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**2-1-1 New York**

**2019 Review**

**2019 2-1-1 New York Priorities**

1. **Complete Board strategic plan**

The development of a new strategic plan for the organization began with a 2-day, network wide (Board, Lead Organizations, regional staff leaders), in-person meeting in September 2018. This meeting was preceded by a SWOT analysis and together served to broadly define the vision and the strategic direction for the organization.

Since that time a small group of Board volunteers met to define the elements that were to be included in the plan, provide the details and background for the narrative and articulate and refine goals, objectives and strategies. Elements of the plan and ultimately the full plan were shared and reviewed with the full board and the 2-1-1 network.

The final plan was presented to and approved by the 2-1-1 New York Board on December 4. It will be presented to the UWNYS Board for final approval on December 17.

1. **Finalize Siena Research Institute poll assessing general awareness of 2-1-1**

The 2019 survey by Sienna College, polled areas outside of New York City, and found that public awareness of 2-1-1 services rose to 32%, --- an impressive 52% increase over the prior survey conducted 17 months earlier. During that time period usage had also increased, with 9% of the public calling 2-1-1 contact centers and 8% using 2-1-1 websites. Awareness and usage rates varied between upstate and downstate areas, with public awareness of 32% upstate vs. 29% downstate.

A fuller review of the survey results and their implications for 2-1-1 are reflected in the draft strategic plan.

1. **Build out board committees and finalize outstanding governance matters**

Early in 2019 two board committee were formed, a Governance Committee and an ad-hoc re-designation committee. The re-designation process is described below.

The Governance Committee recruited and nominated a class of three new directors to serve on the 2-1-1 NY Board, beginning January 1, 2020.

1. **Develop and complete a process to renew lead organization agreements with 2-1-1 NY**

The ad hoc committee, referenced above, began work in the first quarter of 2019 to develop the process and materials for updating the designation agreements between 2-1-1 New York and Lead Organizations (LOs).

This work included:

* Reviewing the original applications, agreements and standards
* Developing a new application (which was combined with the funding application for the OCFS grant)
* A call with the LO to review the process, requirements and timelines
* Consistent follow-up and assistance to LOs to insure complete applications
* Reviewing the applications submitted by the 9 LOs
* Board review and approval in September
* Revising the agreement between 2-1-1 New York and LOs, which are now being executed.

Agreements are for three years, January 1, 2020 – December 31, 2022, with the possibility of a two-year extension following review and assessment of each LO’s demonstration of progress against the goals of the agreements and the 2-1-1 Strategic Plan.

**Network Communications**

Earlier in 2019 the Cureo communications platform was established with separate channels for the 2-1-1 New York Board, Lead Organizations and the Regional Network. All the 2-1-1 New York Board and each of the nine LO are now subscribed to Cureo as are 90% of the 2-1-1 Network.

All meeting materials are distributed via this platform, data reports are submitted through Cureo and other information and updates are being shared.

It is expected that in 2020, this platform will facilitate updating data base resources that are shared among the contact centers and regional 2-1-1 websites.

The 2-1-1 Lead Organizations met four times via conference call, in 2019. Their final call is set for December 12. They are scheduled to meet every other month through 2020.

The 2-1-1 Network (regional staff leaders/contact center directors) meet six times via conference call in 2019. They are scheduled to meet every other month through 2020.

Lead Organizations and Network convened twice together to review the 2019 grant request for applications/LO designation application and to consider a partnership with the Addiction Policy Forum – a national group focused on providing information, referral and on-line counseling relating to substance use and abuse. ‘’

At the request of the Network, 2-1-1 New York also engaged in discussions and troubleshooting with one of the software vendors that serves 2-1-1 providers in NYS. In addition to convening the NYS users of this vendor, this issue escalated to engagement with 2-1-1s from across the US and Canada to raise a collective voice of concern and aim for a better and more timely response from the vendor.

**System Improvements**

Texting: While there remain services variations among the 2-1-1 regions, they are collectively committed to continue to seek new ways to serve their communities. Texting has been the most significant innovation during 2019. Currently seven of the ten 2-1-1 regions offer texting. All provide basic I&R texting and additional options based on local needs, interests and investment. Four have also adopted the Opioid Texting platform and a fifth is planning to do do.

Disaster response:

1. The Lead Organization re-designation process also afforded 2-1-1 New York the opportunity to review regional disaster plans, readiness and capacity. Each LO was required to complete a disaster checklist that confirmed its relationships, capacity, execution and continued relevance.

All regions and contact centers have disaster response plans in place that articulate how they will respond, key communications strategies, and capacity. All have agreements with another 2-1-1 provider in NYS to provide back-up services if a contact center loses its capacity to respond because of the disaster or emergency or needs assistance in responding to the volume of incoming calls.

The checklists also revealed that:

* Across the state 2-1-1 LOs have 39 agreements with county and municipal Offices of Emergency Management (20 written and 19 informal), and 16 agreement in progress.
* Statewide, 2-1-1 currently has the capacity to mobilize 150 workstations during a disaster with the daily (around-the-clock) capacity to respond to:
* 26,760 rescue calls (typically 5 – 6 minutes in duration)
* 9,500 relief calls, (10 - 12-minute calls); and
* 14,600 recovery calls (generally 8 – 10 minutes in duration)

1. Halloween storms and the resulting flooding once again tested the 2-1-1 Network. The most significant storm damage was centered in Oneida, Herkimer and Hamilton Counties affecting 2-1-1 LifeLine, 2-1-1 Mid-York, 2-1-1 Northeast Region and 2-1-1 Hudson Valley. Working closing with the NYS Division of Homeland Security and Emergency Services, 2-1-1 Mid-York played a significant leadership role in the response. In addition to developing the damage report intake form and process, they also devised a texting option that enabled rapid follow-up and assessment of ongoing needs. In slightly more than two weeks, 2-1-1 processed just under 600 damage reports.
2. In mid-November, 2-1-1 Hudson Valley participated in a disaster drill for the Indian Point nuclear power plant. They were highly rated for their preparation, public information and warning capabilities and operational coordination. The reviewer found no deficiencies in the 2-1-1 response noting that 2-1-1 Hudson Valley was very proficient and impressive.

2-1-1 re-branding: In mid-2019, UWW rolled out the new 2-1-1 logo and branding guidelines. The 2-1-1 NY Board approved use of the logo but encouraged 2-1-1 NY and the regions to continue using existing materials with the old logo until those supplies were depleted.

2-1-1 New York contracted with United Way of Long Island to update the 2-1-1 marketing materials with the new logo. These are now final and will be added to the Cureo platform and uploaded to the 2-1-1 website.

Better assessment of 2-1-1 impact

Work began in 2018 to better assess the full impact of 2-1-1 services. Call volume and web usage data had been routinely collected and reported but fell short in providing a more complete view of 2-1-1’s work.

A new data collection tool was piloted for the first quarter of 2019 and refined for the subsequent quarters. 2-1-1 New York now collects greater detail on inquiries, referrals, unmet needs, non-transactional calls, outgoing calls and web usage. See below for the data through the 3rd quarter of 2019.

**2-1-1 by the numbers**

Through the first three quarters of 2019 (1/1 – 9/30), across New York State 2-1-1:

* Made 1,342,066 referrals in responses to phone, text, chat or email inquiries,
* Counted 14,186,555 web visits;
* Noted 12,422,854 unique web visitors

2-1-1@311 NYC tracks only referrals and web usage.

The rest of the system now provides a more detailed look at 2-1-1 business. This reporting now documents:

* 225,005 inquiries
  + 203,130 telephone inquiries
  + 1,479 text-based (text, chat or email) inquiries
  + 20,396 non-transactional contacts (phantom, hang-up, wrong number, prank call, telemarketer, personal call, training call, or other)
* 228,111 referrals across seventeen identified problems and needs
* 8,274 unmet needs (services do not exist or are not appropriate or available to the caller)
* 42,931 outgoing contacts (phone and email)
  + 28,599 follow-up and advocacy calls related to caller inquiries
  + 14,332 data base updating contacts
* 1,051,284 web visits by 786,809 unique visitors. 2-1-1 Long Island and 2-1-1 Central New York combined account for 71% of 2-1-1 web traffic.

Real-time data is also available via 2-1-1 Counts (<https://ny.211counts.org/>), the data dashboard developed and maintained by the Health Communication Research Lab at Washington University in St. Louis. The 2-1-1 Counts data dashboard were established in NYS through funding from the Kenan Charitable Trust. Ongoing maintenance is no longer covered by the Kenan grant and 2-1-1 NY has now contracted with HCI (Health Communications Impact – a part of HCRL) for ongoing development, refinement and daily updating of the data.

**2-1-1 Advocacy**

Advocacy for 2-1-1 is carried out by United Way of New York State and their contracted lobbying team at Hinman Straub. The full 2-1-1 network is engaged in these efforts and the 2-1-1 Board annually considers the level of funding that will be requested in the subsequent year.

In 2019, 2-1-1:

* Received $1.25 million in state legislative funding, added to the State Budget by the NYS Senate,
* Conducted two 2-1-1 lobby/education days – February 11 and September 18. Meetings were held with:
  + - Legislators and their staff,
    - staff for fiscal and program committees in the Senate and the Assembly,
    - the Division of the Budget
    - the Office of Temporary and Disability Assistance
    - the Department of Health
    - the Division of Homeland Security and Emergency Services
    - the Office of Mental Health
    - the Council on Children and Families
  + 2-1-1 NY submitted testimony to the Joint Senate Committee on Opioids, Addiction and Prevention and to the Assembly Standing Committee on Alcoholism and Drug Abuse
  + With UWNYS, 2-1-1 NY applied to the Department of Health for the use of 2-1-1 Counts and ALICE mapping capabilities to support local Performing Provider Systems achieve their DSRIP goals to address social determinants of health

**Grants and contracts**

NYS Office of Victims Services: Earlier in 2019, in partnership with the Cybercrime Support Network (CSN) and United Way of New York State, 2-1-1 New York submitted a 3-year, $27 million proposal to the NYS Office of Victims Services to tackle cybercrime, using the 2-1-1 system and United Way network to aide in responding and addressing the needs of victims. Although unsuccessful, the partnership with CSN continues with plans to submit a revised application in 2020.

New York State Office of Children and Family Services, 2018-19: The $1.25 million contract for the 9/1/18 – 8/31/18 program year was finally approved on January 4, 2019. 2-1-1 New York is required to submit quarterly expenditure and program reports (collected and reviewed from each of the nine lead organizations receiving funding) and claims for reimbursement. Documents must be submitted on-line through the Grants Gateway but OCFS also required paper submissions.

The fourth quarter report has now been submitted and reimbursement is expected. A remaining balance of $4000 can yet be spent with a supplemental claim submitted once those expenditures can be reported.

New York State Office of Children and Family Services, 2019-20: The contract for the current year legislative grant of $1.25 million is under construction. Notification was received by 2-1-1 New York in early October.

Prior to that time 2-1-1 New York had received applications from nine lead organizations, reviewed those applications, assessed the funding request against the established criteria (regional population, usage and local support), recommended funding levels to the 2-1-1 Board for approval and notified Lead Organizations of their funding levels.

Final budgets and related documents were not requested from the Lead Organizations until OCFS confirmed the forms that would be used. Those forms were provided along with the October notice that the approved funds were now available. Final materials are being collected for submission.