

LIVE UNITED 2-1-1 United Way of
Greater Atlanta

[Call. Click. Connect.]



United Way of Greater Atlanta 2-1-1 Contact Center



The UWGA 2-1-1 Contact Center was the first established full-service contact center dedicated to connecting the community to social service resources that address the everyday challenges of living as well as those that develop during community emergencies or natural disasters.

Presently, UWGA 2-1-1 acts as the only fully accredited I&R center by the “Alliance of Information & Referral Service”(AIRS) within the state of Georgia.



In addition to the UWGA 2-1-1 Contact Center, there are 243 centers nationwide, including ten in Georgia:

- Albany
- Athens *
- Augusta
- Columbus *
- Dawson & Forsyth Counties *
- Dalton
- Hall County *
- Macon *
- Savannah
- UWGA

*UWGA 2-1-1 serves as contracted contact center to handle calls and e-services (texts, chats). (76% state is covered).

To find other 2-1-1's across the country, visit: 211.org

Ways to Connect

- Dial 2-1-1 from any phone to speak with a community connection specialist, or text your need and zip code to 898211
- Text the keyword “211od” to 898211 and enter your zip code for resources near you
- Visit 211online.unitedwayatlanta.org and:
 - use our self-service comprehensive database
 - access the digital agent aka “Charlie” bot
 - select the e-mail or chat option to connect with a specialist

Download the 2-1-1 mobile app to access our comprehensive database

Navigate 2-1-1's Database System

- Web-base platform
- Database includes more than 3,500 local and statewide resources and programs
- Reporting capability: Reports can be generated according to an array of demographics and ranges:
 - State
 - City
 - County
 - Zip Code
 - Gender
 - Household Composition
 - Employment status
 - Public Assistance status
 - Age Range
 - Need

Needs Categories

2-1-1, YOUR EVERYDAY CONNECTION



HOUSING & SHELTER

HOUSING SEARCH
EMERGENCY SHELTER



UTILITIES

ASSISTANCE WITH PAYMENTS:
ELECTRICITY, GAS, WATER, ETC.



INDIVIDUAL & FAMILY SUPPORT

HOLIDAY ASSISTANCE • PARENTING
SENIOR CENTERS



FOOD

FOOD PANTRIES • FOOD STAMPS
SOUP KITCHENS



LEGAL & CONSUMER

LEGAL AID • CHILD SUPPORT
ID & LICENSES



VOLUNTEER & DONATE

DONATION PICKUPS
BABY CLOTHES • DIAPERS



CLOTHING & HOUSEHOLD

FURNITURE • CLOTHING
APPLIANCES



HEALTHCARE

COMMUNITY CLINICS • COUNSELING
PRESCRIPTION ASSISTANCE



EDUCATION & EMPLOYMENT

JOB SEARCH • GED PROGRAMS
SCHOOL READINESS & ENROLLMENT



INCOME & SUPPORT

TAX PREPARATION • BUDGET COUNSELING
UNEMPLOYMENT COMPENSATION



OTHER

MEDICAL TRANSPORTATION
PREMARITAL COUNSELING & MORE



Stats:

During the 2019 – 2020 fiscal year, our 2-1-1 Contact Center handled 496,777 contacts:

- 361,873 E-Contacts (live chats, emails, text & web searches)
- 134,904 Traditional Contacts (phone & postal)

Total contacts: 1997 – June 2020 10,011,877



Average Monthly Contacts Handled:

Phone:	9,590
Text:	1,240
Live Chat:	151
Email:	160
Website:	27,587
Text On Demand:	1,016
Postal:	5-7

Top Referrals for FY 19-20

Contacts:

- Rent assistance: 29,233
- Electric bill: 18,530
- Food: 18,217

Volunteer & Donations Contact:

- Donations: 5637
- Volunteers: 462

Online Searches:

- Rent assistance: 46,697
- Electric bill: 28,365
- Food pantries: 21,046

Volunteer & Donations

- Volunteer: 5,993
- Donations: 9,402

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Date Range
3/13/2020 6/30/2020

COVID-19 Chat Contacts
16

COVID-19 Email Contacts
23

COVID-19 Text Contacts
114

GA COVID-19 Text
3236

Total 2-1-1 Contacts
38224

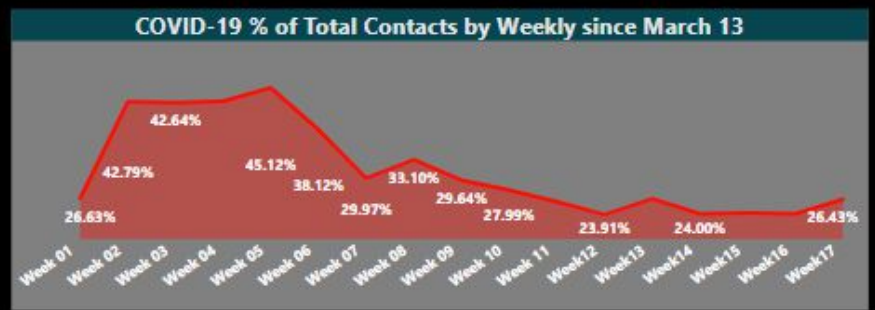
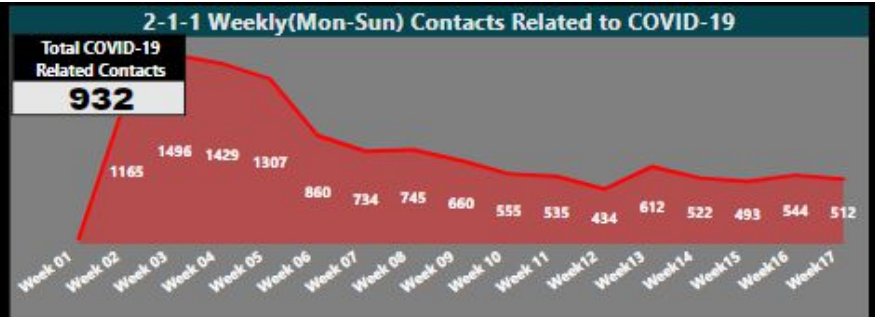
Avg. Increased of Contacts in Queue
33%

Select County

- Select all
- Aiken
- Alamance
- Allegheny
- Allendale
- Anderson
- Anne Arundel
- Appling
- Arapahoe
- Arlington
- Atkinson
- Atlantic

Select Zip Code

- Select all
- Acworth
- Acworth - Co...
- Atlanta
- Austell
- Hiram
- Kennesaw
- Mableton
- Macon
- Marietta
- Powder Spri...
- Roswell



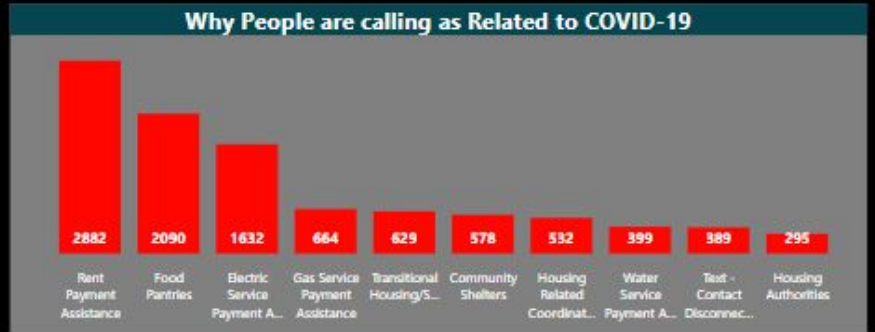
Needs Related to Coronavirus

Item	Count of Item
Financial Assistance (ALL)	390
Furloughed a week or longer, need financial assistance	200
Housing	105
Food	88
Employment	68

% Change Total Weekly Calls Queued Post March 13th, 2020

DAY	SAME WEEK PREVIOUS YR. DAILY QUEUED	POST DECLARATION WEEKLY QUEUED	% CHANGE
Week1	524	719	37.21%
Week2	2102	4869	131.64%
Week3	2414	4473	85.29%
Week4	2460	4093	66.38%
Week5	2622	3244	23.72%
Week6	2408	2407	-0.04%

See Notes on Weekly Calls Queued





Directories & Guides:

- Critical Needs Guide
- Health Guide
- Resources for Drug Alcohol, Mental Health & Recovery
- Job Resource Guide
- Comprehensive guide is \$35.00, including shipping
- Resource for People With Disabilities
- Resources for Affordable Housing
- Spanish Guide
- Resources for Ex-Offenders
- ***Please visit www.unitedwayatlanta.org/need-help***



Special Initiatives Through the Texting Platform

Opioid abuse prevention: Texting “opioid” to 898211 provides automated listings of opioid addiction awareness, prevention and treatment resources.

UCAN Stop Human Trafficking: Texting “UCAN” to 898211 provides resources on awareness, prevention and assistance to help those affected by human trafficking.

The Opioid service is currently being used by other 2-1-1’s around the nation, while the UCAN service is only available across the greater Atlanta region.

Ride United

Ride united is a partnership between United Way Worldwide, Lyft & local United Way 2-1-1s

It was created to assist the communities with their transportation needs



Ride United

Types of rides available:

FOOD ACCESS: Food pantry, grocery store

HEALTHCARE: Any time of non-emergency medical appointment such as medical, vision or dental appointments, ER return home, behavioral health (substance abuse rehab, mental health services), physical therapy, to and from VA or access to other non-emergency healthcare services.

EMPLOYMENT: Job interviews, job fairs, job training or completing other pre-employment steps like fingerprinting.

FINANCIAL ASSISTANCE: Appointment to apply for financial or public assistance

Ride United

Restrictions:

- Passengers must call 2-1-1 to request a ride
- Rides are only scheduled between 8am to 6pm Mon – FRI
- If passenger miss their ride, it cannot be rescheduled
- Drop off address must be within a 25 mile radius from the original pick up address
- Clients must provide their own child car seat, if needed
- There are no special vehicles to accommodate the disabled community in wheelchairs. Wheelchairs must be foldable and able to fit in a regular 4-door sedan



Ride United

- Rides can be scheduled within 2 days of appointment
- No rides to services offered through “drive thru” format
- **Passengers are now required to wear mask/face coverings**
- Maximum - 3 individuals per ride
- No rides are scheduled for Saturday or Sunday
- Success stories



Ride United

FAQ's

How many clients can you refer to 2-1-1? Unlimited

When can you start referring clients to 2-1-1? Now

How long is the program? Until Aug. 31st or when credits run out

What should the client say when calling 2-1-1?
I have an appt, with "x" agency, for "x" day & time

Any other questions?

Contact Marioly Botero mbotero@unitedwayatlanta.org



Customer Satisfaction and Quality Measurements

Varying types of customer experience surveys are offered through each channel of service:

- Individualized Website Search Experience: immediate automated questionnaire
- Live chat experience: follow-up survey
- Live text experience: immediate automated questionnaire and direct follow-up survey
- Caller experience: direct follow-up survey

**The overall survey satisfaction rate averages
between 95 – 98 percent each month**

How can providers get listed in the 2-1-1 Database?

Please visit:

www.unitedwayatlanta.org/need-help/
to download the application

For questions: Contact *Nhora Plehn, Sr. Engagement
& Outreach Community Manger*

NPlehn@unitedwayatlanta.org

Social Media Sites:

[Facebook.com/uwga211](https://www.facebook.com/uwga211)

[Twitter.com/uwga211](https://www.twitter.com/uwga211)

[Instagram.com/uwga211](https://www.instagram.com/uwga211)

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2-1-1 Video



2-1-1 website Demo

Marioly Botero,

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Questions & Answers