BEFORE THE NEBRASKA PUBLIC SERVICE COMMISSION

In the Matter of the Commission, on its own motion, seeking comment on the request by United Way of the Midlands to be assigned the use of "211" in Greeley, Loup, Wheeler, Garfield, Furnas, Lincoln, Garden, Keith, Deuel, and Cheyenne Counties, for access to First Call for Help (FCFH), a comprehensive information and referral service.	)	Application No. C-4215/ PI-155 GRANTED Entered: November 24, 2009

BY THE COMMISSION:

On October 5, 2009, the Commission docketed a request by United Way of the Midlands based on a requests from Volunteers of America - Western Nebraska in Lewellen, Nebraska, Community Action Partnership of Mid-Nebraska in North Platte, Nebraska, Furnas County Office of Emergency Management in Beaver City, Nebraska, and the Norfolk Area United Way, Inc. in Norfolk, Nebraska, for use of "211" as the dialing code for First Call for Help (FCFH) services in the following counties in Nebraska: Greeley, Loup, Wheeler, Garfield, Furnas, Lincoln, Garden, Keith, Deuel, and Cheyenne.

The Commission previously assigned "211" to United Way of the Midlands in Dockets 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; 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; C-3505/PI-109, entered on November 29, 2005; C-3869/PI-131 and C-3870/PI-132, entered on December 11, 2007; C-3903/PI-135, entered on March 18, 2008; C-3998/PI-146, entered on February 10, 2009; C-4187/PI-153, entered on August 25, 2009; and C-4192/PI-154, entered on September 15, 2009, for use in numerous counties throughout the state.

No protests to the application were received. This application is being processed by modified procedure.

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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 the counties of Greeley, Loup, Wheeler, Garfield, Furnas, Lincoln, Garden, Keith, Deuel, and Cheyenne in Nebraska.

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 Greeley, Loup, Wheeler, Garfield, Furnas, Lincoln, Garden, Keith, Deuel, or Cheyenne 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 in the counties of Greeley, Loup, Wheeler, Garfield, Furnas, Lincoln, Garden, Keith, Deuel, and Cheyenne. 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 24, 2010**, should be the deadline for "211" routing for the counties of Greeley, Loup, Wheeler, Garfield, Furnas, Lincoln, Garden, Keith, Deuel, and Cheyenne, Nebraska.

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 Greeley, Loup, Wheeler, Garfield, Furnas, Lincoln, Garden, Keith, Deuel, and Cheyenne Counties, Nebraska.

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IT IS FURTHER ORDERED that **March 24, 2010**, is the deadline set by the Commission for implementation of "211" routing for the counties of Greeley, Loup, Wheeler, Garfield, Furnas, Lincoln, Garden, Keith, Deuel, and Cheyenne.

IT IS FINALLY ORDERED that carriers seeking recovery of costs associated with routing "211" calls for Greeley, Loup, Wheeler, Garfield, Furnas, Lincoln, Garden, Keith, Deuel, or Cheyenne County submit cost recovery plans to the Commission for approval.

MADE AND ENTERED in Lincoln, Nebraska, on this 24th day of November, 2009.

NEBRASKA PUBLIC SERVICE COMMISSION

COMMISSIONERS CONCURRING:

Chairman

ATTEST:

Executive Director

//s// Frank E. Landis

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