



211 Helpline Service in Santa Barbara County

Presentation to the Board of Supervisors

April 1, 2014

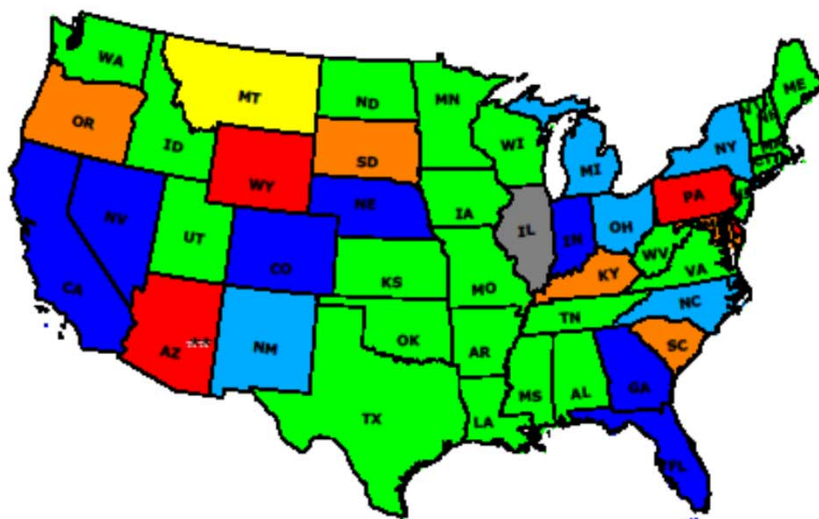
211 United States - History

Year	Events
1997-1998	<ul style="list-style-type: none"> • First 2-1-1 established in Atlanta, GA • Discussions about establishing 2-1-1 in California begin
2000	<ul style="list-style-type: none"> • Federal Communications Commission assigns 211 for Health and Human Services • “We find that the Information and Referral Petitioners have demonstrated sufficient public benefits to justify use of a scarce public resource and therefore assign 211 to be used for access to community information and referral services.”
2001-2003:	<ul style="list-style-type: none"> • 2-1-1 CA Steering Committee and stakeholder meetings • 2003 CPUC adopts standards for 2-1-1 implementation • CPUC Ruling: “The use of the 211 dialing code has the potential to provide Californians with easy access to information concerning child care services, housing assistance, physical and mental health resources, aging and hospice services, educational and other programs. Such information is not currently available through the 9-1-1 emergency code or a 311 police non-emergency code.”
2005:	<ul style="list-style-type: none"> • Population Covered was 2% on February 11 & Ventura County launches 2-1-1 • Population Covered was 53% on July 1 • Five more counties launch 2-1-1 (Los Angeles, San Diego, Orange, Riverside and Santa Barbara), reaching more than 18 million people
2012	<ul style="list-style-type: none"> • Population Covered 90% • Additional counties now provide 2-1-1 service • In addition to the above, counties with 2-1-1 service include: Alameda, Contra Costa, Fresno, Kern, Marin, Napa, Sacramento, San Bernardino, San Francisco, San Luis

211 is a National Movement

211 is now accessible to 78% of the US population

% of Population Covered*
by 2-1-1 in each State



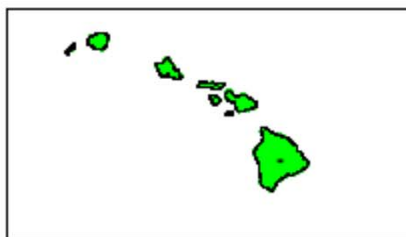
78% Overall Coverage

% 2-1-1 Coverage By State
Group

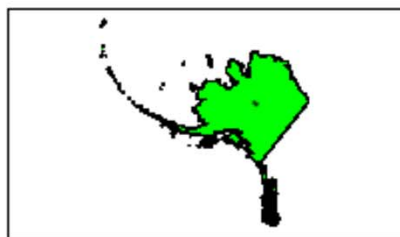
- 1) 100% Coverage
- 2) More than 80% Coverage
- 3) More than 60% Coverage
- 4) More than 40% Coverage
- 5) More than 20% Coverage
- 6) Less than 20% Coverage
- 7) 2-1-1 in Development

0 300 600 900
Miles

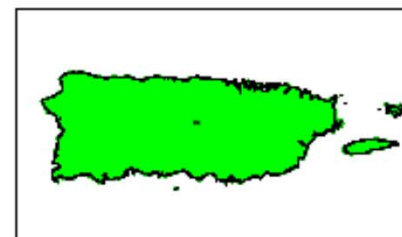
* Includes DC & Puerto Rico



Hawaii



Alaska



Puerto Rico

211 California

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.

Elements of 2-1-1 Program



Positioned As
Critical Entry Point
into Community
System

**Connect Individuals to the
Resources they Need as
Effectively As Possible!**

During Personal
Emergency &
Natural Disasters

211 Broad Benefits

Direct Service Programs and Providers

Have an outlet for providing information about changes in programs/eligibility and service availability

Service Agencies and Professionals

No longer pressured to search for information outside their service scope or to help clients who belong elsewhere

Specialized I&R's

Know calls requiring their expertise will get referred to them

Disaster Officials

Have a dissemination mechanism for critical up-to-the-minute public information

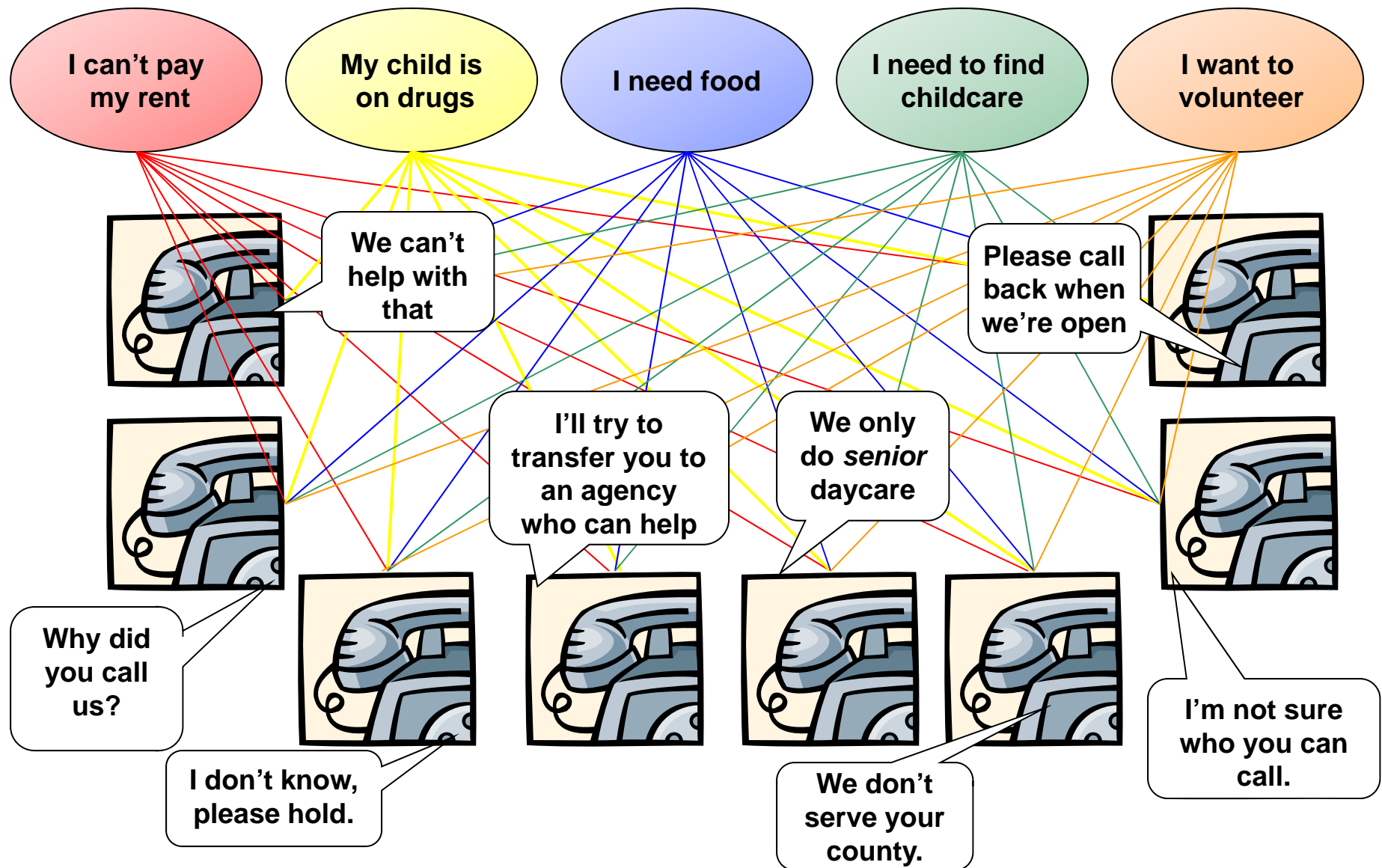
Law Enforcement

Decrease non-emergency calls

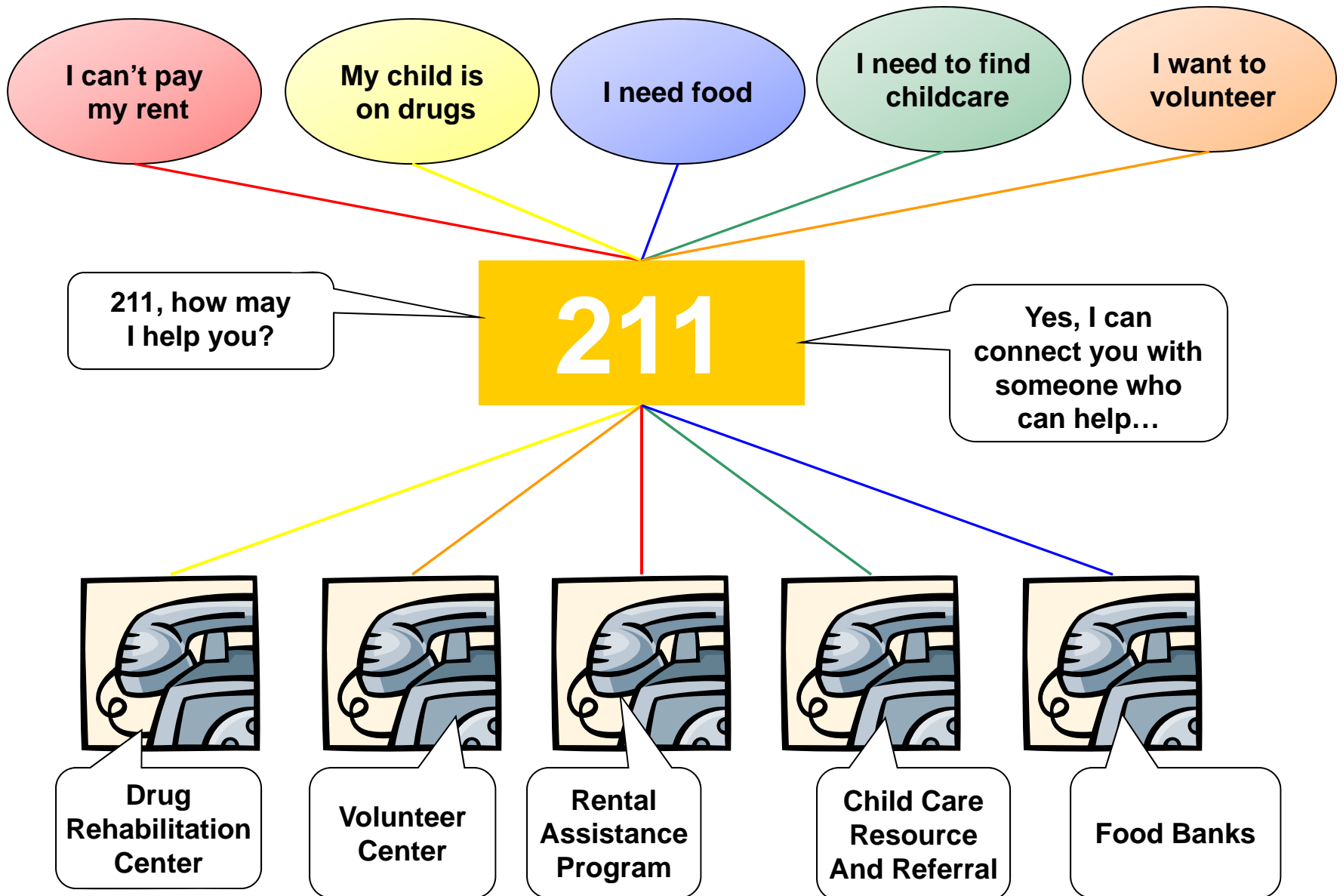
Public Officials

Have a place to refer constituents in need of help

Before 211, thousands of times a day...



After Implementation of 211



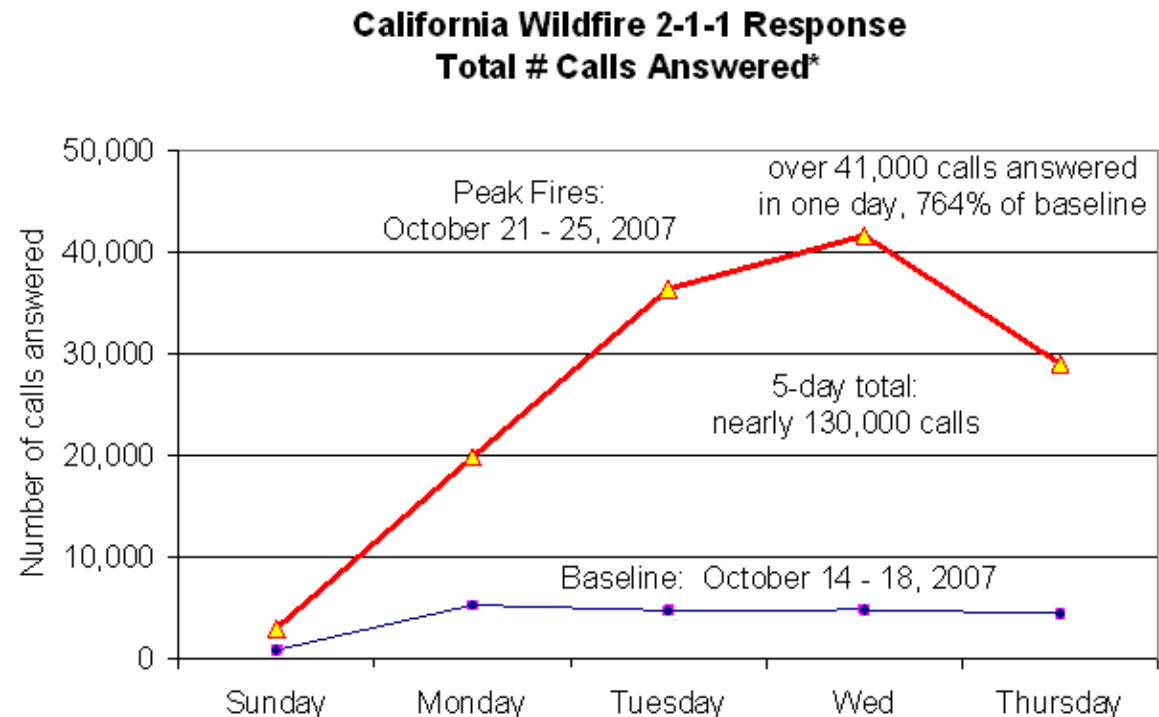
211 Role in Disasters

What 211 brings	How public agencies benefit
Easy to remember number	No need for multiple community information lines
Efficient and trusted referral resource	Research, verification and compilation of disaster related resources; information available to community partners
Support for first responders during emergencies and in post-disaster activities	No lost time for ramp up to set up special hotlines for disaster information
Public safety personnel are able to focus on emergency response duties	Public safety personnel can “hand off” non-emergency calls to 2-1-1
Data collection and analysis	Vital data collected and reported to assist in assessing community needs during and after events
211 Assists in Disaster Response & Recovery	<ul style="list-style-type: none"> • Central non-emergency number for the public to call during and after disasters • Up-to-date information for the public • Communication link among community-based organizations (CBOs) responding to disasters • Liaison between CBOs and public agencies charged with disaster response and recovery

211 and the 2007 California Wildfires

“The 2-1-1 services was an invaluable resource during the firestorm in that it freed up calls from 9-1-1. We could give information on repopulated neighborhoods to the 2-1-1 operators. We saw 911 calls diminish over time because of that.”

Bill Gore
Undersheriff, San Diego County



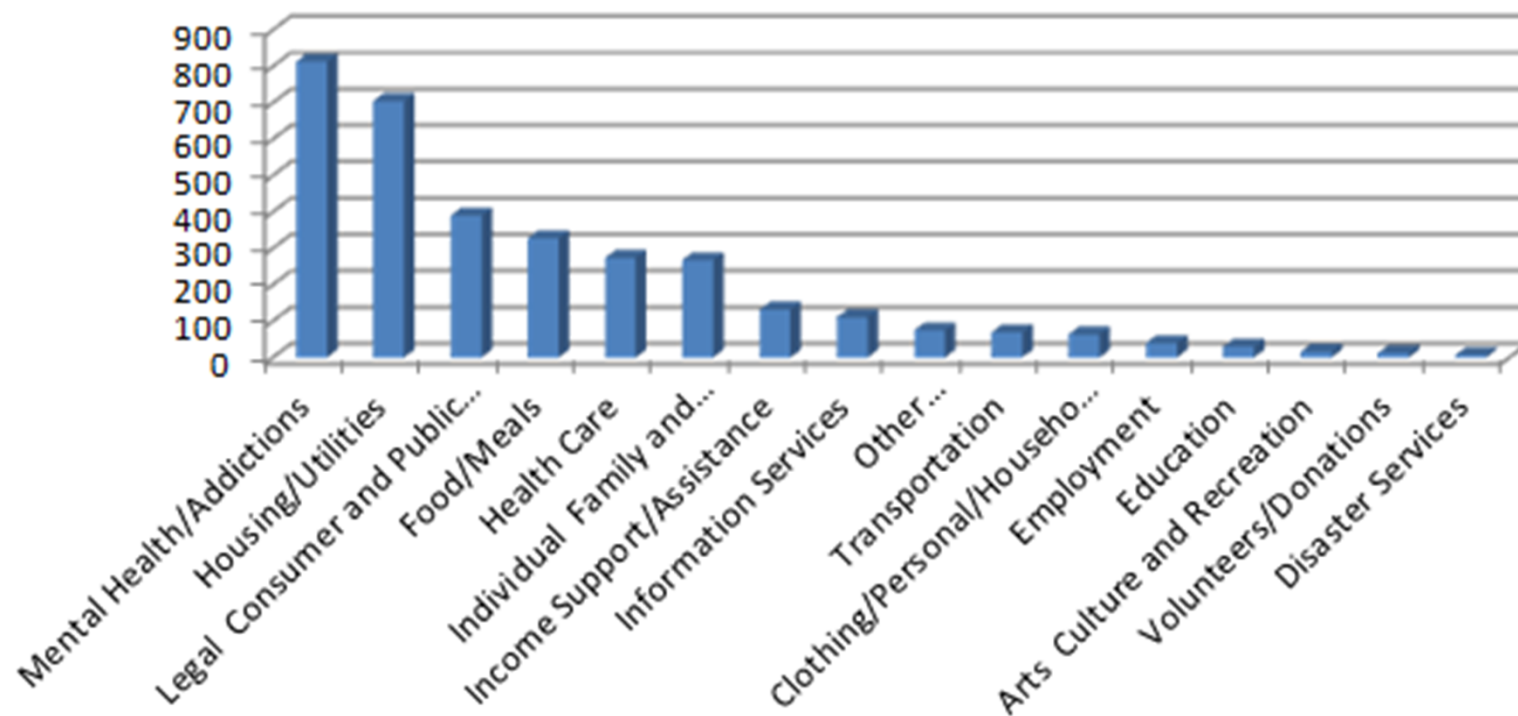
* Includes Los Angeles, Riverside, Orange, San Bernardino, San Diego, Ventura

Background: 211 Santa Barbara County

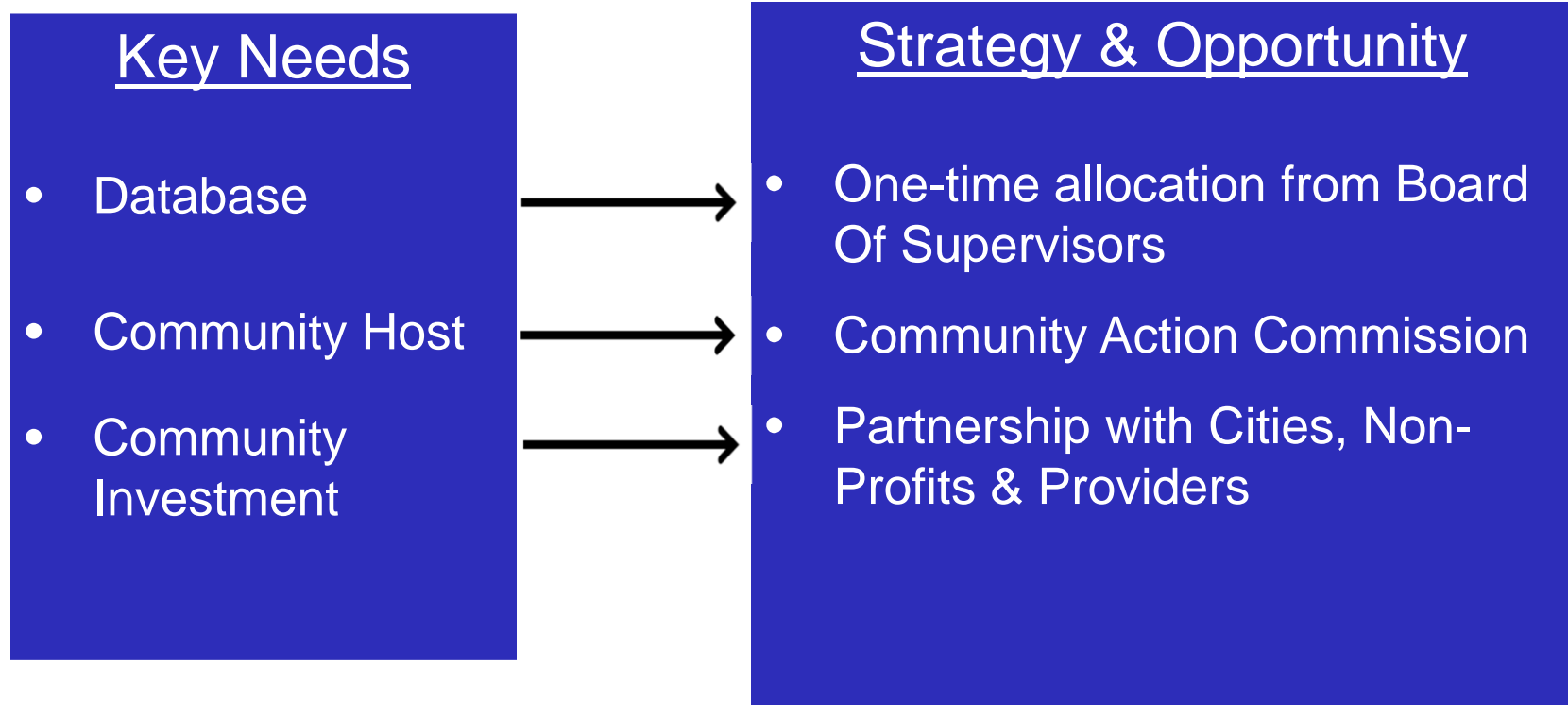


Caller Needs for 211 Program

Service Area Need



Key Needs & Strategy/Opportunity



Recommended Budget for 211 Program

Revenue	
SB County Human Services	31,900
City of Santa Barbara Human Services	20,000
SB County Alcohol & Drug Program	13,400
Info Line of San Diego County	10,000
United Way of Santa Barbara	4,600
First 5 of SB County	30,000
Calfresh Grant (SB County Social Services)	10,800
City of Lompoc	2,000
SB County Social Services Funding	20,000
TOTAL REVENUE	\$142,700*

Expenses	
TOTAL PERSONNEL	\$77,000
AIRS & 211 CA dues	3,000
Program Supplies	2,000
Telephone – Five 9	12,700
iCarol database updates	4,100
Mileage	500
advertising	3,000
Interface Call Center**	82,400
Database updates	5,000
TOTAL PROGRAM EXPENSES	\$189,700

(DEFICIT)	\$ (47,000)
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Key Needs:

- Database Clean-up
- Community Investment-Ongoing Funding
- Community Host

\$30,000
Database Clean-up
(one-time expense)

Funding Strategy

SB211 Calls by City & Population Funding Options

Regional Call Data	Current Contribution	Calls Jan -Mar	Calls Apr - Sep	Total Calls	% of Total Calls	Proposed %	Amount 53%CNTY/47%City Proposed	Population (427,267)	% of pop	Proposed \$/ % pop
Buellton	\$0	11	11	22	1%	1%	\$633	4,858	1%	\$1,532
Carpinteria	\$0	70	50	120	2%	2%	\$1,266	13,076	3%	\$4,122
Goleta	\$0	101	92	193	3%	3%	\$1,899	29,930	7%	\$9,436
Guadalupe	\$0	23	28	51	1%	1%	\$633	7,097	2%	\$2,237
Lompoc	\$2,000	329	348	677	11%	11%	\$6,964	42,854	10%	\$13,510
Santa Barbara	\$20,000	777	2358	3135	53%	53%	\$33,554	89,082	21%	\$28,084
Santa Maria	\$0	695	739	1434	24%	24%	\$15,194	100,199	23%	\$31,589
Solvang	\$0	16	12	28	1%	1%	\$633	5,281	1%	\$1,665
Cities Subtotal	\$22,000						\$63,309			\$92,175
SB County **	\$65,000	136	39	175	3%	--	\$71,391	134,890	32%	\$42,525
Other	\$55,000	0	90	90	0%	--	\$55,000			\$55,000
Total	\$142,000	2158	3767	5925	100%		\$189,700	427,267	100%	\$189,700
									-	
									-	
							\$30,000	Database funding		\$30,000

Next Steps & Recommendations

- A. Receive report regarding the current status of the 211 Helpline Service in Santa Barbara County and;
- B. Provide direction to staff regarding the following options regarding 211 Helpline services including but not limited to appropriating \$30,000 from Contingency (9898) to General County Programs, General Administration Program (7500), for the purposes of 211 data base clean up, and;
 - 1) Direct staff to pursue purchase agreement with *Interface*, without returning to the Board of Supervisors, for database clean up services with in the amount of \$30,000, and;
 - 2) Direct staff to continue to work with cities to provide funding for 211 program based on per capita call data, and;
 - 3) Direct staff to work in partnership with the Community Action Commission of Santa Barbara County (CAC) to secure ongoing role as 211 local community host, and;
 - 4) Direct staff work in partnership with CAC to pursue additional grant and community funding for the 211 Program, or;
- C. Direct staff to suspend efforts regarding 211 Helpline Services and return to the Board of Supervisors on May 6, 2014 with plan to disband efforts and plan to return monies to funding agencies and;
- D. Determine that these activities are exempt from the California Environmental Quality Act review per CEQA Guideline Section 15061 (b) (3).

Thank you for your consideration.