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Monday, April 17, 2006

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

**RE: Docket No. 06-00057**

Dear Chief Standley,

Thank you for your letter dated February 24 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 read 'Ronald E. Reid'. The signature is fluid and cursive, with a large loop at the end.

Ronald E. Reid  
Sr. Agency Manager, 2-1-1/LINC

**Memphis Public Library & Information Center, 2-1-1/LINC**  
**4-17-06 response**

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 the 2-1-1/LINC Department at Memphis Public Library and Information Center.
  - b. Initially, calls from the expanded coverage area will be answered Monday – Thursday, 9 AM – 9 P.M., Friday and Saturday 9 A.M. – 6:00 P.M. and Sunday 1 - 5 P.M. Based on our experience, it is rare to receive a call after hours. Expansion to 24/7 coverage will depend on future demand for “after hours service” and of course funding. Calls received after hours now receive a message instructing the caller to leave a message and we will return the call during regular hours. From March 2005 to April 2006, we only had 78 2-1-1 calls.
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. 2-1-1/LINC has extremely limited public awareness funds. We attempt to promote the use of the service through grass roots efforts, public speaking, civic organizations, various newsletters, and free publications. Occasionally the newspaper or a television station will pick up a story and broadcast it. We are fortunate in that many organizations now publish 2-1-1 as the number to call “for referral or for more information” in their promotions. We do use the Library System’s radio and TV stations to promote the service. When the service is established in Lake and Obion Counties, we will collaborate with local organizations and news outlets as we have done in the Memphis Metropolitan Area.
  - b. We have submitted proposals to various funders that would allow a significant public awareness campaign.
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. Because of limited resources available and unique to Lake and Obion Counties, the only additional cost will be the entering of resource data in to our Resource House Data Base and the BellSouth Central Office switching. This cost will be covered by the TRA/TNAIRS grant. Other resources available to Lake and Obion Counties are already reflected in our data base. Based on population, we expect the additional call volume to be very minimal and the operation budget impact to be negligible.
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 the Memphis Public Library & Information Center*
  - a. TNAIRS expects all BellSouth Central Offices to be finished with the switching by July 1, 2005 and we expect to be finished with the data entry process by the same date. Therefore, our start date for Lake and Obion Counties will be July 1, 2005.
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. TNAIRS expects all BellSouth Central Offices to be finished with the switching by July 1, 2005.
  - b. We are not aware of any local companies in Lake or Obion Counties. Please advise if this is erroneous.
6. *Has Memphis Public Library 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 Memphis? If so, please provide copies of such support. If not, why not?*

- a. The Memphis Public Library was asked by United Way of the Mid-South, a significant funder for 2-1-1/LINC, to add Lake and Obion Counties to our service area. United Way of the Mid-South is a member and a very active supporter of United Way of Tennessee and has vigorously supported their endorsement of the TNAIRS Plan. The United Way Agency in Obion County is not a member of United Way of Tennessee and thus far has not been supportive of statewide 2-1-1 efforts.