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## 2-1-1 Overview



California Public  
Utilities Commission

# Agenda Items

- 2-1-1 Background
  - Senate Bill 1212
  - Resolution T-17679
- What is 2-1-1?
- Type of Referrals Offered by 2-1-1
- Inform USA (Formerly Alliance of Information and Referral Systems (AIR))
- Service Provider requirements for 2-1-1
- Status of 2-1-1 in California
- 2-1-1 Impact
- Prior and current disasters
- Importance and Challenges of 2-1-1
- Conclusion



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# 211 Background

## 2-1-1 Background

- PU Code §701 authorizes the CPUC to regulate public utilities, including telephone corporations.
- The Federal Communications Commission (FCC) issued an order on July 31, 2000 assigning the 2-1-1 code as the national abbreviated dialing code for information and referral services.
- CPUC instituted Rulemaking 02-01-025 on January 23, 2002 to implement 2-1-1 dialing in California.
- In Decision 03-02-029, the Commission adopted the regulatory policies and procedures for 2-1-1 dialing.
- CPUC instituted Rulemaking 10-06-002 to authorize disaster-only 2-1-1 service in counties unserved by full-service 2-1-1 (unserved counties).
- In D.11-09-016, the Commission adopted the regulatory policies and procedures needed to implement disaster-only 2-1-1 dialing.

## Full-Service vs. Disaster-Only 2-1-1

- Key differences between Full-Service 2-1-1 and Disaster-Only 2-1-1
  - **Full-Service:** Operates year-round and provides information and assistance on a wide range of social services and community resources; available for non-emergency situations and serves as a comprehensive helpline for individuals seeking assistance with various aspects of their lives
  - **Disaster-Only:** Activated specifically in response to emergencies and disasters; not operational on a daily basis but is activated during times of disaster or emergency
  - Currently, the CPUC does not fund Full Service and Disaster only 2-1-1. Funding comes from Federal Emergency Management Agency (FEMA), state agencies, counties and local governments.

# Senate Bill (SB) 1212

- **SB 1212** authorized the Commission to spend \$1.5 million from the California Teleconnect Fund Administrative Committee Fund to implement disaster 2-1-1 service in unserved counties in California
- The intent of SB 1212 was:
  - to facilitate the expansion of 2-1-1 services into those counties in California where they are lacking and to support a comprehensive statewide database that will connect all callers to the information and referrals they need.
  - to facilitate access to disaster preparedness, response, and recovery information, and referral services, uniformly in the state, especially in hard-to-serve rural areas, through a universally available 2-1-1 telephone service.
- Funds appropriated from SB 1212 expired on January 1, 2023

## Resolution T-17679

- On November 12, 2019, the Commission adopted **Resolution T-17679**
  - Granted Interface Children and Family Services (Interface) the authority to use the 211
  - Provided disaster-only 2-1-1 service to twelve unserved counties (Alpine, Calaveras, Colusa, Del Norte, Inyo, Lake, Lassen, Madera, Mono, Siskiyou, Sutter, and Trinity)
  - Authorized the expenditure of funds for implementation of disaster-only 2-1-1 service in the unserved counties from 2020 to 2022
- SB 1212 appropriated funds expires on January 31, 2023
- After expiration, unserved counties that are interested in continuing with 211 service (whether disaster only or full 24/7) will be responsible for the costs of the implementation



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# What is 211?



# What is 2-1-1?



- It is a toll-free number
- Provides access to non-emergency local community service information and referral providers.
- Accessible 24 hours / 7 days a week via call, text and/or [www.211.org](http://www.211.org).
- Available to approximately 309 million people in the U.S., which is 94.6% of the total U.S. Population.<sup>1</sup>
- Covers all 50 states, District of Columbia, and Puerto Rico

1. [www.fcc.gov/consumers/guides/dial-211-essential-community-services](http://www.fcc.gov/consumers/guides/dial-211-essential-community-services)



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# Type of Referrals

# Types of Referrals Offered

- Basic human needs resources i.e., food and clothing banks, shelters, utility assistance, and rent assistance.
- Physical and mental health resources i.e., health insurance programs, crisis intervention services, support groups, counseling, and drug and alcohol intervention and rehabilitation.
- Work support i.e., job training, financial assistance, transportation assistance and education programs.



# Types of Referrals Offered (Cont.)



- Access to services in non-English languages i.e., language translation and interpretation services to help non-English-speaking people find public resources.
- Support for older Americans and persons with disabilities such as community meals, adult day care, home health care, transportation and homemaker services, and respite care.
- Children, youth and family support (i.e., child-care, after-school programs, educational programs for low-income families, family resource centers, summer and recreation programs, etc.)



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# Inform USA Requirements



# Inform USA

(<https://www.informusa.org/>)

- Inform USA (Formerly the Alliance of Information & Referral Systems (AIRS))
  - A professional membership association focused on Information and Referral (I&R) services, primarily in the United States and Canada. Their work includes establishing standards, accrediting programs, certifying practitioners, providing education, facilitating networking, and promoting professional development.
    - 211 LA County and 2-1-1 San Diego are members and sponsors of Inform USA.
  - 2-1-1 applicants must adhere to Inform USA standards before they can be approved by the CPUC.
  - Inform USA established 25 standards in five sections with quality indicators that describe best practices for each standard. (<https://www.informusa.org/standards>)

- Section 1: Service Delivery
  - Standard 1: Information and Referral/Assistance Provision
  - Standard 2: Client advocacy
  - Standard 3: Crisis intervention
  - Standard 4: Follow-up
  - Standard 5: Independent Service Delivery Methods
  - Standard 6: Service Delivery Data Collection, Analysis and Reporting
- Section 2: Resource Database
  - Standard 7: Inclusion Criteria
  - Standard 8: Data Structure and Data Elements
  - Standard 9: Classification/Taxonomy System
  - Standard 10: Content Management
  - Standard 11: Resource Database Data Collection, Analysis & Reporting
- Section 3: Cooperative Relationships
  - Standard 12: Cooperative Relationships within the Information & Referral System
  - Standard 13: Cooperative Relationships with Service Providers

- Section 4: Disaster Preparedness
  - Standard 14: Disaster Planning
  - Standard 15: Relationships with Emergency and Relief Organizations
  - Standard 16: Disaster-Related I&R Service Delivery
  - Standard 17: Disaster-Related Resources
  - Standard 18: Disaster-Related Data Collection/Report
  - Standard 19: Disaster-Related Technology Requirements
- Section 5: Organizational Effectiveness
  - Standard 20: Governance and Oversight
  - Standard 21: Technology
  - Standard 22: Personnel Management
  - Standard 23: Staff Training
  - Standard 24: Promotion and Outreach
  - Standard 25: Quality Assurance

For more detailed information, please visit Inform USA website. (<https://www.informusa.org/standards>)





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# CPUC Requirements

# CPUC Requirements for 2-1-1 California Service Providers Application

## R. 02-01-025 (Appendix A)

- Section 1: Organizational structure, background and experience
  - Collaboration of service providers
  - Minimum service area
  - Relevant experience
  - Management background
  - Sustainability
- Section 2: Terms and conditions of Services
  - Open 24 hours, 7 days a week
  - Service provider commitment to Terms and Conditions
  - No compensation for referrals
  - Service requires live operator at all times
  - Access is free, must not be used for commercial purposes
- Section 3: Inform USA standards, see standards in slide 15
- Section 4: Demonstrated Community Support
  - Maximum 15 letters of support. Support from public and non-profit service providers may be given greater weight than those from individuals or for-profit businesses.

# Service Providers for 2-1-1



- United Way Worldwide
- Alliance of Information and Referral Services (AIRS)
- Interface Children and Family Services (Interface)
- Other county agencies



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# Status of 2-1-1 in California

# Status of 2-1-1 in California 2024

- Forty-five counties, representing approximately 98.8% of the 2024 total California population, have full 2-1-1 service that operates 24/7.

Alameda	Kings	Napa	San Diego	Shasta	Yolo
Butte	Lake	Nevada	San Francisco	Siskiyou	Yuba
Contra Costa	Los Angeles	Orange	San Joaquin	Solano	Inyo
Fresno	Marin	Placer	San Luis Obispo	Sonoma	Plumas
Glenn	Mariposa	Riverside	San Mateo	Stanislaus	Tuolumne
Humboldt	Mendocino	Sacramento	Santa Barbara	Tehama	
Imperial	Merced	San Benito	Santa Clara	Tulare	
Kern	Monterey	San Bernardino	Santa Cruz	Ventura	

# Status of 2-1-1 in California 2024

- Thirteen rural counties, representing approximately 1.2% of the 2024 total California population, do not have access to full service 2-1-1 that operates 24/7.
- Nine of the thirteen counties (marked with \*) offers disaster 2-1-1 service that are only activated and in operation specifically in response to emergencies and disasters.

Alpine*	Del Norte*	Modoc	Trinity*
Amador*	El Dorado*	Mono	
Calaveras	Lassen*	Sierra	
Colusa*	Madera*	Sutter*	



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# 211 Impact

# 2-1-1 National Impact 2024

Annual Impact	Top Needs	
32 contacts per minute	5.6 M for housing assistance	16% increase from 2022
18.1 M referrals	2.9 M for utilities assistance	12% increase from 2022
99% of communities served across the U.S.	2.5 M for food assistance	5% increase from 2023
	Disaster assistance	50% increase from 2023

Source of Information:

- [211 Helpline Data Reveals Most Pressing U.S. Community Needs | United Way Worldwide](#)
- [United Way | 211 Impact Survey Results 2024 | United Way Worldwide](#)



# 2-1-1 Impact in California 2024

Category	2023	2024	% Change
Total requests for help	1,222,450	1,307,968	7.00%
Referrals for housing help	793,410	859,560	8.34%
Referrals for help with utilities	161,820	174,973	8.13%
Referrals for food relief	195,125	204,136	4.62%
Individual, family, and community support	158,920	169,556	6.69%
Legal referrals, consumer, public safety assistance	132,476	141,418	6.75%
Total referrals	1,441,751	1,549,643	7.48%

Source of Information: [www.211California.org](http://www.211California.org)  
[IMPACT | Mysite](#)



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# Prior and Current Disasters

# Prior Disasters

**2-1-1 has played an important role in prior disasters including:**

- 2007/2008 Southern California wildfires
- 2017 Oroville Dam disaster
- 2017 Sonoma/Lake County fires
- 2017 Las Vegas Shooting & 2018 Hurricane Michael in Florida
- 2018 California wildfires (Camp and Woolsey)
- 2020 California COVID-19



# Current Disasters

- January 2025 wildfires in Los Angeles, Palisades, Eaton, Hurst, Lidia, Sunset, and Woodley
- May 2025 floods in San Joaquin County - Victoria Island Levee
- June 2025 wildfire – Franklin Fire in Malibu









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# Importance & Challenges of 2-1-1

# Importance of 2-1-1

-  Reduces strain on 911 by handling non-emergency calls.
-  Ensures the public finds appropriate resources quickly.
-  Enhances community resilience during disasters.
-  Supports equity by connecting vulnerable populations to appropriate services.



# Challenges



- Funding and Sustainability
- Outdated infrastructures
- Regulatory Compliance

# Questions?







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## California 2-1-1

*For more information, please go to:*

*<https://www.cpuc.ca.gov/industries-and-topics/internet-and-phone/211-information-services>*