) and the first three years of operation.
Major Issues - Project	State government provides funding for toll-free numbers for approximately 135 services as well as I&R services provided by the Health Department. Most I&R providers in Indiana are funded through philanthropy. There is little operational coordination between I&Rs on a regional basis and no experience on statewide projects. This leads to funding often contingent upon local or regional application, with little support for statewide projects. As well, some opposition to 211 implementation is encountered from smaller service providers who fear that small I&R/crisis line services will be rendered redundant by statewide 211

implementation. Such issues are resolved through the Indiana I&R Association (state AIRS affiliate). The 211 Partnership is working to overcome these issues and to integrate all comprehensive and specialized I&Rs into a statewide 211 system. Call center selection is achieved on a "developmental" as opposed to "competitive" basis, wherein I&R providers are encouraged to work together to mutually develop resources for 211 service.

- The Indiana 211 Partnership began its application and endorsement process for regional call center hubs in September, 2001. As of December, 2001, five call centers were fully endorsed and seven call centers were endorsed conditionally.

LEC Involvement	Ameritech, Verizon, Sprint - (39 LECs exist statewide; the IN211 submitted cost estimate requests to each in December, 2000). The Indiana Telecommunications Association participated in the early 211 planning process.
Tariff	None yet proposed.
Rate Structure	Ameritech/SBC: has indicated that rates would be "similar" to those provided by Ameritech in Wisconsin or Ohio. Verizon: Based on a teleconference held in October, 2001, Verizon representatives indicated rates would likely be developed on an Individual Cost Basis. Sprint: no specific information has been made available. See rate information provided below.
Setup Costs	Ameritech/SBC: Indiana rates based on the Ameritech Wisconsin tariff would be \$139,500.00 set-up charges and \$35.00 MRC. Verizon: As of February 2002, Indiana-specific pricing is not yet available. Sprint: approximately \$4,000.00 set-up fee (\$80.00 per-hour "loaded labor" costs/approx. 3 hours labor apiece for 16 host switches statewide). No monthly charges are indicated. Other smaller Local Exchange Carriers (36 LECs operate in Indiana excluding Ameritech/SBC, Verizon and Sprint) estimate approximate total set-up costs to be \$9,300.00 and no monthly charges
Maintenance Costs	Monthly recurring charges may be an obstacle to 211 implementation in Indiana. As no single LEC can provide coverage for the entire state, multiple relationships (and therefore multiple charges) will be required.
Notes - LEC	The Partnership submitted requests to each of 39 LECs for projected costs, reservation of 211 (requests were submitted prior to FCC ruling), and contact information in late 2000, though contact with LECs had been made through the Indiana Telecommunications Association since 1999.
Wireless Development	Due to the relatively early stage of 211 implementation in Indiana, no substantial progress regarding wireless access to 211 has yet been made. IN211 expects that 211 wireless calls will eventually be routed based on area code and prefix of the originating number and time of day. IN211 anticipates that wireless services for 211 would not be routed by location as is the case with enhanced 911 services.
Source(s)	Lucinda Nord, Executive Director [phone interview 02/01/01] [updated 4/10/01] [updated 7/27/01] [updated 02/06/02]

State	Iowa
Company/Project	Iowa 2-1-1 Steering Committee
Development Leaders	Iowa AIRS, Red Cross, United Way, Iowa State Public Policy Group, etc.
Utilities Commission	The Iowa Utilities Board (IUB) has representation on the Iowa 2-1-1 Steering Committee Board of Directors and designated Iowa AIRS as the administrative body for 211 services in all of Iowa's 99 counties. IUB rejected Qwest's initial tariff filing (see "Tariff").
Legislation	Legislative funding will be pursued during 2002's legislative session.
System Design	Decentralized. Eight 211 service regions have been determined to provide coverage of approximately 75% of the state. Regional call centers will share database resources.
Databases	A statewide database under development by the Iowa Technology Department (a state office) will likely be used. This resource uses custom software. This database may be transferred to an IRis platform for use in 211 (all but one of the future 211 call centers currently use IRis), housed at the Des Moines Red Cross call center, and shared between call centers via the World Wide Web.
Notes - Project	<p>- The Iowa 2-1-1 Steering Committee was formed in mid-2000 as a forum for collaboration in 211 development. The Steering Committee consists of representatives from Iowa AIRS, various United Ways, the Iowa State Public Policy Group, Iowa University Extension, the Iowa Telecommunications Association, Qwest, the state Attorney General's office, Department of Elder Affairs, Department of Human Services, and the Iowa Utilities Board.</p> <p>- Eight 211 service regions have been determined (Ames, Cedar Rapids, Council Bluffs, Davenport, Des Moines, Dubuque, Sioux City, and Waterloo), of which the 211 call center operated by the Red Cross in Des Moines will be the only 24-hour provider (all other call centers will "roll-over" off-hours calls to the Des Moines call center). The Des Moines call center will likely serve as a 211 pilot site.</p> <p>- Funding for the pilot site (scheduled to begin operation in mid-2002) was secured through United Way of Central Iowa. First Call For Help Counseling Services (a program of the American Red Cross, Central Iowa Chapter) will operate the 211 pilot site for a three-county area around Des Moines.</p>
Major Issues - Project	No major obstacles have been expressed.
LEC Involvement	Qwest
Tariff	Qwest's initial tariff filing was rejected by IUB due to the presence of a \$.02 per-call charge. IUB requested that Qwest revise the tariff to reflect no per-call charges, reasoning that Qwest's tariffs for 511 and 711 services do not incur such costs to the service provider. Iowa AIRS has agreed not to enter into contracts with Qwest until a new tariff is filed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Wireless Development	Due to the relatively early stage of 211 development in Iowa, no significant progress has yet been made regarding wireless access to 211.
Source(s)	Karen Hyatt-Smith - Iowa AIRS [phone interview 8/3/01] Iowa AIRS Website (211) < http://www.iowaairs.org/iowa2-1-1 >

State	Kansas
Company/Project	United Way of the Plains
Development Leaders	United Way of the Plains / InfoLine
Utilities Commission	The Kansas Corporation Commission (KCC), the state utilities regulator, has indicated that UWP must negotiate directly with LECs for 211 service. UWP is the only organization to have contacted KCC regarding 211 issues.
Legislation	No legislation has yet been pursued.
System Design	No specific system design for delivery of 211 service in Kansas has been determined. A statewide system, when implemented, will likely follow the "Multiple Call Center / Centralized Administration" model to some degree. The eight county region served by United Way of the Plains (UWP) InfoLine will contain a single, centralized call center.
Databases	InfoLine utilizes a CareLink database currently covering 500 agencies and 1,300 programs. For approximately two years, InfoLink has worked to build the CareLink database into a comprehensive, statewide resource for Information and Referral. This database is currently available to the public on the World Wide Web. The online database received 38,276 hits in 2000 and 56,977 hits in 2001.
Notes - Project	United Way of the Plains (UWP) InfoLine provides I&R services for a population of approximately 500,000 in an eight-county region of south-central Kansas centered on the city of Wichita (Sedgwick County). UWP Volunteer Center and InfoLine together receive approximately 13,500 inquiries annually. UWP was the first (and to date is the only) I&R service provider to approach the Kansas Corporation Commission (state utilities regulator) regarding 211 implementation.
Major Issues - Project	Specific planning efforts are currently moving forward slowly while LEC negotiations are carried out. UWP feels that cost estimates for implementation are necessary before specific planning and organizational decisions can be made.
LEC Involvement	SBC
Tariff	SBC has indicated that a tariff for 211 service will be filed, but no information regarding its content will be available until at least December, 2001.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	Due to the relatively early stage of 211 implementation in Kansas, little information regarding LEC costs is yet available.
Wireless Development	Due to the relatively early stage of 211 implementation in Kansas, no information on wireless access issues is available.
Source(s)	Lindsay Bruning, Community Assistant - United Way of the Plains / InfoLine [phone interview 7/24/01] [updated 2/4/02] < http://www.unitedwayplains.org >

State	Kentucky
Company/Project	United Way of Kentucky (UWKY)
Development Leaders	United Way of Kentucky
Utilities Commission	The Kentucky Public Service Commission (KPSC) provisionally awarded the use of 211 to United Way of Kentucky in July of 2001. KPSC takes a "fairly minimal role" in the administration of 211 and initially refused to approve BellSouth's tariff for 211 services because the tariff named KPSC as the administrative body for 211 services.
Legislation	While no legislation pertaining to 211 has officially been pursued, 211 representatives indicated that future legislation for 211 appropriations is a likely option for operational funding.
System Design	Decentralized. Two pilot sites are in development (based in Louisville and in the Greater Cincinnati Area of Northern Kentucky). 10-12 eventual 211 call centers are planned for statewide coverage.
Databases	A statewide I&R database is administered by the Kentucky Governor's Office for Technology. 211 representatives indicate that this database is currently not adequate for active 211 usage, but is likely to serve as the basis for future statewide I&R database resources.
Notes - Project	<p>- Two pilot sites are in development for 211 services, located in Louisville and in Northern Kentucky (the Greater Cincinnati Area). The call center in Louisville plans to be operational with 211 services by August, 2002. Both are comprehensive, 24-hour I&R services and provide service for a total of fourteen counties between them.</p> <p>- 10-12 call centers are planned for eventual statewide implementation. These call centers are not generally expected to operate on a 24-hour basis, and after-hours calls will likely be rolled-over to other 24-hour 211 sites.</p>
LEC Involvement	BellSouth, etc.
Tariff	BellSouth: A BellSouth tariff describing 211 services is applied ("General Subscriber Services Tariff - A.13.79; 211 Dialing Service"; effective July 31, 2001). This tariff requires service establishment charges of \$389.90 per basic local calling area plus \$150.00 per central office programmed. No per-call costs or Monthly Recurring Charges are indicated.
Rate Structure	BellSouth: After service establishment charges, no ongoing costs are incurred.
Setup Costs	BellSouth: Tariffed service establishment charges of \$389.90 per basic local calling area plus \$150.00 per central office programming fees.
Maintenance Costs	BellSouth: After service establishment, no ongoing costs are incurred for basic 211 services.
Notes - LEC	<p>- UWKY has asked BellSouth to consider adding PBX-type services to the 211 tariff in Kentucky. If this were accomplished, 211 calls could be routed from buildings and areas served by PBX-type switchboards.</p> <p>- Other LECs in Kentucky have been described as generally cooperative with regard to 211, and several have indicated that potential 211 tariffs will likely be designed to operate in a manner similar to that of BellSouth.</p> <p>- UWKY has secured support for 211 services from payphone providers in Kentucky.</p>
Wireless Development	- Cellular telephone service provider in Kentucky have been contacted regarding 211

services and have indicated a strong preference for all calls to be routed to a single call center with access to a statewide database in order for 211 services to be made available to wireless telephone customers.

Source(s)

Terry Tolan, President – United Way of Kentucky [phone interview 2/22/02]
<ttolan@uwky.org>
<<http://www.uwky.org>>

BellSouth – Kentucky. General Subscriber Services Tariff A.13.79 – “211 Dialing Service”.
Effective July 31, 2001.
<<http://www.bellsouth.com>>

State	Louisiana (Baton Rouge Area)
Company/Project	Baton Rouge Crisis Intervention Center / United Way Infoline
Utilities Commission	The Louisiana Public Service Commission administers applications to provide 211 service and assigns the number to qualified applicants.
Legislation	No legislation is currently pursued.
System Design	Centralized. A single call center handles calls for a ten-parish area around Baton Rouge.
Databases	Infoline currently uses a custom designed database application named "Service Point". This system was designed by a local software provider in Shreveport, and contains approximately 1,200 programs.
Notes - Project	<p>- Capital Area United Way Infoline and The Phone provide I&R and crisis intervention services for a population of approximately 635,000 in a ten-parish region around Baton Rouge. Infoline completed 37,296 transactions in 2000.</p> <p>- The Baton Rouge Crisis Intervention Center (CIC) was established in 1970 on the campus of Louisiana State University as a volunteer-driven crisis support service specializing in suicide prevention and counseling. CIC operates several outreach and support groups for survivors of suicide as well as "The Phone", a 24-hour crisis line. In January, 2000, CIC began administering the United Way Infoline, a comprehensive I&R service. As Infoline is not a 24-hour service, after-hours callers are currently directed via an answering service to contact The Phone for I&R assistance. Several of The Phone's volunteers were recruited to serve as part-time, paid staff for Infoline. Upon 211 implementation, 211 calls will be primarily received by Infoline, with after-hours calls automatically "rolling-over" to The Phone. Currently, Infoline is working to gather cost information regarding 211 implementation in order to present funding proposals to the United Way.</p>
Major Issues - Project	No major obstacles have been expressed.
LEC Involvement	BellSouth, etc.
Tariff	A BellSouth tariff specific to 211 is applied ("General Subscriber Services Tariff - A.13.79 211 Dialing Service"; effective January 26, 2001). This tariff requires a service establishment charge of \$389.90 per basic local calling area and a \$150.00 per central office programming fee with no monthly recurring charges.
Rate Structure	After service establishment charges, no monthly recurring charges or rates are indicated.
Setup Costs	Total setup costs for the Infoline service area are unknown (see "Tariff" for more information).
Maintenance Costs	No monthly recurring charges are included in the BellSouth tariff.
Notes - LEC	Three LECs besides BellSouth are likely to be involved with 211 implementation: EATEL (East Louisiana Telephone Company), Star, and Century of East Louisiana. EATEL and Star have indicated that their 211 pricing plans will likely be similar to that of BellSouth.
Major Issues - LEC	No major obstacles have been expressed.
Wireless Development	No substantial contact has yet been made with wireless service providers.

Source(s)

Michelle Champagne, Supervisor - United Way Infoline [phone interview 8/1/01]

State	Louisiana (Lafayette Area)
Company/Project	Southwest Louisiana Education and Referral Center, Inc. (SLERC) / 232-HELP
Development Leaders	Lafayette General Medical Center, SLERC, etc.
Utilities Commission	The Louisiana Public Service Commission administers applications to provide 211 service and assigns the number to qualified applicants.
System Design	Centralized. A single call center handles calls for a six-parish area in the Acadiana region of Southwest Louisiana.
Databases taxonomic standards are	Approximately 3,700 agencies are represented with approximately 4,500 resources. AIRS utilized.
Notes - Project	232-HELP was established by the United Way as a comprehensive I&R for the Acadiana region of Southwest Louisiana in 1965. This largely rural, 6-parish area is home to approximately 513,000 residents. 232-HELP handles approximately 10,000 referrals annually. July 6, 2000, 232-HELP began operating under the 211 dialing code.
Major Issues - Project	Very few obstacles to 211 implementation have been indicated.
LEC Involvement	BellSouth
Tariff	<p>- The original BellSouth tariff for general N11 service required one service establishment charge of \$15,000.00 for a single "Tier 2" local calling area (Lafayette) and nine service establishment charges of \$1,750.00 apiece for the outlying "Tier 4" local call areas (totaling \$30,750.00). As well, the original tariff required a per call rate of \$.10 for the first five minutes and \$.02 per minute beyond five minutes. A minimum monthly usage fee of \$600.00 for the "Tier 1" local calling area and \$100.00 apiece for the nine "Tier 4" calling areas was required, with per-call rates beyond those amounts applying as well ("General Subscriber Services Tariff - A.39 Abbreviated Dialing"; effective October 23, 1999).</p> <p>- Any subsequent 211 systems serviced by BellSouth in Louisiana will be subject to the new tariff specific to 211 ("General Subscriber Services Tariff - A.13.79 211 Dialing Service"; effective January 26, 2001) which requires a service establishment charge of \$389.90 per basic local calling area plus \$150.00 per central office with no MRC.</p>
Rate Structure	After service establishment charges, no monthly recurring charges or rates are indicated.
Setup Costs	Approximately \$30,750.00 in initial fees to switch extant system to 211 capability (see "Tariff" for more information).
Maintenance Costs	See "Tariff" for more information.
Notes - LEC	Calls are routed via 211-to-seven-digit translation.
Major Issues - LEC	No major obstacles to 211 conversion are indicated by SLERC representatives.
Wireless Development	No substantial contact has yet been made with wireless service providers.
Source(s)	<p>Jewell Lowe, SWLERC, Inc. [phone interview, 3/6/01] Karen Matcheck, Resources/Systems Administrator – 232-HELP [email update 2/20/02] <http://www.232-help.org></p> <p>Dan Lucas, Regulatory Manager - BellSouth Louisiana</p>

State	Louisiana (New Orleans Metropolitan Area)
Company/Project	VIA LINK 211
Development Leaders	VIA LINK, United Way, etc.
Utilities Commission	The Louisiana Public Service Commission administers applications to provide 211 service and assigns the number to qualified applicants.
Legislation	No legislation is currently pursued.
System Design	Centralized. A single call center provides service to an 18-parish area around New Orleans.
Databases	VIA LINK 211 currently uses "Service Point", database software developed by a local software company in Shreveport. VIA LINK 211's database currently contains approximately 2,800 resources and is used in part to publish VIA LINK's service directory.
Notes - Project	VIA LINK (formerly the Volunteer and Information Agency) has published a directory of health and human service resources for the New Orleans area since the 1920s and has offered telephone I&R service since the 1980s to a population of approximately 1.4 million. VIA LINK also offers crisis intervention, counseling, and suicide prevention services. VIA LINK received approximately 68,000 inquiries in 2000 and began offering operational 211 access in June, 2001. An annual operating budget of \$100-150,000.00 is projected for VIA LINK 211.
Major Issues - Project	No major obstacles have been expressed. Implementation of 211 service in New Orleans has been characterized as "smooth".
LEC Involvement	BellSouth
Tariff	A BellSouth tariff specific to 211 is applied ("General Subscriber Services Tariff - A.13.79 211 Dialing Service"; effective January 26, 2001). This tariff requires a service establishment charge of \$389.90 per basic local calling area and a \$150.00 per central office programming fee with no monthly recurring charges.
Rate Structure	After service establishment charges, no monthly recurring rates or charges are indicated.
Setup Costs	Approximately \$11,300.00 in total service establishment charges.
Maintenance Costs	No monthly recurring charges are included in the BellSouth tariff.
Notes - LEC	VIA LINK 211 representatives have characterized BellSouth as being "extremely supportive" with regard to 211 implementation.
Major Issues - LEC	No major obstacles have been indicated.
Wireless Development	No substantial contact has yet been made with wireless service providers.
Source(s)	Marilyn Shraberg - VIA LINK 211 [phone interview 8/2/01] < http://www.vialink.org >

State	Maine
Company/Project	Maine 211 Task Force
Development Leaders	United Way, Ingraham, Maine Department of Human Services, etc.
Utilities Commission	The Maine Public Utilities Commission (MPUC) was engaged in discussion and kept informed of progress. MPUC indicated an interest in assigning 211 to the Maine 211 Task Force once a feasible working model is presented.
Legislation	No legislation is currently pursued.
System Design	The United Ways of Maine will establish a Maine 211 entity that will contract with Ingraham to provide centralized 24-hour, seven-day per week call center service. Ingraham will be responsible for operations and develop contracts with as many as five regional United Way resource centers for updates to the statewide resource database and referrals for service as appropriate.
Databases	Ingraham currently utilizes an Access database (this database will be changed to an SQL platform in the future). Current data covers approximately 1,200 programs in southern Maine. Upon statewide implementation, resources from other regions will be incorporated to create a centralized, statewide database. Regional resource centers will be responsible for contributing to update of resources in their respective geographic area.
Notes - Project	<p>- The Maine 211 Task Force, formed in 2000, is comprised of representatives from six Maine United Ways (some of whom are likely 211 resource center providers), Ingraham (the designated call center provider), the Department of Human Services, and the Department of Behavioral and Developmental Services. Currently, the Task Force is working to make decisions concerning system design, database management, and budgets. The next stage of development consists of broadening the collaborative base and identifying funding.</p> <p>- Ingraham, founded in 1967, provides services to Maine's largest urban area, including a 24-hour comprehensive I&R/crisis hotline (the only one of its type in the state), mental health crisis response, residential programs, community support, and vocational rehabilitation services. Ingraham's I&R program responds to 55,000 inquiries annually, of which 45,000 are considered "completed transactions." Ingraham is affiliated with and partly funded by the United Way of Greater Portland, is an AIRS affiliate (though not AIRS certified), is AAS Certified, and is an affiliate of Hopeline/1-800-SUICIDE.</p> <p>- Estimated total startup costs for a statewide 211 system are approximately \$500-600,000.00 (including approximately \$150,000.00 in total telephony costs - WAN construction, service establishment, etc.), with estimated annual operating costs of approximately \$1.2 million.</p>
Major Issues - Project	Funding.
LEC Involvement	Preliminary contacts have been made with Verizon and other Maine carriers through the Telephone Association of New England. All have indicated interest in bidding for 211 service.
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	
Major Issues - LEC	No major obstacles with regard to LECs have been expressed.

Wireless Development

No contact has been made with wireless service providers.

Source(s)

Elena Schmidt, Director of Development – Ingraham [phone interview 7/27/01] [updated 1/30/02]

State	Maryland
Company/Project	2-1-1 Maryland Task Force / United Way Central Maryland
Development Leaders	Maryland State Association of United Ways, United Way of Central Maryland, Maryland Information and Referral Providers Council. Several major departments of the state government are involved as well.
Utilities Commission	A staff member of the Commission has participated actively in the work of the Task Force, but the Maryland Public Service Commission has expressed its desire to maintain a "hands-off" approach to 211 implementation. The Commission Chair informally agreed with the view that a telephone surcharge would be an effective means for funding 211. As well, the Commission offered to lend advisory assistance in LEC negotiations.
Legislation	"Enabling legislation" was drafted in January, 2002.
System Design	Decentralized. The Task Force made a decision concerning system design in summer, 2001. 3-6 call centers are expected, plus a central administrative unit and a centralized, shared statewide database will be utilized (see "Databases" for more information). Potential 211 service providers will apply for service as a 211 call center via a Request For Proposal (RFP) process.
Databases	A single, statewide database will be utilized, with regional call centers responsible for maintenance of their respective "sections". Call centers will access the database via the Internet.
Notes - Project	<ul style="list-style-type: none"> - The 2-1-1 Maryland Task Force was formed in August, 2000 as a collaborative effort of the Maryland State Association of United Ways, I&R providers, local and state government leaders, and local and state health and human services agencies. Four committees were formed within the Task Force: a design group focusing on the most efficient 211 design for Maryland, an information group working to determine the best database resources to utilize, and a development group aiding and encouraging participation by concerned organizations. A governance committee focused on the best approach to administering a 2-1-1 system in Maryland. - The Task Force commissioned a study by a private consultant to document the benefits and costs of a 2-1-1 system for Maryland. This study, modeled on one done in 2000 in Nebraska, was completed in October 2001. - A Business Plan was completed in November 2001. It combines the program design developed by the Task Force Committees and benefit and cost data from the consultant's report.
Major Issues - Project	The single most important issue facing 211 implementation in Maryland is the acquisition of operational funding. Conversations are underway with state government (the Lt. Governor's office) to identify interim funding sources until a telephone surcharge can be implemented. In addition to start-up dollars from private foundations and ongoing funding from United Way sources, the interim funding is expected to come from homeland security appropriations, federal bio-terrorism protection funding, special grant monies secured by state agencies, and similar sources.
LEC Involvement	Verizon
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Estimated at approximately \$335,000.00.
Maintenance Costs	Estimated at approximately \$203,725.00 annually for the maintenance of a statewide 211

system.

Wireless Development

Due to the relatively early stage of 211 implementation in Maryland, no specific information concerning wireless access issues is available.

Sources

Sandra Bond, Chair; John Geist, Project Manager - Maryland 2-1-1 Task Force, <john.geist@uwcm.org>, (410) 895-1536
[phone interview 4/14/01] [updated 7/20/01] [updated 1/22/02]

State	Massachusetts
Company/Project	Mass211, Inc.
Development Leaders	Mass211, Inc., MAIRS, COMUW (see "Notes - Projects for more information)
Utilities Commission	The Massachusetts Department of Telecommunications and Energy (DTE) granted regulatory approval to Mass211, Inc. (then the Mass211 Task force) in May, 2000. Since then, DTE has taken little part in 211 regulation or negotiations.
Legislation	Mass211 pursued state funding from the 2000 legislative session but was not granted it due to late decisions by DTE. Bills were filed in the state Legislature in 2001. The Senate Bill for "An Act Providing for a Statewide Information and Referral system Utilizing an Abbreviated Dialing Code" (Massachusetts Senate Bill, No. 400) legislatively establishes Mass211 as the lead organization for 211 development in Massachusetts and describes some details regarding system design and organizational issues. Originally, this bill requested appropriation of \$1.5 million for initial setup and operation during fiscal year 2002. This allocation was stricken from the bill. 211 developers chose not to pursue the bill further, reasoning in part that Mass211, Inc. might then be required by law to provide the services even though the state has not provided the necessary funding.
System Design	Decentralized (with central coordination and oversight). Eight 211 service regions are established. Mass211 will route incoming calls to the appropriate regional center, will maintain the statewide database, and will monitor call centers for quality control, etc.
Databases	Databases will be centrally coordinated and regionally specific. Each regional 211 provider will carry responsibility for maintaining, administering, and updating its own regional section of the statewide database, which will be administered by Mass211. Updates to the database will be made roughly upon a daily basis. No decisions have yet been made regarding how the database will be shared (World Wide Web, WAN, etc.).
Notes - Project	<p>- The Mass211 Task Force was formed in 1999, was led by the Council of Massachusetts United Ways (COMUW), and the Massachusetts Association of Information and Referral Services (MAIRS), and gained regulatory approval from the Massachusetts Department of Telecommunications and Energy in May, 2000 (prior to the FCC ruling). The task force was incorporated as a private not-for-profit organization in April, 2000 and currently utilizes a nine-member board of directors (of which three directors are appointed by MAIRS, four are appointed by COMUW, and two are appointed by the governor). Seven of the eight future 211 call centers have been determined via a Request for Proposals process.</p> <p>- When legislative appropriations were not made for 211 development in 2001 (see "Legislation" for more information), the Mass211 board of directors shifted its implementation strategy from an "all at once" implementation (making all eight 211 all centers operational simultaneously) to pilot site implementation (two pilot sites are determined). It is expected that operational 211 pilot sites will demonstrate to future legislative sessions the viability of a statewide 211 system and thereby create better funding opportunities. - Setup and operational funding for fiscal year 2002 will be pursued from a combination of local and national philanthropic foundations.</p>
Major Issues - Project	Mass211 conducted a Request for Proposals process to select the regional call centers.
LEC Involvement	Verizon
Tariff	None yet proposed.

Rate Structure	No specific information on rate structures is available.
Setup Costs	The only information indicated by Verizon has been an estimated cost of approximately \$54,000.00 for the setup of switches on a statewide basis. Routing will be accomplished via 211-to-toll-free-800-number translation from user to the central 211 call center and, "transparently", from that office via 211 WAN to the appropriate regional call center.
Maintenance Costs	None yet indicated.
Notes - LEC	While Mass211 and the overall 211 implementation movement in Massachusetts has built a relatively detailed business plan in terms of the organization and operation of call centers, etc., little substantial progress has been made with regard to LEC relationships.
Major Issues - LEC	Prior to the July, 2000 FCC ruling, Verizon challenged the 211 PUC petition filed by Mass211. This challenge was pursued on the grounds that, while Verizon was neutral on the topic of 211 implementation, it felt that DTE should not make a decision (and therefore prompt 211 implementation) before the FCC's decision was made. Verizon felt that this would help to avoid the possibility of having to dismantle a 211 system (or parts of one) if the FCC ruled against the national petition.
Wireless Development	DTE decided not to order wireless companies to comply with the FCC 211 establishment at this time. When wireless service providers are "technically capable" of delivering 211 service, DTE has indicated that it will require compliance.
Source(s)	David Voegelé, Executive Director - Mass211, Inc. [phone interview 2/28/01] [updated 4/10/01] [updated 8/7/01]

State	Michigan
Company/Project	Michigan 211 Collaborative
Development Leaders	Michigan Association of United Ways, various local United Ways, Detroit Public Library, and Michigan AIRS.
Utilities Commission	The Michigan Public Service Commission (MPSC), following legislation passed in July, 2000 (see "Legislation" for more information), carries authority for the designation of 211 service providers.
Legislation	The Michigan Legislature passed the Michigan Telecommunications Act effective July 17, 2000 (Public Act No. 295). Section 214 of the Act decrees that MPSC designate appropriate community I&R entities to provide 211 services. In the process of making such designations, MPSC is to consider the recommendations of MI-AIRS, the recommendations of "Multipurpose Collaborative Bodies" (state-endorsed systems coordination entities which operate generally on a county-by-county basis), and to what degree the 211 applicant meets MI-AIRS standards and is able to provide 24-hour service (Michigan State Legislature; Act No. 295 - Public Acts of 2000; "Michigan Telecommunications Act", Sec. 214; effective July 17, 2000. < http://www.michiganlegislature.org/txt/publicact/1999-2000/pa029500.htm >).
System Design	Decentralized. Though no specific decisions regarding the exact number and locations of 211 call centers have yet been made, it seems likely that 10-15 call centers will be initially included in a statewide 211 system, with more possibly added later should localized service issues dictate.
Databases	A task force from the MI 211 Collaborative is developing a system for resource management technical assistance. The Collaborative will submit grant proposals to philanthropic foundations to fund this technical assistance program. Most comprehensive I&R call centers with plans to become 211 Call Centers currently use REFER. Tapestry is used in two call centers.
Notes - Project	<p>- The Michigan 211 Collaborative was formed to to implement and support the use of 2-1-1. The Collaborative consists of representatives from the Michigan Association of United Ways, a number of larger United Ways which currently operate I&R services, other comprehensive and specialized I&R providers, MI-AIRS, the Detroit Public Library, Michigan Nonprofit Association, Department of Community Health, FIA, the state Office on Aging, the Michigan Telecommunications Association, Ameritech, Verizon., and is open to all interested parties.</p> <p>- The Volunteer Center of Battle Creek, Heart of West Michigan United Way's (HWMUW) First Call For Help, and Gryphon Place of Kalamazoo will be Michigan's first 2-1-1 Call Centers with plans to be operational by the end of 2003. Each of these Call Centers will serve a single county upon initial operation. A number currently operational comprehensive call centers from other communities in the state are preparing to become 2-1-1 active in the next 18 months.</p>
Major Issues - Project	Few obstacles to 211 implementation have been expressed. HWMUW representatives have expressed some degree of doubt regarding the abilities of some social service programs to handle potentially increased demand for their services once 211 becomes operational. Careful management of database information with reference to the capabilities and resources of social service programs is therefore required.
LEC Involvement	Ameritech, Verizon
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Unknown.

Maintenance Costs	Unknown.
Notes - LEC	While no specific figures for 211 service costs have yet been provided, Ameritech has expressed some "ballpark" ideas of what 211 service may entail, and has suggested that programming fees in the region of \$500.00 per central office activation, a \$160.00 monthly recurring charge per call center, and a \$.03 per minute rate may be incurred. Ameritech has not yet committed to these figures.
Major Issues - LEC	Both Ameritech and Verizon appear to be supportive of 211 implementation.
Wireless Development	No substantial contact has yet been made with wireless service providers.
Source(s)	Nancy Lindman, Coordinator – Michigan 211 <n lindman@attbi.com> [updated 2/6/02] Robert McKown - Heart of West Michigan United Way / Michigan 211 Collaborative [phone interview 7/27/01] < http://www.unitedwaycares.com > MI-AIRS < http://www.comnet.org/miairs > Michigan State Legislature. Act No. 295 - Public Acts of 2000; "Michigan Telecommunications Act", Sec. 214; effective July 17, 2000. < http://www.michiganlegislature.org/txt/publicact/1999-2000/pa029500.htm >

State	Minnesota
Company/Project	Greater Twin Cities United Way (GTCUW) / First Call Minnesota (FCMN)
Development Leaders	Greater Twin Cities United Way, First Call Minnesota
Utilities Commission	The Minnesota Public Utilities Commission (MPUC) rejected the initial tariff filed by Qwest for telecommunications charges to 211 developers GTCUW and FCMN on December 3, 2001 (see "Tariff" for more information).
Legislation	Although a separate appropriation for statewide 211 implementation was not approved by the Legislature in 2001, it received a very positive reception in both the State House of Representatives and Senate and through the Governor's office. Through the Department of Human Services and the Minnesota Board on Aging, an appropriation was approved in the 2001 legislative session to create improved access to Seniors for health and human services information. Through that legislation, the Minnesota Board on Aging will work with GTCUW and FCMN to expand their statewide database, build a web presence and create a viable model for other partnerships with 211. Contracts between these agencies were created and development of these issues is proceeding.
System Design	The infrastructure for a statewide 211 system is currently in place and is a combination of a centralized / decentralized administration model with multiple call centers. In the Twin Cities region, there will be one 211 call center (GTCUW First Call for Help), and in greater Minnesota, there are currently nine hubs administered regionally under the "umbrella" of FCMN. There is a toll-free 800-number currently used for the state, routed by prefix, that will be replaced with 211. All counties and regions of the state are covered.
Databases	There is currently a statewide database available via the Internet or standalone, used by GTCUW and all hubs through FCMN. It will be expanded for easier access, more information, new collaborative efforts, and multilingual and consumer friendly access with the implementation of 211.
Notes – Project	Currently, over 250,000 calls are received annually through the statewide system. GTCUW First Call for Help and the FCMN hubs meet the recommended criteria for established 211 call centers and will be the vendors for the 211 system (Minnesota has a population of 4.4 million, with 87 counties). Expansion dollars to address capacity will initially come from the state through the Minnesota Board on Aging and from Federal Financial Participation (FFP). On December 11, 2001, the GTCUW Board approved moving forward with 211 and, assuming no delays with the filing of a new Qwest 211 tariff, the GTCUW First Call for Help anticipates operation as a 211 call center in June, 2002.
Major Issues – Project	Minnesota has a long history of successful collaboration and cooperation among service providers and state and local government. The obstacles to 211 in Minnesota are primarily financial. The work ahead includes achieving a strong strategic alliance of all stakeholders to secure an ongoing legislative appropriation for maintenance and support of the system.
LEC Involvement	Qwest
Tariff	Qwest filed a tariff with MPUC in August, 2001 requiring service establishment charges of \$30.00 per central office (177 sites) and a \$300.00 fee per point-to-number. A per-call rate of \$.02 would also have been incurred by 211 vendors. MPUC ruled that there are virtually no ongoing costs to Qwest to provide 211 after service establishment and directed Qwest to refile the tariff with no per call charge. Qwest complied with this directive and filed a revised tariff, effective February 22, 2002
Rate Structure	After service establishment charges, no ongoing costs will be incurred.
Setup Costs	\$300.00 per 211 provider service establishment charge. \$95.00 per central office programming fee. If all 177 Qwest central offices in Minnesota are programmed to deliver 211 service, a charge of \$16,815.00 will be incurred.

Maintenance Costs	Maintenance costs in Minnesota primarily revolve around maintenance for increased capacity at the call centers. An estimated increase of \$2 million annually will be needed to maintain a 211 call system statewide. There is currently an operating budget of about \$1.5 million.
Major Issues - LEC	Initial negotiations with Qwest proceeded smoothly. Upon the December, 2001 ruling by MPUC requiring Qwest to revise its 211 tariff (see "Tariff" for more information), Qwest demonstrated some degree of unwillingness to continue negotiations.
Wireless Development	Qwest Wireless is prepared to offer 211 access with no charges beyond the basic calling plan already carried by the user.
Source(s)	Caty Jirik, Greater Twin Cities United Way [email submission 9/25/01] [updated 1/18/02] [updated 2/26/02] Qwest Corporation; Exchange and Network Services Catalog - Minnesota, Section 10.11.3 "N11 Service" - effective 8/27/01 < http://www.qwest.com >

State	Mississippi
Company/Project	First Call For Help / Link Line
Development Leaders	United Way of Northeast Mississippi, Lee County Families First, etc.
Utilities Commission	No contact has been made with Mississippi Public Service Commission (PSC) regarding 211 implementation.
Legislation	None yet pursued.
System Design	No specific decisions have been made regarding system design, though it is possible that after-hours calls may be directed to CONTACT Helpline, a 24-hour crisis line located in Columbus, Mississippi.
Databases	First Call For Help / Link Line uses an IRis database containing entries on approximately 1,800 programs. The organization is considering other, more "web-friendly" databases for future use.
Notes - Project	First Call For Help / Link Line (FCFH/LL) is a small, comprehensive I&R located in Tupelo serving a 15-county region of Northeast Mississippi with a population of approximately 70-80,000. FCFH/LL currently receives approximately 1,800 calls per month. Preliminary discussions have been held concerning the formation of a committee to develop 211.
Major Issues - Project	FCFH/LL experienced a massive increase in calls between early 2000 and mid-2001. A great deal of this increase is attributed to large industry layoffs in the region. In early 2000, FCFH/LL handled approximately 100 inquiries monthly. By mid-2001, this number had increased to approximately 1,800 calls per month. Staff efforts have therefore been dedicated almost solely to managing this increase. A third staff member was hired in August, 2001. It is hoped by FCFH/LL representatives that more resources will be available to pursue 211 development through late 2001.
LEC Involvement	BellSouth
Tariff	A 211 tariff has been filed in Mississippi by BellSouth. Similar to tariffs throughout the rest of BellSouth's territory, this tariff requires service establishment charges of \$389.90 per basic local calling area plus \$150.00 per central office activation (BellSouth - Mississippi, "General Subscriber Services Tariff - A13.79 211 Dialing Service", effective January 15, 2001). No Monthly Recurring Charges are indicated in this tariff.
Rate Structure	After service establishment charges, no ongoing costs are indicated.
Setup Costs	Tariffed service establishment charges of \$389.90 per basic local calling area plus \$150.00 per central office activation (see "Tariff" for more information).
Maintenance Costs	No ongoing maintenance costs are indicated.
Notes - LEC	Preliminary contact has been made with BellSouth representatives regarding 211. Due to the relatively early stage of 211 implementation in Mississippi, however, no information beyond that indicated in tariff documents is available.
Wireless Development	No substantial progress concerning wireless access issues has been made.
Source(s)	Melanie Hickman, Co-Director - First Call For Help / Link Line [phone interview 8/10/01] < http://www.firstcallforhelplinkline.org > BellSouth - Mississippi, "General Subscriber Services Tariff - A13.79 211 Dialing Service", effective January 15, 2001. < http://www.bellsouth.com/tariffs >

State	Nebraska
Company/Project	United Way of the Midlands (UWM)
Development Leaders	United Way of the Midlands and First Call For Help
Utilities Commission	The Nebraska Public Service Commission will provide final approval for the use of the 211 number in late February, 2002. United Way of the Midlands applied to use the number in two counties (Douglas and Sarpy Counties), to function as a pilot program for the State.
System Design	As of early 2002, the working model for state implementation resembled the Decentralized Model. Plans call for the implementation of 2-3 calling centers and 5-6 data centers. The specific locations of each are undecided, but will be based on the service boundaries utilized by the Nebraska Health and Human Services System.
Database	United Way of the Midlands' First Call For Help currently utilizes an IRis database containing entries for approximately 650 agencies and 1,000 programs. The database is accessible via the World Wide Web, in hardcopy, on CD-ROM and on floppy disk. Plans for a comprehensive statewide database are being pursued.
Notes-Project	In 1999, a feasibility study authorized by the Nebraska Legislature and paid for by the United Way of the Midlands and Nebraska Health and Human Services found that a statewide system was not only feasible, but desirable. A recommendation from the study was to develop a pilot program and evaluate that program prior to statewide implementation. United Way of the Midlands will convert their First Call For Help to serve as the pilot program for the state. The pilot site will service Douglas and Sarpy Counties. Upon implementation of pilot site operations, efforts for statewide implementation will continue.
LEC Involvement	Qwest, MCI
Tariff	None yet submitted
Rate Schedule	Unknown
Setup Costs	Unknown
Maintenance Costs	Unknown
Major Issues - LEC	Nebraska telephone companies have submitted requests to the Nebraska Public Service Commission that a toll-free 1-800 number be established to accommodate future statewide implementation.
Wireless Development	No specific information on wireless implementation issues are available.
Source(s)	Jennifer Curran, 2-1-1 Coordinator – United Way of the Midlands [e-mail submission 2/15/02]

State	New Hampshire
Company/Project	NH Help Line / Community Services Council of New Hampshire
Development Leaders	New Hampshire Help Line
Utilities Commission	The New Hampshire Public Utilities Commission (NHPUC) has largely taken a "hands-off" approach to 211 implementation. The State 211 Commission now holds authority over 211 implementation issues (see "Major Issues - Project" for more information).
Legislation	<p>On July 13, 2001, Governor Jeanne Shaheen signed New Hampshire House Bill 707 establishing a 211 Commission. The commission will "...make recommendations on the design, development, and operation in New Hampshire of the 211 service code for community information and referral providers."* The Commission will consist of 13 members: three members from the State House of Representatives, three members from the State Senate, the Executive Director of the Bureau of Emergency Communications, the state Consumer Advocate, the Commissioner of the Department of Health and Human Services, and four members appointed by the Governor representing LECs, statewide I&R services, local I&R services, and specialized I&R services. The Commission will be responsible for ensuring that any 211 system in New Hampshire complies with AIRS 211 standards, develops cooperative working relationships with 911 emergency services and governmental agencies, develops annual budgets and funding sources, and so on. The 211 Commission will be responsible for designating 211 service providers, and is expected to begin meeting by Fall, 2001. It is hoped that an implementation strategy will be available by the start of the 2002 legislative session.</p> <p>* - "New Hampshire House Bill 707; 2001 Session - An Act Establishing a 211 Commission". http://www.gencourt.state.nh.us/legislation/2001/HB0707.html</p>
System Design	No specific decision has yet been made, though the "Single Call Center / Centralized Administration" model appears the most feasible and efficient option.
Databases	Currently, Helpline uses a customized, MS Access-based database (web-enabled) with approximately 6,000 agencies represented. Three full-time and one part-time staff members are responsible for database maintenance, which is carried out on a 12-month cycle.
Notes - Project	New Hampshire has a population of approximately 1.3 million. There are approximately 7 comprehensive I&R services in New Hampshire, of which Help Line operates the only statewide, 24-hour call center (one other is a 24-hour service but provides coverage only in the Lebanon area). Of the estimated 110,000 I&R inquiries made annually statewide to all I&R call centers, Help Line receives approximately 56,000 calls (the rest are divided among the other six comprehensive I&R services and a handful of specialized I&Rs). As well, Help Line's database is accessible via the web and receives approximately 9,000 hits each month.
Major Issues - Project	- Help Line filed a petition with NHPUC to provide 211 service in August, 2000. Response from NHPUC was "guarded" yet optimistic (as NHPUC is generally unfamiliar with I&R and therefore had little standard means of adjudicating any competing petitions). "Competing" social service agencies, however (United Way agencies, for example, of which there are 11 in New Hampshire - one of which provides I&R services), filed immediate interventions against Help Line's petition stating that they preferred the dialing code be awarded to I&R centers on a local/regional basis. These interventions appeared to have been motivated by fears of redundancy should 211 be awarded to a central, statewide service provider. In response to this opposition, Help Line conducted a series of "study group" meetings, which included the intervening agencies and NHPUC representatives, to provide information concerning 211 implementation in other states in hopes of hinting at some form of standard criteria for adjudication. The intervening I&Rs, for example, expressed wishes that Help Line provide them

with its database information so that they could provide equivalent services. Help Line generally felt that the "competing" I&Rs will be unable to deliver consistent 211 services due to, for example, under-staffing of call centers (especially with the projected 40% increase in inquiries upon 211 implementation). As well, a system of non-standardized, local/regional/statewide 211 I&R services, some providing 24-hour services while others do not, will likely create an unnecessarily complex switching/rollover model in relation to telecommunications technology. The debate became quite contentious, with one result being NHPUC opting to take a relatively "hands-off" approach to petition granting. In turn, 211 development became somewhat deadlocked until legislation was passed to create the New Hampshire 211 Commission.

LEC Involvement	Verizon
Tariff	No tariff has yet been filed.
Rate Structure	No specific rate structure has yet been provided by Verizon, though estimated cost projections of \$23,000-\$25,000 per year have been expressed.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	Though Verizon has provided "efficient" response to inquiries by Helpline, little is yet known regarding specific cost projections for establishment or maintenance of future 211 systems.
Wireless Development	Due to the relatively early stage of LEC negotiations in New Hampshire, little specific information regarding wireless access to 211 is available.
Source(s)	Larry Singelais, Executive Director - New Hampshire Help Line [phone interview 2/23/01] [updated 7/24/01] New Hampshire State Legislature. "House Bill 707; 2001 Session - An Act Establishing a 211 Commission". < http://www.gencourt.state.nh.us/legislation/2001/HB0707.html >

State	New Jersey
Company/Project	New Jersey 2-1-1 Partnership, Inc.
Development Leaders	AIRS-New Jersey, United Ways of New Jersey
Utilities Commission	The New Jersey Board of Public Utilities (BPU) received a request from the New Jersey 2-1-1 Partnership in early 2001 to designate the partnership as the lead body in 211 implementation and demonstrate support. By early 2002, BPU had not placed this request on its agenda.
Legislation	None yet pursued.
System Design	Centralized Administration / Multiple Call Center.
Databases	The Partnership is currently exploring models for database sharing with the ultimate goal of creating a statewide database.
Notes - Project	Members of the Partnership became interested in 211 implementation in 1999. AIRS-New Jersey and United Way of New Jersey formed a joint committee on 211 in June, 2000, the New Jersey 2-1-1 Partnership. In February, 2002, the Partnership was incorporated as a subsidiary of United Ways of New Jersey. Membership in the Partnership includes representatives from AIRS-New Jersey, United Ways of New Jersey, Volunteer Centers of New Jersey, New Jersey State Health and Senior Services Information, New Jersey Association of Child Care Referral Resources Agencies, Self-Help Group Clearinghouse, and two representatives from Verizon (one specialist in telecommunications technology and one who works closely with BPU).
Major Issues - Project	The main issues currently facing the Partnership concern gaining support from BPU, fundraising, and the selection of call centers to provide 211 service.
LEC Involvement	Verizon
Tariff	None yet filed.
Rate Structure	Unknown.
Setup Costs	Definitive costs for setup have not been determined. Representatives from Verizon have indicated that estimated statewide service establishment costs may reach approximately \$30,000.00.
Maintenance Costs	Definitive maintenance costs have not been determined. Representatives from Verizon have indicated that a charge of \$.10 per-call may be incurred. Verizon has not committed to these cost figures.
Wireless Development	No substantial exploration of wireless access issues has yet been made.
Source(s)	Frances Palm, Co-Chair - New Jersey 2-1-1 Partnership; Executive Director - First Call For Help, Inc.; President - AIRS-NJ <fpalm@firstcall.org> [phone interview 8/8/01] [updated 2/6/02] [updated 2/26/02] < http://www.nj211.org >

State	New Mexico
Company/Project	United Way of Central New Mexico (UWCNM)
Development Leaders	UWCNM
Utilities Commission	The New Mexico Public Regulation Commission (NMPRC) has been supportive in 211 implementation, with particular reference to LEC negotiation. While NMPRC recognizes that the FCC 211 Rule does not specifically vest it with authority to determine 211 applications, UWCNM petitioned the Commission for provision of 211 service in June, 2001. This was done in order to develop and "make official" the relationship between the Commission and UWCNM.
System Design	Decentralized. While the 211 call center to be operated by UWCNM in Albuquerque will stand alone for a time, the design preferred for eventual implementation will closely mirror the "Multiple Call Center / Centralized Administration" model (though "administration" in this case consists primarily of telecommunications and database hosting services). Approximately five regional call centers will be linked via WAN (for database hosting and possible rollover capability) and will use REFER SQL on the central data server.
Databases	UWCNM utilizes a Refer 2000 I&R database. Upon development of 211 capability in other areas of the state, a centralized, statewide database (hosted by UWCNM) will be created, with each regional call center holding responsibility for maintenance of their respective "section" of the database. As each future 211 service provider in New Mexico currently uses Refer 2000, compatibility issues are minimal for the creation and use of a statewide resource.
Notes - Project	<ul style="list-style-type: none"> - UWCNM became operational with 211 service in the Albuquerque area in October, 2001. Marketing of the service was delayed until technical issues were resolved. - 211 is operational in Roswell at the Family Resource & Referral, Inc. for Chavez County. - I&R representatives from other areas in New Mexico have expressed interest in 211 implementation (Farmington, Las Cruces, and Clovis). None of these agencies have pursued significant 211 development, and the 211 service to be offered in Albuquerque by UWCNM will serve to some degree as a pilot program for the state. A statewide 211 Task Force meets on a monthly basis. - UWCNM has operated the Ask United Way comprehensive I&R service since the mid-1980s. Ask United Way operates during regular business hours, Monday-Friday and serves a population of approximately 600,000 in a four-county area centered on Albuquerque. The service receives approximately 5,000 inquiries annually.
Major Issues - Project	No major issues or obstacles have been expressed. The primary "weakness" expressed by UWCNM representatives consists of a lack of contact with potentially helpful state agencies (Health and Human Services, etc.). While this has yet to present significant obstacles, UWCNM wishes to develop such relationships as early as possible. These relationships are now being actively pursued.
LEC Involvement	Qwest
Tariff	Qwest submitted a tariff to NMPRC for generalized N11 service (311, 511, and 711 are the other N11 codes being developed in New Mexico) in June, 2001. NMPRC protested the content of the tariff with regard to 211, asserting that rates under the tariff were too high for viable 211 development. A revised tariff was provided by Qwest in September, 2001, which requires a one-time service establishment charge of \$300.00 per-point-to-number plus a fee of \$30.00 per central office activation. As well, a per-call charge of \$.02 will be incurred by the 211 service provider.
Rate Structure	After service establishment and central office programming charges, a per-call rate is incurred by the 211 service provider.

Setup Costs	Tariffed service establishment charges of \$300.00 per point-to number plus \$30.00 per central office programming fees.
Maintenance Costs	A \$.02 charge per call routed is incurred by the 211 service provider.
Major Issues - LEC	Few obstacles to 211 implementation have been expressed.
Wireless Development	211 service is available for customers of Qwest Wireless.
Source(s)	Robert Bone, 211 Coordinator - United Way of Central New Mexico / New Mexico Charities, Inc. [phone interview 7/25/01] [updated 1/22/01] Qwest – New Mexico. “Exchange and Network Services Catalog; Section 10 / page 34.6 – N11 Service”. Effective September 29, 2001. < http://www.qwest.com >

State	New York
Company/Project	211 New York State Collaborative
Development Leaders	211 New York State Collaborative / NYS AIRS / United Way of New York State
Utilities Commission	The New York Public Service Commission (NYPSC) has recognized the 211 New York Collaborative as the primary body for 211 development negotiations and has opted to serve in a facilitative capacity between the 211 New York Collaborative (and its member agencies/potential 211 providers) and LECs. NYPSC has offered to help mediate any potential obstacles arising within these relationships.
Legislation	New York State Senator Kemp Hannon, Health Committee Chair, sponsored a bill in support of 211. The bill is awaiting Assembly co-sponsorship.
System Design	Decentralized (Multiple Call Center / Centralized Administration). Eventually, a total of 10 call centers are expected, with 4 sites serving as pilots. All 211 call centers will be connected into a statewide system in terms of database sharing and "rollover" capability (see Notes - Projects for more information).
Databases	No statewide database has been suggested and no standard database software or protocol has been decided upon. While it is a likely goal to attempt standardization for purposes of shareability, etc., such proposals are difficult ground upon which to gain consensus. Regional databases are in formation.
Notes - Project	<p>- The 211 New York Collaborative is a cooperative organization of approximately 25 varied social service and I&R agencies, hotlines, and United Ways.</p> <p>- 4 pilot sites are planned for 211 implementation, each building upon existing call center infrastructure and capability. Western NY: Central Referral Service and the United Way of Buffalo and Erie County (Buffalo); Finger Lakes: The Health Association / LIFE LINE (Rochester); Taconic: United Way of Westchester and Putnam / FIRST, Inc. (White Plains); Central: United Way of Central NY (Syracuse). A model and operations budget for Metro New York City is in development.</p>
Major Issues - Project	The majority of concerns within the New York I&R community regarding 211 implementation have dealt with smaller I&R and hotline agencies' fears of eventual redundancy upon 211 implementation. The 211 New York Collaborative promotes collaboration through simple communication and inclusion - potential 211 service agencies are, for the most part, encouraged to pursue their specific interests, business models, and other issues within natural regions. Initial and ongoing funding sources are a major barrier for 211 pilots and specialized providers within the regions.
LEC Involvement	New York State Telecommunications Association, Verizon
Tariff	None
Rate Structure	Unknown
Setup Costs	Unknown
Maintenance Costs	Unknown
Notes - LEC	No specific information regarding potential costs, rate structures, etc., is available. However final planning for the Telecommunications Plan is underway.
Source(s)	211 New York State Collaborative [phone interview 3/7/01] [updated 1/25/02] Linda Daily, Co-chair - FIRST, Inc. Susan Hager, Co-chair - United Way of New York

State	North Carolina
Company/Project	United Way of North Carolina
Development Leaders	United Way of North Carolina (UWNC)
Utilities Commission	NCPUC awarded UWNC with the authority to administer 211 assignment in November, 1999 (approximately 9 months before the FCC 211 ruling). See "Notes – LEC" for more information.
Legislation	UWNC representatives have indicated that an attempt will be made to secure funding support from both the state legislature and the governor's office in 2002.
System Design	Decentralized. Four regional call centers will provide initial 211 I&R services.
Databases	All 211 pilot sites in North Carolina utilize IRis databases and adhere to AIRS standards for data collection, taxonomy, etc., in order to ensure future "shareability" and expansion. UWNC representatives indicate that a statewide I&R database consisting, in part, of these resources will be available to call centers and to the public via the World Wide Web.
Notes - Project	Four pilot sites have been approved by UWNC – Asheville (Buncombe County), Central North Carolina (Union, Mecklenburg, and Cabarrus Counties), the "Triangle" (Wake, Orange, Durham, and Chatham Counties), and the "Triad". Call centers in Asheville and the Triangle became operational with 211 services in May, 2001; the call center in Central North Carolina began offering operational 211 service in July, 2001, and the call center in the Triad anticipates operational 211 service by the end of 2001. Each pilot site is administered by a previously existing United Way I&R service for that area. Each adheres to AIRS standards for database operation and management as well as marketing and general operation standards provided by UWNC. Total costs for pilot site operations average \$500,000.00 per year. Reports for the Asheville and Triad 211 call centers indicated a 45% increase in I&R calls during the months of August and September, 2001.
Major Issues - Project	No major "negative" issues/obstacles have been expressed.
LEC Involvement	BellSouth, Verizon, GTE, Sprint
Tariff	Several tariffs are applied to 211 service in North Carolina, depending upon which LEC is being utilized. See "Rate Structure", "Setup Costs", and "Maintenance Costs" for more information.
Rate Structure	BellSouth: After service establishment charges, no ongoing costs are indicated. Sprint: After service establishment charges, no ongoing costs are indicated.
Setup Costs	BellSouth: Tariffed service establishment charges of \$110.00 per central office activation. Sprint: Tariffed service establishment charges of \$95.74 per central office.
Maintenance Costs	No ongoing costs in the form of per-call rates, flat monthly recurring charges, or any other type are indicated as being incurred by 211 service providers in either of the tariffs filed by BellSouth or Sprint for the provision of 211 service.
Notes - LEC	NCPUC awarded UWNC with the authority to administer 211 assignment in November, 1999 (approximately 9 months before the FCC 211 ruling). As well, NCPUC has provided a number of regulatory policies governing LEC provision of 211 service. First, NCPUC requires LECs to file tariffs with specific regard to setup costs. Second, NCPUC has ruled that, upon submission of proposed rates for setup and MRCs, the earliest of these will be made the standard required for all LECs (a "precedent cap").
Wireless Development	No substantial steps have yet been taken to provide wireless access to 211 services.

Sources

Brent Ennis, Government Relations Director - United Way of North Carolina
[phone interview 2/26/01] [updated 4/15/01]

Jim Morrison, President – United Way of North Carolina [phone interview 10/22/01]

Central Telephone Company – North Carolina (Sprint). General Subscriber Services Tariff,
Section 45 – “211 Service for United Way”; effective August 8, 2000.
<<http://www.localbill.sprint.com/tariffs>>

BellSouth – North Carolina. General Subscriber Services Tariff, Section A13.79 – “211
Dialing Service”; effective November 1, 2000. <<http://www.bellsouth.com>>

State	Ohio
Company/Project	211 Ohio Collaborative
Development Leaders	211 Ohio Collaborative / Ohio Council of Information and Referral Providers (OCIRP)
Utilities Commission	Public Utilities Commission of Ohio (PUCO) was petitioned to designate OCIRP as the administrative body for 211 applicants (see "Major Issues - Project" for
Involvement	information regarding the application process for 211 providers). PUCO responded affirmatively to this petition June 21, 2001. PUCO maintains little other role in 211 coordination and implementation, preferring to allow OCIRP and the Collaborative to work with LECs independently. PUCO has stated that statewide tariffs will be required from all involved LECs and has indicated that it will help to resolve any conflicts that arise with regard to LEC negotiations. As well, PUCO's 211 ruling describes time limitations placed upon LECs for 211 implementation once an approved request for service has been made by a 211 call center (see "Notes - LEC" for more information regarding these requirements).
Legislation	No legislation is currently pursued.
System Design	The Collaborative's approach to 211 implementation is designed on a county-by-county designation. The majority of Ohio's 88 counties currently have at least one social service agency, many of which operate both comprehensive and specialized telephone I&R services, many of which in turn are operated on a 24-hour-a-day, 7-day-a-week basis. Each 211 provider will operate on a county scope, with some providing services for surrounding counties as well. Those county-based agencies with specialized, non-comprehensive I&R capability will take steps to ensure more comprehensive coverage. As well, agencies that choose not to provide 24-hour service for their county will be required to contract with a 24-hour I&R provider in to receive "off-hours" calls. Whether a service provider chooses to expand to 24-hour coverage or to contract with a 24-hour call center, 24-hour service will be provided. 24-hour call centers covering more than one county will identify a caller's location by zip code and will tailor referrals accordingly. As some counties currently have no I&R providers, and others have several potential candidates, the process of implementation will be phased in over time. A three stage implementation process is planned. In the first stage (expected to become operational in early 2002), those areas already meeting, or able to meet national standards will become operational (approximately 12-15 call centers are included in this group). The second stage involves existing I&Rs who need some level of development (funding, infrastructure development, etc.) in order to comply with standards. Once these I&Rs reach compliance, they will become 211 call centers. The third and final stage involves communities which have expressed interest in 211 service, but which do not have substantial I&R infrastructure. These communities will be aided in developing I&R call centers for eventual 211 service.
Databases	Since 211 call centers will operate on a county-by-county basis, few database decisions have been made on a state level. AIRS taxonomic standards will be adhered to, and "shareability" will be maintained for those call centers covering more than one county or providing off-hours services for other agencies. Many currently-operating comprehensive I&R services already have established database resources, and these will mainly be retained. Other agencies will be required to decide themselves the best route taken to providing comprehensive service and AIRS standards compliance, etc.
Notes - Project	The 211 Ohio Collaborative consists of 28 member agencies, most of which are I&R providers of varying specializations and scopes. The Collaborative includes agencies ranging from local services on aging or mental health to various United Way organizations to currently operating I&R call centers (InfoLine, HelpLink, etc.) serving a total population of approximately 7.7 million. Combined, these agencies

received a total of 754,502 I&R calls in 1999. "The...Collaborative estimates that the total number of calls accepted by community based I&R services (including those that are not currently members of the Collaborative) is approximately 850,000-900,000 a year." The Collaborative was formed in 1999 as part of the Ohio Council of Information and Referral Providers (OCIRP). Founded in 1978, OCIRP provides guidance on standards for the delivery of I&R services and provides support to service agencies. OCIRP administers applications from agencies that wish to provide 211 services and provides standards oversight and guidance among those providers.

Major Issues - Project	As OCIRP is designated as the coordinating body for 211 activities in Ohio, it requires interested organizations to complete an application prior to being approved as a 211 call center. In order to avoid potential conflicts in which more than one agency wishes to serve as the 211 call center in a service area, the applying agency will be required to demonstrate community support for its designation as the 211 provider. This will be accomplished via the candidate agencies soliciting letters of recommendation from various representative community bodies (for example: city councils, county commissioners, area social service agencies, local library systems, etc.). If a candidate agency enlists the support of 80% of a given list of community bodies, that agency is granted approval over any "competitors".
LEC Involvement	Ameritech, Verizon, Cincinnati Bell, Sprint
Tariff	None yet proposed.
Rate Structure	Unknown. However, due to the selected system design (namely, a county-by-county designation), routing will be achieved with direct 211-to-local-7-digit-number translation, thereby eliminating, in most cases, any costs with regard to maintenance of toll-free-800 service, etc.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	- The PUCO 211 ruling provided timeline limitations for LECs to provide operational 211 service once a request has been filed from an approved 211 service provider. In this ruling, LECs have 30 days to provide operational 211 service upon request if a 211 tariff is in place. If a tariff has not yet been filed, an LEC has 30 days to file, upon which the LEC then has 30 days to provide 211 service. - Information from LECs is regarding rate structure/costs, setup costs, and other aspects of 211 operation is not yet available. The Ohio Telecommunications Industry Association (OTIA) currently has no representation on the 211 Ohio Collaborative, though the Collaborative has met with OTIA representatives on several occasions. LECs have expressed agreement with OCIRP being designated coordinator of 211 activities in Ohio. Sprint has indicated that a 211 tariff should be filed sometime in the Fall of 2001. Ameritech expects to file a 211 tariff in October, 2001.
Major Issues - LEC	The Collaborative and LECs have met with the PUCO on an ongoing basis to discuss pricing and installation timeline issues. The larger LECs cited the complexity of the implementation process. Smaller LECs do not face the same system complexities as their larger counterparts and anticipate a relatively smooth, inexpensive transition to 211. First Call For Help, etc.). These agencies provide services to 34 counties with a

Wireless Development

No substantial contact has yet been made with wireless service providers.

Source(s)

Gigi Woodruff, Project Manager - 211 Ohio Collaborative [phone interview 2/9/01]
[updated 4/4/01] [updated 8/2/01] <http://www.211ohio.net>

State	Oklahoma
Company/Project	Tulsa Helpline 2-1-1
Development Leaders	Community Service Council of Greater Tulsa (CSC), United Way, 211 Advisory Committee
Utilities Commission	The Oklahoma Corporation Commission (OCC) has directed Tulsa Helpline to negotiate directly with the telephone providers.
Legislation	As of January,2002, there are authored bills in the Oklahoma State Senate and the House of Representatives that will create a 2–1–1 Helpline act. Tulsa Helpline 2–1–1 will serve as a pilot project for the state.
System Design	Centralized. A single call center will provide service to a 6 county area surrounding Tulsa for the pilot project.
Databases	CSC HelpLine currently uses an IRis database covering approximately 350 agencies and 2,000 programs. This database is available on the World Wide Web.
Notes - Project	<p>- The Community Service Council of Greater Tulsa (CSC) has provided crisis hotline services since 1969 for the greater Tulsa area, serving three counties with a population of approximately 450-500,000. CSC operates Helpline as a comprehensive I&R service/crisis intervention hotline with partial funding from United Way.</p> <p>- The 211 Advisory Committee was officially formed in July, 2001 with venture grant funding from the United Way and includes representatives from CSC Helpline, United Way, the Mental Health Association, Organization for the Disabled, 911 Emergency Services, Senior Services Programming, the Chamber of Commerce, etc. The Committee has formed a "professional collaborative committee", consisting of staff from area I&Rs, the Department of Human Services, etc.</p>
Major Issues - Project	No major obstacles have been expressed.
LEC Involvement	SBC
Tariff	None yet submitted
Rate Structure	Unknown
Setup Costs	Unknown
Maintenance Costs	Unknown
Notes - LEC	SBC has indicated that April, 2002 is the target date to negotiate a contract with Tulsa Helpline 2-1-1.
Wireless Development	No substantial contact has yet been made with wireless service providers.
Source(s)	David Bernstein - Helpline 2–1–1 [phone interview 7/31/01] [updated 2/5/02] <dbernstein@csctulsa.org> < http://www.csctulsa.org >

State	Oregon
Company/Project	Oregon 211 (OR211) Coalition
Development Leaders	OR211 Coalition
Utilities Commission	The Oregon Public Utilities Commission has indicated that, because it has no authority specifically delegated to it by the FCC 211 ruling, it will function primarily in a guiding and facilitative capacity with regard to 211 implementation.
Legislation	<p>Oregon House Bill 3886 was introduced in the 2001 regular session of the Oregon State Legislature, and was left "in committee" upon the session's adjournment. The measure would have required the Oregon Department of Human Services to "...establish, maintain, and publicize a network of regional social service information and referral centers serving all areas of the state."* The I&R network was to have utilized the 211 dialing code for access to the system and funding appropriations were to be included. The Bill was, according to OR211 representatives, not "ideal" in that 211 implementation would have fallen under the aegis of the state. It was, however, useful in creating heightened awareness among lawmakers regarding I&R functioning and requirements.</p> <p>* - Oregon State Legislature. "House Bill 3886 – 2001 Legislative Session".</p>
System Design	No specific decision have yet been made regarding system design, though it seems likely that some form of the "Decentralized" model will be followed [see "Notes – Project for more information].
Databases	No specific decision have yet been made regarding database usage for a statewide system [see "Notes – Project for more information].
Notes - Project	<p>- The OR211 Coalition was formed in October, 2000 as a means to facilitate 211 implementation for the state. OR211 consists of representatives from a wide variety of agencies: comprehensive and specialized I&R providers, state departments and agencies (Corrections, Human Services, Housing and Community Services, etc.), county-based health and human service agencies and I&R providers, not-for-profit service agencies, etc.</p> <p>- OR211 has formed several sub-committees, including Data Collection & Management, Organization, etc. A Steering Committee was formed in Fall, 2001. As of January 2002 the Coalition is awaiting the report of the Organization Committee that was charged with recommending an organizational and decision-making structure for the Coalition. The Coalition has expressed a desire to not become an individual service provider but rather serve as an informational and technical resource for members. The Coalition is attempting to position itself to apply for any federal funding opportunities that may arise as a result of national 211 Collaborative efforts.</p> <p>- The OR211 Coalition has opted against making binding decisions concerning system design or database usage until greater collaboration and support is built.</p>
LEC Involvement	Qwest
Tariff	A Qwest tariff specifically describing 211 services became effective June 29, 2001.
Rate Structure	After service establishment charges, a tarified per-call charge is incurred by the 211 service provider.
Setup Costs	Tarified service establishment charges of \$300.00 per point-to number plus central office translation programming fees of \$95.00 per central office.
Maintenance Costs	A per-call rate of \$.05 will be incurred by the 211 service provider.
Notes - LEC	While limited contact has been made with Qwest by OR211, a 211 tariff is in place in accordance with Qwest's company-wide position regarding 211.

Sources

George Grosch, I&R Specialist – Benton County I&R [phone interview 8/13/01] [updated 1/28/02]

Qwest Corporation - Oregon, Exchange and Network Services Catalog, Section 10.11.3, "N11 Service", effective June 29, 2001. <<http://www.qwest.com>>

Oregon State Legislature. "House Bill 3886 – 2001 Legislative Session". <<http://www.leg.state.or.us/01reg/measures/hb3800.dir/hb3886.intro.html>>

State	Rhode Island
Company/Project	Travelers Aid / Helpline
Development Leaders	Travelers Aid Society of Rhode Island (TASRI)
Utilities Commission	The Rhode Island Public Utilities Commission (RIPUC) may aid in LEC negotiations. While a "good rapport" has been established between TASRI and
Involvement	RIPUC, the Commission has opted to take a fairly minor role in 211 development.
System Design	Centralized. A single call center will handle calls statewide 24-hours a day year-round.
Databases	Statewide database functions will be handled at the centralized call center. 1,200 services and agencies will be represented. Hopes to make database information available on the Web are expressed.
Notes - Project	The Traveler's Aid Society of Rhode Island (TASRI) operates the state's only 24-hour comprehensive statewide I&R. Approximately 12 other comprehensive but local and 35 specialized I&Rs operate throughout the state, serving a total population of approximately 1.2 million. TASRI currently handles approximately 30,000-35,000 transactions annually (32,862 in 2000). 211 operation will be partially funded through legislative appropriations (\$455,107 is to be requested during the 2001 session).
Major Issues - Project	TASRI submitted an application to RIPUC for provision of 211 service in May, 1999. Despite support from a number of major entities (Department of Human Services, United Way, Rhode Island Lottery Commission, etc.), a number of I&Rs have vocally opposed 211 service being operated by TASRI. The rationale for this opposition is the fairly commonplace fear of being rendered redundant by the existence of a 211 I&R service. While the debate became quite vocal and contentious for a time, TASRI opted to move forward on its own with telco negotiations, etc., in the hopes of smoother 211 implementation. In mid-2001, upon facing obstacles put forth by Verizon (see "Major Issues - LEC") TASRI began attempts to create a coalition of I&R providers to overcome these difficulties and develop 211. It is hoped that a cooperative group will be formed by October, 2001. This group will work to present a more unified face to both RIPUC and the LEC community in the interest of demonstrating the legitimacy both of 211 development and of TASRI's claim to 211 service provision.
LEC Involvement	Verizon, Cox Communications
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	Due to the relatively early stage of 211 development in Rhode Island, little specific information regarding LEC costs and issues is available.
Major Issues - LEC	A "certain reluctance" has been detected in Verizon's negotiations with TASRI. Verizon has refused to recognize TASRI as a "preferred" 211 provider in Rhode Island, and LEC representatives have expressed fear of legal action on the part of other I&Rs competing for the position of 211 provider (see "Notes - Project" for details of the I&R issues involved and possible solutions). Without a standardized basis for judging between competitive I&Rs, Verizon feels that it is

subject to potential suit action from competitive I&Rs and has asked for letters of support for TASRI from state bodies and the social service community to aid in decisions.

Wireless Development

Due to the relatively early stage of 211 development in Rhode Island, few issues pertaining to wireless 211 access have been identified.

Source(s)

Christina Amedeo, Travelers Aid Society of Rhode Island [phone interview 3/21/01] [transcript of presentation given to 211 representatives in New Hampshire, submitted 3/9/01 by Larry Singlais] [updated 7/18/01]

State	South Carolina
Company/Project	United Way 211
Development Leaders	United Way of the Midlands, United Way of South Carolina, etc.
System Design	Centralized. A single call center handles 211 calls for a four-county area (Richland, Lexington, Newbury, and Fairfield counties) around Columbia, South Carolina.
Databases	United Way 211 uses an IRIS database containing entries on approximately 830 agencies and 1,800 programs. This database can be accessed via the World Wide Web.
Notes - Project	<p>- United Way 211 consists of a 24-hour comprehensive I&R service that, having provided service to a population of approximately 500,000 in the Columbia area for 25 years under the name "HelpLine," merged with United Way of the Midlands in Fall, 2000. United Way 211 began offering provisional operational 211 services in June, 2001. A testing period lasted until October, 2001, when fully operational 211 services were made available. United Way 211 may expand its service region in the future to include Florence County.</p> <p>- HelpLine received approximately 4,000 calls in 2000 (prior to 211 implementation). United Way 211 expects to receive approximately 11,000 calls by the end of 2001.</p> <p>- A statewide collaborative group to facilitate 211 implementation on a broader basis may be formed by the end of 2001, possibly under the guidance of United Way of South Carolina.</p>
LEC Involvement	BellSouth. Alltel.
Tariff	<p>BellSouth: A tariff specifically designed for 211 service was submitted and became effective January 10, 2001.</p> <p>Alltel: A tariff specifically designed for 211 service was submitted and became effective August 1, 2001.</p>
Rate Structure	<p>BellSouth: After service establishment charges, no Monthly Recurring Charges are required.</p> <p>Alltel: After service establishment charges, no Monthly Recurring Charges are required.</p>
Setup Costs	<p>BellSouth: Tariffed service establishment charges of \$389.90 per Basic Local Calling Area, plus \$150.00 per central office activation. Total BellSouth charges for service establishment in the Columbia area consisted of a \$2,700.00 fee for the programming of 18 central offices plus the \$389.90 fee per Basic Local Calling Area.</p> <p>Alltel: Following the content of the BellSouth 211 tariff, a service establishment charge of \$389.90 per basic Local Calling Area plus \$150.00 per central office activation.</p>
Maintenance Costs	No Monthly Recurring Charges or other ongoing fees are indicated in the tariffs applied by either BellSouth or Alltel.
Wireless Development	No substantial inquiries have yet been made regarding wireless access to 211.
Source(s)	<p>Lisa Simmons, Director I&R Resources – United Way 211 [phone interview 8/9/01]</p> <p>BellSouth – South Carolina. "General Subscriber Service Tariff - A13.79 211 Dialing Service"; effective January 10, 2000</p> <p>Alltel South Carolina, Inc. "General Subscriber Services Tariff – Section 17, Abbreviated Dialing"; effective August 1, 2001</p>

State	South Dakota
Company/Project	Help!Line Center
Development Leaders	Help!Line Center
Utilities Commission	The South Dakota Public Utilities Commission (PUC) has been characterized as "neutral" regarding 211 implementation. Help!Line Center filed with PUC for designation of 211 for community information and referral services prior to the FCC ruling of July, 2000. The FCC ruling superseded any subsequent PUC rulings for the state.
Legislation	No legislation is currently pursued.
System Design	Centralized. Help!Line Center provides 211 services to the Sioux City area. Few specific decisions have been made on a statewide basis regarding system design, though Help!Line Center is exploring methods of expanding its service area.
Databases	Help!Line Center uses an IRis database containing approximately 2,500 resources.
Notes - Project	<p>- Help!Line Center operates a group of service lines including Help!Line 24-hour crisis and I&R hotline, a Child Care Help!Line, a Volunteer Help!Line, as well as a Big Brothers/Big Sisters community service. Help!Line Center was established in the mid-1970s and services a population of approximately 160,000 in the Sioux Falls area. Help!Line Center receives approximately 23,000 inquiries annually.</p> <p>- Help!Line Center began active pursuit of 211 implementation in early 2000 and began offering 211 service in the Sioux Falls area in October, 2001.</p>
LEC Involvement	Qwest
Tariff	Qwest issued a tariff proposal for N11 service June 11, 2001. This tariff called for service establishment charges of \$300.00 per point-to number and central office activation charges of \$95.00 per switch programmed. As well, the tariff required a per-call rate of \$.05 (Qwest Corporation. Exchange and Network Services Catalog - 10.11.3 "N11 Service". Issued June 11, 2001). This tariff was later withdrawn and Help!Line Center entered a contractual agreement with Qwest for the provision of 211 services. The pricing terms of this contract are confidential.
Rate Structure	Unknown (confidential)
Setup Costs	Unknown (confidential)
Maintenance Costs	Unknown (confidential)
Wireless Development	Wireless access to 211 is available in the Sioux Falls area for customers of Sprint PCS and Unitel.
Source(s)	Janet Kittams-Lalley - Help!Line Center [phone interview 8/8/01] [updated 1/18/02] < http://www.helplinecenter.org >

State	Tennessee (Knoxville)
Company/Project	Just Ask! / Knoxville I&R, Inc.
Development Leaders	Knoxville Information and Referral, Inc.
Utilities Commission	The Tennessee Regulatory Authority (TRA) is separate from full utilities regulation and deals with telephone issues. TRA administers applications for
Involvement	211 service providers.
Legislation	No legislation has yet been pursued.
System Design	Centralized. A single call center handles inquiries for Knox County (with expansion plans to include a nine county area). 2 call specialists staff the office at a time to provide 24/7 coverage.
Databases	Just Ask! uses Centaurus, a server-based database designed generally for medical applications. This db is not recommended for I&R purposes, as full taxonomic compliance and "searchability" are difficult to achieve. The database was selected by Knoxville I&R, Inc.'s board of directors, none of whom had previous experience with I&R. 608 agencies and services are included in the database (as of 02/05/01), a number which grows on a weekly basis. One full-time employee researches services, provides updates, and will continue in quarterly updates until the database grows to a point at which frequent updates become impossible. Standard Infoline/AIRS taxonomy is used.
Notes - Project	Just Ask! is operated by Knoxville Information and Referral, Inc., is a "stand-alone" agency in partnership with United Way, and is the only 211 service in Tennessee. Just Ask! became operational in July, 2000 and serves a population of approximately 350,000. The call center handles approximately 50-60 referrals each day, with monthly totals increasing with time (1,508 referrals in January, 2001; 1,162 in December, 2000; 908 in November, 2000). Similar systems are planned in Nashville, Memphis, and Chattanooga, though Nashville is the only area from which an application to provide 211 service has been submitted to TRA.
Major Issues - Project	Just Ask! has faced opposition on a number of fronts. Among the most pointed came from the local domestic violence center, the Contact Crisis Center (a telephone counseling and I&R service), and the local senior citizens I&R service (which maintains its own referral database). Concerns voiced from the first two included doubts that Just Ask!'s call specialists would be able to handle the difficult counseling protocols utilized in these services. The latter service feared that it would be rendered redundant by a comprehensive I&R provider. To deal with these concerns, Just Ask! hosts large monthly meetings for service agencies which focus on inter-agency communication and trust-building (referral statistics are shared, taxonomic terms are shared and refined as they apply to local services, one agency is highlighted for a profile each month, etc.). Just Ask! finds that such meetings are effective in engendering trust among the community of service agencies.
LEC Involvement	BellSouth
Tariff	The original BellSouth tariff required a \$30,000 fee for setup (switches translate 211 to toll-free) and a \$1,600/month MRC to be paid after the first six months of operation. A tariff to be applied to the other areas under proposed 211 implementation will require a \$3,000 setup fee with an unknown recurring monthly rate to be paid immediately upon operation.
Rate Structure	Tariffed flat rate recurring monthly (see Tariff).

Setup Costs	See Tariff.
Maintenance Costs	Included in recurring monthly rate.
Notes - LEC	BellSouth has stated that no statewide implementation is possible for Tennessee. Therefore, local operation of 211 services is required in various population centers.
Major Issues - LEC	
Wireless Development	
Source(s)	Jan Collinson, Director [phone interview 2/6/01]

State	Texas
Company/Project	Texas Health and Human Services Commission (HHSC) / Texas Information and Referral Network (TIRN)
Development Leaders	Texas Information and Referral Network (TIRN), Area Information Centers
Utilities Commission	The Texas Public Utilities Commission (PUC) amended its original language and adopted a new N11 rule affecting 211 implementation March 20, 2001. This ruling designates the Texas Health and Human Services Commission as the administrative body for 211 development in Texas. As well, PUC is considering the adoption of a 211 implementation docket. PUC will work with LECs to facilitate the determination of technical facilities and prices for 211 needs through the implementation docket.
System Design	<p>- Decentralized: Statewide 211 services will be provided by 25 Area Information Centers (AICs), each of which provides standardized, high-quality I&R for a multi-county area. The Texas I&R Network currently consists of 19 AICs connected to the Finding Help in Texas Internet system. The remaining 6 AICs will connect to the Internet system in 2002. AICs consist of previously existing community based I&R service providers, which often enhance and update their capabilities in order to reach full TIRN compliance.</p> <p>- The Texas Health and Human Services Commission issued a Request for Offer on January 9, 2002 for the "Design and Implementation of 211 Access to Information and Referral Services". The TIRN 211 Telecommunications Project requires the services of a contractor to design, develop, implement, host, operate, and support a telecommunications infrastructure for routing 211 calls through a central technical center to the Area Information Centers across the state. The deadline for responses to the RFO is February 22, 2002. A copy of the RFO and supporting documentation may be viewed on the following web page: <http://www.hhsc.state.tx.us/tirn/rfo/211rfo_home.html></p>
Databases	<p>- Regional Databases are maintained by AICs and are combined into a centralized, statewide Internet "clearinghouse" database. AICs will carry responsibility for updating their "section" of the statewide database, which will be the basis for "rollover" I&R services. AICs will maintain their own in-house database facilities for regional service needs.</p> <p>- The Internet system, Finding Help in Texas is operational at <http://www.helpintexas.com>. 19 of the AICs currently have data in the system. The additional 6 will provide data in 2002.</p>
Notes - Project	<p>- The Texas Information and Referral Network is a public-private partnership organization led by bodies including the Texas Health and Human Services Commission, United Way, Texas AIRS, etc. TIRN was formed as a means of linking the vast I&R resources in Texas in the hopes of providing greater efficiency and delivery of high standards for I&R services.</p> <p>- Funding was received in the 2001 legislative session for telecommunications infrastructure and partial funding of the 211 call center operations. The plan is to implement 211 in 14 AICs in late 2002 to early 2003, with the remaining 11 in late 2003 to 2004.</p>
LEC Involvement	SBC
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	SBC indicated plans to file a 211 tariff in early 2002. All indications are that the tariff will be

based on costs similar to other tariffs being filed by SBC/Ameritech across the country.
Future LEC negotiations are subject to PUC authorization and the implementation docket as mentioned above.

Sources

Judy Windler, Director Texas Information and Referral Network - Texas Department of Health and Human Services [phone interviews 3/01-4/01] [updated 02-05-02]
<judy.windler@hhsc.state.tx.us>

Telecommunications and Information Policy Institute. *"Texas 211:" Implementing a Toll-Free Electronic Information and Referral Telephone Service in Texas.* November, 1998.
<<http://www.utexas.edu/research/tipi>>

State	Utah
Company/Project	211-Utah / The Information and Referral Center of Salt Lake County (I&RC)
Development Leaders	United Way, I&RC
Utilities Commission	The Utah Public Utilities Commission (UPUC) designated 211 as an I&R number and I&RC as the lead 211 developer in December, 1999. UPUC aims to facilitate LEC negotiations. UPUC approved a 211 service tariff in July, 2001.
Legislation	No legislation has yet been pursued.
System Design	Decentralized. A single call center, operated by I&RC, provides 211-accessed I&R services in the Salt Lake City area. Future 211 call centers will utilize existing comprehensive I&R call centers. A total of six regional call centers are expected to be operational in late 2002.
Databases	Undetermined for specific call centers. The Utah State Chief Information Officer's office, however, is helping to develop a statewide online database. Each regional call center would be expected to contribute to this database resource.
Notes - Project	<p>- The I&RC serves a population of approximately 900,000-1million in Salt Lake County and handles approximately 30,000-35,000 transactions per year between its three I&R and hotline services (a general I&R line, a specialized health line, and a domestic violence crisis line). Became operational with 211 services in January, 2002.</p> <p>- A 211 Steering Committee consisting of representatives from various I&Rs, United Ways, etc., has met a number of times.</p>
Major Issues - Project	Two major concerns have been stated among various I&R providers with regard to 211 implementation. The first is an insistence upon strong local voice for regional call centers. Regional I&Rs are commonly small, volunteer operated services with close ties to their communities. Little desire for centralized I&R services or oversight is seen among these services. Simultaneously, several of the smaller 211 candidates have expressed concerns over their ability to properly handle the likely increase in inquiries upon 211 implementation (and the abilities of their local social service agencies to handle increased referrals). These concerns are addressed simply by allowing regional 211 centers control over what they would like to do. When an I&R believes that it is ready to switch to 211, as the necessary funding, etc., it will do so.
LEC Involvement	Qwest
Tariff	Qwest gained approval from UPUC for an N11 service tariff in July, 2001. This tariff requires a service establishment charge of \$300.00 per point-to number and a programming fee of \$30.00 per central office. As well, a \$.02 charge is incurred per call routed. (Qwest Corporation; Exchange and Networks Services - Utah, Section 10.11.3 - "N11 Service"; effective July 23, 2001; < http://www.qwest.com >)
Rate Structure	After service establishment costs, a tariffed per-call charge will be incurred for 211 service.
Setup Costs	Tariffed service establishment charge of \$300.00 per point-to number plus \$30.00 per central office activation.
Maintenance Costs	Tariffed per-call rate of \$.02.
Notes - LEC	After approximately two years of negotiations, a 211 service tariff was filed by Qwest and became effective July 23, 2001 (see "Tariff" for more information). UPUC has indicated that it may request revision to this tariff (with particular reference to the per-call rate) should it determine upon review that 211 call

routing does not place undue burden on Qwest's network.

Wireless Development

While wireless access to 211 services is a consideration, no substantial negotiations have been pursued and no specific information is yet available.

Source(s)

Josh Pederson, Director - The Information and Referral Center [phone interview 3/9/01] [updated 7/26/01]

Utah 211 Website: <<http://www.informationandreferral.org>> [update 2/6/02]

Qwest Corporation; Exchange and Networks Services Catalog - Utah, Section 10.11.3 - "N11 Service"; effective July 23, 2001. <<http://www.qwest.com>>

State	Vermont
Company/Project	Vermont 2-1-1
Development Leaders	United Ways of Vermont; Vermont 2-1-1 Collaborative
Utilities Commission	The Vermont Public Service Board (PSB) will soon consider a rule to determine how the administrator of a 211 network will be determined (via petition and approval). It is under such rule that the United Ways of Vermont will be applying to be the 211 administrator.
System Design	Centralized. A single call center will serve the entire state. In addition, sub-contracted "community specialists" located in regional United Ways and other regional service agencies will assist in locating information about new local programs, participate in community alliances, and promote the 211 service.
Databases	A statewide 211 database is in development and will build on existing regional databases and the online statewide database owned and maintained by the Vermont Agency of Human Services.
Notes – Project	In the months from late of 2001 to early 2002, Vermont 2-1-1 underwent a structural reorganization and a redefinition of roles and responsibilities developed new approaches to obtaining development funding. Vermont 2-1-1 is now a project of United Ways of Vermont. The 211 Advisory Board includes representatives from comprehensive and specialized I&R, libraries, technology, telecommunications, Vermont Agency of Human Services, community mental health agencies, hospitals, and local United Ways. The Vermont 2-1-1 Collaborative is an even broader coalition of agencies that meets regularly to assist in the planning process. Vermont Enhanced 911 is a strong supporter of Vermont 2-1-1. The two services plan to coordinate marketing and conduct cross-training, once 211 is implemented.
Major Issues - Project	A total of \$28,000 has been received and pledged in development funds from United Ways of Vermont, Area Agencies on Aging, Verizon Foundation, Vermont Community Foundation, and Fletcher Allen Health Foundation. The Vermont Agency of Human Services (AHS) is seeking ways to assist in achieving phase one of database development.
LEC Involvement	Verizon, Vermont Telephone Company
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Source(s)	Sharon Tierra, Coordinator – Vermont 2-1-1 (a project of United Ways of Vermont) [phone interview 1/31/01] [updated 4/4/01] [updated 8/24/01] [updated 1/25/02] Michael Caltado, Board of Directors – Vermont 2-1-1 [e-mail correspondence forwarded by Judy Windler, Texas HHSC 9/10/01]

State	Virginia
Company/Project	Virginia Department of Social Services / Virginia I&R System
Legislation	<p>Title 63.1-314.1 through 63.1-314.8 of the Code of the Commonwealth of Virginia, created in 1984, established an integrated, statewide system for the provision of I&R services. The Human Services Information and Referral Advisory Council, with membership appointed by the Governor consisting of "...three citizens at large, one of whom is a consumer of human services and one of whom has a disability; two representatives from business or industry or both; two representatives of local government representing one rural and one urban locality; one representative of United Way of Virginia; one representative from the Virginia Cooperative Extension Services; one representative from The Library of Virginia; one representative of the armed services residing in Virginia; one representative from the information and referral regional providers; one labor representative; one representative from each of the six information and referral centers' regional boards and one representative from the Virginia Association of Community Action Agencies".* The statewide I&R system governed by this advisory council consists of six regional I&R services, each of which is operated by a separate entity (United Ways and other I&R agencies, etc.) contracted to the Department of Social Services</p> <p>* - Code of the Commonwealth of Virginia. <http://leg1.state.va.us></p>
System Design	Six regional call centers provide statewide I&R services.
Databases	A statewide database is available via the World Wide Web. Each of the six regional I&R service providers is responsible for maintaining respective "sections" of the statewide database, and each houses its own regional database. All six regional service providers utilize IRis.
Notes - Project	Representatives of the statewide I&R system in Virginia have expressed interest in 211 development. Elements of the existing I&R system are working on the development of further collaboration with the dedicated purpose of implementing 211.
Major Issues – Project	Concerns have been voiced regarding the increase in long-term operational funding needed to properly handle the projected increase in I&R calls upon 211 implementation. Representatives have indicated that, while they are confident that implementation funding could be gained with relative ease, extended appropriations may be more difficult to achieve.
LEC Involvement	Verizon, GTE
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	While Virginia boasts a highly-developed system for the delivery of I&R services, the relatively early stage of collaboration with specific regard to 211 implementation has dictated little contact between LECs and I&R representatives on this issue.
Source(s)	<p>George Harden, Vice President of Information Services – The Planning Council [phone interview 9/17/01]</p> <p>Code of the Commonwealth of Virginia - Title 63.1-314.1 through 63.1-314.8, <http://leg1.state.va.us></p>

State	Washington
Company/Project	Washington Implementation Network 2-1-1 (WIN211)
Development Leaders	WIN211, NW-AIRS, United Way, Area Agencies on Aging, etc.
Utilities Commission	The Washington Utilities and Transportation Commission (WUTC) has not taken a role in designating organizations to develop 211 or in administering applications for 211 service. WUTC has been supportive with regard to LEC negotiations, and requires that tariffs are filed for 211 service.
Legislation	While no specific legislation is currently pursued, WIN211 representatives plan to approach several legislative caucuses with preliminary informational presentations Fall, 2001.
System Design	Decentralized. Several regional call centers will eventually provide statewide coverage.
Databases	WIN211 will make use of the Access Washington Resource Directory (AWRD), a previously-existing statewide database created by the Corrections Clearinghouse (CCH) with funding from the state Employment Security Department. This database, in development since 1987, is maintained by staff at the PineLodge Pre-Release center in Medical Lake, Washington and contains over 7,000 agencies. WIN211 partners, AWRD and other regional databases are developing protocols by which local areas will maintain data and pool it for comprehensive statewide access.
Notes - Project	WIN211 is a private, not-for-profit corporation dedicated to developing 211 access for Washington's 39 counties. The WIN211 board includes representatives from United Way, Area Agencies on Aging, NW-AIRS, and five comprehensive I&R services (the board plans to expand from seven members to 21). The 211 system will utilize existing I&R providers, eventually providing 24-hour 211 service statewide.
LEC Involvement	Qwest
Tariff	None yet filed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	Due to the relatively early stage of 211 implementation in Washington, no substantial information regarding LEC costs is yet available.
Wireless Development	While wireless access to 211 services is a consideration, no substantial negotiations have been pursued and no specific information is yet available.
Source(s)	Jeri Shumate, Vice-Chair – WIN211; Coordinator – Washington State 211 [phone interview 7/31/01] [updated 2/4/02] WIN211 Website: < http://www.win211.org > AWRD Website: < http://www.awrd.org >

State	West Virginia
Company/Project	The Connecting Link / West Virginia 211 Task Force
Development Leaders	The Connecting Link, Criss-Cross / Family Matters, West Virginia PSC, etc.
Utilities Commission	In accordance with legislation passed in April, 2001, the West Virginia Public Service Commission (PSC) formed a task force in June, 2001, to perform a feasibility study on 211 implementation for the state. The feasibility study will be completed in January, 2002. Task Force members include representatives from Verizon, Citizens Telecommunications Company, the West Virginia Wireless Coalition, 911 Emergency Services, Central Communications Center of Wood County, United Way of Kanawha County, AT&T Communications of West Virginia, West Virginia Independent Group, The Connecting Link, and PSC.
Legislation	The West Virginia Legislature passed a resolution in April directing PSC to designate 211 as the I&R access number for the state (West Virginia State Legislature. "House Concurrent Resolution No. 18" - 2001 session). As well, PSC is directed by the resolution to form a state 211 collaborative and task force to direct feasibility studies and oversee eventual design and implementation.
System Design	Decentralized. Though no definitive decisions have been made by the Task Force regarding system design, a "Centralized Administration / Multiple Call Center" model appears the likeliest option. Approximately 6-8 regional call centers will operate under 211 with shared databases and some degree of centralized oversight and with 24-hour call services being offered statewide by a single center.
Databases	Though no definitive decisions have been made by the Task Force regarding database development, IRis seems the likeliest platform to be used (most currently-existing I&Rs in West Virginia that use computerized databases use IRis). Family Matters, a statewide I&R program administered by Criss Cross, currently has a statewide comprehensive database which may be developed for 211 efforts.
Notes - Project	- The Connecting Link has operated a comprehensive I&R serving a three-county area of Northwestern West Virginia since the early 1990s. The Connecting Link became an independently-incorporated agency in January, 2001. Representatives from The Connecting Link and Criss-Cross/Family Matters met in October, 2000 to form a collaborative to explore 211 implementation. The Collaborative includes representatives from the Governor's Cabinet on Family and Children, AIRS, Criss-Cross, The Connecting Link, and a number of other I&R specialists from around the state.
Major Issues - Project	Some degree of concern has been expressed both by smaller I&R providers and by 911 emergency services. In both cases, concerns have been alleviated via educational meetings.
LEC Involvement	Verizon, Citizens Telecommunication Company
Tariff	None yet filed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	Representatives from Verizon and Citizens sit on the 211 Task Force appointed by PSC. Verizon provides service for the majority of West Virginia and, while no specific figures have yet been provided, company representatives have indicated

that, if an I&R service provider retains a toll-free number for incoming calls, 211 implementation (both setup and ongoing operation) could proceed on a no-cost basis.

Wireless Development

No substantial progress has yet been made with regard to wireless access issues. Representatives from the West Virginia Wireless Coalition sit on the 211 Task Force appointed by PSC. The Legislative/PSC order for 211 development does not require wireless carriers to provide 211 service.

Sources

Robin Smith, Director - The Connecting Link [phone interview 8/8/01]

West Virginia State Legislature. "House Concurrent Resolution No. 18" - 2001 session. Introduced March 8, 2001. <<http://www.legis.state.wv.us/legishp1.html>>

Public Service Commission of West Virginia. "West Virginia PSC Forms 211 Task Force" (press release). June 21, 2001. <<http://www.psc.state.wv.us/press/010621.htm>>

State	Wisconsin
Company/Project	United Way of Dane County First Call For Help (Madison) / United Way in Waukesha County First Call For Help (Waukesha) / Milwaukee Planning Council for Health and Human Services / Milwaukee County 211 Stakeholders Council
Development Leaders	See "Company/Project" for more information.
Utilities Commission	The Wisconsin Public Service Commission (PSC) administers applications and grants approval for the provision of 211 services. The PSC has been characterized as "active" yet "cautious" in its approach to 211 implementation, as it wishes to see that 211 services will be successful in the pilot sites before recognizing or sanctioning a statewide implementation effort. PSC granted 211 approval to the three petitioning bodies in Dane, Milwaukee, and Waukesha Counties. While all current 211 developers meet on an ongoing basis to develop strategies for implementation, no formal statewide 211 collaborative has been recognized by PSC.
Legislation	Initial inquiries have been made regarding potential 211 legislation.
System Design	Decentralized Administration/Multiple Call Center. Three petitions for the provision of 211 services have been approved by PSC (in Dane, Milwaukee, and Waukesha Counties), and a fourth (in Racine County) anticipates approval. These approved 211 call centers will serve as pilot sites for the eventual implementation of 211 at a statewide level. Eventually, five to ten "regional" 211 call centers (providing 24-hour services and likely serving as "rollover" sites for smaller call centers) are anticipated, with approximately 25 smaller, localized call centers operating in cooperation with regional centers.
Databases	<ul style="list-style-type: none"> - All current 211 developers in Wisconsin have taken steps to develop database resources with compatibility standards and expansion capabilities in anticipation of the eventual development of a statewide I&R database. - United Way of Dane County's First Call For Help (Madison) currently utilizes a custom-built, Access-based database containing information for approximately 1,200 agencies and 2,600 programs. - United Way of Waukesha County's First Call For Help (Waukesha) currently utilizes an IRis database containing information for approximately 1,100 agencies and 2,500 programs. - IMPACT Alcohol & Other Drug Abuse Services, Inc. (Milwaukee) currently utilizes an IRis database containing information for approximately 1,500 agencies and 2,700 programs. IMPACT has expressed plans to transfer to Service Point for database resources in the future.
Notes - Project	<ul style="list-style-type: none"> - Though no formal, statewide 211 collaborative has been formed, all "key players" in 211 development meet on an ongoing basis. No centralized administration for 211 implementation or operation beyond that provided by PSC in granting petition approvals, guidance, etc., is established. Three bodies have been approved as 211 service providers, and a fourth anticipates approval. I&R service providers have been identified in each of Wisconsin's 72 counties, though many of these are not likely capable of meeting the AIRS standards for 211 service as required by PSC. - United Way of Dane County's First Call For Help has provided I&R services for a population of approximately 500,000 in the Madison area since 1982. The service receives approximately 32,000 I&R inquiries annually and provides 24-hour I&R assistance. - The Planning Council for Health and Human Services, Inc. (the PC) was established jointly by United Way of Greater Milwaukee and the Milwaukee County Board of Public Welfare in 1965 to promote the equitable and efficient delivery of health and human services by serving as an independent information, education, research, and consultative resource for the community. The PC has facilitated 211 development in Milwaukee County, in cooperation with the Milwaukee County 211 Stakeholders Council (a consortium of health and human service funders and resource providers). The 211 call center in Milwaukee county will be operated by IMPACT Alcohol and Other Drug Abuse Services, Inc. IMPACT provides 24-

hour I&R services for a population of approximately 1 million and receives approximately 67,000 inquiries annually.

- United Way of Waukesha County's First Call For Help provides 24-hour I&R services for a population of approximately 400,000 in the Waukesha area. The service receives approximately 26,000 inquiries annually.

LEC Involvement	Ameritech, Century Telecommunications, Verizon, TDS, etc.
Tariff	Ameritech filed a tariff petition with PSC describing 211 services in Wisconsin December 21, 2001 (effective December 22, 2001). This tariff proposes the establishment of 211 dialing codes to be routed through an 800 number. The tariff requires an initial set-up fee ranging from \$15,000 to \$28,000 (depending on the number of central offices used by a 211 service provider) with a \$35 Monthly Recurring Charge. The cost of maintaining the toll-free 1-800 "point-to" number is not part of tariff and is an additional expense. Other LECs have chosen not to file tariffs.
Rate Structure	Ameritech: After service establishment charges, a tariffed flat-rate MRC is incurred.
Setup Costs	Ameritech: Tariffed service establishment charges of \$1,550.00 per central office programmed.
Maintenance Costs	Ameritech: A tariffed MRC of \$35.00.
Wireless Development	PSC has indicated that, while wireless access to 211 is an issue, it is one best left to future deliberations once 211 service is established for landline communications.
Source(s)	<p>Larry Olness, Director - First Call For Help, United Way of Dane County <http://www.uwdc.org> [phone interview 10/22/01] [updated 2/19/02]</p> <p>Howard, Leslie Ann, President – United Way of Dane County. "Re: Petition for Pilot Program for the Designation of the Telephone Number '211'..." (letter to Public Service Commission of Wisconsin). April 28, 2000 <http://www.execpc.com/~safehavn/psc.htm></p> <p>United Way in Waukesha County Website <http://www.unitedwaywaukesha.org></p> <p>Planning Council for Health and Human Services (Milwaukee) Website <http://www.planningcouncil.org></p> <p>Held, Tom. "Federal Agency Approves 211 For Social Services Phone Lines". <i>Milwaukee Journal Sentinel</i>. July 21, 2000. <http://www.jsonline.com/news/metro/jul00/barrett22072100a.asp></p> <p>Williams, Scott and Linda Spice. "Waukesha County Joins Quest for 211 Help Line". <i>Milwaukee Journal Sentinel</i>. April 19, 2001. <http://www.jsonline.com/news/wauk/apr01/mental20041901a.asp></p> <p>Ameritech/SBC - Wisconsin. Tariff (Part 8 – Miscellaneous Services, Section 6 – Community Services). <i>Community Information and Referral Service – 211</i> (effective December 22, 2001). <http://www.ameritech.com></p>

Appendix B: Sources and Further Information

Alabama

Camilla Prince, Information and Referral Coordinator - Volunteer Information Center

Arizona

Roberto Armijo, Community Information & Referral

Arkansas

Joe Quin - Arkansas Department of Human Services

California

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Virginia Statewide Information and Referral System Database

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Appendix C: Excerpts of FCC Rule 00-256A1 - Assigning 211 Dialing Codes For Use by Community Information and Referral Services

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of)	
)	
Petition by the United States Department of Transportation for Assignment of an Abbreviated Dialing Code (N11) to Access Intelligent Transportation System (ITS) Services Nationwide)	NSD-L-99-24
)	
Request by the Alliance of Information and Referral Systems, United Way of America, United Way 211 (Atlanta, Georgia), United Way of Connecticut, Florida Alliance of Information and Referral Services, Inc., and Texas I&R Network for Assignment of 211 Dialing Code)	NSD-L-98-80
)	
The Use of N11 Codes and Other Abbreviated Dialing Arrangements)	
)	
)	CC Docket No. 92-105
)	

THIRD REPORT AND ORDER AND ORDER ON RECONSIDERATION

Adopted: July 21, 2000

Released: July 31, 2000

Petition for Assignment of an N11 Code for Access to Information and Referral Services

Background

- On May 28, 1998, the Alliance of Information and Referral Systems, the United Way of America, United Way 211 (Atlanta, Georgia), United Way of Connecticut, Florida Alliance of Information and Referral Services, Inc. and the Texas I&R (Information and Referral) Network (collectively, Information and Referral Petitioners), filed a petition for nationwide assignment of an abbreviated dialing code for access to community information and referral services (Information and Referral Petition).¹ The Information and Referral Petitioners contend that there is

¹ The Petition requested the 211 code. Request by the Alliance of Information and Referral Systems, United Way of America, United Way 211 (Atlanta, Georgia), United Way of Connecticut, Florida Alliance of Information and Referral Services, Inc., and the Texas I&R Network for Assignment of 211 Dialing Code (Information and Referral

a demonstrated need for an easy to remember, easy to use abbreviated dialing code that will enable persons in need to be directed to services providing free information and referrals to community service organizations. Petitioners argue further that assigning an N11 code to such services would provide an important adjunct to the codes that the Commission has already assigned to meet other public needs.² The Information and Referral Petitioners cite to a range of human needs not addressed by either the 911 code or police non-emergency 311 code such as housing assistance, maintaining utilities, food, finding counseling, hospice services and services for the aging, substance abuse programs, or dealing with physical or sexual abuse.³ The Information and Referral Petitioners state that there is strong interest in several states for developing an N11 code for this purpose,⁴ and that the tools exist to do so. The Information and Referral Petitioners contend that assigning an N11 code for such purposes is in the national interest, and commenters overwhelmingly support the proposal.⁵

Discussion

- We find that the Information and Referral Petitioners have demonstrated sufficient public benefits to justify use of a scarce public resource,⁶ and we therefore assign 211 to be used for access to community information and referral services. Individuals facing serious threats to life, health, and mental well being have urgent and critical human needs that are not

Petition). In response, the Commission issued a public notice for comment on their petition. *See* Request by Alliance of Information and Referral Systems, United Way of America, United Way 211 (Atlanta, Georgia), United Way of Connecticut, Florida Alliance of Information and Referral Services, Inc., and the Texas I&R Network for Assignment of 211 Dialing Code, *Public Notice*, DA 98-1571, NSD File No. L-98-80 (rel. Aug. 6, 1998).

² The Information and Referral Petitioners contend that assignment of 211 would compliment existing uses of 911 for emergency services and the assignment of 311 for police non-emergency uses in the *N11 First Report and Order*. Information and Referral Petition at 5-6.

³ *See id.* at 6.

⁴ In an *ex parte* dated February 22, 2000, representatives of the Information and Referral Petitioners provided Commission staff with an updated state-by-state status of 211, indicating that 211 was active in at least one locality in Connecticut and a thirteen-county area in Atlanta, Georgia. The Information and Referral Petitioners also indicated that petitions for 211 had been filed with local public utility commissions in three other states (Massachusetts, Ohio and Wisconsin) and a county in Michigan. In addition, 211 petitions had been approved in three other states (Alabama, North Carolina and Utah), with statewide information and referral models developed in three others (Florida, Texas and Virginia). Six states had made no commitment on 211, with the remaining considering 211 to some degree for access to community information and referral services.

⁵ *See, e.g.*, Linda Daily Comments (letter from private citizen stating, “[w]hether it’s a mammogram, substance abuse services, therapeutic recreation for a disabled child, or 1 of more than 4,000 human services, the issue is the same. No one knows where to start.”); Ameritech Comments at 1 (supporting Information and Referral Petition as meeting FCC policy of limiting national assignment of unused N11 codes for public purposes).

⁶ We reject arguments to the contrary. *See, e.g.*, CinBell Comments at 2.

addressed by dialing 911 for emergency assistance or 311 for non-emergency police assistance. For example, the Information and Referral Petitioners present a call summary prepared by United Way 211 (based in Atlanta) for the year 1997, which indicates that seven percent of the calls to United Way 211 involved immediate shelter needs, 20 percent involved rental/mortgage assistance needs (for example, threatened eviction), 16 percent involved utility issues, critical in inclement weather, and nine percent involved the need for food.⁷ The remaining calls presented issues relating to counseling, medical aid, prescription assistance, physical and sexual abuse, and potential suicide. Other less urgent situations, also not addressed by 911 service or the current 311 service, might involve persons needing child care solutions, aging and hospice services, adolescent activities, educational programs, support groups, legal assistance, child and spousal abuse counseling, substance abuse programs, and other needs vital to the welfare of individuals, families, and communities.⁸

- We believe that the Information and Referral Petitioners have shown a public need exists for an easy to use, easy to remember N11 code to efficiently bring community information and referral services to those who need them, providing a national safety network for persons to get access readily to assistance. Therefore, we find that the public interest standard has been met here. We are persuaded by the Information and Referral Petitioners' assertion that, with a large number of toll-free telephone numbers, confusion is inevitable and the increased margin for error in dialing eleven digits creates obstacles to use of community information and referral services, particularly in urgent situations.⁹ Moreover, as the Information and Referral Petitioners also point out, this confusion is not resolved when directory assistance for toll-free numbers is used, because directory assistance for toll free numbers lists entries by name, but not service or need category. We also are persuaded that local numbers are not viable alternatives because they are difficult to distinguish from the myriad of other local businesses and community services numbers, and may not be of service to travelers and the recently relocated, who often need temporary assistance. Moreover, people with mental or physical limitations would benefit from the use of a three-digit nationwide number, rather than having to dial various and different seven or ten digits to get access to help. We also note that the number of people served by the information and referral organizations that make up the Information and Referral Petitioners is quite large. The United Way 211 (Atlanta, Georgia and the thirteen-county surrounding area) provides free (bilingual) service 24 hours a day, seven days a week to a

⁷ Information and Referral Petition at 6.

⁸ *Id.*

⁹ *Id.* at 11.

population of more than three million people.¹⁰ In Connecticut, Infoline provides access to community resources throughout the state.¹¹ In Texas, regional data centers – 24-hour data centers linked to the 100 community information centers and each other – are being established to provide comprehensive health and human service information, allowing 18 million residents to have information about vital services across the state.¹² In Florida, information for about 40 percent of the state’s counties are represented in search and data features that have been included in an integrated database, uploaded on the Florida Alliance of Information and Referral Service Internet site.¹³ The designation of a uniform national code would simplify access to information from these and other sources and would make such information readily available to new members of communities as well as existing local citizens.

- We believe that providing access to community information and referral services using 211 has many benefits. Individuals will now have an easy to remember nationwide number to call when they need non-emergency help. Unlike 311, which is being used in some communities to provide access to non-emergency police services,¹⁴ the range of services that will be available using 211 is of a much broader scope. We are mindful that the Commission in the *N11 First Report and Order* gave local jurisdictions discretion to use 311 for access to government services that might, in some instances, overlap the services to be provided using 211. We are not convinced, as are some commenters, that this will cause confusion among callers as to which N11 code should be used to access what type of information.¹⁵ To the contrary, we believe that the extensive education campaign that the Information and Referral Petitioners and others have undertaken to publicize the use of 211 has and will continue to eliminate any potential confusion. The Information and Referral Petitioners have invested significant resources in publicizing the use of the 211 code in some areas of the country, and we

¹⁰ *Id.* at 7, 14. We also note that the United Way 211 database includes public and private agencies and programs in the Atlanta region, not just United Way member agencies or those supported by United Way funding. *Id.*

¹¹ *Id.* at 4.

¹² *Id.* at 8.

¹³ *Id.*

¹⁴ According to the Community Oriented Policing Services (COPS) Office at the U.S. Department of Justice, a number of communities have implemented 311 for access to non-emergency police services with the assistance of funds provided by the Department of Justice. These include Baltimore, Maryland; Dukes County, Massachusetts (Martha's Vineyard); Rochester, New York; Miami, Florida; Houston, Texas; City of Los Angeles, California <www.lacity.org>; Pasadena, South Pasadena, California; and Birmingham, Alabama. Other communities also have implemented 311, including Dallas, Texas; Chicago, Illinois; Washington, D.C.; San Jose, California; Hampton, Virginia; and San Antonio, Texas.

¹⁵ See National Telephone Enterprises, Inc. Comments at 6; SBC Communications, Inc. Comments at 1-2.

have already seen an enormous amount of support for efforts to implement access to community information and referral services using 211 at the state and local level from citizens, government officials, and organizations that provide help to others.¹⁶ Thus, we believe that access to community information and referral services using 211 will provide a vital adjunct to existing 311 services. We also believe that 211 service for access to community information and referral services will provide a useful adjunct to 911 service by further reducing calls to 911 that do not require immediate dispatch of police, fire, or medical personnel.¹⁷

- We therefore assign 211 to be used to provide access to community information and referral services. Similar to the Commission's national assignment in the *N11 First Report and Order* of 311 for access to non-emergency police and other government services,¹⁸ we direct that, when a provider of telecommunications services receives a request from an entity (e.g., the United Way) to use 211 for access to community information and referral services, the telecommunications provider must: (1) ensure that any entities that were using 211 at the local level prior to the effective date of this Order relinquish use of the code for non-compliant services, and (2) take any steps necessary (such as reprogramming switch software) to complete 211 calls from its subscribers to the requesting entity in its service area.¹⁹ The 211 dialing code is currently in use in Atlanta, Georgia and parts of Connecticut, and we expect communities across the country will be able to make similar transition to 211. We expect community service organizations to work cooperatively to ensure the greatest public use of this scarce resource. Finally, we will reexamine deployment of community information and referral services using 211 five years after the effective date of this Order to determine whether this resource is being utilized in the manner and to the extent anticipated by the Information and Referral Petitioners. As with 511, if 211 is not being used on a widespread basis for access to community information and referral services, we may consider designating the 211 code for other uses, or removing the exclusive assignment for community information and referral services.

¹⁶ See, e.g., Area Agency on Aging Comments at 1; Ask-2000 Comments at 1; Chris Bell, Houston Council Member, Comments at 1; Big Bend Hospice Comments at 1; Border Families are Valued Project Comments at 1; Brazos County Community Council Comments at 1; Mary Brennan, Florida House of Representatives, Comments at 1; The Bridge Comments at 1; Houston Mayor Lee P. Brown Comments at 1; The City of Calgary Comments at 1; The City of Atlanta, Georgia Comments at 1; Capital Area Healthy Start Coalition Comments at 1; Center for Advocacy for the Rights and Interests of the Elderly Comments at 1; HelpLine Comments at 1; Information and Referral Midland Comments at 1-2; Center for Information and Crisis Services, Inc. Comments at 1.

¹⁷ See *N11 First Report and Order*, 12 FCC Rcd at 5595, para. 36; see also discussion of IAFC Petition at para. 25, *infra*.

¹⁸ *Id.* at 5615, para. 83. See also para. 5, *supra*.

¹⁹ *Id.* at 5615, para. 84.

Appendix D: National Standards for 2-1-1 Centers

Recommended by the Alliance of Information & Referral Systems
Adopted by the National 2-1-1 Collaborative May 5, 2000

Organizations who have implemented or have begun the process for creating and implementing a 2-1-1 Call Center have suggested the following become national standards for operation:

- 1.Ensure the provision of 24 hour coverage, year-round.
- 2.Ascribe to the AIRS Standards for Information & Referral.
- 3.Have a plan in place to become or be accredited by AIRS.
- 4.Utilize Certified Information & Referral Specialists and Resource Specialists.
- 5.Demonstrate cooperative relationships with specialized I&Rs, crisis centers, 9-1-1s and 3-1-1s, where applicable.
- 6.Have means of tracking call volume, number of abandoned calls, average speed of answering, average call length.
- 7.Computerized I&R database with client collection capability.
- 8.Use the AIRS/InfoLine Taxonomy.
- 9.Have the ability to publicize 2-1-1 services and educate the public on an on-going basis.
- 10.TTY and multi-lingual accessibility either on-site or access to live translation.
- 11.Ability to develop linkages through protocol with appropriate clearinghouse agencies that may be able to provide services such as volunteer or donation management.
- 12.Ensure quality of service and inquirer satisfaction through appropriate follow up.

Within States or Regions where more than one I&R will be providing 2-1-1 services, it is recommended that 2-1-1 Centers have the following:

An agreed upon plan to work in tandem to ensure 2-1-1 service to all areas of the state or region.
Ability to share resource data information.
Ability to track and share information on client needs and unmet needs.
A common means of measuring outcomes for the operation of a call center.
An agreed upon means of communicating with the community represented by the call center on requests for assistance, perceived gaps and barriers to service.