

Community Information Packet

Presented by: Kevin Boozel

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An Introduction to PA 2-1-1 Southwest

Similar to 9-1-1, 2-1-1 is a nationally recognized, easy to remember phone number that quickly and effectively connects people in need with resources. In the case of 2-1-1, the connections are to human services and community resources tailored to meet caller's needs.

Currently 2-1-1 is available to over 82% of the nation's population, including 48 states. The United Ways of Westmoreland, Butler, and Allegheny have worked together through implementation planning and soft-launched these services in Allegheny, Armstrong, Butler, Fayette and Westmoreland Counties in July 2011. Service will begin in Indiana, Mercer and Washington Counties by January 2013, and outreach is underway to extend the service to the rest of the designated service area, which includes Beaver, Greene, and Lawrence Counties. Current estimates are that *PA 2-1-1 Southwest* will handle as many as 450,000 requests for assistance per year by the end of 2014.

Based on the experiences of existing 2-1-1 programs, the greatest value has been created through:

- 1) More **EFFECTIVE** connections to services for people in need;
- 2) Greater **EFFICIENCY** as existing services are fully utilized, greater collaboration among helping organizations and reduced duplication of effort; and
- 3) Use of **INNOVATIVE** technology, including a single statewide database (*VisionLink's Community OS*) for the entire state of Pennsylvania, to coordinate the availability of resources across county and state lines, track the met and unmet needs of callers, and allow for quick ramp up to serve hundreds of thousands in times of disaster.

1. A More Effective Connection to Services

PA 2-1-1 Southwest improves connections to services for people in need. The phone lines are staffed by trained and certified Resource Navigators who quickly assess caller needs, and make referrals to the appropriate resources. This assessment often leads to referrals that the caller might not have known to ask for. For example, someone calling for help to avoid having their utilities shut off might also be referred to a food pantry or a foreclosure prevention specialist. The early intervention that can occur through a brief conversation with a 2-1-1 Resource Navigator can prevent many more serious and costly problems.

- ***One call quickly and effectively connects people in need with available resources***
A recent Westmoreland County study found that callers in Southwest PA are making an average of 4-7 calls before they are connected to the right service.
- ***Early intervention can prevent many more serious and costly problems***
Early intervention can prevent foreclosures, evictions and utility terminations. Prevention is not only a more cost-effective investment, but saves families and children from the significant trauma associated with more serious crises, such as becoming homeless.

Greater Efficiency for Pennsylvanians

2-1-1 provides the infrastructure to promote new initiatives and respond quickly when situations arise. As an example, the federal government recently awarded over \$100,000,000 in mortgage foreclosure prevention funds to Pennsylvania through the Pennsylvania Housing Finance Agency (PHFA). PHFA contracted with PA 2-1-1 Southwest to promote the Emergency Homeowners Loan Program. More than \$13,000,000 in funding was secured to help 498 families in our 11-county region save their homes. Many of the states that received these federal funds failed to expend them and had to return the money unused while families desperately needed the help (roughly half of \$1 Billion was not spent). Pennsylvania was one of only three states able to expend all available dollars to help these low and moderate income families, and was also able to attract additional funds as a result of is demonstrated efficiency.

- ***In many states, 2-1-1 has reduced the need for government to create new 1-800 lines.***

National studies have shown that single number systems, such as 2-1-1 or 9-1-1, save time and money. Resources saved can be redirected to provide valuable services to people in need. In Connecticut, instead of the state ramping up a new Quit Line (smoking cessation) call center with 5 to 7 people, 2-1-1 was able to staff it with the addition of just one person, saving taxpayers more than \$250,000 per year. The value of avoiding the infrastructure, marketing, staffing and maintenance cost of one new 1-800 number/ hotline is estimated to be about \$135,000. There are currently more than 450 “hotlines” for various health and human services in Pennsylvania.

- ***Support for emergency and disaster services***

“Throughout the country, 2-1-1 has helped countless people and plays critical public safety roles. One of its most important has been reducing the number of non-emergency calls to the 9-1-1 center, especially during times of disaster. I’m thrilled that the 2-1-1 system will be activated in Pennsylvania and look forward to working with the United Way to advance the project.”

Glenn Cannon

Director and Homeland Security Advisor for the Pennsylvania Emergency Management Agency

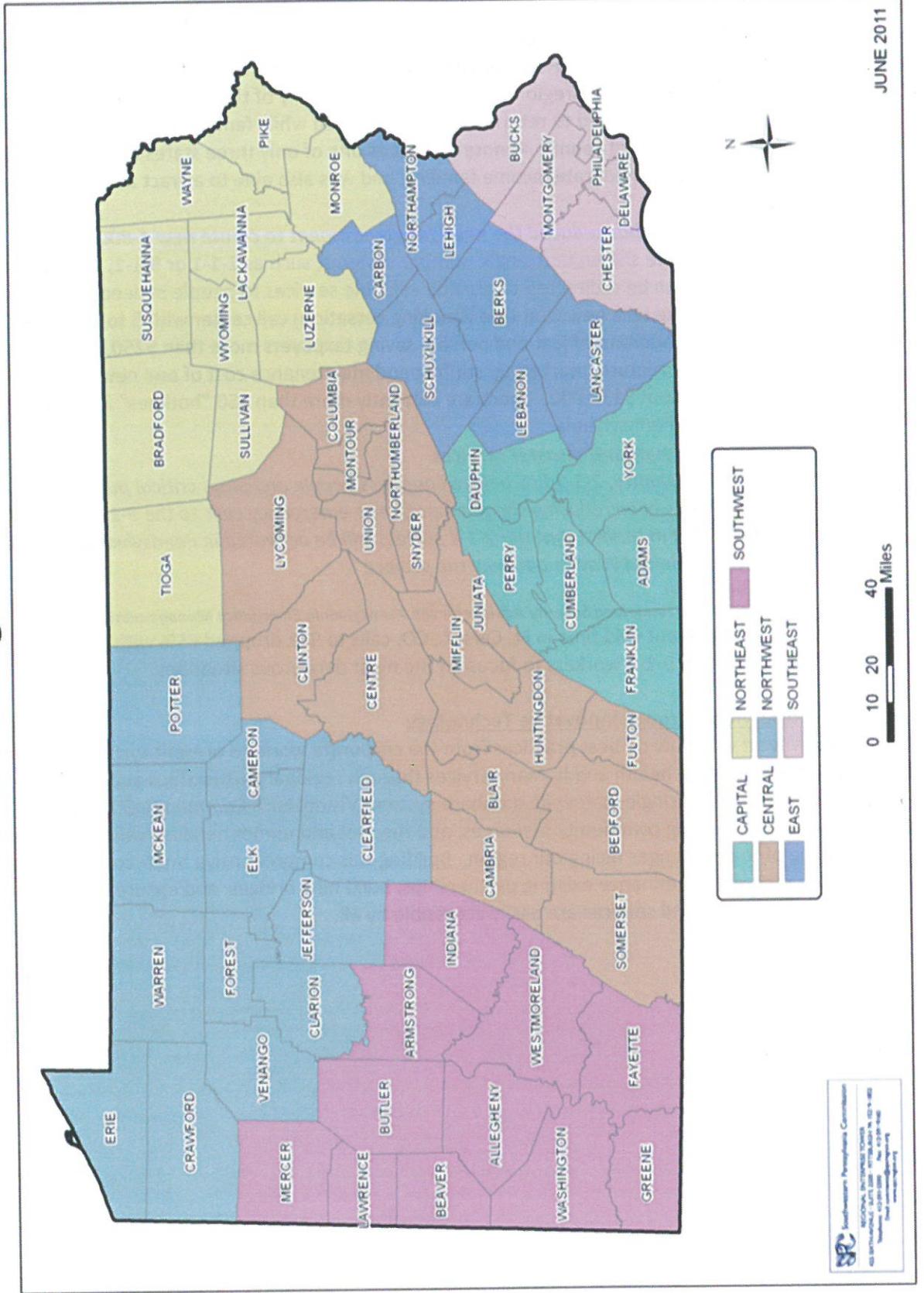
- During recent wild fires in Ft. Carson, CO, calls to 911 dropped 65% with the availability of 2-1-1, freeing up 9-1-1 workers to focus on the most dangerous situations.

2. Enhanced Services Through Innovative Technology

PA 2-1-1 Southwest will draw on best practices from the corporate world to present system-wide improvements to the way people connect to health and human services through regional partnerships and innovative technology. PA 2-1-1 will operate via a single statewide database system (VisionLink’s *Community OS*) that will track the availability of ever-changing community resources, and the met and unmet needs of callers, to provide a better understanding of the challenges facing our region. Building this comprehensive multi-county database – the first of its kind in our region – will enhance existing partnerships, build new bridges, and ensure that accurate information about existing resources and services are easily accessible by all.

January 2013

PA 2-1-1 Regional Map



PA 2-1-1 Southwest



Email phone concerns to:

info@pa211sw.org

Need to track call info:

Date/Time

Street Location

Land or Cell and #

Phone Provider

Counties

Give this number
If 2-1-1 doesn't work

Allegheny

(888) 553-5778

Armstrong

(888) 553-5782

Beaver

(888) 553-5785

Butler

(888) 553-5795

Fayette

(888) 556-5811

Greene

(888) 556-5937

Indiana

(888) 665-6778

Lawrence

(888) 665-6915

Mercer

(888) 665-6923

Washington

(888) 665-6924

Westmoreland

(800) 447-1352

**BE SURE THAT
COMPANY PHONES
ARE PROGRAMMED
TO DIAL 2-1-1**

Some Rational for a Coordinated Systems Approach:

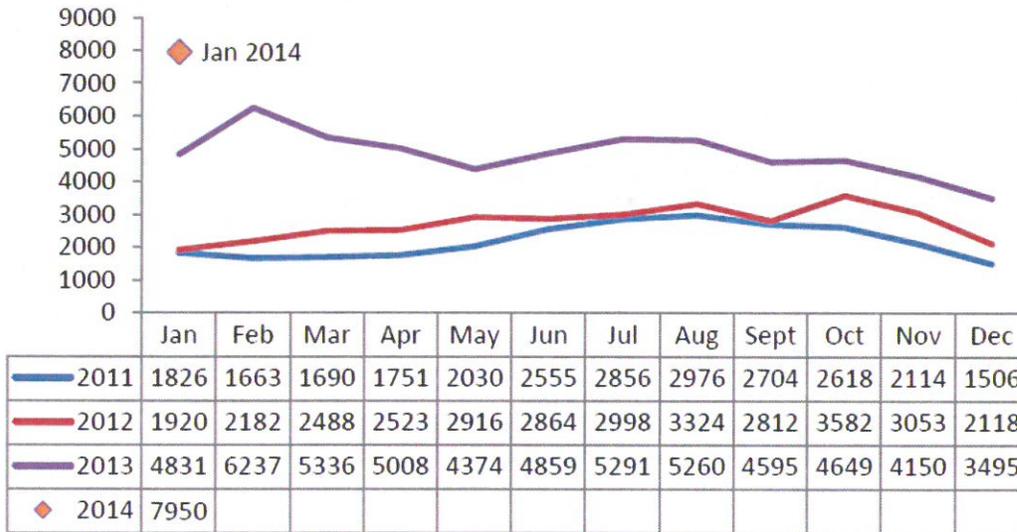
- Excellent Consumer Experience
- System Efficiency
- Agency Efficiency
- Help for “Helpers”
- “Economy of Scale”

Statewide Database
VisionLink’s CommunityOS™

Assembled & Maintained Locally
Manages Agency Info & Caller Data

- Qualified Response <1 minute
- Primary need(s) identified
- Resources evaluated
- Referrals arranged (goal 3)
- *New pre-screening tool for housing and utility needs
- Typical Calls:
 - Last less than 5 min.
 - Occur between 7 am and 7 pm
 - Yields 3 referrals to local support agencies
- Identify Trends & Gaps Through Comprehensive Reports and Data Maps
- Create Virtual Workspace – *secure data sharing, with coordinated intake or universal applications*

**Calls by Month
2011 - 2013**



Total Calls

2013: 58,085
2012: 31,694
2011: 26,289

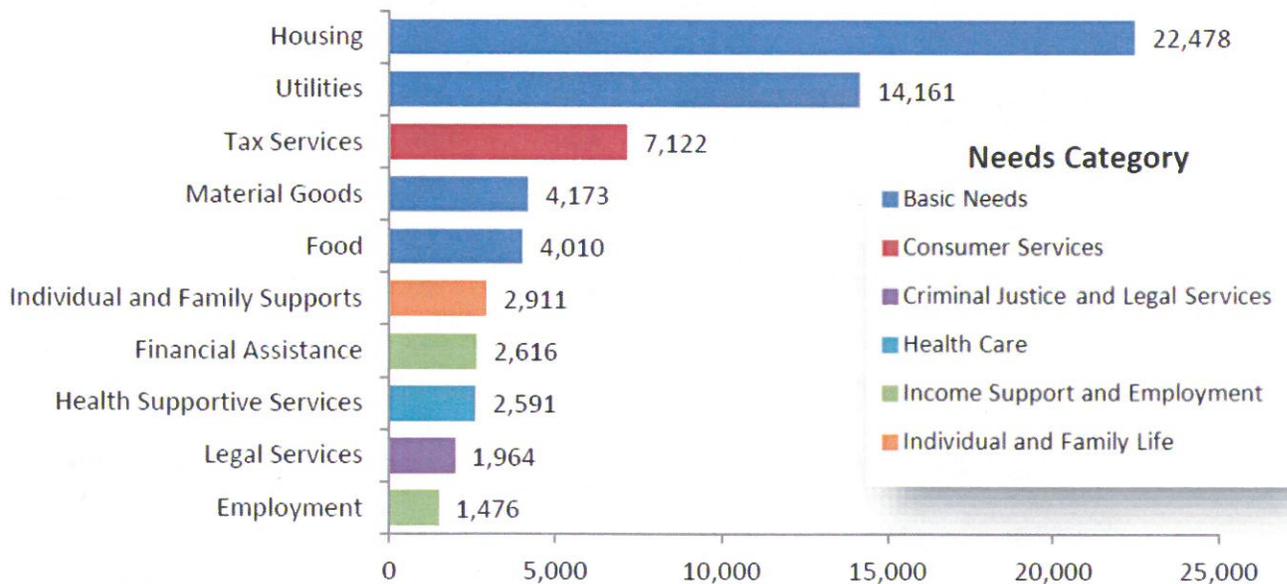
% Increases

83.27%
increase over
2012

120.95%
increase over
2011

Top 10 Needs

In 2013, PA 2-1-1 Southwest addressed 86,123 needs

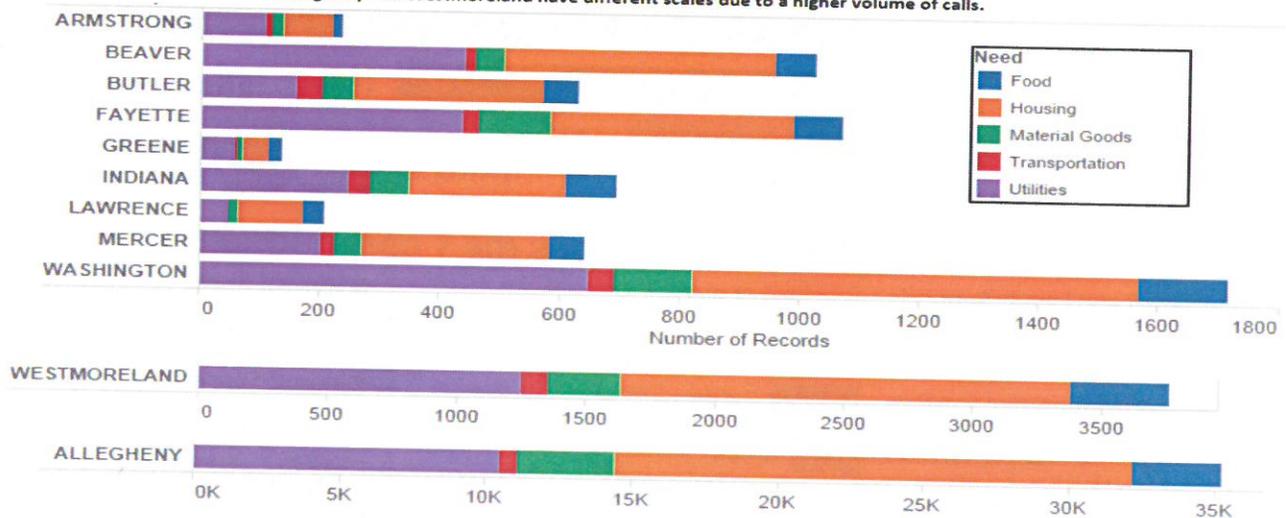


Top 5 Zip Codes by County

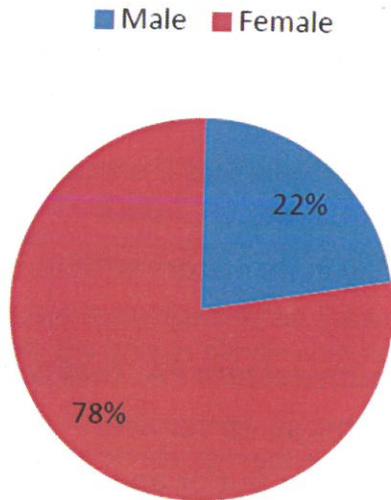
Allegheny			Fayette			Mercer		
15206	East Liberty	2715	15401	Uniontown	345	16146	Sharon	196
15212	North Side	2704	15425	Connellsville	165	16125	Greenville	103
15210	Mount Oliver	2525	15012	Belle Vernon	75	16121	Farrell	90
15221	Wilksburg	2205	15417	Brownsville	60	16127	Grove City	78
15219	Hill District	2193	15631	Everson	37	16148	Hermitage	78
Armstrong			Greene			Washington		
16201	Kittanning	84	15370	Waynesburg	81	15301	Washington	581
16226	Ford City	33	15320	Carmichaels	24	15022	Charleroi	241
15613	Apollo	29	15315	Bobtown	10	15063	Monongahela	135
16259	Templeton	13	15346	Mather	9	15317	Canonsburg	158
15656	Leechburg	19	15349	Mount Morris	9	15033	Donora	126
Beaver			Indiana			Westmoreland		
15001	Aliquippa	284	15701	Indiana	383	15601	Greensburg	1396
15010	Beaver Falls	215	15717	Blairsville	90	15068	New Kensington	764
15003	Ambridge	144	15728	Clymer	67	15644	Jeannette	378
15066	New Brighton	107	15748	Homer City	62	15650	Latrobe	353
15074	Rochester	81	15716	Black Lick	36	15642	Irwin	327
Butler			Lawrence					
16001	Butler	466	16101	New Castle (South)	213			
16066	Cranberry	79	16117	Ellwood City	36			
16057	Slippery Rock	36	16102	New Castle (West)	24			
16002	Butler (Southeast)	33	16105	New Castle (North)	18			
16046	Mars	27	16116	Edinburg	9			

2013 Basic Needs Breakdown by County

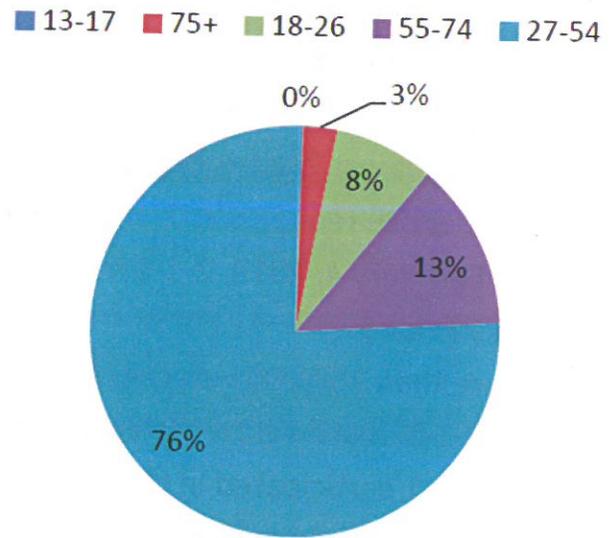
Allegheny and Westmoreland have different scales due to a higher volume of calls.



Gender Breakdown



Age Range Breakdown



County Breakdown

	Q1	Q2	Q3	Q4	Total
ALLEGHENY	13034	10759	11294	8729	43816
ARMSTRONG	38	60	128	71	297
BEAVER	142	294	322	450	1208
BUTLER	192	204	263	228	887
FAYETTE	235	284	323	282	1124
GREENE	27	38	42	86	193
INDIANA	98	255	265	219	837
LAWRENCE	28	36	131	144	339
MERCER	93	176	246	256	771
WASHINGTON	371	469	543	547	1930
WESTMORELAND	1862	1286	1225	923	5296
OTHER	230	177	121	101	629
UNKNOWN	54	203	243	258	758

Fun 2-1-1 Facts:

- PA 2-1-1 launched in July 2011 with 3 counties – Allegheny, Westmoreland and Fayette. We now serve 11 counties.
- From November – January, 56% of callers reported that it was their first call to 2-1-1.
- Butler County has the highest number of male callers: 30%.
- Busiest day at 2-1-1 is Monday.
- Top Service requests at 2-1-1: Eviction Avoidance, Utility Assistance, Food.
- On February 4, 2013, 2-1-1 had its highest call volume day in its history with over 500 calls fielded.
- More than 260,000 veterans and their families live in Southwestern PA. That is why PA 2-1-1 Southwest is increasing its efforts to connect veterans to services.
- PA 2-1-1 participated in the Point in Time homeless survey for Butler and Westmoreland counties.
- The highest reported source of referral from Greene County was from an agency or organization (38.46%).
- The highest reported source of referral from Indiana County was from an agency or organization (39.69%).

Regional facts:

- Of the 3,735 callers surveyed between July 1 and December 31, 21.45%(801) reported that not everyone in their home had health insurance.
- Of the 3,477 callers surveyed between July 1 and December 31, 34.31%(1,193) reported that they received income from employment.

Why 2-1-1?

PA 2-1-1 Southwest is a free, 24-hour helpline that connects those in need with critical social services. The majority of calls are related to basic needs - food, shelter, transportation and utilities.

- 2-1-1 provides free information and referral assistance using the most comprehensive database of social service resources in our community. This database, with over 6,500 records supporting our eleven counties, is used by our resource navigators to provide the most effective referrals, and is also available to the community through the 2-1-1 web site.
- The helpline is accessible 24/7/365 by phone. It is staffed by trained and compassionate professionals, called resource navigators, who are often the first voice of hope many hear. They earn the professional certification of Information and Referral Specialists (AIRS designation).
- Resource navigators can quickly assess caller needs and make referrals to appropriate resources. They are able to handle complex calls and handle critical needs.
- Assessment can lead to resources that callers are not aware of or don't know to ask for; early intervention can prevent more serious and costly problems.
- The 2-1-1 team provides support to the helpline team, but also to United Way offices and partner agencies. Responsibilities include maintaining the database, monitoring quality of content and referrals, and troubleshooting challenging cases.
- The work of the 2-1-1 team helps county-based partners (United Way and local agencies) to focus on identifying and addressing the needs of the community, rather than spending time on calls/referrals. It alleviates the need for partner agencies to fund their own call centers.
- Because of the helpline, local agencies receive more targeted referrals and better data to understand the needs of the community.
- Our regional structure provides flexibility in meeting varying call volume levels and the opportunity to provide information on regional as well as county resources.
- The 2-1-1 team provides analysis and reporting including call volume, types of calls and trend analysis. These provide insight into the needs of each community; help to identify gaps in services; and generate context through caller stories. Information is also used to help assess priorities for program support, funding requests, special initiatives, and public relations efforts.
- The 2-1-1 helpline supports over 2.5 million people in eleven counties in Southwestern PA. The total number of calls to the hotline in 2013 was 58,085, an 83% increase over 2012. Nationwide, regional 2-1-1 helplines answered 15 million calls and had 17 million website visits.
- Awareness and use of 2-1-1 continues to build. Agencies are an important referral source (over 22% of calls were the result of an agency suggesting that 2-1-1 could assist) and friends and relatives are another important source (over 10%).
- 2-1-1 supports United Way mission by serving as connection point between individuals and vital social service resources for so many of our neighbors who look to United Way for help and hope.
- 2-1-1 provides the infrastructure to respond quickly when situations arise and promote new initiatives. It is part of the emergency response fabric in our community.

- 9-1-1 Emergency (Police, Fire, EMS)
- 8-1-1 PA One Call System (Call before you dig!)
- 7-1-1 Hearing Impaired (TDD System)
- 6-1-1 Phone System Provider
- 5-1-1 Transportation Line (Pot Hole Line)
- 4-1-1 Information (costs \$ to call and connect)
- 3-1-1 Citizens Services (Mayors Line)
- **2-1-1 Information and Referrals (Help Line)**

*All numbers may not work in all areas (If 2-1-1 doesn't work, please notify us at info@pa211sw.org)

How to connect and help your community connect with the most comprehensive Information and Referral System in Western Pennsylvania.



WEB PAGE BADGE



EMAIL BADGE



HOLIDAY PROGRAMS

<http://pa211sw.org/content/holiday-programs>



HELP STARTS HERE

keyword

agency name

SEARCH 2-1-1



- HOUSING
- UTILITIES
- FOOD
- MORE HELP

Follow PA 2-1-1 Southwest on your favorite social media sites. [More...](#)

Email info@pa211sw.org

Phone Dial 2-1-1

HEALTH CARE ENROLLMENT OPENS ON NOVEMBER 15

[Learn More here](#)

CONNECTING PEOPLE WITH THE HELP THEY NEED

PA 2-1-1 Southwest is a FREE resource and information hub that connects people with community, health and disaster services in 11 counties through a free, 24/7 confidential phone service and this website.

NEED HELP?

2-1-1 is here to help you.

Email info@pa211sw.org
Phone Dial 2-1-1

Check our help page if you aren't able to get through to 2-1-1.

ARE YOU A SERVICE PROVIDER?

Every day, 2-1-1 connects callers to organizations like yours, representing over 7,000 services available in 11 counties. Help 2-1-1 make accurate referrals:

[Add / update your agency information >](#)

REPORTS AND NEWSLETTERS

- 2-1-1 Connection: Fall 2nd Quarter Report

[All reports >](#)

TWITTER UPDATES

Tweets [Follow](#)

PA 2-1-1 Southwest @pa211southwest 12 Oct
B.Y.M.E. Fall issue of the 2-1-1-Connection buff.ly/3ytprZf

PA 2-1-1 Southwest @pa211southwest 11 Oct
Learn a little more about how PA 2-1-1 Southwest is helping #veterans buff.ly/3rg9b1c

PA 2-1-1 Southwest @pa211southwest 11 Oct

Tweet to @pa211southwest

OUR SPONSORS



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2-1-1 is a FREE, accessible, 3-digit telephone number available to everyone, providing easy access to customized health, housing and human services information.

Email info@pa211sw.org

Phone Dial 2-1-1

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Update

- Update your organization's information in the database

Add

- Provide PA 2-1-1 Southwest with information to be included in the database

Locate Services

- Search the PA 2-1-1 Southwest database to locate services

Connect

- Stay up to date with what the PA 2-1-1 Southwest team is doing

NEED HELP?

2-1-1 is here to help you.



Email
info@pa211sw.org



Phone
Dial 2-1-1

Check our help page if you aren't able to get through to 2-1-1.

SOCIAL MEDIA:



2-1-1 is a FREE, accessible, 3-digit telephone number available to everyone, providing easy access to customized health, housing and human services information.



Email
info@pa211sw.org



Phone
Dial 2-1-1

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- <http://pa211sw.org/content/agencies-0>

PA 2-1-1 Southwest

Special Initiatives/Projects Guided by Local Needs:

- Education
 - Hi 5! (Kindergarten Registration)
 - Be a 6th Grade Mentor
 - 21 & ABLE (Transition Planning for Youth with Disabilities)
- Volunteer
 - Open Your Heart To A Senior (Volunteer Opportunities)
 - Be One In a Million
- Basic Needs:
 - Housing/Homeless
 - Emergency Solutions Grant – ESG
 - Housing Stabilization
 - Utilities
 - Referrals to Federal/State and Local Assistance
 - Weatherization Programs
 - Customer Assistance Programs
 - Special Initiatives
 - Duquesne Light - Watt Choices Energy Savings Kit
 - Food
 - Summer Food Programs for children
 - Community Food Banks
- Financial Stability
 - Income Tax Preparation
 - Scheduling - Money in Your Pocket
 - Referral - Volunteer Income Tax Assistance
- Disaster Preparedness
 - County EMA Agreements
 - Activation
 - Disaster Application (Red Cross/FEMA Guidelines)

**Need to lower your electric bill?
Duquesne Light and 2-1-1 can help.**

Duquesne Light residential customers in Allegheny and Beaver Counties are eligible to receive a **FREE Watt Choices Energy Savings Kit** shipped directly to their homes.

There are no income requirements for participation. Call 2-1-1 today to receive your free kit!

What's in the Kit?

- 1 Smart Power Strip . The Smart Power Strip helps you save energy by turning off appliances when they are not in use.
- 2 Nightlights. These energy efficient lights will help you save energy and see better in the dark
- 4 CFL Bulbs. CFL bulbs use about 75% less electricity than regular bulbs and last longer.



**For some, turning 21 isn't
the beginning of something great.
It's the end.**

Together, we can fix the system.

Here in Pennsylvania, young adults with disabilities turn 21 and lose what matters. School. Support. Programs. And sometimes, even hope.

As a committed group of advocates, leaders and parents, we're asking for your support in developing a roadmap that gives young adults with disabilities a chance to live fully.

Join us, learn more or register your support at **www.21andAble.org**.

To find out about resources available for young adults with disabilities, **dial 2-1-1.**

21andable.org
MAP A BETTER FUTURE FOR YOUNG ADULTS WITH DISABILITIES



Please make sure we have current info on-

- **Your Agency ~Your Programs**
- **Your Eligibility Guidelines ~ Contact Info**

EMAIL QUESTIONS/CORRECTIONS/CONCERNS:

info@pa211sw.org

PUBLIC WEBSITE:

www.pa211sw.org

www.pa211.org

www.211us.org

www.211.org

Special agency only Dropbox about 2-1-1:

www.tinyurl.com/211dropbox

I need a 2-1-1 Presentation:

www.tinyurl.com/211presentation



2-1-1 Newsletter
Signup url

Please [click here](#) to subscribe to our monthly newsletter.

<http://tiny.cc/pa211swsignup>

TXT APP: <Send> 211LIHEAP to [898-211](tel:898-211)

County: _____ Agency: _____

Phone: _____ - _____ - _____ Contact: _____

Return to: _____

Spread the word. And the number, too.

PA 2-1-1 Southwest Items for order.



Pen
Comfortable white pen features blue PA 2-1-1 Southwest logo.

Order quantity _____

I need help with:

- Feeding my family.
- Becoming a volunteer.
- Getting taxes done.
- Avoiding eviction.
- Caring for my grandmother.
- Keeping my heat on.
- Joining the workforce.
- Finding a summer camp.
- Protecting a friend.

I can help with:

All of the above.

Call 2-1-1

It's your friendly-neighborhood-24-hour-professionally-staffed hotline for help with human services. If you need help, info or referrals in your community, call 2-1-1 first.

Info card
Simple card fits into standard brochure racks.

Order quantity _____



Ad Kit CD
Includes digital files of logos, ads, newsletter stories, etc.

Order quantity _____

It's your friendly-neighborhood-24-hour-professionally-staffed hotline for help with human services. If you need help, 2-1-1 can connect you.

Small handout
The size of a business card, this discreet piece is easy to hand out.

Order quantity _____



Sticker
Sticker makes updating materials easy; provided in sheets of eight.

Order quantity _____ stickers or _____ sheets of eight



Phone-shaped magnet
Handy magnet shaped like a phone is a constant 2-1-1 reminder.

Order quantity _____

I need help with:

- Feeding my family.
- Becoming a volunteer.
- Getting taxes done.
- Avoiding eviction.
- Caring for my grandmother.
- Keeping my heat on.
- Joining the workforce.
- Finding a summer camp.
- Protecting a friend.

I can help with:

All of the above.

Dial 2-1-1

It's your friendly-neighborhood-24-hour-professionally-staffed hotline for help with human services. If you need help, info or referrals in your community, call 2-1-1 first.

Poster
Vertical poster stands out on bulletin boards and in break rooms.

Order quantity _____

Please contact your local United Way or call 2-1-1 for materials.



Food

Christine feels very fortunate that she can walk to the farmer's market near her house once a week, but unfortunately her fixed income doesn't allow her to buy much of what she sees. She's 82 years old and really enjoys the fresh produce and time to talk with her neighbors – in fact it was one of her neighbors who suggested she call 2-1-1 for help. We put her in touch with the Area Agency on Aging and she now receives vouchers to help her purchase the locally grown food.

Housing

Beverly called 211 in frustration because she and her children ages 7, 8, 11 and 12 were evicted from their home. Her husband of many years had recently passed away, and her only income is survivor's benefits. She was very relieved when Westmoreland Community Action said they would be able to help with beds and food.

Mounting medical bills have caused Robert to fall behind on his bills and he was facing foreclosure when he called 2-1-1. With the help of referrals from 2-1-1- he received help paying his property taxes, utility bills and has been connected to a food pantry.

The house where she was living was taken over by the bank because Kelly could no longer pay the monthly bills so she called 2-1-1 to ask about affordable housing. She found a place to live from the referrals shared, and so much more. The Department of Public Welfare helped her with the security deposit she needed and Operation Safety Net helped with the medical help she was seeking for a friend.

Veteran Utilities Veteran, Utilities

Fred's experience in the Navy is one he talks about with great pride, but he wasn't feeling very proud of the life he was living in Westmoreland County. When his heart condition forced him to take a less stressful, lesser paying job until he could retire he began to get behind on his bills. To make matters worse, when he couldn't afford to have oil delivered to heat his trailer the water pipes burst because of the extreme cold. Life wasn't looking very good for this 77 year old veteran when a friend offered him a temporary bed at his house and suggested he call 2-1-1. This story has a good ending though because Fred is back in his home because 2-1-1 referred him to the Salvation Army in Greensburg where he received the help he needs to pay for fuel to heat his home. (May 2013 newsletter)

Veterans

In 2013, a Mercer County veteran and his wife received an eviction notice from their landlord due to a dispute over a utility bill as a result of a mistake by their utility company. The senior couple, who were disabled, called PA2-1-1 to see if assistance was available. The Call Specialists at PA2-1-1 were able to refer the veteran and his wife to Northwestern Legal Services of Mercer County where they were able to get free legal representation and resolve their dispute with their landlord.

A 52-year old disabled veteran had made it through to the end of winter in 2012 with the help of LIHEAP but the Fayette County resident was badly in need of repairs to his windows and doors. The Specialists at PA2-1-1 were able to refer him to the Connellsville Redevelopment Authority who could assist him with energy efficiency improvements and repairs to his home through the Pennsylvania Weatherization Assistance Program.