



Community Information and Referral Services  
2200 N. Central Ave. Suite 601  
Phoenix, AZ 85004  
602.263.8845  
[www.211Arizona.org](http://www.211Arizona.org)

**Catherine Rea Dunning**  
CEO



# Community Information & Referral

[www.cir.org](http://www.cir.org)



- § Community Information and Referral Services (CIR) was founded in 1964 and incorporated in 1979 as a 501(c)(3) nonprofit organization and provides human service information and referral services.
  
- § In FY 2011, CIR assisted nearly 650,000 Arizona residents with human service information and referral needs through the 24/7 helpline and website.
  
- § CIR refers to over 37,000 services provided by over 13,000 participating programs through over 2,800 agencies.

## Mission:

CIR serves as Arizona's key source of integrated information that brings people and services together to meet vital needs.

## Vision:

All Arizonans are easily connected to available health and human services in their communities.

# What is 2-1-1?



- § 2-1-1 is the easy to remember three-digit number designated in 2000 by the Federal Communications Commission (FCC) for 24/7 access to information and referrals for health and human services.
- § 50 states are now operating 2-1-1 systems.
- § In 2010, 2-1-1 services in the United States answered more than 16.4 million calls.

# Benefits of 2-1-1



- § Easy access to vital community, health, and human service programs.
- § Eliminates duplication of I&R services for agencies.
- § Coordination of volunteer needs and opportunities.
- § Demographic feedback on trends in needs, services, gaps, and poverty areas for programmatic planning and impact.
- § Acts as a support system for emergency 9-1-1 operations and disaster relief.

# 2-1-1 in Arizona



- § On July 27, 2010 the Arizona Corporation Commission (ACC) designated CIR as the lead agency to provide 2-1-1 services for all of Arizona.
- § Upon 2-1-1 Arizona statewide activation, it is estimated there will be a 100% increase in referral service requests and a need for \$815,000 in additional revenue to meet demand.
- § In FY 2011, 174,000 calls went unanswered to "2-1-1" in Arizona.

# 2-1-1 in Arizona



§ October 3, 2011: Soft Launch

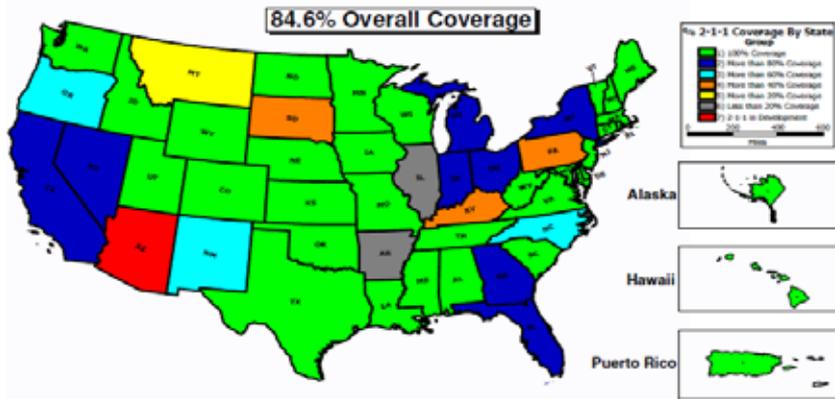
§ February 11, 2012: Public Launch

# 2-1-1 National Coverage

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



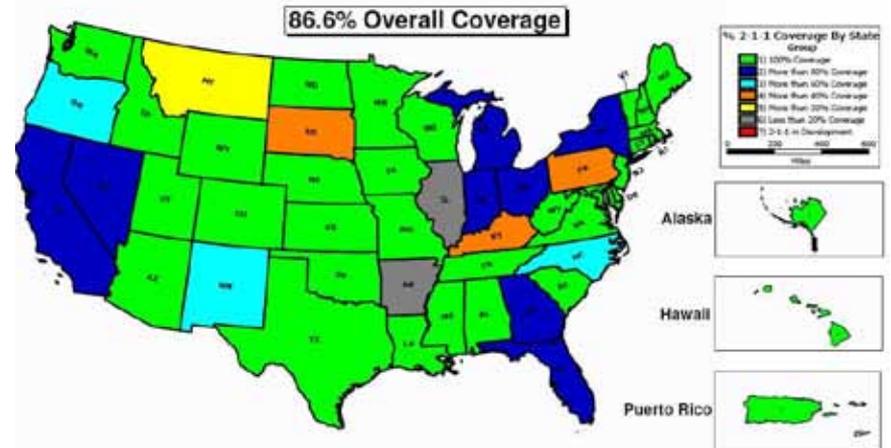
October 2, 2011



Produced by United Way Worldwide, September 2011

\* Coverage is defined as populations with landline telephone access to 2-1-1 dialing code. Population based on 2008 US Census Estimates

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

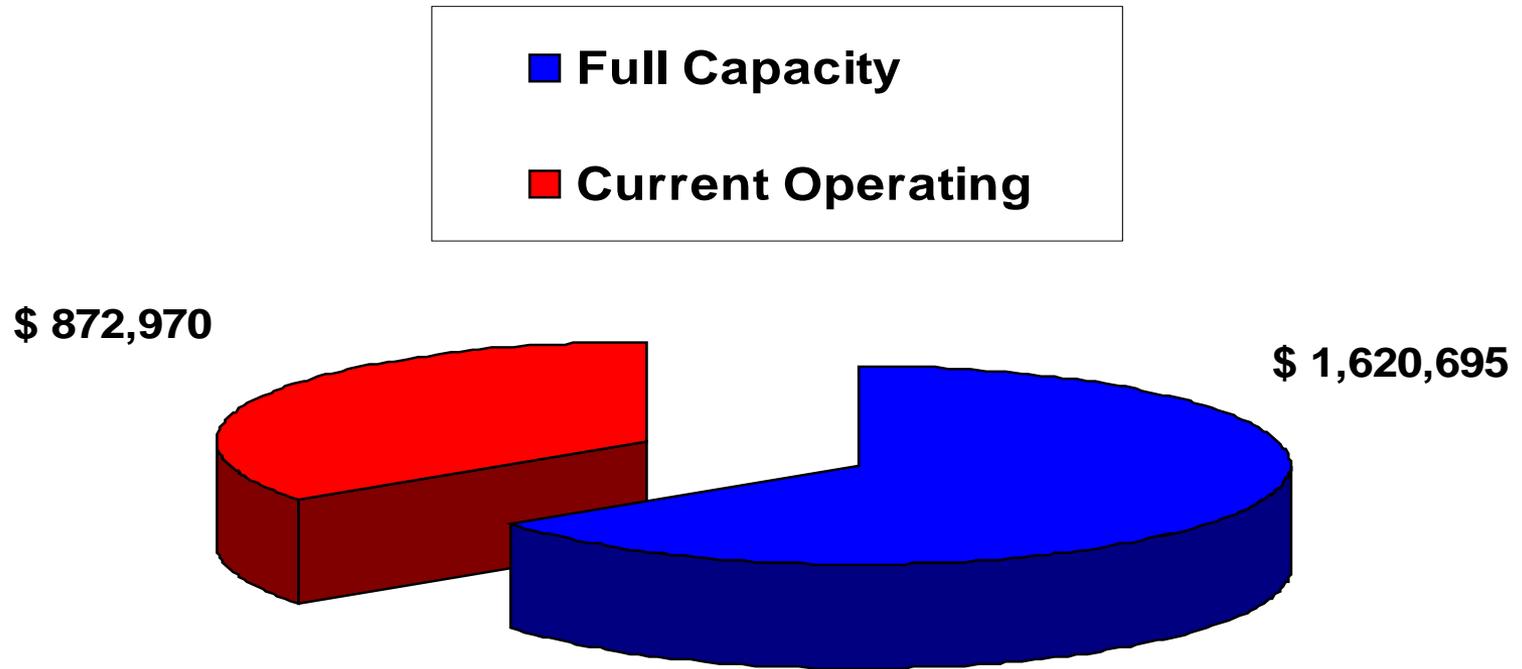


Produced by United Way Worldwide, October 2011

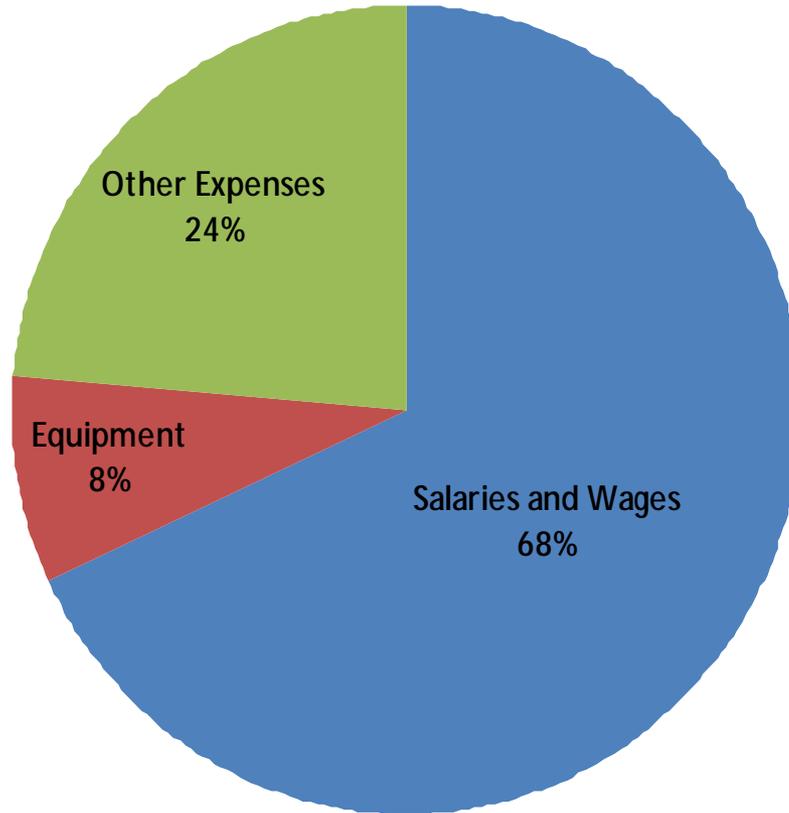
\* Coverage is defined as populations with landline telephone access to 2-1-1 dialing code. Population based on 2008 US Census Estimates

October 4, 2011

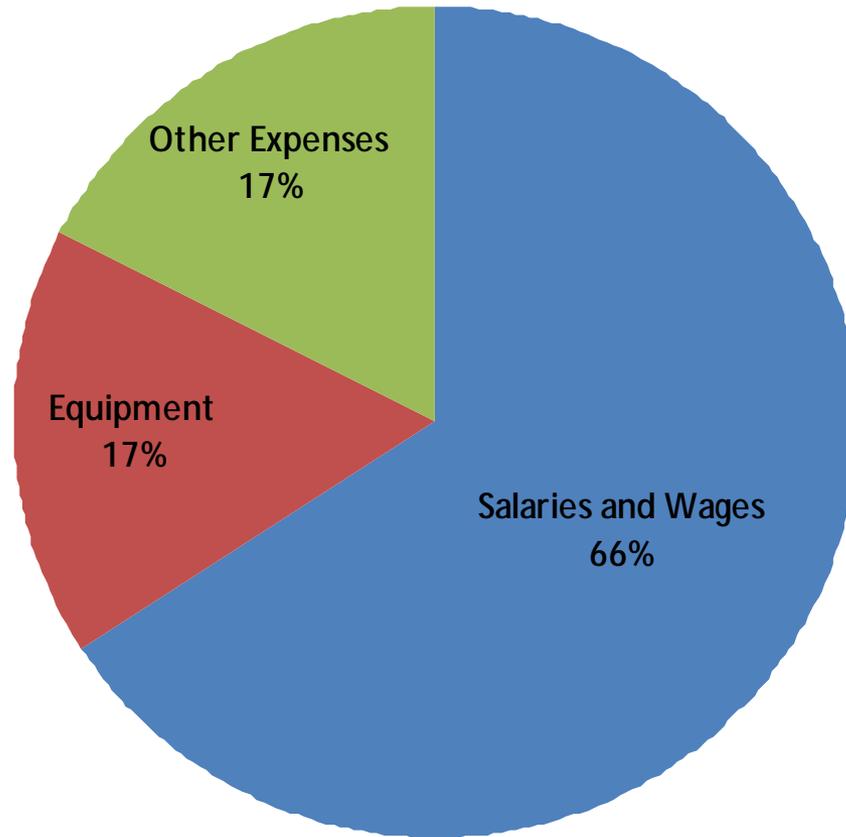
## 2-1-1 Arizona Operating Budget 2012



## Expenses - Prior to 2-1-1



## Expenses - Full 2-1-1



# Systems:

## § Phones:

Mitel

prairieFyre call management software

Quest/Century Link IVR "EZ Route"

## § Database:

Service Point Bowman Systems (AIRS compliant)

Call Point Bowman Systems client tracking

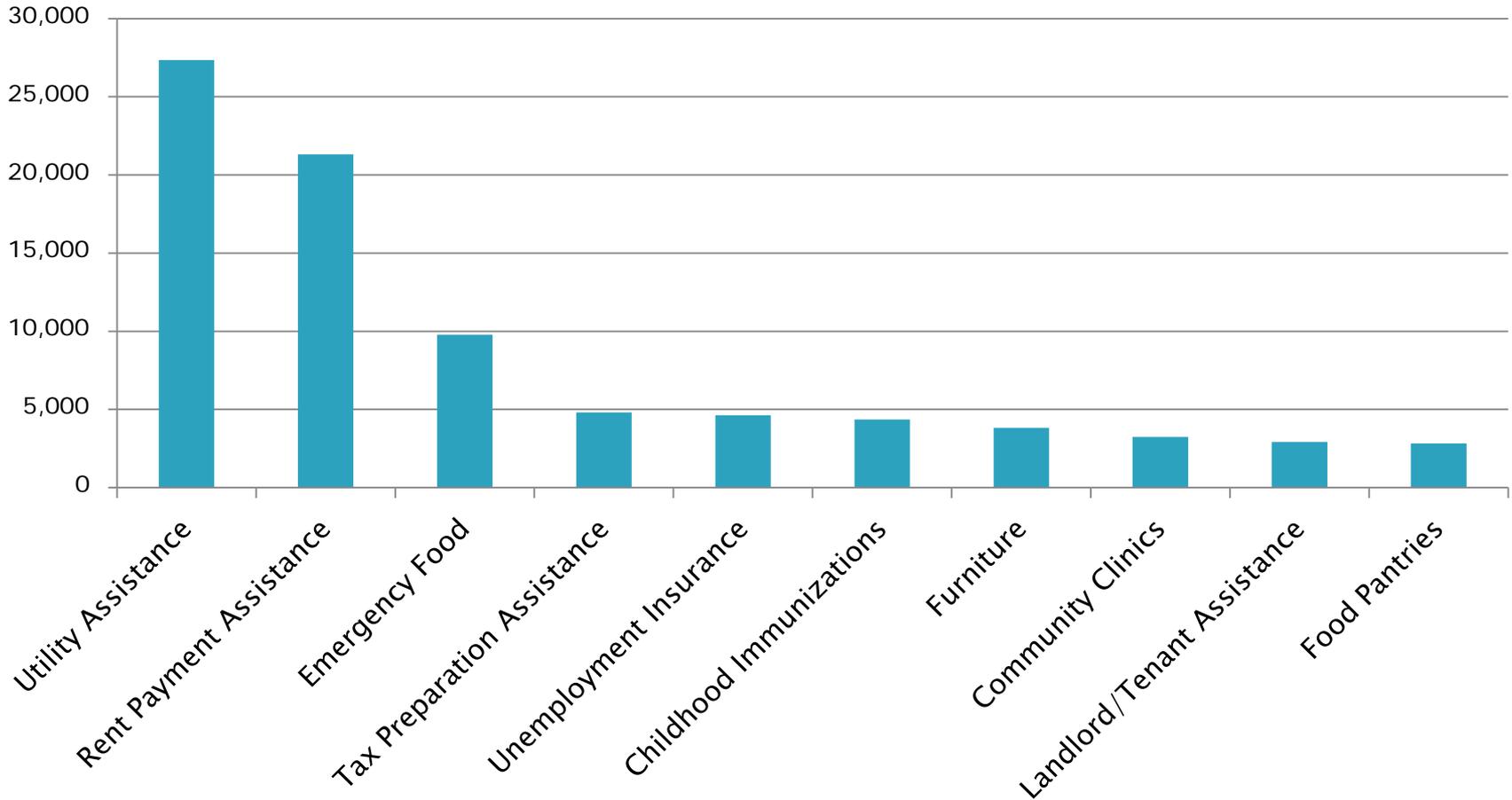
## § Web:

Community Point Bowman Systems

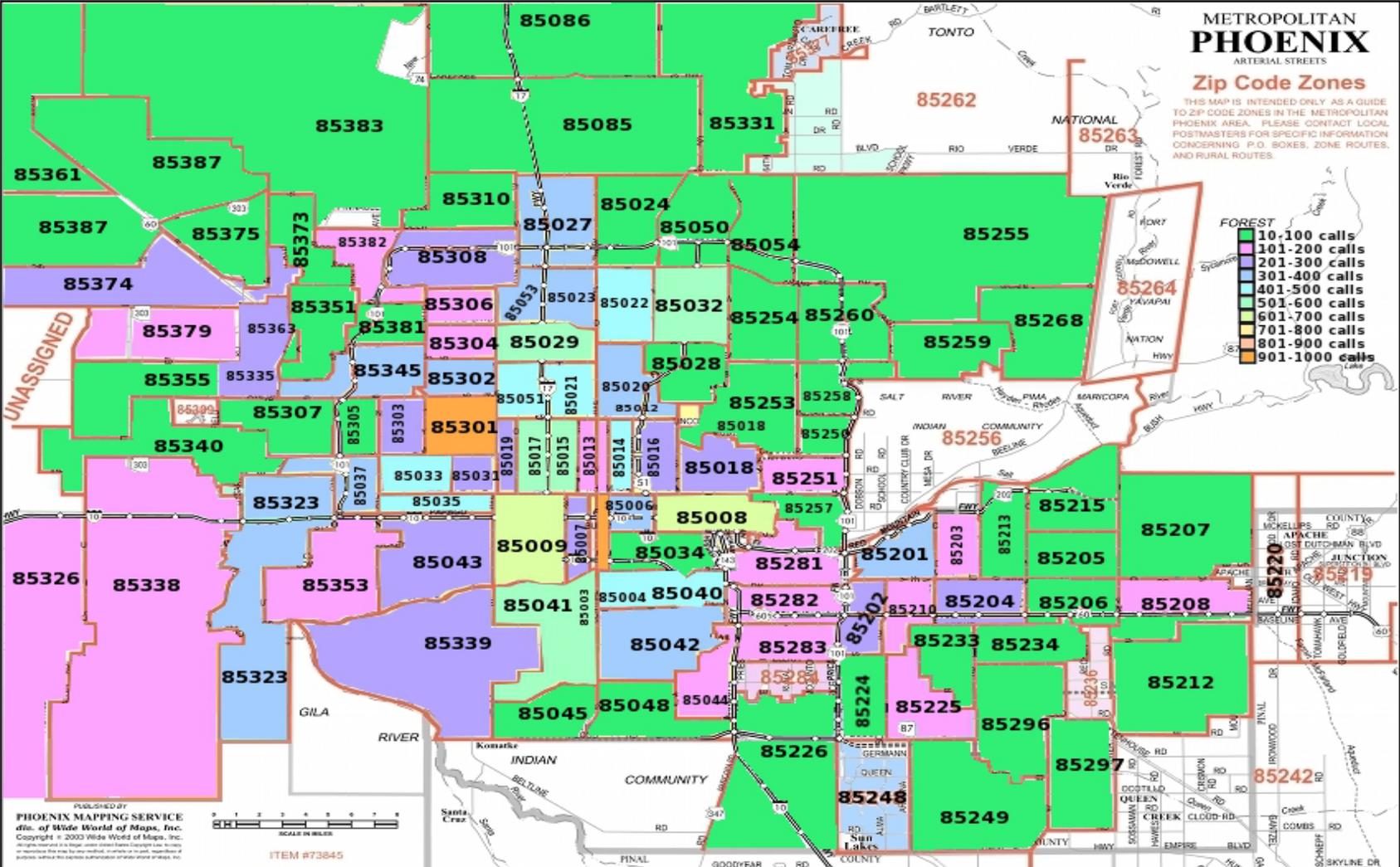
## § iPhone:

Bowman Systems

# FY 2011 Call Trends



# FY 2011 Utility Assistance Call Referrals: Phoenix



# Services Search



- [Get Help](#) | [Give Help](#)
- [Arizona Information](#)
- [Arizona Community Calendar](#)
- [Resources for Nonprofits](#)
- [Reentry Resources](#) | [AVACA](#)
- [Agency Updates](#) | [Board Members](#)
- [About](#) | [Contact](#) | [Donate](#)
- [Flu Shots](#) | [Halloween](#)
- [Download our free iPhone app!](#) | [My Account](#)

Community Information and Referral Services serves as Arizona's key source of integrated information that brings people and services together to meet vital needs. It is our vision that all Arizonans are easily connected to available health and human services in their communities.

We are the lead agency and provider of [2-1-1 services in Arizona](#). We plan to offer this service statewide by the spring of 2012.

How did you find out about the 2-1-1 Arizona website? [Please take this brief survey.](#)



Click on one of our Common Searches or type something in the box below to find the help you need.

## Basic Needs

- [Baby Clothes and Diapers](#)
- [Food Boxes](#)
- [Food Co-Ops](#)
- [Food Stamps](#)
- [Free Clothing](#)
- [Free Furniture](#)
- [Homeless Shelters](#)
- [Low Income/Subsidized Rental Housing](#)
- [Soup Kitchens](#)
- [Thrift Stores](#)
- [Transitional Shelter](#)
- [Transportation for People with Disabilities](#)
- [Transportation for Seniors](#)

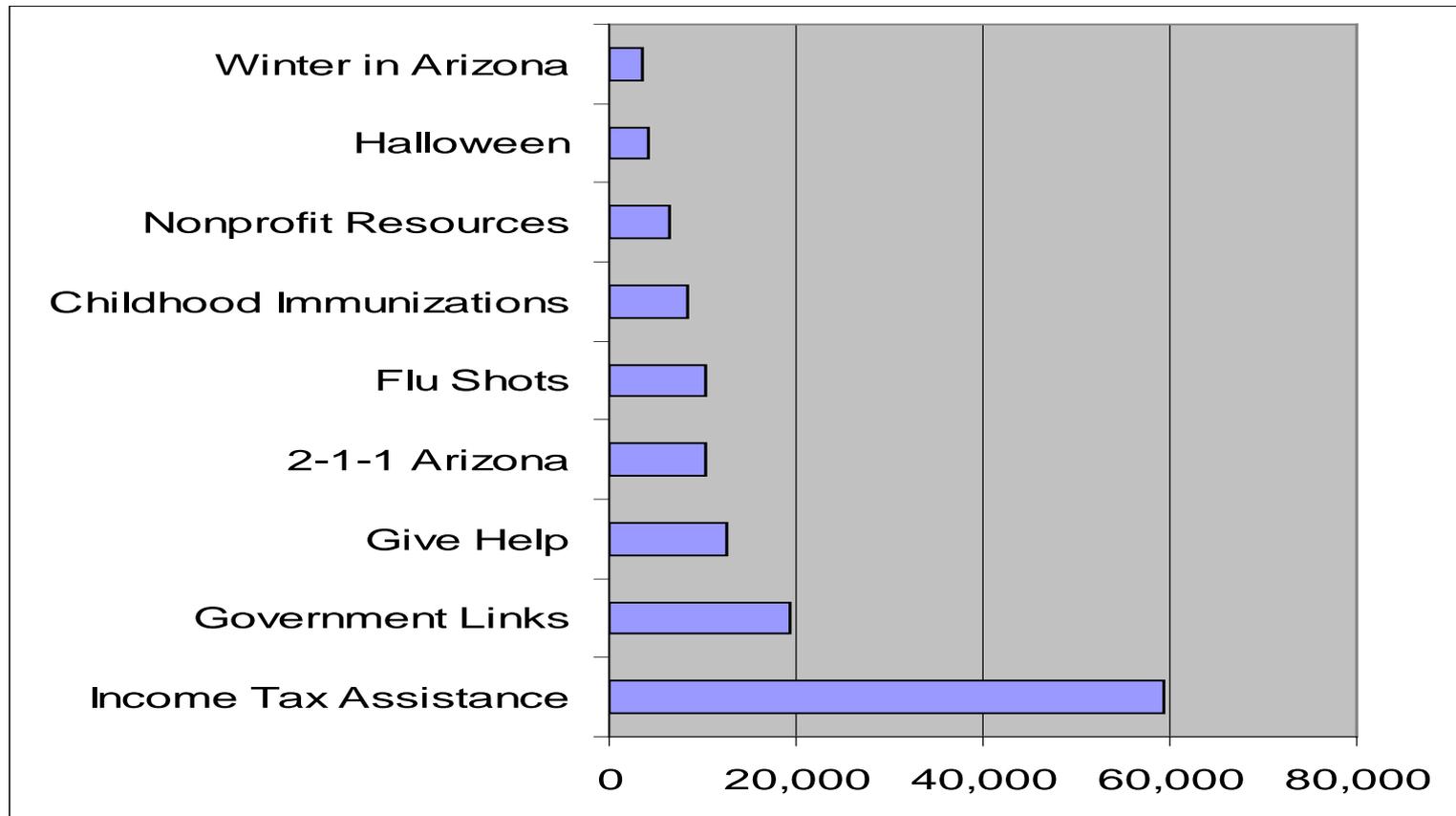
## Counseling/Mental Health

## Health & Dental Care

- [Adolescent/Adult Immunizations](#)
- [AIDS/HIV Clinics](#)
- [AIDS/HIV Prevention Counseling](#)
- [Childhood Immunizations](#)
- [Emergency Rooms](#)
- [Eyeglasses and Contacts](#)
- [Free/Low Cost Dental Care](#)
- [Free/Low Cost Health Care](#)
- [Hospitals](#)
- [Medical Bill Payment Assistance](#)
- [Pregnancy Counseling](#)
- [Prescription Expense Assistance](#)
- [Support Groups for Health Issues](#)

## Legal Assistance

# FY 2011 Web Searches



**362,838 total**

# Government Links



[Get Help](#) | [Give Help](#)  
[Arizona Information](#)  
[Arizona Community Calendar](#)  
[Resources for Nonprofits](#)  
[Reentry Resources](#) | [AVACA](#)  
[Agency Updates](#) | [Board Members](#)  
[About](#) | [Contact](#) | [Donate](#)  
[Flu Shots](#) | [Halloween](#)  
[Download our free iPhone app!](#) | [My Account](#)

## Arizona Information

### Federal Government

- [USA.gov](#)
- [White House](#)
- [Senators](#)
- [Representatives](#)
- [Supreme Court](#)
- [U.S. Attorney's Office](#)
- [Homeland Security](#)
- [FBI-Phoenix Office](#)
- [National Parks](#)

### State Government

- [State of Arizona](#)
- [Senators](#)
- [Representatives](#)
- [Superior Courts](#)
- [Elections/Voter Services](#)
- [Homeland Security](#)
- [Division of Emergency Management](#)
- [Department of Public Safety](#)
- [State Parks](#)

### Local Government

- [Arizona Counties](#)
- [Arizona Cities and Towns](#)
- [Municipal Courts](#)
- [County Sheriffs](#)
- [Police Departments](#)
- [Fire Departments](#)
- [Parks & Recreation](#)

**025010747**  
days hrs min sec

**AZ will TEST the  
Emergency Alert  
System (EAS) on  
Wednesday, Nov. 9,  
2011, at 12:00 p.m. MST**

**CLICK FOR DETAILS**

Get Widget

## More Information

# iPhone App



# Quick Response (QR) Code



# 2-1-1 Arizona

Week 2 Post Launch:

1:18 minute speed of answer

4:39 minute call length average

76.3% call answer rate

# Challenges / Opportunities:

- } Funding
- } Statewide data sharing
- } Statewide representation
- } Statewide support in disaster relief and volunteer efforts



Community Information and Referral Services  
2200 N. Central Ave. Suite 601  
Phoenix, AZ 85004  
602.263.8845  
[www.211Arizona.org](http://www.211Arizona.org)

**Catherine Rea Dunning**  
CEO