

2-1-1 Community Impact

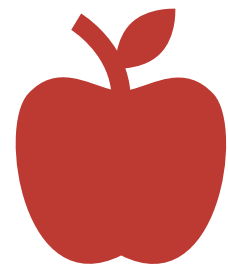
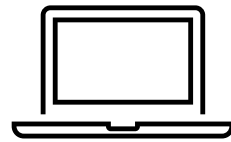
United Way for Southeastern Michigan



What we'll go over:

- Impact of 2-1-1
- Dashboards
- Your role & how to use them

Brief overview of 2-1-1



- Provides information & referral service to members of community 24-7 (via email, live chat, online database and phone)
- Focus on basic needs (food, housing, healthcare, childcare, financial literacy, energy assistance)
- UWSEM serves Lapeer, Macomb, Monroe, Oakland, Washtenaw & Wayne counties

Pandemic Response & Impact



- Call volume spiked during pandemic from 500 to 1,000 calls per day
- Have been assisting with Covid-19 vaccine and testing hotline
- 268,000 referrals since March 16, 2021

Our Dashboards:

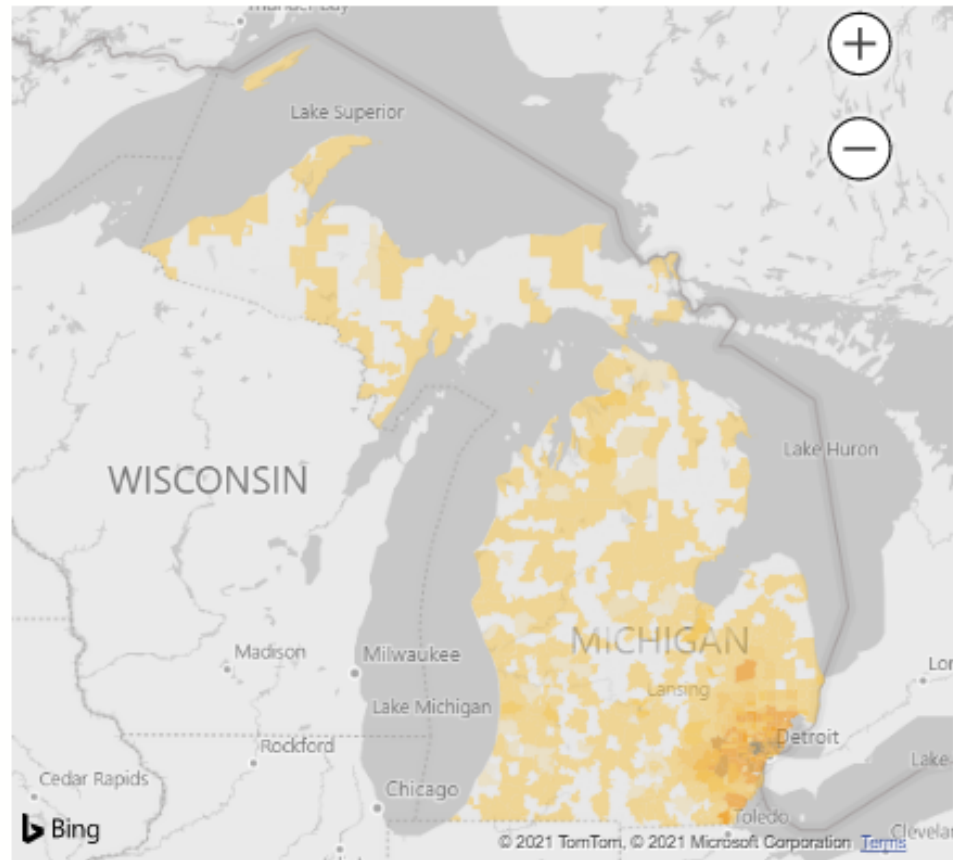
- UWSEM answers the call – but so do you!
- We created two dashboards to show that impact:
 - 2-1-1 Impact (board overview, zip code specific)
 - Community Trends (deeper dive, city/agency specific)
- Both can be toggled by zip code, geography and time
- Updated in real-time (current as of the previous day)

Find the dashboards here: <https://unitedwaysem.org/our-work/our-impact/2-1-1-impact/>

2-1-1 Impact Dashboard:

135,250 Total Connections
194,676 Services Requested
268,036 Referrals

Lapeer Macomb Monroe Oakland Washtenaw Wayne

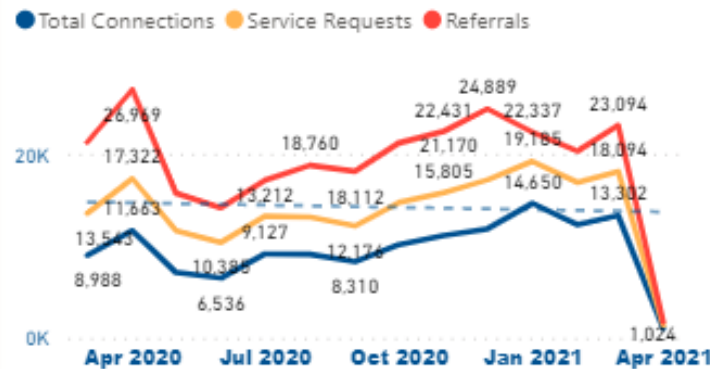


*Geography data is not available for all totals, numbers reflected in the map show the majority of data, but may not equal Total Connections, Services or Referrals.

Top 10 Services and Referrals

Service	Requested	Referrals
Information Request	19,484	
Food Pantries	13,127	42,513
COVID-19 Diagnostic Tests	12,428	19,556
Electric Service Payment Assistance	11,840	22,190
Rent Payment Assistance	11,472	24,806
Gas Service Payment Assistance	5,429	9,345
Community Shelters	4,700	10,178
Home Rehabilitation Grants	3,467	4,707
Home Rental Listings	3,240	5,375
Low Income/Subsidized Private Rental Housing	3,107	8,604

Requests and Referrals Over Time



2-1-1 Overview of Connections

Date

3/16/2020

4/11/2021

Geography

All

Connection: Number of individuals requesting a service through our 2-1-1 helpline (includes phone, live webchat, email, text, mail/fax, in-person and via social media). Website visits are not included.

Service Requested: Reason(s) for contacting 2-1-1, as indicated by an individual (categorized via [AIRS taxonomy](#)).

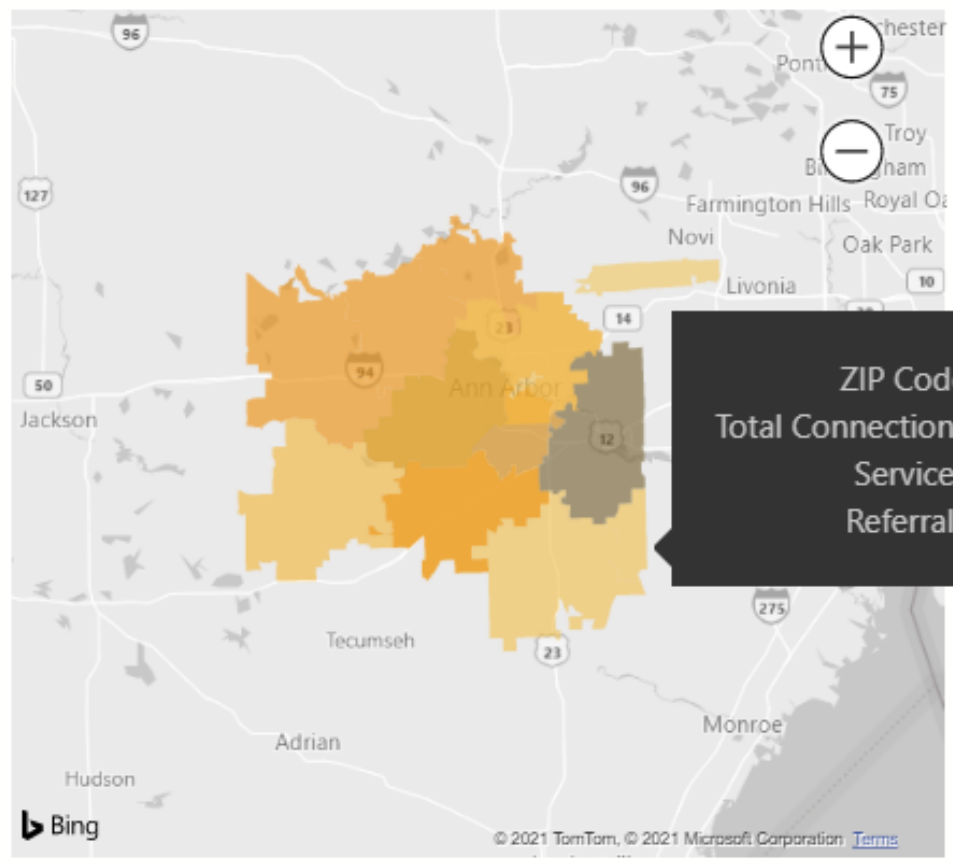
Referral: A community resource provided to a individual for a requested service.



2-1-1 Impact continued (Wash. County)

9,574 Total Connections
13,043 Services Requested
16,582 Referrals

- Lapeer
- Macomb
- Monroe
- Oakland
- Washtenaw**
- Wayne

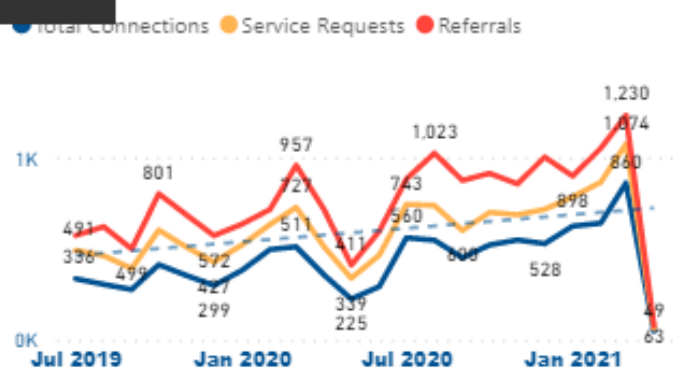


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Top 10 Services and Referrals

Service	Requested	Referrals
Information Request	1,394	
COVID-19 Diagnostic Tests	1,026	1,716
Rent Payment Assistance	998	1,864
Community Shelters	742	1,130
Electric Service Payment Assistance	690	1,143
VITA Program Sites	648	638
Emergency Shelter Clearinghouses	507	505
Food Pantries	460	1,366
Gas Service Payment Assistance	312	495
Home/Subsidized Rental Housing	301	641

Requests and Referrals Over Time



2-1-1 Overview of Connections

Date: 7/1/2019 to 4/11/2021

Geography: All

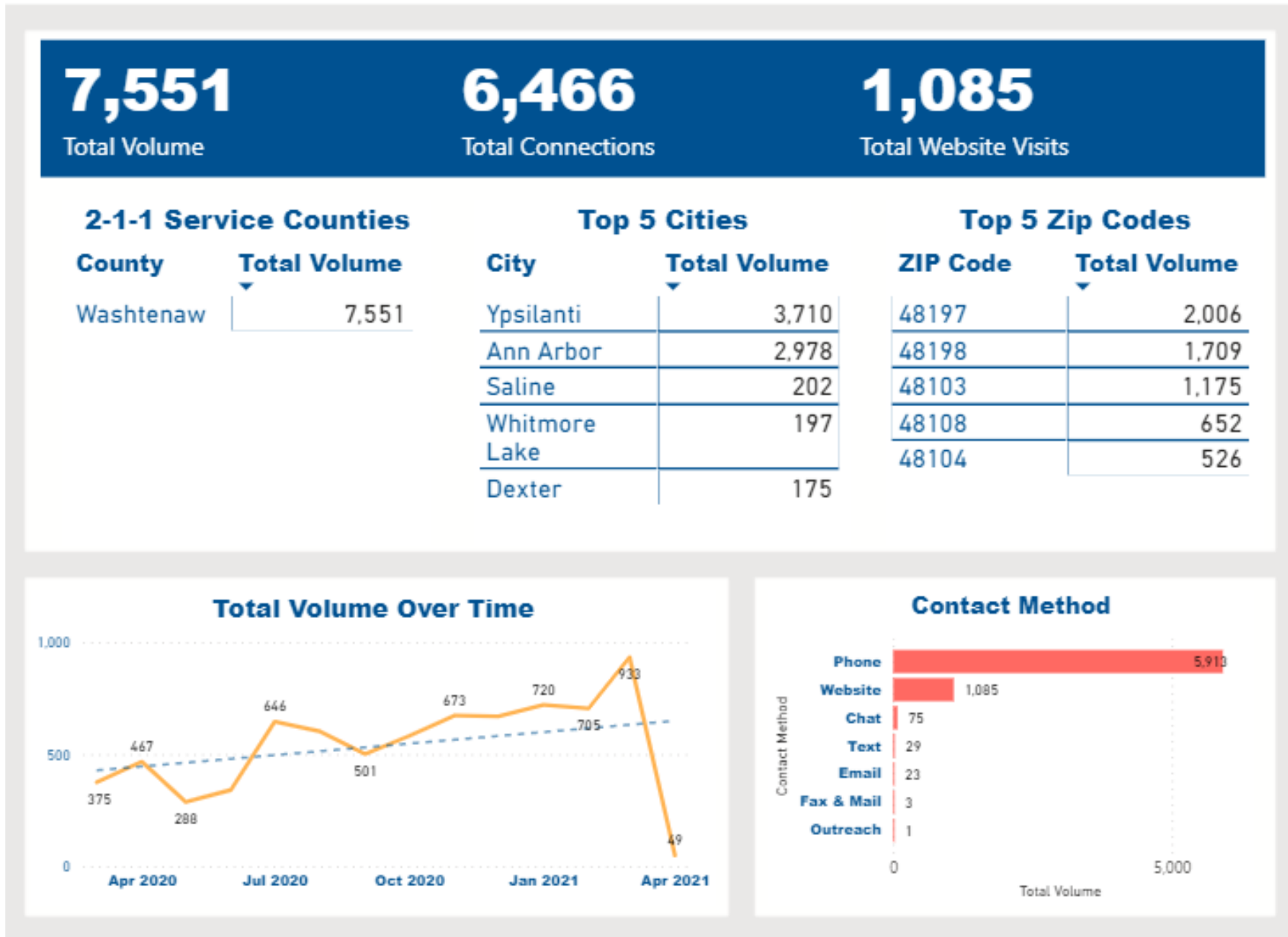
Connection: Number of individuals requesting a service through our 2-1-1 helpline (includes phone, live webchat, email, text, mail/fax, in-person and via social media). Website visits are not included.

Service Requested: Reason(s) for contacting 2-1-1, as indicated by an individual (categorized via [AIRS taxonomy](#)).

Referral: A community resource provided to a individual for a requested service.



Community Trends Dashboard – total volume overview



Overview of Total Volume

Date

Geography

Washtenaw

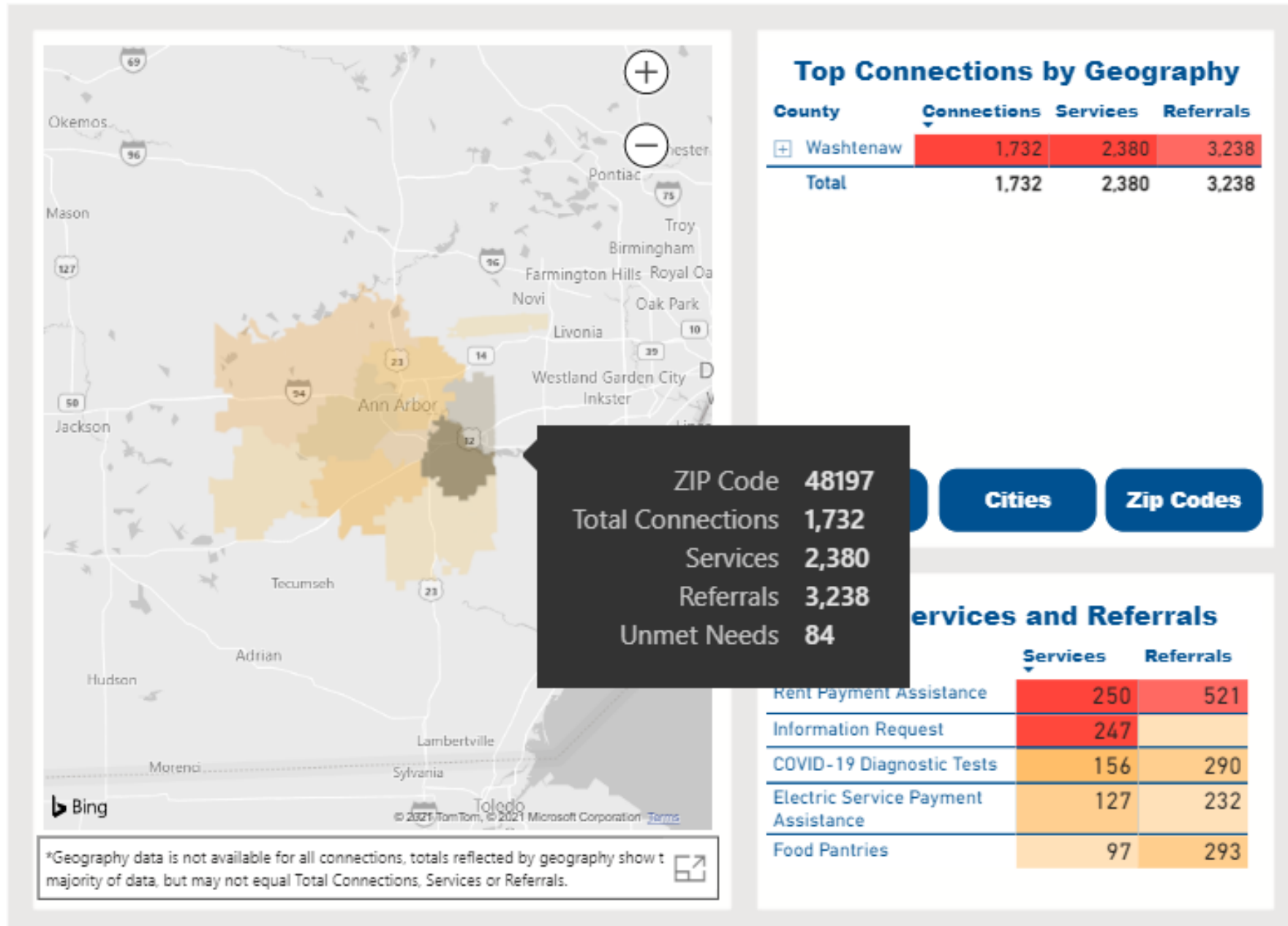
Total Volume is the combined total of Connections and Website Visits.

Connections are unique contacts via phone, live webchat, email, text, mail/fax, in-person and via social media.

Website Visits are unique searches conducted through the 2-1-1 website for UWSEM's service areas. Web data is available beginning December 2019.



Community Trends cont. – by geography



Connections by Geography

Date

3/17/2020 4/11/2021

Geography

Washtenaw

Contact Method

All

Service

All

Referral Agency

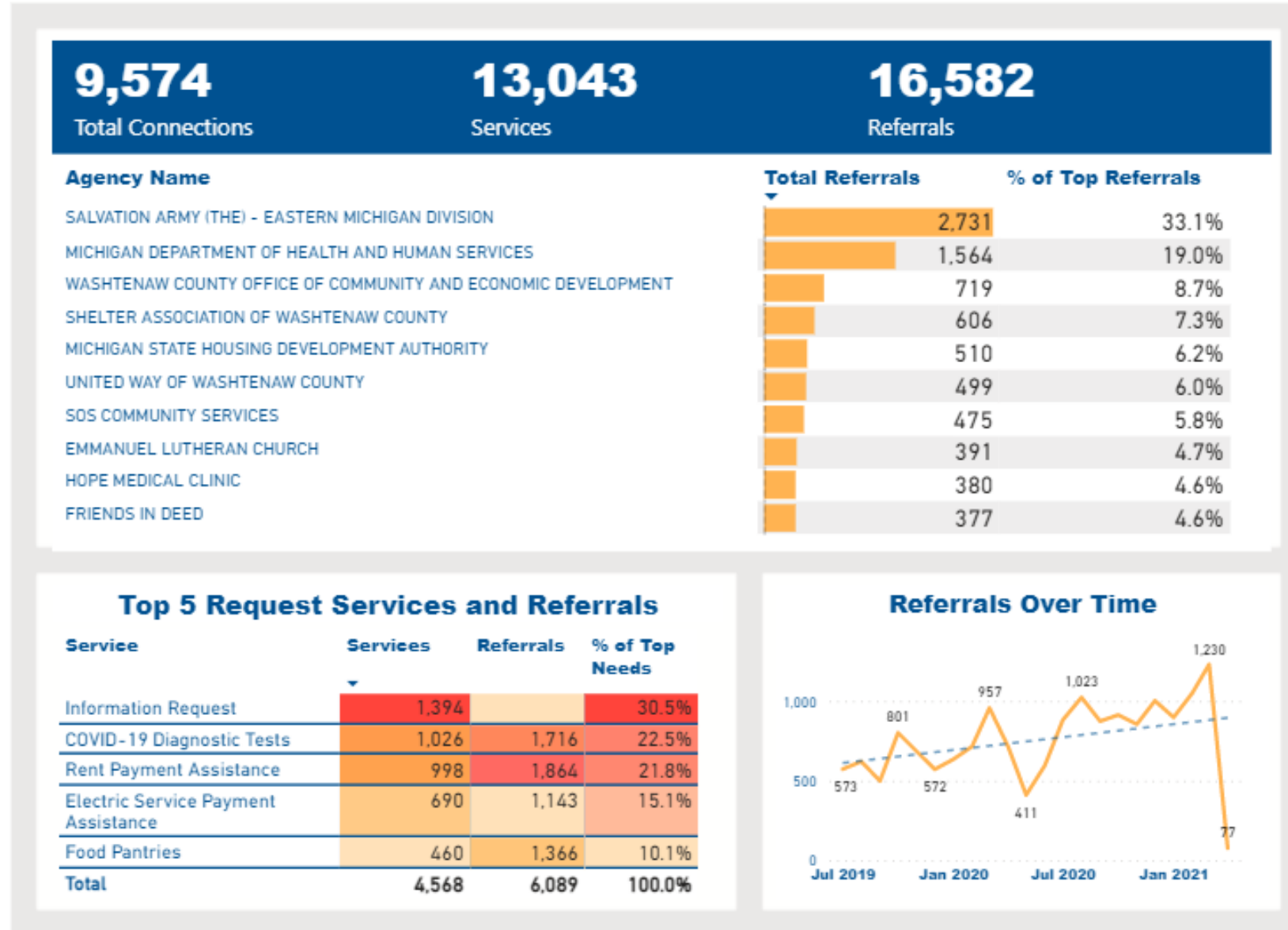
All

Connections are unique contacts via phone, live webchat, email, text, mail/fax, in-person and via social media.

Referral: A community resource provided to a unique individual for a requested service.



Community Trends cont. – by agency



Agency Referrals

Date:

Geography:

Contact Method:

Service:

Referral Agency:

Connections are unique contacts via phone, live webchat, email, text, mail/fax, in-person and via social media.

Referral: A community resource provided to a unique individual for a requested service.

To the dashboards we go...

- This information was put together by our Data & Research team. Can be used as your needs arise for funding proposals and show your impact
- We can't provide these referrals without your help and the work you do - and without correct information about your agency (contact info, services, procedures, etc.)
- **Want to get listed in our 2-1-1 database, learn how to update your agency information (if already listed) or have any other questions? Reach out at aaron.kuhn@unitedwaysem.org or 313-226-9235**