

The Language of Energy Workshop

Reaching LEP Consumers through 211

National Energy and Utility Affordability Conference



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

111 - Not Applicable

**211 - Information &
Referral**

**311 - Local
Government Services**

**411 - Directory
Assistance**

511 - Transportation

**611 - Telephone
Service/Repair**

711 - Telephone Relay

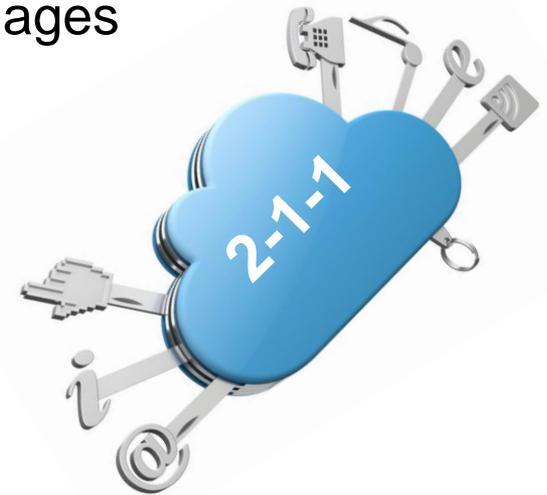
**811 – Utility Line
'Call before you Dig'**

**911 - Emergency
Police/Fire**

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?

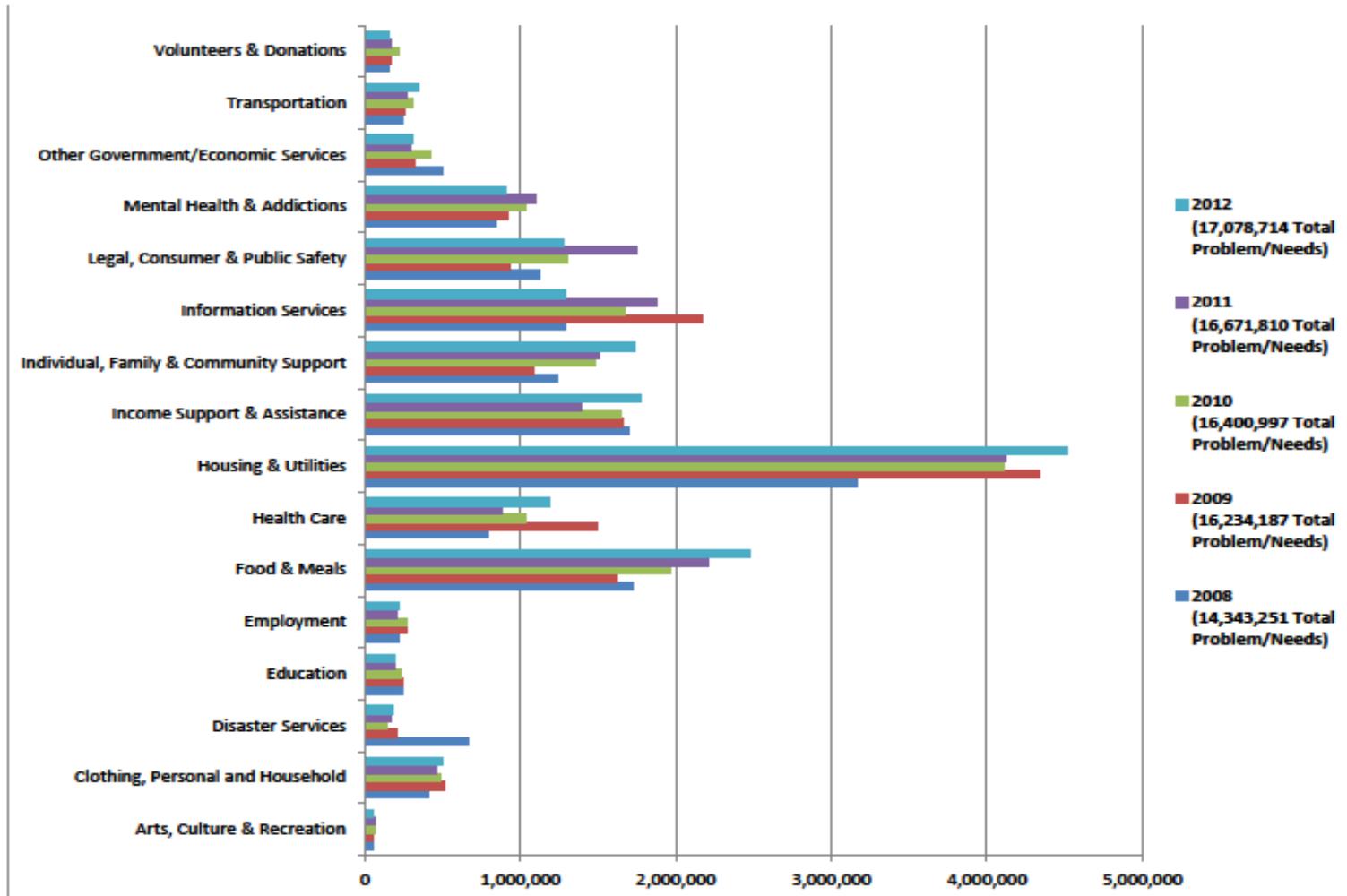


- Laid-off workers struggling to feed, house their families.
- Individuals needing help with substance abuse.
- People struggling to keep elderly parents in their homes.
- Parents looking for childcare services.
- Families seeking health care coverage.
- Former military personnel needing to access Veteran's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

Why People Call 2-1-1



211 US Problem/Needs



211 LA County - 2012 Language Calls



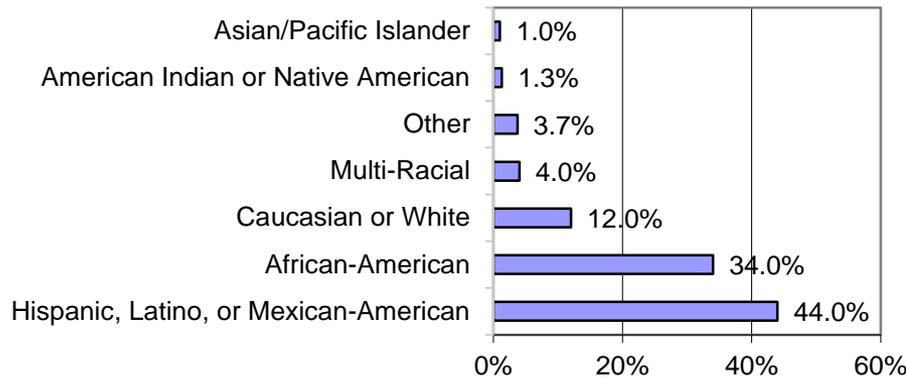
LANGUAGE	Calls
English	520543
Spanish	88709
Armenian	585
Cambodian	138
Cantonese	547
Korean	549
Mandarin	540
Tagalog	262
Vietnamese	317
Jan 2012 non-segmented translation calls	925

- 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

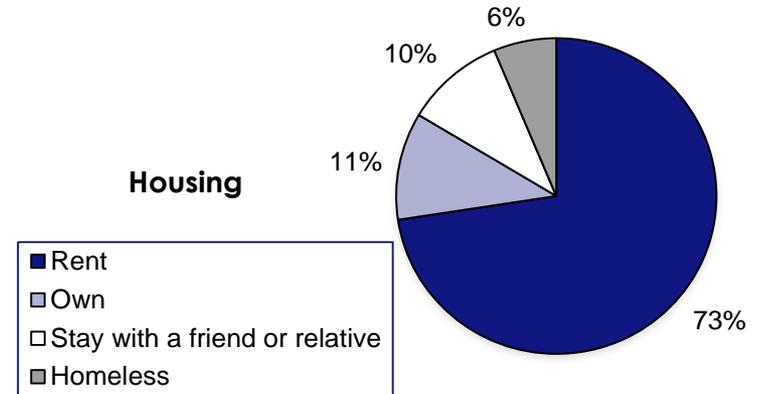
2-1-1 Caller Profile



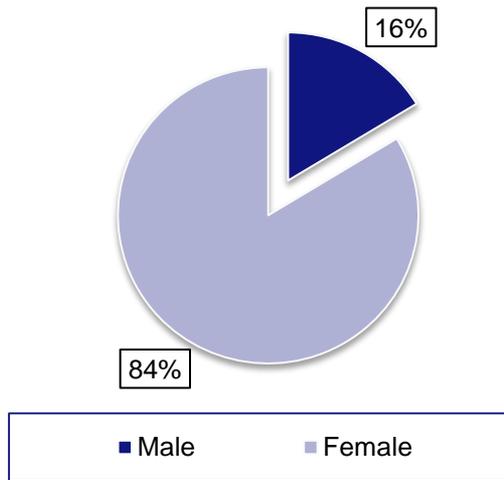
Ethnicity



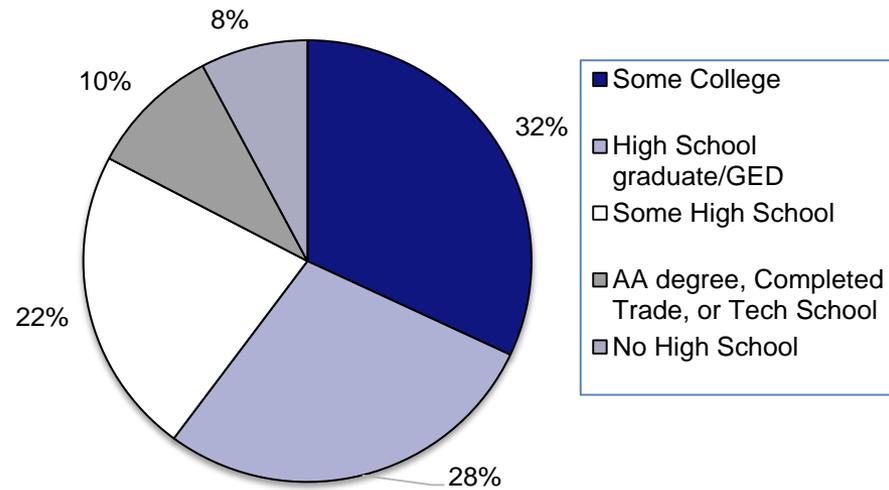
Housing



Gender



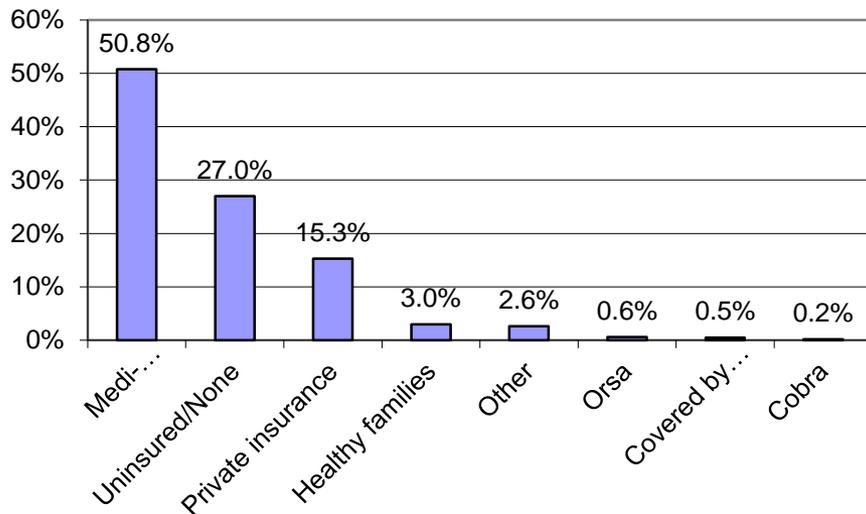
Level of Education



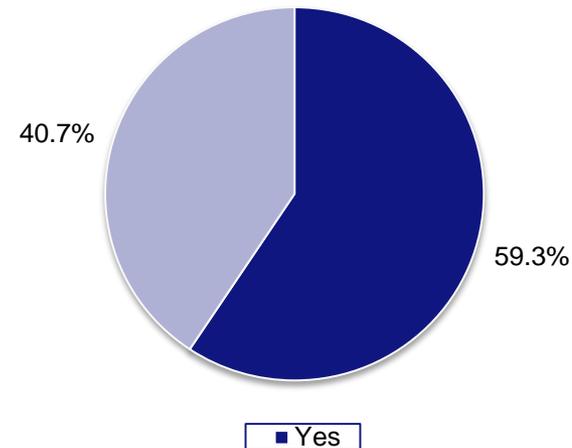
2-1-1 Caller Profile



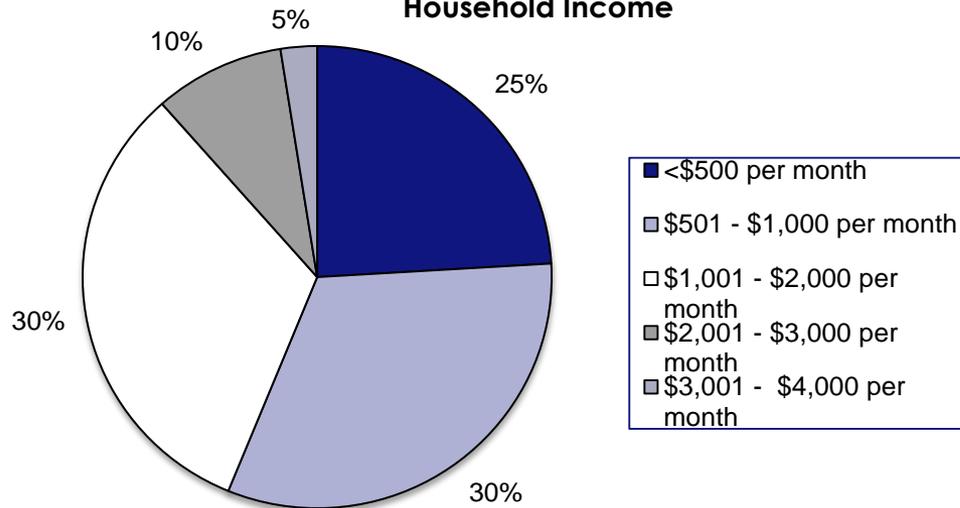
Type of Health Insurance



Head of Household Currently Employed



Household Income



Anatomy of a 2-1-1 call

(for non-English or Spanish calls)

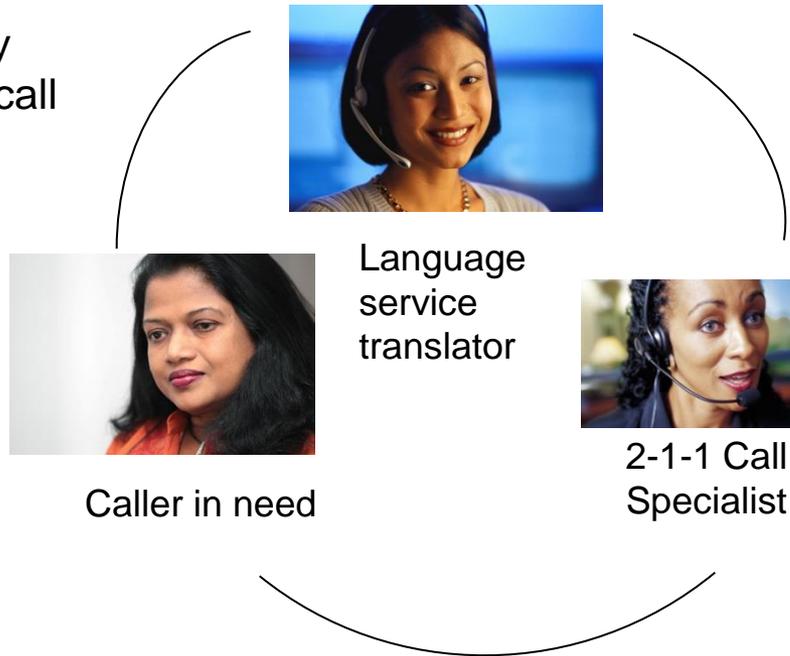


Dials 2-1-1

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

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 Yields Broader Benefits



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.

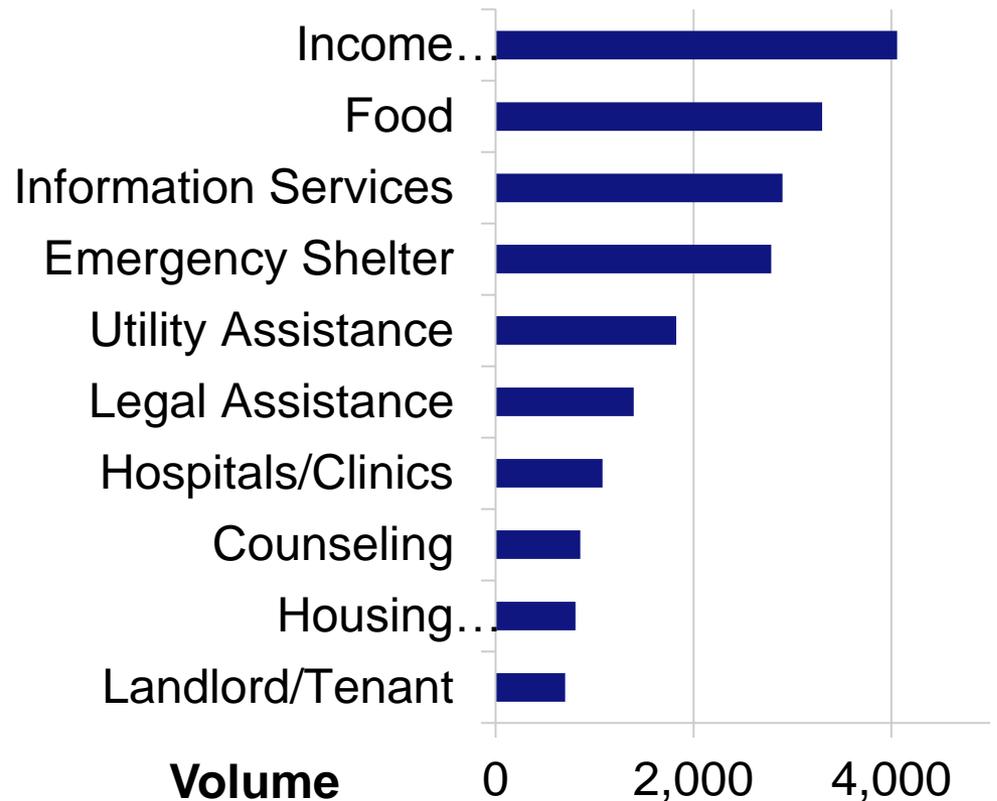
Identifying Target Populations



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

- 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.

Top 10 Vet Service Requests



2-1-1 Effective Utility Partner

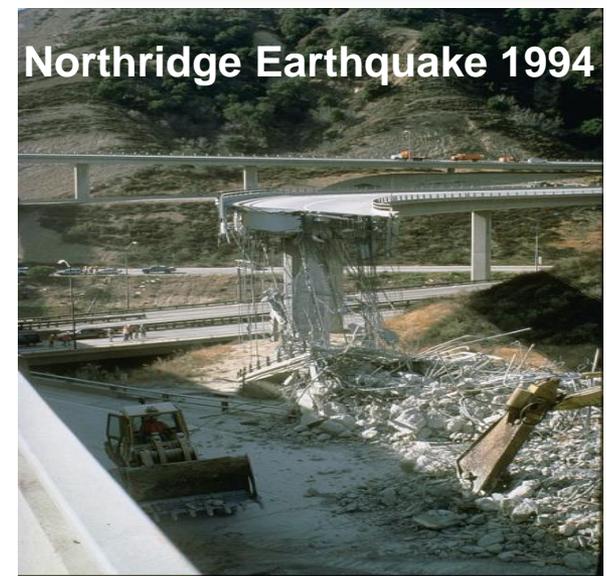


The Gas Company works with 211 LA County to help eligible customers lower their gas bills and conserve energy through the California Alternate Rate for Energy (CARE) 20% discount or Direct Assistance (DAP) programs

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



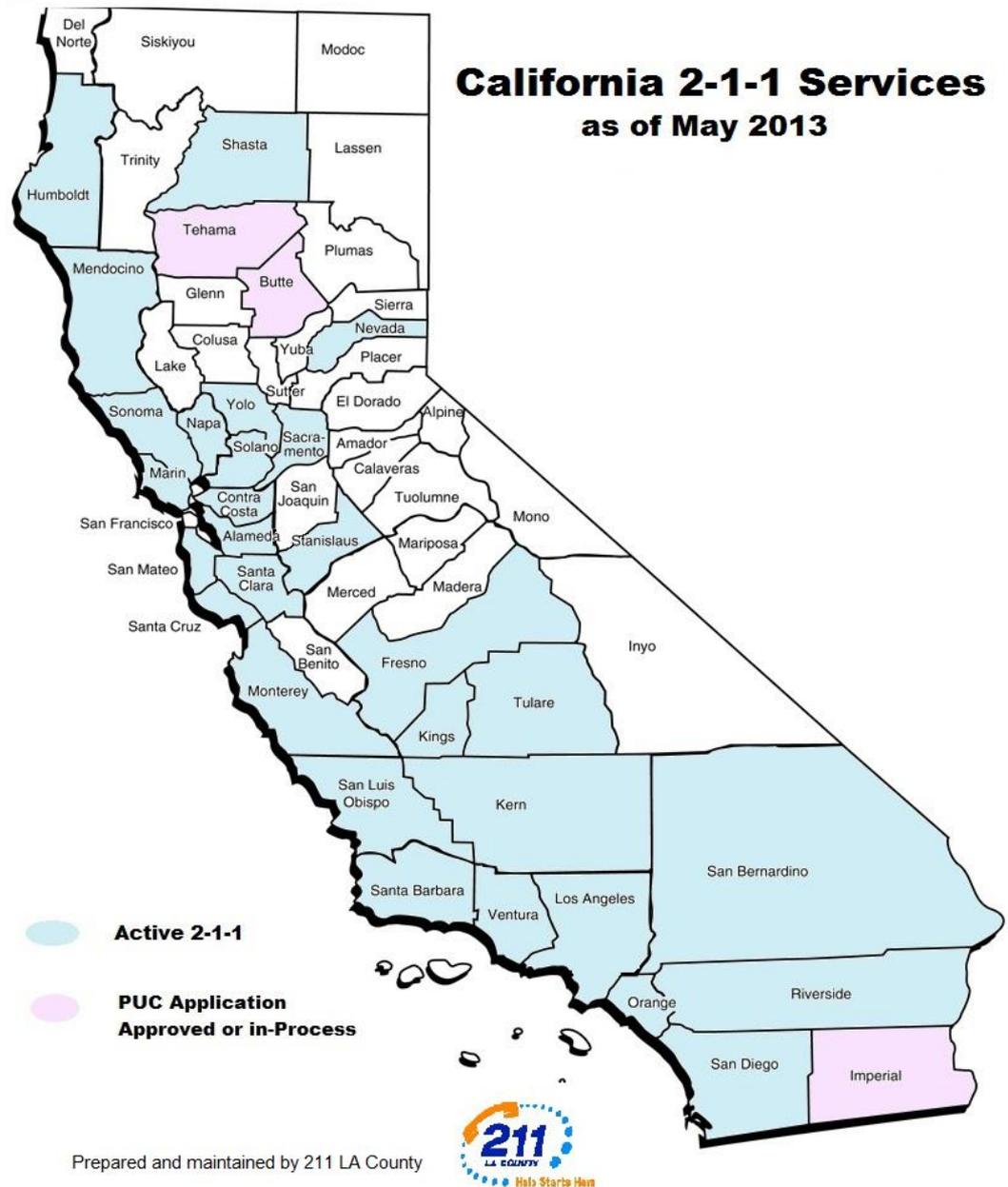
2-1-1 Goals and Status



- **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.

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...



United Way • AIRS
2-1-1
Get Connected. Get Answers.

2-1-1
Information & Referral
Search

12,206,524 site visits

Thursday -- January 3, 2013 [Home](#) [Contact Us](#)

2-1-1 provides free and confidential information and referral. Call 2-1-1 for help with food, housing, employment, health care, counseling and more. Learn more about your local 2-1-1 by looking it up here.

Type in ZIP Code **OR** city **OR**

(ZIP Code and city are optional, but give better search results.)

[Print list](#)

[Click the Agency Name to view more detail](#)

<p>2-1-1 ALAMEDA COUNTY (CALIFORNIA) Home Page Search for Community Services 211 Call 2-1-1 from service area (888) 886-9660 Alternative Number (510) 727-9560 Alternative Number 2-1-1 information and referral service for the following county in California: Alameda</p>	<p>211 CONTRA COSTA (CALIFORNIA) Home Page Search for Community Services 211 Call 2-1-1 from service area (800) 830-5380 Alternative Number (925) 938-0725 TTY 2-1-1 information and referral service for the following county in California: Contra Costa</p>
<p>2-1-1 FRESNO COUNTY (CALIFORNIA) Home Page Search for Community Services 211 Call 2-1-1 from service area (866) 559-4211 Alternative Number 2-1-1 information and referral service for the following county in California: Fresno.</p>	<p>2-1-1 HELPLINK (BAY AREA CALIFORNIA) Home Page Search for Community Services 211 Call 2-1-1 from service area (415) 808-4357 Alternative Number (800) 273-6222 Alternative Number 2-1-1 information and referral service for the following counties in the San Francisco Bay Area of California: Marin, Napa, San Francisco, San Mateo, Santa Cruz and Solano.</p>
<p>2-1-1 KERN COUNTY (CALIFORNIA) Home Page 211 Call 2-1-1 from service area (800) 273-2275 Alternative Number</p>	<p>2-1-1 KINGS COUNTY Home Page Search for Community Services (877) 264-0220 Alternative Number</p>

Contact Information & Resource Sites



Maribel Marin

Executive Director

211 LA County

(626) 350-1841

mmarin@211la.org

www.211.org

www.CAIRS.org

www.211LA.org

