



California Alliance of Information and Referral Services



## 2-1-1 California Action Update - Volume 42, July, 2008 [www.2-1-1california.org](http://www.2-1-1california.org)

### ***More counties moving toward 2-1-1 coverage***

The Volunteer Center of **Sonoma County** has submitted an application to the CPUC requesting 2-1-1 designation to serve that county. The application is a partnership with the United Way of Sonoma-Mendocino-Lake, and the Health and Human Services Department in Sonoma County. Sonoma has been participating in the 2-1-1 Bay Area collaborative. In addition, United Way of **Monterey County** submitted its 2-1-1 application to the CPUC on July 11, 2008.

Currently, 19 of California's 58 counties have 2-1-1 service - Ventura, Los Angeles, Orange, Riverside, San Diego, Santa Barbara, Contra Costa, San Francisco, San Bernardino, Alameda, Santa Clara, Kern, Stanislaus, San Luis Obispo, Fresno, Marin, Solano, Napa, Sacramento, covering 84% of the state's population.

### **News from emerging 2-1-1 efforts:**

- Dave Plowman, Executive Director, Help, Inc., based in Redding, reports that Help, Inc. is planning the 2-1-1 application for **Shasta County** and is exploring the possibility of partnering with others to serve all counties Glenn and north.
- **San Benito County** is in the 2-1-1 planning stages and is considering a partnership with United Way Silicon Valley.
- John Ohanian, 2-1-1 San Diego, reports conversations with **Imperial County** and United Way officials about expanding San Diego's service to cover residents of Imperial County.
- 2-1-1 Sacramento is planning to explore with neighborhood counties including **El Dorado, Placer and others**, some of which already have working relationships with the Community Services Council, home of 2-1-1 Sacramento.
- Discussions are underway between HELPLINK, **San Mateo County** and local funders regarding San Mateo's participation in 2-1-1 Bay Area through HELPLINK.

2-1-1 California maintains its commitment and consistent efforts to develop the statewide infrastructure and support necessary to assure quality 2-1-1 services to every Californian by 2010.

Download this map from [www.2-1-1california.org](http://www.2-1-1california.org)



### ***2-1-1 California hires full-time statewide coordinator***

The 2-1-1 California Leadership Team is excited to announce that they have hired **Ron Pierre as full-time statewide coordinator** effective July 14<sup>th</sup>. Ron, a resident of Eureka in Humboldt County, brings great enthusiasm for the work, connection and commitment to the rural communities, and experience in managing complex organizations and change processes. Ron can be reached at 707.845.7910 or [211ca.rp@suddenlink.net](mailto:211ca.rp@suddenlink.net). Ron says, "I am eager to connect with the many people who have made 2-1-1 what it is today, and to work together to achieve statewide coverage. I am 100% on board and fully accessible. Please be in touch." The full press release announcing Ron's hire is available at <http://www.cairs.org/211/docs/NewHirePressRelease.pdf>.

### ***Residents near wildfires largely in communities unserved by 2-1-1***

The current California wildfire map shows hundreds of fires burning in regions all over the state, especially in the north. [http://www.fire.ca.gov/index\\_incidents.php](http://www.fire.ca.gov/index_incidents.php) In stark contrast to the maps from Fall of 2007, when every county that was affected as also served by an active 2-1-1, **a very small portion of the communities impacted by the current fires are served by 2-1-1.** In Kern County, where the Piute Fire has threatened 1,100 residences and 32 commercial properties, the fire department is able to promote 2-1-1 as a resource. Romala Ramkissoon from Community Action Partnership, provider of 2-1-1 of Kern County, reports receiving many calls. These fires, and the long fire season ahead, reinforce the importance of providing 2-1-1 service to *all* residents of California.

### ***Funding news and opportunities***

- **2-1-1 California receives volunteerism grant.** Karen Baker, Secretary of Service and Volunteering, announced that **California Volunteers** will give \$50,000 to support 2-1-1 California's efforts to achieve statewide coverage. Specifically, the grant will provide part of the funding for the statewide coordinator, and partial funding for a study to articulate the value that 2-1-1 can provide to statewide agencies that currently invest in toll-free numbers to distribute information. California Volunteers joins other statewide funders in supporting 2-1-1: **Office of Emergency Services** (\$177,000 for technology and emergency planning) and **Caltrans** (\$500,000 for planning and implementing rural mobility management).
- **CPUC authorizes 2-1-1s for the California Teleconnect Fund.** In June, the California Public Utilities Commission updated its public policy programs, making 2-1-1 providers eligible for its California Teleconnect Fund (CTF). This fund provides discounted telecommunications services including voice and Internet service to eligible community organizations. Now, nonprofit community-based organizations that provide 2-1-1 Information & Referral services to California communities are eligible to participate. For information and an application, go to <ftp://ftp.cpuc.ca.gov/puc/telco/public+programs/ctfapplicationrev71806.pdf>
- **2-1-1 Los Angeles County paves the way with eligibility for CalNet services.** The state of California negotiates significantly reduced rates for telephone services from AT&T and other vendors. 2-1-1 LA County applied and the Department of General Services recently approved them to participate in these CalNet service rates. Other 2-1-1s interested in exploring these cost savings should contact California Department of General Services, 916.657.9150. For the application, go to [www.211california.org](http://www.211california.org), click on "Calnet Service Application" under 2-1-1 toolkit.
- **No federal appropriations funding coming to 2-1-1 California.** For the first time, 2-1-1s across the county, supported by United Way of America, submitted applications for federal appropriations. 2-1-1 California requested support from Senators Feinstein and Boxer; we have received word that we will not receive funding this year. Through the process, 2-1-1 California and local 2-1-1s have built strong relationships with the Senators as well as Representatives and their staff, with some making visits to call centers and more fully understanding the impact and potential of this service.

### ***CA State Association of Counties and CA League of Cities build support for statewide 2-1-1***

The **California State Association of Counties (CSAC)** is made up of county-level supervisors from across the state. Led by Supervisor Greg Cox of San Diego County, a motion was unanimously passed by the CSAC Board of Directors at their May 22, 2008 meeting to support 2-1-1 California efforts for statewide coverage and developing sustainable funding. Discussion among Supervisors included a recommendation that they support the Federal Calling for 2-1-1 Act (pending legislation – S. 2-1-1), consideration of a potential phone fee (expressed at the Executive Committee meeting of CSAC held in June 2008), and state funding support to match local investments. Concerns were also raised by rural county supervisors who are concerned with the lack of funds to support important services in their communities, including 2-1-1.

2-1-1 California representatives also had an opportunity to present to the **League of California Cities' Public Safety Policy Committee**. The group also shared their interest in supporting statewide coverage, and agreed to move forward a resolution similar to that adopted by CSAC when they have their own Annual Conference in September.

### ***Give input on revisions to the AIRS standards***

AIRS, the national association of Information & Referral providers, is in the process of updating its standards. 2-1-1 providers and potential providers are especially invited to identify places in the standards where the needs and demands of 2-1-1 may be different. Comments from those in California should be forwarded to Ed Schoenberger [ESchoenberger@uwba.org](mailto:ESchoenberger@uwba.org) and Ron Pierre [211ca.rp@suddenlink.net](mailto:211ca.rp@suddenlink.net) to be compiled. The standards can be found at <http://www.cairs.org/211/docs/AIRSSStandardsVer6FinalDraft.pdf>.

### ***2-1-1 plays central role in Caltrans Mobility Management efforts***

Mobility Management is a term and service that is increasingly familiar within the 2-1-1 world. 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. According to United We Ride, “mobility management focuses on meeting individual customer needs through a wide range of transportation options and service providers. It also focuses on coordinating these services and providers in order to achieve a more efficient transportation service delivery system.” ([www.unitedweride.gov](http://www.unitedweride.gov))

Caltrans has provided 2-1-1 California a \$100,000 planning grant and \$400,000 implementation grant to develop mobility management in rural areas of the state. The planning project, led by national mobility management expert Bill Doyle, includes a Transit Providers Technology assessment that is currently underway. It also offers multiple venues for 2-1-1s to enter into dialogue and partnership with transportation providers in their areas, including upcoming local focus groups. For more information, contact Bill Doyle at [bdoyle@infosol-group.com](mailto:bdoyle@infosol-group.com)

### ***Statewide technology and emergency planning projects underway***

The 2-1-1 California Technical Advisory Group is developing a statewide technology plan in two phases:

- Phase 1– Tying existing 2-1-1s into a network to provide statewide service, redundancy, and disaster capacity with an emphasis on telephony and a priority to maximize use of existing investments and capabilities while minimizing new investment
- Phase 2– Optimizing capabilities and maximizing efficiencies across the state – a more ideal plan that may address data base software, kept realistic in terms of investment for the long term.

At its first meeting, the Technology Advisory Group endorsed an ambitious timeline to develop a technology plan by the end of 2008. This will support the effort to bring 2-1-1 to the entire State by 2010, and specific efforts over the next year in the area of disaster and mobility management. The planning process is supported by funding from Kaiser, California Office of Emergency Services, and Caltrans.

### ***Technology inventory update***

2-1-1 California has commissioned, with support from Kaiser, an updated statewide technology inventory. Addressing both the telephony and database functions, this survey was sent to all active 2-1-1s and comprehensive Information & Referral (I&R) providers in California. Preliminary results were presented at the first Technical Advisory Group meeting on July 3<sup>rd</sup>, and include data from all sixteen active 2-1-1 centers plus 7 responses from non-2-1-1 I&R providers. The study documents the variety of technical approaches and specific infrastructure in place, and reports that 11 of the 16 2-1-1 centers are planning technology changes in the near future, making the timing of the coordinated effort all the more effective. Contact Tara Sullivan Hames with questions about the survey. [sullyhames@sbcglobal.net](mailto:sullyhames@sbcglobal.net)

### ***2-1-1 California and California Public Utilities Commission (CPUC) host high-level summit***

In September 2008, 2-1-1 CA and the CPUC will bring together senior leadership from the Governor’s office, state agencies, and statewide organizations. This policy summit will publicly promote the significant support from organizations such as Office of Emergency Services, Department of Homeland Security, Caltrans, CaliforniaVolunteers, and California State Association of Counties, and articulate specific ways other key organizations and leaders can be part of achieving 100% integrated coverage by 2010.