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 McPherson, Logan and Thomas Counties, for access to First Call for Help (FCFH), a comprehensive information and referral service.	)	Application No. C-4262/ PI-164 GRANTED Entered: May 12, 2010

BY THE COMMISSION:

On March 24, 2010, the Commission docketed a request by United Way of the Midlands based on a request from the Action Partnership of Mid-Nebraska in North Platte, Nebraska, for use of "211" as the dialing code for First Call for Help (FCFH) services in McPherson, Logan and Thomas Counties.

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; 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; C-4192/PI-154, entered on September 15, 2009; C-4215/PI-155, entered on November 24, 2009; C-4231/PI-156, entered on February 23, 2010; C-4248/PI-160, entered on March 9, 2010; C-4250/PI-161 and C-4253/PI-162, entered on April 13, 2010; and C-4254/PI-163, entered on April 20, 2010, for use in numerous counties throughout the state.

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 McPherson, Logan and Thomas Counties in Nebraska.

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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 McPherson, Logan or Thomas Counties, 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 McPherson, Logan and Thomas Counties. 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 **September 13, 2010**, should be the deadline for "211" routing for McPherson, Logan and Thomas Counties in 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 McPherson, Logan and Thomas Counties, Nebraska.

IT IS FURTHER ORDERED that **September 13, 2010**, is the deadline set by the Commission for implementation of "211" routing for McPherson, Logan and Thomas Counties.

IT IS FINALLY ORDERED that carriers seeking recovery of costs associated with routing "211" calls for McPherson, Logan and Thomas Counties submit cost recovery plans to the Commission for approval.

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MADE AND ENTERED in Lincoln, Nebraska, on this 12th day of May, 2010.

NEBRASKA PUBLIC SERVICE COMMISSION

COMMISSIONERS CONCURRING:

Chairman

ATTEST:

Executive Director

//s// Frank E. Landis
//s// Gerald L. Vap

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