

Friday, March 03, 2006

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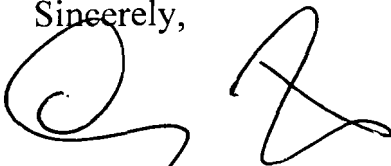
Tennessee Regulatory Authority
Attn: Chief Darlene Standley
460 James Robertson Parkway
Nashville, TN 37243-0505

RE: Docket No. 06-00048

Dear Chief Standley,

Thank you for your letter dated February 22 requesting additional information about our plan to expand our 2-1-1 coverage area in Tennessee. My responses are attached.

Sincerely,

A handwritten signature in black ink, appearing to be 'Doug Fluegel', written over the printed name.

Doug Fluegel
State 2-1-1 Director
615-780-2430

1. Please explain details associated with the handling of calls for the proposed coverage area. Will all calls be routed to and serviced from one location 24 hours per day?
 - a. All calls in the proposed coverage area will be sent to the 2-1-1 call center at Family & Children's Service in Nashville which currently handles calls from 11 counties in Middle Tennessee and 9 counties in East Tennessee.
 - b. Initially, calls from the expanded coverage area will be answered Monday – Friday, 8 AM – 8 PM. Based on our experience in Middle & East Tennessee, 84% of all calls received occur during this time period. Expansion to 24/7 coverage will depend on funding received from statewide sources, local United Ways, and other funding sources. Calls that arrive outside normal operating hours will receive a message instructing the caller to call back M-F, 8-8. Because we do not use any volunteers at the 2-1-1 call center in Nashville, it is extremely expensive to offer 24/7 coverage. We cannot offer 24/7 coverage until funding is achieved to cover the staffing.
2. Will there be advertisement and marketing of the 211 number in the proposed coverage area? If so, please provide details of the advertisement/marketing plans. Also include the amount that has been budgeted to support the advertisement/marketing effort of 211.
 - a. In our Middle Tennessee coverage area, we have advertised 2-1-1 as part of two programs: Earned Income Tax Credit and Food Stamps. In both these instances, the funder paid for the advertising (Nashville Wealth Building Alliance and Department of Human Services) which instructed people to call 2-1-1 for free tax preparation or to see if they qualify for food stamps. When we kicked off 2-1-1 in Middle Tennessee, we bought some radio advertising and a few bus benches around Nashville. Most of our operating budget is invested in Information & Referral Specialists so marketing is typically achieved at more of a grass roots level. For example, we sent information to congregations, libraries, police stations, schools, hospitals, and companies through United Way campaigns.
 - b. When 2-1-1 is statewide, TNAIRS will approach state funders like the Departments of Health, Human Services, and Homeland Security to help us market 2-1-1. Chattanooga plans to run food stamps advertising in their coverage area and

television ads (food stamps and EITC) from Middle Tennessee extend beyond our coverage area to the Cumberland Plateau and Tennessee River. The food stamps TV ads will run March – June of 2006.

- c. Counties with United Ways can communicate via their company campaigns and agency relationships. UWMN will share its marketing materials with local United Ways to help get the word out.
 - d. United Way of Metropolitan Nashville has budgeted \$65,000 for marketing in 2006. We have submitted proposals to the Office of Emergency Management and Health Department for additional marketing campaigns.
 - e. Our quality standards are very high. Widespread marketing without the funding to cover the increased call volume would compromise our service level. Marketing in all counties in our coverage area will be implemented as funding sources are identified to help cover the increased call volume. These funding sources could be state, local, or private. I will work with local United Ways to identify funding sources.
3. In Docket No. 04-00342 start-up costs were provided for the proposed coverage area. Please provide the budgeted amount for on-going operations of the proposed coverage area. Also provide any additional commitments that will be available for funding the additional counties.
- a. 2006 budget for 2-1-1 operations

Revenue	
United Way of Metropolitan Nashville	\$ 165,000
UWMN Designations	\$ 15,000
Regional United Ways (7)	\$ 45,950
AmSouth	\$ 100,000
Grants and foundations	\$ 37,000
Government grants	\$ 166,921
East TN I&R	\$ 75,015
EITC	\$ 7,200
Total	\$ 612,086
Expenses	
<i>Call center costs (FCS grant)</i>	
Personnel	\$ 328,749
Fringe	\$ 61,723
Office / printing / postage	\$ 2,217
Professional development	\$ 7,000
Database	\$ 5,750
Language line	\$ 3,000
Administrative support	\$ 62,129
After hours coverage	\$ 54,000
Occupancy	\$ 7,000
Equipment Rental & Maintenance	\$ 4,515
Liability Insurance	\$ 3,600
Total Call Center	\$ 539,683
	\$ 44,974
<i>UWMN costs (outside of grant)</i>	
Phone	\$ 14,856
Marketing	\$ 65,000
Fundraising & Admin	\$ 45,473
Total UWMN	\$ 125,329
Total 2-1-1 Expense	\$ 665,012
Total Activity (Rev - Exp)	\$ (52,926)

- b. The deficit of \$52,926 will be borne by United Way of Metropolitan Nashville if we are unsuccessful in obtaining further funding from other sources.
 - c. Additional commitments will be sought from state and local sources when 2-1-1 is available in all counties.
4. Please provide a proposed time frame for each county in the proposed coverage area to implement 211 information and referral services. Provide, by county, the timeframe in which each county's database

will be completely merged in order that calls may be handled by United Way of Metro Nashville.

- a. United Way of Metropolitan Nashville, Family and Children's Service, and Tennessee Alliance of Legal Services (tennhelp.com) are currently in discussions to merge databases for a statewide Internet database. Tennhelp.com already has some data on resources in rural Tennessee counties, including many of those in our coverage area. Therefore, we will be able to answer calls from counties in our expanded coverage area while the database is being built (as soon as the central offices are activated). We will not be able to run reports on needs in those counties until the data is converted into Resource House, our I&R database software.
 - b. Data for outlying counties will be added in this order:
 - i. Humphreys, Hickman, Lewis, Lawrence, Giles, Lincoln, Warren, DeKalb, Smith, and Macon will be added first. These counties are contiguous to our current coverage area and will be the easiest to identify resources. The data for these counties should be merged within 1 month of the start date.
 - ii. Henry, Benton, Decatur, Perry, Chester, Hardin, Wayne, will be added next. The data for these counties should be merged within 2 months of the start date.
 - iii. Clay, Jackson, Putnam, White, Van Buren, Pickett, Overton, Fentress, and Cumberland will be added next. The data for these counties should be merged within 3 months of the start date.
 - iv. Morgan, Monroe, Scott, Campbell, Claiborne, Hancock, and Cocke will be added by the Certified Resource Specialists in Knoxville-Knox County Community Action Committee/Office on Aging/Senior Information & Referral Service. The data for these counties should be merged within 1 month from the start date. Calls will come to Nashville from this area but it makes sense to have local Resource Specialists develop the database in this area. Ongoing updates in this area can be handled jointly between Knoxville and Nashville.
5. Have all local telephone companies in all of the counties of the proposed coverage area been notified that 211 will be requested? Has there been any commitment from any local telephone companies in

the proposed coverage area as to when 211 can be provided? Explain details.

- a. Yes, we attempted to contact all telephone companies to let them know we will be expanding statewide in order to estimate the costs of central office switching. We received responses from all ILEC's in our coverage area but the following: Century Claiborne and People's.
 - b. Since that original contact, we have spoken with BellSouth, the largest provider in our coverage area. Loretto also contacted me to find out when we might begin providing service. When the funding is approved, I will make arrangements with all the companies who have CO's in our coverage area. Based on experience in Middle TN, the central office switching should not be a time-consuming component of the statewide plan. BellSouth believes they can complete the CO switching in 3-4 weeks. It is our assumption that other ILEC's can also complete the switching in that time period.
6. Has United Way of Metro Nashville received written support from each of the United Ways in the proposed coverage area for the allocation of 211 and for information and referral calls to be routed to Nashville? If so, please provide copies of such support. If not, why not?
 - a. We have received written support from the United Ways of Tennessee, the membership association of all United Ways in our coverage area (see docket 05-00141, 11-28-05) except United Way of Warren County. Monroe County United Way also submitted a letter under docket 05-00141 on 10-10-05. There are five more United Ways in our expanded coverage area: Humphreys, Putnam, DeKalb, Benton, and Warren. I have contacted these United Ways to request letters of support and letters from United Ways in Humphreys, Benton, Putnam, and Warren Counties are in the mail to the TRA as of 3/3/06. The United Way in DeKalb County has not yet returned my call asking for support.