

VIRGINIA'S PROPOSED 2-1-1 SYSTEM STUDY OVERVIEW AND WORKPLAN

Study Mandate

- Support and assist with the coordination of efforts to develop a linked, comprehensive Information and Referral System for Virginia via 2-1-1. Implementation of 2-1-1 will allow Virginia residents to:
 - obtain information on health and human services with a single, easy-to-use phone number;
 - access accurate and specific information on local resources; and
 - retrieve information from a standardized health and human services database via the Internet.
- Identify issues impeding launch of 2-1-1 and develop recommendations for resolving these issues.

Implementation Issues to be Addressed

1. Funding for 2-1-1 Implementation

- Monitor progress of federal legislation and accompanying federal budget language (The Calling for 2-1-1 Act - S 211/HR 896)
- Evaluate federal grants for funding (e.g., Center for Disease Control)
- Evaluate feasibility of accessing other federal funding sources (e.g., Title XX funds and Title XXI funds)
- Identify resources that can be leveraged to sustain 2-1-1
- Determine appropriate state appropriation to support 2-1-1
- Build upon existing public/private partnerships
- Determine need for additional fundraising
- Evaluation of Verizon Foundation funding for 2-1-1

2. Implementation of 2-1-1 System

- Define policies to govern 2-1-1 implementation and operation
- Assess the necessity of revising Virginia's Code and regulations to prepare for implementation of statewide 2-1-1 System
- Communicate and collaborate among affected agencies
- Coordinate among the Executive Branch, Legislative Branch, and regional/local partners
- Determine regions to be serviced by 2-1-1
- Coordinate regionally during phased implementation of 2-1-1 System across the Commonwealth
- Address regional barriers and needs of specific geographic areas to enhance services and ensure seamless, statewide implementation
- Ensure existing I&R infrastructure is sufficiently modified to launch 2-1-1 System including addressing adequacy of the phone system, computer system, website, staffing, and physical location

- Create properly staffed and trained call centers to handle increases in call volume resulting from 2-1-1
- Ensure inclusion of all appropriate human service agencies and programs
- Modify I&R website to support 2-1-1 and coordinate with appropriate state and local agencies
- Conduct community outreach to ensure all stakeholders are informed about 2-1-1

3. Marketing and Promotion of 2-1-1

- Develop and implement a statewide publicity effort
- Differentiate 2-1-1 from other hotlines
- Integrate 2-1-1 activities with other strategic public and private initiatives
- Create marketing plan for 2-1-1 launch, including pertinent product development for promotion, media and press opportunities, event coordination, and external and internal communications
- Collaborate with community and state stakeholders and media to launch 2-1-1 at both the regional and state level

4. Training for 2-1-1

- Prepare statewide 2-1-1 training plan for I&R providers and other public and private partners to include information management, database management and maintenance, as well as 2-1-1 staff education
- Provide training and technical assistance to build the capacity of I&R providers at the local level and to facilitate transition to 2-1-1 and address call volume shifts
- Provide training and technical assistance to regional call centers to ensure maintenance of performance standards

5. Evaluation and Monitoring

- Ascertain whether level of services provided by regional 2-1-1 call centers is adequate
- Evaluate data collection, maintenance, and dissemination
- Develop and implement a program for monitoring and assessing the performance and success of 2-1-1
- Develop mechanism for tracking call volume to ensure adequacy of 2-1-1 is adequate
- Develop evaluation methods to reveal specific geographic needs and differences of service between regions (e.g. service delivery challenges in rural communities)

Commission Study Activities

- Collaborate with the Council of Community Services, in creating a linked, comprehensive Information and Referral System for Virginia via 2-1-1
- Review and monitor federal legislation -- The Calling for 2-1-1 Act
- Review other states' legislation/budget provisions for 2-1-1 along with funding mechanisms used by other states

Commission Study Activities (cont.)

- Coordinate with pertinent Virginia agencies regarding evaluation of available funding sources for 2-1-1, including federal funding sources and private donations
- Determine if statutory or regulatory changes are necessary for 2-1-1 implementation
- Ascertain whether memorandums of understanding (MOU) need to be revised or submitted for 2-1-1 implementation
- Monitor the planning for the phased implementation of the 2-1-1 system and communicate progress to the Legislative branch
- Coordinate and monitor the efforts of service providers, government, and stakeholders to ensure the shared commitment of 2-1-1
- Ensure an adequate evaluation component is included in 2-1-1 so that new data and trends can be analyzed for improvements affecting social services
- Monitor development of 2-1-1 website

2-1-1 TENTATIVE TIMELINE

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Collaborate with Council of Community Services on 2-1-1	➡	➡	➡	➡	➡	➡	➡	➡	➡	➡
Monitor federal 2-1-1 legislation	➡	➡	➡	➡	➡	➡	➡	➡	➡	
Review other states' 2-1-1 legislation and budget provisions	➡	➡	➡	➡	➡	➡				
Ascertain if legislation or budgetary changes are needed for 2-1-1						➡	➡	➡		
Evaluate potential public and private funding sources		➡	➡	➡	➡	➡	➡	➡	➡	➡
Determine necessity of MOU modification				➡	➡	➡				
Monitor phased implementation of 2-1-1					➡	➡	➡	➡	➡	➡
Ensure evaluation component is included in 2-1-1 plan			➡	➡					➡	➡
Monitor 2-1-1 Website development				➡	➡	➡	➡	➡	➡	➡
Develop recommendations						➡	➡			
Draft presentation								➡	➡	
Present to COY								➡	➡	