

BEFORE THE TENNESSEE REGULATORY AUTHORITY
NASHVILLE, TENNESSEE

IN RE:)	
)	
PETITION OF EAST TENNESSEE)	DOCKET NO.
INFORMATION AND REFERRAL, INC. TO)	08-00054
TRANSFER ITS N11 NUMBER)	
(ABBREVIATED DIALING CODE))	

ORDER APPROVING TRANSFER OF N11 NUMBER (211)

This matter came before Chairman Eddie Roberson, Director Tre Hargett, and Director Ron Jones of the Tennessee Regulatory Authority (the “Authority” or “TRA”), the voting panel assigned to this docket, at a regularly scheduled Authority Conference held on May 19, 2008 for consideration of the *Petition for Transfer of an N11 Number* (“*Petition*”) filed by East Tennessee Information and Referral, Inc. (“ETIR” or “Petitioner”) on April 11, 2008.

THE PETITION

ETIR was approved for N11 Abbreviated Dialing, specifically 211, to cover Knox, Anderson, Blount, Loudon, Roane, Sevier, Jefferson, Grainger and Union counties (“proposed coverage area”) by the Directors at a regularly scheduled Authority Conference in Docket No. 99-00743 on February 1, 2000.¹ ETIR’s *Petition* requests approval to transfer its N11 Code, 211, to Knoxville-Knox County Community Action Committee (“CAC”).²

ETIR states that it operated its 211 information and referral call center until February 2005. At that time, it developed a partnership with Nashville’s 211 program and contracted with Nashville’s call center, the Crisis Intervention Center, to act as the call center for ETIR. In

¹According to an April 22, 2008 docket filing, the organization amended its charter to change its name from Knoxville Information and Referral, Inc. to East Tennessee Information and Referral, Inc. in 2003.

²CAC filed a petition in Docket No. 08-00055 requesting that it be allocated the 211 number for the purpose of providing health and human services information and referral services to citizens in the same proposed coverage area.

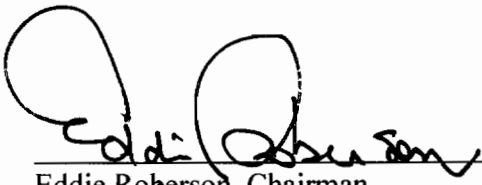
addition, the Petitioner contracted with the Senior Citizen Information and Referral Service, a program of CAC, for database management. ETIR states that these collaborative relationships have allowed it to operate its 211 services with 60% less expense while enhancing quality and customer service.

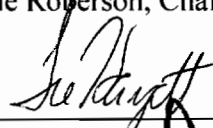
In mid 2007, ETIR initiated conversations with CAC regarding the potential of consolidating their respective information and referral services. The entities represent the region's largest information and referral providers, and there is a significant degree of duplication. ETIR stated that sustainability of 211 call centers is a present challenge facing many 211 organizations and that new partnerships are critical to best utilize resources. Under the proposed consolidation, call center functions will remain in Nashville under a contract between CAC and the Crisis Intervention Center. Thus, ETIR requests that the Authority transfer its abbreviated dialing code, 211, to CAC.

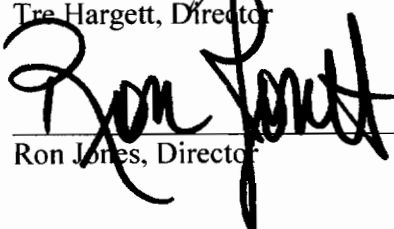
FINDINGS AND CONCLUSIONS

This matter came before the panel at the regularly scheduled Authority Conference on May 19, 2008. Based upon the record as a whole and the Authority's action in Docket No. 08-00055,³ the panel voted unanimously to approve transfer of the 211 abbreviated dialing code to CAC.

IT IS SO ORDERED.


Eddie Roberson, Chairman


Tre Hargett, Director


Ron Jones, Director

³At the regularly scheduled May 19, 2008 Authority Conference, the Authority unanimously approved the *Petition for Allocation of an N11 Number* filed by the Knoxville-Knox County Community Action Committee on April 11, 2008.