



2-1-1 Across California by 2010

The 2005 2-1-1 Business Plan:

A Three-Year Progress Report

Prepared by 2-1-1 California

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www.211california.org

Contact

California Alliance of Information and Referral Services



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A Message from 2-1-1 California's Co-Chairs

Dear Fellow Californians:

The 2-1-1 statewide business plan approved in October 2005 clearly states our mission: “to create and sustain a statewide 2-1-1 network that brings together high-quality local and regional call centers and provides benefits beyond what is possible independently.”

This mission, and the strategies to achieve it, emerged through the work of a diversity of stakeholders and partners from across our state. Financial support was provided by The Irvine Foundation, The California Endowment and United Ways of California. Planning discussions included statewide agencies, local government representatives, information-and-referral providers, United Ways, and many other community partners.

The 2005 business planning process affirmed the promise of 2-1-1 as a community convener, resource aggregator, social barometer and partnership facilitator; and launched a movement driven by those providers, funders and partners who view California through the lens of *community-* and *statewide* solutions, rather than single agency solutions.

While there is still much work to do to achieve this vision of a statewide network that brings us together in pursuit of cost-effective solutions to local or statewide needs, we are pleased to report that the 2-1-1 movement in California is steadily pursuing and achieving the objectives we outlined in 2005:

- Nineteen counties reaching approximately 84 percent of Californians have launched 2-1-1 service, and, in areas where 2-1-1 is available, all major cell phone providers have programmed 2-1-1 access for their customers;
- 2-1-1 proved its mettle during such disasters as the 2007 Southern California wildfires, which also reinforced the need for statewide robust redundancy and capacity during disasters;
- Local 2-1-1s have enjoyed increased corporate support – both monetary and in-kind – from such entities as Kaiser Permanente, Qualcomm, IBM and Google;
- While sustainable 2-1-1 California funding remains a significant challenge, our work has been strengthened by recent public support from such entities as the Office of Emergency Services, Homeland Security, Caltrans and California Volunteers.

As we reflect on the past three years' work, we need go only so far as our original mission statement to sum up the importance of what's been accomplished since 2005. The idea of achieving “benefits beyond what is possible independently” is at the core of what 2-1-1 and its partners can achieve in California.

We hope that this progress report and summary of our concrete strategies moving forward will engage even more Californians in the pursuit of an integrated, statewide 2-1-1 network that connects our communities; allows us to reach across traditional geographical boundaries to help neighboring towns during crises; and provides a platform through which all Californians can get or give help.

Maribel Marin
Co-chair, 2-1-1 California
Executive Director, 2-1-1 Los Angeles County
Chair, California Alliance of Information
And Referral Services

David M. Smith
Co-chair, 2-1-1 California
President & CEO, United Way Ventura
Executive Committee, United Ways
of California

Background

What is 2-1-1?

2-1-1 Links People to Important Community Information

On July 21, 2000 the Federal Communications Commission (FCC) designated 2-1-1 as the three-digit dialing code for comprehensive information about and referral to health and human services, including opportunities to volunteer time or make donations.

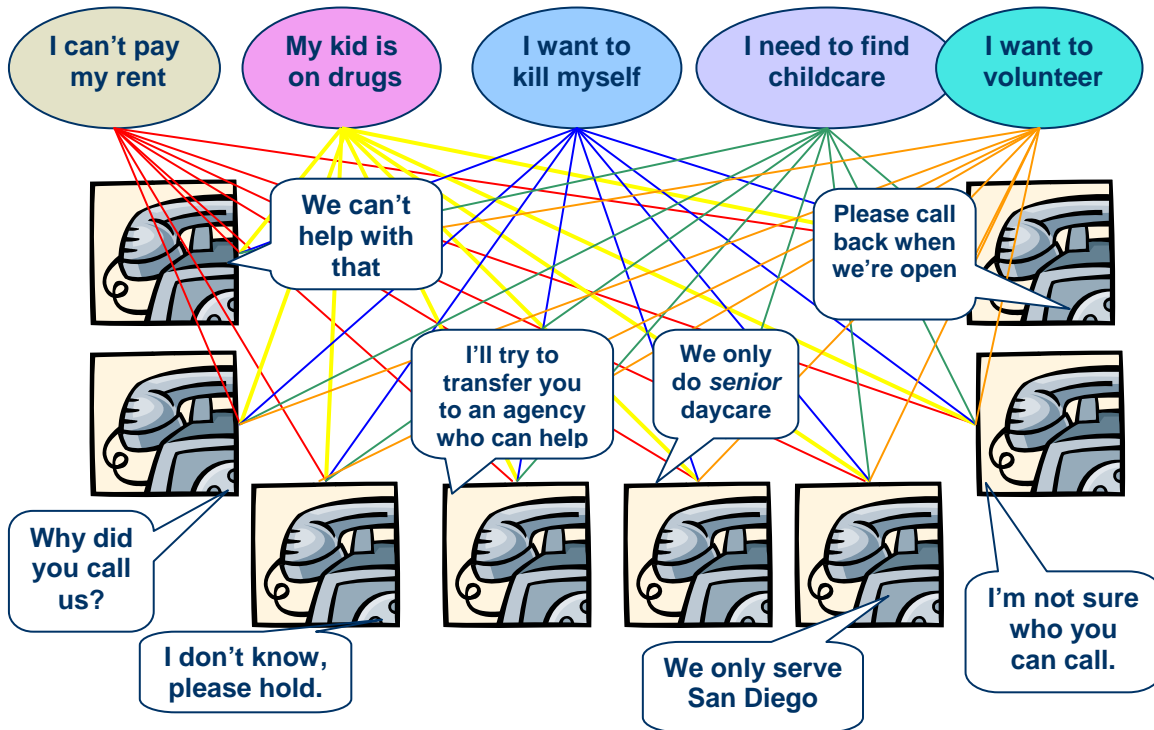
In the eight years since the FCC formally assigned the number, it has become clear to creative citizens, community leaders, funders and government officials that 2-1-1, now available to more than 75 percent of Americans and 84 percent of Californians, is a powerful tool that innovative communities can leverage to address their specific needs, and 2-1-1 has garnered particular notice during times of disaster, including the 2007 Southern California wildfires.

As 2-1-1's performance during the wildfires demonstrated, 2-1-1 not only has the potential to stand beside 9-1-1 as a critical resource for quick, universally available assistance to the public, but it can function as a complement and true partner during crises.

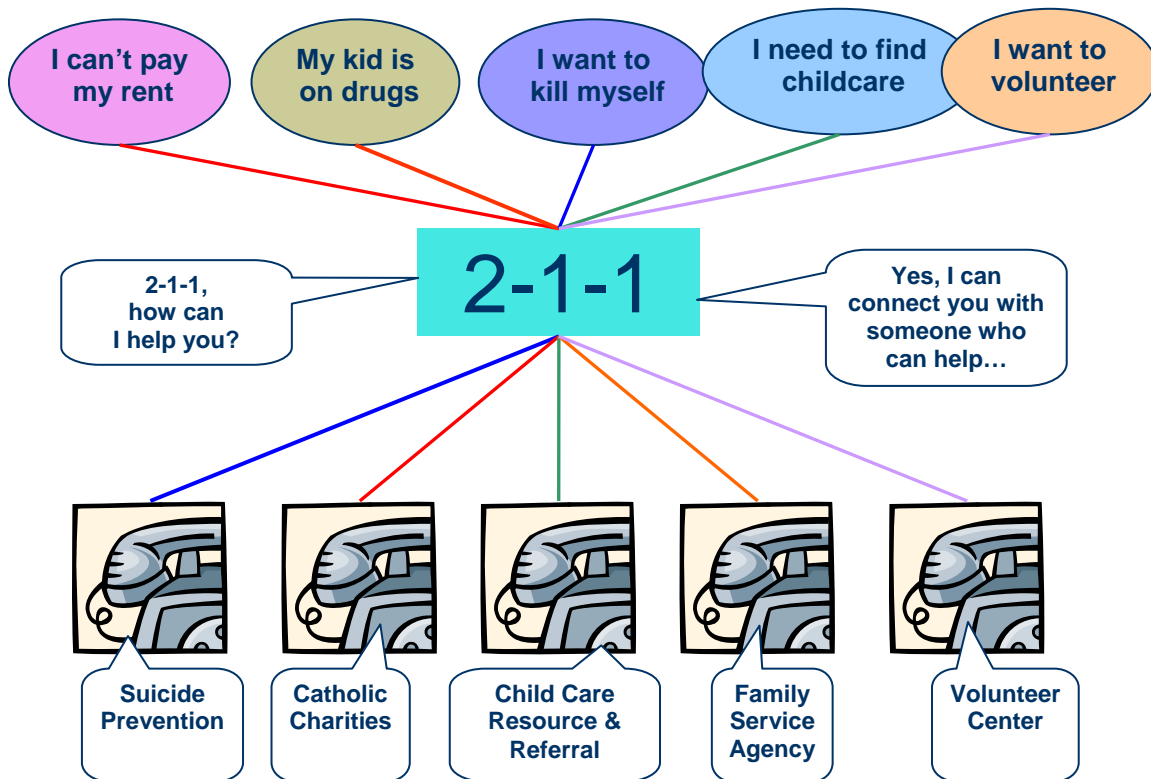
On a day-to-day basis, 2-1-1 connects people with resources that address pressing needs:

- Ensure children have access to proper housing, nutrition and health care so they can succeed in school;
- Help older citizens to find and pay for prescription drugs, connect to Meals on Wheels and day programs, seek benefits and in-home care, and maintain active lives;
- Direct single mothers to affordable child care centers close to home, so that the mothers can keep their jobs;
- Connect victims of domestic violence with groups that provide shelter so they can leave their violent situations;
- Help individuals cope with the financial strain of layoffs or foreclosure so that they can remain in their own homes;
- Connect volunteers with meaningful projects in their communities

During disaster, 2-1-1 is a critical communication link in response and recovery efforts



With 2-1-1...



Source: Nona Tobin

The 2005 2-1-1 California Business Plan

The strategies and objectives that emerged from the 2005 planning process continue to guide implementation today. The full report can be found at www.211california.org.

Our Vision All Californians will have access to current community, health, and disaster information 24-hours a day through a free, easy-to-remember telephone number

Our Mission To create and sustain a statewide network that brings together high-quality local and regional 2-1-1 call centers and provides benefits beyond what is possible independently

Our Strategy

- Define and effectively communicate the value of a statewide 2-1-1 network
- Strengthen, expand and integrate the current information & referral capacity
- Achieve financial stability through long term relationships based on valuable service

Our Service Approach

- 100% of Californians will have access to “live” 2-1-1 services 24/7/365
- 2-1-1 acts as a gateway to other services, including specialized I&Rs and volunteer centers
- All call centers will measure and report performance against common standards

Call Centers The statewide information & referral network will include:

- **Enhanced Call Centers** that have robust capacity to serve multiple counties; offer coverage for overflow, nights and weekends, and emergencies
- **Local Call Centers** that maintain a local database and provide I&R to their capacity with support from an ECC to achieve full 2-1-1 functionality

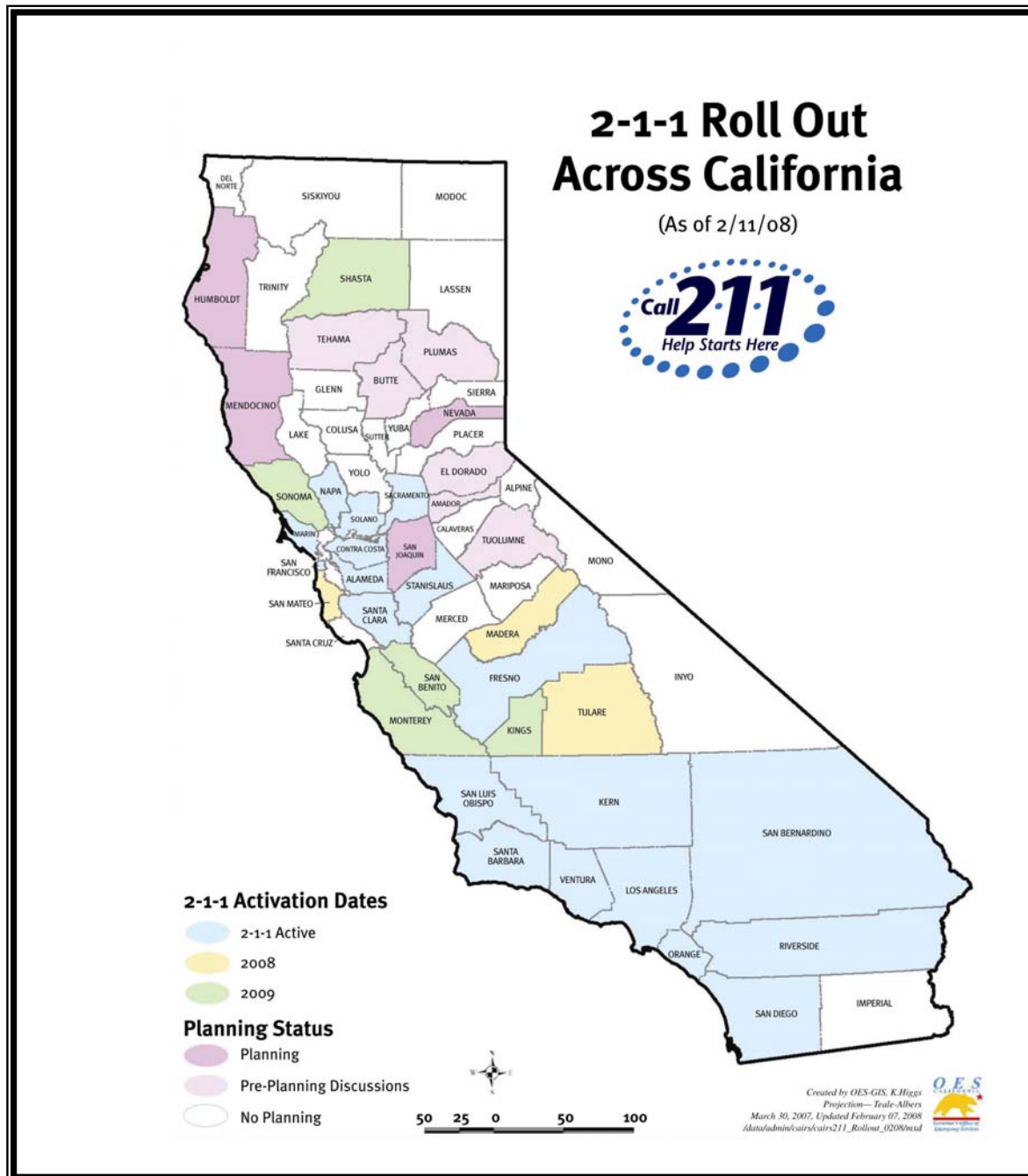
Benefits Individuals, service organizations, and the community benefit from having 24/7/365 access to local 2-1-1 service in multiple languages

Compelling **incremental benefits** result from achieving a technologically robust statewide network of 2-1-1 service, including:

- Help is available during times of disaster or emergency
- Reduced duplication and cost of new and temporary 800#s
- Statewide organizations update their data with one contact
- Standardized access and quality of services statewide
- Consistent number to access information from any county

2-1-1 California Progress Since 2005

In the three years since the California business plan was developed, 19 counties serving 84 percent of Californians have launched 2-1-1 service, and those counties answered nearly one million calls in 2007. In addition, all major cellular providers in areas served by 2-1-1 have programmed their systems to allow 2-1-1 calls.



While 39 counties still do not offer 2-1-1 service (see map above), a variety of innovative models is emerging across the state to provide service to those areas that are either not served at all, or are partially served.



Emerging 2-1-1 Models

The 2-1-1 California business planning participants envisioned a mixture of Enhanced Call Centers (ECC), with robust capacity to serve multiple counties and offer overflow or night/weekend coverage; and Local Call Centers (LCC), which maintain a local database and provide I&R service to the extent of their capacity, with support from an ECC to achieve full 2-1-1 functionality. LCCs can include remotely located call specialist(s) who, with the proper training and technology support, can provide comprehensive services from any number of locations, which is practical for nights and weekend service in typical situations, and vital during emergencies.

The models that have emerged address a number of challenges that might be faced by a given community trying to provide full 2-1-1 service, including 2-1-1 call specialist coverage, management of the resource database, and telephony issues:

- San Bernardino and Ventura counties provide round-the-clock services for their own communities, while also contracting with providers in other counties to answer calls from their communities during nights, weekends and holidays and, in some cases, 24/7.
- Alameda, Contra Costa, Fresno, Sacramento, San Luis Obispo, and Los Angeles county 2-1-1s all provide 24/7 services to their own communities.
- Santa Clara County updates its database locally, and contracts with a 2-1-1 provider outside the county to handle all phone calls.
- Kern, Orange, Riverside, San Diego, Santa Barbara, and Stanislaus counties contract with ECCs for night- and weekend 2-1-1 coverage.
- The Bay Area has implemented a unique, seven-county collaborative approach that optimizes San Francisco's multi-county Enhanced Call Center to provide complete services for Marin, Napa and Solano counties, soon to include Sonoma and San Mateo. A strong partnership is in place with 2-1-1 providers in Alameda and Contra Costa counties, pulling together the region.
- A new 2-1-1 collaborative is emerging in the northern counties, led by Shasta.

Having spent many years in telecommunications, I watched the trends of centralization and decentralization play like an accordion and found the most efficient and workable design was the combination of backroom centralization and front office local identity. As my former boss—a headquarters VP for many years—used to say, "it's the stability of the spine and the flexibility of the limbs we strive for."

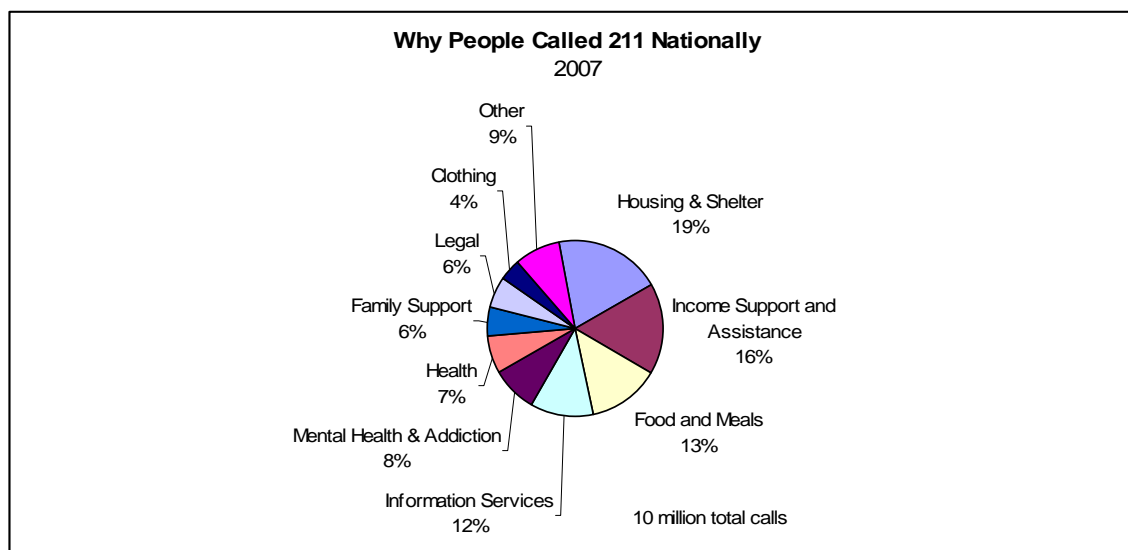
The core functions like technology, protocol (taxonomy), legislative affairs, generic marketing, etc, can be cost-effectively centralized. Decisions that touch the community very personally, like how to reach specific underserved populations, agency partnerships or disaster coordination with emergency personnel can remain very local. A third decision, the "choice of the voice" the community hears can be local, neighboring, or distant and in a call center or a home office

With the state cutbacks here in California and the funding impact at the county and city levels, we could use some centralized efficiencies and economy of scale. And, the limbs may need to be more than a little flexible.

Linda McGregor
Executive Director
211 San Luis Obispo Hotline

2-1-1: Demonstrated Benefits

Across the country, over 75% of the U.S. population has access to 2-1-1. In 2007, people called 2-1-1 roughly 10 million times, for help addressing a wide variety of situations. Topping the list nationally are calls for housing and shelter (19%), income support and assistance (16%) and food and meals (13%).



In California, the top service requests vary by community. (See a list of the Top 10 service requests and Top 10 referrals in each local update at the end of this report.) Housing, food, and medical care issues are most consistently among the top reasons people call. In addition, 2-1-1s provide vital information on the Earned Income Tax Credit program, access to legal services, information on employment and substance abuse services, and contacts to help with domestic violence or mental health needs.

A Critical Tool During Disasters

Since its inception, 2-1-1 California has been grounded in the vision of an integrated statewide network of independent call centers that can reduce the confusing maze of information and services for individuals who need help – not only in their everyday lives, but particularly during times of disaster.

Over the years, operational 2-1-1s across the state have demonstrated the importance of 2-1-1 in communities struggling to provide accurate and timely information to residents, first responders and relief agencies:

- Following the La Conchita Mudslide disaster of early 2005, the newly launched 2-1-1 of Ventura County – the first 2-1-1 in the state of California – moved quickly to connect families struggling with the disaster's aftermath to needed community services;
- In the autumn of 2005, 2-1-1s in Los Angeles, Ventura, Riverside, Orange and San Diego counties played a significant role in providing up-to-the-minute information;
- As Californians endured triple-digit temperatures during the 2006 heat wave, operational 2-1-1s across the state mobilized to provide citizens with information on where to obtain cool shelter, donated air conditioners and medical assistance;
- As the Cabazon and Esperanca fires consumed hundreds of acres of land in the fall of 2006, 2-1-1 in San Diego and Riverside County were part of the response;

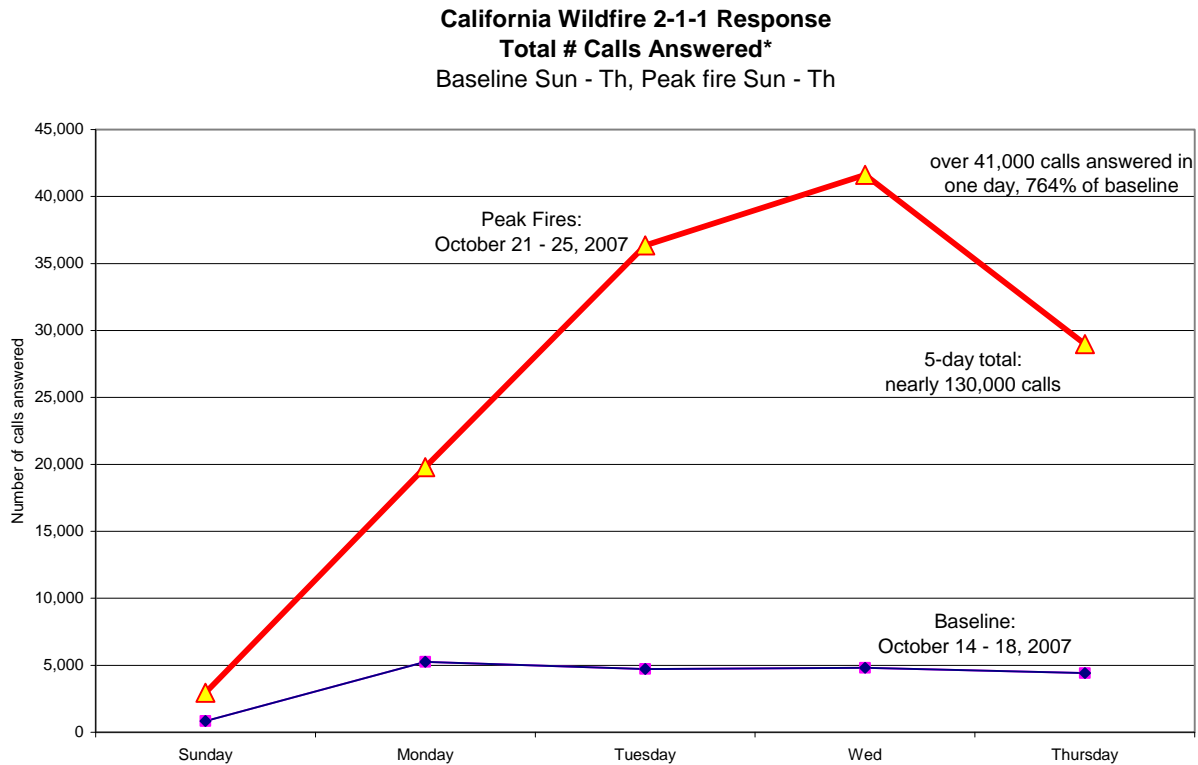


- With thousands of families needing housing, utilities and medical assistance during and following the Winter Freeze of 2007, 2-1-1s in Ventura and Riverside counties participated in efforts to give and get help.

It was in the fall of 2007, however, when devastating wildfires tore through six counties with operating 2-1-1 systems, that 2-1-1s role in areas with widespread 2-1-1 availability – and its potential in statewide disaster planning and amelioration – became evident.

In October 2007, as 20 separate wildfires consumed large parts of six Southern California counties, more than 500,000 people were evacuated – and information about evacuations, shelters and road closures changed by the minute.

Over the period of October 21 through October 25, 2007, more than 130,000 calls to 2-1-1 were answered in the counties of Los Angeles, Riverside, Orange, San Bernardino, San Diego and Ventura, an increase of 765 percent over the same period the previous week. On October 24 alone, the six operating 2-1-1 call centers answered 41,000 calls, with San Diego answering 80 percent of those – comparable to the call volume of a mid-sized call center *for an entire year*.



* Includes Los Angeles, Riverside, Orange, San Bernardino, San Deigo, Ventura

All six counties ultimately named disaster areas – Los Angeles, Riverside, Orange, San Bernardino, San Diego and Ventura – were not only equipped with fully operational 2-1-1s at the time of the disaster, but all six were active participants in the 2-1-1 Southern California Collaborative, which, over the years, has emerged as a model of information-sharing and support.



As a result, the challenges of meeting the tremendous demand were much more achievable:

- Through the Enhanced Call Centers (ECC) model central to the statewide Business Plan, call centers managed surges more effectively. In Ventura County, for example, 2-1-1 experienced spiked calls from multiple fire-impacted counties, but was able to re-direct Orange County calls to 2-1-1 Los Angeles County with less than an hour's notice.
- The Southern California Collaborative held daily conference calls to share information, identify gaps in resources and generate solutions together.

In short, Southern California 2-1-1s demonstrated the ability to provide vital two-way communication to tens of thousands of residents during a disaster. While the technological capacity to handle surges can be established, **a sustainable network among call centers from across the state is vital to respond effectively to future disasters.**

In the months following 2-1-1's strong performance during the 2007 wildfires, a number of additional private and public partners have stepped forward to support 2-1-1:

- Kaiser Permanente provided grants to local 2-1-1s to cover incremental costs incurred during the fires;
- Bank of America sent a team of trained call center specialists to 2-1-1 LA County to provide phone relief during the wildfires;
- Qualcomm, IBM, Google and others who stepped forward to offer emergency assistance during the wildfires, continue their involvement with 2-1-1 at the local level and have expressed a desire to explore their role statewide;
- In San Diego County, where 2-1-1 is now included in the county emergency plan and a memorandum of understanding has been formalized, 2-1-1 is now included in the county's FEMA reimbursement request;
- Following the wildfires, the California Public Utility Commission invited 2-1-1 leaders to present at follow-up hearings;
- 2-1-1 California has been invited to present at the state Office of Emergency Services' Mutual Aid Regional Advisory meetings to explore how 2-1-1 might strengthen effective statewide disaster response. Additionally, 2-1-1 California now conducts regional planning sessions utilizing the geographic boundaries of OES's Mutual Aid Regions to enable disaster planning that complements the state's regional efforts.

2-1-1: Quality Service Through Strong Partnerships

From its earliest days, 2-1-1 California has been grounded in and developed with the input of statewide organizations that could benefit from a California-wide 2-1-1 network. Many of those whose input was so integral to the planning process are now on the leadership team, which has expanded over the years to reflect the importance of a statewide system to various stakeholders. That team now includes members representing the Governor's Office of Emergency Services; Governor's Office on Service and Volunteerism; and the Volunteer Centers of California.

- **California Alliance of Information & Referral Services (CAIRS)** continues to be the leader statewide in guiding and developing high-quality information & referral services, including 2-1-1; CAIRS is a founding partner of 2-1-1 California; its chair serves as a co-chair of the 2-1-1 California leadership team;
- **United Ways of California (UWCA)** are the second founding partner of 2-1-1 California; UWCA have committed to statewide 2-1-1 as one of its top policy issues; UWCA past chair serves as a co-chair of the 2-1-1 California leadership team;
- In local communities, many **First 5** commissions have created vital partnerships with 2-1-1 centers, recognizing the essential services provided to young children and their families;
- **Volunteer Centers of California** are part of the 2-1-1 California leadership team, recognizing the shared interest in supporting people who want to give help, and common challenges of covering the state's more remote counties;
- **Office of Emergency Services** also participates in the 2-1-1 California leadership team, providing strong connections to statewide disaster preparedness, response, and recovery;
- **California Volunteers** and the new Secretary of Service and Volunteering Karen Baker participate in 2-1-1 California statewide planning, including a role on the leadership team;
- **Caltrans** partners with 2-1-1 California to develop mobility management centers across the state, while also contributing to technology planning efforts;
- **California Public Utilities Commission (CPUC)** enables and regulates 2-1-1 services in the state; CPUC authorized 2-1-1s for discounted tele-communications services through the Teleconnect Fund; ongoing partnership has resulted in a September 2008 summit of statewide leaders to strengthen the sustainability of statewide 2-1-1 services;
- **California State Association of Counties** and **California League of Cities** have each endorsed the efforts of 2-1-1 California, providing vital local recognition
- **Food Stamps** recognizes the value that a statewide network of 2-1-1s can provide to their outreach and enrollment efforts, anticipating that 2-1-1 California will play a central role in 2009 and beyond.

Financial

The 2005 Business Plan articulates three types of funding for achieving an integrated statewide network:

- Modest ongoing costs of statewide coordination
- One-time infrastructure investments
- Ongoing costs of local operation

See page 17 for a visual summary of the 2-1-1 California strategy for achieving a sustainable quality services across the state.

Statewide Coordination

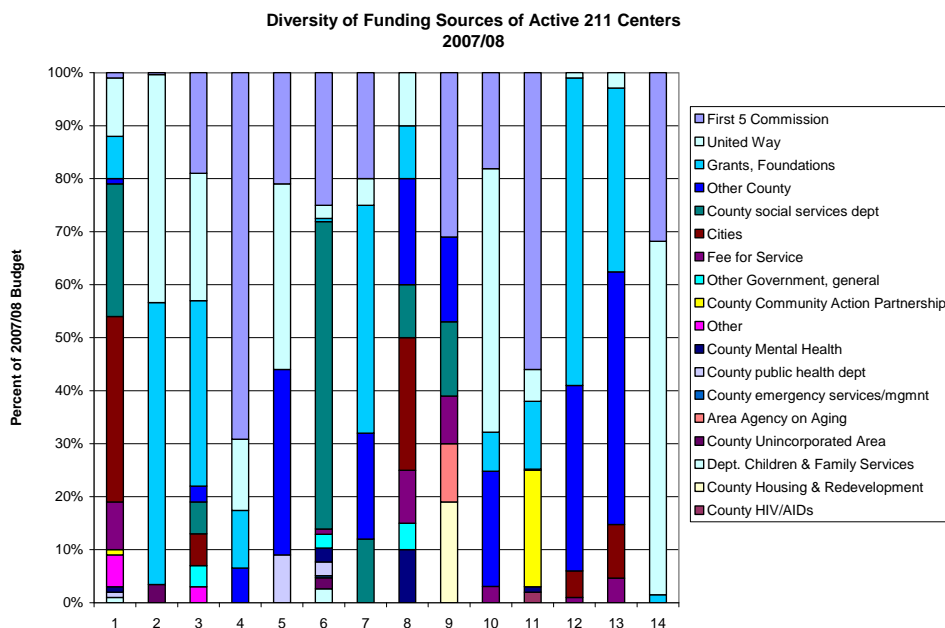
In July 2008, based on growing momentum and financial support, 2-1-1 California hired its first full-time statewide coordinator. Next, the business plan calls for establishing 2-1-1 California as a 501c3 nonprofit organization. Upon developing the governance and funding models for this sustainable organization, the annual costs of statewide coordination are estimated to be \$400,000.

One-Time Infrastructure Investments

These investments are necessary to achieve 100% coverage, assure disaster call surge capacity, and to provide ongoing interconnectedness among call centers. The technology and emergency planning processes currently underway will help fully articulate the total costs of these infrastructure investments.

Ongoing Local Operation

In 2008, local communities fund their 2-1-1 centers a total of approximately \$20 million. Major sources of funds include counties, First 5, United Way, and a mix of grants. Some counties' funding is dominated by one or two sources; others pull together a diverse mix of funders in smaller percentages.



With 100% coverage, statewide operations are estimated at \$35 million annually.

Moving Forward to 100% 2-1-1 Coverage

2-1-1 California is committed to achieving the goal originally articulated in the 2005 business plan: the implementation of a fully integrated, statewide 2-1-1 system by 2010. To that end, 2-1-1 California is concentrating its immediate efforts on organizational development, infrastructure investment and sustainable funding. Through a series of planning projects and advocacy for state action to ensure long-term viability, 2-1-1 California is determined to build awareness of the value of a statewide 2-1-1 network among all stakeholders whose support moving forward is critical.

2008 Planning Projects

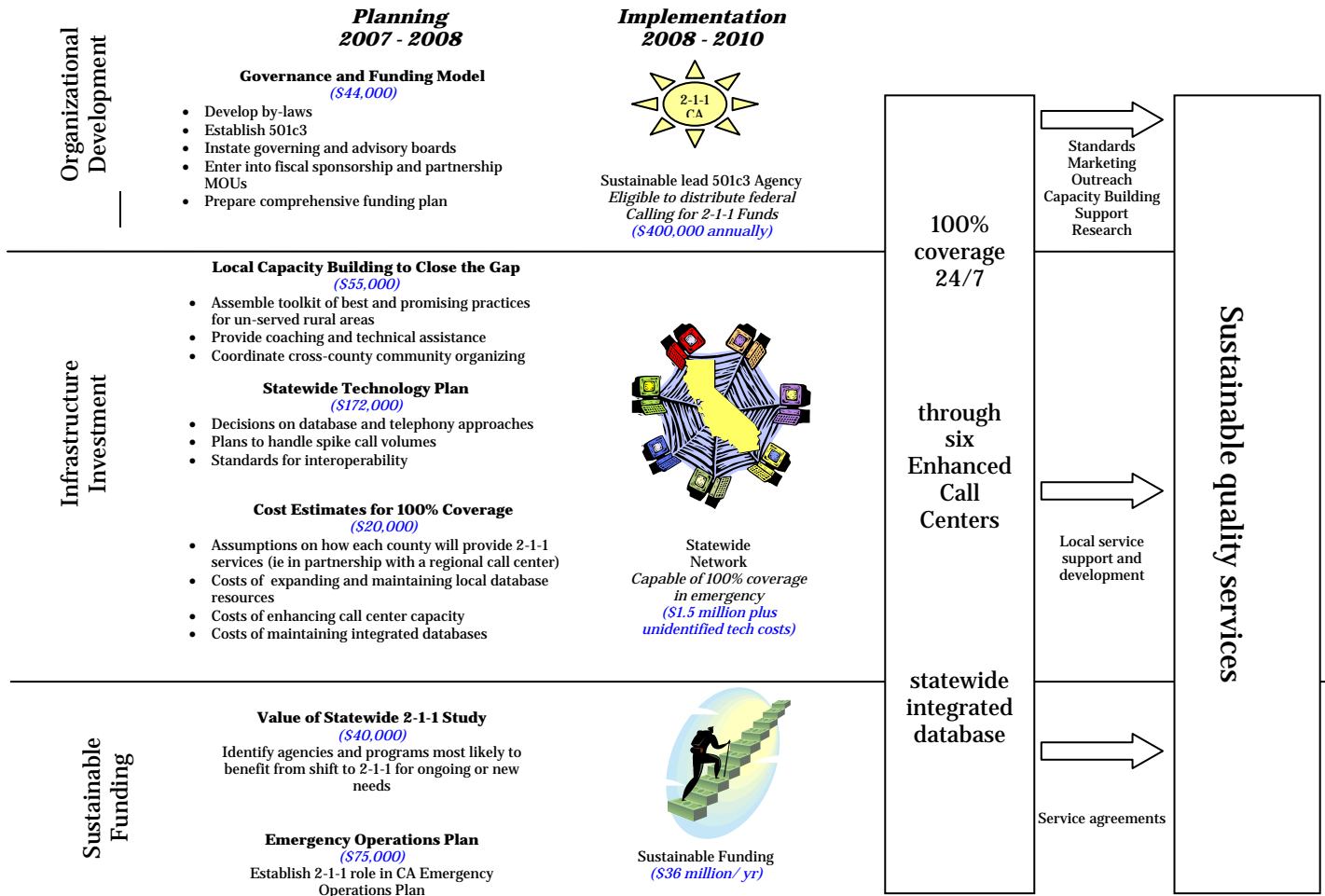
Seven high-level planning projects are currently underway that will ensure that 2-1-1 California can answer stakeholders' questions, unequivocally quantify the value of a statewide 2-1-1 system, and ensure stakeholders that their investment in 2-1-1 California is an investment in a fiscally sound, organizationally strong entity:

- **Technology Plan** This plan will maximize the capabilities and interoperability of existing 2-1-1 centers, lay the technical infrastructure needed to expand service into rural areas, and establish a set of technology standards to ensure compatibility and interoperability for future 2-1-1 service providers in California. This work includes making decisions on database and telephony approaches, plans to handle spiked call volumes, and establishing standards for interoperability that allow 2-1-1 to leverage existing technology investments. *Status – funded by Kaiser, Office of Emergency Services, United Ways of California, and California Alliance of Information & Referral Services; project is under way*
- **Emergency Operations Plan** to complement other elements of the State's Emergency Operations Plan. This project provides a general understanding of the 2-1-1 call centers' approach to emergency response at the local and state level, and develops common emergency response policies and protocols among all the 2-1-1 call centers in California. It identifies how the network of 2-1-1 systems will integrate its activities with the State and Local Emergency Operations Plans, and ensure continuity of California's 2-1-1 services in the event of disaster. It establishes guidelines for expanding service to those call centers that are responding to an increased level of demand due to an emergency, disaster, or other local activity that impacts the local call center, and provides a template for individual 2-1-1 service providers to create their own EOPs ensuring staff preparedness, mutual support and integration between 2-1-1 service providers. *Status – funded by Office of Emergency Services; project is under way*
- **Mobility Management** brings together 2-1-1 services and local transportation providers to connect people including older adults, people with disabilities, and people with lower incomes to community-based services. In partnership with Caltrans, 2-1-1 California is developing a plan for regional mobility management centers in rural areas of the state. The project includes a Transit Providers Technology assessment. *Status – funded by Caltrans; project is under way*



- **Value of a Statewide 2-1-1 System** This project will demonstrate the cost effectiveness of a 2-1-1 statewide network versus multiple, stand-alone, 800 numbers/call centers. This work includes quantifying current state agency use of standalone toll-free numbers; estimating costs to state agencies of existing toll-free numbers and call centers; comparing existing quality of service and potential through 2-1-1; and identifying agencies and programs most likely to benefit from shift to 2-1-1 for ongoing or new needs. *Status –Phase I funded through contributions from 211s and United Ways; requests for Phase II are under consideration; Phase I preliminary results are ready*
- **Governance and Fund Development Model** for 2-1-1 statewide coordination, state agency relationship building/outreach, and fund development. This work includes development of by-laws and operating policies; establishing 501c3 status for 2-1-1 California; developing in-state governing and advisory boards; encouraging all partners to transition to fiscal sponsorship through partnership MOUs; designing a comprehensive fund development plan that addresses opportunities and strategies for private grant support, and public support through legislative paths. *Status – initial steps are being funded through contributions from 211s and United Ways*
- **Local Capacity Building to Close the Funding Gap** by developing a Technical Assistance Toolkit for engaging and connecting the un-served areas of the state. This work includes development of a toolkit of best- and promising practices for un-served rural areas; providing coaching and technical assistance in developing/maintaining local resource databases and providing information and referral services based on industry standards; and coordinating cross-county community communication and joint efforts. *Status – funded through support for the statewide coordinator and under way*
- **Cost Estimates for 100 Percent Coverage** Calculations will be based on a regional service collaborative model that connects unserved populations through a Enhanced Call Centers (ECC). This work includes developing assumptions on how each county will provide 2-1-1 services (i.e., in partnership with a regional call center); costing out maintenance/expansion of local database resources; identifying costs for enhancing call center capacity for taking on new call volume from rural counties; and identifying costs for managing integrated statewide database activities such as updating and access. *Status – not yet funded*

2-1-1 California Achieving 100% Coverage



2-1-1 Policy Plan

To achieve its goal of 100% coverage in 2010,

2-1-1 California seeks state action that:

Requires a study to be conducted and an inventory to be prepared of all State hotline and other public information services (internally provided as well as State contracted) that have the potential of being provided by 2-1-1 system, and to assess the benefit and feasibility for transfer to 2-1-1

Additional policy actions that will support the goal:

1. List 211 providers as eligible for CalNet contract
2. Incorporation of 211 in statewide and local plans, including but not limited to the State Emergency Plan
3. A requirement for State Agencies in the areas served by 2-1-1¹ to utilize and adequately fund 2-1-1 for hotlines and public information services unless determined that 2-1-1's cannot provide functional requirements
4. Sets forth funding priorities that assure that no less than 95% of Federal and State funding flows to lead entity for distribution to 211 operations (ensures that State administrative/overhead costs are minimized)
5. Sufficiently provides for funding for I&R/2-1-1 training, staff certification, agency accreditation, and operational/technical support capacity, including through eligibility for sources such as teleconnect, lifeline or other existing funds
6. Establishes the 2-1-1 California as the lead entity in the State with authority to oversee service compliance with AIRS standards and distribute State and Federal funds to 2-1-1 providers
7. Provides for “Good Samaritan” protection of 211 service providers

Revised January 18, 2008

¹ Including but not limited to health, human services, and disaster services



Local Call Center Updates

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Alameda

Provider: Alameda County 2-1-1 provided by Eden I&R

2-1-1 launch: July 2007

2007/08 call volume: 43,207 or 30 calls per thousand residents. Includes calls while 2-1-1 was in test mode as well as pre-2-1-1 Information & Referral phone line

Service model: 24/7 services provided within Alameda County through a local call center

Average speed of answer: 30 seconds

Staffing: 2 certified Information & Referral Specialists

Resource database: 1,350 agencies

Specialized services in addition to 2-1-1:

Rental properties Database of over 59,000 private rental property listings which can be accessed through the 2-1-1 phone line.

AIDS Housing and Information Project: Assessment information and referrals for people living with HIV/AIDS.

Roving Housing Resource Program: Roving Housing Resource Specialists conduct outreach workshops at places such as homeless shelters and career centers, with database on laptops.

Cantonese Language Assistance Bureau: 24-hour translation services to Bay Area AT&T operators when Cantonese speakers call.

After-Hours Emergency Phone Services: For Child Protective Services, Adult Protective Services, the Foster Care Placement Line, and the Public Guardian's Office.

YouthLink Referral Line: Dedicated to the health and well-being of youth, wards of the court, as well as their parents, youth advocates, and law enforcement officials.

For more information, contact:

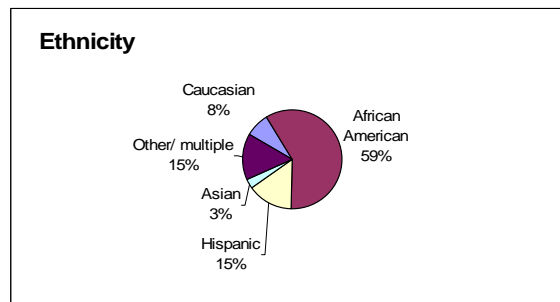
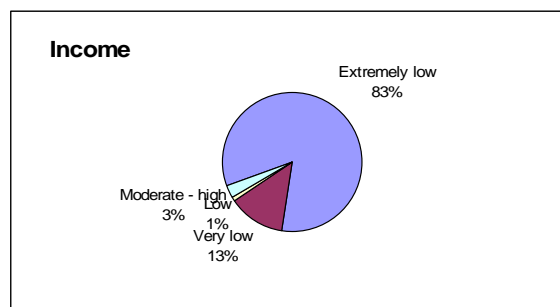
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Information current as of 8/28/08

Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Emergency shelter	1. ECHO Housing
2. Housing payment assistance	2. Operation Dignity
3. Subsidized rental housing	3. Native American Health Center
4. Residential housing options*	4. East Oakland Switchboard
5. Utility assistance	5. La Familia Counseling Services
6. Landlord/tenant assistance	6. Eden Housing
7. Food	7. East Oakland Community Project
8. Holiday assistance	8. Berkeley Food and Housing Project
9. Personal goods	9. Bay Area Rescue Mission
10. Substance abuse treatment	10. Traveler's Aid Society of Alameda County

* Primarily referrals to property listings in our housing database

Caller Profile:



Bay Area

Marin, Napa, San Francisco, Solano Counties

Provider: 2-1-1/HELPLINK, a part of the United Way of the Bay Area, has been in operation since 1975 (over 30 years).

2-1-1 launch: March 2006 San Francisco. 24/7 services to Marin and Solano were added in November 2007, and to Napa in February 2008

2007/08 call volume:

Marin	1,158	5 cpt*
Napa	287	2 cpt
San Francisco	17,206	23 cpt
Solano	8,315	20 cpt
Other	11,683	
TOTAL	38,649	

* calls per thousand residents

Service model: 24/7 services provided from enhanced call center located in San Francisco

Average speed of answer: 29 seconds

Staffing: 13.5 full-time equivalent staff, with 7 Information & Referral Specialists (2 are certified), and 2.5 Resource Specialists

Resource database:

1,453 agencies
2,458 programs

Specialized services in addition to 2-1-1:

- Immigrant Assistance Line that gives immigrants information to prevent fraud and know their legal rights
- Earned Income Tax Credit Program connects callers to information and VITA sites

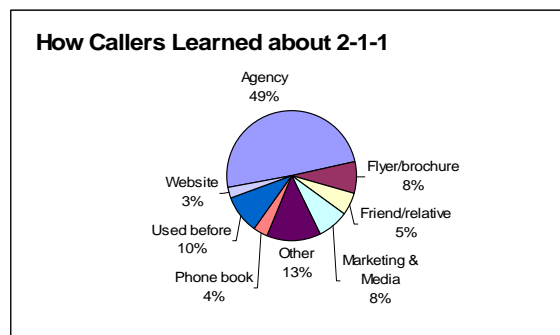
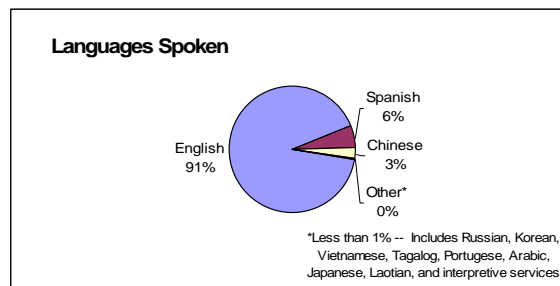
For more information, contact:

Ed Schoenberger
United Way of the Bay Area - HELPLINK
(415) 808-4304
ed.schoenberger@uwba.org
www.211bayarea.org

Information current as of 8/28/08

Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Information and Community Services	1. The Salvation Army Golden State Division
2. Housing/ Shelter	2. AARP
3. EITC	3. San Francisco Food Bank
4. Food	4. St. Anthony Foundation
5. Legal Services	5. ACORN
6. Income Support and Employment	6. Solano County Health and Social Services Eligibility Services
7. Health Care	7. Glide Memorial United Methodist Church
8. Support Services	8. Catholic Charities CYO
9. Mental Health Care and Counseling	9. TAX-AID
10. Consumer Services and Protection	10. Independent Living Resource Center

Caller Profile:



Contra Costa

Provider: Contra Costa Crisis Center, a 24-hour service focused on crisis intervention and suicide prevention.

2-1-1 launch: February 2006

2007/08 call volume: 11,955 or 12 calls per thousand residents

Service model: 24/7 services provided within Contra Costa County through a local call center

Staffing: 6 certified Information & Referral Specialists

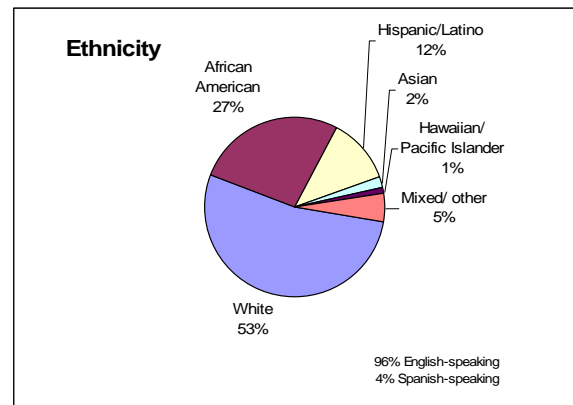
Resource database:
 1,100 agencies
 2,500 programs

Specialized services in addition to 2-1-1:

- 24-hour crisis intervention and suicide prevention services (18 hotlines)
- Face-to-face grief counseling (ours is one of the largest bereavement services in California)
- Youth violence prevention services
- Homeless services

Top 10 service requests (2007/08)
1. Housing/shelter
2. Financial assistance
3. Food
4. Substance abuse services
5. Legal assistance
6. Health care
7. Employment assistance
8. Mental health services
9. Domestic violence services
10. Family counseling

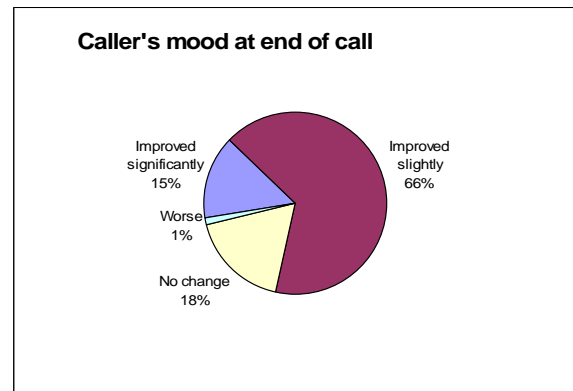
Caller Profile:



For more information, contact:

John Bateson
 Contra Costa Crisis Center
 (925) 939-1916
johnb@crisis-center.org
www.crisis-center.org

Information current as of 8/28/08



Fresno

Provider: 2-1-1 Central Valley, a part of United Way of Fresno County that has been in operation for less than a year.

2-1-1 launch: December 2007 with the intention of expanding all operations to include Madera, Tulare, and Kings Counties for a regionalized system. Regionalization efforts are moving slowly forward with one or more discussions in each of the three counties.

2007/08 call volume: 3,972 or 4.5 calls per thousand residents

Service model: Weekday services provided within Fresno County through a local call center, contracting with an enhanced call center (ECC) for nights and weekends. Plans under development to become a regional ECC

Average speed of answer: 20 seconds

Staffing: 4 full-time equivalent staff, with 2 Information & Referral specialists and one resource specialists; none are certified

Resource database:
541 agencies

Specialized services in addition to 2-1-1:

Many other programs are developing opportunities including but not limited to identifying 5150 beds available for hospital transfer, taking over operations of County hotlines and current I&R, and report and data analysis mergers.

2-1-1 is now in the City of Fresno Emergency Operations Plan as a central source for information dissemination.

For more information, contact:

Pat Clary
United Way Fresno County
(559) 243-3660
pclary@unitedwayfresno.org
www.211centralvalley.org

Information current as of 8/28/08

Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Financial	1. United Way/toys 4 Tots
2. Community Development	2. Salvation Army
3. Basic Needs	3. Catholic Charities Diocese of Fresno, Inc.
4. Unmet Needs	4. Fresno County Economic Opportunities Commission
5. Employment	5. Fresno Rescue Mission
6. Legal Aid	6. Area Agency on Aging*Fresno Madera
7. Mental Health	7. Community Food Bank
8. Substance Abuse	8. Acorn Housing Corporation
9. Education Services	9. Proteus, Inc
10. Donations and Volunteers	10. Evangelicals for Social Action

Caller Profile:

- Over 52% of Callers to 2-1-1 Central Valley are individuals with households composed of two or more people
- Callers ages 21-50 made up over 75% of total call volume
- Over 63% of callers are women
- 78% of all calls were handled in English.
- Callers of Caucasian and Hispanic ethnic orientation accounted for 40% of total calls.

Kern

Provider: Community Action Partnership of Kern

2-1-1 launch: October 2007

2007/08 call volume: 31,973 or 42 calls per thousand residents.

Service model: Weekday services provided within Fresno County through a local call center, contracting with an enhanced call center for nights and weekends

Staffing: 5.5 full-time equivalent staff, With 2 Information & Referral specialists (one is certified, with plans for another to take the test in 2008) and 1 Resource Specialist who will test for certification in 2009

Resource database:
732 agencies
1,460 programs

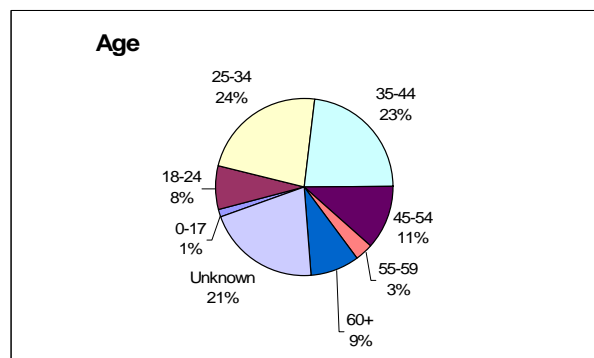
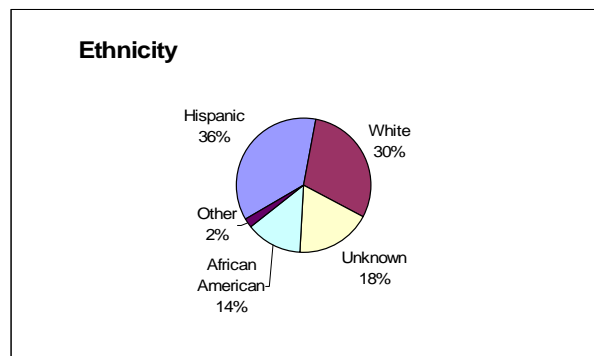
Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Food	1. Kern County Food Bank
2. Financial Assistance	2. Home Energy Assistance Program (HEAP)
3. Government	3. VITA
4. Health	4. REACH – Salvation Army
5. Housing	5. Love Inc.
6. Legal	6. Hope Center
7. Basic Immediate Needs	7. Supportive Housing
8. Homeless Shelter or assistance	8. Greater Bakersfield Assistance
9. Clothing	9. Section 8/Housing Authority
10. Information on programs or agencies	10. Bakersfield Homeless Shelter

Caller Profile:

For more information, contact:

Ramala Ramkissom
Community Action Partnership of Kern
(661) 834-1820
rramkiss@capk.org
www.211kerncounty.org

Information current as of 8/28/08



Los Angeles

Provider: 2-1-1 Los Angeles County

2-1-1 launch: July 2005

2007/08 call volume: 422,122 or 41 calls per thousand residents.

Service model: 24/7 services provided within Los Angeles County through an enhanced call center

Average speed of answer: 31 seconds

Staffing: 94 full-time equivalent staff, with 59 Information & Referral specialists (41 are certified) and 8 resource specialists (all are certified)

Resource database:
4,271 agencies
42,343 programs

Specialized services in addition to 2-1-1:

- First 5 LA Parent Helpline (25,000 calls)
- Elder Abuse Hotline (22,000 calls)
- Earned Income Tax Credit (12,000 calls)
- Unincorporated Area Code Enforcement (5,547)
- Children’s Court –off site service (3,300 calls)
- Emergency Shelter Hotline (2,200 calls)
- Dept Public Health After Hours (2,100 calls)
- Safely Surrendered Baby Hotline (450 calls)
- Court 211 – direct dial phones (50 calls)

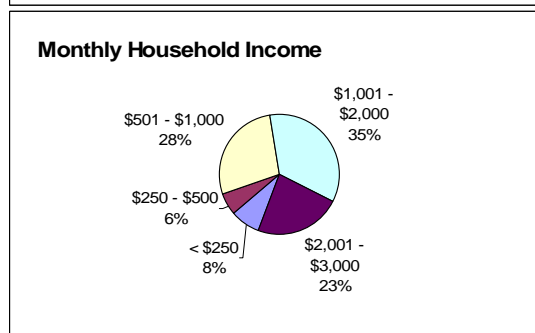
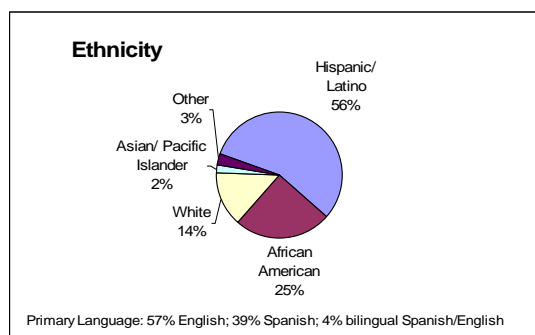
Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Emergency Shelter	1. L A County Department of Public Social Services Bureau of Workforce Services
2. Income Maintenance (DPSS/SSI/WIC)	2. L A County CSS – Adult Protective Services
3. Information Services	3. L A County DHS Public Private Health Partners
4. Food	4. L A County Department of Children and Family Services
5. Protective Services	5. First 5 LA Commission (Parenting Kits)
6. Counseling	6. Housing Rights Center
7. Legal Assistance	7. U S Department of Housing and Urban Development
8. Utility Assistance	8. L A County DPSS – In-Home Supportive Services Division
9. Subsidized Housing	9. CA Department of Community Services and Development – HEAP Program
10. Hospitals/ Clinics	10. Housing Authority of the City of Los Angeles

For more information, contact:

Maribel Marin
211 Los Angeles County
(626) 350-1841 x 2100
mmarin@211la.org
www.211lacounty.org

Information current as of 8/28/08

Caller Profile:



Orange

Provider: 2-1-1 Orange County

2-1-1 launch: July 2005

2007/08 call volume: 58,445 or 19 calls per thousand residents

Service model: Weekday services provided within Orange County through a local call center, contracting with an enhanced call center for nights and weekends

Average speed of answer: 7 seconds

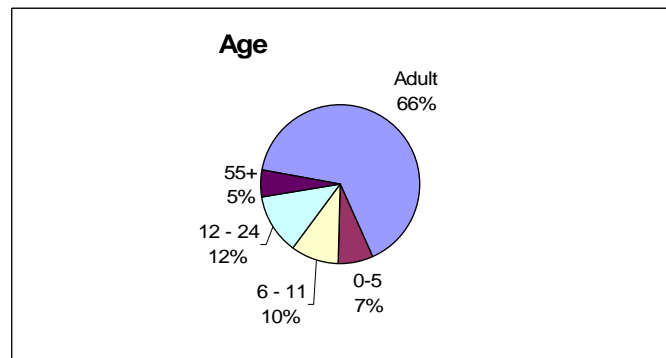
Staffing: 15 full-time equivalent staff, With 9 Information & Referral Specialists (2 are certified) and 2 Resource Specialists

Resource database:
1,739 agencies
4,907 programs

Specialized services in addition to 2-1-1: Help Me Grow, funded by Children and Family Commission (First 5). Average of 200 calls/month – program is one year old.

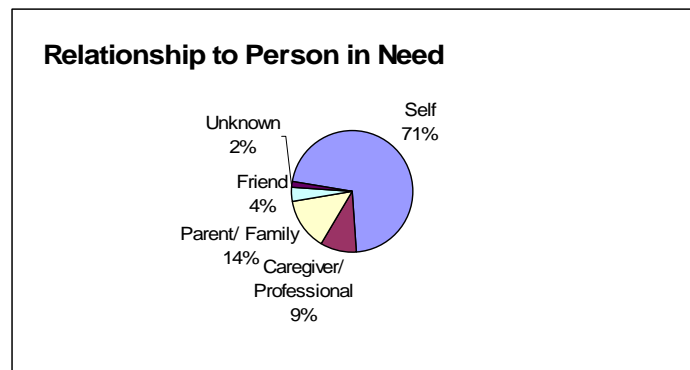
Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Rent Assistance	1. Salvation Army
2. Emergency Shelter	2. Share Our Selves
3. General Information Services	3. Mercy House
4. Food	4. Southwest Community Center
5. Utilities	5. 2-1-1 Los Angeles
6. Occupational/Professional Associations	6. First Southern Baptist Church
7. Housing	7. Community Action Partnership
8. Transitional Shelter	8. Fullerton Interfaith Emergency Services
9. Counseling	9. American Family Housing
10. General Medical Care	10. Orange Coast Interfaith Shelter

Caller Profile:



For more information, contact:

Judy Bowden
211 Orange County
(949) 764-1320
jbowden@211oc.org
www.211oc.org



Information current as of 8/28/08

Riverside

Provider: Volunteer Center of Riverside County

2-1-1 launch: July 2005

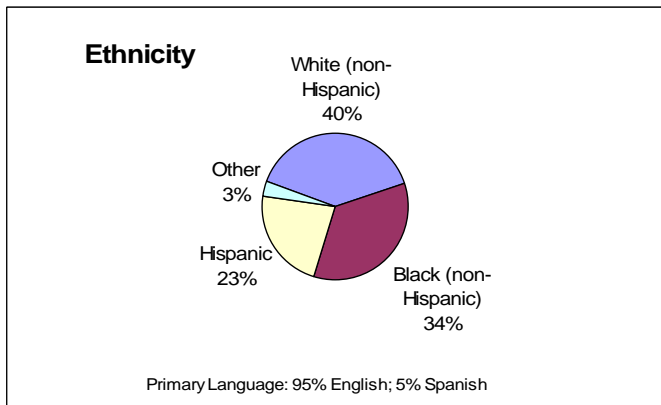
2007/08 call volume: 60,047 or 31 calls per thousand residents

Service model: Weekday services provided within Riverside County through a local call center, contracting with an enhanced call center for nights and weekends

Staffing: 11 full-time equivalent staff plus 45 volunteers. 4 certified Information & Referral Specialists (3 are certified) and 1 Resource Specialist

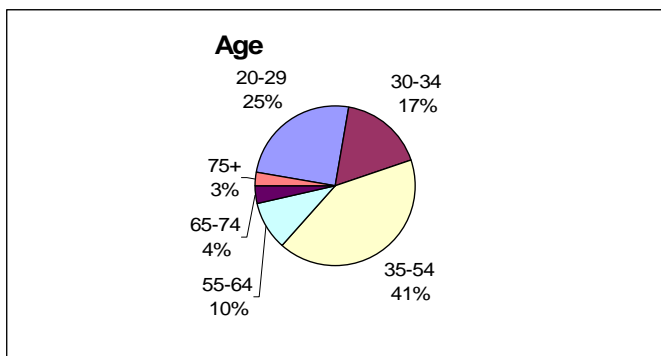
Top 10 service requests (2007/08)
1. Rent Assistance
2. Utility Assistance
3. Emergency Food
4. Shelter
5. Information Lines
6. Subsidized Rental Housing
7. Counseling
8. Referral to Physicians Accepting Medi-Cal
9. Family Supportive Services
10. Legal Assistance Modalities

Caller Profile:



For more information, contact:

Craig Redelsperger
 Volunteer Center of Riverside County
 (951) 686-4402 x 112
credelsperger@vcrivco.org
www.vcrivco.org



Information current as of 8/28/08

Sacramento

Provider: Community Services Planning Council

2-1-1 launch: April 2008

2007/08 call volume: 46,898 or 34 calls per thousand residents. The call center has experienced a 35 % average monthly increase in calls since initiation of 2-1-1 in April

Service model: 24/7 services provided within Sacramento County through a local call center plus at-home agents for after hours coverage

Average speed of answer: 30 seconds

Staffing: Total 11.6 full-time equivalent staff, with 4 certified Information & Referral Specialists

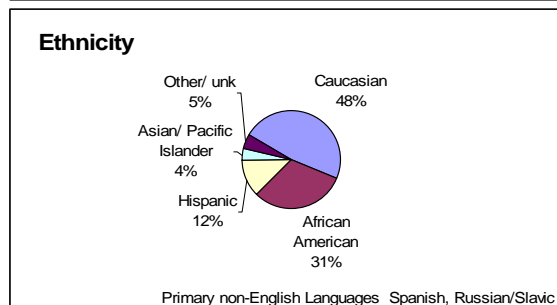
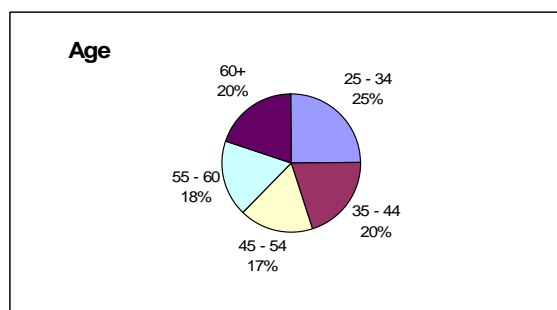
Resource database:
1,035 agencies
2,298 programs

Specialized services in addition to 2-1-1:

- Senior Information & Assistance
- Satellite office with full time Information Specialist (M-F) at Self Help Center in Ridgeway Family Courthouse

Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Financial Assistance	1. Salvation Army – Social Services Center
2. Housing/Shelter	2. Home Energy Assistance Program
3. Legal	3. River City Community Services
4. Taxes (EITC and other)	4. Travelers Aid Emergency Assistance
5. Food	5. Centro Guadalupe – Catholic Charities
6. Health/Medical	6. Family Law Facilitator – Superior Court
7. Government (e.g, DMV, Vital Statistics, Code Enforcement, DOJ-Fingerprinting, Toxic Substances, etc.	7. Sacramento Self-Help Housing
8. Counseling	8. CalWORKS, Sacramento County Department of Human Assistance
9. Employment and Training	9. Voluntary Legal Services
10. In-Home Care and Support	10. Public Housing & Rental Assistance

Caller Profile:



For more information, contact:

Nancy Findeisen
Community Services Planning Council
(916) 447-7063
nfindeisen@communitycouncil.org
www.communitycouncil.org

Information current as of 8/28/08

San Bernardino

Provider: Inland Empire United Way

2-1-1 launch: September 2006

2007/08 call volume: 49,119 for San Bernardino alone, or 25 calls per thousand residents. An additional 12,902 calls were answered through contract services to other counties

Service model: 24/7 services provided within San Bernardino County through an enhanced call center, providing after-hours services to four additional counties

Average speed of answer: 20 seconds

Staffing: 14 Information & Referral Specialists (4 are certified) and 2 Resource Specialists

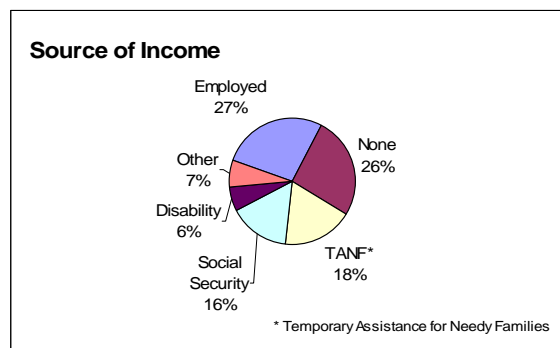
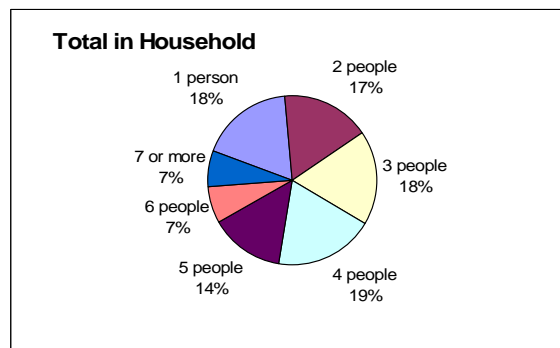
Resource database:
711 agencies
1,745 programs

Specialized services in addition to 2-1-1:

- Answer after-hour calls for County's Access Unit
- Provide County-sponsored real-time web pages for Shelter Bed availability and Rent/ Mortgage/ Utility Payment Assistance availability

Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Utility Bill Payment Assistance	1. Catholic Charities of San Bernardino/Riverside
2. Food	2. Community Action Partnership of San Bernardino County
3. Shelter	3. Salvation Army-Victor Valley
4. Rent/Mortgage Payment Assistance	4. St. John of God Health Care Services
5. Housing	5. Inland Valley Council of Churches
6. General Medical Care	6. Aletheian Christian Foundation
7. General Info Svcs/Organizational	7. Westside Community Service Center
8. Counseling	8. Salvation Army - Ontario
9. Motel Vouchers	9. Mercy House
10. Transportation	10. Salvation Army - San Bernardino

Caller Profile:



For more information, contact:

Gary Madden
Inland Empire United Way
(909) 980-2857 ext. 211
gmadden@ieuw.org
www.211sb.org

Information current as of 8/28/08

San Diego

Provider: 2-1-1 San Diego County

2-1-1 launch: July 2005

2007/08 call volume: 281,627 or 96 calls per thousand residents. This includes 122,927 calls answered for Firestorm 2007. Without the disaster calls, 211 San Diego answered 54 calls per thousand residents.

Service model: Weekday services provided within San Diego County through a local call center, contracting with an enhanced call center for nights and weekends

Average speed of answer: 1:58 (client wait time)

Staffing: 30.5 full-time equivalent staff, with 14.25 Information & Referral Specialists (91% are certified) and 4 Resource Specialists

Resource database:
1,084 agencies
3,187 programs

For more information, contact:

John Ohanian
Chief Executive Officer
2-1-1 San Diego
858-300-1303
johanian@211sandiego.org
www.211sandiego.org

Information current as of 8/28/08

Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Financial	1. County Health and Human Services
2. Shelter	2. Campesinos Unidos
3. Community Development	3. Metropolitan Area Advisory Committee
4. Food	4. Catholic Charities
5. Physical Health	5. Salvation Army
6. Behavioral Health	6. Neighbor to Neighbor, San Diego Gas & Electric
7. Basic Needs	7. Family Health Centers
8. Legal	8. St Vincent de Paul
9. Social Development	9. Volunteers of America
10. Employment	10. Interfaith Community Services

Caller Profile:

- 38% are under age 40; 62% are over age 40 (16% are 60 or older)
- 80% are female; 20% male
- The number of household members ranges from 1 - 11; the median is 3
- The number of children under the age of 18 ranges from 1 - 6; the median is 2
- The number of children under age 6 ranges from 1 - 4; the median is 1
- Of households with children, 57% are headed by a single parent
- 12% of households contain a person who is or was a member of the military
- By ethnicity, 40% of callers are white, 23% black, 27% Hispanic, 6% American Indian, 4% other
- Household income ranges from \$0 - \$150,000; the mean is \$18,436; the median is \$12,420; 61% are below the poverty level

San Luis Obispo

Provider: 211 SLO Hotline

2-1-1 launch: November 2007

2007/08 call volume: 15,394
or 60 calls per thousand residents

Calls have increased over 30% since the late 2007 soft-launch. Full education and outreach plans are pending cellular access in the summer of 2008 and in the first year estimate a 67% annual increase

Service model: 24/7 services provided within San Luis Obispo County through a local call center

Staffing: 6 full-time equivalent staff, with 2 Information & Referral Specialists (one is certified) and 0.5 Resource Specialist, plus the support of 35 volunteers

Resource database:
496 agencies

Specialized services in addition to 2-1-1:

After hours answering:

- o Homeless shelter (6 calls/day)
- o 2 Women's shelters (3 calls/day)
- o Foster Care Network (3 calls/day)
- o Child Welfare (DSS) (10 calls/day)
- o AARP Tax Appointments (Trial) 2000 calls Jan-Apr

Telecare -- Daily phone call/safety check for seniors & shut-ins

Support and crisis intervention

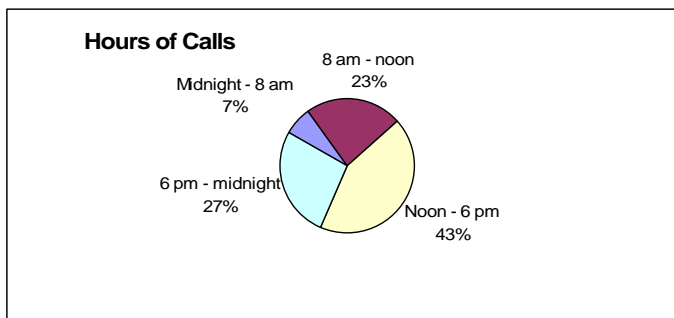
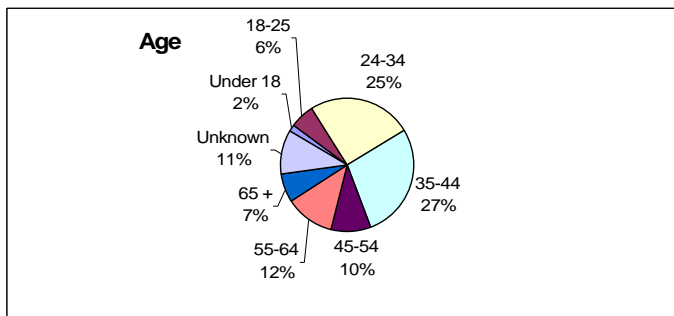
For more information, contact:

Linda McGregor
Hotline of San Luis Obispo
(805) 544-6016
linda@slohotline.org
www.slohotline.org

Information current as of 8/28/08

Top 10 service requests (2007/08)
1. Shelter
2. Domestic violence
3. Mental health
4. Senior services
5. Medical health
6. Substance abuse
7. Legal assistance
8. Financial assistance
9. Support groups
10. Housing

Caller Profile:



Santa Barbara

Provider: Santa Barbara 2-1-1 Helpline was established in 2005, a program of the Family Service Agency. FSA has been serving the community for over 100 years.

2-1-1 launch: July 2005

2007/08 call volume: 17,760 or 44 calls per thousand residents

Service model: Weekday services provided within Santa Barbara County through a local call center, contracting with an enhanced call center for nights and weekends

Staffing: 7.5 full-time equivalent staff, with 4.25 Information & Referral Specialists and 0.8 Resource Specialist

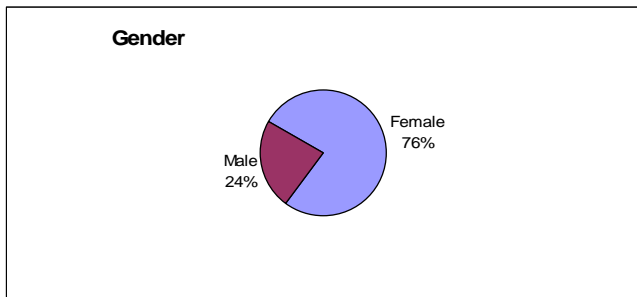
Resource database:
646 agencies
2,429 programs

Specialized services in addition to 2-1-1:

- Suicide prevention
- Crisis intervention

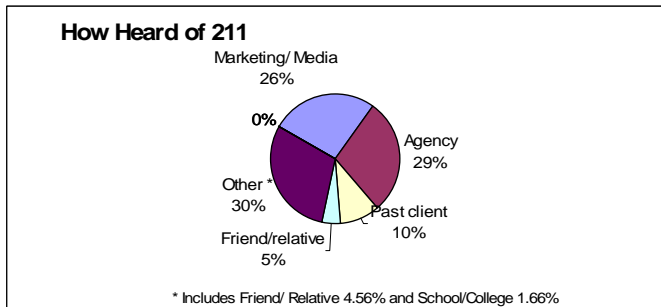
Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Health/Medical	1. Vol. Income Tax Asst.
2. Emergencies	2. C.A.R.E.S.
3. Mental Problems	3. Catholic Charities
4. Housing/Homeless	4. Fire Department
5. Taxes	5. Mental Health Services
6. Financial Aid	6. Drop-in-Center
7. Legal	7. S.B. Dept. of Social Services
8. Abuse/Neglect	8. Casa Esperanza
9. Food	9. Family Service Agency
10. Employment	10. Family Therapy Inst.

Caller Profile:



For more information, contact:

Tarek Kanaan
Family Service Agency of Santa Barbara
(805) 965-1001
tarekk@fsacares.org
www.211sbcounty.org



Information current as of 8/28/08

Santa Clara

Provider: 2-1-1 Santa Clara through United Way Silicon Valley

2-1-1 launch: February 2007

2007/08 call volume: 19,156 or 9 calls per thousand residents

Service model: 24/7 services provided by an enhanced call center located outside of Santa Clara County and a searchable database via website

Average speed of answer: 11 seconds

Staffing: 5 certified Information & Referral Specialists out of a total of 13 full time equivalent specialists

Resource database:
845 agencies
3700 programmatic records

- Specialized services in addition to 2-1-1:**
- Cooling Center Information & Referral
 - Earned Income Tax Credit Program
 - Pilot Healthy Lifestyles Project planned
 - Pilot Project with FIRST5 to promote healthy childhood development and early/family literacy for children prenatal through age 5 in Santa Clara County planned

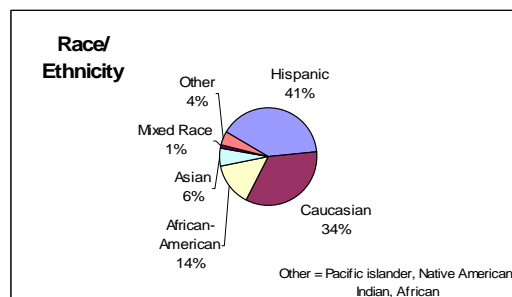
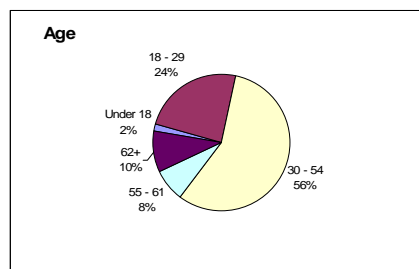
Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Housing/Shelter	1. InnVision
2. Food	2. Emergency Housing Consortium
3. Information Services	3. Community Action Agency
4. Individual and Family Support Services	4. Salvation Army
5. Legal Services	5. Sacred Heart Community Service
6. Community Services	6. First Immanuel Lutheran Church
7. Public Assistance Programs	7. Community Housing Developers
8. Transportation	8. Santa Clara County Social Services Agency
9. Law Enforcement Agencies	9. Catholic Charities of Santa Clara County
10. Employment	10. Second Harvest Food Bank of Santa Clara & San Mateo County

For more information, contact:

Amari Romero-Thomas
United Way Silicon Valley
(408) 345-4371
amari.romero-thomas@uwsv.org
www.211scc.org
www.uwsv.org

Information current as of 09/10/08

Caller Profile:



Stanislaus

Provider: Stanislaus County 2-1-1, through United Way of Stanislaus

2-1-1 launch: October 2007

2007/08 call volume: 2,966 or 6 calls per thousand residents. Stanislaus County 2-1-1- follows up on 100% of calls received within one week.

Service model: Weekday services provided within Stanislaus County through a local call center, contracting with an enhanced call center for nights and weekends

Staffing: 1 certified Information & Referral Specialist plus two uncertified

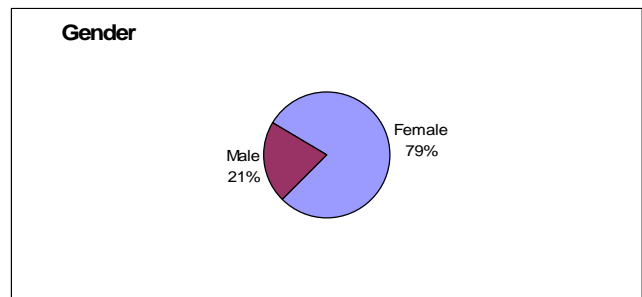
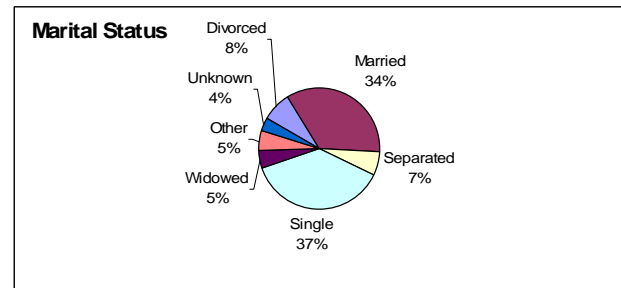
Resource database:
800 agencies
1,100 programs

Specialized services in addition to 2-1-1:

- Health Insurance Enrollment (650 calls)
- Gift of Sight Referral Program (144 calls)
- Foreclosure Assistance
- Anti-Panhandling 211 Campaign

Top 10 service requests (2007/08)	Top 10 Referrals (2007/08)
1. Health Insurance / Application Asst (650)	1. Salvation Army Modesto Corps (497)
2. Utility Assistance (511)	2. Community Housing & Shelter Svs (444)
3. Food (including Food Stamp Asst) (370)	3. Central Valley OpportunityCtr (382)
4. Rent Assistance (300)	4. Kaiser Permanente (302)
5. Shelter (144)	5. Inter-Faith Ministries (250)
6. Eye Glasses (144)	6. Healthy Families Insurance (183)
7. Legal (98)	7. Stan Co Community Services Agency (154)
8. Holiday (96)	8. Lenscrafters – Gift of Sight Program (128)
9. Health Care (95)	9. Stan Co Community Services Agency (104)
10. Phone Number (79)	10. Modesto Gospel Mission (103)

Caller Profile:



For more information, contact:

Francine DiCiano
United Way of Stanislaus
(209) 523-4562 Ext. 101
fdiciano@uwaystan.org
www.uwstan.org

Information current as of 8/28/08

Ventura

Provider: 2-1-1 Ventura County through Interface Children and Family Services

2-1-1 launch: February 2005

2007/08 call volume: 19,968 calls for Ventura County alone, or 25 calls per thousand residents

Service model: 24/7 services provided within Ventura County through an enhanced call center, providing after-hours services to three additional counties and 24/7 services to one additional county, with a second 24/7 county starting in January 2008

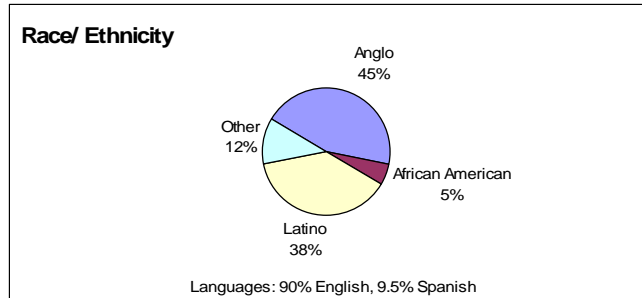
Average speed of answer: 10 seconds

Staffing: 5 certified Information & Referral Specialists out of a total 13 full time equivalent specialists

Resource database:
1,175 agencies
3,257 programs

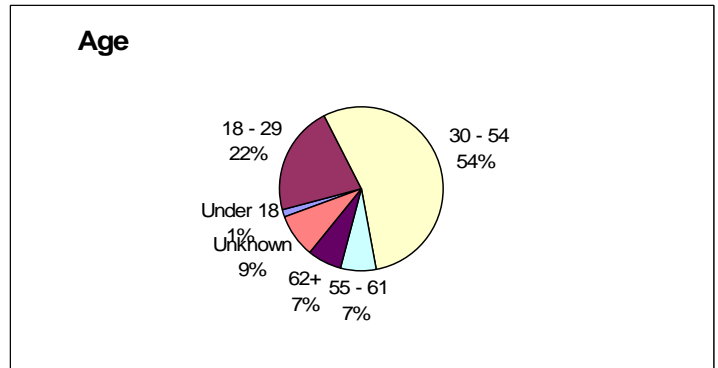
Top 10 service requests (2007/08)
1. Counseling
2. Housing
3. Rent Assistance
4. Shelter
5. General Medical Care
6. General Information Services
7. Food
8. Legal Assistance
9. Substance Abuse Services
10. Battered Women's Shelter

Caller Profile:



For more information, contact:

Erik Sternad
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805-485-6114, ext. 640
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www.211ventura.org



Information current as of 8/28/08