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
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

- **Other**
  - Medical Transportation
  - Premarital Counseling & More

2-1-1 United Way of Greater Atlanta
(Call. Click. Connect.)
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

Online Searches:
• Rent assistance: 46,697
• Electric bill: 28,365
• Food pantries: 21,046

Volunteer & Donations

Contact:
• Donations: 5637
• Volunteers: 462

Volunteer & Donations

• Volunteer: 5,993
• Donations: 9,402
### 2-1-1 Weekly (Mon-Sun) Contacts Related to COVID-19

<table>
<thead>
<tr>
<th>Total COVID-19 Related Contacts: 932</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 2-1-1 Contacts: 38224</td>
</tr>
<tr>
<td>Avg Increased of Contacts in Queue: 33%</td>
</tr>
</tbody>
</table>

### Needs Related to Coronavirus

<table>
<thead>
<tr>
<th>Item</th>
<th>Count of Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Assistance (ALL)</td>
<td>390</td>
</tr>
<tr>
<td>Furloughed a week or longer, need financial assistance</td>
<td>200</td>
</tr>
<tr>
<td>Housing</td>
<td>105</td>
</tr>
<tr>
<td>Food</td>
<td>88</td>
</tr>
<tr>
<td>Employment</td>
<td>68</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>DAY</th>
<th>SAME WEEK PREVIOUS VS. DAILY QUEUED</th>
<th>POST DECLARATION WEEKLY QUEUED</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>324</td>
<td>719</td>
<td>37.21%</td>
</tr>
<tr>
<td>Week 2</td>
<td>2102</td>
<td>4869</td>
<td>131.64%</td>
</tr>
<tr>
<td>Week 3</td>
<td>2414</td>
<td>4473</td>
<td>88.29%</td>
</tr>
<tr>
<td>Week 4</td>
<td>2460</td>
<td>4093</td>
<td>66.58%</td>
</tr>
<tr>
<td>Week 5</td>
<td>2622</td>
<td>3244</td>
<td>23.72%</td>
</tr>
<tr>
<td>Week 6</td>
<td>2408</td>
<td>2407</td>
<td>-0.04%</td>
</tr>
</tbody>
</table>

### Why People are calling as Related to COVID-19

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent Payment Assistance</td>
<td>2882</td>
</tr>
<tr>
<td>Food Pantries</td>
<td>2090</td>
</tr>
<tr>
<td>Electric Service Payment Assistance</td>
<td>1632</td>
</tr>
<tr>
<td>Gas Service Payment Assistance</td>
<td>664</td>
</tr>
<tr>
<td>Transitional Housing Assistance</td>
<td>629</td>
</tr>
<tr>
<td>Community Shelters</td>
<td>578</td>
</tr>
<tr>
<td>Housing Related Coordination Services</td>
<td>532</td>
</tr>
<tr>
<td>Water Service Payment Assistance</td>
<td>399</td>
</tr>
<tr>
<td>Test - Contact Disconnected</td>
<td>389</td>
</tr>
<tr>
<td>Housing Authorities</td>
<td>295</td>
</tr>
</tbody>
</table>
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

unitedwayatlanta.org • #LIVEUNITED #UNITEDWAYATL
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 Manager

NPlehn@unitedwayatlanta.org
Social Media Sites:

Facebook.com/uwga211

Twitter.com/uwga211

Instagram.com/uwga211
2-1-1 Video
Marioly Botero,
Director, Resource Database Management
mbotero@unitedwayatlanta.org
Questions & Answers