



211 San Diego

YOUR Free Community Resource

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Key Objectives

01

What is 211?

02

What is 211 San Diego?

03

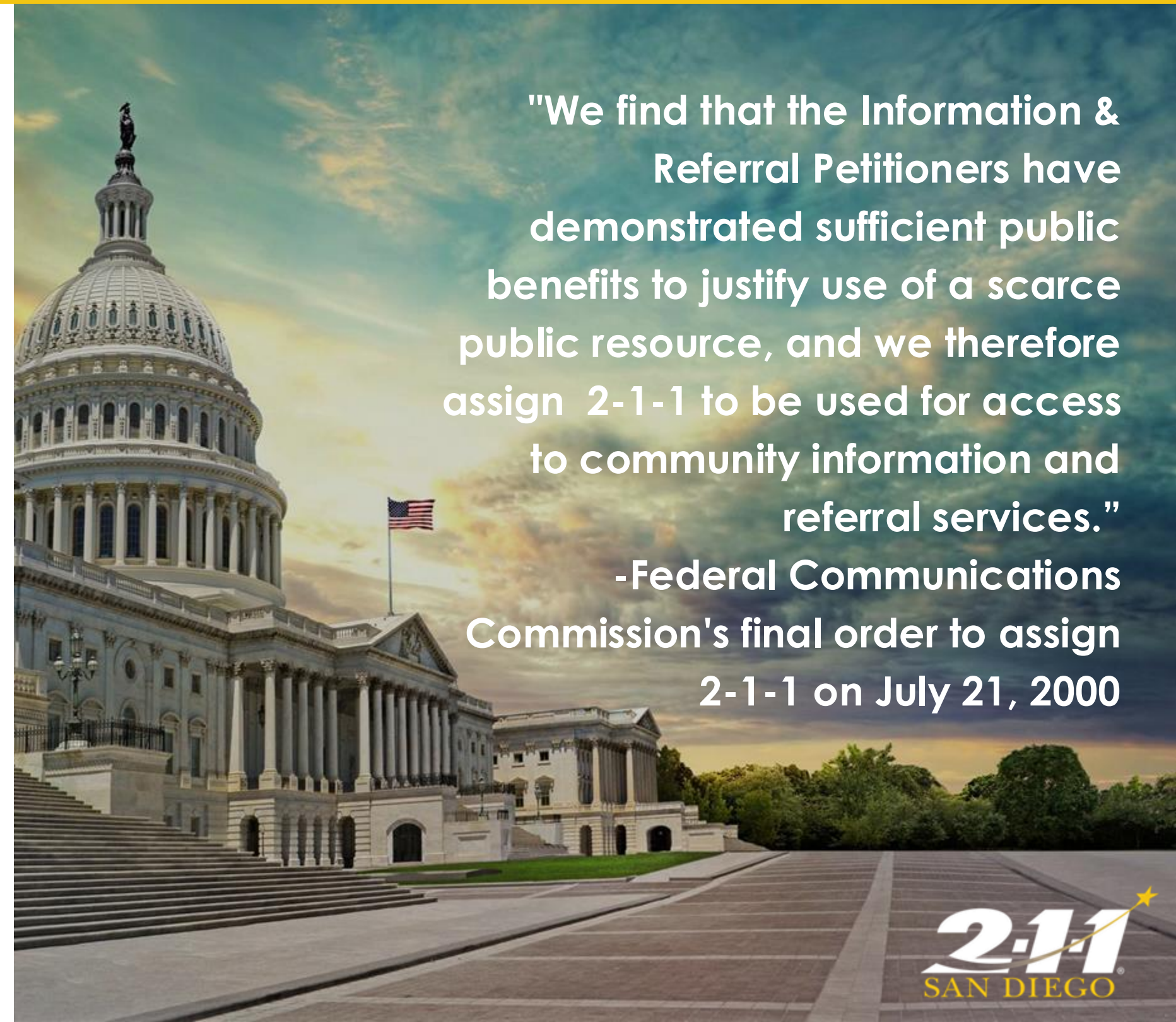
How do I use 211 to access resources?

04

How does 211 build connections and awareness?

What is 211?

An easy-to-remember number to seek community and health services from any phone in any location across the U.S.



"We find that the Information & Referral Petitioners have demonstrated sufficient public benefits to justify use of a scarce public resource, and we therefore assign 2-1-1 to be used for access to community information and referral services."

-Federal Communications Commission's final order to assign 2-1-1 on July 21, 2000

Which Community & Health Services?

Benefit Info &
Application Assistance



Elder & Dependent
Adult Care



Childcare & Family
Supports



Health & Wellness
Services



Disaster Info & Relief



2-1-1
SAN DIEGO

Housing &
Homelessness Services



Digital Literacy &
Internet Access



Military & Veteran
Services



Education &
Employment Services



Utility & Technology
Assistance



Differences of N11 Hotlines

211

Community and health services

When an individual calls 2-1-1 they are connected to a trained local customer service rep who can provide information and refer them to available resources.

988

Emotional distress, mental health, or substance use crisis

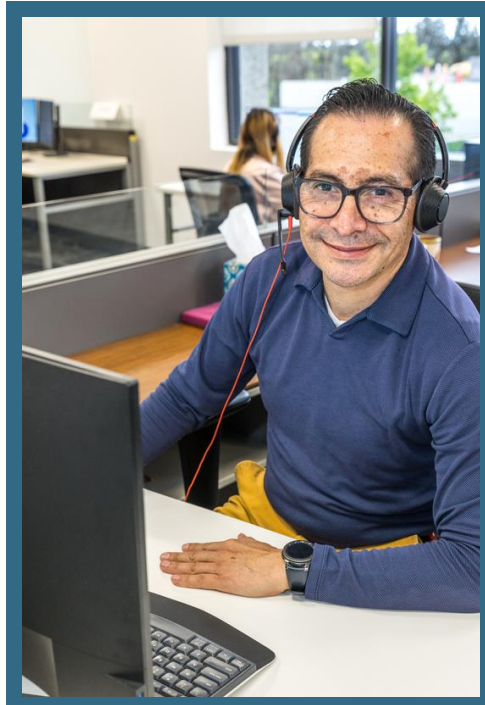
When an individual in need accesses 988 (via call, text or chat) they are connected to a trained crisis counselor who can provide help to reduce emotional distress. Counselors may also refer individuals to available community resources.

911

Fire, police, or medical emergencies

With 911, a dispatcher will send needed services (e.g., EMS, fire, police) to the caller and may provide support to the caller while they wait for the services to arrive.

What is 211 San Diego?



211 San Diego is a nonprofit organization that can connect you to the community and health services you need.

Our mission is to seamlessly connect people to resources, and partner with the community to transform how people access help.

- 11 Board Members
- 8 Executives
- Approx 350 staff
- 2,000+ partners
- Approx 2,000 calls to 211 every day
- Thousands more calls via other hotlines



Primary Roles of 211 San Diego



Designated as the 2-1-1 provider for San Diego and Imperial Counties

Resource Database

Searchable online Resource Database of trusted, free or low-cost services

Contact Center

24/7 contact center, accessible in multiple languages by calling 2-1-1

Disaster Response & Recovery

During disasters and public health emergencies, we share official information, such as evacuation routes, shelters, food assistance, and more!

211 Mission-Aligned Hotlines



HCD Section 8 Line

(858) 694-4801

For questions and updates on your status regarding Section 8 (in County jurisdiction, not City of SD).

Courage to Call

877-698-7838

Peer support for early intervention and prevention for military/vets/families. 8am-8pm

First 5 San Diego

1-888-534-7785

Help locating services and resources for parents of children age 0-5

CalFresh Info Line

1-877-847-3663

Info for CalFresh application assistance

Perinatal Care Network (PCN)

1-800-675-2229

Linking eligible families to pregnancy-related Medi-Cal & care

Access & Skim/Scam Line

1-888-534-7785

General info about public benefits and help for stolen EBT dollars. Mon-Fri 7am-5pm

Reschedule Line

866-262-9881

Reschedule public benefit interviews & related appointments.

Housing First San Diego

(619) 578-7768

Links families to Homeless Prevention & Diversion services; Also links to Landlord Engagement and Assistance Program (LEAP)

How is 211 San Diego funded?



- There is NO designated federal or state funding for 211 services
- <\$10,000 in donations are made annually to 211 to support unrestricted revenue streams
- Sponsorships of key events are the primary source of funds for general operations
- Grant opportunities can enhance or expand our services
- Contract funding makes up 92 to 95% of all funding
- We are always looking for new opportunities to partner in ways that align with our mission and that feasibly align with our technology and operations



How Can People Use 211?



Call 2-1-1
for help
finding
services

Search Online
Free online
database of trusted,
free or low-cost
community and
health services

24 Hours a Day, Every Day

MORE THAN 200 LANGUAGES

What Happens During a Call?

Assessments. We may conduct an assessment across one or more of 14 Social Determinants of Health:

- Housing
- Nutrition
- Primary Care
- Legal & Criminal Justice
- Transportation
- Employment Development
- Activities of Daily Living
- Utility & Technology
- Income & Benefits
- Health Management
- Education & Human Development
- Social & Community Connection
- Personal Hygiene & Material Goods
- Safety & Disaster

We assess for:

- How soon do you need help?
- Which resources do you know about? Which are you already utilizing?
- Do you have barriers to accessing services? What social supports do you have?

Connections:

- 1.Information & Referrals
- 2.Direct Referrals
- 3.Appointments

Connections are limited to the supply of resources available and listed in 211 San Diego's Resource Database.



What is a Direct Referral?

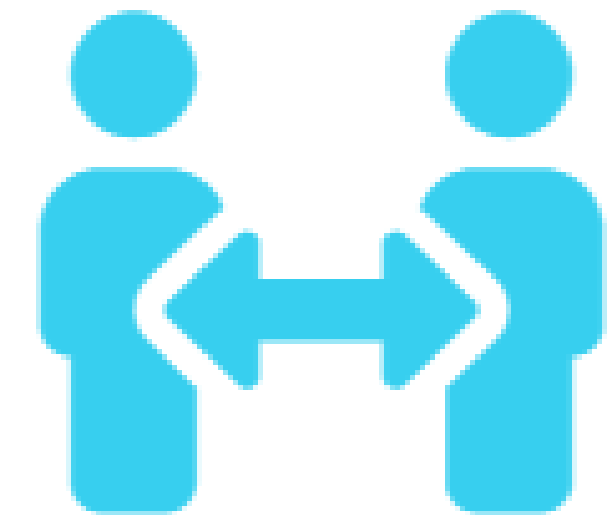
It is an electronic referral sent directly through the secure CIE platform, connecting clients to needed services.

Traditional Referrals vs. Direct Referrals

- Direct: Proactive system, connecting clients directly to services.
- Traditional: Leaves clients to navigate the service system themselves.

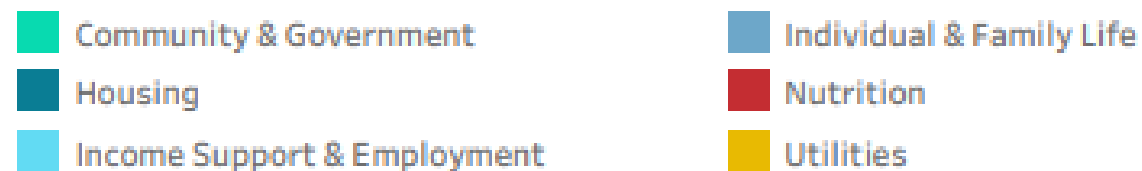
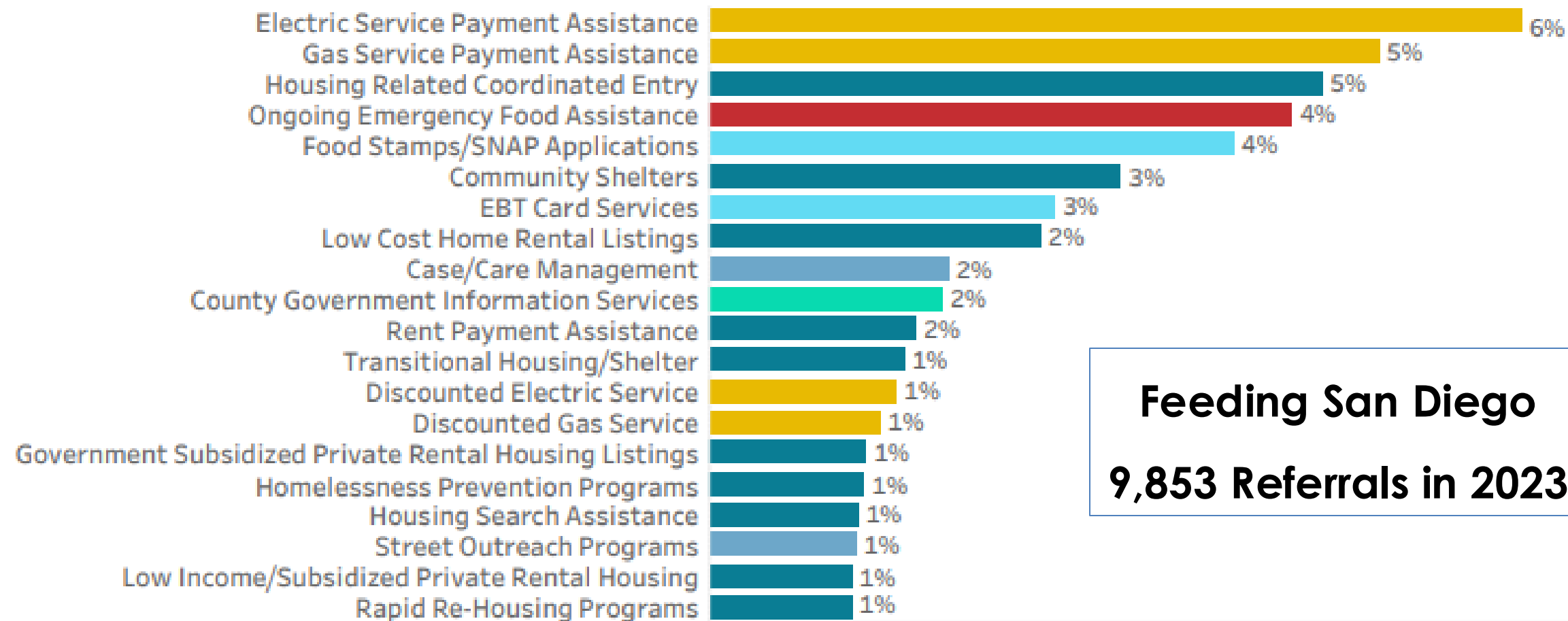
Benefits for Service Providers:

- Pre-screened Clients
- Improved Follow-up
- Closed-Loop System
- Enhanced Coordination
- Access to Additional Resources

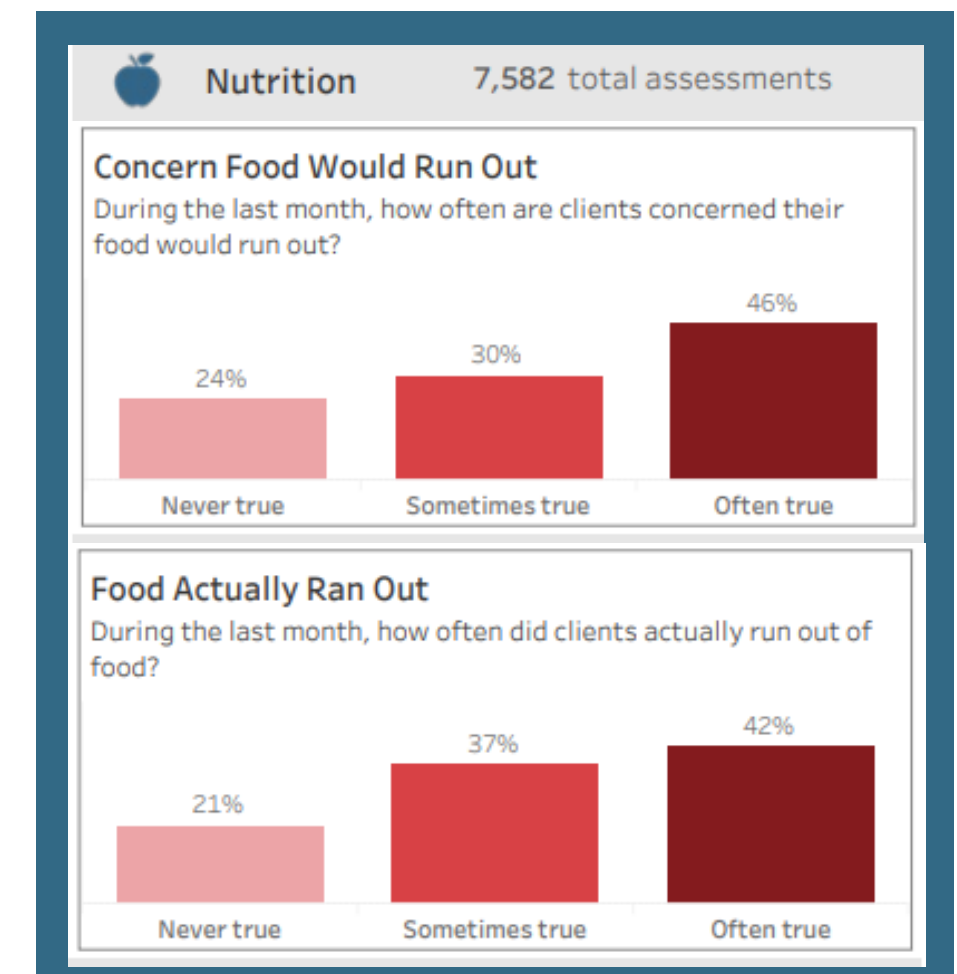


Client Profile Report Data

Top 20 Need by Most Specific Category Percent of total needs



**Feeding San Diego
9,853 Referrals in 2023**



How Do We Build Connections and Awareness?

- Tours of 211 Connections Center
- Special events
- Presentations
- Social media
- Monthly newsletter
- Outreach booths
- Flyers
- Wallet cards



Subscribe to **The Connection Newsletter** to get the latest resources, updates, and opportunities from San Diego's social service network.

211 Database Partnerships

- Do you provide social or healthcare services?
- Have you listed your service(s) in our database?
- Are your service listings up to date?

211 San Diego manages a free, publicly accessible database of community, health, and disaster services.

Listing services is free!

Once you have a user login, you can sign in to update, activate, or de-activate your service listings at any time.



How It Works

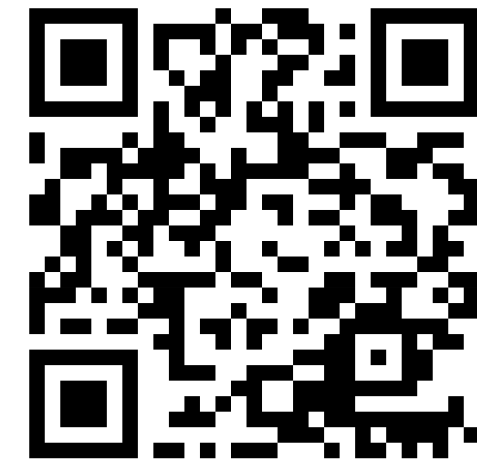
If Your Organization IS Listed

1. Request a Login
2. Add or Edit
3. Submit

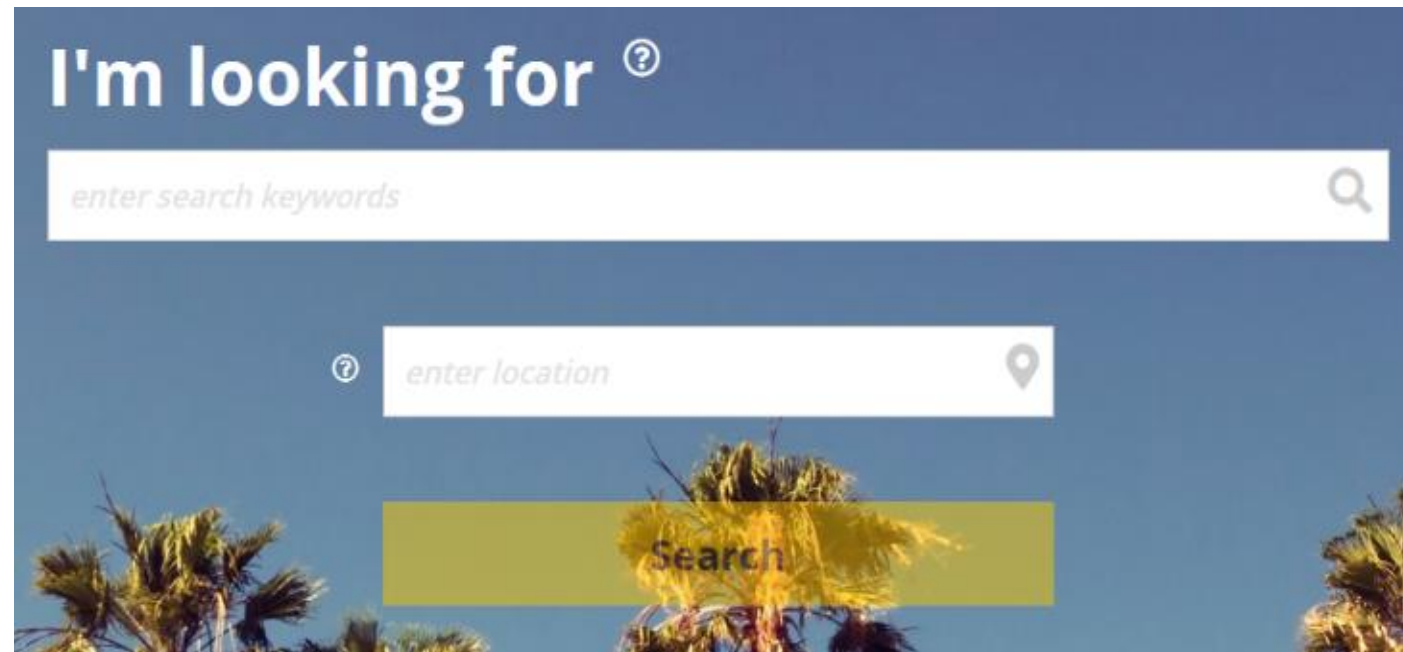
If Your Organization is NOT Listed

1. Confirm Your Eligibility
2. Apply
3. Request a Login

Get Started
Today!



211 Resource Database – Current Search Options



I'm looking for ?

enter search keywords

? enter location

Search

Search by Keywords

- Type in a **keyword** (e.g. food, agency name, or program name). The type-ahead feature allows user to select an option from the dropdown list.
- To narrow the list of resources, add a specific location, like **zip code**, city or neighborhood. Click SEARCH for a list of resources.

Search by Category

The menu on the left sidebar provides categories of resources, clicking on the categories allows the user to discover more specific terms within each group. The list of resources will populate as user drills down through the categories.

Search by category ?	
	Food
	Housing/Shelter
	Material Goods
	Transportation
	Utilities
	Consumer Services
	Criminal Justice and Legal Services
	Education
	Environment and Public Health/Safety

Or Search by Target Populations

The screenshot shows the 2-1-1 San Diego search interface. The search term is 'food' and the location is set to San Diego. The results are sorted by Relevance and show 1130 results. The results list includes:

- Project Launch** (619) 450-4040, 404 EUCLID AVE, SAN DIEGO, CA 92114. Description: job training program prepares unemployed individuals to thrive in careers in the food-service industry and beyond. Take a "whole-person" approach to vocational training, inc... Eligibility
- Calvary Cupboard** (619) 229-9745, 3060 54TH ST, SAN DIEGO, CA 92105. Description: Offers an emergency food package and fresh produce to seniors and low income residents. Monthly food packages include a 3-5 day supply of food. Daily package includes fruit, veg... Eligibility
- Daily Bread Marketplace** (619) 262-8384, 6126 PASTOR TIMOTHY J WINTERS ST, SAN DIEGO, CA 92114. Description: A client choice food pantry which allows clients to choose their food items. Each client is assigned a specific number of points based on family size and establishes a sense of fairne... Eligibility
- Office of Social Outreach, Mission San Luis Rey Parish** (760) 54-70708, 4070 MISSION AVE, OCEANSIDE, CA 92057. Description: Provides emergency food and shelter referrals. Diapers and formula are provided when available. Rent and utility assistance provided as funds are available. Eligibility

The 'Target Populations' panel on the right includes a 'Clear all' button and a list of target groups with checkboxes:

- AIDS
- AIDS/HIV
- Absent Parents
- Abused Lesbians/Gay Individuals
- Abused Men
- Abused Women
- Active Military
- Active Shooter Victims
- Adjustment Disorders
- Adolescents
- Adoption/Foster Care Issues
- Adoptive Families
- Adoptive Parents
- Adult Volunteers
- Adults
- Adults With Disabilities/Health Conditions
- Afghan Community
- Agencies/Organizations as Recipients
- Agoraphobia
- Agricultural Laborers
- Air Force Personnel
- Alcohol Use Disorder

- Arrange the results based on programs that provide specialized services for specific groups of people. After checking a selection, resources that apply will appear highlighted in yellow.
- This is a multi-select option, user can select more than one target group.

Live Demo

211/CIE San Diego



211 San Diego

- Free, 24/7 service, 3-digit dialing code
- Access to community, health, social and disaster services
- Tailored programs take the client beyond just a referral—movement towards Navigation



Community Information Exchange

- An ecosystem of partners that fosters collaboration across multi-disciplinary networks
- Connections to 100+ organizations through direct system access or data integration between systems
- Improved health and wellness for individuals and populations.

211/CIE San Diego

Coming Soon!

Enhanced Referral Search

Finding Resources in the 211/CIE database will have a new look and feel.

Highlights

- New layout and color palette
- Better results with pre-populated filters like age and location
- More service details are displayed in the results

New Features

- More filter options on the left panel; Categories, Resource Filters, and Target Populations
- When the location is available, results are automatically sorted by distance
- Locate a map view of the search results using the globe icon

The screenshot displays the 211/CIE San Diego search interface. At the top, there is a navigation bar with links for Dashboard, Appointments, Agency Profile, Request Log, Service Directory, and Support. A search bar contains the text 'food' and '92115'. Below the search bar, there are 19 results for 'food' near '92115', filtered by a category (indicated by a '23 x' icon). The results are sorted by 'Distance' (Nearest-Farthest). The first result is for the 'Emergency Food Assistance Program (EFAP), California Independent Provider' located 0.9 miles away. The second result is for 'Fair Housing Help, North County Office' located 23.0 miles away. Each result card includes details such as eligibility criteria, area served, hours of operation, and a 'Best Way to Connect' section. There are also buttons for 'Add Referral' and 'More Info' for each result.

Learn More About CIE

Join the CIE Network:

<https://ciesandiego.org/contact/become-cie-sd-partner/>

Add/Update your services
in the 211/CIE San Diego
Resource database

Meet the CIE Inclusion
Policy

Submit an Application to
join CIE Partner Network

Learn More:

- **E-mail:** CIEPartners@211sandiego.org
- **Website:** www.ciesandiego.org

Community Information Exchange (CIE)



Community
Information
Exchange®

Community Information Exchange Partners: 137



Questions?



*Save my contact info
to your phone!*

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To learn more about CIE visit www.ciesandiego.org