

# 211 Lead Entity Annual Report 2025



211 California (211 CA) hereby files this Annual Report to the Director of the Communications Division of the California Public Utilities Commission pursuant to Decision 11-09-016, Appendix A.

## **I. Discussion of Lead Entity's Compliance with these and all other rules governing the performance of its duties:**

211 California certifies that it was in compliance with the requirements set forth for the Board of Directors under section 2.a.i - 2.a.v and 2.b.i during 2025.

### **List of Board of Directors for 2025:**

1. Board Chair: Karen Williams, Retired CEO, 211 Orange County
2. Board Vice-Chair: Shirli Driz, California 211 Providers Network
3. Maribel Marin, Executive Director, 211 LA
4. Kelly Brown, Community Information Officer, Interface Children & Family Services/211 Ventura County
5. Greg Cox, Former Board of Supervisors, San Diego
6. Kelly Long, Board of Supervisors - Ventura County
7. Camey Christenson, Chief Business Development Officer, 211/CIE San Diego
8. Kelly Batson, Chief Community Impact Officer, United Way Bay Area/211 Bay Area
9. Lindsay Gordon, 211 Program Manager, Connecting Point/211 Nevada County
10. Pritika Ram, Chief Business Development Officer, Community Action Partnership of Kern/211 Kern County

### **211 CA Employees for 2025:**

1. Alana Hitchcock, Executive Director & CEO (Full-Time)
2. Linda Wingert, Sr. Director Operations & 211 Engagement (Full-Time)
3. Maria McGlothlin, Partnerships & Development (Full-Time)

## **II. Review of activities performed in the past calendar year, including but not limited to those listed below in Item 5 of these rules:**

### **A. Overseeing and monitoring the implementation of Alliance of Information and Referral Systems (AIRS) Standards, and any additional California-specific quality guidelines and performance requirements that 211 service providers develop with the Lead Entity:**

Monitored the adherence to Inform USA (formerly AIRS) Standards through tracking agency accreditations with Inform USA. 211 CA gathered data from all 211 service providers on their number of certified staff in an annual survey. Two service providers, 211 LA and Interface Children and Family Services (211 Ventura County), renewed their accreditation in 2025.

**B. Organizing a network for coordinated, mutual assistance response when faced with a local or regional disaster or emergency that would lead 211 call centers to receive more calls than they are able to answer:**

211 California organized and held regular statewide 211 provider meetings that included discussions of current emergency or disaster events, local 211 provider support needs, and coordinating mutual assistance response and training staff for local or regional disasters or emergencies. These meetings were held on the following dates:

1. January 13, 2025
2. February 10, 2025
3. March 17, 2025
4. April 21, 2025
5. June 16, 2025
6. August 11, 2025
7. October 20, 2025
8. December 15, 2025

Additionally, 211 California held monthly PSPS program meetings with SCE, PGE and local 211 partners where Mutual Assistance systems were tested for PSPS and can also be implemented during disasters statewide.

In preparation for the December 2025 winter storms, 211 CA and PSPS Program Lead 211 Ventura provided 211 providers training on All Hazards Emergency power outage activation protocols and direct assistance (for providing hotel stays, transportation, food, and fuel support needs) for impacted or potentially impacted utility AFN customers.

**C. Soliciting, allocating, and managing funding for statewide 211 activities:**

In the 2025 CA legislative session, 211 CA co-sponsored a budget request that was submitted in the Assembly, Senate, and in the Assembly Emergency Services Committee for \$20 million in one time funding to support statewide 211 services, including core system operations and infrastructure, providing 211 in uncovered counties, and disaster response services. The budget request was not approved, and is being submitted again in 2026.

211 CA engaged state agencies and leaders in conversations regarding the need for funding for statewide 211 activities, including with the CA Governor's office, CPUC, CalOES, and CHHS.

As of 2025, 211 CA continues to partner with PG&E and Southern California Edison to deliver Public Safety Power Shutoffs (PSPS) programming and services for Access and

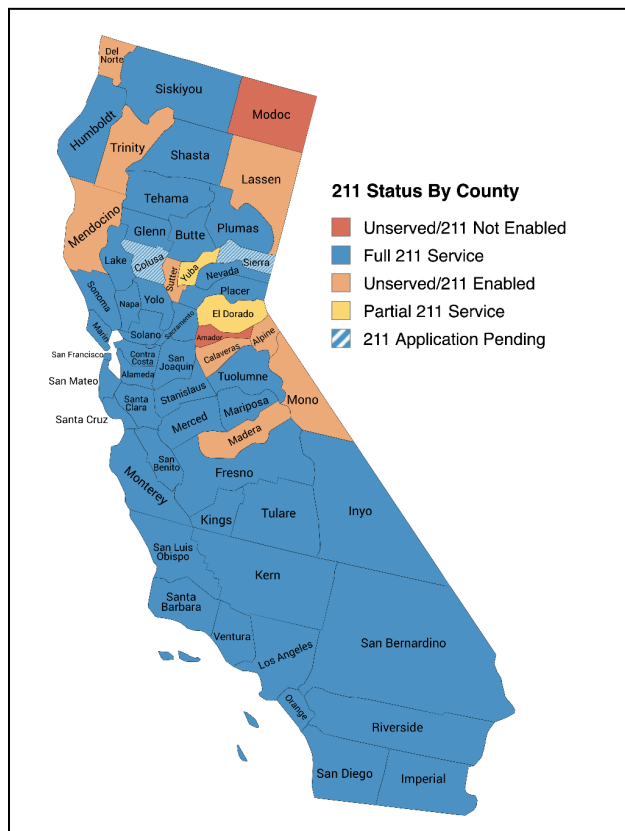
# 211 Lead Entity Annual Report 2025

Functional Needs community members. Power outage safety and preparedness activities were offered year round to Access and Functional Needs (AFN) community members living in High Fire Threat Areas, delivered by local 211s across the utilities' service areas. 211 providers assisted 2,838 PG&E and SCE customer households with completing safety planning/care coordination in 2025. Customers requiring additional disability or home support needs were referred to the DDAR program in 2025. During PSPS activations, 211 provides in-event support to AFN customers to ensure their safety. This support is also provided by the local 211 providers in San Diego Gas & Electric territory under separate contract.

In 2025, 211 CA continued partnering with 211 LA to implement the statewide CA vs. Hate hotline to report hate crimes and provide Care Coordination and support to callers through that process, under funding received through the California Dept. of Civil Rights.

#### D. Determining methods for assuring coverage in counties not yet served by 211:

As of the end of 2025, there were 15 counties unserved by 211. Of these, all but 3 had their 211 switches enabled and emergency service provided under SB 1212 and subsequent COVID funding. When SB1212 and COVID funding expired in 2023, there was no local funding available in these counties to sustain 211 service, resulting in their current unserved status. See the map of 211 Status Coverage, below.



211 CA continued throughout the year to engage with Board of Supervisor members, county staff, and Community Based Organizations in counties currently unserved by 211 to educate them and encourage the development of full 211 systems in those counties. 211 CA also convened regional meetings of local 211 providers in the North State Region, where most of the unserved counties are located, to strategize methods for assuring coverage. In some cases, local 211s prepared proposals for unserved Counties to expand coverage, which resulted in approval by Colusa County and submission of a 211 application for covering Colusa in

# 211 Lead Entity Annual Report 2025



early 2026.

Lack of local funding remained the primary barrier to adopting 211 service in unserved counties, as well as lack of awareness about 211 services in both blue skies and disaster contexts. In all counties in which the 211 switching was enabled but have since lost 211 service, the voice menu includes an IVR message for statewide projects that residents can call and receive information and services, including for PSPS support.

211 CA requested State funding support for assuring 211 coverage in currently unserved counties in our 2025 and 2026 Legislative Budget Requests. 211 CA also submitted a response to the CPUC in September 2025 on funding needs including unserved county coverage in response to a data request from the CPUC to 211 California.

**E. Negotiating on behalf of 211 service providers with statewide and regional agencies and organizations that may be interested in contracting for services that span more than one 211 call center coverage area:**

211 CA negotiated the contract renewal with PG&E to extend our contract to deliver PSPS programming in their territory, including All Hazards Emergency power outage activation response for events such as the December 2025 winter storms.

**F. Providing oversight and management to those statewide and regional contracts that are established:**

211 CA provided fiscal management, administration, and oversight of the PG&E, SCE and CA vs. Hate contracts.

**G. Collecting, analyzing and reporting data regarding call volume and outcomes, contract monitoring, staff training, quality control, gap analysis, and other areas as mutually agreed:**

211 CA collected annual call/text/email volume and reported needs and referrals for all 211 providers in January 2025 for the 2024 calendar year. In response to a CPUC Data Request submitted to 211 CA in August 2025, 211 CA conducted additional data collection from the 211 providers for the period of 2022 through June 2025, and provided a report to the CPUC.

211 also reported on 211 service metrics for the PSPS and CA vs. Hate programs data to respective funders.

# 211 Lead Entity Annual Report 2025



211 CA representatives visited multiple call centers to understand their training, quality standards, and challenges. Through 211 CA, individual 211 systems were able to share and receive input/feedback on best practices.

1. 211 PG&E PSPS Site Visit at 211 Sacramento/Yolo (Community Link Capital Region) - April 14, 2025
2. 211 Nevada/Placer (Connecting Point) Site Visit - April 15, 2025
3. 211 San Joaquin (Family Resource Center San Joaquin) Site Visit - April 16, 2025
4. 211 Ventura County (Interface Children and Family Services) Site Visit - December 12, 2025

## **H. Setting up a redundant statewide telecommunications systems through the 211 Emergency Network operating in California:**

As part of the SCE and PG&E PSPS contracts, network wide emergency mutual assistance systems and processes were developed and tested with participating local 211s. However, additional infrastructure development, capacity building, and mutual assistance protocol development and training is still needed - activities that 211 CA has requested be included in the 2026 Legislative Budget Request.

## **I. Because Emergency Response and Recovery Only 211 services are complementary to first responder and other emergency services, coordination is primarily focused around procurement and/or verification of information that needs to be communicated to impacted residents and the general public. In addition to receiving California Emergency Management Agency incident reports, a Lead Entity will work to get placed on the alert notification systems or web based emergency operations center (Web EOC) management databases of local emergency management agencies in unserved areas. A Lead Entity will communicate with these local emergency management agencies to inform them in the event of a disaster, the statewide 211 network has been activated so that they can alert and inform the public about 211 service availability.**

As there is no available funding source for statewide 211 network activation in the event of a large scale disaster, 211 activation is currently left to the discretion of the local emergency management agencies and their local 211 provider, if they are in a county with 211 service. This results in events where 211 is underutilized as an information source and alternative to 911, and also in events where the public may call 211 for information, but there is no formal activation, emergency management agency information sharing, or funding provided for 211 response.

In large scale events such as the LA Fires, calls may begin surging to 211 before a local activation with their emergency management agencies is in place, delaying the implementation of 211 surge capacity that is needed to handle calls. The statewide 211

# 211 Lead Entity Annual Report 2025

network needs to be able to activate immediately as needed in order to scale 211 response capacity. 211 CA sought to address this gap through the 2025 budget request, and will continue to work with the State to fill this gap, and to support local 211 providers in engaging with local emergency management agencies to develop agreements and be connected to their alert notifications systems and Emergency Operations Centers.

**J. Perform call analysis and assess effectiveness and penetration of disaster related information within county or locality served:**

This activity is currently unfunded and outside of 211 CA capacity to perform for all local 211 disaster activations. However, as part of our PSPS program work, local 211 providers report daily activation data for utility-initiated PSPS and All Hazards Emergency activations, which is shared to the utility partners and reported to the CPUC. After Action review is also conducted following activations.

**K. Act as liaison with governmental, non-governmental, and voluntary organizations that 211 service providers work with during both normal periods and emergencies:**

211 CA engaged with organizations including California State Association of Counties, California State Sheriffs Association, Rural Counties Representative of California, CalFire, CA Governor's Office of Data and Innovation, CA VOAD, United Way WorldWide, United Ways of CA, Salvation Army and local county VOAD/COADs and others.

**L. Ensure that the public is aware of 211 service during an emergency, develop a redundant statewide 211 telecommunications system throughout California:**

Without a funding source to support 211 activation during an emergency, public awareness of 211 is only promoted where there are agreements in place between local 211 providers and local emergency management agencies (typically counties, or CalFIRE in some counties). This has resulted in low awareness about 211 service during emergencies in much of the state, and is a gap 211 CA seeks to fill with state funding requests.

An exception to this is the significant effort by the Investor Owned Utilities, 211 CA, and local 211 providers to promote awareness of 211 service in the event of a PSPS to AFN utility customers via texts, flyers, emails, social media posts, print and digital ads, webpages like [211now.com](http://211now.com) and other methods to educate and inform on 211 services and on how to plan and prepare for Public Safety Power Shutoffs, wildfires and other disasters. This program offers a model for promoting general 211 disaster service awareness, when funding is secured.

**M. In order to ensure the provision of the 211 service during an emergency, develop a redundant statewide 211 telecommunications system throughout California:**

# 211 Lead Entity Annual Report 2025



A statewide Mutual Assistance telecommunications system is in place that allows for local 211 providers to transfer and receive calls to other centers if additional capacity is needed. Many providers utilize cloud-based and geographically diverse telecommunications platforms, further strengthening system resilience and reducing the risk of service interruption.

However, further work is needed for 211 California to work with local 211 provider partners to standardize protocols, enhance interoperability, and strengthen disaster readiness, including participation in drills and coordination with state and local emergency management agencies. Funding to support these efforts is included in the 2026 state budget request, and if appropriated will support a reliable, resilient, and redundant statewide 211 system capable of maintaining service during emergencies.

**N. Develop an infrastructure and trained staff familiar with the populations that will be served by 211 during both normal periods and emergencies:**

211 CA has increased its staff capacity to support local 211 providers, and has assisted with 211 emergency activations including the LA Fires, PSPS and All Hazards Emergency power outage events.

211 CA and our Program Lead for PSPS provided trainings on PSPS and All Hazards Activation preparedness and response for local 211 providers throughout the year. Ongoing training is provided to the local 211 providers through the CA vs Hate program, which includes cultural competency training for serving different populations.

**III. Within 60 days of the end of a declared emergency, a Lead Entity must electronically serve any reports issued to other agencies by it and its members regarding a specific declared emergency, to the Director of Communications Division and its successor divisions.**

211 California received the following after action reports that were properly served to the CPUC and are attached herein.

**211 LA:**

AWS After Action Report FY 24–25

211 LA Wildfire After Action Report (AAR) 2025 – Comprehensive Report

211 LA Release After Action Report

Summarized 211 LA After Action Report (AAR)

ERP After Action Report 10\_13\_2025

ERP After Action Report 11\_12\_25

ERP After Action Report 12\_01\_25

ERP After Action Report 12\_22\_25

# 211 Lead Entity Annual Report 2025



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## **211 Orange County:**

211 Orange County 2025.01.06–01.25 PSPS After Action Report

## **211 Sacramento/Yolo (Community Link Capital Region):**

211 Sacramento Warming Spaces Report 2024.12.13–2025.01.02

211 Sacramento Warming Spaces Report 2025.01.06–01.08

211 Sacramento Warming Spaces Report 2025.01.10–02.14

211 Sacramento Warming Spaces Report 2025.03.11–20

211 Sacramento Warming Spaces Report 2025.03.29–04.02

211 Sac Cooling Spaces 2025.05.30–06.01

211 Sac Cooling Spaces 2025.08.08–10

211 Sac Cooling Spaces 2025.08.21–25

211 Sac Cooling Spaces 2025.09.01–02

211 Sac Warming Spaces Report 2025.10.13–15

211 Sac Warming Spaces Report 2025.11.04–06

211 Sac Warming Spaces Report 2025.11.12–17

211 Sac Warming Spaces Report 2025.12.11–2026.01.12