



2-1-1 California Action Update – Volume 42, February 2009

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2-1-1 Services Continue to Grow in California with more than 86% of Californians Covered

86% of California's population will have access to 2-1-1 services once Monterey and Sonoma Counties launch their 2-1-1 service on February 11, 2009 (2-11 Day!), bringing the number of counties covered by 2-1-1 to 21. Three other counties – Kings, San Benito and Shasta – are pushing hard for going live with 2-1-1 in 2009.

Even though 31 million people currently have access to 2-1-1, there are still 5 million Californians, primarily from rural areas, without 2-1-1 service. The top priority for 2-1-1 CA and its partners is to have the infrastructure in place to cover 100% of California for disaster response by the end of 2010. "In these times of extraordinary need it is disappointing that more than 5 million Californians do not have access to 2-1-1 for disaster and 24/7 services," stated David M. Smith, President and Chief Executive Officer United Way of Ventura County and Co-Chair of 2-1-1 CA, "and that is why we have set such an aggressive goal for this year's work plan."

As with all local 2-1-1 call centers, Monterey and Sonoma Counties are supported by an array of local partnerships. 2-1-1 Monterey is hosted and funded by United Way of Monterey County with additional funding support by Community Foundation for Monterey County, County of Monterey, Driscoll's Berries, Monterey Peninsula Foundation, Community Foundation for Monterey County, First 5 Monterey County, and Monterey-Salinas Transit. 2-1-1 Sonoma is a three way partnership with funding and promotion from United Way of Wine Counties, run by the Volunteer Center, and housed in Sonoma County facilities.

2-1-1 is also available in Alameda, Contra Costa, Fresno, Kern, Los Angeles, Marin, Napa, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Luis Obispo, Santa Barbara, Santa Clara, Solano, Stanislaus and Ventura Counties. Information on 2-1-1 CA and county links can be found at www.211california.org.

2-1-1 Services National Big Count

Nationally nearly 14 million 2-1-1 calls were handled in 2008. This is up nearly 40% from the 9.9 million calls in 2007. In California the 2-1-1 system handled nearly 1.2 million calls in 2008, which is up by more than 30% in many of the 2-1-1 counties over the previous year. The majority of the calls were for the following services: housing and utilities; health care; food & meals; income support and assistance; individual family and community support; mental health and addictions; legal consumer and public safety; education; and employment.

California's Local Government Leadership Endorses 2-1-1 Statewide

The California State Association of Counties (CSAC) and the League of California Cities have both endorsed 2-1-1 CA's work to build out the statewide 2-1-1 system. CSAC's motion unanimously put forward the goal of working with 2-1-1 CA "to determine how to create an appropriate infrastructure and funding sources for a statewide 2-1-1 system." The significance of these endorsements is the acknowledgement that 2-1-1 is an important component of an efficient and effective health and human service delivery system, a critical and essential service during and after a disaster or public health emergency, and a value to all counties and cities throughout California.

2-1-1 California Accomplishments – Value Added to a State in Stress

Much has been accomplished by the 2-1-1 providers, 2-1-1 CA and its state partners. The value added to the state and local call centers is best summed up by providing a few of these accomplishments:

- 2-1-1 CA partners work with the California Public Utilities Commission (CPUC) to support the development and submission of local 2-1-1 applications.



- 21 counties with 2-1-1 systems covering 86% of California's population.
- Collaboration with CPUC in September, 2008 to host a gathering of 20-25 state agencies, and other key 2-1-1 partners, including First 5 Commissions, local United Ways, local Information & Referral centers, AT&T and Verizon.
- During the 2007 Southern California Wildfires, six 2-1-1 centers handled 130,000 calls in five days, effectively carrying out disaster response, providing critical information regarding mandatory evacuation routes, shelter location, road closures, relief and recovery resources, and donation and volunteer opportunities. The six counties that were ultimately named disaster areas included - Los Angeles, Riverside, Orange, San Bernardino, San Diego, and Ventura
- During Hurricanes Ike and Gustav, 2-1-1 CA partners' 2-1-1 Los Angeles, 2-1-1 San Francisco, and 2-1-1 San Diego provided national disaster response services for the Gulf Coast region, , handling more than 10,000 out of state calls.
- California State Association of Counties (CSAC) provided a unanimous endorsement for the implementation of 2-1-1 statewide.
- 2-1-1 CA partnered with the state Department of Food and Agriculture on a food stamp service agreement that included a statewide traveling training program to help 2-1-1's implement a Food Stamp outreach throughout the state.
- Caltrans partnered with 2-1-1 CA to establish a mobility management, multi-county pilot site in a rural area, to utilize 2-1-1 to help seniors, low income and persons with disabilities more efficiently and successfully access and manage their local transportation needs.
- 2-1-1 is now listed in the state's updated draft Emergency Operations Plan, and 2-1-1 CA gains federal and state grant support through the Office of Emergency Services and Caltrans to support the development of a model Emergency Operations Plan for local 2-1-1s and for 2-1-1 statewide.
- 2-1-1 CA and 2-1-1 San Francisco secured a grant from the Kaiser Permanente Foundation in support of working toward a networked statewide 2-1-1 system.
- The 2-1-1's serving the Bay Area meet monthly to develop common approaches, share resources and plan together to serve a very interdependent and mobile Bay Area population. Common data collection, resource information, outreach and promotion and disaster planning are the targets.
- The 2-1-1's serving Southern California meet quarterly to develop best practices in disaster coordination, quality control, performance measurement, and in the development of diversified operational funding strategies.
- **211 Santa Clara County**, operated by **United Way Silicon Valley**, is part of the Silicon Valley "basic needs coalition" of **philanthropic organizations addressing the economic crisis**.
- 2-1-1 Executive Directors from 2-1-1 Alameda County and 2-1-1 San Francisco provided a 2-1-1 workshop for State of California OES staff assigned to Northern and Central California. OES staff planned to teach and promote 2-1-1 among their Emergency Services colleagues and counter parts in the counties not served by 2-1-1.
- 2-1-1 Executives from San Francisco and Sacramento met with the State of California's 911 Advisory Body at which state staff were directed to work with 2-1-1 CA representatives to develop a joint dissemination, promotion and communications/orientation plan to alert local 911 staff to work collaboratively with local 2-1-1's.

Senator Secretary of State Clinton Introduces & 23 Congress Members Co-Author S.211

Before becoming the Secretary of State, then Senator Hillary Clinton (N.Y.) re-introduced Senate Bill 211 (S. 211), and 23 Congressional Members joined her as Co-Authors of the bill including California's Senator Diane Feinstein. The purpose of the bill is to "facilitate nationwide availability of 2-1-1 telephone service for information and referral on human services and volunteer services, and for other purposes." On February 11, 2009, 2-1-1 advocates from around the country will join with United Way of America to hit the "Hill" and advocate for S. 211 in Washington D.C. 2-1-1 CA will be represented in this effort by our state Co-Chair and 2-1-1 LA County Executive Director, Maribel Marin and 2-1-1 San Diego CEO, John Ohanian.

For more information about S. 211 and to follow the bill through Congress you can go to <http://www.govtrack.us/congress/bill.xpd?bill=s111-211>

2-1-1 California Announces Strategic Work Plan – Prioritizing Disaster Response

The 2-1-1 CA's leadership team drafted a Strategic Work Plan, to guide the next steps of our work. The primary goal is to build out the 2-1-1 system to cover 100% of California for disaster response by the end of 2010, and to set the stage for building out the statewide full coverage for 24/7 health and human services when a sustainable funding stream is identified. There are three main objectives in the Strategic Work Plan:



- ❖ Build out the 2-1-1 system to provide disaster response to all areas of the state, using that foundation to continue the expansion of the 24/7 health & human services to all Californians
- ❖ Continue to build out the 2-1-1 CA partnerships, and clarify the group's role in California as the policy and operations' decision making setting for 2-1-1 in California
- ❖ Establish a finance, resource and sustainability plan for the 2-1-1 system for both disaster response and 24/7 coverage.

“The main focus of our strategic work plan is to ensure that the infrastructure is in place to respond to disasters no matter where the event happens in California,” states Maribel Marin, Executive Director of 2-1-1 Los Angeles County, Chair of the CAIRS' Board of Directors and Co-Chair of 2-1-1 CA, “Making sure we have 100% coverage will require coordination with CalEMA, local OES offices, and having emergency operations' plans completed in all areas of the state, including all rural areas, as well as agreements with all 2-1-1 centers for mutual assistance to back up the system.”

When disaster strikes in California, whether it is wildfires, earthquakes, floods, terrorist acts, or tsunamis (Yes, California has tsunamis, 14 since 1812 with the 1964 tsunami striking the northern coastal area resulting in 12 deaths), the 2-1-1 call center in the affected area can quickly be overwhelmed. The build out of the statewide system for disaster response calls for:

- Having local emergency operations plans and business continuity plans in place allowing local 2-1-1s to respond as smoothly as possible, whether it is evacuation information or medical, road closure, school closure, shelter, food or recovery information that is needed by people in that area.
- Putting in place the technology that will enable all 2-1-1 centers to send, re-route, and accept overflow disaster calls to ensure mutual assistance capability.
- Developing the Memoranda of Understanding and other mutual assistance documents, protocols, training, and volunteer planning with all call centers that are capable of providing mutual assistance for handling extra calls coming from a disaster area.
- Planning and coordination with CalEMA and local OES offices throughout the state to ensure that critical information is shared with the 2-1-1 provider network and that 2-1-1s provide accurate and up-to-date to the public.
- Developing a statewide database and standardized communication protocols to ensure that all 2-1-1s have access to the same resource information in an accurate and timely fashion.

For more information on the planning for building out the 2-1-1 statewide disaster system, contact Maribel Marin at MMarin@211LA.org. For more information on 2-1-1 CA's Strategic Work Plan contact Steve Barrow, Statewide Coordinator at sbarrow@pacbell.net.

6.0 Version of AIRS Standards Published

The next generation of AIRS Standards, 6.0, has been published and can be accessed through the following web site address <http://www.airs.org/i4a/pages/index.cfm?pageid=3371>. The 6.0 AIRS Standards is a 65 page document that provides 27 areas of standards covering every part of an Information and Referral program operations. The web site also contains a seven page document that supplies an overview of the major changes in this latest version of AIRS Standards over the latest version 5.2. The most significant change is that Quality Indicators have been introduced that can be used to determine the degree of adherence to the standards or achievement of quality goals. These indicators provide the ideal framework for determining standards compliance. In addition, there are a number of new Standards introduced such as Additional Channels for Access, Content Management and Indexing, and Program Evaluation and Quality Assurance. Review and incorporation of new elements will be particularly important for agencies seeking AIRS accreditation.

AIRS 2009 Conference in Reno

The 2009 AIRS Conference will be held in Reno, Nevada, on May 31 through June 3 at the Silver Legacy Resort & Casino. Access to information about the conference, registration, room rates, and much more can be found at <http://www.airs.org/i4a/pages/index.cfm?pageid=3385>.



Why 2-1-1 instead of 211?

Just so you know -- 2-1-1 is written with dashes to ensure people understand that it is a dialing code and do not confuse it with simply the number - two hundred eleven (211)

Emergency Operations Planning and 2-1-1's Rise In Importance in Emergency Planning

2-1-1 CA's Emergency Operations lead consultant, William Norris, will survey all 2-1-1 call centers to identify local preparedness and technology needs. This information will be included in our report to CalEMA, to inform them, other state officials and 2-1-1 CA's leadership team what remains to be done to ensure all 2-1-1 centers in California are ready to respond to disaster and public health emergencies.

In October, 2008 Governor Schwarzenegger signed Assembly Bill 38 by Assembly Member Pedro Nava (D-Santa Barbara), combining the state Office of Emergency Services (OES) and the Governor's Office of Homeland Security (OHS) into a new cabinet-level California Emergency Management Agency (CalEMA). The bill gave the merged agency responsibility for overseeing and coordinating emergency preparedness, response, recovery and homeland security activities in the state. In January 2009 CalEMA was officially launched and Matthew R. Bettenhausen was named as the Acting Secretary of the agency. CalEMA's new statewide Emergency Operations Plan includes 2-1-1 for the first time, citing 2-1-1 as one of the tools the state will use to help keep all of its citizens informed and safe in times of disaster.

Mobility Management and 2-1-1

Caltrans, California's transportation planning agency, is working hard to ensure all Californians, especially seniors, low income and people with disabilities, have access to the transportation support they need to lead a healthy, rich and productive life. Caltrans is coordinating work with 2-1-1 CA to fund a pilot project in California's rural areas so that 2-1-1 becomes an integral mobility management system for seniors, low income, people with disabilities, and people with job related transportation needs. The concept is to have 2-1-1 local rural call centers provide transportation planning and access support for these targeted populations. The work is funded through federal Job Access and Reverse Commute and New Freedom grants and overseen by Caltrans. The aim is to develop a replicable model program that can be used in other rural settings around California and other places in the United States. Currently Caltrans is reviewing four rural area counties as the potential hub for a multi-county pilot project – Fresno, Monterey, San Luis Obispo and Shasta Counties. The goal is to have the Mobility Management pilot site up and running by June of this year. For more information about the project contact 2-1-1 CA transportation consultant. Bill Doyle at bdoyle@infosol-group.com.

2-1-1 Authorized Providers in California Counties

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| <i>Alameda:</i> Eden I&R (www.edenir.org) | <i>San Bernardino:</i> Inland Empire United Way (www.211sb.org) |
| <i>Contra Costa:</i> Contra Costa Crisis Ctr. (www.crisis-center.org) | <i>San Diego:</i> 2-1-1 San Diego (www.211sandiego.org) |
| <i>Fresno:</i> United Way of Fresno County (www.unitedwayfresno.org) | <i>San Francisco:</i> HELPLINK/2-1-1 San Francisco (www.211bayarea.org) |
| <i>Kern:</i> Community Action Partnership of Kern (www.capk.org) | <i>San Luis Obispo:</i> SLO Hotline (www.slohotline.org) |
| <i>Los Angeles:</i> 2-1-1 LA County (www.211la.org) | <i>Santa Barbara:</i> 2-1-1 HelpLine (www.211sbcounty.org) |
| <i>Marin:</i> HELPLINK/211 San Francisco (www.211bayarea.org) | <i>Santa Clara:</i> Silicon Valley United Way (www.uwsv.org) |
| <i>Monterey:</i> United Way Monterey County (www.unitedwaymcca.org) | <i>Solano:</i> HELPLINK/2-1-1 San Francisco (www.211bayarea.org) |
| <i>Napa:</i> HELPLINK/2-1-1 San Francisco (www.211bayarea.org) | <i>Sonoma:</i> United Way of the Wine Country (www.uwsmi.org) |
| <i>Orange:</i> 2-1-1 Orange County (www.2-1-1OC.org) | <i>Stanislaus:</i> United Way of Stanislaus and the Mother Lode
(www.uwaystan.org) |
| <i>Riverside:</i> Volunteer Center of Riverside County
(www.volunteercentersca.org) | <i>Ventura:</i> Helpline 2-1-1 – Interface Children and Family Services
(www.icfs.org) |
| <i>Sacramento:</i> InfoLine Sacramento (www.communitycouncil.org) | |

Find more information on 2-1-1 in California at www.211california.org

For questions about 2-1-1 activities in California, contact Steve Barrow, Statewide Coordinator at sbarrow@pacbell.net or Marc Thibault, Assistant Statewide Coordinator at marc.thibault.llc@gmail.com