

CAI&RS

NEWSLETTER

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CALIFORNIA ALLIANCE OF INFORMATION AND REFERRAL SERVICES

2-1-1 Launched in Sacramento

On April 7, 2008, the Community Services Planning Council launched 2-1-1 Sacramento, replacing InfoLine Sacramento as the central resource for health, human service and disaster related information in Sacramento County. Ben Webster, CSPC Board Chair, and Nancy Findeisen, CSPC President/CEO, announced the start of 2-1-1 in the Sacramento County Board of Supervisors Chambers to a crowd of supporters. The presentation included the history and status of 2-1-1 nationally and in California, a description of 2-1-1 Sacramento services, and



Database Demo at Launch

recognition of the coalition of supporters and funders that made 2-1-1 possible in Sacramento.

Supervisors Roger Dickinson and Don Notolli expressed their support for 2-1-1 and each described 2-1-1's value to the community and their particular constituencies. Assemblyman Dave Jones welcomed the initiation of 2-1-1 in Sacramento County and explained how 2-1-1 will enable more working families to access needed resources. A former caller to InfoLine, who is now a 2-1-1 Sacramento Information Specialist, explained how his positive experience in getting reliable, helpful information about the community services he needed from InfoLine inspired him to seek a position with 2-1-1. Another 2-1-1 Information and Referral Specialist cited examples of how she has been able

to connect callers with an array of services customized for their particular needs.

After the presentation, supporters and interested community members gathered in the lobby for refreshments and to view demonstrations of the 2-1-1 Sacramento database of community resources. The audience all received a packet of information about 2-1-1 to share with their agencies and colleagues.

Media coverage by two radio stations, *The Sacramento Bee*, and a live feed on the evening news direct from the 2-1-1 Call Center by *Univision*, resulted in a doubling of calls to 2-1-1 on launch day and immediately thereafter. Since the launch calls continue to increase, and 2-1-1 Sacramento is serving on average 50 percent more callers than InfoLine did in the previous year. Last year InfoLine Sacramento served nearly 41,000 callers. With the current pace of increased calls, 2-1-1 Sacramento expects to serve more than 60,000 callers in 2008.

Funding partners for 2-1-1 Sacramento include: First 5 Sacramento Commission, Sacramento Housing and Redevelopment Agency, Sacramento County Department of Human Assistance, Area 4 Agency on Aging, Sacramento Superior Court, Child Abuse Prevention Council of Sacramento, and Sacramento Employment and Training Agency.

— Nancy Findeisen



Ben Webster and Nancy Findeisen

Letter from the President . . .

Dear CAIRS members:

The Board had its annual retreat at the beautiful Asilomar Retreat in Monterey, CA and welcomed its newest member, Dave Plowman from Help Inc., in Shasta. Dave brings the northern California, rural I&R perspective to all our efforts. At the retreat, the Board made the decision to move the annual membership training conference to December 4, 2008 (location is still planned for Northern California) due to the exciting opportunity to have the California Public Utilities Commission host a summit for state and local officials and leaders in the law enforcement, public safety, and emergency response sectors, to discuss the value of connecting and partnering with their local 2-1-1 service provider. The summit will also focus on encouraging parties to work together to support, promote, or start local planning efforts in areas where 2-1-1 services are currently not being provided. CAIRS wants to thank CPUC Commissioners Rachelle Chong and Timothy Simon for their ongoing support for the statewide implementation of 2-1-1.



The CAIRS Board is reaching out to rural parts of California in an effort to expand 2-1-1 service into these communities so that residents of the entire state receive the benefits of 24/7 I&R assistance and to ensure disaster response readiness. Last year we conducted regional meetings in three rural county locations culminating with the 2-1-1 summit in Sacramento in September to discuss how 2-1-1 can be developed in these areas. This year, we will be focusing much of our efforts through the CPUC-hosted summit and via our participation with 2-1-1 CA (as co-chairs with the United Ways of California) on developing political and funding support to expand 2-1-1 infrastructure into rural counties. Through 2-1-1 CA we have connected with the California State Association of Counties and California League of Cities seeking their endorsements for statewide implementation and identification, and development of a sustainable funding source. We have obtained preliminary support (executive committee level) and have been invited to present at the larger bodies of these groups. CAIRS members are encouraged to contact their local elected officials to express encouragement towards the support/endorsement of statewide 2-1-1 implementation.

On another front, CAIRS wants to congratulate the Sacramento Community Services Planning Council for their successful launch of 2-1-1 Sacramento on April 7, 2008. Services will be provided 24 hours per day and 7 days per week. Nancy Findeisen, President and CEO of the Community Services Planning Council, is also a long time CAIRS Board member and its current Secretary.

CAIRS also wants to encourage all members and I&R agencies to AIRS-certify their staff. www.AIRS.org provides several on-line training opportunities to prepare staff for taking the certification test. Individuals can sign up for testing via the AIRS website and CAIRS offers certification testing opportunities at its annual conference and at other locations throughout the year (check locations on the AIRS website). Participants must register with AIRS 60 days in advance of the test date to ensure eligibility.

— Maribel Marin

SAVE THE DATE

CAIRS ANNUAL CONFERENCE

December 4, 2008

Location: TBA

CAIRS Officers

Maribel Marin
President

John Bateson
Vice President/Operations

Tara Sullivan-Hames
Vice President/Membership

Nancy Findeisen
Secretary

Cory Scholtes
Treasurer

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The CAIRS newsletter is provided as a benefit to all CAIRS members. Please contact CAIRS if you wish to reprint any part of this newsletter.

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Eden I&R's 2-1-1 Alameda County was able to showcase 2-1-1 on a huge billboard at the Oakland Coliseum thanks to an Alameda County Public Health Department grant that included this 2-1-1 marketing line item in a disaster-related project budget. The statement "A resource for public health emergencies" on the billboard exemplified the partnership efforts between 2-1-1 and the Public Health Department. Eden I&R has also recently signed a "Public Health Emergency Preparedness Program Cooperative Agreement" that more formally recognizes how 2-1-1 and the Public Health Department will partner in such activities as: preparedness trainings, disaster drills, and the coordination of disaster-related communication messages. Because the billboard was located on Interstate 880, CBS Outdoor indicated that over 4.4 million people saw the billboard during the month of April, 2008.

Reach a Statewide Audience with CAIRS

Have a conference, service or product you want to promote statewide? Consider purchasing ads in the CAIRS Newsletter. The current circulation is over 200, with membership in CAIRS continuing to grow. We are offering very low advertising rates:

For-Profit rate = \$400 for 4 quarter page ads (\$100 per ad)

Non-Profit rate = \$200 for 4 quarter page ads (\$50 per ad)

If you are interested contact Barbara Bernstein at (510) 537-2710, ext. 8; or by email: bbernstein@edenir.org

2-1-1 California Forges Relationships with CSAC and CLOC

In the movement to gain support for a Statewide 2-1-1 system in California, 2-1-1 California has forged relationships with both California State Association of Counties (CSAC) and the California League of Cities. In an effort to emphasize the importance and need for a statewide 2-1-1 system, 2-1-1 California presented to the board of directors of both groups.



Taking the lead on the presentation, County of San Diego's Board of Supervisors' Chairman Greg Cox, a long time supporter of the 2-1-1 system and Chair of the 2-1-1 San Diego Leadership Committee, provided a report on the instrumental role played by 2-1-1 in the Southern California region in assisting residents during the wildfires of 2007. Chairman Cox, who was joined by John Ohanian, Chief Executive Officer of 2-1-1 San Diego; Maribel Marin, Executive Director of 2-1-1 LA and Co-chair of 2-1-1 California; and Dave Smith, President and CEO of United Way of Ventura County, emphasized how, collectively, the 2-1-1 system was able to provide up-to-the-minute information about mandatory evacuation orders, shelter locations, road closures, relief and recovery resources, and donation and volunteering opportunities to the public.

The presentation spurred an encouraging discussion regarding the difficulty in securing sustainable financial support for the effort.

As a result, the CSAC Board of Directors unanimously approved the recommendation to endorse the implementation of a statewide 2-1-1 system, as well as to identify funding resources which includes a potential phone fee. The recommendation also included that efforts be made to advocate for federal matching funds. Finally, 2-1-1 California will be presenting to the larger CSAC body in Sacramento as well. In next steps, the goal is also for the League of Cities to move a similar motion at their July Board Meeting.

— John Ohanian

Understanding Mental Illness

An estimated 1.3 million people in California have a serious mental illness. More than half (700,000) have been diagnosed with severe and persistent mental illness, which includes schizophrenia, bipolar disorder, and major depression.

Schizophrenia is a thought disorder. It's characterized by bizarre, grandiose, persecutory, or jealous delusions, auditory hallucinations (hearing voices), illogical thinking; blunted moods, and catatonia.

Bipolar disorder is a mood disorder. A person experiences mood swings that are elevated, expansive, or irritable.

Depression is a common emotional problem and a natural reaction to stress. Depression becomes more serious, however, when a person becomes immobilized and unable to function in daily life. It can be caused by chemical changes in the body, by a situational life crisis and the way a person responds to the crisis, or by past events thought forgotten.

There are dozens of additional mental illnesses. Among the more common are retardation, attention deficit disorder (ADD), conduct and anxiety disorders, attachment disorders, oppositional disorders, and eating disorders.

Long-term, successful treatment of a mental illness usually requires medication and/or psychotherapy. Even many types of psychosis, where a person's distorted thinking and perceptions lead to an incorrect belief about what's real, respond rapidly to proper medication and professional counseling.

Short-term, when mentally ill people call a phone service they need emotional support in the here and now. Oftentimes, they're put off if the call specialist leaps to giving referrals instead of listening and engaging. In most cases, the caller has received all the referrals before anyway. They're calling because they want to connect with another human being—living with a mental illness can be lonely and isolating. What's needed most is patience in answering the call because many people with a mental illness have trouble forming thoughts and expressing themselves. Supportive listening is the key—letting the caller know you're there and that you care.

— John Bateson



One-Stop Shops for Senior Resources

The demographic profile for the United States clearly shows that we are at a critical juncture in our ability to address the current and projected tidal wave of senior needs across the nation. The existing level of services and ability to expand services to meet the growing needs will be severely compromised without overtaxing resources and clearly identifying and minimizing constraints. Actions that will continue to assist Agencies on Aging in this process are effective coordinated operations, prudent collaborative planning, strong community awareness and support, and a reliable infusion of new funding.

Through effective collaborative efforts and close relationships with key agencies providing services for targeted populations, a comprehensive network of senior services and programs addressing almost every aspect of their lives can be realized with the development of a one-stop.

This service coalition can foster improved coordination and communication within the one-stop leading to creative, cost-effective methods of meeting consumer needs.

One such one-stop, the Fresno-Madera Agency on Aging (PSA14) offers numerous services in collaboration with outside government and private agencies to meet the needs of seniors and disabled adults 18 years of age and older. Collaborative programs currently located at the one-stop are:

Community Services

- Information and Assistance
- Senior Nutrition
- Title V Senior Employment
- Family Caregiver Support Program (FCSP)
- Multipurpose Senior Services Program (MSSP)
- Linkages
- Valley Caregiver Resource Center
- Ombudsman
- Health Insurance Counseling and Advocacy Program (HICAP)
- Alzheimer's Day Care Resource Center (ADCRC)
- In-Home Supportive Services Public Authority
- In-Home Supportive Services
- Older Adult Mental Health
- Aged, Blind, and Disabled (Medi-Cal)
- Veterans Services

Investigative Protective Services

- Police Department Elder Abuse Unit
- Sheriff's Department Elder Abuse Unit
- Adult Protective Services
- Victim Witness Services Elder Abuse Unit

Current Activities

- Senior Computer Lab
- Restaurant
- Multipurpose Room
- Educational Forums
- Intergenerational Volunteer Opportunities – Best Dressed Kids
- Fresno County satellite library
- AARP
- Tai Chi / Yoga classes, music classes, line dancing and square dancing



The development of the one-stop has not only allowed for a cost effective approach to providing services but also allows services to work more efficiently. For example, Law Enforcement is located on the same floor as APS, so no more phone/email tag. If a social worker has a question for law enforcement he or she can just walk down the hall.

Another benefit is the decreased stress on our senior population. Seniors no longer need to drive or find a ride to take them all around town for services. Also, by having so many services located in one place, and the decreased need to drive all over town, helps our air quality (a major issue in the Central Valley).

— Cory Scholtes

Disaster Websites

Emergency Preparedness Information Sites

<http://www.whatsyourrq.org/>

What's your Readiness Quotient? – tool to evaluate person's readiness for emergencies

<https://www.citizencorps.gov/>

Citizen Corp site with information on preparedness, training, volunteer opportunities during disasters

<http://www.homeland.ca.gov/>

CA Homeland Security website

<http://www.hhs.gov/disasters/>

Department of Health & Human Services – information on emergency preparedness

<http://www.hrsa.gov/emergency/>

Health Resources & Services Administration – include scenarios from natural disasters to terrorist attacks

<http://www.fda.gov/>

US Food & Drug Administration – Protecting & Promoting Your Health

<http://www.fda.gov/oc/opacom/hottopics/bioterrorism.html>

US Food & Drug Administration – role of FDA in counter-terrorism

<http://www.aoa.gov/prof/preparedness/preparedness.asp>

Emergency preparedness by Administration on Aging (AoA) on the special needs of older disaster victims

<http://www.atsdr.cdc.gov/2p-emergency-response.html>

Agency for Toxic Substances & Disease Registry information on emergencies involving hazardous substances in the environment

<http://www.fema.gov/hazard/index.shtm>

FEMA's Disaster information page

<http://emergency.cdc.gov/>

Center for Disease Control & Prevention information on public health emergencies

<http://www.foodsafety.gov/~fsg/fsgdisas.html>

Government food safety information

<http://www.disastersafety.org/>

Institute for Business & Home Safety – tips & information for preparing home & businesses for disasters

<http://www.ed.gov/admins/lead/safety/emergencyplan/index>

US Department of Education site on emergency planning for schools including information on various natural disasters & terrorism

New Board Member

Dave Plowman thinks a background in mathematics/computer science helped him run a number of profit and not-for-profit projects. He views himself as a community advocate/activist.

Dave learned I & R as a staff person on the BAHA project, run by Community Technology Alliance of San Jose. After moving to the Redding area he joined the Steering Committee of the 2-1-1 Combined Group. He has been active in the cooperative process that led Help, Inc. and the Redding area into its decision to be the 2-1-1 provider in Northern California. Help, Inc. has been the only comprehensive I & R in the Northstate. After the Summits last summer additional planning meetings have been helping the area develop its 2-1-1. Dave joined the CAIRS Board to represent this underserved area. He believes this network of seasoned players can only help CAIRS do the right things.



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Become a California Leader in the Information and Referral Field. Explore Joining the CAIRS Board!

CAIRS is looking for new leadership, new ideas and fresh energy on the Board.

Like any other professional association CAIRS does not run itself. It takes the leadership, hard work and cooperation of its members to simply survive, much less flourish, prosper and succeed. Because we do not have paid staff, it has taken the participation, planning and implementation efforts of Board members and other individual CAIRS members for our conferences, training, newsletters and advocacy to succeed.

Right now, making 2-1-1 a reality in every California community is our priority! This is a remarkable opportunity and challenge to us as the premier Information and Referral organization in the State. This is the moment for increased involvement from more of you in the field.

If you are interested in being on the Board or would like to nominate someone, please send the appropriate information to Ed Schoenberger, Nominations Committee, CAIRS at eschoenberger@uwba.org.

Write *CAIRS BOARD* in the subject line.

—Ed Schoenberger

Bay Area 2-1-1 Collaboration Gets UWBA Highest Award

On May 20, 2008, at its Annual Community Impact Awards Celebration, the United Way of the Bay Area (UWBA) recognized the 2-1-1 Bay Area partnership between Eden I&R, Inc., Contra Costa Crisis Center and HELPLINK with its Community Impact Collaboration Award. At the same program, Chevron Corporation received UWBA's "Spirit of the Bay" Award, largely for its support for 2-1-1 in the Bay Area.

In presenting the Community Collaboration Award to the three organizations, Anne Wilson, CEO of the United Way of the Bay Area, cited "the collaboration is a unique Bay Area solution to the challenges of a diverse and complex set of communities that constitute one of the single largest economic regions in the world."

Before a large gathering of the region's leading business and non-profit organizations, United Way acknowledged the importance of 2-1-1 to the Bay Area community and celebrated the work of the three agencies to provide consistent, high quality, reliable and disaster ready 2-1-1 service across county lines.

The collaboration was hailed for building upon community and non-profit ties at the city and county level to establish a region-wide "system" of service that is seamless no matter where in the Bay Area the 2-1-1 caller may be located. Between them, the three organizations serve six Bay Area Counties and over 4 million people. Plans are underway with 2-1-1 Santa Clara and 2-1-1 Sonoma to incorporate their work in the collaborative so that – ultimately – every county that touches the Bay will be covered.

The collaboration provides for:

1. Multi-county disaster planning and response
2. Back up capacity in emergencies and other increased call volume scenarios
3. Resource information exchange and updating agreements
4. Sharing of demographic and caller statistics
5. Common publicity and communications materials and strategies
6. Promoting public sector support for 2-1-1 at the federal, state and local levels.

Anne Wilson commended the partners for "addressing the needs of the hundreds of thousands of households containing individuals who live and work in different counties" – many with close family members living in yet additional counties. She acknowledged the efforts of Barbara Bernstein, John Bateson and Ed Schoenberger, Executive Directors of the three collaborating organizations, "for their hard work, patience and persistence in addressing the resource, technical and geographic challenges to an integrated and seamless system of service."

Bay Area companies are recognized annually by the United Way of the Bay Area for their support of the community through United Way at the Community Impact Awards. This year Chevron Corporation received the top honor of "Spirit of the Bay" for their support through their United Way campaign and creative partnerships with United Way and 2-1-1. The company made a five year \$1,000,000 gift to help launch 2-1-1 in multiple Bay Area Counties and is publicizing 2-1-1 through its credit card mailings and other marketing and communications vehicles.

—Ed Schoenberger



**Barbara Bernstein
and John Bateson**

The Status of 2-1-1 in California

In an effort to up-date CAIRS membership on the progress of 2-1-1 in the state, below is a brief update on the status of current and prospective 2-1-1 work.

It includes those counties currently covered and information we have received from you about current plans in counties in the discussion and/or planning stages. We try to stay current but probably have not covered everything and everyone. Please let us know of activity and progress you want to see described in upcoming issues. Contact: Helen Lee at hlee@uwba.org or 415-808-4430.

Moreover, it should be noted that members of the CAIRS Board are in discussion with State Legislative and Executive leadership regarding new and innovative strategies for covering the remaining counties and populations. Hopefully, this update will facilitate interest and participation in the 2-1-1 work in your communities.

Further information about 2-1-1 on a county by county status may be found at www.cairs.org.



2-1-1 Centers in Operation:

Currently, California has sixteen 2-1-1 Centers serving 19 Counties - 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. This covers 84% of the State's Population.

Recent Activation:

- Sacramento activated 2-1-1 in April 2008 (211sacramento.org)

Recent Applications:

- Sonoma County: The Volunteer Center of Sonoma County has submitted an application to the CPUC requesting 2-1-1 designation to serve Sonoma 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.
- Monterey County: United Way of Monterey County will submit its 2-1-1 application to the CPUC this month – June, 2008.

Planning and Discussions -

- Shasta County: Dave Plowman, Executive Director, Help, Inc., based in Redding, reports that Help, Inc., is planning the 2-1-1 application for Shasta 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.
- Imperial County: 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.
- El Dorado, Placer, and others in that area: 2-1-1 Sacramento is planning to explore mutual 2-1-1 services with neighboring counties, some of which already have working relationships with the Community Services Council, home of 2-1-1 Sacramento.
- San Mateo: Discussions are underway between HELPLINK, San Mateo County and local funders regarding San Mateo's participation in 2-1-1 Bay Area through HELPLINK.

—Ed Schoenberger