Unified Disaster Council

June 18, 2015

REAL PEOPLE.
REAL CONNECTIONS.
REAL HELP.

2-1-1 Transforming Access to Human Services

"We find that the Information & Referral Petitioners have demonstrated sufficient public benefits to justify use of a scarce public resource and we therefore assign 2-1-1 to be used for access to community information and referral services."

~ Federal Communications Commission's final order to assign 2-1-1 on July 21, 2000

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

How Did 2-1-1 Get Into Disaster Business?

- 2001 – The necessity for 2-1-1 as a means of aggregating resources and enhancing post-disaster assistance become apparent after 9/11.
- Governor of Connecticut optimizes statewide 2-1-1 system to assist those searching for loved ones.
- Brookings Institute later called 9/11 response in NYC and DC "disjointed and haphazard" health and human services system.
- Released follow up report "*Calling 2-1-1: Enhancing the Washington Region's Safety Net After 9/11*" specifically recommending the implementation of a 2-1-1 system.
- 2005 – Post Katrina and Rita disasters, FEMA issued an After-Action-Report follow-up that recognized the accomplishments of 2-1-1 recommending that states move forward on statewide 2-1-1 implementation.
- 2006 – FEMA formally recognizes 2-1-1 as a information channel during times of disaster.
- 2007 – Signed formal MOU with the County of San Diego Office of Emergency Services

How Other States Use 2-1-1

Functions:

- Disaster I & R to callers
- Info Dissemination to public
- Emergency Management Support
- Special Needs Evacuation Registry
- Volunteer & Donation Coordination
- Data Analysis
- First Responder Support
- Resource Monitoring

Examples:

Louisiana – Katrina, Gustav and Ike
Texas – Integrated state system
New York – Hurricane Sandy and Blizzards
Iowa – Integrated into their EMS Floods

2-1-1's Disaster 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
- **2014 North County Fires**
- 2015 Ebola
- Dozens of smaller fires and emergencies

What We Do:

2-1-1 San Diego's Emergency Response Functions:

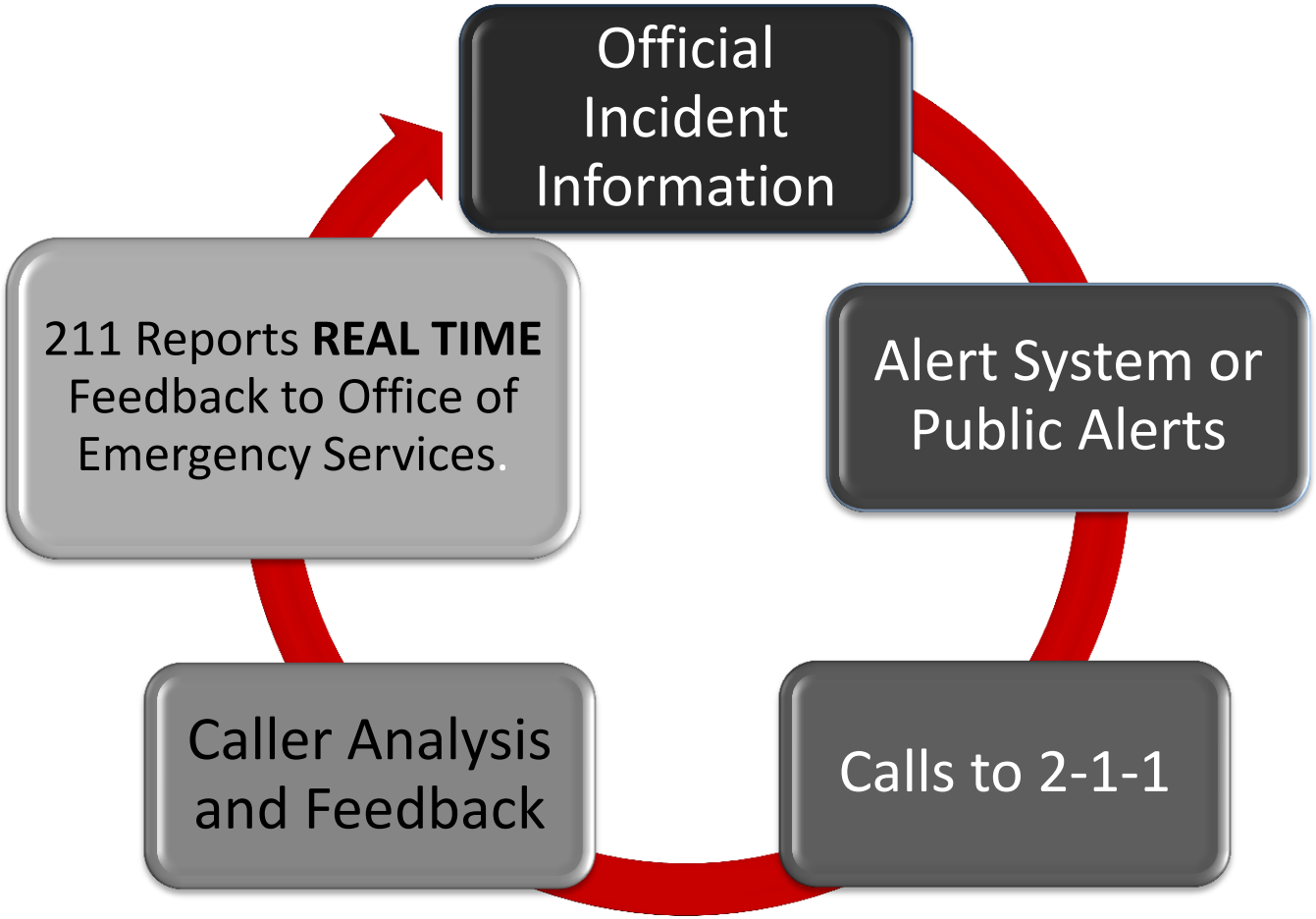
- Information dissemination
- Volunteer coordination
- Trend Analysis
- Data reporting

Information Dissemination

Provide incident specific "approved" public information oriented toward residents, businesses and visitors to include:

- General assistance
- Emergency incident details
- Emergency notifications in effect
- “Alert San Diego” Confirmation
- Evacuation routes and evacuated areas
- Temporary evacuation points and shelter locations
- Facility closures
- Road closures
- Traffic conditions
- Available transportation resources
- Air and water quality
- Hazardous areas and materials
- Re-entry and re-population time
- Functional needs populations and resources,
- Medical and environmental
- Public and mental health
- Pet and animal care
- Volunteer and donation coordination
- Local Assistance Center and food assistance, etc.

Information Dissemination



2-1-1 San Diego's Omni Channel Approach:

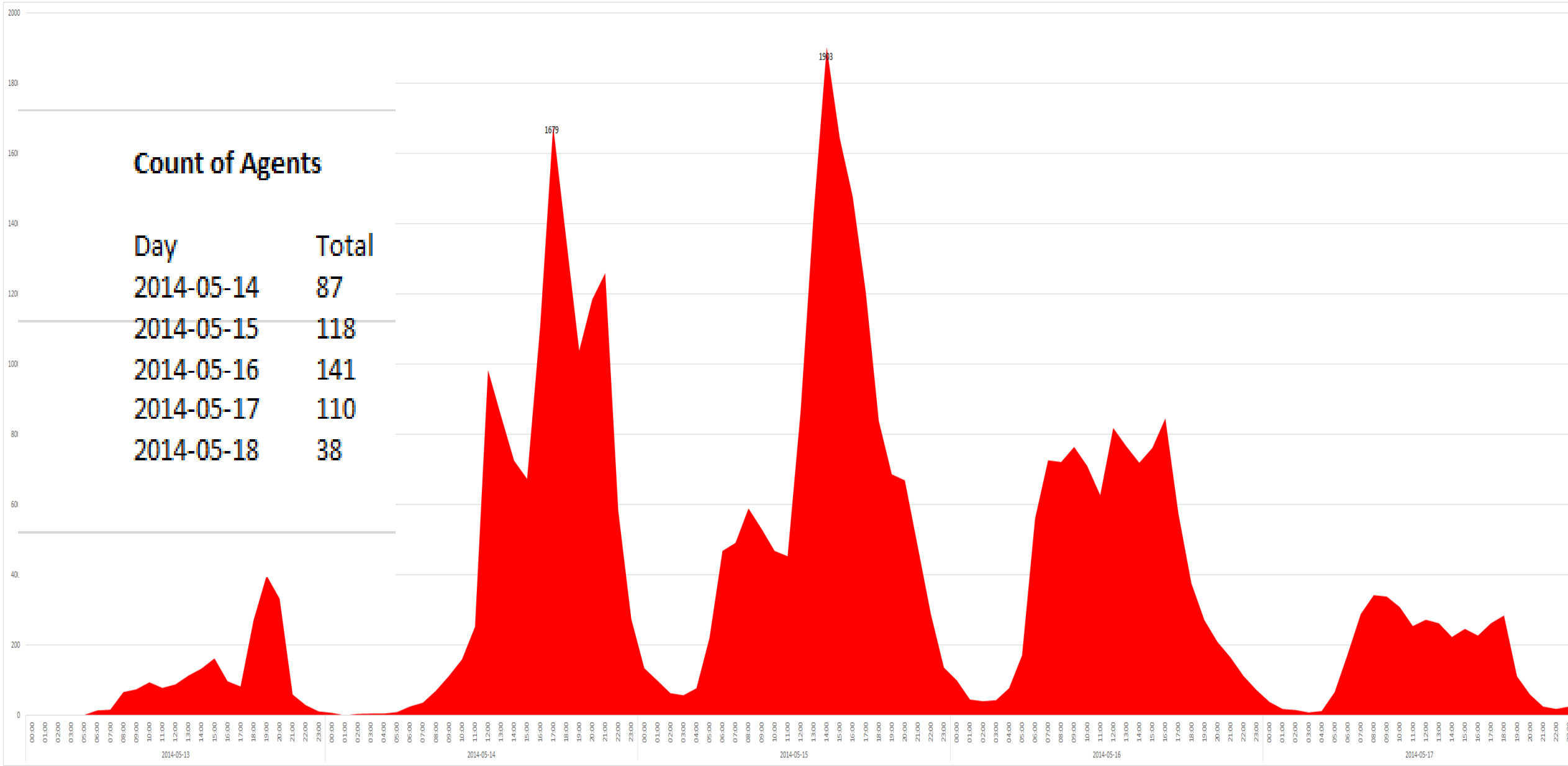
Media and Social Media Coverage

Total Mentions: 94
Total Viewership: 3,655,036

	Total	"2-1-1 San Diego"	211SD
Tweets	1,892	191	1,701
Accounts Contributing	996	171	825
Accounts Reached	1,285,932	284,063	1,001,869
Impressions	3,846,196	475,196	3,371,000

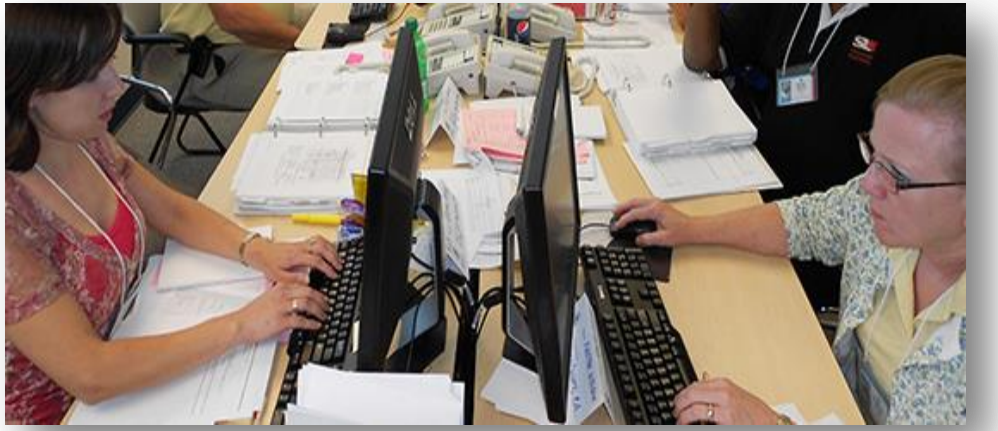
2-1-1 DISASTERRESPONSE | REAL PEOPLE. REAL CONNECTIONS. REAL HELP.

May 2014 San Diego Wildfires



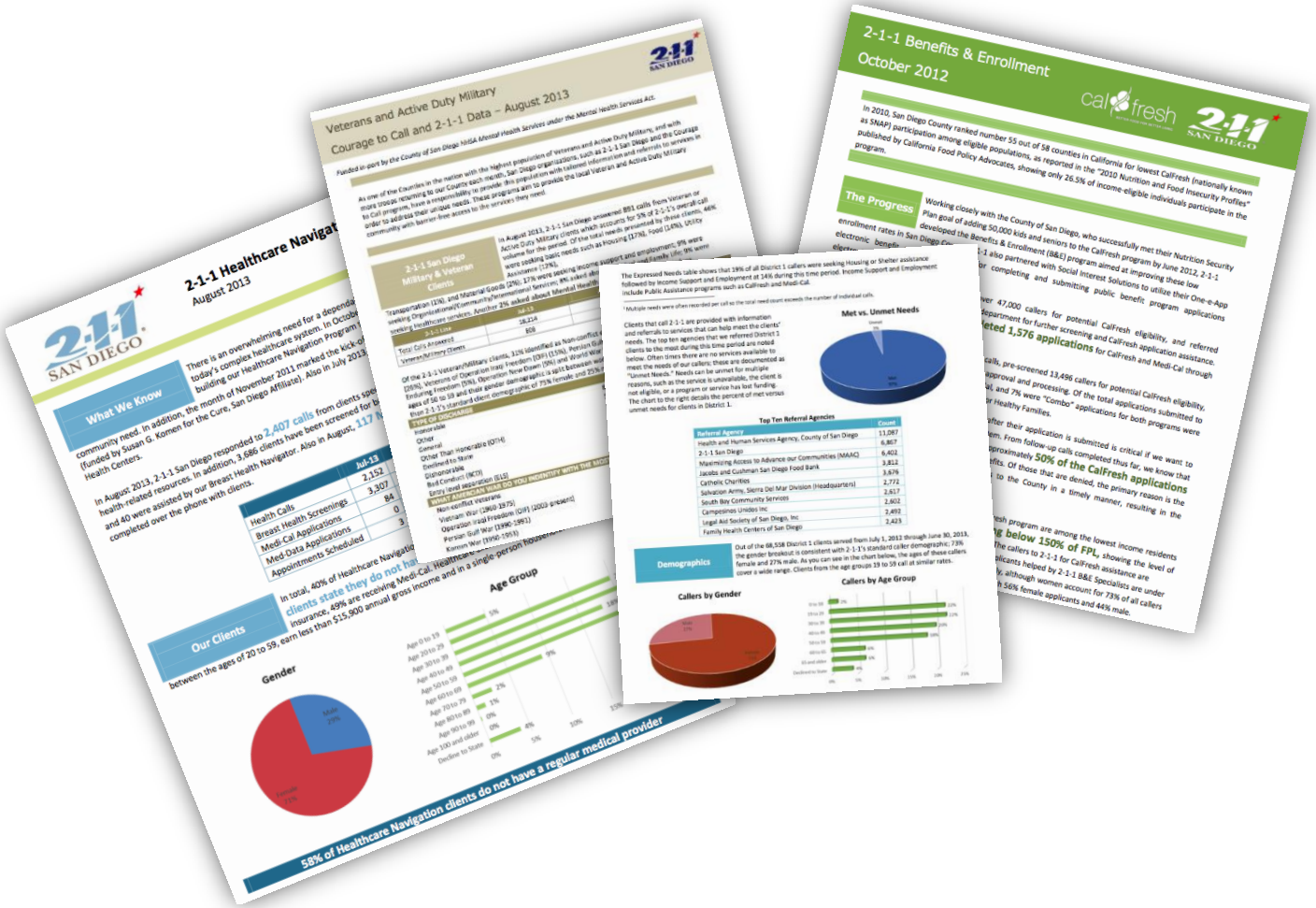
Volunteer Coordination

- Spontaneous Volunteer Management
- Ongoing Volunteer Training
- Redundancy Planning



Data Reporting

- Real time feedback loop
- Client demographics
- Post Action reporting



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What We Need:

2-1-1 San Diego's Disaster Preparedness Improvements Needed:

- Ongoing operational support
  - Disaster Management/Volunteer Coordination
  - Information Technology
  - Training
  - Equipment
- One time infrastructure investment
  - Mobile Operations Vehicle
  - Equipment: Headsets, Radios, Laptops
  - Generator Installation
  - Software Upgrade: Disaster Database/HandsOn San Diego

What We Need:
2-1-1 San Diego's Disaster Preparedness Budget

Annual recurring disaster budget	$252,071*
One-time infrastructure investment	$305,800

*County of San Diego OES funds annual recurring disaster budget $70,000

What We Offer:
2-1-1 San Diego's Leveraged Resources

- Dialing Code
- Contact Center management and expertise
- Executive Leadership and partnerships
- Technology and infrastructure – scalability
- Experienced staffing and strong volunteer core
- Training and learning and development

Why Now?

2-1-1 San Diego's Enhanced Disaster Services

- **Required Infrastructure**
  - Generator/Equipment
- **Mobility**
  - Local Assistance Center Response
- **Improved Response**
  - Dedicated staff/Training
- **Improved Data**
  - Trend analysis
  - Unmet needs analysis
- **Sustainable business model**
- **Avoid Risk**
  - What disaster response looks like without robust 2-1-1

Questions

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