



Get Connected. GetAnswers.



United Way of the Bay Area

2-1-1 in the Bay Area

Connecting San Mateo Residents in Need to Vital Community Services

Quick Reference



2-1-1 Local Community Services

3-1-1 Government Services

4-1-1 Directory Assistance and Information

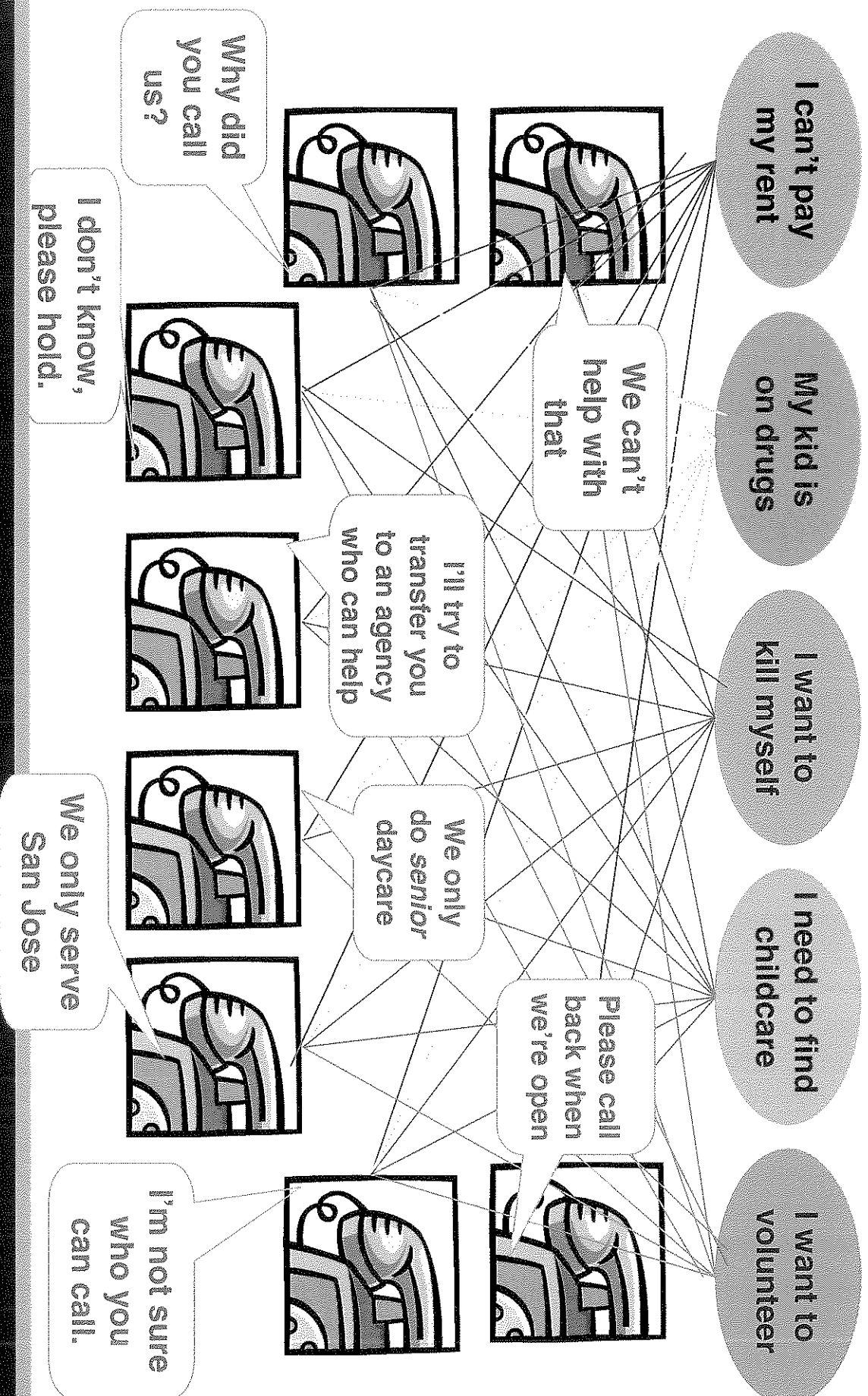
5-1-1 Traffic Information

7-1-1 For the Hearing Impaired

8-1-1 Dig it

9-1-1 Emergency Services

Imagine thousands of times a day...



Imagine a single solution...



I can't pay
my rent

My kid is
on drugs

I want to
kill myself

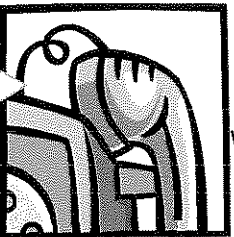
I need to find
childcare

I want to
volunteer

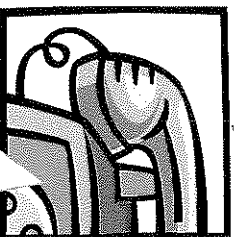
2-1-1,
how can
I help you?



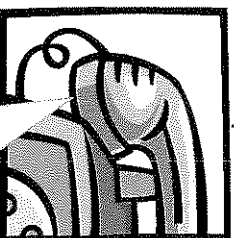
Yes, I can
connect you with
someone who
can help...



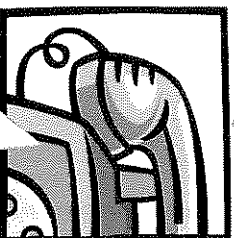
Suicide
Prevention



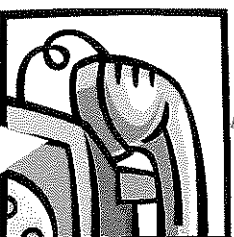
Catholic
Charities



Senior
I & A



Crisis
Hotline



Volunteer
Center

2-1-1: Provides Information and Assistance



- Calls typically last 2 - 4 minutes.
- Our Information and Referral Specialists:
 - Help the callers **tell their story**, understand and prioritize their needs
 - Identify and offer them **appropriate resources**
 - Provide **advocacy** for those needing extra support accessing services
 - We ask for **follow up** on all crisis and basic needs calls and 20% of non-crisis calls

Our goal is to empower individuals to be their own advocates

What types of services can 2-1-1 callers find?



- **Basic Human Needs:** food, clothing, shelter, rent assistance, utility assistance.
- **Employment Services:** job search assistance, unemployment benefits, financial assistance, job training and placement, education programs, vocational skills assessment.
- **Physical and Mental Health Resources:** medical information lines, crisis intervention services, support groups, counseling, drug and alcohol programs, community clinics, Medi-Cal and Medicare, maternal health, children's health insurance programs.
- **Support for Seniors and Persons with Disabilities:** independent living skills workshops and adapted devices, home health care, adult day care, congregate site and home delivered meals, respite care, transportation, and homemaker services.
- **Support for Children, Youth and Families:** quality childcare, homework assistance and after school programs, Head Start, family resource centers, summer camps and recreation programs, mentoring, tutoring, protective services.
- **Volunteer opportunities and donations:** local volunteer centers, donation drop-off and pick-up services, distribution of donated goods, thrift stores.



2-1-1 Can Answer these Questions

- What does the agency do?
- For whom?
- When and how can one apply?
- What does it cost and how does one pay?
- Is the service accessible to people with special needs?
- What languages are available on a regular basis?
- Are there eligibility requirements?
- What documents should I bring?
- Is there a wait for service?

How Do We Find New Resources



New Data

- How we obtain new records:
 - Calls about services from agencies
 - Calls about services from the public
 - Mailings from agencies
 - Media fairs and events
 - Meetings and networking
 - Partner communications

211 Community Database



- Comprehensive provider database of over 2000 agencies providing services to residents of Marin, Napa, San Francisco Santa Cruz and Solano Counties. And now serving San Mateo County
- Partnerships with Alameda, Contra Costa, Sonoma and Santa Clara 2-1-1 designate agencies to provide callers needing assistance in those counties
- Enhanced resources for Immigrant Assistance Line and other partnerships (San Francisco Food Bank, Bank on San Francisco, Earn It Keep It Save It)
- Resource management program to maintain current and accurate information about available services and add new resources as they become available in partnership with CIP in San Mateo County
- Searchable public access multi-county provider database online at 211bayarea.org

How Agencies Can Help



- Contact CIP to get listed or update your information
- Partner with us on marketing campaigns directed towards your clients to increase awareness and use of 2-1-1
- Work with our Call Center manager to define call protocols for your specialized services and provide In service presentations to 211 staff
- Help us identify other specialized Information and Referral organizations we should be working with
- Invite us to present to existing agency networks in the county that meet on a systematic and regular basis

Celebrating 211 San Mateo Launch



On February 11, 2011

- Launch Event - Breakfast Event for Community Leaders and Agency representatives
- Community Activities – Historic Fire trucks with Banners, SAMTRANS Interior Bus Signs, A 211 Banner Raising at 2:11pm in the afternoon. Ongoing promotion of 211 San Mateo at 10 biggest Employers and at nonprofit agencies
- Media Activities – A 211 San Mateo Launch E Mail Blast to government, professional, civic, foundation and business organizations. PSA's to local and regional media in collaboration with the Public Communications Manager, County Manager's Office



United Way of the Bay Area

Question	Contact
<ul style="list-style-type: none"> • Unable to reach 211/Can't dial 211 • Scheduling In-Service trainings for 211 staff • Caller experience compliments and concerns • Protocol Development 	<p>Maritza Villagomez Call Center Manager mvillagomez@uwba.org or 415-808-7388</p>
<ul style="list-style-type: none"> • Referral Database questions including: <ul style="list-style-type: none"> ○ what is in the database (inclusion/exclusion criteria) ○ updates/corrections to programs and services • 211 Bay Area Website 	<p>Diana Markley 211 Resources Manager dmarkley@uwba.org or 415-808-7384</p>
<ul style="list-style-type: none"> • 211 Presentations • I&R Training • Assist with protocol development 	<p>Betty Creary Community Outreach Manager bcreary@uwba.org or 415-808-7379</p>
<ul style="list-style-type: none"> • Request for 211 Materials • Scheduling for meetings 	<p>Sarah Lingat 211 Administrative Assistant singat@uwba.org or 415-808-4430</p>
<ul style="list-style-type: none"> • Marketing • Partnership Development • Operational Questions 	<p>Helen Rosen Vice President of Operations hrosen@uwba.org or 415-808-4305</p>
<ul style="list-style-type: none"> • 211 Policy and Institutional Relationships • 211 Funding • 211 In The State & Nation 	<p>Ed Schoenberger 211 Executive Director eschoenberger@uwba.org or 415-808-4304</p>



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United Way of the Bay Area

*Together we can connect people
who care with results that matter.*

Thank you.