

2-1-1[★]
United Way Bay AreaTM

FY **2017/2018**
IMPACT
REPORT

WHAT IS 211?

211 is an easy to remember, toll-free phone number that connects callers with local community services, such as food, shelter, counseling, employment assistance, quality child care and more.

During a disaster, 211 provides critical information about evacuation routes, food and shelter, as well as job search and permanent housing support during long-term recovery.

211 is confidential and available 24 hours a day in more than 150 languages.

WHAT IS 211 BAY AREA?

When you use 211 Bay Area, you have access to over 11,000 services and programs from San Francisco, San Mateo, Napa, Marin, Santa Clara, and Solano counties.

This report covers the period of July 2017 to June 2018.

ONE CALL OR CLICK, MANY RESOURCES.

94.2%

2-1-1 is a nation-wide service, with 94.2% overall coverage, connecting over 14 million people to services every year.

Where can I donate household items?

Where can I get help with my utility bill?

My mom needs homecare. Can you help?

Who can I call to find childcare?

Are there volunteer opportunities in my area?

Where can I get help with rent?

I'm looking for food assistance.

Where can my teenager find a summer job?

Who can tell me more about emergency kits?

How can I reach city services?

I'm looking for individual counseling.

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WHAT NEEDS DO 211 CALLERS HAVE?

56,648

There was a total of 56,648 caller needs. The top 5 categories include housing, mental health/addictions, health care, individual family and community support, and food/meals.

HOUSING 11,429 (20%)

HEALTH CARE 7,468 (13%)

FOOD/MEALS 5,187 (9%)

INDIVIDUAL, FAMILY, & COMMUNITY SUPPORT 5,315 (9%)

MENTAL HEALTH/ADDICITONS 8,641 (15%)



HOW MANY PEOPLE CONTACT 211?

37,407

Listed below are totals for calls, texts and emails to 211 Bay Area from Marin, Napa, San Mateo, Santa Clara, San Francisco and Solano County residents. In total, we answered 37,407 calls and texts in the year.



What are the primary caller categories?

36,075

standard information & referral

438

disaster

437

crisis/domestic violence/sexual assault

384

crisis-medical health/suicidal

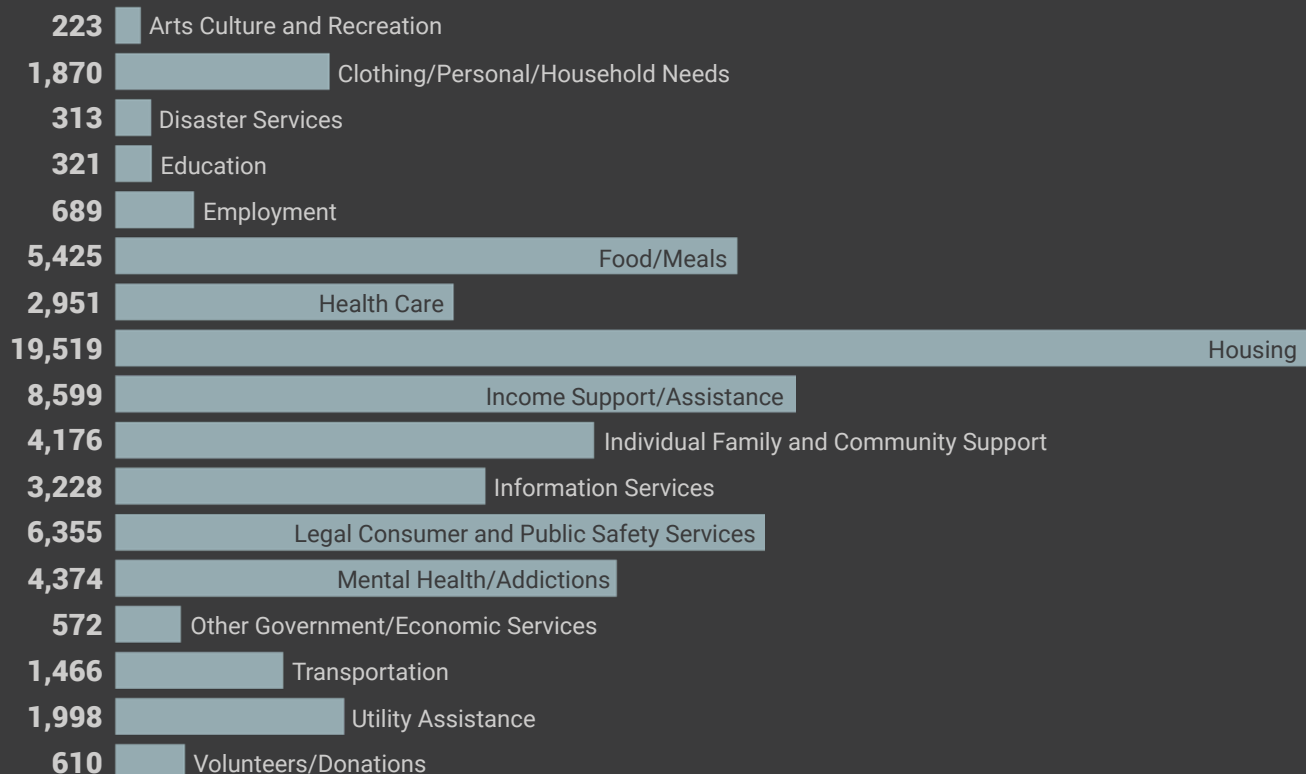
73

crisis-medical (not mental health related)

WHAT REFERRALS DO CALLERS RECIEVE?

62,689

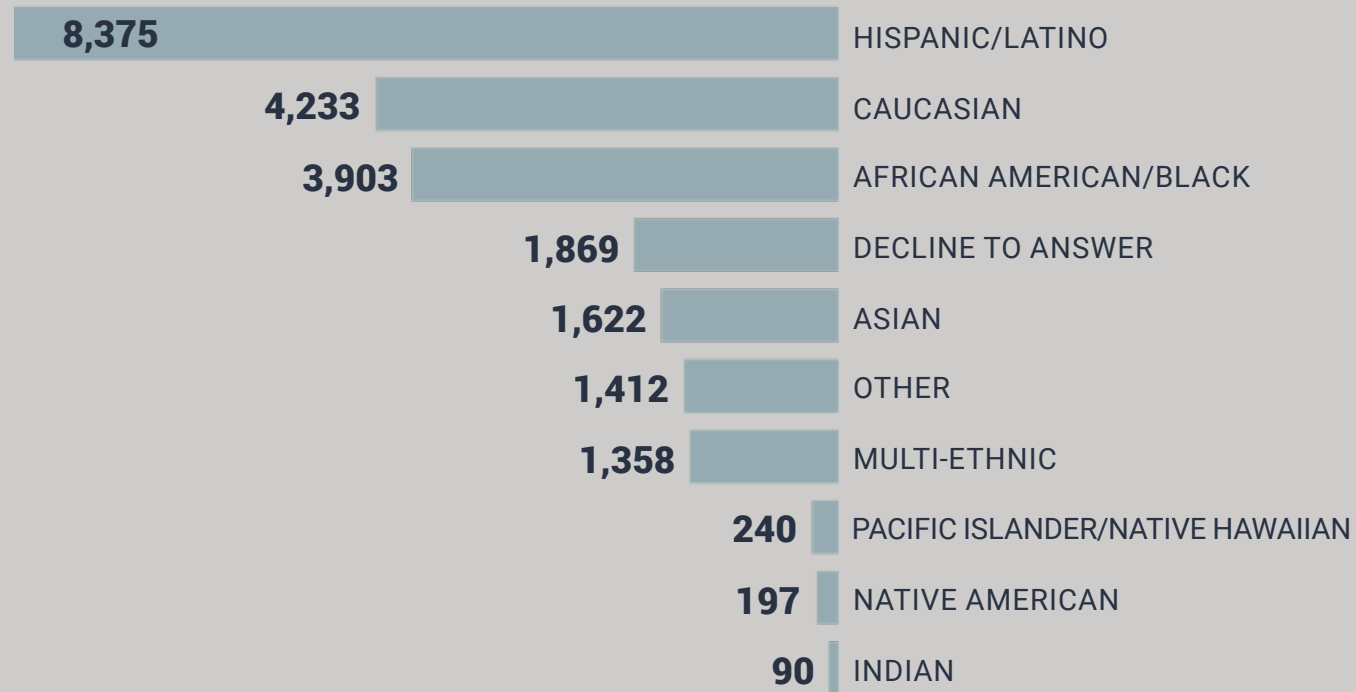
There were 62,689 total referrals provided to callers during the year. The categories of those referrals are in the chart below.



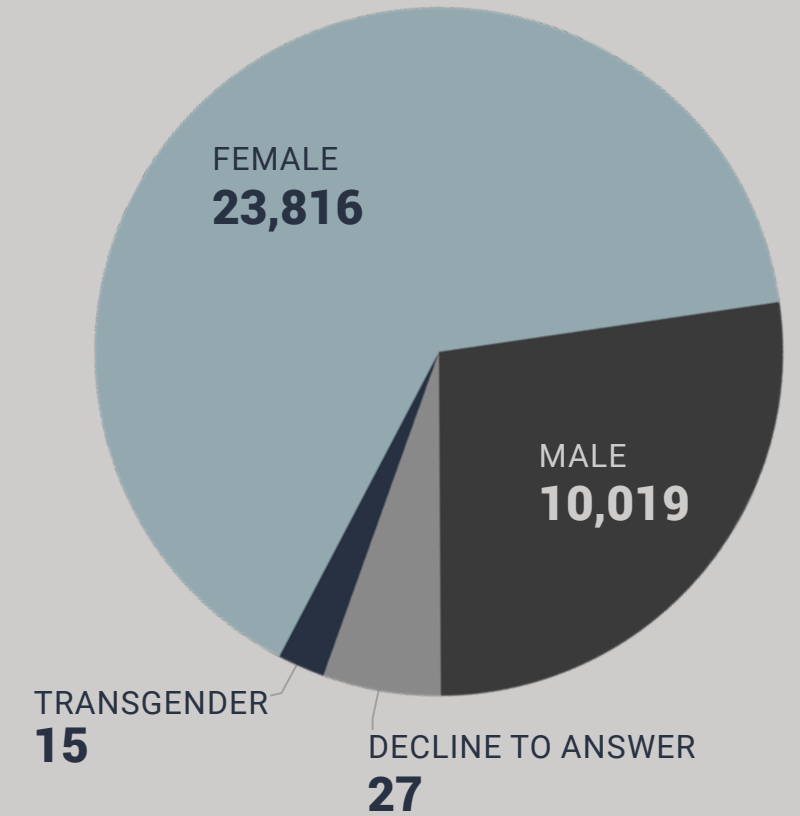
WHO'S CALLING 211?

Shown here is demographic data for callers to 211 Bay Area during the year. This data applies to the caller's race/ethnicity, gender, county, and age.

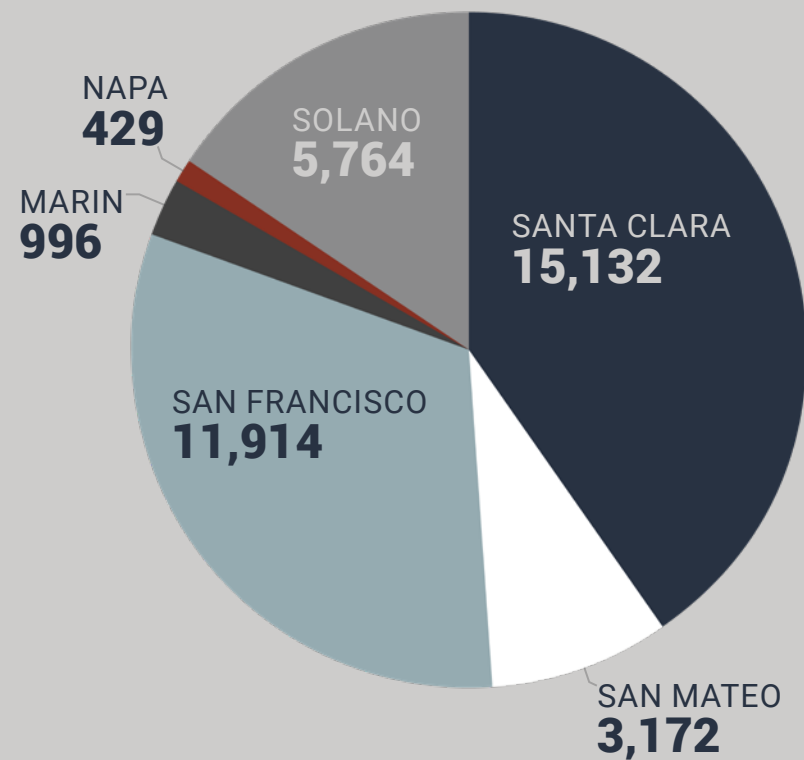
Race / Ethnicity



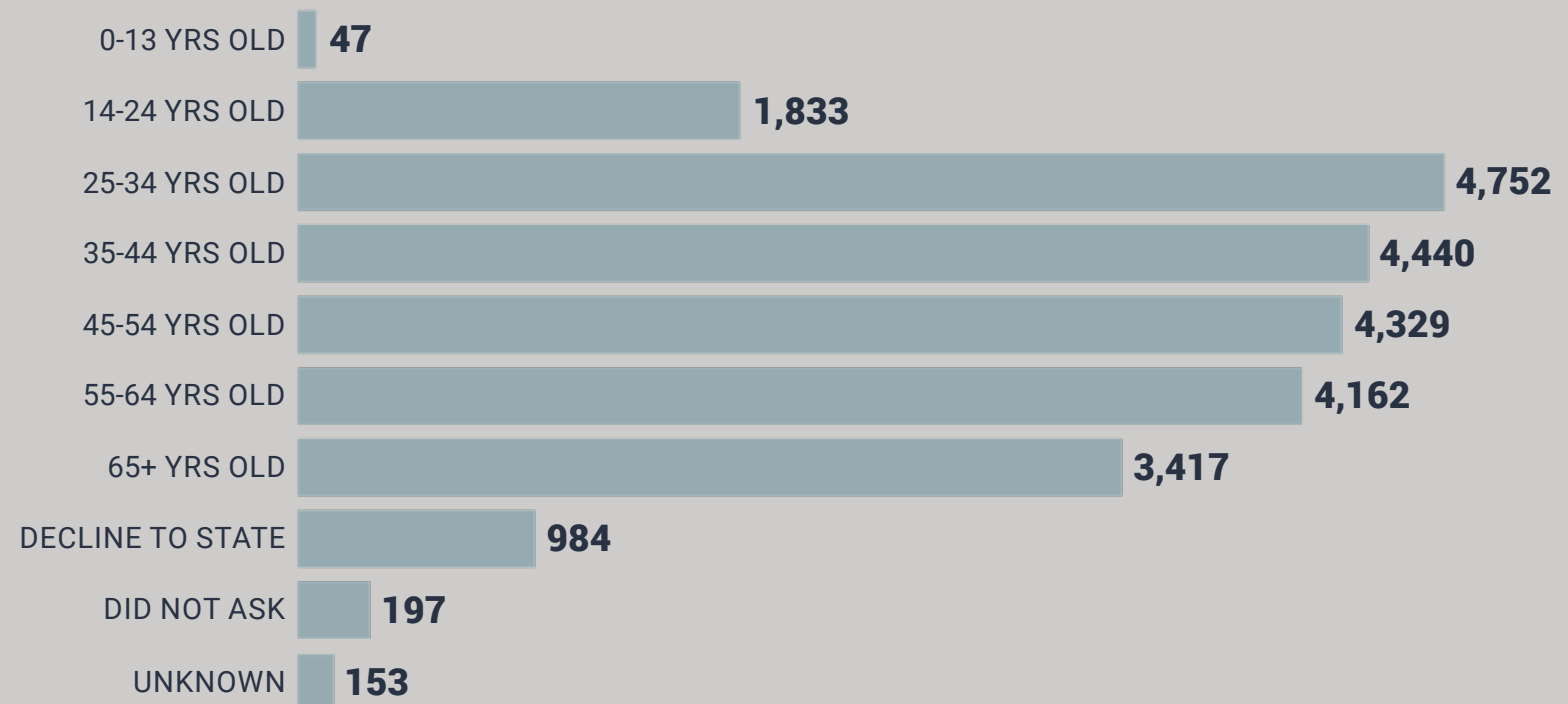
Gender



County



Age



HOW MANY PEOPLE VISIT 211 ONLINE?

321,505

Total pageviews (resource detail pages & searches).

Unique visitor, searches, and resource views.

117,700

resource searches

203,808

viewing of resource detail pages

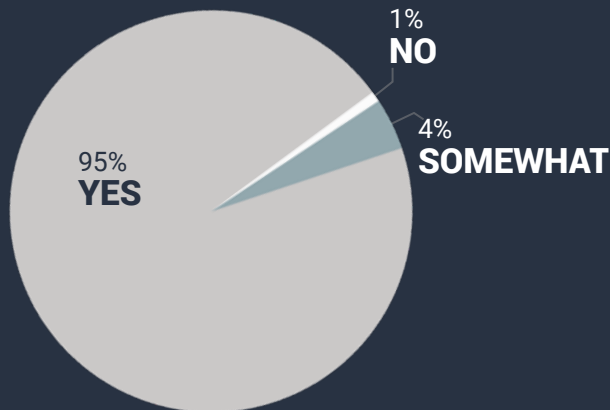
437

visits from unique IP address

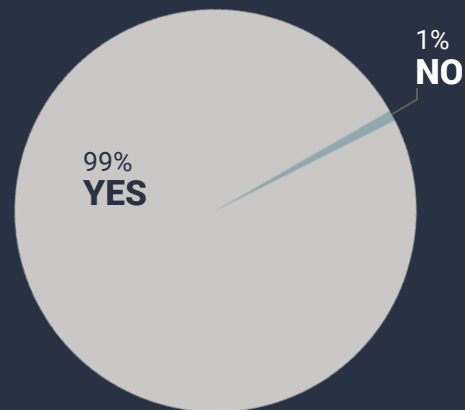


HOW WAS YOUR EXPERIENCE WITH 211?

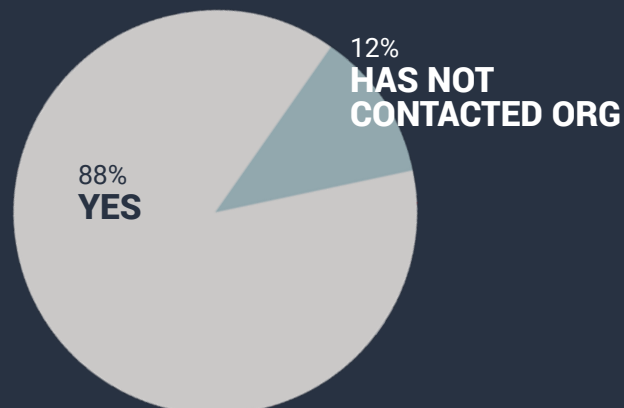
WERE YOUR EXPECTATIONS MET?



WAS THE CALL SPECIALIST POLITE & PROFESSIONAL?



WAS THE INFO YOU WERE GIVEN BY 2-1-1 ACCURATE?



WOULD YOU RECOMMEND 2-1-1 SERVICES TO A FRIEND OR FAMILY MEMBER?

