



CTCP Conference Introduction

Adrian Carstens

Director of 211 Services

San Diego

- 5th largest U.S. County
- 18 municipalities
- 18 tribal nations
- 42 school districts
- Large military presence
- Over 100 languages
- Largest refugee resettlement site in CA
- Busiest international border crossing in the world



211 San Diego

Vision – Mission

Our Vision

Our vision is all people have equitable access to engage resources necessary to create and sustain their best health and wellness.

Our Mission

Our mission is to seamlessly connect people to resources, and partner with our community to transform how people access help.

211 San Diego Values



People First

We believe that helping staff, clients, and the community thrive is at the core of who we are.



Inclusion

We embrace diversity and strive to create accessible and equitable programs where we work.



Collaboration

We find value in community and working together, both internally among our staff and externally with partners.



Excellence

We set high standards for our work and seek to create space for the team to excel and be brave and strategic in driving change.



Innovation

We are constantly learning and improving in pursuit of our mission, both individually and collectively.



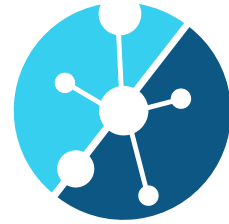
Integrity

We act with integrity and respect for one another and the communities we serve.



211 San Diego

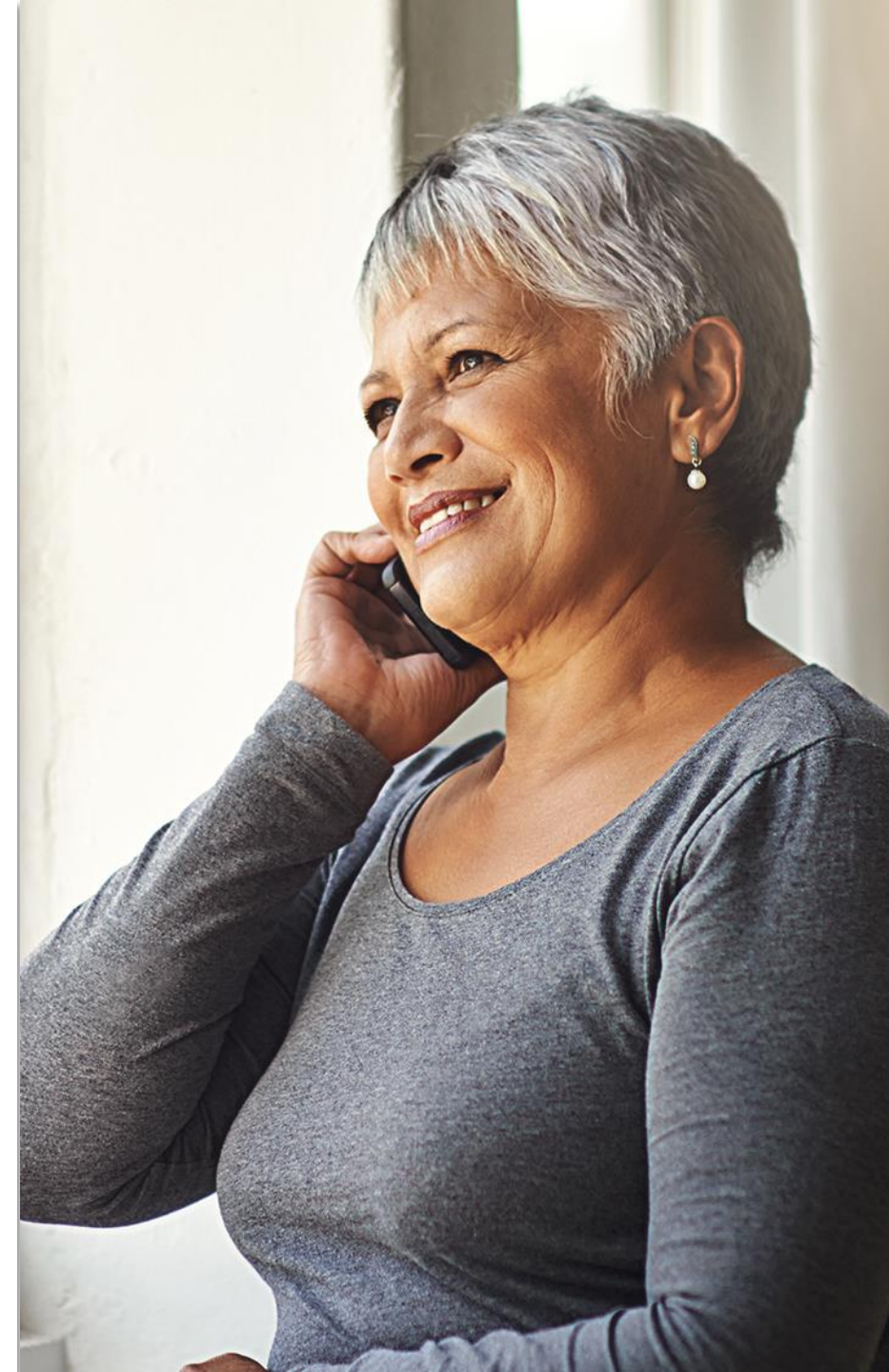
- Free, 24/7 service, 3-digit dialing code
- Access to community, health, social and disaster services
- Tailored programs take the client beyond just a referral—movement towards Navigation



Community
Information
Exchange®

Community Information Exchange

- An ecosystem of partners that fosters collaboration across multi-disciplinary networks
- Connections to 100+ organizations through direct system access or data integration between systems
- Improved health and wellness for individuals and populations.



211 San Diego

By the Numbers



25,000
calls / month



1,200+
service providers



200+
languages offered



92% customer
satisfaction

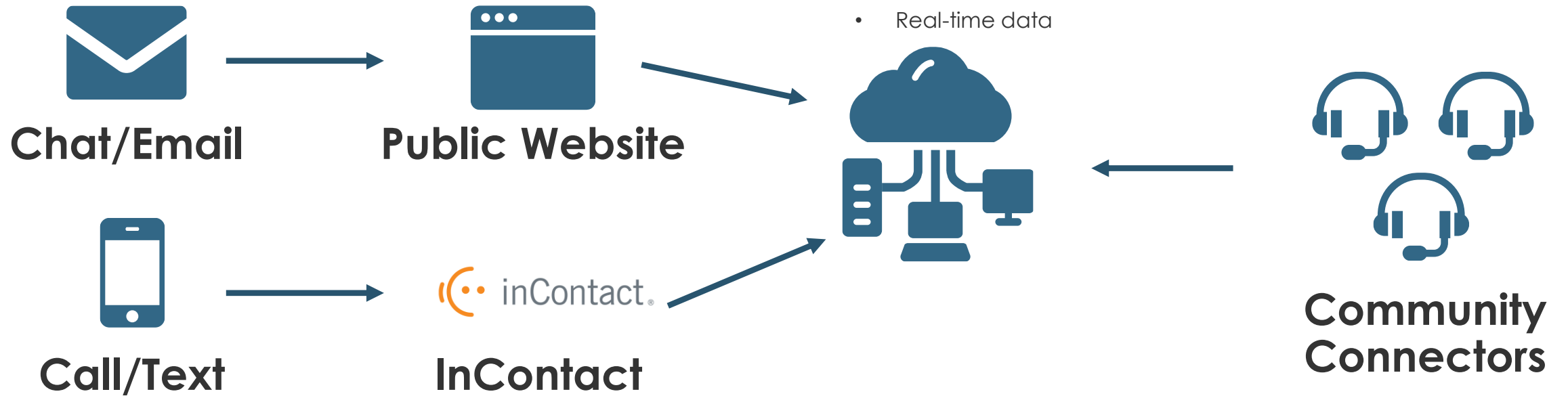


98% referrals
accuracy



45+
highly trained staff

211 Technology



Searchable Online Database

- Multiple search methods
- Taxonomy based indexing
- GIS Mapping
- Real-time data

InContact

Cloud-based telephony solution

- Robust automated client satisfaction survey system
- 100% call recording
- True virtual hold
- Call back system

Person Centered Model



Call Flow

1. AIRS Greeting
2. Confirm Stated Need
3. Set Expectations
4. Establish Identity
5. Assess Need
6. Determine CIE Participation
7. Provide Referrals for Stated Need
8. Program Outreach (CTCP)
9. Next Steps
10. AIRS Closing

THANK YOU

