

# NEVADA 2-1-1

ONE OF NEVADA'S MOST VALUABLE RESOURCES



# FINANCIAL GUIDANCE CENTER

- ESTABLISHED 1972
- HUD APPROVED HOUSING COUNSELING AGENCY – 1990
- UNITED WAY MEMBER AGENCY
- SELECTED BY STATE OF NEVADA DHHS TO ADMINISTER AND PROVIDE OVERSIGHT FOR NEVADA 2-1-1

# HOW 2-1-1 CAME TO BE.....

- FEDERAL COMMUNICATIONS COMMISSION (FCC)
- STATE OF NEVADA REVISED STATUTES
- EXECUTIVE ORDERS
- STATE OF NEVADA DHHS RFP

# PURPOSE OF NEVADA 2-1-1

- PROVIDE INFORMATION AND REFERRAL (I&R) TO NEVADANS
  - BASIC HUMAN SERVICES
  - PHYSICAL AND MENTAL HEALTH RESOURCES
  - EMPLOYMENT SUPPORT SERVICES
  - PROGRAMS FOR CHILDREN, YOUTH, FAMILIES, SENIORS, PERSONS WITH DISABILITIES
  - VOLUNTEER OPPORTUNITIES
  - COMMUNITY CRISIS AND DISASTER RECOVERY

# AVAILABLE.....

- 24 X 7 X 365
- BY PHONE, TEXT, OR WEBSITE
  - INDIVIDUALS NEEDING HELP WHO DON'T KNOW WHERE TO FIND IT
  - HELPFUL REPOSITORY FOR SERVICE PROVIDERS
    - 1,130 AGENCIES
    - 3,341 PROGRAMS
    - 5,017 SERVICES

# OPPORTUNITIES TO ENHANCE 2-1-1

- PREVIOUS STRATEGIC PLAN – 49.15% OF PROVIDERS NEVER USED 2-1-1 / 23.75% RARELY USED 2-1-1
  - ACCURACY OF DATABASE
  - WEBSITE NOT INTUITIVE TO USE
  - LACK OF BUY-IN FROM PARTNER AGENCIES
  - GENERAL LACK OF AWARENESS OF 2-1-1 AND RESOURCES PROVIDED

# STATISTICS 7.1.15 – 5.31.16

- 115,793 CALLERS
  - 11,426 WERE OUT-OF-STATE 2-1-1 / 311 / 411 / 911 CALLS
  - MORE THAN 60,000 UNIQUE CALLERS
  - 31,899 REPEAT CALLERS
  - 84,289 CALLS ANSWERED UNDER 30 SECONDS
  - 95,106 ANSWERED IN LESS THAN TWO MINUTES

# REFERRAL SOURCES

- 13,878 SOCIAL SERVICE / NONPROFIT AGENCIES
- 9,354 FRIENDS / FAMILY
- 5,366 THOSE WHO USED 211 IN THE PAST
- 4,042 STATE OF NEVADA
- 3,624 WEB SEARCH



# AGE OF CALLERS

- 20-29 AGE GROUP - 9,484
- 30-39 AGE GROUP - 12,116
- 40-49 AGE GROUP - 10,192
- 50-59 AGE GROUP - 10,474

# WEB STATS

- NEVADA = 32,287 PAGE VIEWS
- CALIFORNIA = 8,622 PAGE VIEWS
- VIEWED BY THOSE IN MORE THAN 100 COUNTRIES

# SERVICE REQUESTS

- 12,808 REFERRALS TO 3,664 CLIENTS FOR FOOD
- 10,027 REFERRALS TO 5,015 CLIENTS FOR RENTAL ASSISTANCE
- 7,741 REFERRALS TO 3,789 CLIENTS FOR UTILITY ASSISTANCE
- 4,059 REFERRALS TO 1,541 CLIENTS FOR HOMELESS SHELTERS
- 2,516 REFERRALS TO 829 CLIENTS FOR SUBSIDIZED HOUSING
- 3,603 REFERRALS TO 1,124 CLIENTS FOR TRANSITIONAL HOUSING

# 2-1-1 VALUE

- LEVERAGE BENEFITS
- ELIMINATE DUPLICATIVE SERVICES
- STRETCH FUNDING
- 24X7 RESOURCE IN A 24X7 STATE

# NEVADA 2-1-1 MUST BE.....

- COMPREHENSIVE
- REMAIN CURRENT
- EXPAND ACCESSIBILITY
- BECOME AND REMAIN RELEVANT

# THANK YOU!



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