

**Priority:** Accountability

**Lead Agency:** Commission on

**Program Offer Type:** New Program

**Program Contact:** Josh Todd

**Related Programs:**

**Program Characteristics:**

**Executive Summary**

211info provides information and referral to Multnomah County residents, connecting them with government, nonprofit, and social services agencies. This simplifies access to help, increasing the residents' satisfaction with government service.

**Program Description**

-211info coordinates with county, city, and state agencies and nonprofits to link Multnomah County residents with help. Callers dial an easy-to-remember telephone number (2-1-1) & speak with a professional Information & Referral Specialist who refers them to the best resources available, including specialized helplines such as Aging & Disability, Mental Health, & Domestic Violence. Callers who have access to the Internet can enter OregonHelps! or 211info's website and be linked to the other, providing increased systems linkages and alignments.

-The 211 Call Center staff spoke with more than 60,000 Multnomah County callers last year, benefiting more than 150,000 individuals and/or family members. Each contact is documented and is a source for providing reliable information about community needs that can help decision-makers and planners maximize their resources most effectively. The organization maintains an up-to-date database of detailed information about nearly 4,000 social services, and produces helpful print and electronic resource directories for social service providers to use as they work with their clients.

**Program Justification**

-This program offer fits into both the Accountability & Basic Living Needs priority maps. 211 is an innovative and efficient method of connecting people with help. Because the 211info Call Center contracts with additional jurisdictions and helplines, it is a cost-effective way to provide a unique tool by which information can be gathered from, and disseminated to, Multnomah County residents. It is expected that residents will experience increased satisfaction with the quality and effectiveness of many county-supported services that are available to them. Regular reports regarding community needs and gaps in services will aid the county in managing its dollars most wisely and in allocating resources in a manner aligned with its priorities.

-Highly qualified staff at 211info will deliver the services of this program. 211 info employs bi-lingual staff and contracts with a telecommunications vendor to instantly provide interpreter services for over 150 languages. 85% of 211info's staff are nationally Certified Information & Referral Specialists providing a standards-based quality to the work performed at the call center. 211info expects to complete national accreditation in April '06.

**Performance Measures**

Measure Type	Primary Measure	Previous Year Actual (FY04-05)	Current Year Purchased (FY05-06)	Current Year Estimate (FY05-06)	Next Year Offer (FY06-07)
Output	Number of calls answered	54,782	0	69,186	81,459
Outcome	callers learn about need options to meet their basic needs	0%	0%	0%	75%
Quality	Callers are referred appropriately	0%	0%	0%	90%
Efficiency	Average cost per call in cents.	1,148	0	950	825

**Performance Measure - Description**

Output: 211info anticipates over 93,000 calls and will answer 85% within 45 seconds

Outcome: This is a new measure previous year data not available

Quality: This is a new measure, previous year data not available

Efficiency: Costs based on stats derived from five-year business plan drafted 12/03

211 completed a performance measurements analysis is developing new reporting tools for use with county planning and decision-making.

**Legal/Contractual Obligation**

none

**Revenue/Expense Detail**

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2006	2006	2007	2007
<b>Program Expenses</b>				
Contracts	\$0	\$0	\$192,000	\$0
Subtotal: Direct Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$192,000</b>	<b>\$0</b>
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Total GF/non-GF:	<b>\$0</b>	<b>\$0</b>	<b>\$192,000</b>	<b>\$0</b>
Program Total:	<b>\$0</b>		<b>\$192,000</b>	
Program FTE	0.00	0.00	0.00	0.00
<b>Program Revenues</b>				
Program Revenue for Admin	\$0	\$0	\$0	\$0
<b>Total Revenue:</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**Explanation of Revenues**

This program is funded primarily by contracts with other governmental agencies and grants from private organizations such as the United Way of the Columbia-Willamette. County funding would provide approximately 28% of the total cost.

**Significant Program Changes****Last year this program was:**

-With acceptance of this program offer, 211info to answer a minimum of 85% of its inbound calls from Multnomah County residents in less than 45 seconds, and be open 24/7/365. 211info has completed MOUs with most of the key specialized helplines in the region (Aging & Disability Services, Domestic Violence, Oregon Partnership, Emergency Management) for seamless call-transferring when those services are most appropriate for callers. These relationships will be strengthened with this program.

-With the increased hours of availability, 211info is also poised to be a vital partner in the event an emergency response need arises, as was demonstrated during 2005 when the call center provided critical information and referral services to Hurricane Katrina evacuees arriving in Oregon.