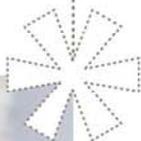




2-1-1  
Texas Information & Referral Network  
Action Summary  
2010

January – December 2010



*2-1-1 Texas Information & Referral Network:  
Texas and the Nation*



2-1-1 Texas is a program of the Texas Health and Human Services Commission



## Executive Summary

Nationwide, the field of Information & Referral (I & R) is growing. The Health and Human Services Commission's 2-1-1 TIRN has become a national leader in information and referral. TIRN plays an active role in the Alliance of Information & Referral Systems (AIRS), the international professional organization whose Standards, Information & Referral (I&R) Program Accreditation and staff Certification processes are the foundations of quality assurance for the industry. All 25-regional 2-1-1 Area Information Centers are Accredited; and at any point in time, at least 75% of 2-1-1 call center staff hold certifications in one or both AIRS certification categories.

It is important going forward to be aware of the relationship between the 25-regional system known as 2-1-1 TIRN and professional information and referral in the rest of the nation. It seems that each innovation in Texas is met or followed with a companion innovation somewhere else in the nation. Policies are debated, new alliances are formed, organizations find increasingly efficient and effective ways to provide information and referral. Throughout the growth in information and referral, Texas remains a leader.

Today, the Network of Texas' 25-regional Area Information Centers continue to work collaboratively (with coordination from the Health and Human Services Commission) to deliver state-of-the-art information and referral to the people of Texas. From 2005 through the end of 2010, 2-1-1 TIRN handled a total of 12,252,706 comprehensive information and referral calls statewide. The calls included responses to ten named hurricanes, as well as floods, winter storms, fires, tornados, and one national pandemic (H1N1), help with things such as utility assistance, food pantries, community clinics, and much more.

This document has been produced by the 2-1-1 TIRN to capture the relationship between the accomplishments of the 25-regional Area Information Centers and the growth of information and referral at the national level.





## Enabling Legislation

In 1997, the 75th Legislature passed House Bill 2596 establishing the Texas Information and Referral Network (TIRN) as the single point of coordination for statewide health and human services information and referral in Texas. This legislation charged the TIRN network with the development, coordination and implementation of a statewide health and human services information and referral system. That system is the 2-1-1 TIRN.

Since the initial legislation in 1997, several additional legislative actions have expanded and refined the 2-1-1 TIRN scope of work.

- ❖ Senate Bill 397 (76<sup>th</sup> Session, 1999) required agencies receiving state funding to provide resource information to 2-1-1.
- ❖ House Bill 2641 (76<sup>th</sup> Session, 1999) required transportation information to be included in 2-1-1.
- ❖ House Resolution (77<sup>th</sup> Session, 2001) affirmed the importance of the 2-1-1 Network.
- ❖ House Bill 2048 (79<sup>th</sup> Session, 2005) was passed, instructing Health & Human Services Commission to expand the [www.211texas.org](http://www.211texas.org) website to include information about early childhood programs that are overseen by the Texas Education Agency. The legislation also required the development of a process whereby parents and guardians could send an e-mail message directly to request application assistance for early childhood-related programs that require an application process.





## Enabling Legislation (Continued)

- ❖ RP 57 – (Directive issued by Governor Rick Perry, 2006) relating to implementing recommendations from the Governor’s Task Force on Evacuation, Transportation and Logistics. This document created the system now known as the Transportation Assistance Registry (TAR). The 2-1-1 TIRN is assigned the role of data entry for the TAR.
- ❖ SB 1058 – Senate Bill 1058 (80<sup>th</sup> Session, 2007) required 2-1-1 to provide referrals for reintegration services to military service members and their families.
- ❖ House Bill 2558 (81<sup>st</sup> Session, 2009) required home and community support health care providers to educate clients and their families about the emergency Transportation Assistance Registry available by dialing 2-1-1.
- ❖ House Bill 1831 ( 81<sup>st</sup> Session, 2009) requires Assistive Living Centers and Nursing Homes to register as entities and to explain to their patients and the patients’ guardians the process of registration with the Transportation Assistance Registry.





## 2-1-1

### A simple three-digit number to help Texans find the help they need

Early in 2006, the Health and Human Services Commission (HHSC) recognized the ease of access provided by the three-digit 2-1-1 phone system and expanded the options available to Texans. All callers are invited to select a language.

The options include:

**Option 1:** for Information and Referral on all health and human services available to the caller. These calls are handled by the HHSC's 2-1-1 Information and Referral Network.

**Option 2:** for state benefit programs such as SNAP ( Food Stamps), Medicaid and the Children's Health Insurance Program (CHIP). These calls are handled by a vendor who contracts to provide the services to the HHSC Office of Eligibility Services.

**Option 3:** to report suspected fraud or abuse of state resources. These calls are handled by HHSC's Office of the Inspector General.

In 2007, The Governor's Division of Emergency Management (now the Texas Division of Emergency Management) assigned 2-1-1 TIRN to be the entry point for individuals to register with the Transportation Assistance Registry (TAR), a database that allows vulnerable populations to notify their local emergency management offices that they may need assistance evacuating in the event of an emergency event.

Thus, **Option 4** offers as a direct route for registrants to provide their information.





## The History of 2-1-1 Texas Information and Referral Network

The Primary purpose of an Information and Referral program is to link people with services. The direct, 24/7 access to a professional call specialist can help callers to locate and access food, shelter and other assistance quickly. Each local 2-1-1 program maintains a comprehensive resource database that is continually updated ensuring greater accuracy when the caller needs it most.

Prior to 2-1-1 Texas Information and Referral Network (TIRN), no coordination existed to provide individuals and families in Texas with information about services. Often the search was overwhelming for the person or family with that need.

The Texas Legislature established TIRN in 1997. This groundbreaking legislation is still recognized as a model. Other states have a variety of 2-1-1 coverage and collaboration models, but the Texas model is still recognized for its flexibility, efficiency and accuracy.

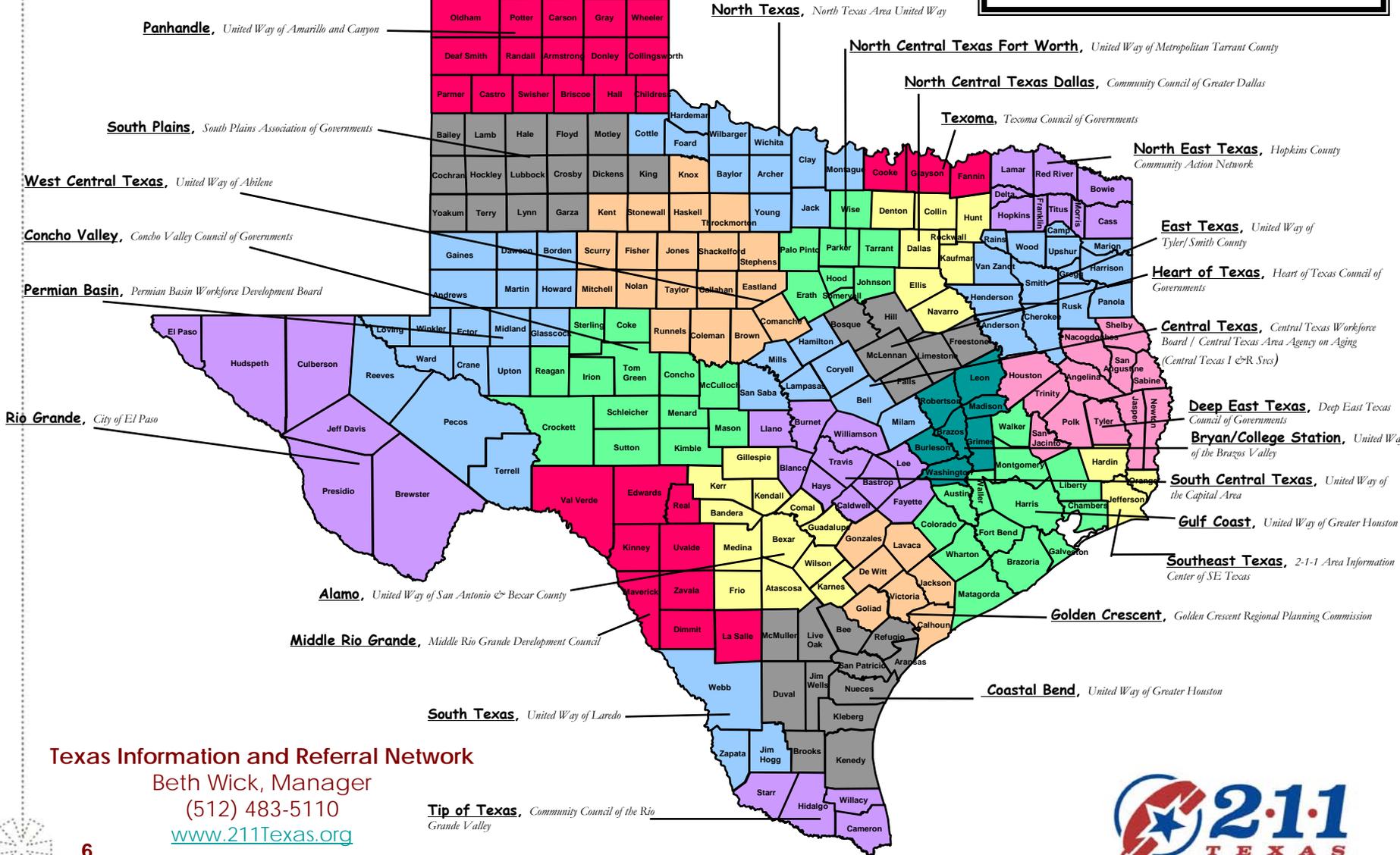
The Alliance of Information & Referral Systems (AIRS) has played a central role in the development of 2-1-1 TIRN since the beginning. The strength of today's collaborative model is in part a product of the *AIRS Standards for Professional I & R And Quality Indicators*, Version 6.0, Revised January 2009, (the Standards) without which the individual Area Information Centers would not have achieved international accreditation through AIRS. The Standards define every aspect of Best Practices found in health and human services information and referral work.





**25 Area Information Centers  
Regional Boundary Map**

**2-1-1 Sites  
Including Contractors through  
SFY 2012**



**Texas Information and Referral Network**  
Beth Wick, Manager  
(512) 483-5110  
[www.211Texas.org](http://www.211Texas.org)

**Tip of Texas**, *Community Council of the Rio Grande Valley*





## 2-1-1 Texas Information & Referral Network Historical Highlights

- 2000** The Federal Communication Commission (FCC) assigns the 2-1-1 dialing code to be used for access to health and human services information.
- 2001** The Public Utility Commission (PUC) adopts a rule for the implementation of the 2-1-1 dialing code in Texas. 25 Area Information Center regions were identified.
- 2002** Eighty percent (80%) of the Texas population can dial 2-1-1.
- 2004** 2-1-1 Texas Information and Referral Network (TIRN) 24-hour, 7 days a week, information and referral services are expanded statewide.
- 2005** The new, re-designed [www.211texas.org](http://www.211texas.org) website rolls-out.

2-1-1 TIRN is added to the Governor's Division of Emergency Management State Operations Center Council and becomes an integral member in the provision of Emergency Information and Referral as Texas responds to Hurricanes Emily, Katrina and Rita. In response to the exponential call volume growth, 2-1-1 TIRN establishes a temporary call center and relocates 2-1-1 TIRN staff to manage the call center known as the "26<sup>th</sup> AIC."

The 79<sup>th</sup> Legislature passes House Bill 2048, which instructs HHSC to expand the [www.211texas.org](http://www.211texas.org) website to include a method to allow the public to access information on and communicate with public school early education programs, Texas Workforce Commission's child care subsidy programs, Head Start and Early Head Start programs.





## 2-1-1 Historical Highlights (Continued)

**2006** Designation of the Area information Centers was accomplished through a formal solicitation, the Invitation for Applications (IFA).

The Health and Human Services Commissions Executive Commissioner instructed 2-1-1 to establish the Enterprise Standing Committee to enhance communication regarding health and human services Enterprise agencies' programs to keep [www.211texas.org](http://www.211texas.org) reflective of the full array of programs and services offers within the five HHS agencies.

**2007** 2-1-1 responded to Hurricanes Dean, Humberto. TIRN database staff, with help of HHSC Information Technology, developed the Disaster Data Knowledgebase, commonly referred to as the "KB."

**2008** TIRN and the Area Information Centers responded to **FOUR** major hurricanes (Dolly, Edouard, Gustav and Ike) within approximately eight weeks.

**2009** TIRN database and emergency management staff, with the help of Information Technology, expanded the Knowledgebase (KB) to its present level.

**2010** TIRN Area Information Centers handled over 2,400,000 comprehensive information and referral calls.

The [www.211texas.org](http://www.211texas.org) had 750,512 searches.





## 2-1-1 Texas Information and Referral: Built on National Standards

The 2-1-1 TIRN system was established as a collaborative project. From the beginning, 2-1-1 stakeholders have represented a variety of organizations, each with its own information and referral expertise. The leadership may change periodically, but the intentional collaborative design helps to ensure that the program draws qualified professional staff at the state level and at the local Area Information Centers regional level.

**International Standards: The Alliance of Information and Referral Systems (AIRS) guide quality performance.**

Lead 2-1-1 Call Specialists are required to become internationally certified through AIRS. Each Call Specialist must meet eligibility requirements that represent a combination of formal education and hands-on experience in information and referral. Once the eligibility requirements are met, the Call Specialist sits for the CIRS exam to demonstrate that he/she has, in fact, mastered the content.

Lead 2-1-1 Area Information Centers call center database staff includes an internationally certified CRS – Certified Resource Specialist. The CRS is responsible for maintaining the resource database and ensuring that the data is in accordance to 2-1-1 TIRN and AIRS Standards. This provides a documentable level of quality assurance.

2-1-1 TIRN includes 25-regions, all of which are accredited through AIRS' international accreditation process. The AIRS accreditation process is quite comprehensive and takes approximately 18 months to complete; however, this accreditation helps to ensure continuous quality across the 2-1-1 network. AIRS accreditation must be renewed every five years.





## 2-1-1 Texas Information and Referral National Standards (Continued)

### 2-1-1 TIRN Standards refine quality

The variety of organizations within the 2-1-1 TIRN Network helps to inform the work and focus of 2-1-1 TIRN. In 2004, 2-1-1 TIRN completed development to become a statewide information and referral network. The participating organizations worked collaboratively with 2-1-1 TIRN/HHSC staff to arrive at an agreed-upon level of service. The current Service Level Agreement states that all 2-1-1 Area Information Centers will answer at least 80% of calls within 60 seconds. The international AIRS Standards, while specific in many areas of information and referral, have not yet specified a service level. Thus the Service Level Agreement developed through the collaborative work of the 2-1-1 TIRN leads the national and international work in this area.

2-1-1 TIRN AIC Directors, Database Managers and Disaster Leadership participate in regular training opportunities to ensure continuous quality improvement. The training provided by TIRN and through participation in the state and national level conferences affiliated with AIRS combines to provide state-of-the-art information for the over 250 person 2-1-1 TIRN system.

A myth of 2-1-1 is that the calls are answered by untrained volunteers. In fact, the 2-1-1 TIRN system boasts not only internationally certified staff, but many of those 250 individuals hold Bachelors, Masters and even Doctorate-level degrees. Some Database Managers have backgrounds in library science. Call center leadership includes individuals with social work and nursing credentials. These special skill groups bring unique quality to the call center experience. This cumulative workforce skill set results in exemplary customer service for Texas.

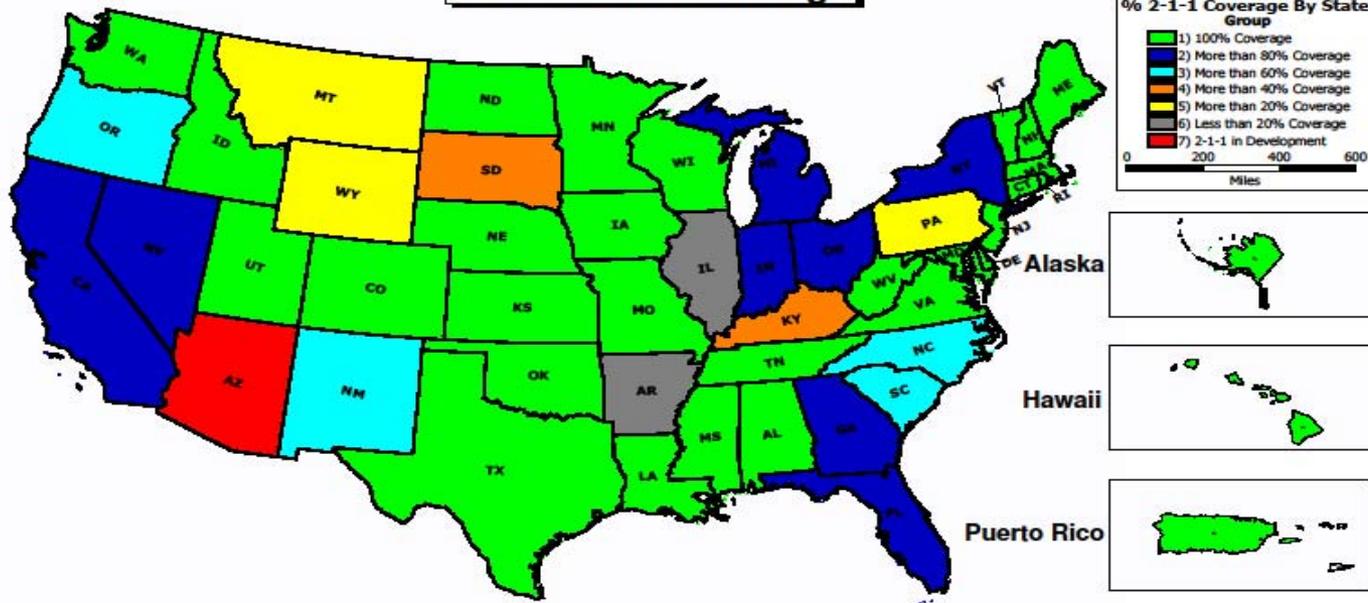


# The 2-1-1 National Map

**% of Population Covered\*  
by 2-1-1 in Each State**



**83% Overall Coverage**



Produced by United Way Worldwide: March 2011

\* Coverage is defined as populations with landline telephone access to 2-1-1 dialing  
Population based 2005 US Census Estimate





## Putting the 2-1-1 Coverage Map in Context

The **2-1-1 Coverage Map** illustrates the nation's access to the three-digit dialing code, 2-1-1, via residential landline telephones. This service was mandated by the Federal Communication Commission (FCC) in its July 2000 ruling setting aside the number for community information and referral (I&R). While residential landline availability of 2-1-1 represents significant progress in response to the FCC ruling, it does not tell the whole story. The following notes highlight other aspects of work yet to be completed.

**Wireless and New Telephony Devices:** The FCC ruling did not address cell phone or Voice over IP telephony, but these newer technologies continue to grow. Cellular and VoIP coverage have been achieved in some areas but coverage is less than the amount shown on this map.

**Geographical Coverage:** The 2-1-1 Coverage Map illustrates 2-1-1 availability by population. Most 2-1-1 services operate in urban areas, so the map may not accurately reflect the additional challenges associated with bringing 2-1-1 to rural areas. Assuring a local presence for 2-1-1 by partnering with smaller I&R services or placing resource specialists in hard-to-reach areas needs to be better supported and expanded.

**24/7/365 Access to 2-1-1:** In many communities 2-1-1 has become part of the infrastructure for access to information about social services. 2-1-1 is expected to be available around the clock, but the lack of dedicated financial support means 24/7/365 access is not yet a reality in many areas.

**Online Resource Databases:** 2-1-1 services are moving to provide searchable access to their invaluable resource databases by making them available online. In some cases this level of access lags behind the development of statewide telephone coverage.

**Certification and Accreditation:** The national 2-1-1 system is committed to established professional standards developed by the Alliance of Information & Referral Systems (AIRS). Since 2-1-1 is largely funded by local, grass-roots and non-profit efforts, achieving certification of I&R Specialists and accreditation of 2-1-1 service providers has not yet been uniformly accomplished across the country.

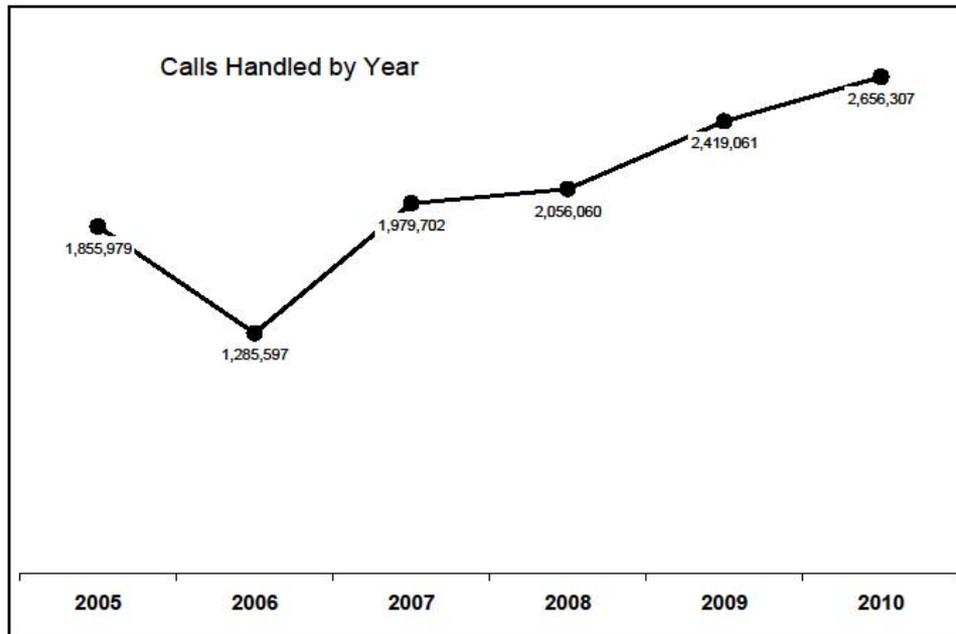
**National and State Governance:** 2-1-1 works best when coordinated with social service providers and other key stakeholders (government, nonprofit, corporations and foundations). A growing number of states have established formal entities for statewide coordination. The United Way Worldwide (UWW), AIRS and 2-1-1 representatives across the country have established 2-1-1 US to aid in improving national coordination. Much of this work is done by volunteers with other responsibilities, thereby limiting its progress to date.

**Public Sector Support:** 2-1-1 is an essential community response system for everyday personal crises and in times of disaster. To reach its full potential, significant public investment must be secured. Federal, state and local dollars are needed to match private sector investments from United Ways and others. With this investment from the public sector, 2-1-1 can accomplish the tasks outlined above and achieve a sustainable future.

For more information visit [www.211us.org](http://www.211us.org) or send an email to [info@211us.org](mailto:info@211us.org) with your request.



## 2-1-1 Information and Referral Network Caller Data



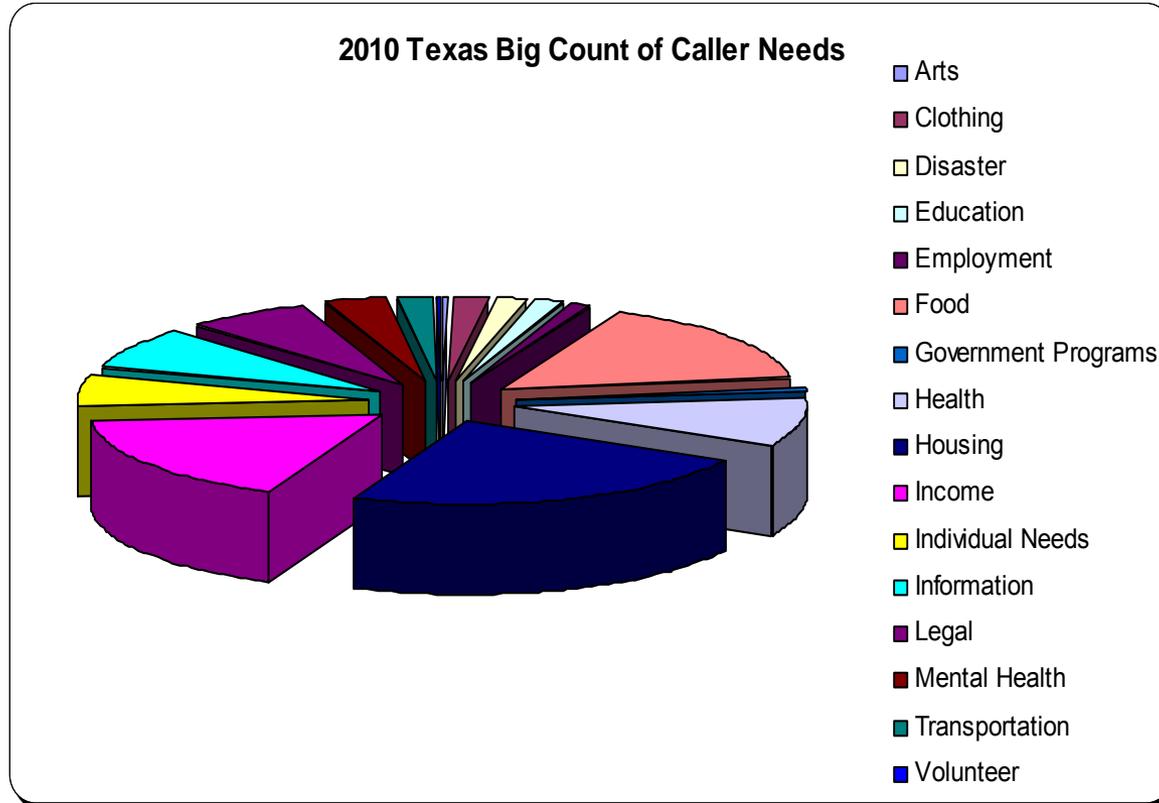
2-1-1 TIRN is a free, confidential, information and referral line, answered by trained experts 24 hours a day, 7 days a week. When callers dial 2-1-1, Option 1, they are connected to the Area Information Center in their region.

Callers to 2-1-1 find information on services such as utility bill assistance, food, shelter, rent assistance, counseling, clothing, child care, disaster relief and much more. During disasters such as hurricanes, floods, wild fires and ice storms, many Texans know to dial 2-1-1 for general disaster information. Dialing 2-1-1 during a disaster connects people with critical safety information, such as evacuation routes and shelter information.

The volume of calls handled by 2-1-1 TIRN over the past six years has grown and continues to grow as more individuals, organizations and agencies discover the convenient and accurate information available through 2-1-1.



## Information and Referral Problem/Needs Categories



2-1-1 TIRN has adopted the Problem/Needs Categories used in the Alliance of Information and Referral Systems (AIRS) “Big Count” as a way to organize the wide range of inquiries, and to provide consistent and credible reporting of community needs across jurisdictions. The 2-1-1 TIRN Area Information Centers recorded 2,252,896 caller Problem / Needs in 2010. The legend above includes Big Count categories as collected by AIRS.





## The Alliance of Information & Referral Systems “Big Count”

The Alliance of Information & Referral Systems (AIRS) is the professional organization for Information & Referral. AIRS is an international organization that is recognized for establishment of *AIRS Standards for Professional I & R and Quality Indicators*, version 6.0, revised January 2009 (the Standards).

AIRS training materials and services include processes for program accreditation and for staff certification that help to guide quality assurance in service delivery. All 2-1-1 TIRN Area Information Centers are accredited and over 75% of all 2-1-1 Area Information Center staff hold one or more certifications.

In addition to the Standards, AIRS has developed a taxonomy of health and human services terminology which helps Information & Referral (I & R) services to ensure that resources are defined and coded in a consistent manner. AIRS requests annual data indicating caller needs that are compiled within defined categories. Those categories and information related to this annual data collection can be found at the AIRS website:

[http://www.airs.org/files/public/AIRS\\_ProblemNeeds\\_Final.doc](http://www.airs.org/files/public/AIRS_ProblemNeeds_Final.doc)





## National Information & Referral Issues and Debates

The field of Information & Referral (I & R) benefits from leadership that is well-versed in public policy, in state-of-the-art telecommunications technology and in the provision of human services. That expertise allows national I & R leaders to recognize trends and to plan proactively.

The growing public awareness of I & R brings attention from many community, state and national leaders. It could be easy to allow enthusiasm for this efficient program to overrule logic and to begin assigning non-Information & Referral programs to be served through 2-1-1. Routine debates compare I & R services to regular case management, screening and assess for program services, and even brokering services of for-profit professional organizations. There are arguments to be made on both sides of any debate, and these influence how 2-1-1 continues to grow and change.

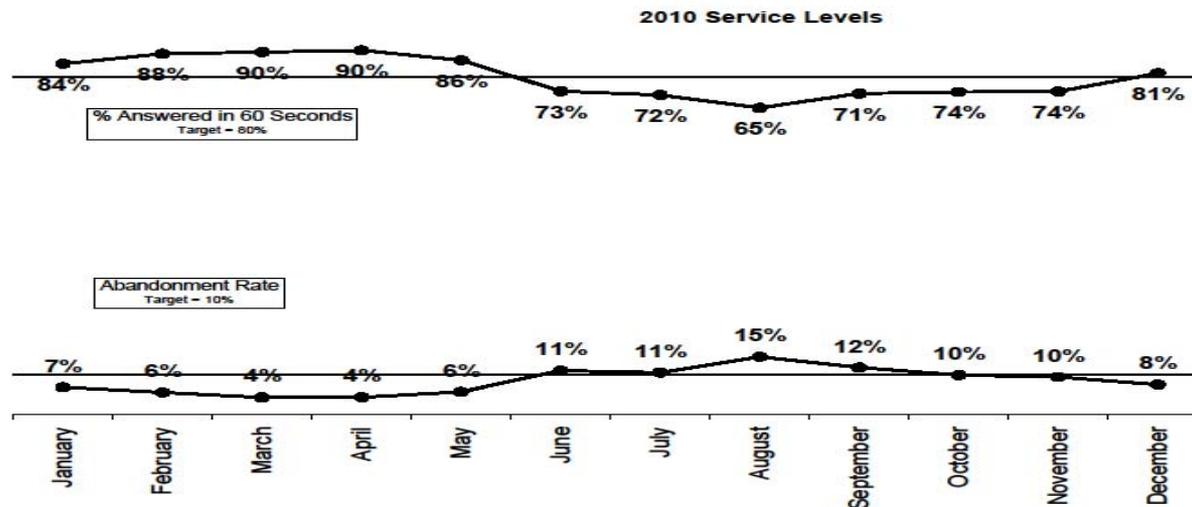
In Texas, once again, the 2-1-1 TIRN program is leading as an enhanced program monitoring system prepared for use statewide. The enhanced monitoring tool will provide 2-1-1 TIRN with a wealth of information for use in future planning to ensure that the program retains maximum cost-effectiveness while increasing the depths of its professional accountability.



## 2-1-1 Texas Information & Referral Telecommunications

The Texas Information and Referral Network (TIRN) uses telecommunications hardware and software that allows the program to deliver best-in-class solutions. The 2-1-1 telecommunications system runs on a scalable Internet Services Gateway network. The network is built for handling large call volumes, offers greater functionality and provides geographic redundancy and system resiliency.

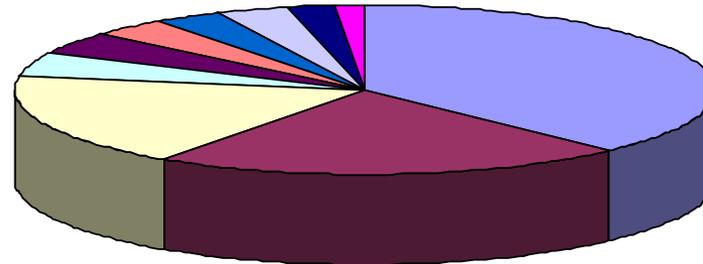
In partnership with the Texas Department of Information Resources (DIR), TIRN is able to coordinate with Area Information Centers to assure that the majority of calls are answered within 60 seconds.



## Top Ten Caller Needs

2-1-1 TIRN call specialists report caller needs and other call center statistics each month. The needs to the right represent the top ten caller needs statewide. **Utilities** needs led the list of caller needs every month in 2010. Utilities includes payment assistance and deposit payment assistance for electric, gas and water service. **Food** includes food pantries, food stamps, food vouchers and emergency food. **Rent** refers to any assistance with rent payments. **Housing** includes homeless shelters and housing authorities.

### Top Ten 2-1-1 Information & Referral Network Statewide Caller Needs for Calendar year 2010



Utilities Payment Assistance 402,999	Food 234,721
Rent Payment Assistance 189,045	Medicaid 51,297
Housing/ Homeless 43,140	VITA/ TAX Assistance 38,704
Holiday Gifts/ Toys & Baskets 34,832	Community Clinics 34,165
Transportation Assistance Registry 24,259	Dental Care 14,274

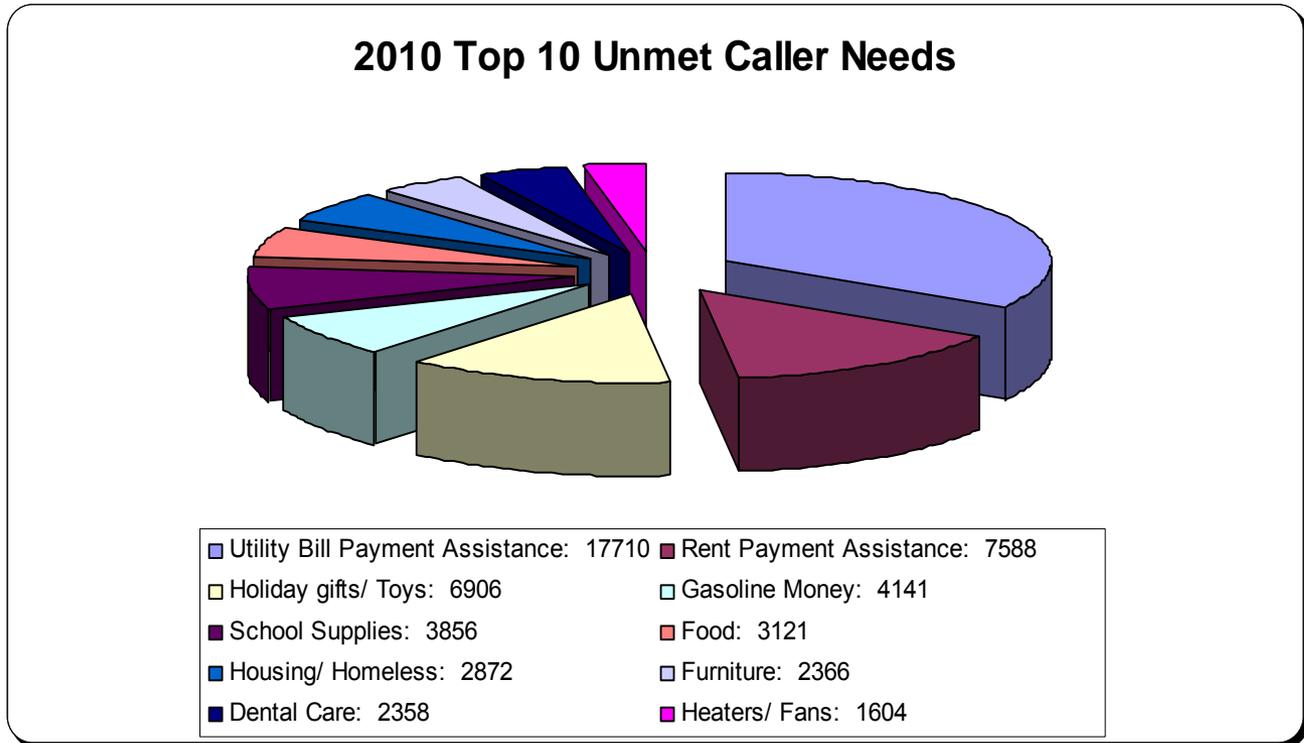
Most caller need categories are easily recognizable. For example, during the winter holiday season, callers seeking help to provide holiday gifts and food for their families comprise one of the top ten caller needs groups.



## Top 10 Unmet Caller Needs

2-1-1 TIRN call specialists report caller needs and other call center statistics each month. The needs to the right represent the top 10 unmet caller needs statewide. A call is considered unmet when the call specialist is unable to locate a resource to meet the caller's needs.

Local community organizations use the unmet need data as a tool when planning their services and outreach.





# 2-1-1 Texas Information & Referral Network on the Web in 2010

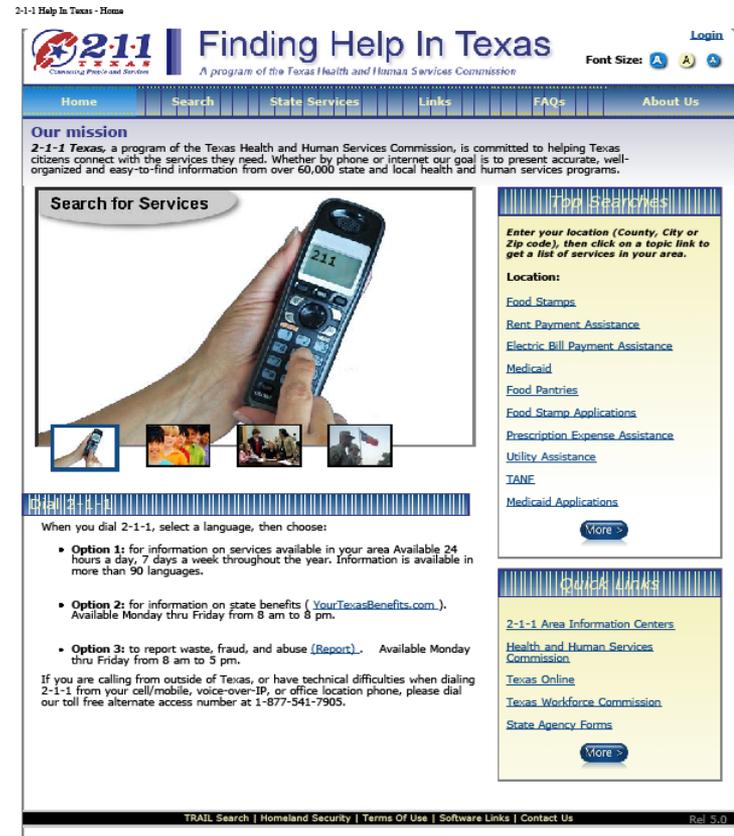
[www.211texas.org](http://www.211texas.org)

The 2-1-1 Texas website combines the databases of local Area Information Centers and provides people the ability to search for information on health and human services.

**Total website visits in 2010: 750,512**

Features of the 2-1-1 website:

- ❖ Search for health and human services programs based on the service needed or the program name by zip code, city or county.
- ❖ Search for child care services based on the different kinds of child care. Web visitors can also have email messages sent directly to Pre-Kindergarten, Head Start and other early childhood education programs.
- ❖ Search for other services for children such as WIC, medical care and therapy.
- ❖ Search for disability services. All state agencies and non-profit organizations that offer disability services or programs within Texas are included.
- ❖ Search for Veterans services. The Veterans' page on the website lists state and national programs and web links, as well as Hotline and Crisis numbers.



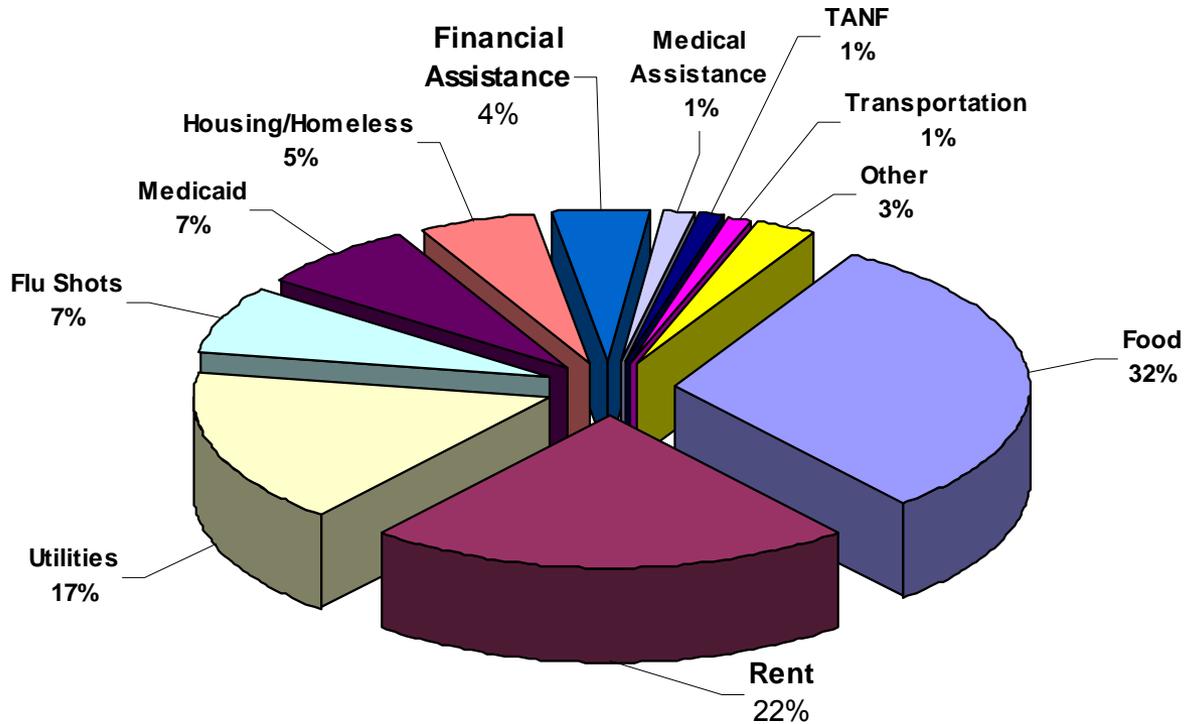
<https://www.211texas.org/211/home.do?view=Search&selectedMenuId=homeMenu46> [6/2010 2:58:36 PM]



# 2-1-1 Texas Information & Referral Network on the Web in 2010

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

### Top Ten Searches on 211Texas.org



## 2-1-1 Texas on the Web

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

The Texas Information and Referral Network (TIRN) *Database Inclusion Criteria* is based on the Alliance of Information and Referral Systems (AIRS) Standards for Professional Information and Referral. Accordingly, the information maintained by TIRN and its community partners should include any governmental, nonprofit or critical for-profit agency that provides a health or human service required to address the needs of all groups in that service area/region.

Visitors to the 2-1-1 website search for a wide range of services. The website keeps a running log of the most frequent top ten search topics. That list is dynamic and reflects the searches with the previous 24-hour period. Some search terms include, but are not limited to:

Air Conditioners	American Red Cross	Animal Control
Assisted Living Facilities	Assistive Living Technology	Baby Clothing
Boarding Houses	Burial Services	Bus Fare
Car Repair	Child Custody	Child Support
Diapers	Disease Screening	Education
English as Second Language	Flu Shots	Furniture
GED Instruction	Hearing Aids	Job Training
Legal Aid	Money Management	Respite Care
School Supplies	Shopping Assistance	





## 2-1-1 Texas Information and Referral Network Area Information Center Directors for 2010

- Alamo – Jeff Vance
- Bryan/College Station – Alison Prince
- Central Texas – Wanda Williams
- Coastal Bend – David Jobe
- Concho Valley – Toni P. Gutierrez
- Deep East Texas – Donna Sprouse
- East Texas – Karen Boehm
- Golden Crescent – Geneva Bortel
- Gulf Coast – David Jobe
- Heart of Texas – Steve Graham
- Middle Rio Grande – Conrado Longoria
- North Central Dallas – Debbie Thornton
- North Central Fort Worth – Vicki Mize
- North East Texas – Dawn Sheffield
- North Texas – Matt Yell
- Panhandle – Kelly Stephens
- Permian Basin – Juanita Castilleja
- Rio Grande – Angela Mora
- South Central – Kay Euresti Garza
- South Plains – Aida Martinez
- South Texas – Peggy Duncan
- Southeast Texas – Colleen Halliburton
- Texoma – Judy Fullylove
- Tip of Texas – Telma Longoria
- West Central – Mary Cooksey



## Partnering State Agencies

The 2-1-1 Texas Information and Referral Network (TIRN) has a finger on the pulse of the state. Data on caller needs, met and unmet, demographic information and web search information combine to create a unique collection of data that can help many state agencies and other organizations to plan ways to improve services to their program consumers.

The Texas Workforce Commission (TWC) was the first state agency to recognize the value of 2-1-1 Information & Referral. Since 2004, TWC has contracted with the 2-1-1 TIRN for the provision of child care information and referral services.

The early success of the 2-1-1 TIRN partnership with TWC led to special projects and data reporting for other state agencies and statewide organizations.

Since 2009, the TIRN annually performs outreach activities in every one of Texas' 254 counties. Outreach activities vary according to population. Some areas have health fairs, some have television and radio outreach, and some outreach is conducted through other media efforts. The statewide outreach and the ever-expanding visibility of 2-1-1 TIRN make agency partnerships a natural fit.



## Partnering State Agencies (Continued)



### Helping Texas Children and Families

Since 2004, TWC has contracted with 2-1-1 TIRN for the provision of child care information and referral services. Parents can dial 2-1-1 to get help finding child care 24- hours a day, 365 days a year. In 2004, 2-1-1 handled 7,314 child care information & referral calls. In 2010, 2-1-1 handled 32,401 child care calls.

Call specialists are available 24-hours a day. The primary purpose of the contract is to ensure that all people in Texas have access to child care information by phone and/or through the internet anytime of the day or night.

In 2005, the Texas Legislature passed *House Bill 2048*, which expanded the function of [www.211texas.org](http://www.211texas.org). Families searching for Pre-K programs or assistance with child care costs can submit application requests via an online form on [www.211texas.org](http://www.211texas.org). More than 38,779 website visitors sought child care and Pre-K information in 2010.



## Partnering State Agencies (Continued)

### Feeding Texas Children

The Texas Department of Agriculture (TDA) contracts with Texas Information and Referral network to provide referrals to summer feeding sites as part of the Summer Nutrition Program. Just as with other special programs, the 2-1-1 call specialists track unmet needs for the Summer Nutrition Program so that new feeding sites can be developed in the areas that report unmet needs. The data from the program helps to assure that the maximum number of Texas children have access to nutritious meals year-round. 2-1-1 has provided this service to the TDA since they assumed responsibility for the program in 2007.



### Easy Access to Health Information

The Department of State Health Services piloted an innovative program with Texas Information and Referral Network (TIRN). The Novel H1N1 Flu pandemic brought a need for specialized medical information to be made available to the public. TIRN partnered with the Department of State Health Services to provide Texans with easy access to H1N1 Flu information. A temporary call center, staffed by medical professionals, joined the 2-1-1 TIRN to provide guidance and referrals in response to callers' flu needs.



## Partnering State Agencies (Continued)

### Maternal and Child Health

2-1-1 Texas Information and Referral Network (TIRN) continues to provide Maternal and Child Health Services call data to the Department of State Health Services. The data assists the Department of State Health Services with meeting the reporting requirements of the Title V Block Grant. The data is also used in development of the Title V 5-Year Needs Assessment.

During the 2010 calendar year TIRN reported making 170,848 referrals to Maternal and Child Health Services.

### Services to Military Service Members and their Families

Since 2008, 2-1-1 TIRN has participated in several initiatives to benefit military members and their families. One project is the Partners Across Texas initiative to enhance support for Texas Army and Air National Guard Service and family members.

Additionally, several regions of the 2-1-1 TIRN were recipients of a grant from the Permian Basin Foundation. 2-1-1 TIRN enhanced the [www.211texas.org](http://www.211texas.org) website to improve accessibility for military service members and their families. The Texas Workforce Commission and the Texas Veterans Commission also contract with 2-1-1 TIRN to track referrals made to military members and their families.

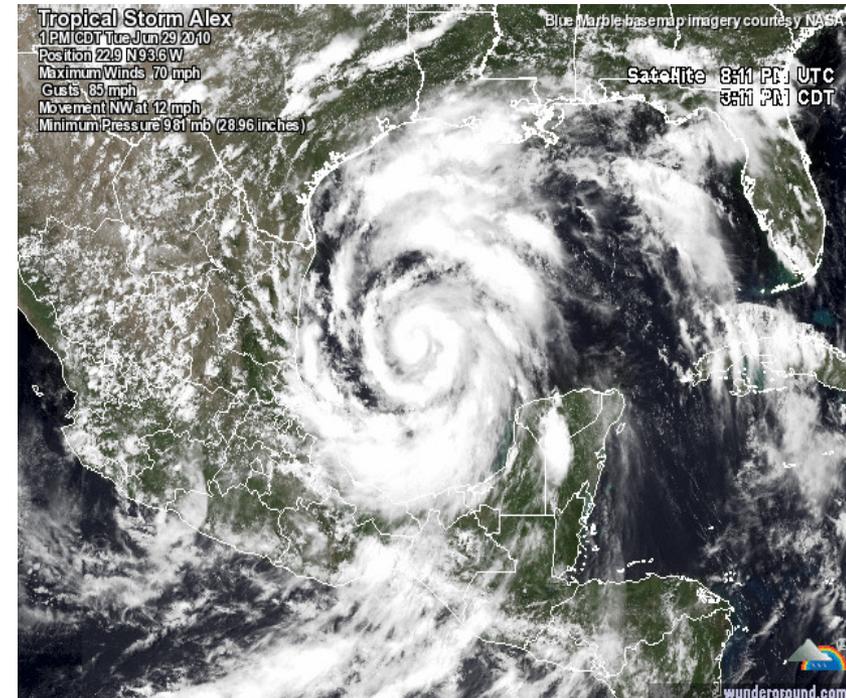


## Partnering State Agencies (Continued)

### Assisting Texans Before, During, and After Emergency Events

2-1-1 TIRN is an active state agency participant in the State Operations Center during events that require statewide emergency response. The 25-regional 2-1-1 Area Information Centers provide safety information to callers and report trends and local community observations as calls are logged by 2-1-1.

Since 2007, 2-1-1 TIRN has registered the information of callers in Texas who feel that they may be unable to evacuate their homes in time of disaster. The Transportation Assistance Registry information is housed in a database owned by the University of Texas Center for Space Research. It is made available to local emergency management officials on a real-time basis to assist them with locating and planning to assist their vulnerable citizens.



## Alamo Region

### The Alamo Region serves the following Counties:

Atascosa	Bandera	Bexar	Comal	Frio
Gillespie	Guadalupe	Karnes	Kendall	Kerr
Medina	Wilson			



### Highlights from the Alamo Region

The United Way of San Antonio & Bexar County (UWSA) is the largest and very well respected, private health and human care service organization in the region. Founded in 1939, UWSA is governed by a volunteer Board of Trustees composed of key business and community leaders in San Antonio. UWSA raises funds to support some 114 strong, well-managed programs at over 70 agencies that help people with basic needs and changes lives.

2-1-1 TIRN designated the United Way Help Line as the Alamo Area Information Center (AIC) in 1992. The Alamo AIC achieved national accreditation by AIRS in 2006.

One of Alamo Region's projects is the *Eastside Promise Neighborhoods Grant*: A federal planning grant that focuses on revitalizing neighborhoods on the eastside of San Antonio. Partners include United Way of San Antonio & Bexar County, SAISD, Family Service Association, Mayor's Office and COSA, SAHA and Trinity University. Provided data on needs by zip code area for grant service area.



## Alamo Region (Continued)

Some other Alamo successes include:

*VITA* (Partners include DCI, City of San Antonio, IRS, United Way, 211 Alamo AIC). In 2010, Alamo received 14,449 calls requesting VITA assistance

*SMOKE DETECTORS* (Partners include Law office of Wayne Wright, S.A.Fire Department, 211 Alamo AIC). In 2010, Alamo received 890 requests for smoke detectors

*FAMILY SERVICE ASSOCIATION SCHOOL UNIFORM PROGRAM* (Partners include Family Service Assn., Eye Masters, Cowboy Cleaners, 211 Alamo AIC). In 2010, Alamo received 1667 from families in need of uniforms for their school-aged children.



Alamo Region Leaders



Alamo Region Military Project Staff

Through the *Texas Military Families Access Project* and four Military Outreach Coordinators Alamo has contacted some 22,500 veterans, spouses and family members--steering them to 2-1-1 for resources that are available to them.

## Bryan / College Station Region

**The Bryan / College Station Region serves the following Counties:**

Brazos      Burleson      Grimes      Leon      Madison  
Robertson      Washington



The Bryan / College Station Area Information Center is hosted by the United Way of the Brazos Valley and serves as the designated Area Information Center (AIC) within the Brazos Valley Region. The areas served include Brazos, Burleson, Grimes, Leon, Madison, Robertson and Washington counties. 2-1-1 Texas/United Way was first opened in 1999 as United Way's *First Call for Help*, a seven-digit telephone help line. As the state of Texas began its efforts in creating a statewide 2-1-1 network, United Way of the Brazos Valley transitioned *First Call for Help* into 2-1-1 Texas/United Way in 2002.

United Way of the Brazos Valley is proud to house the region's 2-1-1 Texas AIC. Through this partnership, United Way of the Brazos Valley has a pulse on the needs of the community, ensuring that funding and initiatives will have the greatest impact on our community.

Since 2002, 2-1-1 Texas/United Way has seen a steady increase in call volume and community awareness. In 2010, 2-1-1 Texas/United Way received its 200,000<sup>th</sup> call since opening. Reaching this milestone once again emphasizes the increasing needs in our community. 2-1-1 Texas/United Way remains dedicated to reporting the needs of our community members to local decision makers including local and state entities.



## Bryan / College Station Region (Continued)

In 2010, 2-1-1 Texas/United Way hosted another session of its Bi-Annual FYI Training, a six-week professional training series on services and programs available in our community. The training series began February 3<sup>rd</sup> and met weekly for three hours through March 17<sup>th</sup>. Over 30 professionals from the fields of education, social work, case management and direct client services attended each of the six sessions.

2-1-1 Texas/United Way continues its partnership with Brazos County Emergency Management and 9-1-1 Service. The relationship with Brazos County Emergency Management allows 2-1-1 Texas/United Way to receive accurate and up-to-date information in the event of disasters. The relationship with Brazos County 9-1-1 ensures that individuals who call 2-1-1 when they should have called 9-1-1 are connected to emergency services in a prompt and efficient manner. Additionally, 9-1-1 continues to serve as an advocate for the 2-1-1 Texas service and our efforts to reduce non-emergency calls to 9-1-1.

The County Communicator is a one-page quarterly report produced by 2-1-1 Texas/United Way for each individual county. The report is sent to all elected officials (county and city), city managers and chambers of commerce in the specified county. Information includes total call volume, top needs and unmet needs, basic caller demographics and calls by city within each county. The report was developed in an effort to communicate valuable information collected by 2-1-1 to key decision makers within the areas served. In 2011, 2-1-1 Texas/United Way will distribute the information in each county more widely, and allow agencies and individuals to receive the report electronically through our Community Information Digest.

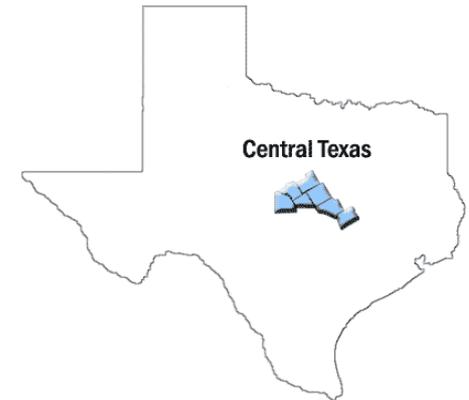
Each year, United Way of the Brazos Valley hosts a Volunteer Income Tax Assistance (VITA) Community Tax Center, which is a free service. Individuals and families are encouraged to dial 2-1-1 to register for a tax appointment. In 2010, 2-1-1 Texas/United Way received 450 calls about tax preparation and many of those were registered for a tax appointment at United Way's Community Tax Center.



## Central Texas Region

### Central Texas Region serves the following Counties:

Bell          Coryell          Hamilton          Lampasas          Milam  
Mills          San Saba



The Central Texas Information and Referral System (CTIRS) has been serving the seven-county Central Texas region as the Area Information Center (AIC) since Fall 2002. The unique CTIRS partnership built among Central Texas Workforce Board, Area Agency on Aging of Central Texas and Bell County Human Services has provided benefits that could not have been achieved by any one entity acting alone.

Project administration and database management are provided by the Central Texas Workforce Board. 2-1-1 Call Center services are provided by Area Agency on Aging of Central Texas and Bell County Human Services.

CTIRS achieved accreditation by the national Alliance of Information and Referral Systems (AIRS) in September 2006, and continues to meet the standards that are represented by that accreditation, including service delivery, resource database, reports/measures, cooperative relationships, organizational excellence and disaster preparedness. Re-accreditation will occur in 2011.

In 2010, CTIRS's community resource database continued to expand as new resources were identified, including the relocation and expansion of a Belton food pantry and the opening of a free clinic at the same site. Community partners have easy access to the resource database via the Internet; and many new users were added in 2010 as outreach to public schools brought interested teachers and counselors to this new information resource.





## Central Texas Region (Continued)

Call volume at the 2-1-1 Call Center also continued to grow in 2010 as citizens sought more connections with health and human services, pressured by economic uncertainty.

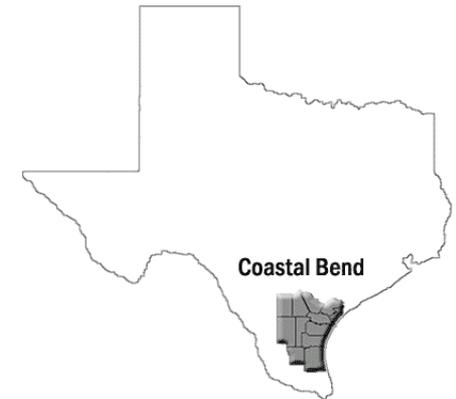
CTIRS has both experienced staff and eager new staff who exhibit deep commitment to their personal excellence in providing services by continued training and education. Their associations with community organizations show continued concern for citizens in Central Texas and makes them more knowledgeable and effective in providing information and referral services. Key staff are experienced both in service provision and in administration.



## Coastal Bend Region

### Coastal Bend Region serves the following Counties:

Aransas	Bee	Brooks	Duval	Jim Wells
Kenedy	Kleberg	Live Oak	McMullen	Nueces
Refugio	San Patricio			



Since September 1, 2007 the United Way of Greater Houston assumed responsibility for ensuring access to essential community I & R Services for this region.

2-1-1 Texas/United Way of Greater Houston has provided uninterrupted quality information and referral services in the Coastal Bend area.

*Diabetes Coalition:* Janna Shoe, Outreach Coordinator, actively pursues and maintains relationships with the local health and human service providers. She is well-known as the subject matter expert for 2-1-1 in Coastal Bend. Janna served as 2010 Steering Committee chairperson for the Coastal Bend Diabetes Coalition. In partnership with the Coastal Bend Diabetes Community Coalition, 2-1-1 is advertised on billboards as the number to call for diabetes related services or questions.

*Community Resource Guide on Child Abuse Prevention:* 2-1-1 Texas was a featured partner in the 2010 Community Resource Guide for San Patricio County providing information on child abuse prevention, children's welfare and other useful resources and tips. Resource data on youth services was supplied by the local 2-1-1 center.





## Coastal Bend Region (Continued)

*Mayor's Council on Aging:* As 2010 Chairperson for the City of Corpus Christi's Mayor's Council on Aging, the council completed its Aging and Disability Resource Directory, published bi-annually, for the Coastal Bend area. Resource information contained in the public directory was provided by the local 2-1-1 database. The 2-1-1 Texas/United Way HELPLINE responded to 2,283 calls where the person in need was over 60 years old.

*Public Health Planning:* 2-1-1 participated on a local planning committee in Refugio County to implement a Local Public Health Department under the direction of County Judge Mascorro and local physician, Dr. J. Stefan Walker. Data reports for county-wide healthcare requests and unmet needs were provided by the local 2-1-1 center as well as a Letter of Support.

*Disaster Response:* Hurricane Karl made landfall on Friday, September 17<sup>th</sup>, 2010 at noon, over central Mexico near Veracruz nearly 600 miles south of Corpus Christi, Texas. This rain event resulted in record flooding on Oso Creek in Corpus Christi. Numerous homes were flooded; however, this incident did not qualify for FEMA's individual assistance; however a SBA grant assistance was approved. 2-1-1 Texas was involved from the beginning of the event answering over 400 disaster calls from residents, attending EOC daily briefs and participating in the Coastal Bend TX VOAD chapter. The CB TX Long Term Recovery Committee (CBTLTRC) was formed in October and continues to respond to unmet needs of disaster victims. The Outreach Coordinator was elected Secretary/Point of Contact for the CTLTRC and provides notification of meetings, resources and coordinates ongoing sub-committee work. The CBLTRC has responded to residential unmet needs for Corpus Christi, rural Nueces county including Robstown and San Patricio county.



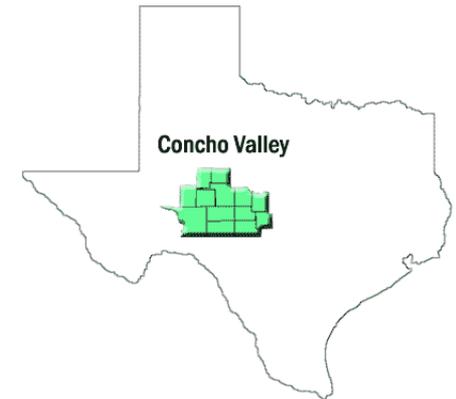


Janna Shoe, Coastal Bend Outreach Coordinator

## Concho Valley Region

### Concho Valley Region serves the following Counties:

Coke	Concho	Crockett	Irion	Kimble
McCulloch	Mason	Menard	Reagan	Schleicher
Sterling	Sutton	Tom Green		



The Concho Valley Council of Governments (CVCOG) is a voluntary association of local governments organized in 1967 under authority granted by the Texas Legislature in 1965 (Chapter 391, Local Government Code). Under provisions of the law, CVCOG is a political subdivision of the State. CVCOG is specifically authorized to conduct planning, assist local governments in implementing plans, contract with local, state, and federal governments or other public and private agencies, review and comment on applications for federal and state grant-in-aid and solid waste permits and assist local governments in solving governmental problems.

CVCOG currently operates regional programs including Aging, 9-1-1, Rural Public Transportation, Rural Head Start, 2-1-1 Texas, Solid Waste Planning, Homeland Security, Criminal Justice, Community Development and Economic Development.

Concho Valley Council of Governments was designated as the Area Information Center (AIC) for the Concho Valley region in January 2004. Since that time, CVCOG has maintained staff that has been able to provide comprehensive access to health and human services information to callers, walk-ins, agency providers and other professionals.





## Concho Valley Region (Continued)

One of the major highlights over the past two years, 2-1-1 Texas of the Concho Valley program was fortunate enough to receive additional funding by a grant to the Texas Health and Human Services Commission from the Texas Resources for Iraq-Afghanistan Deployment (TRIAD) fund of the Permian Basin Area Foundation to offset costs associated with the long-term temporary staff person and to provide more outreach to military service members and the Concho Valley community. Some of the accomplishments achieved in the past year through the Texas Military Family Access Project include: Training and increased awareness on the various military service branches and needs of military families, education on Post Traumatic Stress Disorder and Traumatic Brain Injury, new 2-1-1 pamphlets that were more relevant to service members and their families, ability to provide more outreach via billboards, print advertisement, and promotional items for this target population; and finally, an opportunity to build stronger working relationships with community agencies/groups who not only work with military families, but also provide direct services.

### **Milestones for 2-1-1 Texas of the Concho Valley:**

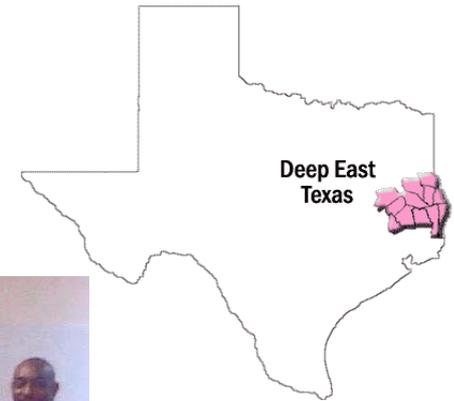
- 2004 – Hired first 2-1-1 Manager of the Concho Valley
- 2005 – Participated in providing Information & Referral for Hurricane Katrina and Rita victims
- 2006 – Collaborated in mainstreaming Christmas gift assistance efforts done in the community by working with Toys for Tots and Salvation Army
- 2008 – Received AIRS Accreditation certificate in May
- 2009 – Hosted 1<sup>st</sup> Annual 2-1-1 Day Open House and Information Fair
- 2010 – Call volume grew from 4,332 calls handled in calendar year 2006 to 13,514 calls handled in calendar year 2010



## Deep East Texas Region

### Deep East Texas Region serves the following Counties:

Angelina	Houston	Jasper	Nacogdoches	Newton
Polk	Sabine	San Augustine	San Jacinto	Shelby
Trinity	Tyler			

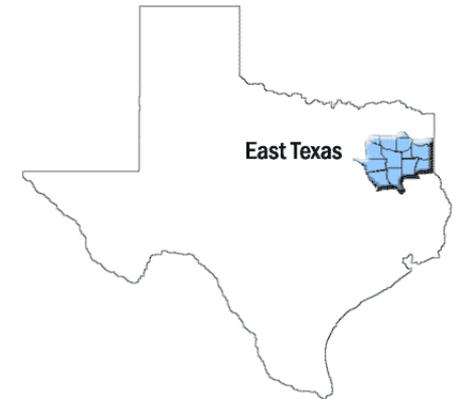


The Deep East Texas Coalition: Forming partnerships to better serve the Deep East Texas communities. Agencies meet together to form a contact list and find additional resources for citizens in need.

## East Texas Region

### East Texas Region serves the following Counties:

Anderson	Camp	Cherokee	Gregg	Harrison
Henderson	Marion	Panola	Rains	Rusk
Smith	Upshur	Van Zandt	Wood	



The East Texas Area Information Center (ETAIC) is hosted by the United Way of Tyler Smith County. Transitioning in the spring of 2004 from the UWTSC INFOLine to ETAIC, UWTSC expanded from serving one county to serving 14 counties, the same 14 counties it continues to serve today. Looking ahead to 2011, UWTSC will celebrate its 20-year anniversary in the Information and Referral field!

In addition to experiencing over a 30% increase in its call volume since 2009, the ETAIC had a plethora of activity during 2010. ETAIC participated in regional disaster responses to winter storms and the ending of the H1N1 epidemic by providing accurate and timely disaster-related information and referral services. Active in the communities of each of the counties it serves, ETAIC conducted over 200 outreach activities. These activities include, but are not limited to, participating in multiple Community Resource Coordination Groups, the East Texas Volunteer Organizations Active in Disaster, community festivals and health fairs, the East Texas Aging & Disability Resource Center as well as conducting presentations and displaying billboards and distributing program materials.

During the summer, ETAIC participated in a multi-county disaster simulation that went so well that ETAIC has been invited to participate in the 2011 simulation. Each year ETAIC assists the local U.S. Marine Corp Reserve Toys for Tots Program, which collects and distributes toys to less fortunate children in the community. In addition to community collaboration and increased visibility in multiple counties, the local 2010 Toys for Tots event provided ETAIC an opportunity to provide information and referral services to local available resources on-site at the distribution location for children and their families who may need more than holiday assistance.





## East Texas Region (Continued)

Additionally, the local 2010 Toys for Tots event resulted in ETAIC receiving an invitation to meet with community leaders within its region. This is an additional opportunity for ETAIC to provide statistical information for community planning purposes.

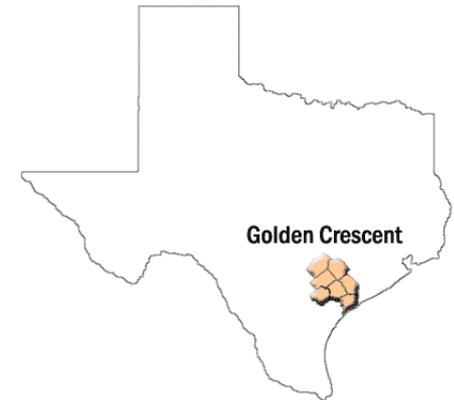
ETAIC also made technological and staff development advancements. ETAIC successfully implemented new technology that enhances its service delivery to the deaf and hard of hearing populations. As an Alliance of Information and Referral Systems (AIRS) accredited Area Information Center (AIC), ETAIC is committed to the development of its employees. ETAIC successfully implemented an updated web-based software application for staff training purposes that enhanced both the capabilities to manage employee training and efficiency by streamlining the process. During the fall of 2010, 100% of ETAIC's full-time employees and all eligible employees participated in AIRS certification, becoming Certified I&R Specialists (CIRS) or Certified Resource Specialists (CRS), which further demonstrates ETAIC's commitment to excellence.



## Golden Crescent Region

### Golden Crescent Region serves the following Counties:

Calhoun    De Witt    Goliad    Gonzales    Jackson  
Lavaca    Victoria



Mission Statement: “Ensure that people seeking help get connected to the right community service in a timely and respectful way.”

The Golden Crescent Regional Planning Commission (GCRPC) is designated as the Area Information Center (AIC) for 2-1-1 Texas. We were already operating as the Area Agency on Aging which included I & R activities. The designation as 2-1-1 began in January 2001 when TIRN was legislatively mandated to maintain and disseminate information about health and human services. We received the AIRS accreditation in July, 2008.

2010 began with a heavy involvement with the 2010 Census. Our 2-1-1 Coordinator served on the Victoria County “Be Counted” Committee which included developing strategies for reaching the hard to count populations. As the chair person of a sub-committee, she developed and conducted training for all of the home health providers to assist disabled and elderly clients complete their forms, participated in school functions to encourage parents to be counted and implemented procedures for the 2-1-1 call staff to remind all callers of the importance of completing and mailing their census forms. She received a personal visit from one of the lead staff of the Census marketing program to relay his appreciation of her work and 2-1-1’s cooperation.





## Golden Crescent Region (Continued)

### Milestones and Highlights of 2010:

GCRPC's 2-1-1 has enjoyed an excellent relationship with many social service agencies in our communities as a result of our involvement with the Homeless Coalition. We continue to serve on the board of this organization. In January 2010 we participated in the annual "Homeless Count" by assisting in the planning, providing 300 of our 2-1-1 bags, brochures and promotional items for distribution to individuals and families and conducting counts at local motels. 2-1-1 was discussed with each person contacted.

As a member of the Network Advisory committee of the local MHMR agency, Gulf Bend, we had the opportunity to contribute to their strategic planning for the next few years which also resulted in their implementation of individual counseling services. We have collaborated with Mid-Coast Family Services and Community Action. We also provide monthly reports to Community Action regarding the number of referrals to their agency. Quarterly reports of call statistics and top needs and unmet needs are provided to agencies to assist them in determining gaps in services and for documentation in their grant applications.

In December, we participated in the "HEB Feast of Sharing" again by registering callers requesting to volunteer at this function.

We used billboards in Victoria, participated in a local television program to discuss 2-1-1 services and paid for television and radio ads in the area to celebrate "2-1-1 Day" in February.



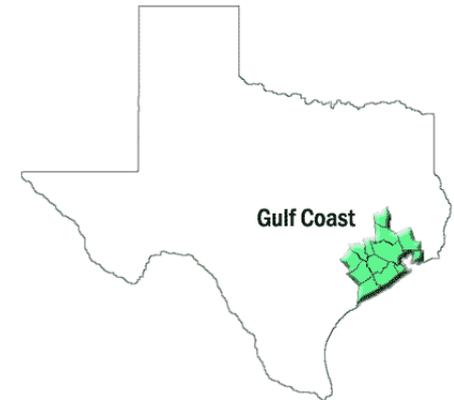
Staff of Golden Crescent Region



## Gulf Coast Region

### Gulf Coast Region serves the following Counties:

Austin	Brazoria	Chambers	Colorado	Fort Bend
Galveston	Harris	Liberty	Matagorda	Montgomery
Walker	Waller	Wharton		



United Way of Greater Houston has been involved since the early planning stages of 2-1-1 and has been a full partner since its inception. As one of the inaugural 2-1-1 call centers in Texas, it has been our privilege to provide this vital resource to our community on a continuous basis since October 2002. 2-1-1 Texas/United Way Helpline call volume continues to increase each year, demonstrating that efforts to broaden awareness of this vital community resource have exceeded beyond our expectations and highlights the value of our service to the Gulf Coast Region. Callers in need of health and human service information look first to 2-1-1 Texas/United Way Helpline to direct them to needed services. 2-1-1 Texas/United Way Helpline operates 24-hours per day, 7-days a week in multiple languages. There is always someone available to provide a caring and compassionate response for life's more difficult challenges.

### COMMUNITY RELATIONSHIPS

*CEAP:* 2-1-1 Texas/United Way HELPLINE teamed up with Sheltering Arms Senior Services to provide information about the Comprehensive Energy Assistance Program (CEAP) to low-income callers. During 2010, 2-1-1 Texas/United Way HELPLINE helped 41,546 callers find the CEAP program that would best serve them.





## Gulf Coast Region (Continued)

*VITA:* 2-1-1 Texas/United Way HELPLINE is the number to call to find out where low-middle income taxpayers can have their taxes prepared free of charge. Neighborhood Centers operates the Neighborhood Tax Centers throughout the greater Houston area and relies heavily on 2-1-1 Texas/United Way HELPLINE to help get the word out to people who need tax preparation assistance. In 2010 more than 13,650 persons from the Greater Houston area learned about free tax preparation through 2-1-1 Texas/United Way HELPLINE.

*Summer Food Service:* One of the call specialists' favorite programs each year is helping families find a summer food site where children can eat free while they are out of school. Children between the ages of 0-19 years old can go to a summer food service location for breakfast, lunch and an afternoon snack and eat free of charge. In 2010, 2-1-1 Texas/United Way HELPLINE assisted more than 2,350 families to find a summer food site near them.

*Operation School Supplies:* For some families, getting children back in school can be a challenge. The added expenses of school supplies, clothing and/or uniforms and any other needed supplies can be expensive. One of the best sources of learning where services are located is to call the 2-1-1 Texas/United Way HELPLINE. More than 7,260 families learned where to get assistance with back to school needs by dialing 2-1-1.



## Gulf Coast Region (Continued)



Gulf Coast Region call center staff monitor call quality to ensure positive customer service.

David Jobe (right) manages the 50-plus staff of the Gulf Coast Region Area Information Center

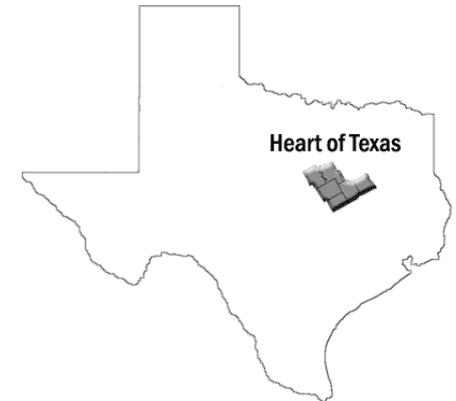




## Heart of Texas Region

### Heart of Texas serves the following Counties:

Bosque Falls Freestone Hill Limestone  
McLennan



The Heart of Texas Information & Referral Services, also known as Heart of Texas 2-1-1 (HOT 2-1-1), serves the six-county Heart of Texas (HOT) Region. We have served the HOT region since 2002 and have built a partnership with a wide array of community partners including the Heart of Texas Area Agency on Aging, the Heart of Texas Workforce Solutions and Texas Health & Human Services.

HOT 2-1-1 achieved accreditation by the national Alliance of Information and Referral Systems (AIRS) in August, 2005 and continues to meet the standards that are represented by that accreditation; which includes reports, cooperative relationships, resource database and disaster preparedness.

In 2010, HOT 2-1-1 was involved in a Health Fair/Career Fair at McLennan Community College to promote the 2-1-1 network and related services. The event was part of our “2-1-1 Day”. HOT 2-1-1 was featured in a local calendar in corporation with the HOT Workforce Solutions. Community partners have easy access to the resource database via the internet and many new users were added in 2010. We currently have in excess of 2,047 agencies in the database. We continue to print and distribute over 20,000 copies of a paper community resource guide each year.

Call volume at the HOT 2-1-1 call center continued to grow dramatically from previous years as citizens sought more connections with Texas Health & Human Services and other community resources due to personal financial hardships and an unstable economy. HOT 2-1-1 handled over 40,000 calls in calendar year 2010.



## Middle Rio Grande Region

### Middle Rio Grande Region serves the following Counties:

Dimmit	Edwards	Kinney	La Salle	Maverick
Real	Uvalde	Val Verde	Zavala	



Staff of Middle Rio Grande

The Middle Rio Grande Development Council (MRGDC) is the host organization that houses the 2-1-1 Texas Area Information Center, established in 2003 in partnership with Health & Human Services Commission. Through MRGDC's One Stop Center and co-location of its Homeland Security Program, 9-1-1 Services, Area Agency on Aging (AAA), Criminal Justice Department (CJD), Solid Waste Management, Child Care Provider Services (CCPS) and its six Workforce Solutions Centers located throughout the nine county region, the 2-1-1 Program has become a vital part of the Middle Rio Grande's One Stop Center approach to serving its constituency by directing callers to the right program or agency. It underscores the seamless collaboration of the COG's many departments coming together with other regional agencies to serve the public interest.

## Middle Rio Grande Region (Continued)

Established in 2003 under the Area Agency on Aging (AAA) Program, the Middle Rio Grande Area Information Center celebrates the following achievements:

- \* Received AIRS Accreditation in July 2009.
- \* 2-1-1 Staff was certified (CIRS and CIRS-A) April 2008.
- \* Continues to provide outreach services in the areas: Child Care, the Texas Military Family Access Project and the H1N1 Project by making presentations throughout our nine county regions.
- \* MRGDC Board of Directors have signed a Proclamation declaring the month of February as 2-1-1 Texas Month.
- \* The Texas Alliance of Information and Referral Systems (TAIRS) 2010 Outstanding Call Specialist Award went to Lydia Saenz, I&R Specialist/Database Supervisor for the 2-1-1 Texas/MRGDC Program. The I&R Specialist Award is given to an outstanding individual who exhibits a broad knowledge of resources and sincere empathy to those in need. The Award seeks to recognize that very special person who tirelessly answers the phone and goes the extra mile to help callers.



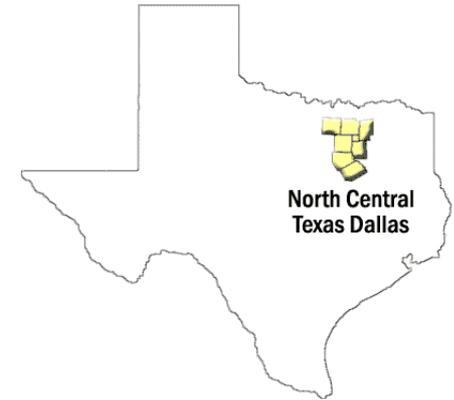
Outstanding Call Specialist for 2010, Lydia Saenz, demonstrates 2-1-1 data search.



## North Central Texas Dallas Region

### North Central Texas Dallas Region serves the following Counties:

Collin      Dallas      Denton      Ellis      Hunt      Kaufman  
Navarro      Rockwall



The Community Council of Greater Dallas is a recognized community leader providing innovative collaboration and planning to improve the quality of life within the greater Dallas Community for 70 years. The organization consistently spearheads numerous initiatives to help the poor, the frail, the elderly and the young.

The Community Council of Greater Dallas operated InfoLine, a comprehensive information and referral service for the citizens of Dallas County, for 30 years prior to the birth of the 2-1-1 movement. In 2002, the Community Council of Greater Dallas became the 2-1-1 provider for North Central Texas. Other permanent programs operated under the Community Council umbrella include the local Area Agency on Aging, Community Youth Development Program, Community Transportation Network and outreach programs that improves access to CHIP, Food Stamps, Medicare, Medicaid and other public benefit programs. The expansive scope, reliability and influence of the Community Council is integral to the success of 2-1-1 and helps make it possible to significantly impact improvement in the North Central Dallas community every day.

2-1-1 North Central Texas, Dallas provides resource referrals to more than 450,000 individuals annually. The program is also active in community service, local and state disaster response and collaborates with numerous social service agencies to provide outreach, education and training opportunities.





## North Central Texas Dallas Region (Continued)

The program is active at the state and national level with membership and board participation in Texas Alliance of Information and Referral Systems (TAIRS) and the Alliance of Information and Referral Systems (AIRS). 2-1-1 staff activities in the community in 2010 included:

*Outreach, Education & Training:* A dedicated outreach coordinator schedules agency visits and educations presentations throughout the year. An example of special events includes:

*The Mayor's Back to School Fair* – educational material and school supplies to families

*Senior Road Show* – traveled to senior centers and provided educational information to senior citizens

*Ask Me About 2-1-1* – celebrating 2-1-1 Texas Day with a button campaign

*Community Council of Greater Dallas 70<sup>th</sup> Anniversary Celebration*

*KERA Mortgage Assistance Program*

*America's 1 Night Out Against Crime* – promoting crime prevention

*Community Service* – 2-1-1 Staff conducted two community service projects in 2010.

*Coat and Toy Drive* – new and gently worn toys and coats for The Family Place, a domestic violence and family resource center

*Silver Star Room* – collecting food, hygiene and resource items for senior citizens

*Disaster Response* – fortunately Texas did not have statewide disaster in 2010. Locally 2-1-1 North Central Texas responded to two weather related events and one large scale fire event.

*2-1-1 hosted an educational opportunity this year* – Breakfast with 2-1-1, a program and tour for local emergency responders and elected officials





## North Central Texas Fort Worth Region

### North Central Texas Fort Worth Region serves the following Counties:

Erath      Hood                  Johnson      Palo Pinto      Parker      Somervell  
Tarrant      Wise



Besides the record breaking call volume with our existing staff here are a few 2010 highlights:

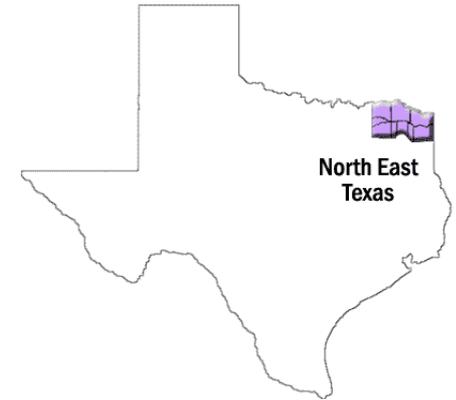
- Successfully achieved AIRS re-accreditation
- Collaborating with the county of Tarrant and numerous social service providers on the development of the on line information tool “Network of Care”
- 2-1-1 Manager is representing 2-1-1 on a national level by serving on the AIRS Board of Directors and the Accreditation Commission
- Working with Tarrant County ADRC/AAA in the enhancement of the 2-1-1 database to include local respite providers in Tarrant County
- Providing resource data for our seven surrounding counties to the NCTAAA/ADRC for regional aging directory
- Served on the TIRN statewide database selection process and one of the four AIC’s chosen for the pilot data conversion



## North East Texas Region

### North East Texas Region serves the following Counties:

Bowie	Cass	Delta	Franklin	Hopkins
Lamar	Morris	Red River	Titus	



Hopkins County Community Action Network, or CANHelp, is the host organization of 2-1-1 Texas Northeast Region. CANHelp has hosted 2-1-1 the past four years. One of the many features of our independent, nonprofit agency hosting 2-1-1 is that we get a daily glimpse into the unmet needs in Hopkins County (the area that CANHelp exclusively serves). We are able to watch in real time where clients are either falling through the cracks or where needed services are unavailable. This allows CANHelp to quickly and accurately meet the needs of Hopkins County clients.

Our agency has been able to do good work in the community. This past year we focused on public relations and spreading the word about the services that 2-1-1 provides. In fact, many agencies and residents here refer to our building as the “2-1-1 building!” During 2010, our agency was voted “Best People” by the Martin Luther King Jr. Celebration Committee.

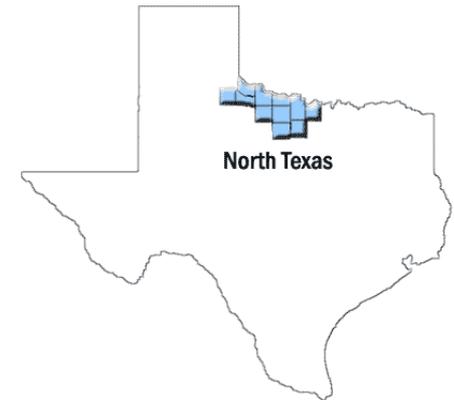
In reflecting on the work of our AIC during 2010, our staff has noticed that our agency has become the “go-to” agency when our community finds someone in need. In our rural community and region, all the resources of the cities, counties, local nonprofits and churches are being used up to a great extent. The dynamic created by this scenario is an economy in which people in need are seeking out assistance and not finding it. As a result, the agencies that are unable to assist this population are urging the clients to “just call 2-1-1.” By giving that response, the client still feels like there will be a chance of their situation being resolved. 2-1-1’s centralized database has become an essential part of our state, regional and local economies.



## North Texas Region

### North Texas Region serves the following Counties:

Archer	Baylor	Clay	Cottle	Foard
Hardeman	Jack	Montague	Wichita	Wilbarger
Young				

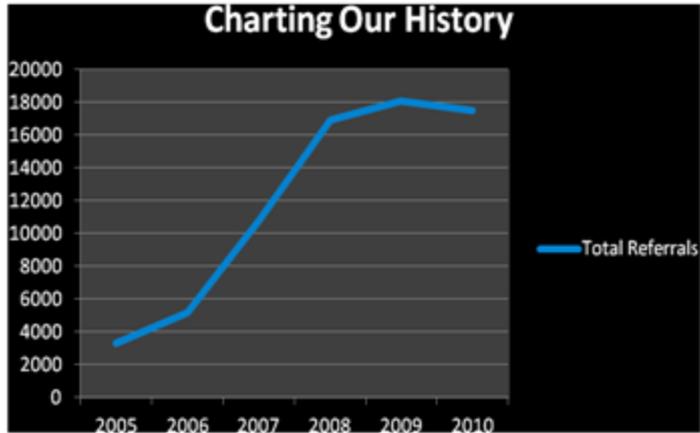


North Texas Area United Way is committed to improving the financial stability of our community through investing in strategies that improve financial outcomes for families. NTAUW focuses on system change strategies and uses strategic models to design and implement programs and collaborations that will have the greatest impact on improving outcomes. NTAUW utilizes a framework for increasing positive outcomes in our community, of which 2-1-1 is a key aspect.

Providing 2-1-1 services for the North Texas Region helps us to achieve the goal of increasing income through providing comprehensive information and referral services and connecting Individuals and families to coordinated support services that reduce barriers to achieving resilience and financial stability. NTAUW has operated an information and referral service in Wichita County, Texas as First Call for Help, for over eight years. Through collaboration with the Texas Health and Human Services Commission (HHSC) and other area information and referral services in the State of Texas, the North Texas Area United Way's First Call for Help transitioned to the name of 2-1-1 Texas, North Texas Area Information Center (AIC). The AIC has worked as a partner with HHSC's Texas Information and Referral Network (TIRN) successfully throughout those years. In 2009, NTAUW received full accreditation by the Alliance of Information and Referral Systems (AIRS) for our operation of 2-1-1. During the AIRS Accreditation process, our agency's submission and onsite review resulted in being cited as a Best Practice within the I&R sector in five different areas. Currently, 75% of the 2-1-1 staff are nationally certified Information & Referral specialists (CIRS).



## North Texas Region (Continued)



The 2-1-1 Advisory Committee addresses unmet needs through developing coalitions to meet those needs. The TRAIID collaboration was formed in response to the increasing number of unmet veteran needs and lack of resources identified in this area. The NTAUW is currently working with the Texas Veterans Leadership Program, Wichita County Veteran's Office, Sheppard Air Force Airman & Family Readiness Center and the Veterans Administration in order to develop comprehensive services and referrals that can increase the financial stability of Veterans and their families from Iraq and Afghanistan.

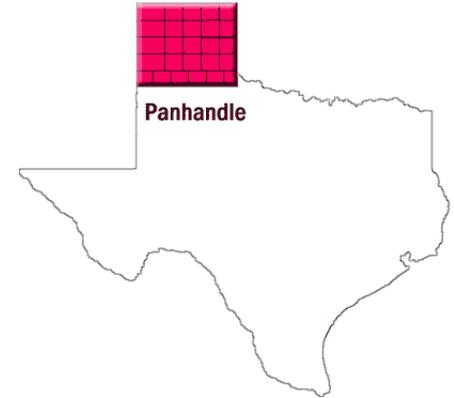
The North Texas Area Information Center has also developed relationships with local and regional Emergency Management in the recent years. This proved instrumental in disseminating authorized information to the public and controlling rumors that occurred during the Wichita Falls Flood of 2007 and 2009-2010 blizzard. The call center has also responded to local grassfires that shut down highways and required evacuations.



The 2009-2010 Blizzard



# Panhandle Region



## Panhandle Region serves the following Counties:

Armstrong	Briscoe	Carson	Castro	Childress
Collingsworth	Dallam	Deaf Smith	Donley	Gray
Hall	Hansford	Hartley	Hemphill	Hutchinson
Lipscomb	Moore	Ochiltree	Oldham	Parmer
Potter	Randall	Roberts	Sherman	Swisher
Wheeler				

2-1-1 Texas Panhandle is part of United Way of Amarillo & Canyon and is housed in the Guyon Saunders Resource Center since 2003. The Guyon Saunders Resource Center is a one stop shop for homeless and at risk families. Our affiliation with United Way helps us to keep abreast of services in the Amarillo area through program provider meetings, site visits that United Way conducts of partner programs; and our location in the Guyon Saunders helps to keep us on track of the needs of the community. It is the go-to center for at-risk people, with many agencies co-located here, so our location helps to facilitate interagency cooperation and eases access to services for clients.

Highlights for 2010 include participation in the MMRS, participation in the Veteran’s Administration’s Winter & Summer Outreaches (called Stand-Downs in other communities), participation in the area Homeless Coalition (through United Way’s auspices) and participation in the first annual Opportunity Conference in our area which sought to bring people who had previously never sought services into contact with agencies and programs that could help them maintain self-sufficiency.

We also instituted an outreach position to better serve our rural counties—our outreach specialist visits each county several times per year in an effort to make contact with new or previously missed services and to spread awareness of 2-1-1 in historically underrepresented areas.



## Panhandle Region (Continued)

Our call volume has continued to grow, with the scoreboard recording 42,358 calls in 2010. Despite bumps in funding, and a near total staff turnover, we managed to maintain an 86% service level for the year.

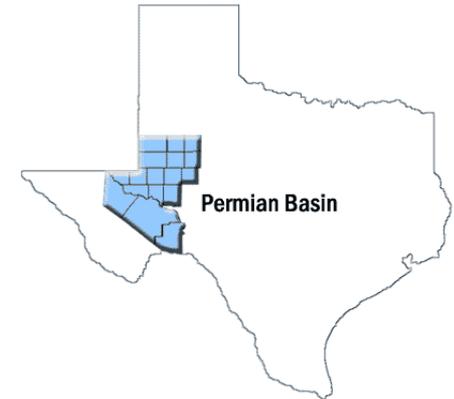


I & R Specialists Beth Elmore and Christina Ledesma

## Permian Basin Region

### Permian Basin Region serves the following Counties:

Andrews	Borden	Crane	Dawson	Ector
Gaines	Glasscock	Howard	Loving	Martin
Midland	Pecos	Reeves	Terrell	Upton
Ward	Winkler			



The Permian Basin Workforce Development Board is governed by a 30-member body and the private sector represents over 57% of the members. The Board has served as the 2-1-1 Texas Permian Basin host organization since 2007. The Board, one of 28 Local Workforce Boards in the state, has the responsibility for providing employer/job seeker services for over 405,000 people living in the Permian Basin, as well as providing subsidized child care services for working parents or parents who are in training.

The Board's total operation budget is approximately 16 million dollars, with Child Care representing 57% of the budget. Since the Board represents a 17-county area, we have been able to enhance the partnerships between local non-profits and the Area Information Center program. By increasing our partner base, we have seen our local call volume go up 10-15%. The Board continues to financially support 2-1-1 with our local program funding. One of the reasons we were interested in being a host organization is the need to connect our customers with services in the community and 2-1-1 offers that resource.





## Permian Basin Region (Continued)

Milestones 2010:

*Partnership with Casa de Amigos AmeriCorps* – 2-1-1 Texas Permian Basin provided 40-hours of classroom disaster training to 30 AmeriCorps members. They are required, as part of their commitment, to be involved in disaster preparedness/volunteering in their community. In addition to the training, the members come to the call center every Friday to shadow the I & R Specialist during normal business hours in order to be familiar with computer software and phones.

*Partnership with Midland Independent School District* – 2-1-1 Texas Permian Basin, Head Start, and United Way of Midland joined together to produce a Midland County Community Services Directory to be published in 2011. The directory will continue to assist Head Start parents with information about available resources in Midland County. With funding assistance of the United Way, additional copies will be made available to the Midland community. 2-1-1 Texas Permian Basin provides the partners with the most up-to-date data and assists with various stages of the directory process.

*Partnership with Midland Health Department* – has resulted in an on-going agreement to respond to a public health emergency in Midland County. Midland Health & Senior Services will alert 2-1-1 Texas Permian Basin of a pending public health emergency as soon as possible to begin preparations for delivering a public health message or begin assisting callers through the emergency or disaster. 2-1-1 was invited to be an active participant at an Isolation and Quarantine tabletop exercise.



## Rio Grande Region

### Rio Grande Region serves the following Counties:

Brewster   Culberson   El Paso   Hudspeth   Jeff Davis  
Presidio



The City of El Paso Department of Public Health (DPH) is home for the 2-1-1 Texas Rio Grande Region (RGR) Area Information Center (AIC) since 2004. Since then it has provided significant in-kind support to the program. Our association with City government has allowed 2-1-1 Texas Rio Grande Region AIC easy access to a large segment of the community at City venues (over 250) and through the City and DPH's established reputation. The DPH was established over 77 years ago with the mission to work in partnership with people in the El Paso community to promote and protect the health of the Borderland. The DPH works in partnership with various multi-sector entities at the local, regional, state, national and international levels to effectively safeguard the public's health. The DPH is staffed by over 330 skilled workers with expertise in core public health competencies. As the local health authority, the DPH has served and continues to serve as a vital source of information and education to empower the community with respect to health issues.

Some of the program's milestones include:

As a key regional community program, 2-1-1 Texas Rio Grande Region AIC call volume has doubled in the last 3 years from 29,000 in 2007 to almost 60,000 in 2010.

Due to the Base Realignment Act (BRAC), the Rio Grande AIC has become a key and effective provider for the second largest military community in the country.





## Rio Grande Region (Continued)

Our association with a municipal government assisted in positioning our AIC as a key City program working in close collaboration with the City's community preparedness team which includes the Police and Fire departments, Office of Emergency Management and other key community disaster responders.

Established and maintain a constant and visible presence at all appropriate City venues through displayed promotional items and outreach intervention including: public libraries, parks, senior/child care and recreation centers, mass transit (Sun Metro), police regional commands, fire stations, tax offices, City Hall, Neighborhood Associations and all Department of Public Health clinics, WIC centers and others.

Established two 2-1-1 satellite offices at the Mexican Consulate offices in El Paso and Presidio Counties and secured funding for a 2-1-1 part-time employee.

Established relationships with key local community providers including the HHSC's offices, Rio Grande Region Workforce Development, Rio Grande Region Aging & Disability Resource Center, Ft. Bliss and the Army Beaumont Medical Center.

Through state-of-the-art data software, 2-1-1 staff generates detailed reports and conducts advocacy with partnering organizations to address service gaps identified through these reports

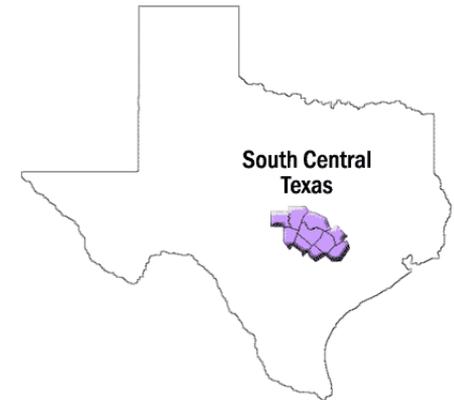
2-1-1 staff are actively involved in the Extreme Weather Task Force addressing issues associated with inclement weather and rendering aid to communities in need. The Extreme Weather Task Force obtained a Best Practice designation from the National Association of City and County Officials (NACCHO) in 2008.



## South Central Texas Region

### South Central Texas Region serves the following Counties:

Bastrop	Blanco	Burnet	Caldwell	Fayette
Hays	Lee	Llano	Travis	Williamson



The South Central (SC) Area Information Center (AIC), in partnership with the United Way Capital Area (UWCA) has served South Central Texas as the leader in experienced, professional and efficient Information and Referral (I & R) Service for more than 14 years. Launched in April 1996, United Way's First Call for Help provided quality information and referral to health and human service providers in Travis County and expanded in 2000 to serve the 10-county region that makes up the South Central Texas Region.

In 2001, UWCA was designated as the AIC for the South Central Region in what would be the new 2-1-1 Texas Statewide Information and Referral Services. On October 10, 2002, at 10:06 a.m., the first call to 2-1-1 in the State of Texas came in to the SC AIC. Since 2002, call volume has increased by over 400%. SC continues to benefit from their partnership with UWCA. Through the relationship with UWCA, SC is linked to the philanthropic and community engagement expertise that supports funding of service and leverages the ability to identify and bring awareness to ongoing needs in the South Central community.

Despite a 35% increase in call volume since 2009, SC has maintained service level goals almost every month at 80% calls answered in 60 seconds or less. In addition, SC's customer service surveys show a consistent positive response with results indicating a 97% satisfaction rate. Additionally, in 2010 SC completed the Alliance of Information and Referral Systems (AIRS) re-accreditation process.





## South Central Region (Continued)

The SC AIC participated in the TEXAS UNITES 2010: Texas Citizen Corps and Texas Volunteer Organization Active in Disaster (VOAD) Inaugural Conference. Then on June 28, 2010, Hurricane Alex made landfall as a category II storm approximately 100 miles south of Brownsville, Texas. When Tropical Storm Hermine resulted in local flooding in September, SC partnered with local agencies, such as the Red Cross, to provide resource information for residents who were impacted. Additionally, this fall the SC AIC was established as a Warm Center.

The SC AIC has used 2-1-1 data and resources to develop relationships with community agencies. In coordination with UWCA, the SC AIC partnered with the Community Action Network (CAN) to provide monthly trainings to social service staff and volunteers from a broad range of social service agencies and community organizations on how to utilize 2-1-1 in their work, search for services using the online resource database and link their clients to social services and state benefits. Over 200 community members participated this year, and SC will continue to offer monthly trainings through 2011. Similar trainings have been and will continue to be provided to the University of Texas School of Social Work and Austin Police Department police officers.

Additionally, July of 2010, SC provided a 2-1-1 presentation to The Hays County Healthy Communities Collaborative to aid their creation of a health resource guide for Hays County. Using the 2-1-1 Community Resource Database, SC created a guide of health and human services located in Hays County. SC also developed a partnership with the Central Texas Diabetes Coalition to be the access point for accurate and detailed information about diabetes education screening and treatment resources.

The SC AIC continued providing outreach to Veterans and Military members and their families by attending Yellow Ribbon events and conducting specialized 2-1-1 trainings for veterans and military stakeholder groups. SC is a member of the Veterans Intervention Project (VIP) led by Maria Canchola, Travis County Constable of Precinct 4 and Bruce Elfant, Travis County Constable of Precinct 5. SC partnered with VIP to create a Wiki resource page targeted to Travis County defense attorneys and social service providers who work with veterans.





## South Central Region (Continued)

The SC AIC continued to grow previous relationships with community agencies in 2010. Along with UWCA, SC had a successful partnership with Foundation Communities during this past tax season. Through the 2-1-1 Helpline, SC made over 9,500 referrals to tax services and helped the Foundation Communities reach their goals of securing \$29 million in federal tax refunds for working families and securing \$11 million in Earned Income Tax Credit for working taxpayers. In addition, SC helped working families secure over \$8 Million in Child Tax Credits, assisted taxpayers in securing over \$450,000 in Education Credits and helped secure 15% more in EIC refunds for working families compared to last season (\$9.6 million).

Building on the previous partnerships with the Austin Independent School District, local community clinics, Manos de Cristo, City of Austin and other area school districts, SC provided families with information about back-to-school resources, including where to get required immunizations, how low-income families can get free school supplies and information about where students participating in sports can get low-cost sports physicals.

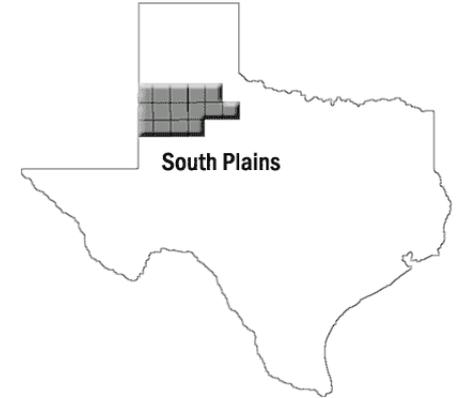
Early in 2010 four SC staff participated in the national Association of Information and Referral (AIRS) Conference in Rochester, New York; and in October, four SC staff attended the Texas Association of Information and Referral (TAIRS) Conference in San Antonio. The SC AIC staff attended information sessions and workshops about Information and Referral, including current best practices, disaster response, database maintenance, advocacy, and emerging trends of service delivery.



# South Plains Region

## South Plains Region serves the following Counties:

Bailey	Cochran	Crosby	Dickens	Floyd
Garza	Hale	Hockley	King	Lamb
Lubbock	Lynn	Motley	Terry	Yoakum



2-1-1 Texas South Plains has been housed at South Plains Association of Governments (SPAG) since its inception in 2005. SPAG has a planning region that encompasses 15-counties and is charged with representing the interests of local governments of the region. It facilitates the development of the economic, social and physical environment. It is governed by local elected officials. There are 24 other Councils of Governments in the State of Texas.

SPAG also houses other departments such as Regional Services, Economic Development, 9-1-1, Homeland Security, Law Enforcement and the Area Agency on Aging (AAA). 2-1-1 Texas South Plains was initially set up under the Area Agency on Aging and became its own separate department in 2008. Since then, it has maintained a collaborative relationship with the AAA and assists with trainings, data sharing and outreach efforts.

A milestone for 2-1-1 Texas South Plains was achieving AIRS accreditation in 2009 and 100% of four staff receiving AIRS certifications in CIRS, CIRS-A, and CRS. Building collaborative relationships with local community agencies such as Volunteer Income Tax Assistance (VITA) group, summer food providers and local colleges/universities/independent school districts for back to school events has proven beneficial because it has helped them understand what 2-1-1 is about, locally and statewide.



## South Plains Region (Continued)

Other evolved relationships consist of local emergency management coordinators and Regional Liaison Officer; and participating in local and regional training exercises. The 2-1-1 Texas South Plains Advisory Council has also been beneficial when promoting 2-1-1. Members represent rural areas, the elderly, elected officials, nonprofit agencies and community advocates.

Last year's 2-1-1 day event was successful because it helped volunteer groups gain visibility among local agencies via power point presentations and information sharing. Overall, the local community has been accepting of this program and it has therefore turned into "free" outreach. Referrals to clients from these community agencies/groups have also helped tremendously.



South Plains 2-1-1 staff Aaron Alias and Roxana Lopez educate the community about 2-1-1.

## South Texas Region

### South Texas Region serves the following Counties:

Jim Hogg

Webb

Zapata



United Way of Laredo is a non-profit agency that serves as a community resource with a network of agencies. We work with over 26 agencies in our area that provide an array of services to people in need. We partner with them in providing information and services to the community.

Our United Way has a board of 54 members. These board members serve on other non-profit boards and social service agencies. They also promote and provide additional information on 2-1-1 resources. We also work with the State Employee Charitable Campaign (SECC) and the Combined Federal Campaign (CFC) volunteers to promote the United Way and the Texas 2-1-1 system in our area. Volunteers are trained to provide information on the resources available and to encourage volunteers to have other agencies contact the United Way to be included in the service directory and database.

Texas 2-1-1 services are available 24-hours a day, 7-days a week. The United Way of Laredo is open Monday – Friday, 9:00 a.m. to 6:00 p.m. We partner with the United Way of Houston (Gulf Coast AIC) to provide after-hour access to information and referral services.

United Way serves on various community coalitions. These partnerships allow us to obtain more information on resources available in the community. Some of the coalitions we serve on include: VITA, VOAD, FEMA-EFSP, CRCG and the homeless coalition. The United Way of Laredo participates in other Special Projects.





## South Texas Region (Continued)

Some of the Special Projects are:

*Summer Food Program:* We provide information to calls on locations for summer meals for school age children up to 18 years old (19 years old with disability).

*Child Care I & R:* We help parents and families to locate child care services in the region.

*H1N1 Disaster Response:* In 2010, we assisted in providing callers with information on local vaccine clinics for both the H1N1 and seasonal flu. Although we are a small call center, we were able to help with over 4,000 calls for H1N1.

*Volunteer Income Tax Assistance Sites (VITA):* We collect information on sites available to assist with income tax preparation. We have also been invited to serve on the local coalition. Our goal for 2-1-1 is to provide more information on resources available through 2-1-1. Our goal for United Way is to educate clients on financial literacy programs available through community resources or United Way.

*Holiday Programs:* During the holiday season, we collect and provide callers with information on where meals and children's gifts are available.

*Emergency Disaster Response:* During hurricanes our office staff work extra hours to be sure callers have important safety information. We also work with our local Emergency Operations Center (EOC) to stay informed of all possible resources for disaster victims. We are also active with the local VOAD to help network community resources during disasters.



## South Texas Region (Continued)



South Texas 2-1-1 keeping the community involved and informed.



Elizabeth Luna keeps South Texas 2-1-1 visible in the community.



Local Laredo Children and their parents find many helpful resources through 2-1-1.



## Southeast Texas Region

### Southeast Texas Region serves the following Counties:

Hardin      Jefferson      Orange



The South East Texas Regional Planning Commission (SETRPC) is a voluntary association of local governments. Since 1973, the South East Texas Regional Planning Commission's Area Agency on Aging division has coordinated, planned and delivered information and referral (I & R) services throughout the region.

While initially those services were focused on aging related I & R, in 2001 the Area Agency on Aging of Southeast Texas (AAASET) expanded its services to provide comprehensive I & R, for any age group, by incorporating the 2-1-1 Area Information Center of Southeast Texas (SE 2-1-1) into its programming.

Highlights for 2010 include increasing awareness of SE 2-1-1 services through a mass awareness media campaign, sponsored by a grant from Entergy, our local electrical provider and community partner.

SE 2-1-1 also held a 2-1-1 Day Open House for local service agencies and local elected officials to tour our call center and meet 2-1-1 staff in person.

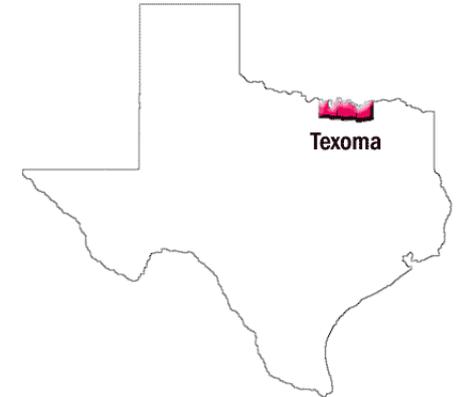
Other accomplishments include designing and implementing a new SE 2-1-1 website, along with real-time electronic access to local SE 2-1-1 database resources at [www.211.setrpc.org](http://www.211.setrpc.org). The database update process was also improved, making it easier for agencies to update their information in the SE 2-1-1 database electronically, not only annually, but as changes occur with their programs. This process also eliminated costly mail outs for both SE 2-1-1 and participating agencies. A new on-line agency survey to help determine our effectiveness in the community, to rate our overall quality of services and how SE 2-1-1 can better meet needs and improve our services.



## Texoma Region

### Texoma Region serves the following Counties:

Cooke      Fannin      Grayson



Texoma Council of Governments received a contract award for Texoma Area Information Center (AIC) in 2000. Texoma AIC received a 2-1-1 Texas designation in 2002 and was accredited by the Alliance of Information and Referral Systems (AIRS) in 2005.

Providing comprehensive information and referral services for a predominately rural community, Texoma AIC quickly found its niche as a community resource for families by publishing an annual Summer Youth Activity Guide. Since 2004, parents have utilized the guide as a planning tool and resource to local agencies in the tri-county area that host summer activities for children and families. In 2008, there were 15,000 guides distributed to elementary and middle school children in Cooke, Fannin and Grayson County schools. In 2009, Texoma AIC expanded its outreach of the guide by making it available online at [www.call211texas.com](http://www.call211texas.com); which increased the circulation to over 20,000.

Through a media partnership with local NBC affiliate KTEN –TV in 2007, Texoma AIC and the Area Agency on Aging received 230 box fans to distribute to elderly clients and low-income families. In 2009, the box fan effort grew to donations of up to 480 fans and included additional partnerships with TXU Energy and local radio station 107.3 Doc FM. There were 250 households supplied with box fans in 2009. In 2010, Tri-County Senior Nutrition Project collaborated in the effort and distributed the donated box fans to senior citizens enrolled in the Meals on Wheels program.





## Texoma Region (Continued)

Over the years, Texoma AIC has participated in several national, statewide, regional and local disasters including providing critical 2-1-1 telephone support to residents of Louisiana who fled from Hurricanes Katrina and Rita in 2005.

In 2007, Cooke and Grayson counties experienced its worst flooding in 50 years. Texoma AIC served as a primary resource to local emergency management officials, FEMA personnel and American Red Cross volunteers who assisted families and businesses affected by the weather event.

Additionally, Texoma AIC assisted with three statewide and two local disasters in 2008: a bus crash whose victims were Vietnamese worshipers from Houston traveling through the area on a religious pilgrimage to Missouri, a tornado that hit Denison, TX in the middle of the night and Hurricanes, Dolly, Gustav and Ike. In September 2008, Texoma Council of Governments Governing Board President, Bill Lindsey, presented each Texoma AIC staff member with a Presidential Commendation for “Extended 2-1-1 Call Services in the Face of Storms” for work performed during Hurricanes Dolly, Gustav and Ike.

In 2010 Texoma AIC assisted with public information calls related to H1N1 influenza epidemic taking more than 3,100 additional calls above normal call volume.

The Texoma Council of Governments is a voluntary association of the local governments in Cooke, Fannin and Grayson Counties. Established in 1968, the Texoma Council of Governments promotes economy and efficiency in the coordinated planning and development of the tri-county region through its community and economic development activities. Either directly, or through contractors, the Council provides housing, utility assistance and weatherization services for low-income citizens in the region and assists the elderly through a variety of Area Agency on Aging programs. The Council also facilitates the delivery of grant funding for homeland security, criminal justice and transportation needs.



## Texoma Region (Continued)



The Texoma Area Information Center continues to keep families informed about Summer Youth Activities.

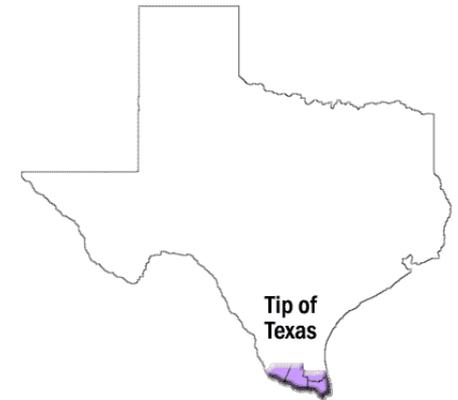


Another successful box fan drive in Texoma

## Tip of Texas Region

### Tip of Texas Region serves the following Counties:

Cameron    Hidalgo    Starr    Willacy



### The Flooding of 2010:

The flooding came upon us almost as an afterthought. We had expected a hurricane so we were relieved when we were spared. While we have had flooding over the years, it has usually been in certain known areas and the response is also well known. The flooding along the Rio Grande River and the levees was totally unexpected. The areas affected did not warrant full scale evacuations and yet profoundly affected the families on the path of the water. Many families moved in and out of their homes, first because of the flooding water and later due to lack of drinking water, electricity, etc.

### Cameron County CCMS Project:

Early in 2010 we entered into a collaborative agreement with the Cameron County CCMS that has been extremely beneficial to both organizations. Tip of Texas provides non-cash contributions and we jointly produce marketing materials exclusively for child care that are used by both organizations. We are currently using a combination of ideas from both organizations to produce brochures, fliers and large posters for agency bulletin boards. We also attend child care training and they have become better informed about 2-1-1 services.





## Tip of Texas (Continued)

### Student Interns:

Although we have had student interns over the years, 2010 was by far the best year we have had with student interns. Isabel Ruiz and Jaime Rosas, both Masters Level Interns from University of Texas-Pan American, completed projects that made a difference to our work.

Isabel took on the task of identifying, contacting and making either visits or presentations at home health agencies and adult day care centers in Willacy and Cameron counties about disasters in general and about Transportation Assistance Registry. This was important because we knew that many of the most vulnerable persons were still at risk should we have a hurricane. She did a great job and we had many new registrants as a result.

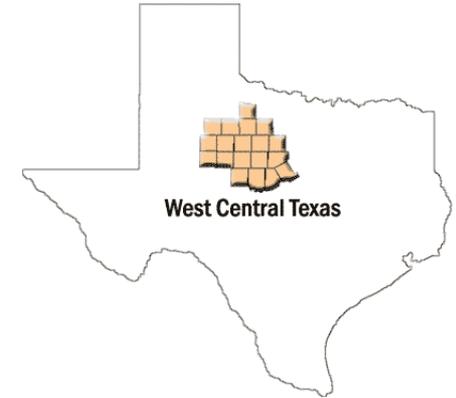
Jaime took on the task of updating our health and human services directory that we publish every two years. He was meticulous and driven to complete the project in the 420 hour he was with us. No aspect of the directory was untouched, and he completed the project before leaving in December. Tip of Texas continues to benefit from their work.



## West Central Region

### West Central Region serves the following Counties:

Brown	Callahan	Coleman	Comanche	Eastland	Fisher
Haskell	Jones	Kent	Knox	Mitchell	Nolan
Runnels	Scurry	Shackelford	Stephens	Stonewall	Taylor
Throckmorton					



United Way of Abilene is home to *A Call for Help Community Resource Center*, serving West Central Texas as the 2-1-1 Texas Area Information Center since February 2004. A Call for Help was started in 1979 as a project of the Junior League of Abilene and turned over to the City of Abilene in 1980. In 2001, A Call for Help moved to the United Way of Abilene to better align services for the region.

### Milestones and Highlights of 2010:

- Answered 58,137 calls in West Central's 2-1-1 Texas Area Information Center in 2010.
- Produced and sold over 200 of the 2010 edition of *HelpLines* Resource Directory, with more than 1,500 services from across the 19-counties of West Central Texas.
- Increased the number of area resources in the database and completed a formal audit of every service to verify the accuracy of database information and ensure organizations meet inclusion/exclusion policy.





## West Central Region (Continued)

- Alicia Lee, Resource Database Manager and Systems Administrator, was named by the Texas Information and Referral Systems the 2010 Texas Database Manager of the Year.
- West Central was successful in securing, for another three years, the contract to serve as the 2-1-1 Texas Area Information Center for West Central Texas, and as one of three “Warm Centers” in the state who are first to ramp up to respond to statewide disaster events.
- Continued hosting quarterly “Basic Needs Network” meetings. This collaboration of 40+ organizations working together for more than 7 years to better meet the needs of individuals and families in the region by tracking service delivery on a web-based client case management tool in its on data portal.
- Established the Military Partnership of West Central Texas. The partnership organization’s quarterly meetings are facilitated by 2-1-1 Texas A Call for Help. Members are committed to improving service access and the development of services to address the unmet needs of military families in West Central Texas.



## Looking Forward

2-1-1 TIRN services continue to grow in call volume and in flexibility. It seems that each week brings new contacts and uses for 2-1-1. The 2-1-1 call data is a snapshot of many Texans' day to day challenges. State agencies can and do use 2-1-1 data to plan allocation of their program resources. Elected officials can and do use 2-1-1 data to track trends in community needs. Local programs can and do use 2-1-1 data to show the effectiveness of their programs and to plan future enhancements to existing services. The staff of 2-1-1 TIRN know that as each agency or organization begins to feel ownership of their role in 2-1-1, another step is taken toward complete, statewide community awareness of this valuable service.

Today, 2-1-1 TIRN continues to provide round-the-clock comprehensive information and referral services with a goal of consistently responding to 80 percent of callers within 60 seconds. It is anticipated that the total call volume in 2011 will exceed 3,000,000 calls.

The staff of 2-1-1 TIRN and the 25 regional Area Information Centers welcome the chance to assist more Texans to find the help they need.



## 2-1-1 Texas I & R: Serving All of Texas





## 2-1-1 Texas Information and Referral Network Area Information Center Directors

- Alamo – Jeff Vance
- Bryan/College Station – Lyndsey Brangan
- Central Texas – Wanda Williams
- Coastal Bend – David Jobe
- Concho Valley – Toni P. Gutierrez
- Deep East Texas – Holly Anderson
- East Texas – Karen Boehm
- Golden Crescent – Cindy Cornish
- Gulf Coast – David Jobe
- Heart of Texas – Gary Luft
- Middle Rio Grande – John Ruiz, Jr.
- North Central Dallas – Jacqueline West
- North Central Fort Worth – Vicki Mize
- North East Texas – Adam Teer
- North Texas – Matt Yell
- Panhandle – Melanie Smoot
- Permian Basin – Juanita Castilleja
- Rio Grande – Angela Mora
- South Central – Kay Euresti Garza
- South Plains – Aida Martinez
- South Texas – Peggy Duncan
- Southeast Texas – Colleen Halliburton
- Texoma – Judy Fullylove
- Tip of Texas – Jose Luis Gonzalez
- West Central – Mary Cooksey

*Note: This list represents the Area Information Center Directors as of October 1, 2011.*





## 2-1-1 Texas Information & Referral Network HHSC Staff

Tom Suehs, Executive Commissioner

Stephanie Muth, Deputy Executive Commissioner – Office of Social Services

Liz Garbutt, Director – Office of Community Access

Beth Wick, Program Manager

Jennifer Mathys, Program Initiatives Manager

Deborah Ballard, Program Liaison  
Holly Gordon, Resource Manager  
Henry Thomas, Fiscal Coordinator

Allen Irby, Service Manager  
Debi Leigh Smith, Program Liaison  
Veronica Villanueva, Contract Manager

For additional information regarding the 2-1-1 TIRN, please contact: Beth Wick, Program Manager, at (512) 483-5110 or [beth.wick@hhsc.state.tx.us](mailto:beth.wick@hhsc.state.tx.us).

