



STAFF REPORT

TOWN COUNCIL MEETING OF MAY 14, 2013

To: Town Council

From: Town Manager

Subject: Presentation on "Placer County 211" (Urgent or None-Emergency Services) by Craig George

Date: April 26, 2013

RECOMMENDATION:

Hear presentation, discuss and direct staff to Prepare a Letter of Endorsement for Signature by the Mayor.

DISCUSSION/BACKGROUND:

A request has been made by Craig George to make a presentation to the Town Council regarding the efforts to establish a 2-1-1 call system in Placer County.

Every hour of every day, hundreds of people need essential human services - they are looking for training, employment, food pantries, help for an aging parent, addiction prevention programs for their teenage children, affordable housing options, support groups and ways of becoming part of their community. 2-1-1 is an easy to remember telephone number that, where available, connects people with important community services and volunteer opportunities. In 2012, 2-1-1 services in the United States answered more than 15.8 million calls.

2-1-1 **does not** replace 9-1-1. 9-1-1 calls are for immediate life threatening emergency services. 2-1-1 calls is used as a "help" line connecting members of the community to information services. Attached is information provided by Mr. George regarding Placer County 2-1-1.

CEQA :

The proposed presentation is exempt from CEQA.

FINANCIAL IMPLICATIONS:

There is no financial impact to the Town at this point.

Attachments: Placer County 2-1-1 Packet



SUMMARY ON THE ISSUE OF THE LACK OF 2-1-1 IN PLACER COUNTY As of February 20, 2013

Mission/Goal Statement of the 2-1-1 Placer Steering Committee
*To develop and implement the means for Placer County
to establish and sustain a comprehensive 2-1-1 telephone network
of available community services.*

WHAT IS 2-1-1?

2-1-1 is a telephone number similar to 9-1-1. While 9-1-1 handles immediate, often life threatening, emergency situations, 2-1-1 is used to connect people to vital community services—much like a “help” line.

- * There is no charge to call 2-1-1.
- * It is available 24/7
- * It is easy to remember
- * It is multi-lingual and TTY accessible.
- * It is confidential
- * It is answered by a real person, who has access to a comprehensive database of local services.
- * 2-1-1 can also be used as a source of up-to-date information when a disaster occurs.

HISTORY:

In the year 2000 Congress mandated that the 2-1-1 system be universally implemented throughout the United States. Unfortunately they did not fund the implementation. As a result, developing the 2-1-1 phone number has gone county by county by county across the U.S., with each county seeking its own funding to develop and sustain the service.

After thirteen years, 86% of the United States is connected. In California 92% of the population is connected. In our area of northern California, Sacramento County has had 2-1-1 since 2008; Nevada County has had it since 2010; Yolo and Shasta Counties recently connected; Butte County will launch June 1, 2013, and Tehama County is in the process. Placer is now the most populous county in California to NOT have 2-1-1.

BENEFITS:

What are the benefits of 2-1-1 for Placer County?

County residents can find answers to questions about:

- Emergency housing or utility assistance (overwhelmingly the greatest need in California)
- Emergency meals and food (the number 2 need statewide)
- Income support and employment programs
- Legal, consumer and safety issues
- Individual and Family support
- Health Care
- Senior services
- Domestic violence
- Child Care
- Veterans services
- Public Transportation
- Services for the disabled
- Donating food & clothing
- Substance abuse
- Parenting education programs
- Mentoring and volunteer opportunities
- 2-1-1 can reduce the load on 9-1-1.

- And on and on and on.

The service will be available to all Placer County residents, but, thanks to its simplicity, it should be especially helpful to our marginalized citizens, seniors, and those who do not use or do not own a computer. The goal of 2-1-1 is to connect hundreds of County agencies with thousands of people seeking answers to difficult questions.

2-1-1 PLACER STEERING COMMITTEE

The 2-1-1 Placer Steering Committee was formed after a countywide informational meeting at DeWitt Center in May 2011. The Steering Committee has met monthly since June 2011. The 2-1-1 Placer Steering Committee consists currently of representatives of Auburn Presbyterian Church, Pioneer United Methodist Church, Placer People of Faith Together, Roseville Police Department, and Seniors First. Others have attended at times.

EARLY DECISIONS:

The Committee decided, at one of its first meetings, that 2-1-1 Placer would build its program on the Nevada County model of strong local involvement and support, with 2-1-1 Sacramento receiving Placer County calls. Sacramento has a sizeable call center with highly trained operators to answer the phones, fully fulfilling the California Public Utilities Commission's requirements. The final step in launching is to have the approval of CPUC, and subsequent connections to the various phone systems serving the County.

COUNTYWIDE CONTACTS:

The Steering Committee decided that its first goal was to contact as many key community leaders as possible. The first appointment was with Dr. Richard Burton, Director of Placer County's Health and Human Services. He was found to be in favor and supportive of 2-1-1, but that he had no money in his budget that could help fund it. Next some Committee members met with Rui Cunha and Dick Simmons of the Office of Emergency Services. As of this date, we have met with all five members of the Placer County Board of Supervisors. They have each indicated support and even enthusiasm for seeing our county connected to this statewide, nationwide system.

Bev also met with Holly Tassone, Certified Resource Specialist, for 2-1-1 Nevada County on September 6, 2011 at the Tahoe-Truckee Collaborative meeting. Representatives of community service agencies in eastern Placer, Nevada County, and Washoe County in Nevada attend these meetings. A large number of groups involved are based in Placer County. The collaborative has a fully developed database that includes the agencies within Placer County, but one cannot now access it by phone from Placer County. The people in agencies in eastern Placer know how valuable a connection to 2-1-1 would be for their residents.

The Steering Committee continues to meet with countywide community services groups. Recent contacts have been with the Placer County Superintendent of Schools, the Auburn and Roseville Salvation Army, the Placer Consortium on Homelessness and Affordable Housing (PCOH), the Auburn Interfaith Food Closet Board, the governing Board of the Campaign for Community Wellness, PLEA (Placer Law Enforcement Association), Auburn City Council, Colfax City Council, The County Dispatch Services Manager, Placer County Sheriff-Coroner-Marshall, almost all Supervisors' Municipal Advisory Committees (MACs), and other organizations and individuals.

TIME LINE PROGRESSING:

The rest of the established time line for 2-1-1 Placer is moving along well. In October 2011 a Lead Agency/Fiscal Agency was selected - Community Link Capital Region, a regional non profit organization, with Placer County members on their Board of Directors. Community Link currently is also the Lead Agency for 2-1-1. We have developed a detailed budget for the first year that is just over \$169,000.00. It will likely be less in succeeding years. Recent choices have saved enough money that this budget is less than the originally projected budget. Required Letters of Endorsement for 2-1-1 Placer are being solicited from public and private agencies. A letter voted by members of the Board of Supervisors will be required prior to implementation. Development of a comprehensive database of available services is beginning, but will require hiring a qualified person, which will not be possible until sufficient funding is realized.

Letters already received include: the City of Roseville, the City of Auburn, The Gathering Inn, Senior Services, the Placer County Sheriff's Office, Sutter Auburn Faith Hospital, Sierra Aids Foundation, Sutter Roseville Medical Center, Placer Food Closet Collaborative, Kaiser Permanente Roseville Medical Center, Placer People of Faith Together, the Latino Leadership Council and others.

FUNDING:

Finding funding is a huge remaining piece. The Steering Committee wanted to have a full view of this project, and have it moved along well enough that a successful launch of 2-1-1 looks probable, with the aid of necessary funding, before starting active fundraising. The Steering Committee is now actively contacting possible funders and feels it would be an honor to be on the charter roll of those who supported implementation of 2-1-1 in Placer County from its inception. A small amount has come in. (Slightly over \$13,500.00.) We hope it is what opens the door to the rest that is needed.

BUDGET:

The Steering Committee is working with Alan Lange, Acting CEO/President of Community Link Sacramento Region that oversees 2-1-1 Sacramento, has developed a budget for the start-up and operation of 2-1-1 Placer. The estimate is just over \$169,000.00 for the first year and less than that for subsequent years.

MENTORS FOR 2-1-1 PLACER:

Alan Lange, Interim CEO of Community Link, Marjene Streeper, Director of 2-1-1 Sacramento, and Holly Tassone, Certified Resource Specialist for 2-1-1 Nevada County, and Rev. Barbara Smith*, pastor of Pioneer United Methodist Church in Auburn, are mentoring the Steering Committee. 2-1-1 Placer also has the support of 2-1-1 California.

**Rev. Smith served on the Nevada County 2-1-1 Steering Committee.*

WHERE ARE WE NOW?

A Timeline and a Business Plan have been established for the application process for the California Public Utilities Commission. We are recruiting members for the County 2-1-1 Advisory Committee that will ultimately oversee the operation of the system locally. Grant applications are in process. One grant has already been received from the Teichert Foundation.

LAUNCH OF 2-1-1 IN PLACER COUNTY:

The goal is to launch 2-1-1 in Placer County before the end of 2013. With current support that goal is plausible.

Nevada County has it
Sacramento, too, but
Placer doesn't have...



2-1-1 is a telephone number
that quickly connects people to
vital community services

- It's easy to remember
- It's free to use
- It's always available
- It's local information
- It's answered by a real person
- Confidential
- 24 hours a day
- Multilingual/TTY
- Or online

86% of the U.S., 93% of California
is connected to 2-1-1 which
operates like 9-1-1 only for
personal ongoing needs. Placer is
the most populous county **NOT** yet
connected. Isn't it about time we
gave this kind of support to the
people of Placer?

The 2-1-1 Placer Steering
Committee, made up of individuals
from helping agencies, is making
progress toward this goal.

You can show your support and/or
volunteer to help by contacting
Craig (530) 887-8382 dana-
craig@ssctv.net or Bev (530) 389-
2416 faith95@colfaxnet.com

If Placer had 2-1-1, you could
talk to someone about:

- Emergency shelter, food,
clothing
- Financial assistance
- Substance abuse programs
- Employment programs
- Senior services/elder care
- Disability services
- Domestic violence
- Child care/child
health/preschools
- Legal assistance
- Veterans services
- Parenting education
programs
- Mentoring opportunities
- Volunteer opportunities
- Donating food, clothing, etc.
- Info during emergencies
- Any other community service