

First Quarter Trend Report

January – March 2010

This document provides an overview of the trends and needs identified by the United Way of the Bay Area's 2-1-1/HELPLINK covering San Francisco, Marin, Napa, San Mateo* and Solano Counties. The data was collected between January – March 2009 and January – March 2010. The purpose of this document is to educate community stakeholders about the trends and information observed by 2-1-1/HELPLINK in order to strengthen our Bay Area communities.

The Bay Area's vast spectrum of community services is complex. Without 2-1-1/HELPLINK, many people make 7-8 phone calls to get the help they need. Vulnerable populations - such as non-English speakers, low-income individuals, seniors, people with disabilities and families in crisis - often give up long before they find help.

2-1-1/HELPLINK is dedicated to providing free, confidential and multi-lingual information, advocacy, resources and support in order to connect people to crucial community services in the Bay Area. As of April 2010, 2-1-1 serves over 240 million people - more than 80% of the entire population of the US. Although the 2-1-1 movement is a fairly recent development, HELPLINK has been providing information and referral, an important community service, to Bay Area residents since 1976.*



*Although San Mateo County does not currently have a 2-1-1 in place, UWBA's 2-1-1/HELPLINK center handles calls from this county via our 800 number.

First Quarter Highlights

2-1-1/HELPLINK Statistics for 2010:

- **Call Volume**– 2-1-1 handled 12,840 calls in the first quarter of 2010.
- **Community Needs** – Over 50% of our calls are related to meeting basic human needs such as food, shelter/housing and clothing.
- **Languages Spoken by 2-1-1 Callers** – From the information collected, the people calling 2-1-1 continue to be predominately English-speaking although there was a slight increase of Russian speaking callers in the first quarter of 2010.
- **Website Traffic** – There were nearly 5,000 visits to our 211 Bay Area website during the first quarter.

Bay Area:

- Unanimous adoption by the San Mateo Board of Supervisors to adopt a resolution supporting 2-1-1/HELPLINK's application to be the designated 2-1-1 provider to San Mateo County. All nine Bay Area counties will now have 2-1-1 coverage. Up until this point, San Mateo County had been the sole county whose residents did not have access to 2-1-1 services.
- Convened, along with co-chairs Supervisor Adrienne Tissier, Sheriff Munks and Shelly Kessler of the Central Labor Council, a meeting of key stakeholders in San Mateo County to create a Steering Committee. This is a key step in ensuring 2-1-1/HELPLINK's community responsiveness and success once the CPUC application has been approved and 2-1-1 is launched.
- Partnered with the Marin County Department of Public Health to inform Marin residents of the importance of immunizations. This bus ad campaign called "Herd Immunity" encourages the public to contact 2-1-1 if they have questions on where they can get immunizations, including H1N1, in order to protect public health.
- Partnered with the San Francisco Family Economic Sustainability workgroup that consists of both private non-profits and government entities in order to ensure that San Francisco service providers and residents have the most up-to-date and accurate information regarding income supports that may be available to them. In addition, work continues to inform and educate the community on how to utilize 2-1-1/HELPLINK's services to reduce redundancies and improve efficiencies

Program and Service Partnerships:

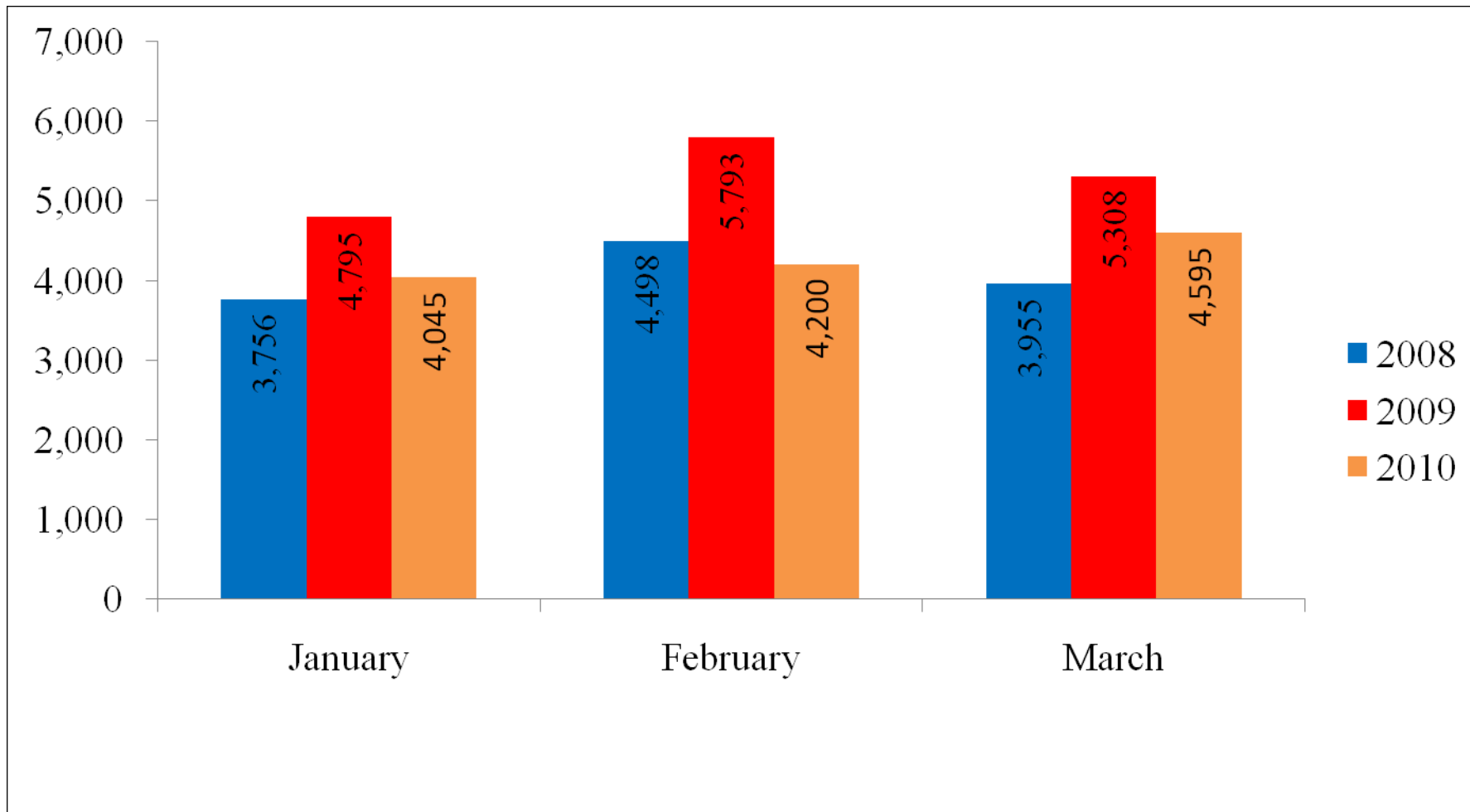
- **Earn It! Keep It! Save It!** - 2-1-1 was instrumental in connecting 2242 Bay Area residents to this vital UWBA-led coalition that connects low to moderate-income families to free tax return preparation, assistance with filing tax credit claims such as the Earned Income Tax Credit, and access to asset building or income support resources such as public benefits or matched savings accounts.
- **Continuing Education Trainings** – 2-1-1 staff received monthly in-service trainings from a variety of experts in various fields including tax assistance services and credits, financial sustainability programs and major food assistance programs. These trainings help 2-1-1 provide quality services to the community and help us adhere to national 2-1-1 standards.



2-1-1 Call Volume

January – March

2008 - 2010

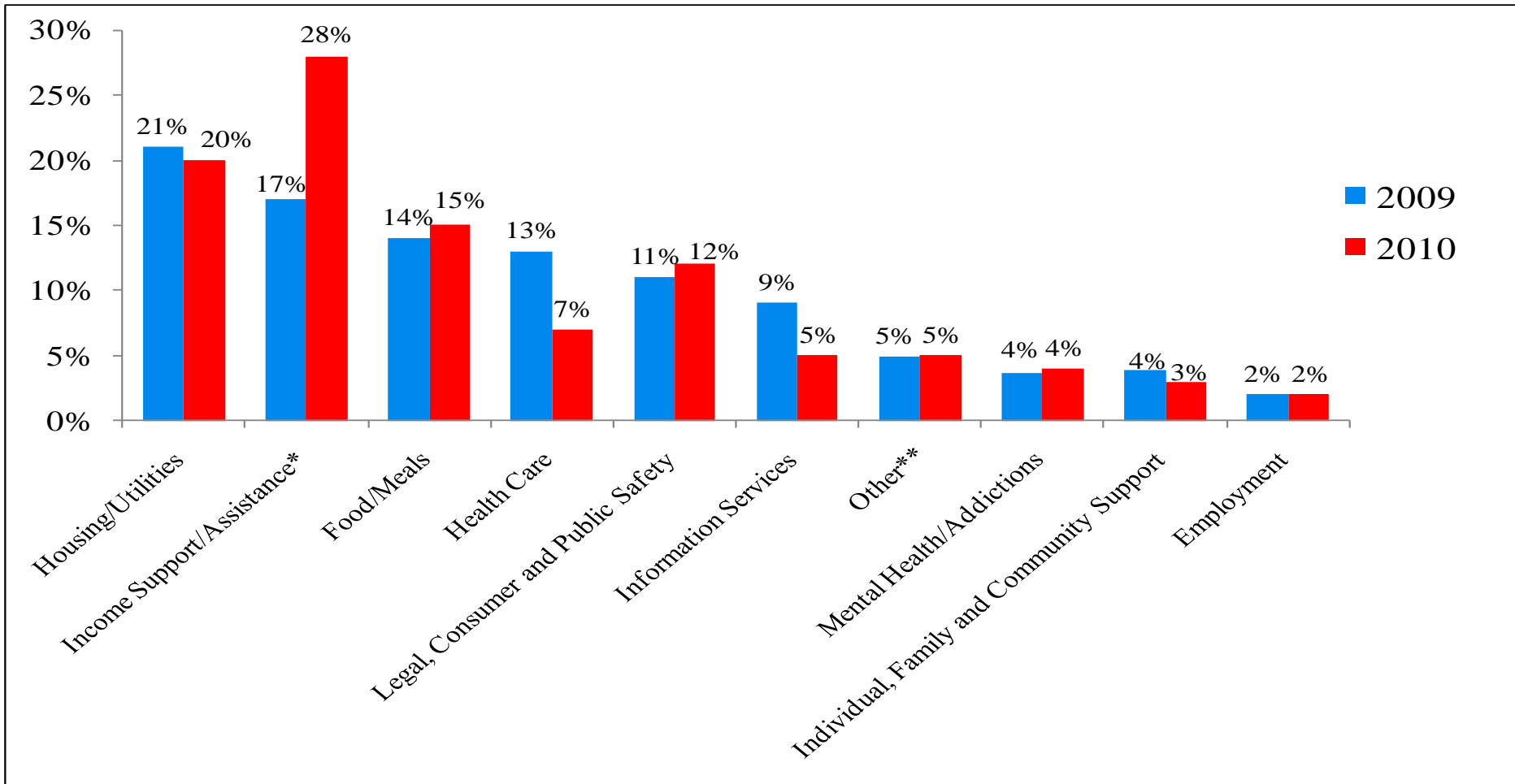


2-1-1 assists in times of crisis. In 2009, 2-1-1 received a surge in calls related to the economic crisis that impacted our region and the nation.

2-1-1/HELPLINK Community Needs – All Counties

January – March

2009-2010



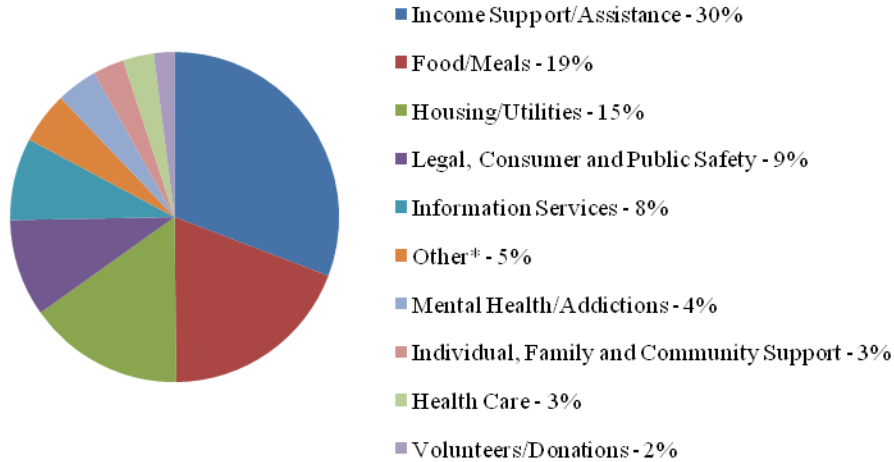
*There was a significant increase in the Income Support/Assistance category over the previous year largely due to a new partnership with SNAP (Supplemental Nutrition Assistance Program), formerly known as food stamps. Callers can now get a pre-screening for this program when they call 2-1-1.

**The “Other” category includes Arts, Culture and Recreation, Clothing/Personal/Household Needs, Disaster Services, Education, Government and Economy, Transportation, and Volunteers/Donations.

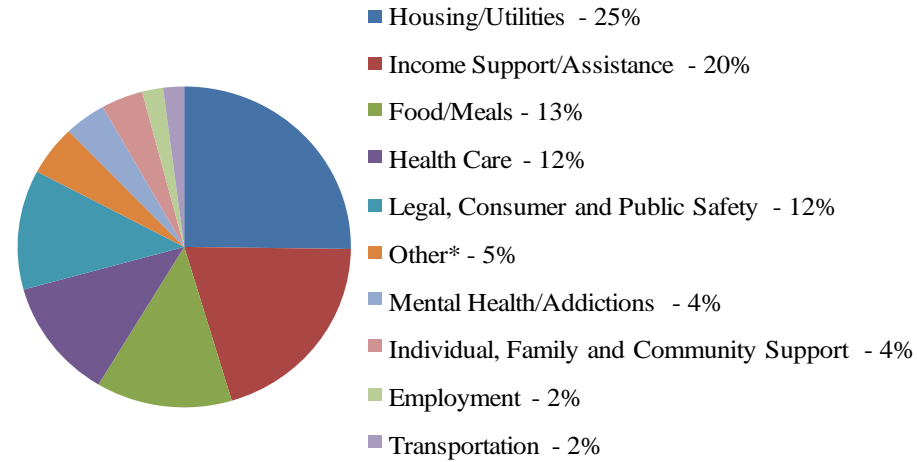
Community Needs by County

January – March 2010

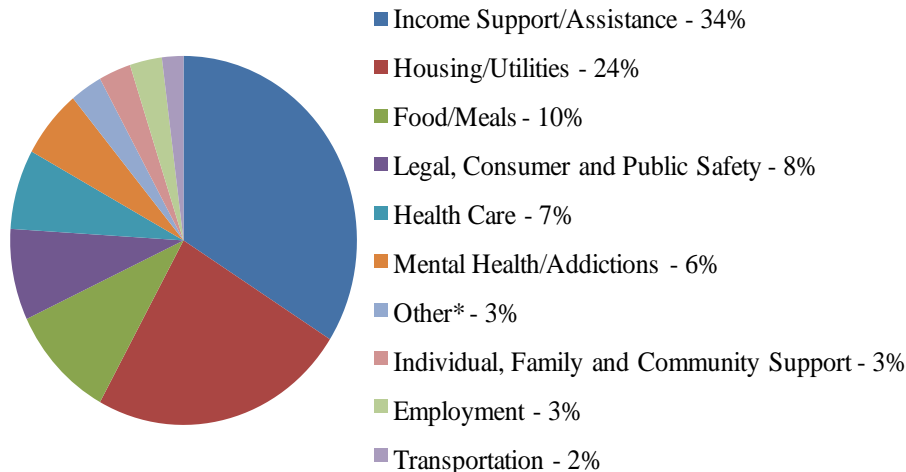
2-1-1 San Francisco



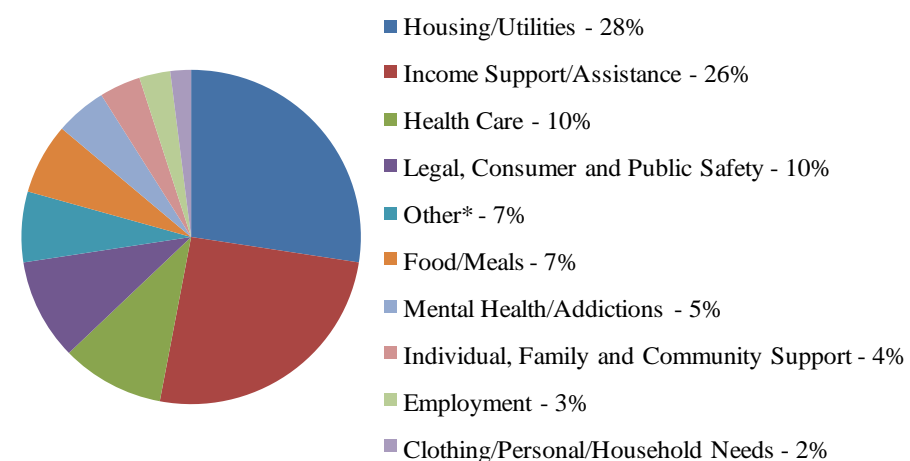
2-1-1 Solano



2-1-1 Napa

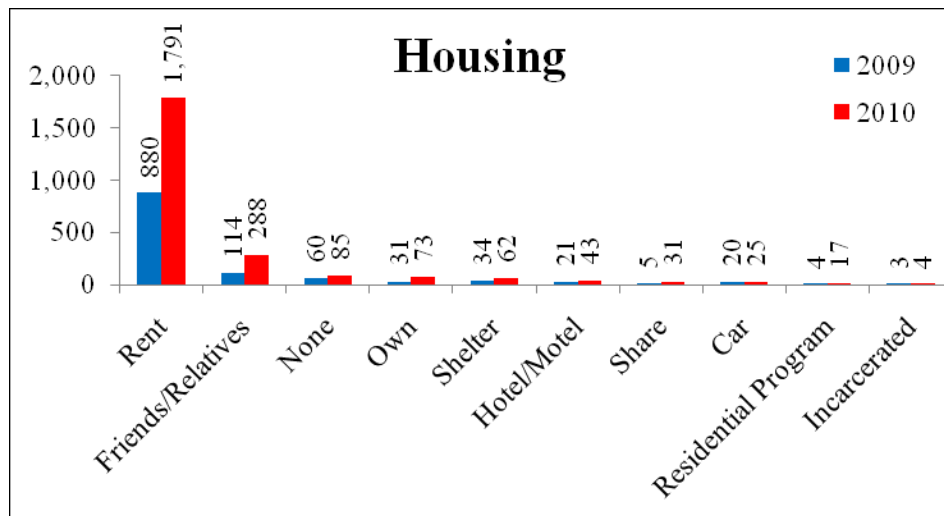
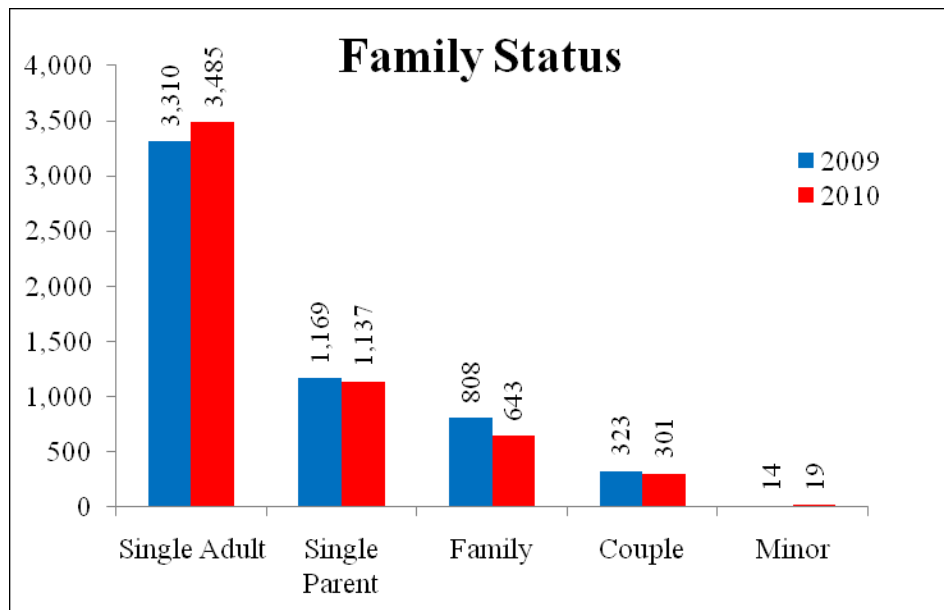
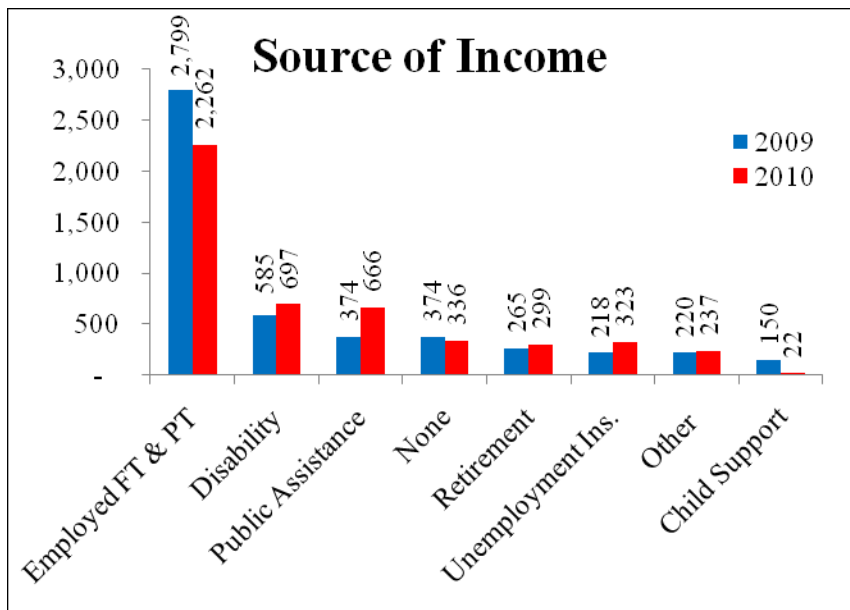


2-1-1 Marin



*Other may include Arts, Culture and Recreation, Clothing/Personal/Household Needs, Disaster Services, Education, Employment, Government and Economy, Information Services, Transportation and Volunteers/Donations. The categories included in "Other" may vary slightly by county.

2-1-1 Caller Demographics – All Counties



Language - Of the 15,896 calls received in January – March 2009, the language breakdown was 89% English, 8% Spanish, 2% Chinese and 1% other. Of the 12,840 calls received in January - March 2010, the language breakdown was 90% English, 7% Spanish, 2% Chinese and 1% other.

Note: 2-1-1 collects specific demographic data from callers only when it is relevant to giving a referral.

Top 20 Agency Referrals – All Counties

January – March 2010

1. Income Tax Assistance-EITC
2. Solano County Health and Social Services Eligibility Services
3. City and County of San Francisco Customer Service Center - 311
4. San Francisco Supplemental Food
5. The Salvation Army Golden State Division
6. Homeless Prevention and Rapid Re-Housing
7. City and County of San Francisco Human Services Agency Department of Human Services
8. St. Anthony Foundation
9. Solano County Health and Social Services Public Health Division
10. Salvation Army of Fairfield and Vacaville
11. Fairfield Community Action Council
12. Catholic Social Service
13. Glide Memorial United Methodist Church Glide Foundation
14. Alliance of Information and Referral Systems
15. St. Vincent De Paul Society of Vallejo
16. Solano County Health and Social Service Public Health Division Influenza Vaccine Clinics
17. Mission Solano
18. St. Vincent De Paul Society Holy Spirit Conference
19. Central City Hospital House
20. Mercy Housing California

Top 5 Agency Referrals by County

January – March 2010

2-1-1 San Francisco

1. Income Tax Assistance - EITC
2. City and County of San Francisco 3-1-1 Customer Service Center
3. San Francisco Supplemental Food
4. The Salvation Army Golden Gate Division
5. Homeless Prevention and Rapid Re-Housing

2-1-1 Solano

1. Solano County Health and Social Services Eligibility Services
2. Income Tax Assistance - EITC
3. Solano County Health and Social Services Public Health Division
4. Salvation Army of Fairfield and Vacaville
5. Fairfield Community Action Council

2-1-1 Napa

1. Income Tax Assistance - EITC
2. Community Action of Napa Valley
3. Salvation Army Napa Corps
4. Napa County Health and Human Services Agency Public Assistance
5. Napa State Hospital

2-1-1 Marin

1. Income Tax Assistance - EITC
2. Ritter Center
3. Adopt a Family of Marin
4. Marin Housing Authority
5. Marin County Department of Health and Human Services, Division of Social Services