

# 2-1-1 Tampa Bay Cares, Inc. Presentation Pinellas County Board of County Commissioners



**211 TAMPA BAY**  
ENTERING OUR 5TH DECADE OF QUALITY  
AND CARING SERVICES FOR THE COMMUNITY.



*"Help is just a phone call,  
text or click away."*



Micki Thompson  
President/CEO

*Feb. 6, 2018*

# 2-1-1 Tampa Bay Cares, Inc.

## *Our Mission....*

*“Create Connections through the power of information, innovation and hope.”*

# 2-1-1 Tampa Bay Cares, Inc.

- ***Private Non-Profit Organization - 501 (c)3***
- ***43 Employees – Operating 24/7/365***
- ***Annual budget: \$4.6 Million (October 2018)***
  - ***91 cents of every dollar supports direct program services for those in need. (FY16-17)***
  - ***Admin. Rate: 9% (FY16-17)***
- ***Located in Clearwater, Florida***
- ***Nation Accreditations:***
  - ***Alliance of Information & Referral Services (AIRS)***
  - ***American Association of Suicidology (AAS)***

# 2-1-1 TBC Board of Directors

- *Martha Lenderman, Chair*
- *Sallie Parks, Vice Chair*
- *Eric Johanson, Treasurer*
- *Major Bill Hagans, Secretary*
- *Marion Rich, Immediate Past Chair*

*Herb Polson*

*Maria Pepe*

*Bob Holm*

*Steven Hoschak*

*Bill Heller*

*Bonnie Bollenback*

*Debbie Fisher*

*Karen Reich*



Juvenile Welfare Board

Investing in children. Strengthening our community.

# Funders



United Way Suncoast



## Private Donations

# February 2018 Update

- ***211 General Overview & Update***
- ***Hurricane Irma***
- ***Adult Emergency Financial Assistance Program (AEFAP)***
- ***Rapid Rehousing Fiscal Administration***

# General Overview

## 2-1-1 Contact Center

- **Crisis Intervention and Information/Referral (I&R) Service**
- **24 Hours a Day/7 Days a Week /365 Days a Year**
- **FREE and Confidential Service**
- **Multilingual Capabilities – 150 languages**
- **\*For 3-digit blocked access, dial 727-210-4211**



# General Overview

## 2-1-1 Contact Center - FY16-17

- **108,227 calls**
- **10,604 emails**
- **11,557 text messages**
- **663 live chats**
- **158 other contacts (letters, walk-ins, etc.)**
- **91% Satisfaction Rate**
- **1,011 Suicide Prevention Calls**
- **835 Sexual Assault Related Calls**



# General Overview

## 2-1-1 Contact Center Metrics

**1st Quarter: October 2017 - December 2017**

<b>Queue</b>	<b>AWT</b>	<b>Reduction FY16/17 Q1</b>
• <b>AEFAP</b>	<b>18:36</b>	<b>20 minutes</b>
• <b>FSI</b>	<b>15:16</b>	<b>40 minutes</b>
• <b>211 - Crisis</b>	<b>2:28</b>	<b>5.5 minutes</b>
• <b>211 - I&amp;R</b>	<b>12:45</b>	<b>47 minutes</b>

**\*removed call back feature in September 2017\***

**\* Addition of part time staff \***

# Texting for Help

Need Help?

Text **your Zip Code** to  
**898211**

Responses  
24/7



# 211 Connects: Online Services Portal

[www.211connects.org](http://www.211connects.org)

The screenshot shows the homepage of the 211 Connects website. At the top, there is a red navigation bar with social media icons for Facebook, Twitter, YouTube, and LinkedIn on the left, and the text "Dial 2-1-1 from any phone 24 hours a day." on the right. Below this is the 211 logo with the tagline "Get Connected. Get Answers." and "2-1-1 Tampa Bay Cares, Inc." To the right of the logo are two buttons: a red one with a heart icon that says "DONATE to 211 Find Out How" and a blue one with a star icon that says "Search for SERVICES Click Here". A horizontal menu below these buttons includes links for "Home", "Need Help?", "Community Partners", "TBIN Services", "Who We Are", "Community Reports", and "Contact 2-1-1". The main content area features a large "Need Help?" heading, followed by the text "We connect you to the resources you need, when you need them." Below this is a list of services: Housing/Homelessness, Food & Meals, Tax Assistance, Child Care & Early Learning, Suicide Prevention, Health Insurance, and And more. To the right of the text is a large, diverse group of smiling people. At the bottom left of the main content area is a "Dial 211" logo and a circular badge that says "24 hours a day". A blue button with a star icon and the text "Click to learn more" is positioned at the bottom left of the main content area.

Are you feeling overwhelmed, in crisis, and just need to talk? We Can Help.

We made it easy for you to talk or chat with our caring and trained specialists. They are here to listen and to support you through whatever difficult times you may be facing by providing you with emotional support, crisis intervention, suicide prevention services and more.

# 211 Connects: There's an App for that!

- FREE
- Great Tool for People Helping Others
  - Case Workers
  - Church Secretaries
- Entire 211 database of Pinellas community services in your hand!
- Download today! Android and Apple Devices



# 211Counts.org

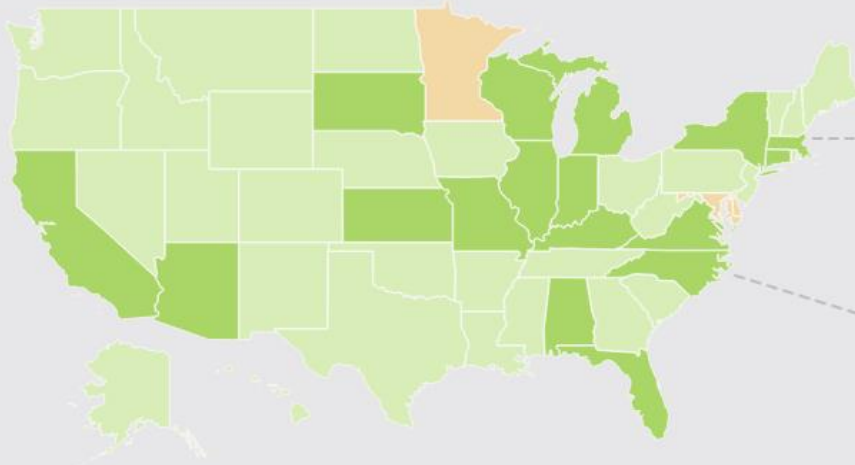


*Helping communities. Improving lives.*

## What are the most pressing needs in your community?

Find out with *2-1-1 Counts*

- Real-time, searchable data
- Simple-to-use format



## Sign me up!

- Massachusetts
- Connecticut
- Rhode Island
- New Jersey
- Delaware
- Maryland
- Washington D.C

**Click a shaded state to explore data.**

Beige-shaded states are coming soon.



# 211Counts.org



2-1-1 Tampa Bay Cares, Inc.

Choose data to display

PINELLAS COUNTY FL

LAST 30 DAYS

TOTAL CALLS  
7,093

TOTAL REQUESTS  
10,696



Top service requests Jan 03, 2018 to Feb 01, 2018

TOP REQUEST CATEGORIES Display as:  PERCENT  COUNT

Housing & Shelter	2,862
Food	267
Utilities	885
Healthcare	567
Mental Health & Addictions	278
Employment & Income	182
Clothing & Household	199
Child Care & Parenting	65
Government & Legal	232
Transportation Assistance	100
Education	18
Disaster	17
Other	3,222
<b>Total for top requests</b>	<b>8,894</b>

TOP HOUSING & SHELTER REQUESTS

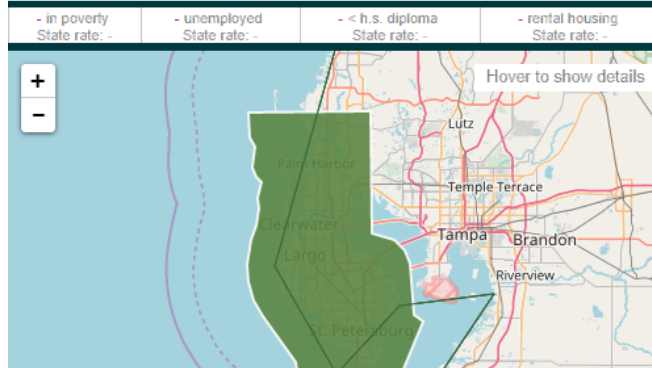
Shelters	1,217
Low-cost housing	653
Home repair/ maintenance	37
Rent assistance	852
Mortgage assistance	29
Landlord/ tenant issues	51
Contacts	7
Other housing & shelter	15

0 = No requests made  
Not Available = Data not collected  
Some requests are only computed at the category level

Requests by School District Housing & Shelter | Pinellas County FL

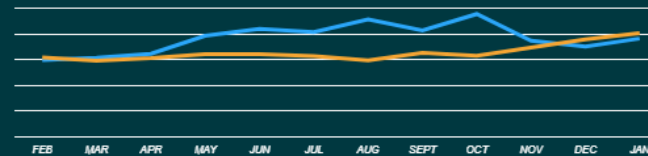
View By:  ZIP Code  School District

ZIP Code - Requests - Adult Population -

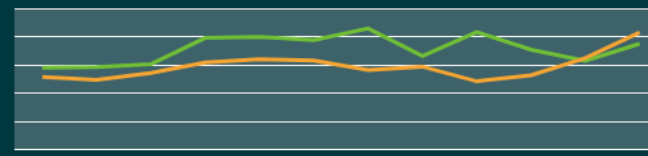


Request by time


ALL TOP REQUESTS IN THE LAST YEAR AND PRIOR YEAR




Housing & Shelter requests in the last year and prior year



# 211Counts.org


 2-1-1 Tampa Bay Cares, Inc.
 
 Choose data to display  
 PINELLAS COUNTY FL    LAST 30 DAYS
 

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TOP MENTAL HEALTH & ADDICTIONS REQUESTS

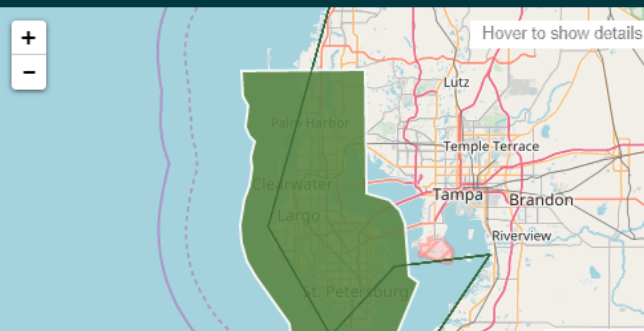
Substance abuse & addictions	85
Marriage & family	1
Crisis intervention & suicide	30
Mental health services	121
Mental health facilities	41
Other mental health & addictions	0

0 = No requests made  
 Not Available = Data not collected  
 Some requests are only computed at the category level

Requests by School District    Mental Health & Addictions | Pinellas County FL  
 View By:  ZIP Code  School District

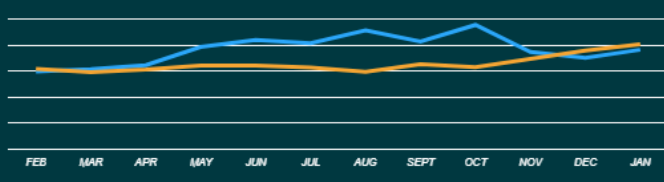
School District - Requests - Adult Population -

- in poverty State rate: -	- unemployed State rate: -	- < h.s. diploma State rate: -	- rental housing State rate: -
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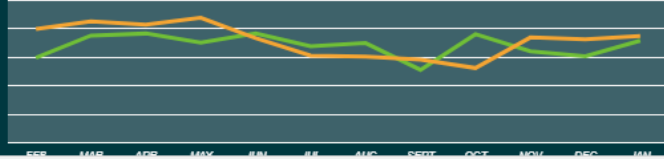


Hover to show details

Request by time  
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Mental Health & Addictions requests in the last year and prior year



# 2-1-1 Contact Center Services

## *Hurricane Irma*





# 2-1-1 Contact Center Services

## *Hurricane Irma*

- 5,322 calls & 9,375 text messages handled (inbound)
- 6,179 text users - outbound texts
- 91% increase in call volume (initial 15 days)
- 60 Volunteers - 220 hours of service
- \$30,000 in direct client assistance - Tampa Bay Disaster Relief & Recovery Fund



# 2-1-1 Contact Center Services

## ***Adult Emergency Financial Assistance Program (AEFAP) - Pinellas***

- *Adults without minor children*
- *Overdue rent and utilities (electric, water, gas)*
- *200% of FPL (1 person \$24,120; 2 people \$32,480)*
- *Must have sustainable income and provide documentation.*
- *Assistance available once per year.*
- *Program is a “hand up.”*

# 2-1-1 Contact Center Services

## ***AEFAP LIFT Program - Pinellas***

- *Assist with deposit assistance in partnership with adult shelter providers including **Safe Harbor, St. Vincent De Paul, Pinellas Hope, Salvation Army St. Petersburg, CASA, The Haven, Ready for Life, Catholic Charities, HEP, RCS, St. Petersburg Free Clinic.***
- *Adults must be currently in shelter.*
- *Same eligibility criteria as AEFAP.*

# 2-1-1 Contact Center Services

## ***AEFAP Program***

- *FY16/17 provided \$799,556.11 to 778 adult households (Ave. \$1,015 per adult household)*
- *FY17-18 (Q1) provided \$243,358.10 to 317 adult households. (Ave. \$768 per adult household)*

*\*average per household decrease due to reduced application and administrative fees charged by landlords as well as more utility assistance requests*

# 2-1-1 Contact Center Services

## *Pinellas Rapid Rehousing Collaborative*

- *Partners - Pinellas County Human Services, City of St. Petersburg, St. Vincent De Paul, HLB and 211*
- *211 serves as the fiscal administrator*
- *Meetings are weekly for partners*
- *Partnership began July 2017*
- *Provided \$325,466.73 (96% provided to assist homeless families with minor children)*
- *Ended homeless for 217 adults & children (2/1/2018)*

# Thank you!





Micki Thompson, President/CEO  
2-1-1 Tampa Bay Cares, Inc.

[www.211tampabay.org](http://www.211tampabay.org)