

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

INVESTIGATION INTO THE)	ADMINISTRATIVE
ASSIGNMENT OF ABBREVIATED N11)	CASE NO. 343
DIALING CODES)	

O R D E R

On July 20, 2000, the Federal Communications Commission ("FCC") assigned the 211 abbreviated dialing code for access to community information and referral ("I&R") services. On February 21 and May 11, 2001, the Commission held informal conferences to discuss the assignment of 211. The Commission received input from the United Way of Kentucky and representatives of state government agencies that operate the Web site KYCARES. The discussions yielded a petition from the United Way of Kentucky formally asking this Commission to assign the 211 number to the United Way of Kentucky and its affiliate organizations.

The United Way of Kentucky proposes to provide I & R services 24 hours a day in the metro Louisville and Northern Kentucky areas initially and through experience gained make further implementations throughout the state as resources become available. This phase 1 and a plan for statewide implementation should be completed before the end of 2001. Phase 2 of the project will be completed in 2002 and provide I&R services to an additional 15 counties in the Commonwealth. United Way of Kentucky estimates that the planning and implementation of its plan will take approximately 3 years. United Way of Kentucky states that it will continue to work with state government agencies and other interested parties to facilitate the expansion of

211 service throughout the Commonwealth. The Commission finds that the proposal offered by United Way of Kentucky appears to be reasonable and that implementation of the proposal will serve the public interest in enabling Kentucky's citizens to obtain 211 service as expeditiously as possible, and that the proposal should be implemented for a pilot period of 3 years. At the conclusion of the 3-year period, the Commission will review the effectiveness of the program.

IT IS THEREFORE ORDERED that:

1. The proposal by United Way of Kentucky is accepted for a pilot period of 3 years, implementation to begin immediately.
2. The Commission will evaluate the effectiveness of, and progress in, United Way of Kentucky's implementation of I&R services in this Commonwealth 3 years from the date of this Order.

Done at Frankfort, Kentucky, this 16th day of July, 2001.

By the Commission

ATTEST:


Executive Director