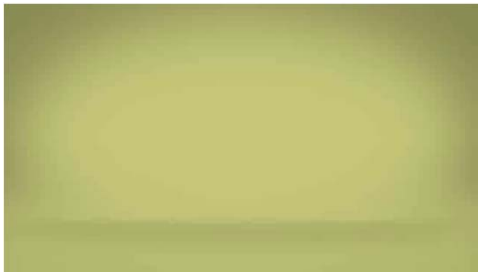
2-1-1 SAN DIEGO

Presentation to
Unified Disaster Council

February 20, 2014

John Ohanian
Chief Executive Officer

What is 2-1-1?



Real People. Real Connections. Real Help.

Do you remember life before…

9-1-1

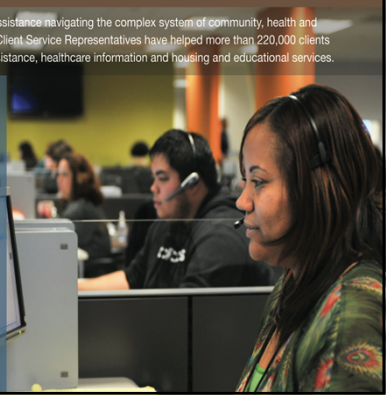
Real People. Real Connections. Real Help.

2-1-1's Contact Center

Every day people dial 2-1-1 for assistance navigating the complex system of community, health and disaster services. Highly trained Client Service Representatives have helped more than 220,000 clients access services such as food assistance, healthcare information and housing and educational services.

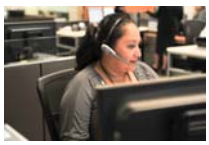
Dial 2-1-1 for

- Housing & Shelter Assistance
- Food Assistance
- Utility Assistance
- Military & Veteran Services
- Disaster Response
- Mental Health Resources
- Substance Abuse Services
- Healthcare Services
- Legal Services
- Parenting Services
- Children's Services
- Physical Activity & Nutrition Resources
- Financial Assistance
- Senior Services
- Volunteer Services
- Education Assistance
- Employment Resources



2-1-1's San Diego by the Numbers

- **400,000** connections
- **6,000** partnerships with service providers
- **200+** languages offered
- **92%** customer satisfaction
- **98%** referrals accuracy
- **100+** AIRS accredited staff



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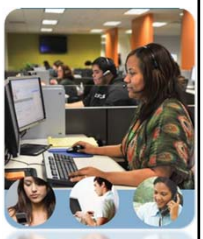
2-1-1's Technology

- InContact cloud-based telephony
  - Robust automated client satisfaction survey
  - 100% recording, virtual hold, Callback system
- Chat and email (SMS Text)
- Searchable online database
  - "Google-like" search, Taxonomy, GIS Mapping
- Learning Management System
  - Integrated Training (classroom & webinars)
  - Social Network for Communication (Yammer)



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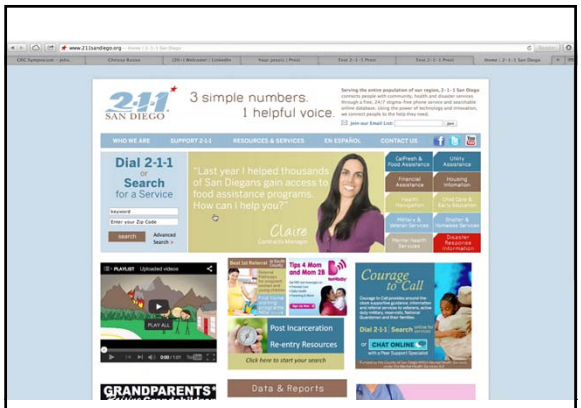


DISASTERRESPONSE

Real People. Real Connections. Real Help.

Risks:
Why individuals might call us

- Wildfire
- Earthquake
- Tsunamis (surprises here)
- Incidents with unpredictable outcomes— authorities burning deliberately a house filled with ammo and ordnance, e.g.
- Terrorist Incident
- Hazmats
- Floods (another surprise)

DISASTERRESPONSE

What they might ask (during a disaster)

Information
- Will this disaster affect me?
- How/where did this start?
- How should I prepare?
- Where should I go?

Status updates
- When will the power come back on?
- Are the roads to my house still closed?
- Is my freeway overpass safe to drive?
- When will the fire be out?

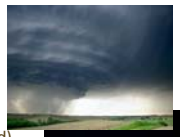
Help
- Which evacuation routes are open?
- I have livestock but need to evacuate, which shelter can I go to?
- I need to evacuate but I am on life support equipment; what do I do?

SAN DIEGO

DISASTERRESPONSE

2-1-1's Disaster Response Resume

- 2007 Firestorm
- 2008 Flooding
- 2008 Hurricanes Gustav & Ike
- 2009 H1N1
- 2010 Easter Earthquake
- 2010 Northern California (support provided)
- 2011 Region-wide power outage
- 2011 San Onofre Nuclear Plant Alert
- 2012 Hurricane Sandy
- Dozens of smaller fires and emergencies



DISASTERRESPONSE

Real People. Real Connections. Real Help.

2-1-1 Disaster Support Collective

The 211 Disaster Support Collective Participants • 211 Central East Ontario • 211 at New York City 311 • 211 LA County • 2-1-1 San Diego • Crisis Center of Tampa Bay • Heart of Florida United Way • United Way of Connecticut • United Way of Greater Houston

The 211 Disaster Support Collective • Our goal is to "provide high quality services by leveraging talents, expertise and technology of our key partners across the nation in order to provide back up support in any event deemed necessary."

Update:
- Signed MOU with 8 2-1-1 Centers
- Developed "Activation Protocols"
- Agreed on "Data Collection Elements"
- Implemented "Disaster Exercise" (Sept.2012)

SAN DIEGO

Real People. Real Connections. Real Help.

We Listened, Partnered and Built…

2-1-1 SAN DIEGO BENEFITS ENROLLMENT

First 5 San Diego

2-1-1 SAN DIEGO HEALTHCARE NAVIGATION

2-1-1 SAN DIEGO DISASTER RESPONSE

2-1-1 SAN DIEGO MILITARY & VETERANS

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How We Inform the Community?

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Only 1 in 4 San Diegan's know about 2-1-1…

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Ideas to raise awareness?

- Touring community leaders to "create ideas" of how 2-1-1 can leverage resources
- Educational opportunities
- Outreach events
- Other ideas?

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