The Language of Energy Workshop
Reaching LEP Consumers through 211

Presented by: Maribel Marin, Executive Director for 211 LA County – June 10, 2013 – San Diego, CA
What is 211?

2-1-1 is to Social Services

what

9-1-1 is to Emergency Services
# Current FCC “N11” Assignments

<table>
<thead>
<tr>
<th>Code</th>
<th>Service Representation</th>
</tr>
</thead>
<tbody>
<tr>
<td>111</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>211</td>
<td>Information &amp; Referral</td>
</tr>
<tr>
<td>311</td>
<td>Local Government Services</td>
</tr>
<tr>
<td>411</td>
<td>Directory Assistance</td>
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<tr>
<td>511</td>
<td>Transportation</td>
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<tr>
<td>611</td>
<td>Telephone Service/Repair</td>
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<tr>
<td>711</td>
<td>Telephone Relay</td>
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<tr>
<td>811</td>
<td>Utility Line ‘Call before you Dig’</td>
</tr>
<tr>
<td>911</td>
<td>Emergency Police/Fire</td>
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</tbody>
</table>
2-1-1 Values

- Live answer
- Service accessible in over 140 different languages
- Accurate, timely, reliable information – 24/7
- Professional and competent staff
- Adherence to national standards
- Serves as gateway to social service network
- Provides advocacy, navigation and simplifies system complexity
- Supports and strengthens continuums of care
- Resilience and redundancy during disaster
2-1-1 Service Model

- **Quality Service:** Solution oriented, performance driven services for vulnerable populations working collaboratively with community partners to effectively provide effective navigation of the social service network.

- **Trained information and referral specialists:** Qualified staff able to assess callers’ needs and help them identify underlying life conditions that may be affecting those needs.

- **Comprehensive Database:** current, accurate information about services organized in a way that is easily retrieved and useful.
2-1-1 services

- **Basic Human Needs Resources**: food, shelters, rent & utility assistance.
- **Physical and Mental Health Resources**: health insurance, Medicaid and Medicare, counseling, crisis, drug and alcohol intervention and rehabilitation.
- **Employment Supports**: EITC, temporary financial assistance, job training, transportation assistance, education programs, and credit counseling.
- **Support for Older Americans and Persons with Disabilities**: adult day care, Meals on Wheels, transportation, respite & home health care.
- **Support for Children, Youth and Families**: childcare, after school programs, Head Start, recreation programs, tutoring, protective services.
- **Veterans and Former/Active Military and Their Families**: connection to providers that specialize in assisting veterans with health and education benefits, housing services, employment support, and support for PTSD and traumatic brain injury.
- **Violence Intervention**: information, referrals and/or reporting for domestic violence, elder and child abuse, gang violence.
Who calls 2-1-1?

- Laid-off workers struggling to feed, house their families.
- Individuals needing help with substance abuse.
- People struggling to keep elderly parents in their homes.
- Parents looking for childcare services.
- Families seeking health care coverage.
- Former military personnel needing to access Veteran’s benefits.
- Persons with disabilities seeking habilitation services or support with independent living.
Why People Call 2-1-1

211 US Problem/Needs

- Volunteers & Donations
- Transportation
- Other Government/Economic Services
- Mental Health & Addictions
- Legal, Consumer & Public Safety
- Information Services
- Individual, Family & Community Support
- Income Support & Assistance
- Housing & Utilities
- Health Care
- Food & Meals
- Employment
- Education
- Disaster Services
- Clothing, Personal and Household
- Arts, Culture & Recreation

Graph showing the number of calls for different problem/needs categories from 2008 to 2012.
211 LA County - 2012 Language Calls

- Phone menu offers 2-1-1 callers 8 language options, all other languages connect to next available agent

- Phone system alerts 2-1-1 Specialist of caller language selection and in-language recording asks caller to please hold

- Specialists connects language service translator and triages with caller
2-1-1 Caller Profile

**Ethnicity**
- Asian/Pacific Islander: 1.0%
- American Indian or Native American: 1.3%
- Other: 3.7%
- Multi-Racial: 4.0%
- Caucasian or White: 12.0%
- African-American: 34.0%
- Hispanic, Latino, or Mexican-American: 44.0%

**Gender**
- Male: 16%
- Female: 84%

**Housing**
- Rent: 73%
- Own: 11%
- Stay with a friend or relative: 10%
- Homeless: 6%

**Level of Education**
- Some College: 32%
- High School graduate/GED: 22%
- Some High School: 10%
- AA degree, Completed Trade, or Tech School: 8%
- No High School: 10%
2-1-1 Caller Profile

Type of Health Insurance

- Medr…: 50.8%
- Uninsured/None: 27.0%
- Private Insurance: 15.3%
- Healthy families: 3.0%
- Other: 2.6%
- Oesa: 0.6%
- Covered by…: 0.5%
- Cobra: 0.2%
- Yes: 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%

Head of Household Currently Employed

- Yes: 59.3%
- No: 40.7%

Household Income

- <$500 per month: 30%
- $501 - $1,000 per month: 30%
- $1,001 - $2,000 per month: 25%
- $2,001 - $3,000 per month: 5%
- $3,001 - $4,000 per month: 10%
- >$4,000 per month: 1%
Anatomy of a 2-1-1 call
(for non-English or Spanish calls)

Dials 2-1-1
Phone company routes to 2-1-1 call center
Nine language phone menu options
• English
• Spanish
• Korean
• Armenian
• Mandarin
• Cantonese
• Vietnamese
• Cambodian
• Tagalog

2-1-1 Specialist contacts language interpreter service with caller on hold
Interpreter comes on line and 2-1-1 Specialist connects 3-way call

Using interpreter, 2-1-1 Specialist:
• Establishes rapport
• Diffuses emotional barriers
• Establishes need(s) through in-depth assessment
• Searches database for appropriate resources

2-1-1 Call Specialist empowers caller by providing accurate, enabling information and appropriate referral(s) to agencies able to help with the identified need(s)

Caller in need
Language service translator
2-1-1 Call Specialist
Utility Service Providers: Direct connection with consumers eligible for weatherization, rate assistance or other target population discounts and programs.

Service Agencies and Professionals: Simplified way to help clients who need information beyond their service scope.

Specialized I&R’s: Calls requiring expertise get referred to them.

Disaster Officials: Have dissemination mechanism for critical up-to-the-minute public information.

Law Enforcement/other first responders: Fewer non-emergency calls.

Public Officials: Have a place to refer constituents in need of help.
Veterans and former Military identified as regular users of 2-1-1 services.

All callers asked if they or anyone in their household has served in the Military.

7% of callers served or had household members in the military.

19% of military callers were households with children.

51% of military callers were first time callers to 2-1-1.

Identifying Target Populations

Los Angeles County Data Collected:
February 17, 2011 - April 30, 2012

Top 10 Vet Service Requests

- Income...
- Food
- Information Services
- Emergency Shelter
- Utility Assistance
- Legal Assistance
- Hospitals/Clinics
- Counseling
- Housing...
- Landlord/Tenant

Volume

0 2,000 4,000
The Gas Company works with 211 LA County to help eligible customers lower their gas bills and conserve energy through the California Alternate Rate for Energy (CARE) 20% discount or Direct Assistance (DAP) programs.
2-1-1’s Disaster Role

- Non-emergency disaster information
- Provide Real-time Information to Public Safety (OES)
- Needs Assessment
- Rumor Control
- Status of crisis
- Damage reporting
- 24/7 public information dissemination to the public
- Ability to handle a large volume of public inquiries
Disaster Response Experience

- 1994 Northridge Earthquake
- 2003 Wildfires
- 2007 Firestorm
- 2008 Flooding
- 2009 H1N1
- 2010 Easter Earthquake
- 2011 Region-wide Power Outage
- 2011 San Gabriel Valley Wind Storm
- 2011 San Onofre Nuclear Plant Alert
- Dozens of smaller fires and emergencies
2-1-1 Goals and Status

- 2-1-1 aims to be Excellent, Everywhere, Always.
- Coordinated national 2-1-1 system connecting people locally to the help they need.
- 2-1-1 is recognized as a social barometer that provides real-time information on trends and about unmet needs.
- Close to 16 million people around the US and almost 1.4 million Californians called 2-1-1 for help in 2012.
% of Population Covered* by 2-1-1 in Each State

90.6% Overall Coverage

- Over 283 million Americans covering all 50 states plus Washington DC and Puerto Rico.
- More than 19 million Canadians -- 56% of the population -- have access to 2-1-1 services.

Data produced by 211U.S: February 2013
Map produced by United Way of Connecticut: February 2013

*Coverage is defined as populations with landline telephone access to 2-1-1 dialing codes.
Population based on 2010 Census
In California:

- 93% Overall State Coverage
- 30 Counties
- 3 new Counties launching service in 2013/2014 (Imperial, Tehama and Butte)
Finding a 2-1-1 Near You...
Contact Information & Resource Sites

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www.211.org
www.CAIRS.org
www.211LA.org