

**BEFORE THE
MISSISSIPPI PUBLIC SERVICE COMMISSION**

**THE UNITED WAY OF THE
CAPITAL AREA, INC. OF
MISSISSIPPI**

DOCKET NO. 05-AD-580

**IN RE: PETITION OF THE UNITED WAY
OF THE CAPITAL AREA TO BE
RECOGNIZED AND ENDORSED
AS THE ADMINISTRATOR AND
AUTHORIZED USER OF THE 211
DIALING CODE IN THE STATE
OF MISSISSIPPI**

ORDER

THIS DAY, there came on for consideration by the Mississippi Public Service Commission ("Commission") the Amended Application of The United Way of the Capital Area, Inc. of Mississippi ("The United Way") requesting that the Commission allocate and assign the 2-1-1 telephone number ("211") as the health and human services information and referral number for the state of Mississippi, and designate the United Way as the administrative entity responsible for implementing and operating 211 in Mississippi. The Commission, being fully apprised in the premises and having considered the documents and record before it, as authorized by law and upon recommendation of the Public Utilities Staff, finds as follows, to-wit:

1. On October 4, 2005, The United Way filed with the Commission its initial petition in this docket requesting allocation of the 211 dialing code as the information and referral services number for the State of Mississippi.
2. The United Way filed its Amended Application in this docket on November 22, 2005.
3. Upon consultation with the Public Utilities Staff, this matter was set for hearing by the Commission on February 7, 2006, at which hearing Carol Burger, Chief Executive Officer of The United Way testified in support of the Amended Application.

4. The Commission has jurisdiction to enter this Order, and entry hereof is in the public interest.

5. Due and proper notice of the Amended Application was given to all interested persons as required by law and the Commission's Public Utilities Rules of Practice and Procedure. No parties intervened in this docket.

6. The United Way is a charitable, non-profit corporation of Mississippi that serves Hinds, Madison, and Rankin counties. Its business address is 843 North President Street, Jackson, Mississippi, 39202. The United Way is an independent branch of the United Way of America.

7. In July 2000, the Federal Communications Commission designated the "211" dialing code as the health and human services information and referral telephone number, but left the actual implementation to the States. Presently there are 171 active 211 call centers in 32 states, plus the District of Columbia and Puerto Rico, serving over 139 million Americans. Fourteen of the existing call centers in other states provide 211 coverage across the area of the entire state. Similarly, the United Way has requested a statewide 211 coverage area for the State of Mississippi in this docket.

8. The United Way has requested through its Amended Application that the Commission allocate and assign the 211 telephone number as the designated health and human services information and referral number for the entire state of Mississippi. In addition, The United Way has requested that the Commission appoint The United Way as the administrative entity responsible for implementing and operating 211 in the State of Mississippi.

9. As set forth in the Amended Application, once the allocation of the 211 dialing code is made, The United Way has committed to work with the local telephone companies so

that all 211 calls are routed to a central 211 call center located in Jackson, Mississippi. The United Way has committed to pay for all telecommunications charges associated with running the Mississippi 211 program out of the program's operating budget.

10. The United Way has demonstrated that it possesses the necessary equipment and expertise to operate the Mississippi 211 program from a single call center servicing the entire state, located at The United Way's Jackson office. As stated in the Amended Application, The United Way currently provides a regional service called the "First-Call for Help" program similar to the 211 program. Moreover, The United Way has established the necessary phone lines to handle 211 calls with BellSouth Telecommunications, Inc. who is also prepared to coordinate the 211 transition with other ILECs in the state. The United Way has committed to complete the hiring of call specialists and other staff members, including the hiring of a Mississippi 211 director. Accordingly, The United Way has the managerial and technical resources to operate the Mississippi 211 program.

11. The United Way has established that funding for 211 is available from various foundational, corporate, and other sources. The United Way of America will fund Mississippi's 211 service for the first six months of operation. After this time, the United Way will seek and secure additional funding, including applying for funds from the Bush-Clinton Katrina Fund. In addition, The United Way has obtained and submitted on the record to this Commission the written commitment of its Board of Directors to allocate The United Way's own resources to fund the Mississippi 211 program. The United Way therefore has access to the financial resources required to operate the Mississippi 211 program.

12. The United Way has stated that the 211 call center will be accredited by the Alliance of Information and Referral Systems, a professional accreditation organization,

pursuant to the Standards for Professional Information and Referral. As part of the accreditation, all paid and volunteer 211 call specialists will receive comprehensive training before and during service.

The Commission, having jurisdiction of the parties and the subject matter, and having considered The United Way's Amended Application and the testimony and evidence in support thereof, finds that the 211 dialing code should be allocated and assigned as the designated health and human services information and referral telephone number for the State of Mississippi, and that The United Way should be designated as the administrator of 211 for the State of Mississippi.

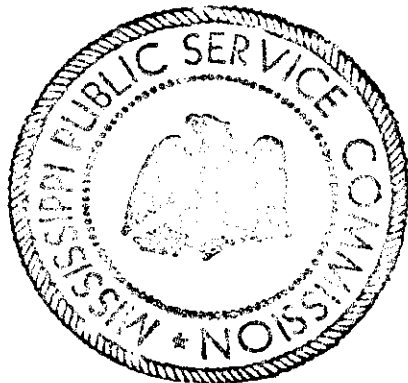
IT IS, THEREFORE, ORDERED:

1. The 211 dialing code is hereby allocated and assigned as the designated health and human services information and referral telephone number for the State of Mississippi.
2. The United Way of the Capital Area, Inc. of Mississippi is hereby designated as the administrator responsible for implementing and operating the 211 program for the entire State of Mississippi. This designation is based upon 211 funding rules and regulations as they exist today. Should the United States Congress or any governmental agency revise requirements that would directly impact the State of Mississippi and its consumers, the Commission retains its jurisdiction to review, modify and/or revoke its designation of The United Way as the administrator of 211. Additionally, should any information supplied by The United Way in this docket be inaccurate, the designation of The United Way may be revoked.
3. The entire file of the Commission is specifically made a part of the record in this matter.

This Order shall be deemed issued on the day it is served upon the parties herein by the Executive Secretary of this Commission who shall note the service date in the file of this Docket.

Chairman Nielsen Cochran voted Aye and Vice Chairman Bo Robinson voted Aye.

Dated this the 21st day of February, 2006.



MISSISSIPPI PUBLIC SERVICE COMMISSION

N. L. Cochran
NIELSEN COCHRAN, Chairman

Bo Robinson
BO ROBINSON, Vice Chairman

ATTEST: A true copy.

Brian U. Ray
BRIAN U. RAY
Executive Secretary

Effective this the 21st day of February, 2006.