# 2-1-1 SAN DIEGO OVERALL CALL IMPACT

Call Volume and Trends

**SINCE ACTIVATION**

March 13, 2020 - September 22, 2021

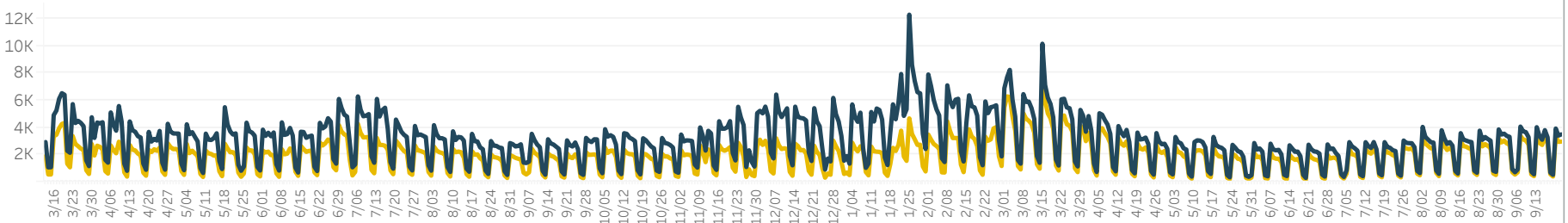
| 19,202 | 16,511 | 1,711,894 | 1,107,383 |
|---|---|---|---|
| total call impact last week | calls received last week | total call impact since activation | calls received since activation |

## CALL DEMAND

### Total Call Impact and Calls Received

**Call Impact** includes callers who receive information through automated call messaging and those who are routed to an agent

**Calls Received** includes only callers who choose to be routed to an agent




Call Impact  Calls Received

### Highlights / Trends

**Call Impact | Trends on call impact and calls received**

Between Thursday, Sepember 16 and Wednesday, September 22, 19,202 calls came to 2-1-1 San Diego from callers seeking assistance with community resources and COVID-19 information, which is about the same as the previous week. After listening to automated call messaging, 16,511 callers requested to be routed to an agent, which is about the same as the previous week. There has been an increase in calls for general COVID-19 assistance since early July, but calls are again tapering off.

**Needs | Trends on client needs met by providing referrals to community services**

- Calls for general COVID-19 assistance more than tripled between early July and late August, but have been declining steadily in September. The increase can mostly be explained by calls for COVID-19 testing-related information. The top referral is to the County of San Diego COVID-19 testing site locations. Calls for vaccine assistance have mostly remained steady.
- Housing/shelter (24%), health care (17%), utilities (13%) and income support/employment (12%) are the most common needs in September; all other need categories account for 34% of total needs, including food, material goods, transportation, education, criminal justice/legal services, mental health services, environmental health/safety, and other community services.
- Two new housing assistance programs launched at the beginning of September from the County of San Diego Housing & Community Development Services: a Security Deposit Assistance Program (SDAP) helping eligible County residents with one-time security deposit payment assistance, and a Rental Assistance for Small Landlords (RASL) program to help eligible small-scale independent property owners who are experiencing significant rent payment shortfalls from their tenants due to COVID-19 impacts. 2-1-1 has provided information and application assistance to over 500 clients in need of security deposit support and over 185 potentially eligible small landlords.

# 2-1-1 SAN DIEGO OVERALL CALL IMPACT

Daily Call Volume and Trends

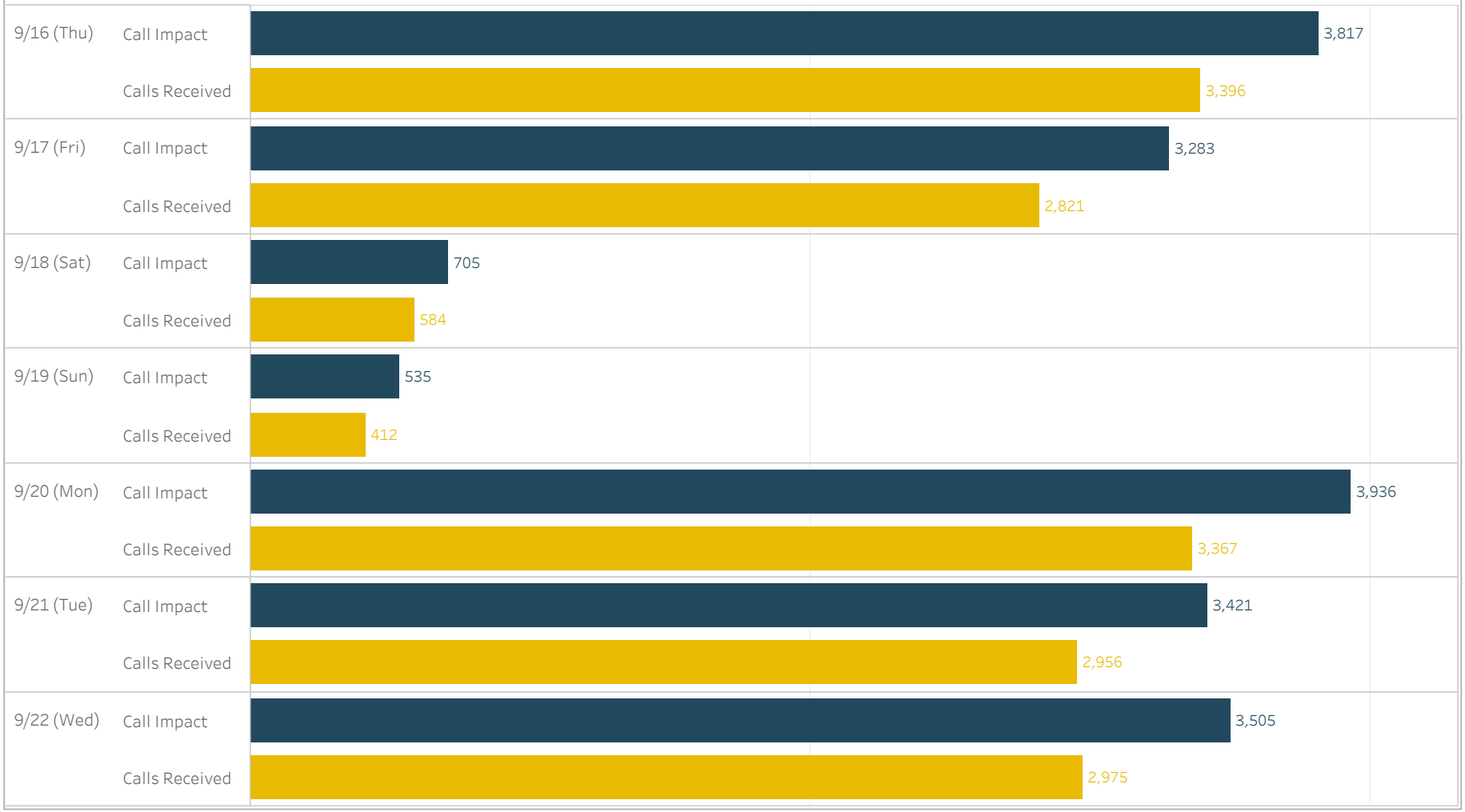
September 16 - September 22, 2021

## CALL DEMAND

### Total Call Impact and Calls Received

**Call Impact** includes callers who receive information through automated call messaging and those who are routed to an agent

**Calls Received** includes only callers who choose to be routed to an agent



# 2-1-1 SAN DIEGO NEED TRENDS

Client Need Trends by Category

**SINCE ACTIVATION**

March 13, 2020 - September 22, 2021

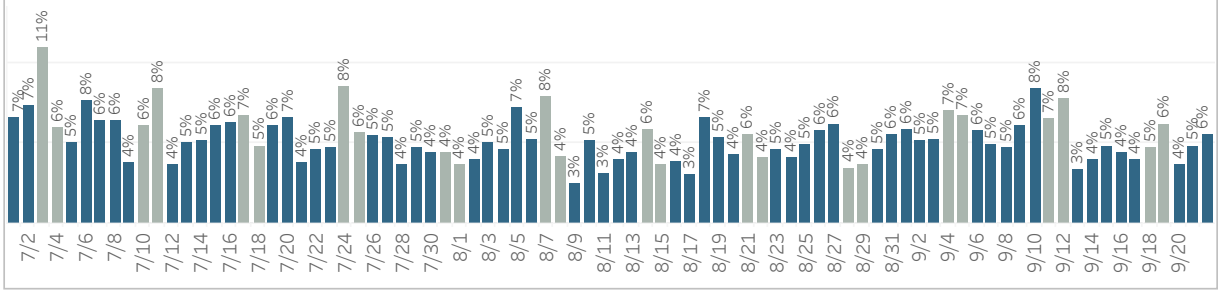
## Trending by Need Category

Percents are out of total client needs that day

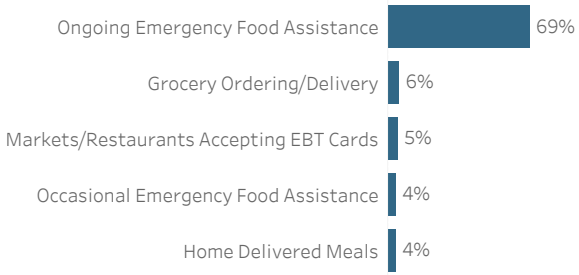
## Previous Week's Top Needs within Category

Percents are out of total needs in that category

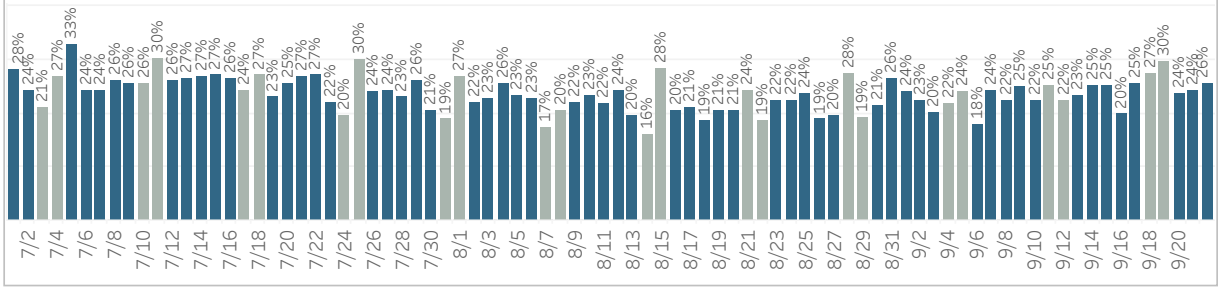
### Food Assistance Needs



### Top 5 Food Assistance Needs in Past Week




### Housing Assistance Needs



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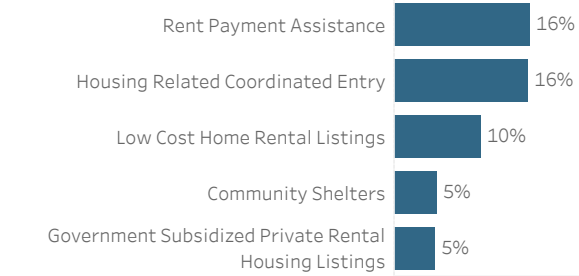
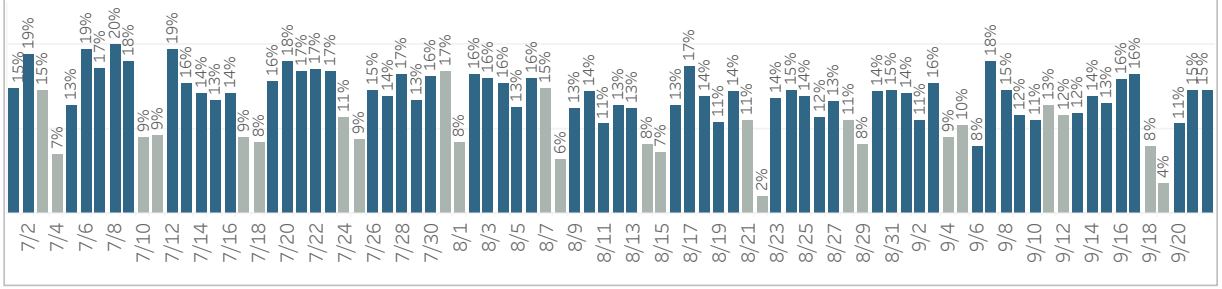
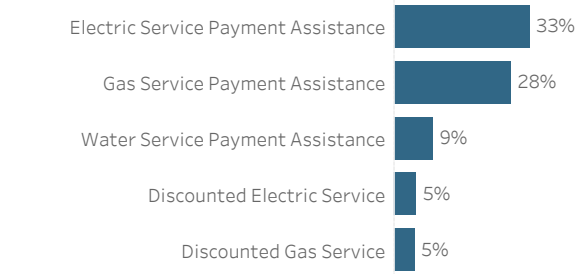



### Utility Assistance Needs



### Top 5 Utility Assistance Needs in Past Week




Weekday Weekend

Note: Data prior to 7/1/2021 are excluded from trend graphs for visibility; top need graphs include the previous week's needs (past 7 days; changed from daily on 9/11).

# 2-1-1 SAN DIEGO NEED TRENDS

Client Need Trends by Category

**SINCE ACTIVATION**

March 13, 2020 - September 22, 2021

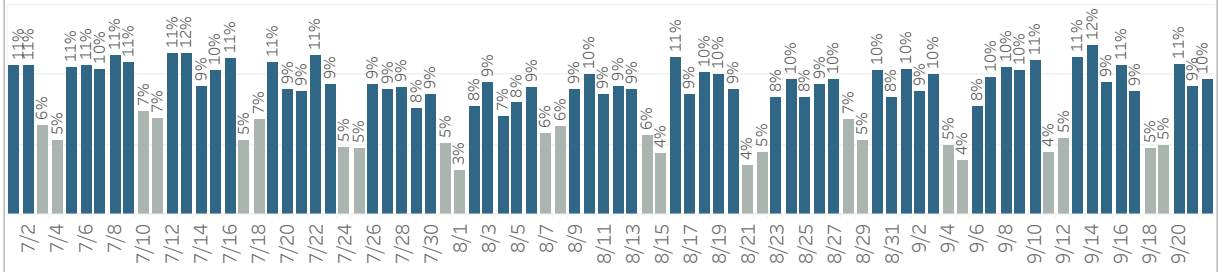
## Trending by Need Category

Percents are out of total client needs that day

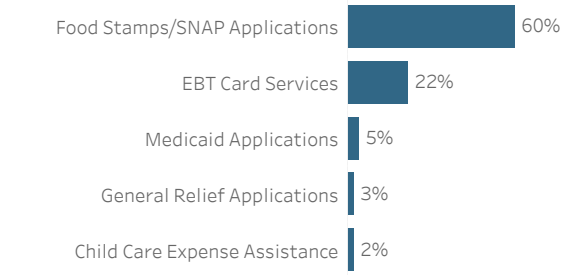
## Previous Week's Top Needs within Category

Percents are out of total needs in that category

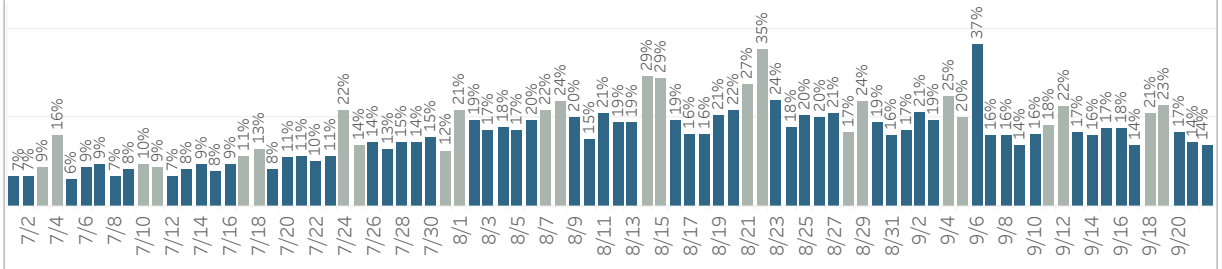
### Public Assistance Program Needs



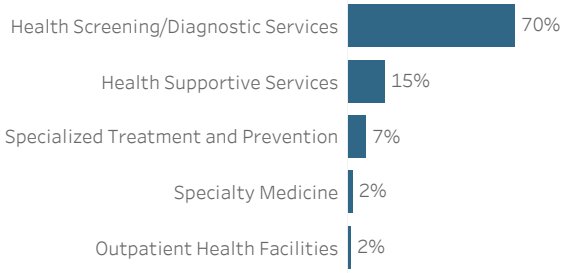
### Top 5 Public Assistance Needs in Past Week



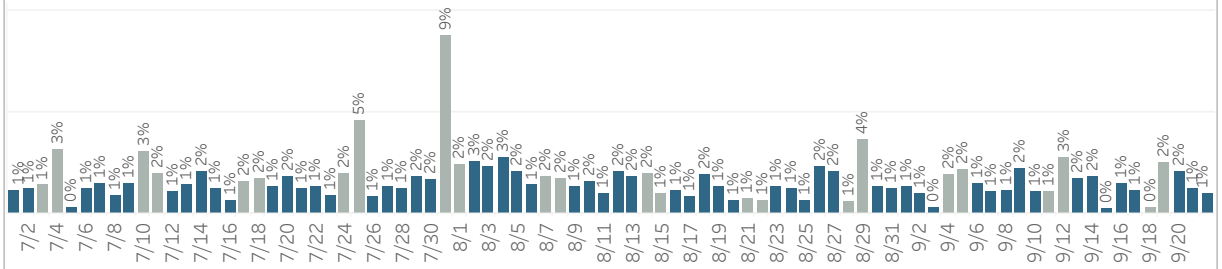

### Healthcare Needs



### Top 5 Healthcare Needs in Past Week




### Material Good Needs



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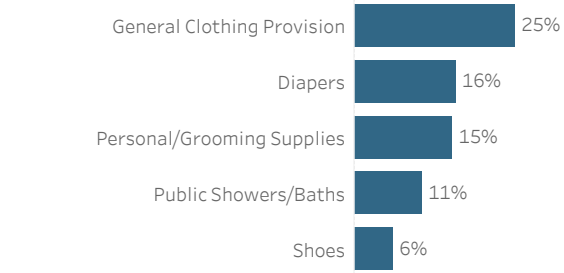



Weekday Weekend

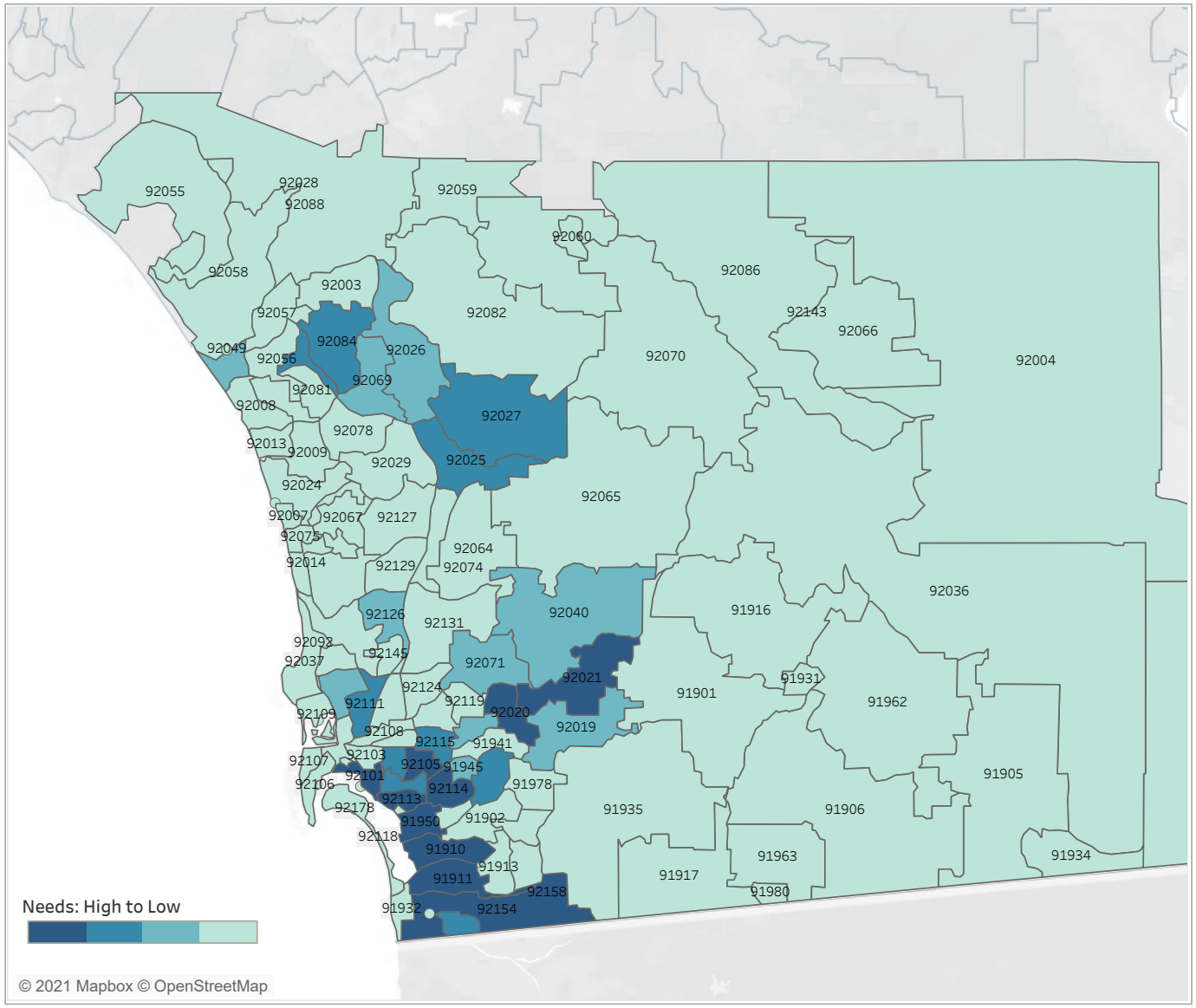
Note: Data prior to 7/1/2021 are excluded from trend graphs for visibility; top need graphs include the previous week's needs (past 7 days; changed from daily on 9/11).

# 2-1-1 SAN DIEGO PREVALENCE OF NEED

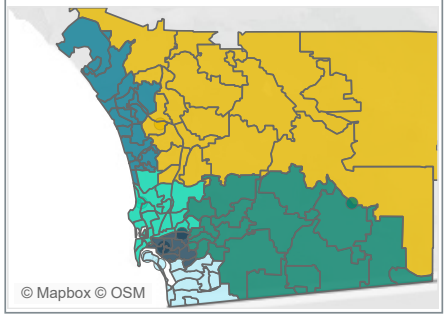
Clients helped by 2-1-1 San Diego, by zip code

**SINCE ACTIVATION**

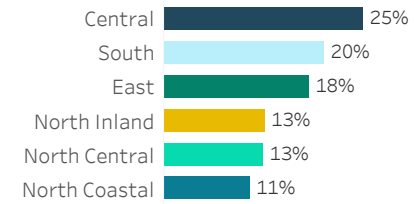
March 13, 2020 - September 22, 2021




## HHSA Regions




## HHSA Region




## Top 10 Cities

| | |
|---|---|
| SAN DIEGO | 42% |
| CHULA VISTA | 10% |
| EL CAJON | 8% |
| ESCONDIDO | 6% |
| VISTA | 4% |
| OCEANSIDE | 3% |
| NATIONAL CITY | 3% |
| SPRING VALLEY | 3% |
| SAN MARCOS | 2% |
| SAN YSIDRO | 2% |

Highest need areas (darkest blue) represent the top 10 zip codes with the highest prevalence of clients having identified needs. Medium need areas (medium to light blue) represent the top 20 and 30 zip codes. Lower need areas (lightest blue) represent all other zip codes with at least 5 identified needs.

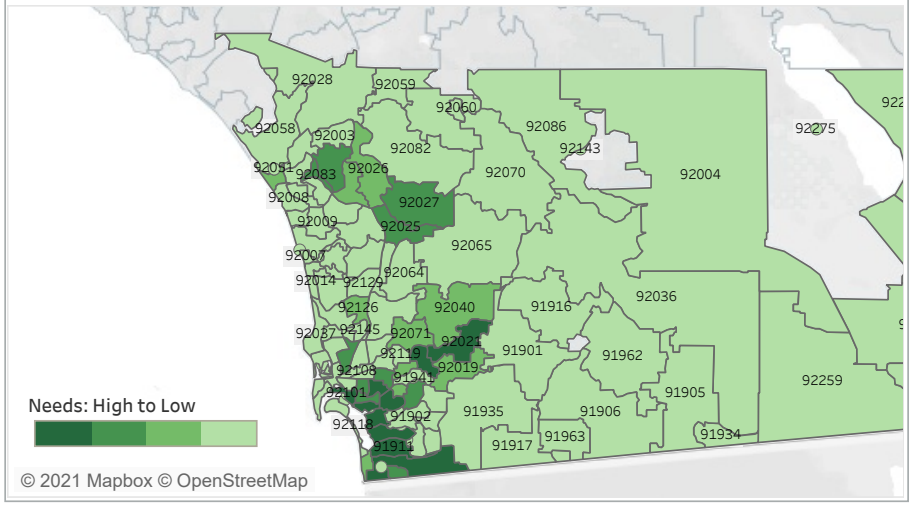
# 2-1-1 SAN DIEGO PREVALENCE OF NEED

Clients helped by 2-1-1 San Diego, by need category and zip code

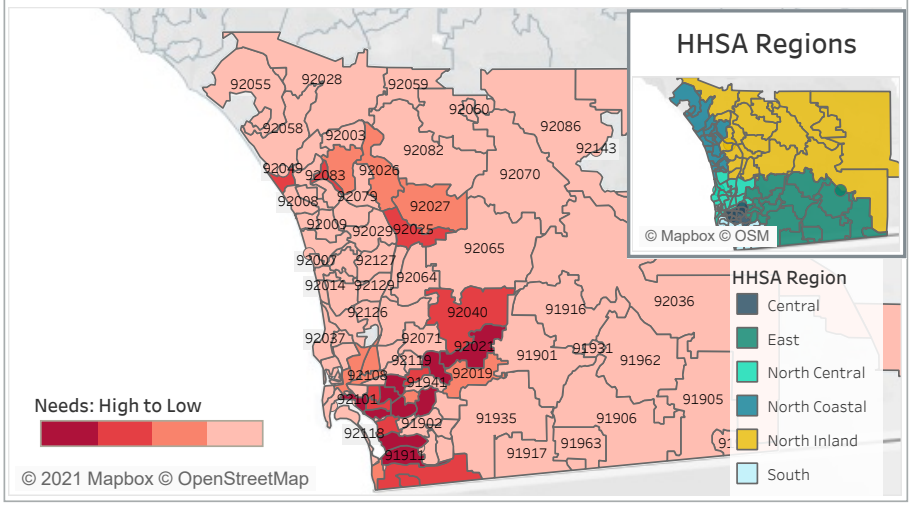
**SINCE ACTIVATION**

March 13, 2020 - September 22, 2021

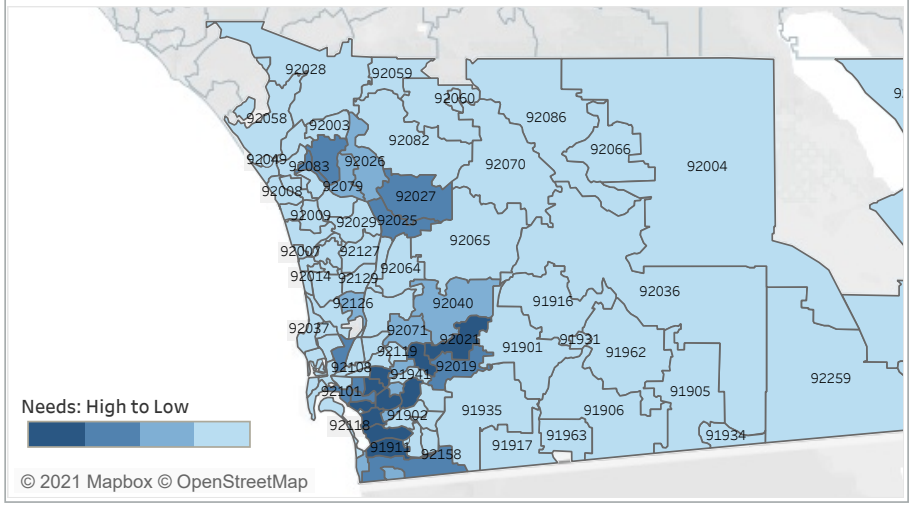
## Food Assistance Needs



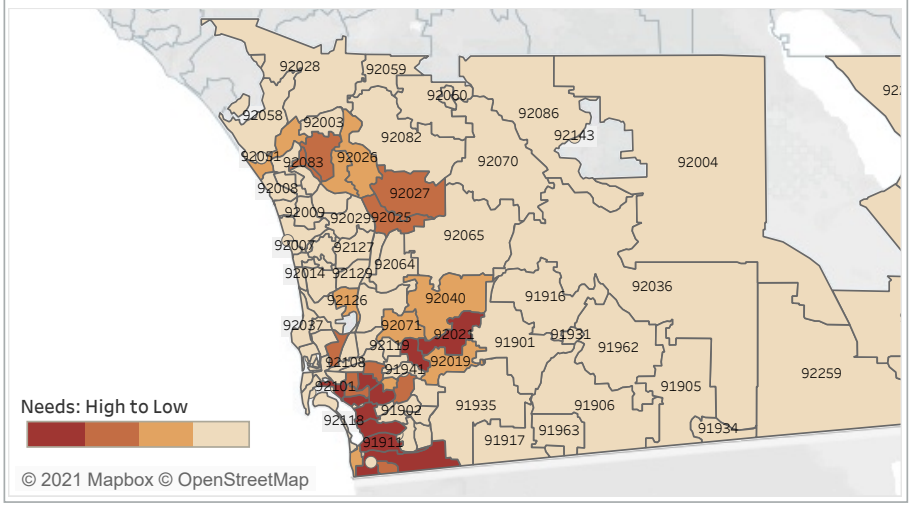

## Housing Assistance Needs




## Utility Assistance Needs




## Public Assistance Needs




Highest need areas (darkest color) represent the top 10 zip codes with the highest prevalence of clients having identified needs in each category. Medium need areas (medium to light color) represent the top 20 and 30 zip codes. Lower need areas (lightest color) represent all other zip codes with at least 5 identified needs.

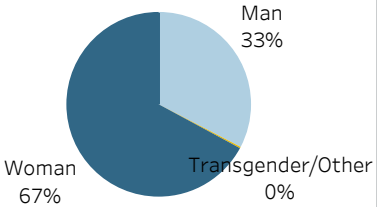
# DEMOGRAPHICS

Clients calling 2-1-1 since COVID-19 activation

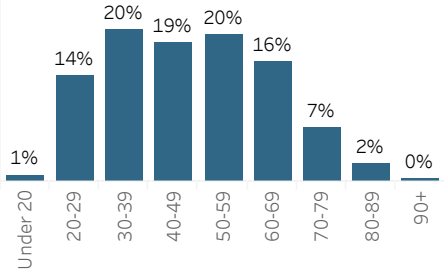
**SINCE ACTIVATION**

March 13, 2020 - September 22, 2021

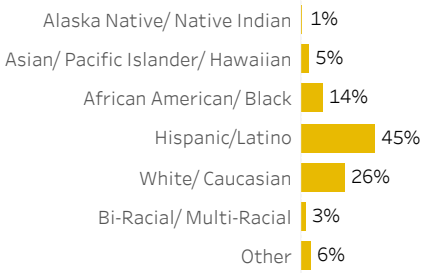
## Gender Identity



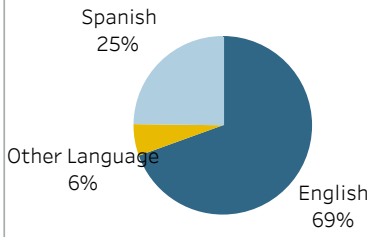

## Age Group



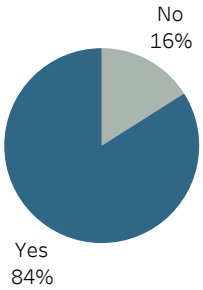

## Race/Ethnicity



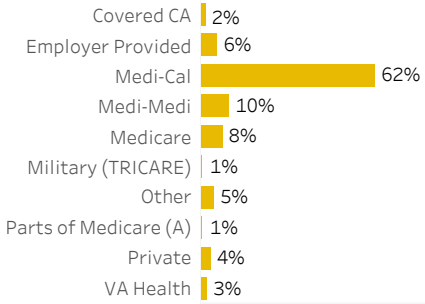

## Preferred Language



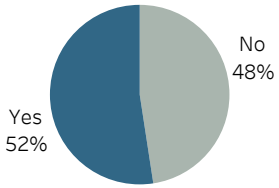

## Health Insurance



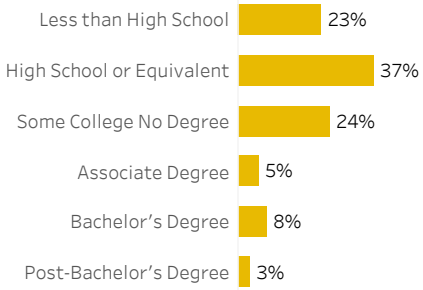

## Health Insurance Type



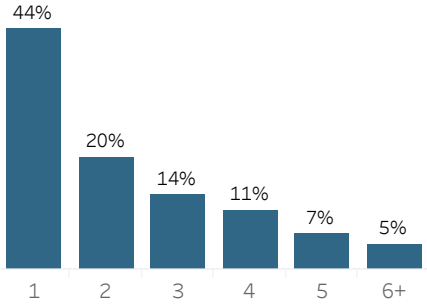

## Health Concern



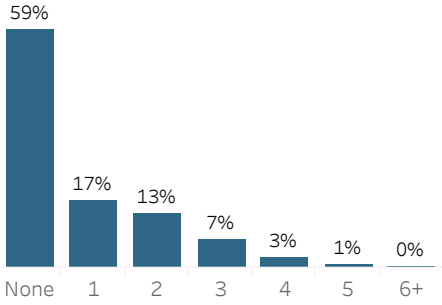

## Education



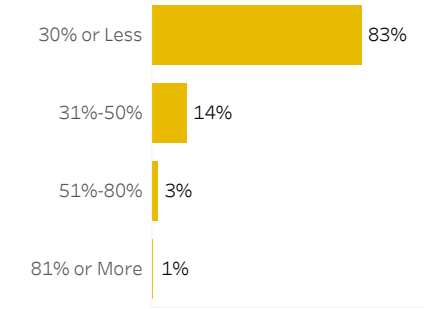

## Household Size



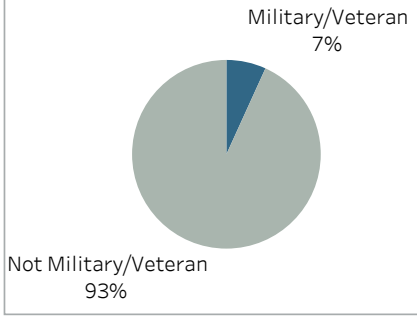

## Number of Children




## Area Median Income (AMI)




## Military/Veteran Status




Notes: 1. All client data is self-reported; 2. Demographic data is out of total known responses; 3. All graphs are rounded to the nearest percentage point. Some graphs may appear to total 101% when they actually total 100%, this is due to rounding.

# CALLS SPECIFICALLY FOR COVID-19 (CUMULATIVE)

Caller Data

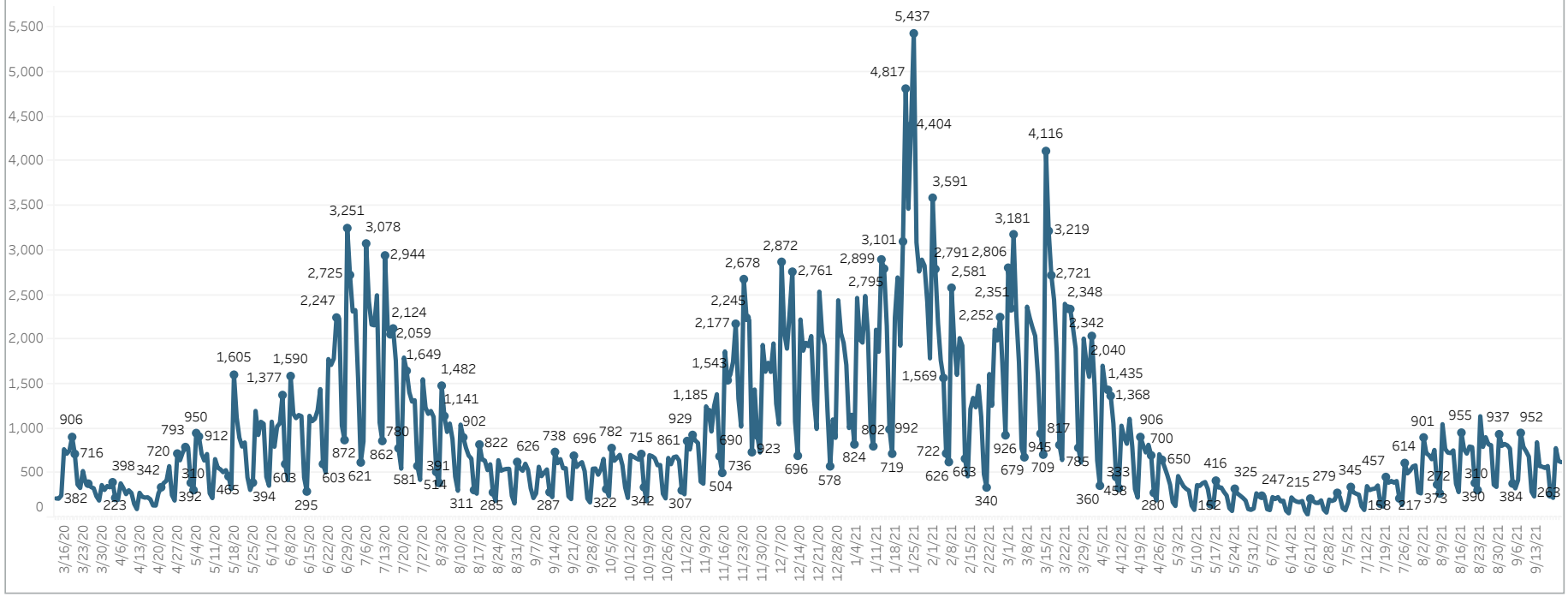
**SINCE ACTIVATION**

March 13, 2020 - September 22, 2021

| 525,562 | 3,667 |
|---|---|
| calls specifically regarding COVID-19 | calls specifically regarding COVID-19 last week |

## CALL DETAILS

### Calls Specifically Regarding COVID-19 by Week




*On 6/12, automated messaging was added giving callers the option to speak with a 2-1-1 agent for information on scheduling a COVID-19 test appointment or to transfer directly to the Public Health Nurse Line for general health information about COVID-19. After speaking with a client, 2-1-1 agents may transfer clients directly to the Nurse Line for additional assistance. Both self-transfers and transfers by 2-1-1 agents contribute to total calls to the Nurse Line. On 7/6, changes to the Nurse Line automated messaging - including the elimination of the voicemail option - contributed to an increase in dropped calls before and after reaching the queue. On 7/10, changes to automated messaging directed more clients to the 2-1-1 website for self-scheduling options. On 11/2, changes to automated messaging led to an increase in calls directed to 2-1-1 agents and in clients self-serving with automated messaging. On 11/9, additional menu options in automated messaging redirected clients calling about test results to the Nurse Line. On 11/10, automated messaging was added for clients calling about San Diego's Purple Tier status. On 11/17, additional messaging and menu selections were provided to efficiently route clients calling about test results. Note: 2-1-1 began transferring to the Nurse Line on 3/17, but only data from 6/12 is displayed for this report. On 11/23, the Nurse Line was discontinued and automated messaging routed clients calling with medical questions to the State Medi Nurse Line or their healthcare provider instead. On 11/25, clients calling to follow up on test results were directed to a self-serve inquiry form on the 2-1-1 website instead of routing to agents. On 1/7/21, a new menu option for COVID-19 vaccine information was added with automated messaging and the option to transfer to healthcare providers. On 1/22/21, eligible clients (75+) were given the option to route to 2-1-1 agents for assistance with scheduling vaccination appointments; clients routing to agents were assigned to four separate categories based on reason for calling. On 2/7, 2-1-1 began providing scheduling assistance to clients 65+. On 2/27, 2-1-1 began providing scheduling assistance to frontline essential workers. On 3/14, 2-1-1 began providing scheduling assistance to persons with health conditions and additional exposures. On 4/1, 2-1-1 began providing scheduling assistance to clients ages 50+. On 4/15, 2-1-1 began providing scheduling assistance to clients ages 16-49. On 5/13, 2-1-1 began providing scheduling assistance to clients ages 12-15. On 7/1/2021, menu options for specific covid-19 related needs (testing, vaccines, etc) were removed and all calls were automatically routed to a 2-1-1 agent (page 8 removed).