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PAID T.R.A.	
Chk #	<u>2211</u>
Amount	<u>25.00</u>
Rcvd By	<u>TS</u>
Date	<u>4/11/08</u>

**BEFORE THE TENNESSEE REGULATORY AUTHORITY
NASHVILLE, TENNESSEE**

IN RE:)
)
PETITION OF EAST TENNESSEE)
INFORMATION AND REFERRAL INC.)
TO TRANSFER ITS N11 NUMBER)
(ABBREVIATED DIALING CODE))

TRA Docket No. 08-0005

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PETITION FOR TRANSFER OF AN N11 NUMBER

East Tennessee Information and Referral Inc. (ETIF) respectfully submits this
Petition for transfer of an N11 number.

INTRODUCTION

1. Petitioner is a not-for-profit organization located in Knoxville, Tennessee and presently holds the 211 designation for Knox, Anderson, Blount, Loudon, Roane, Sevier, Jefferson, Grainger, and Union counties. On October 8, 1999 Petitioner filed a petition requesting allocation of an N11 number (TRA Docket No. 99-00743). This petition was approved at a regularly scheduled TRA Authority Conference held on February 1, 2000. ETIF was the first entity to apply for and receive a 211 designation in the state of Tennessee for information and referral purposes. Since 2000, ETIF has operated its 211 information and referral program in accordance with the guidelines established by the TRA.

2. ETIR operated its own 211 call center until February 2005. The business model at that time proved to be challenging to sustain and alternatives were investigated. A partnership opportunity was identified and piloted over a three month period with Nashville's 211 program which is administered by the Crisis Intervention Center. ETIF contracted with the Crisis Call Center to act as East Tennessee's 211 call center, using the East Tennessee database of programs and services. At the end of the 3 month pilot it was decided that the partnership provided excellent call center service and both East Tennessee users and supporters were clearly in favor of continuing the relationship. A secondary partnership was established with a local agency which operates the Senior Citizen Information and Referral Service (SCIRS). SCIRS was needing a comprehensive database of local health and human services to compliment their own senior service database. ETIR allowed SCIRS access to the 211 database and contracted with SCIRS for database management. The two partnerships have allowed ETIR to continue to operate its 211 service with 60% less expense while enhancing quality and customer service.

REASONS FOR SUPPORTING TRANSFER OF 211

1. ETIR and SCIRS, a program of the Knoxville-Knox County Community Action Committee (CAC), have enjoyed a strong collaborative relationship over the past several years. In mid 2007 a dialogue was initiated by ETIR to discuss the potential for a consolidation of information and referral services. Both entities represent the region's largest information and referral providers and to a significant degree are duplicating efforts. Both organizations believe in 211, understand 211 and are committed to moving

211 forward.

2. Sustainability of 211 call centers is a present challenge facing many 211 organizations. New partnerships are critical to best utilize resources until state or federal support for 211 is available. Supporters of 211 are looking for collaborations that streamline operations and reduce duplication. A partnership such as ETIR and CAC's will strengthen 211's future in East Tennessee.

3. The proposed consolidation of information and referral centers as proposed will improve the quality of service that 211 provides in East Tennessee. The staff of SCIRS are certified in the Alliance of Information and Referral Service in both database management and in providing information and referral service. Until now, ETIR has relied upon a part-time Director. The consolidation of service will allow an AIRS certified manager to oversee the 211 program for the area. Call Center functions will remain in Nashville under a contract between CAC and Nashville's 211 program. CAC will continue to manage the database.

4. For continuity of relationships, the board of directors of ETIR will remain active with local 211 efforts by reorganizing as an 211 advisory board to CAC. The advisory board's primary role will be to secure operational funds and to build awareness and understanding of 211 in the region.

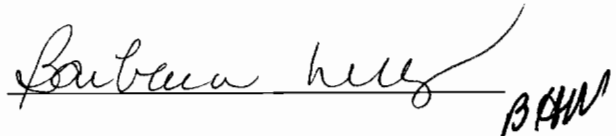
CONCLUSION

Petitioner respectfully requests that the TRA allocated 211 belonging to East Tennessee Information and Referral be transferred to Knoxville-Knox County Community Action Committee.

Respectfully submitted,



Kathy Hatfield
President
East Tennessee Information and Referral
P. O. Box 33002
Knoxville, TN 37930
(865) 524-7483



Barbara Kelly
Executive Director
Knoxville-Knox County Community
Action Committee
P.O. Box 51650
Knoxville, TN 37950 - 1650
(865) 546-3500

Date: March 23, 2008