

**United Way of
Greater Chattanooga**

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2006 APR 10 AM 10:47

TRANSMISSION



April 4, 2006

Chief Darlene Stanley
Tennessee Regulatory Authority
400 James Robertson Parkway
Nashville, TN 37243-0505

TELECOMMUNICATIONS DIVISION

RE: Docket No.: 06-00065. Amended Petition of the Center for Nonprofits for Allocation of a 211 Number (Abbreviated Dialing Code)

Dear Chief Stanley

In response to your letter of March 21, 2006, I am pleased to provide you with the following information:

1. Please explain the details associated with the handling of calls for the proposed coverage area. Will all calls be routed 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 United Way of Greater Chattanooga which currently handles calls from 11 counties in Southeast Tennessee through its (423) 265-8000 and (800) 635-0444.
- b. Calls from the expanded coverage area will be answered Monday – Friday, 8 am – 5pm. After 5 pm and on weekends, calls will be answered by an answering service who direct callers to emergency services or takes information for a call back on the next business day. Expansion to 24/7 coverage by staff social workers will depend on funding received from statewide sources, local United Ways, and other funding sources.

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 Southeast Tennessee coverage area, we have advertised 2-1-1 through United Way's annual campaign. 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 send information

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to congregations, libraries, schools, hospitals, other social service providers and companies through United Way campaigns. The Information & Referral Specialists are active in community activities, public speaking events and serve on a variety of task forces which promotes usage.

- 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. Here in Chattanooga, if the grant is approved, we plan to run food stamps advertising in our coverage area.
- c. Counties with United Ways can communicate via their company campaigns and agency relationships. The United Way of Greater Chattanooga will utilize the marketing materials shared by the United Way of Metropolitan Nashville.
- d. Currently, United Way's 2-1-1 in Chattanooga does not have a budgeted line item for marketing. All paid marketing is coordinated and paid for by United Way of Greater Chattanooga. The 211 marketing materials developed by United Way are shared with other United Way's such as Bradley and Rhea counties. We have requested \$3,000 as a matching grant to advertise food stamp resources in 2007, but this is pending.
- 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.

3. 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.

	FCFH/2- 1-1 Approved <u>2006</u>
INCOME	
	\$
United Way Alloc	142,169
UW spec funds	15,000
Contribu/Designations	250
Book Sales	5,900
Program Income/FEMA	1,400
Grants	-
Mbership/Partnership Fees	-
Other Income	43,617
TVFI* et al	_____ -

	<u>\$</u>
Income Total	<u>208,336</u>
<u>EXPENSES</u>	
	<u>\$</u>
Salaries	152,219
Health	54,237
Retirement & Supp Insurance	14,555
Employers FICA	11,645
Prof Contracts/Audit	
Office Supplies	1,152
Telephone	3,353
Postage & Shipping	2,560
Rent/Utilities	12,938
Building Services	844
Maintenance Equipment	-
Equip./Software Purchases	-
Printing and Art Work	
Subscriptions/Publications	-
Meeting Expenses	-
Subsistence Allowance	-
Auto Allowance-Employees	400
Organizational Dues	275
Awards/Grants/Fundraising	-
Conference/Staff & Vols.	2,000
Training/Education Expenses	-
TVFI* et al	-
Misc.	-
	<u>\$</u>
Direct Expenses	<u>256,178</u>
TOTAL OPERATING BUDGET	<u>\$</u> <u>(47,842)</u>

Note – United Way 211 is one of four departments managed by United Way’s Center for Nonprofits. The budgeted shortfall is made up through revenue sources in the other departments (Gifts in Kind, Volunteer Center & CNP Services). The Center for Nonprofits total budget (income and expenses) for all four departments is \$764,766

- c. Note – “Other income” amount of \$43,617 is the commitment from Bradley County United Way. 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 data base will be completely merged in order that calls may be handled by the Center for Nonprofits.

- a. United Way of Greater Chattanooga, United Way of Bradley County and United Way of Rhea County have completed data merges. Further, the database is available online through the United Way websites. We are currently in discussions with fellow 211 call centers across the state 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 ServicePoint, our I&R database software.
- b. Data for outlying counties will be added in this order:
 - i. Sequatchie, Marion, McMinn, Polk, Grundy, Bledsoe, and Meigs. These counties are contiguous to our current coverage. The data for these counties should be merged within 3 months of the start date.

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. Doug Fleugel with the United Way of Metropolitan Nashville has led the coordination efforts for 211 statewide. He has 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. He received responses from all ILEC’s in our coverage area but the following: Century Claiborne and People’s.
- b. Mr. Fleugel reports, “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 the Center for Nonprofits received written support from each United Way in the proposed coverage area for the allocation of 211? If so, please provide copies of each support. If not, please explain.

- a. Mr. Fleugel has received written support from the United Ways of Tennessee, the membership association of Tennessee United Ways endorsing the state-wide coordination efforts. We have an operating agreement with Bradley County United Way and this United Way financially contributes to the 211 operation in their region. Further, we provide service for Rhea County, though that agreement is informal. We have attempted to contact United Way of McMinn and Meigs Counties and are awaiting a reply.
- b. A copy of the agreement with Bradley County United Way is attached.

I trust this information is sufficient for your needs, but should you have additional questions, please do not hesitate to contact me

Sincerely,



Angie Hatcher Sledge
Vice President, Impact Services