

BEFORE THE NEBRASKA PUBLIC SERVICE COMMISSION

In the Matter of the Commission,) Application No. C-3870/
on its own motion, seeking) PI-132
comment on the request by United)
Way of the Midlands to be)
assigned the use of "211" in)
Seward County for access to) GRANTED
First Call for Help (FCFH))
Services, a comprehensive)
information and referral)
service.) Entered: December 11, 2007

BY THE COMMISSION:

On October 17, 2007, the Commission docketed a request by United Way of the Midlands for use of "211" as the dialing code for First Call for Help (FCFH) services in Seward County. Notice of this docket was published in the Daily Record, Omaha, Nebraska, on November 7, 2007.

The Commission previously assigned "211" to United Way of the Midlands in Application Nos. C-2621/PI-53, entered on February 20, 2002; C-2732, entered on July 23, 2002; C-3061/PI-75, entered on February 10, 2004; C-3066/PI-76, entered on February 10, 2004; C-3099/PI-77, entered on March 30, 2004; and C-3223/PI-81, entered on September 21, 2004; C-3277/PI-88, entered on February 1, 2005; C-3327/PI-90, entered on March 22, 2005; C-3344/PI-92, entered on March 29, 2005; C-3403/PI-95 entered on May 13, 2005; C-3446/PI-100, entered on July 19, 2005; C-3454/PI-103 and C-3464/PI-105, entered on September 21, 2005; C-3489/PI-108, entered on November 8, 2005; and C-3505/PI-109, entered on January 11, 2006 for use in numerous counties throughout the state.

A letter of support was filed with the Commission in support of the United Way of the Midland's application by the Seward County Commissioners on November 5, 2007. No protests to the application were received. This application is being processed by modified procedure.

O P I N I O N A N D F I N D I N G S

The Commission finds that use of "211" by United Way of the Midlands should be expanded to Seward County.

The contact person for United Way of the Midlands is Jamesena Grimes Moore, who can be reached at (402)522-7930. The routing numbers to be used for the "211" service are (402)444-6666 and (866)813-1731.

Consistent with the original applications, it is the Commission's preliminary belief that individual carrier costs for "211" access will not be significant. If, however, a carrier seeks recovery of costs associated with routing "211" calls for expansion of "211" access to Seward County, the Commission requires that plans for cost recovery be submitted to the Commission for approval.

The Commission will make available suggested language for directory listings and bill inserts. Affected telephone companies must use, at minimum, the information contained in these materials to inform their customers of the availability of "211" service. Affected telephone companies include those that serve Seward County. The public must have easy directory access to 211 and other public interest numbers in order to maximize the benefit of such designations of scarce numbering resources. The Commission continues to strongly urge all carriers to require their directory publishing companies to display all public interest numbers such as 211, 511, 711 and 911 in a common and easily accessible location in the directory such as inside the front cover.

The Commission finds that **March 11, 2008**, should be the deadline for "211" routing for Seward County.

O R D E R

IT IS THEREFORE ORDERED by the Nebraska Public Service Commission that "211" is hereby, designated for use by United Way of the Midlands for a referral service in Seward County.

IT IS FURTHER ORDERED that **March 11, 2008**, is the deadline set by the Commission for implementation of "211" routing for Seward County.

IT IS FINALLY ORDERED that carriers seeking recovery of costs associated with routing "211" calls for Seward County submit cost recovery plans to the Commission for approval.

MADE AND ENTERED in Lincoln, Nebraska on this 11th day of
December, 2007.

NEBRASKA PUBLIC SERVICE COMMISSION

COMMISSIONERS CONCURRING:

Chairman

ATTEST:

Executive Director