



211

*Connecting Residents in Need Everyday and During
Times of Disaster*

Free • Confidential • Multilingual • Available 24/7

A program of United Way of the Bay Area

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MIDC Marin Disaster Readiness Conference
June 10, 2014

Quick Reference



211 Local Community Services

311 Government Services

411 Directory Assistance and Information

511 Traffic Information

711 For the Hearing Impaired

811 Dig it

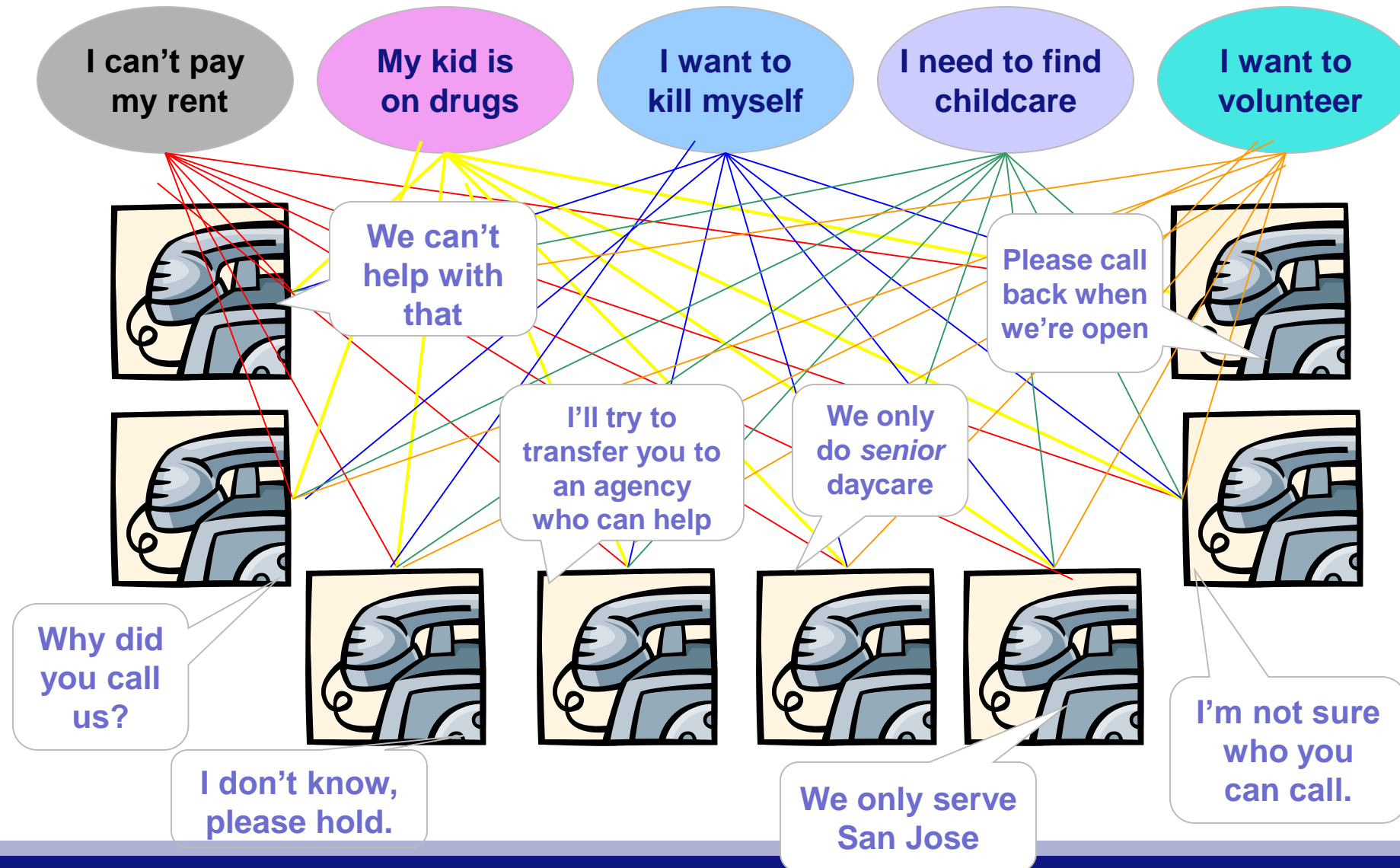
911 Emergency Services

History Highlights

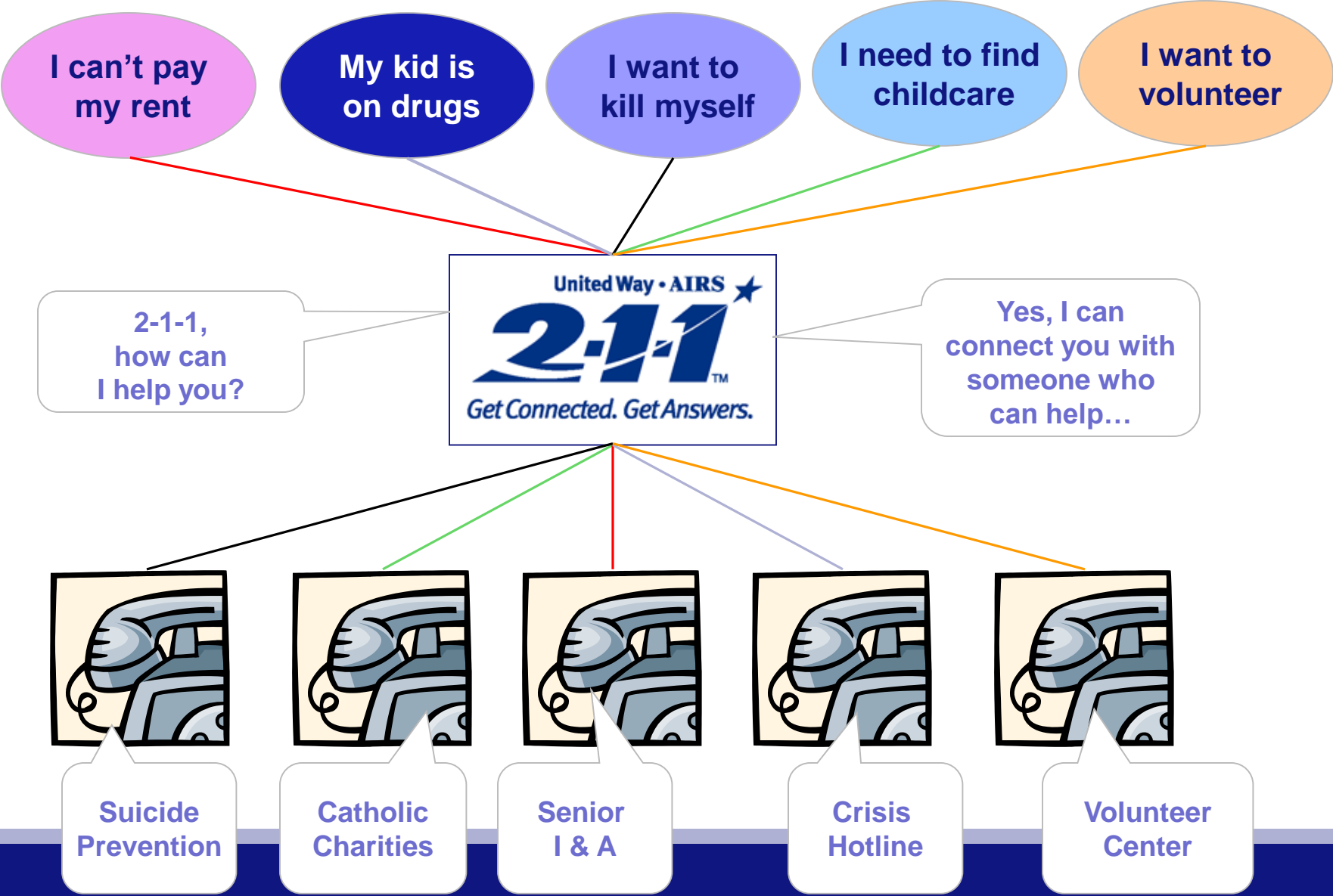


- Providing Information and Referral (I&R) services since 1975
- In 2000, FCC Designates 211 as the universal access number for community services information
- 90% of the U.S. is covered by 211
- 90% of Californians have access to 211 = 29 Counties

Imagine thousands of times a day...



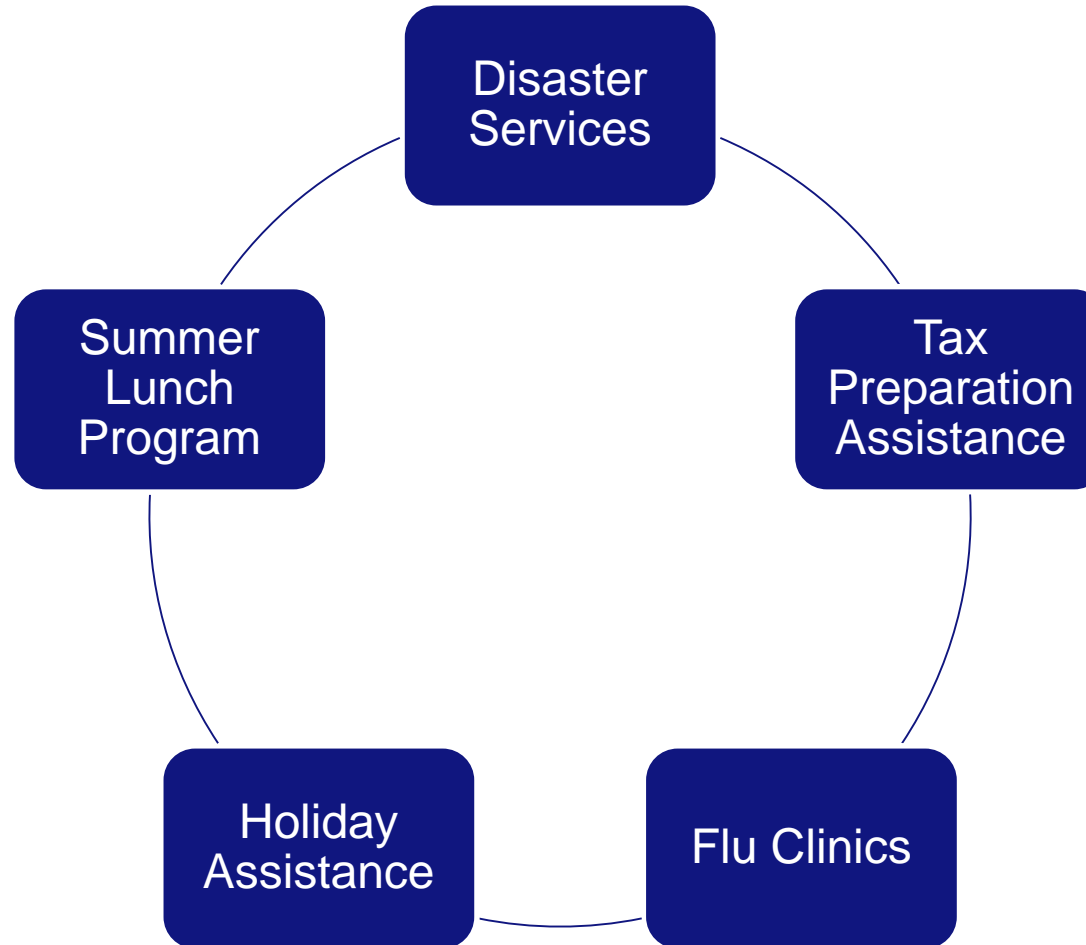
Imagine a single solution...



Types of services that 211 provides



Seasonal/Specialized Services.....



Disasters Come in Many Forms

211 Responds...



National Disasters

- Sandy Hook School Shooting (December 2012)
- Hurricane Sandy (October 2012)
- Hurricane Gustav/Ike (September 2008)

Disasters Come in Many Forms

211 Responds...



Local Disasters:

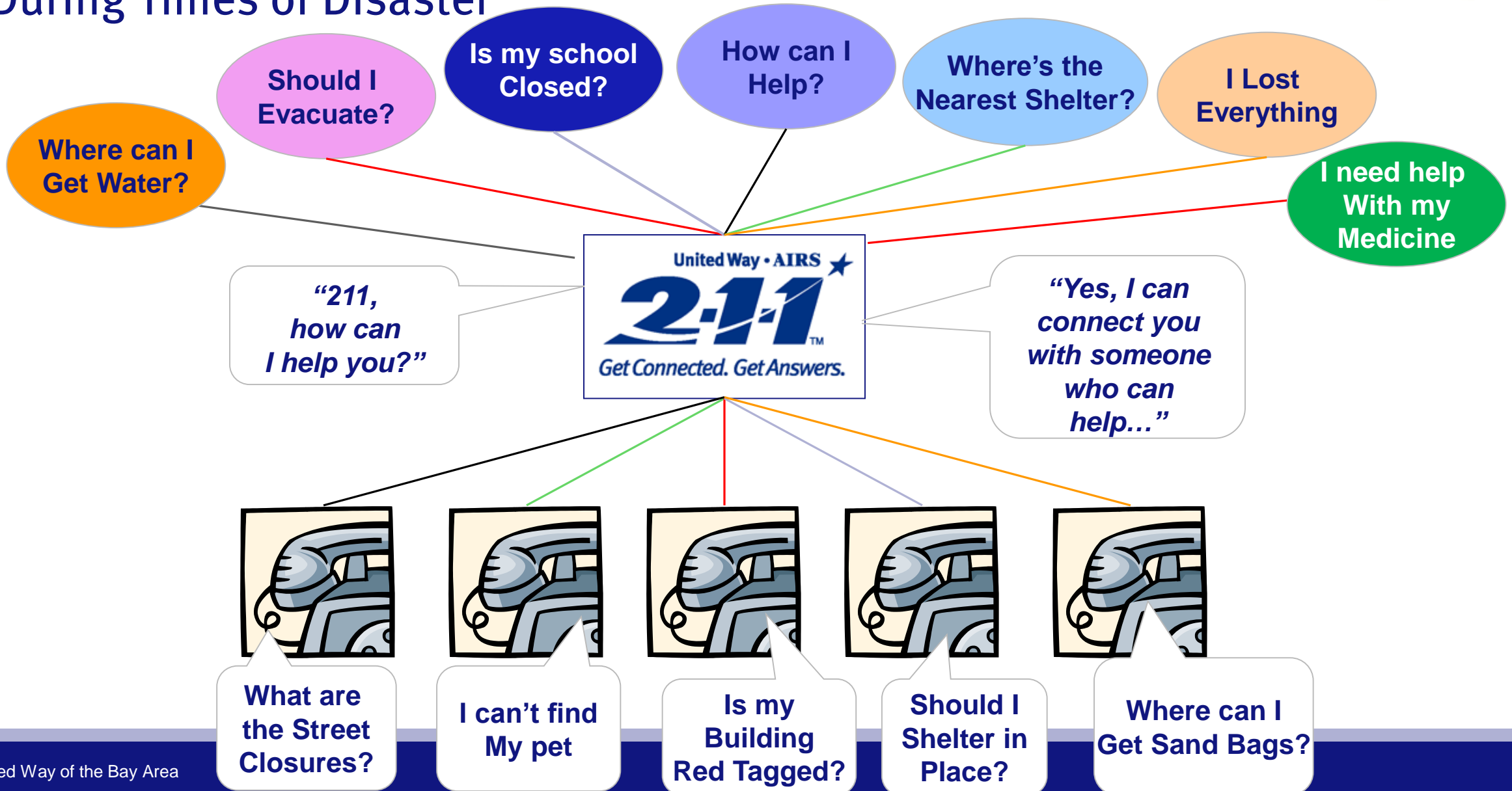
- Asiana Airline Crash (July 2013)
- Chevron Refinery Fire (August 2012)
- Japanese Tsunami (March 2011)
- Martinelli Warehouse Fire (April 2011)
- HINI Partnership (Winter 2009/2010)
- East Bay Hill Fire (October 1991)
- Loma Prieta Earthquake (October 1989)

211 Partners with Public & Private Emergency Responders



- MOU with the Office of Emergency Services
- Protocols
- Identify all modes of communication
- Accurate up-to-date information
- Rumor control
- Expanded capacity
- Use of 211 in public information and media communications

211: A central Information Hub During Times of Disaster



How Agencies Can Help



- Updating your information is critical!
- Check our website at www.211bayarea.org to find out if you are listed.
- Help us identify other programs that should be included in the 211 database
- To add or update agency information e-mail resources@uwba.org or call 415-808-4211 with your request
- Partner on marketing campaigns directed towards your clients to increase awareness and use of 211
- Invite 211 to present to existing agency networks that meet regularly, and make us aware of any tabling opportunities



*A critical lifeline during times of need
and disaster*

Thank you

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