

<p><b>About Kentucky 2-1-1</b></p>	<p>2-1-1 is an easy to remember phone number linking callers in need to available health and human service programs. Designated for this purpose by the FCC in 2000, 2-1-1 is, as of June 2009, serving approximately 240 million Americans, roughly 80% of the U.S. population, through 244 active 2-1-1 systems covering all or part of 48 states, including 31 states with 90%+ coverage.</p> <p>Today, 2-1-1 is available to some 1.7 million people in 21 counties, roughly 43% of our state’s population through 2-1-1s in Louisville, Lexington and Northern Kentucky. Together they handled over 67,000 calls in 2008.</p> <p>Our goal is to create a strong, integrated statewide system, one that will ensure that everyone in Kentucky will have access to the same consistently high quality 2-1-1 service both through telephone and Internet. We project that by the third full year of operation as a completed system, we will be handling almost 350,000 calls annually.</p> <p>This strategic plan results from collaborative planning by representatives of existing 2-1-1s, United Way of Kentucky, representatives of state government and other stakeholders.</p>	<p><b>The Need for 2-1-1</b></p> <p>We are living through a period of economic and social transformation that has touched the lives of virtually everyone – as old jobs disappear before new ones are in place; as we seek to maximize the investment we have made in our public sector by making government more efficient and more effective; and, as we recognize that increased attention must be given to homeland security and emergency management. As change affects all of us, we must seek new ways to connect with one another and with the help all of us need at some point in our lives.</p> <p>2-1-1 will respond to these needs:</p> <ul style="list-style-type: none"> <li>▪ It is a major challenge for people in Ohio to learn about and connect with services that are available.</li> <li>▪ The growing need for human services increases the need to effectively and efficiently connect people with the broadest possible range of community resources.</li> <li>▪ Our state and communities must be fully prepared to respond to and recover from natural and man-made disasters.</li> <li>▪ There is ongoing demand for greater efficiencies in service delivery, both within the public sector and in nonprofit organizations.</li> </ul>
<p><b>The Value of 2-1-1 as Shown Nationwide</b></p>	<p>2-1-1s bring significant public benefits to their states:</p> <ul style="list-style-type: none"> <li>▪ Improving the way in which people learn about and connect with the services they need;</li> <li>▪ Helping to create new efficiencies in delivery of health and human services;</li> <li>▪ Providing a new resource for employers to help their employees while maintaining their productivity;</li> <li>▪ Providing a new way in which government can respond to the expectations and needs of all their constituents;</li> <li>▪ Serving as a support system for emergency management and playing a role in homeland security;</li> <li>▪ Providing new trend data on health and human service needs, met and unmet, for planning and resource allocation;</li> <li>▪ Connecting people with opportunities to “give help” through volunteering and donations.</li> </ul>	<p><b>The Benefits</b></p> <p>As a result of 2-1-1:</p> <ul style="list-style-type: none"> <li>• <b>Individuals</b> will have access to the information and tools they require to find and make decisions about the support they need;</li> <li>• <b>Service providers</b> will have an expanded knowledge of statewide resources to help them better serve their consumers;</li> <li>• <b>Policy makers</b> and funders will have more complete information about trends in demand for services and emerging needs;</li> <li>• <b>Emergency management</b> will have help to disseminate critical information and assist people through disasters;</li> <li>• <b>Businesses</b> will have an additional way to support employees with their personal needs in an efficient and effective way;</li> <li>• <b>Government</b> will have access to a proven, 24/7/365, multilingual infrastructure to help increase its efficiency and effectiveness;</li> <li>• <b>Public officials</b> will be assured that their constituents are better able to get connected with the services they need in cost-effective and responsive ways.</li> </ul>



Kentucky 2-1-1

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<p><b>The Kentucky 2-1-1 System</b></p> <p>At the heart of the system will be the most comprehensive database of health and human services in the state, including those provided by nonprofit organizations and by government at all levels. Callers will be linked to trained specialists prepared to help them define their need and connect them with the community resources available to help. The database also will be publicly accessible through the Internet.</p> <p>The existing 2-1-1s will be the primary full-service 2-1-1s and will be complemented, as needed, by satellite 2-1-1s located in other areas of the state. “Resource Hubs”, located in United Ways and other nonprofit partners, and “contact points” in each county will assist in developing and maintaining the database and in building local awareness and use of 2-1-1.</p> <p><i>Kentucky 2-1-1</i> will be incorporated as a subsidiary of United Way of Kentucky, which was designated in 2004 by the Public Service Commission as the lead agency for statewide implementation of 2-1-1.</p>	<p><b>Building on Existing Capacity</b></p> <p>At the heart of the system will be the three established 2-1-1s, enabling us to draw on their experience and capacity as the foundation on which we will systematically build-out the whole system. They will answer calls from throughout the state and would have responsibility for the satellite call centers as they emerge.</p> <ul style="list-style-type: none"> <li>▪ <b>Metro United Way 2-1-1 in Louisville</b> was established in 2006. It serves 917,000 people in nine counties in Kentucky and an additional 201,000 people in three counties in Indiana. In 2008, it handled some 43,500 calls from people seeking help.</li> <li>▪ <b>United Way of the Bluegrass 2-1-1 in Lexington</b> was established in 2005. It serves 500,000 people in nine counties, handling 16,500 calls in 2008.</li> <li>▪ <b>United Way of Greater Cincinnati/Northern Kentucky 2-1-1</b> was established in 2003. It serves 348,000 people in four counties in Kentucky and an additional 1,065,000 people in five counties in Ohio, handling 7,600 calls from Kentucky in 2008.</li> </ul>
<p><b>Roll-Out Strategy</b></p> <p>Because we want <i>Kentucky 2-1-1</i> to be a strong, enduring, statewide presence that provides high-quality referral services for our residents and that supports policy makers and service providers in the public and private sectors, we have undertaken a systematic approach to planning and implementation. Now, we are prepared to move forward aggressively to fully bring 2-1-1 to every area of the state.</p> <p>Our goals are to have in place the systemwide functions and the comprehensive statewide database by the end of 2010 and full statewide access to 2-1-1 by the end of 2011, if funding is available.</p> <p>Nationally 2-1-1 costs roughly \$1- \$1.50 per person in the area served per year. Preliminary projections indicate that in Kentucky the cost will average approximately \$1.10 per person in the state per year over the first four years as we build out the system.</p> <p>Achieving our goal of sustained, predictable funding for the entire <i>Kentucky 2-1-1</i> system will require a significant long-term commitment from state government as well as ongoing support from a broad mixture of private sources – United Ways, private foundations and business – and local funding obtained by 2-1-1s from both public and private sources.</p>	<p><b>Working in Partnership with State Government</b></p> <p>As in other states with successful 2-1-1 programs, we want to work in close partnership with state government with a shared commitment to serving the people of Kentucky while developing a 2-1-1 system that is broadly supported by a wide variety of investors – federal, state, county and local governments, private foundations, businesses, community foundations and United Ways.</p> <p>We are seeking from state government:</p> <ul style="list-style-type: none"> <li>▪ Positioning with state agencies as a “first choice” in providing phone-based information and referral services in support of agencies’ priorities;</li> <li>▪ Financial support for development of the 2-1-1 system – with specific focus on development of the statewide database and the required technology infrastructure – and for ongoing operational costs;</li> <li>▪ A defined role in supporting disaster preparation, prevention, response and recovery activities; and,</li> <li>▪ Formal designation as the conduit for federal funds that may come available for the support of 2-1-1 nationwide.</li> </ul>



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