



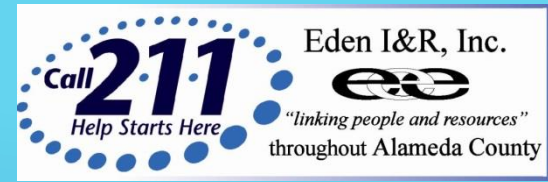
211 ALAMEDA COUNTY PRESENTATION TO KIC CONFERENCE 2.1.23



Mission: Linking people and resources

Vision: We envision a community empowered with information and connected to resources so that all people obtain health, happiness, hope, and improved livelihoods.

EDEN I&R



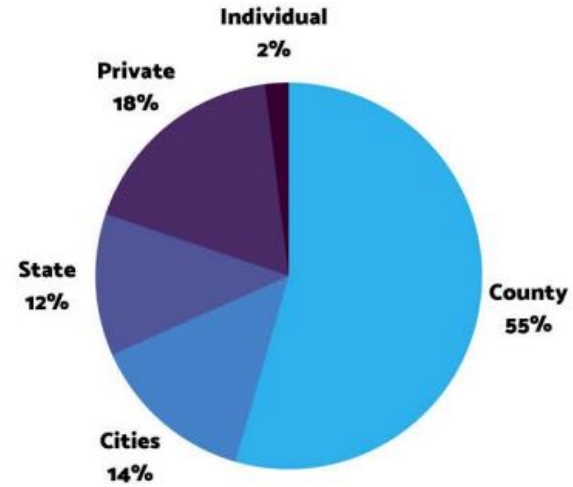
- Connecting people to hope, 24/7
- Operated by a local 501c3 nonprofit with local office and staff
- Multilingual staff assess callers' needs and give referrals from databases of over 2,500 human service programs and 78,000 housing units

211 ALAMEDA COUNTY

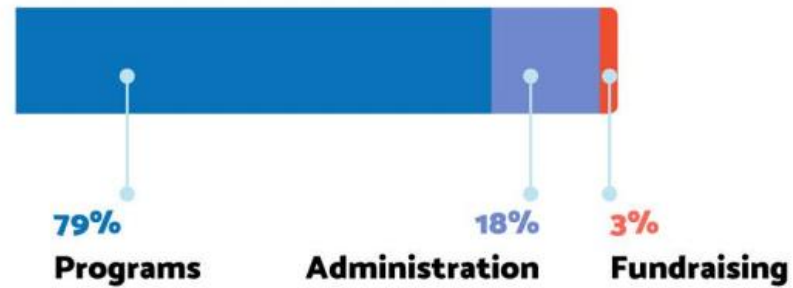
FY21-22 FINANCIALS



Revenue



Expenses





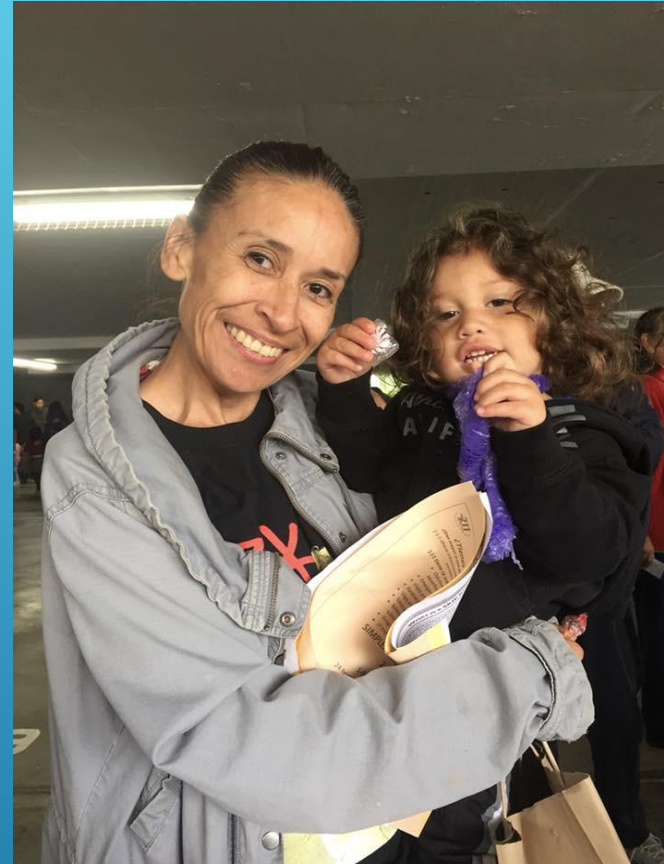
FY 21/22

- ▶ 79,085 calls and 2,514 two-way text messages
- ▶ 100,187 total referrals
- ▶ Proactive outreach to programs such as CalFresh, Medi-Cal, EITC, etc.
- ▶ Free Lyft rides and designated operator of HOP for the cities of Hayward and Alameda

211 STATS

FY 21/22

- ▶ 69% Female
- ▶ 51% Living with a Disability
- ▶ 25% Single Mothers with Minor Children
- ▶ 16% Seniors
- ▶ 99% Low, Very Low, Extremely Low Income



CALLER DEMOGRAPHICS

Top Needs of All Callers:

- ▶ Housing/shelter
- ▶ Utilities
- ▶ Substance use disorder services,
- ▶ Legal services
- ▶ Information services
- ▶ Mental health resources
- ▶ Food
- ▶ Public assistance programs
- ▶ Tax organizations and services
- ▶ Disaster services



- ▶ 20 Community Resource Specialists
- ▶ 3 Contact Center Managers
- ▶ After Hours answering service for four county programs



211 ALAMEDA OPERATIONS

211alamedacounty.org



2-1-1 Alameda County

[Donate Now](#)
Learn about ways to give!



- [Home](#)
- [Find Resources](#)
- [About Us](#)



Health, Housing, and Human Services



Transportation Services



Reentry Services

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[Get Help Now](#)
Call 2-1-1 or text 898211

Select Language ▾

Search

Search

Home

Housing FAQ

Other Helpful Sites ▾

Special Programs ▾

Report a Housing Complaint

Find Affordable Housing in Alameda County

Enter your household size and income and we will provide listings that best fit your needs.

Any City ▾

2 People ▾

Monthly Income

SEARCH

Click here to search by rent or advanced features **ADVANCED SEARCH**



achousingchoices.org

- ▶ Designated seat in the County Emergency Operations Center
- ▶ Disaster Preparedness Coordinator on staff



211 ALAMEDA IN A DISASTER

Quit Smoking. We Can Help!



Enroll today for one-on-one support from caring, trained professionals. Services are available in English, Spanish, Chinese, Korean and Vietnamese.

We have lots of tools to help you!

TELEPHONE COACHING

SELF-HELP MATERIALS

TEXT MESSAGING PROGRAM

FREE NICOTINE PATCHES*

*Free patches for qualified callers who are pregnant or caregivers of children ages 0-5, made possible by funding from First 5 California.

Hours

Mon thru Fri, 7 am-9 pm and Sat, 9am-5pm

Call Today!

1-800-300-8086

KICK / IT
California

Enroll Online
www.kickitca.org

- ▶ Launched in April 2021
- ▶ 15,940 callers screened for eligibility to the California Smokers' Helpline in CY22
- ▶ Incentives for Call Specialists who make highest referrals
- ▶ Broader culture shift towards screening goals

KICK IT CALIFORNIA

Opportunities

- ▶ Organizational focus of meeting contractual goals
- ▶ Connecting Call Specialists with larger mission of the program
- ▶ Incentives for callers and Call Specialists a plus

Challenges

- ▶ Question fatigue
- ▶ Lack of visibility into successful outcomes for caller

KICK IT CALIFORNIA



- ▶ PUBLIC SAFETY POWER SHUTOFFS (PSPS)
- ▶ CA VS HATE
- ▶ CALIFORNIA EVICTION PROTECTION PROGRAM (CEPP)

LEVERAGING CONTACT CENTER

Questions?

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