

<p>What is 2-1-1 Wisconsin?</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 now available to almost half of the U.S. population. In Wisconsin, the Public Service Commission designated <i>2-1-1 Wisconsin</i> to lead the development of 2-1-1 and to administer assignment of the 2-1-1 to providers.</p> <p><i>2-1-1 Wisconsin</i> is a public-private partnership embodied in an independent 501(c)3 organization governed by a board of directors that is being transformed to broadly represent regional 2-1-1 providers, government at all levels, United Ways, business, private philanthropy and the community.</p> <p>Based on national trends and the state’s population, the <i>2-1-1 Wisconsin</i> system is projected to be handling almost 520,000 calls in its third full year of operation and over 2.5 million calls over the first five years of full operation.</p>	<p>The Need for 2-1-1</p> <p>As change affects all of us and as changing economic conditions increase uncertainty and vulnerability, we must seek new ways to connect with one another and with the resources all of us will need at some point in our lives.</p> <ul style="list-style-type: none"> • It is a major challenge for people to learn about and connect with services that are available. • The growing need of our population for health and human services increases the need to connect people with the broadest possible range of community resources. • Wisconsin state government is committed to becoming smaller and more efficient, while sustaining its commitment to serving the most vulnerable. • Greater attention is being paid to homeland security and emergency management at both the state and local levels. • In many parts of our state, there is an increasing demand for culturally sensitive social services and the ability to communicate with residents for whom English is not their primary language.
<p>The System</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>There will be nine to eleven regional 2-1-1 centers that will have regional responsibility for the development of 2-1-1 and that will serve as the call centers for their regions. There will additional sub-regional resource hubs and liaisons in each county, bringing 2-1-1 as close to as many people as possible.</p> <p>Together, these organizations will have primary responsibility for building and maintaining the database, serving as the public face for 2-1-1, promoting the service regionally, helping communities use the data that the system collects on local needs and building local partnerships to help support the system.</p> <p>Systemwide functions will be vested in a central office led by a full-time executive director.</p>	<p>The Benefits</p> <p>As a result of 2-1-1:</p> <ul style="list-style-type: none"> • Individuals will have access to the information and tools they require to find and make decisions about the support they need; • Service providers will have an expanded knowledge of statewide resources to help them better serve their consumers; • Policy makers and funders will have more complete information about trends in demand for services and emerging needs; • Emergency management will have help to disseminate critical information and assist people through disasters; • Businesses will have an additional way to support employees with their personal needs in an efficient and effective way; • Government will have access to a proven, 24/7/365, multilingual infrastructure to help increase its efficiency and effectiveness; • Public officials will be assured that their constituents are better able to get connected with the services they need in cost-effective and responsive ways.



2-1-1 Wisconsin

August 2006

Roll-Out Strategy

Because we want 2-1-1 Wisconsin to be a strong, enduring, statewide presence that provides high-quality comprehensive information and referral services for our residents and that supports policy makers and service providers in the public and private sectors, we have undertaken a systematic long-term 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 by the end of 2007.

Our strategy will be executed in six phases. With completion of this plan, the first three phases have already been completed. Our roll-out plan assumes that all existing Regional Centers will continue at least at their current level of operation as the system moves to full maturity. Full execution of Phase 4 and beyond, the expansion and launch of the full system, beginning September 1, 2006, is fully contingent on the availability of new resources from state, county and local government and private philanthropy. With appropriate resources committed for the transition period, we are confident that 2-1-1 Wisconsin can be launched as a public-private partnership serving all the people of Wisconsin by the end of 2007.

Funding Requirements

The estimated operating cost of 2-1-1 Wisconsin over its first five years as a fully integrated statewide system is \$28.1 million – or an average of \$1.00 per year for each person in Wisconsin – about the cost of a single bottle of soda.

Currently almost \$3 million is being invested in 2-1-1 by county and local governments, United Ways and private philanthropy. Assuming that funding from current sources remains static, we would require an additional investment of \$12.9 million over five years to enable us to move to full operation with full statewide coverage.

Our goal is to build sustained, predictable funding for the entire 2-1-1 Wisconsin system that will grow as the demands on the system grow. The base of that must be sustaining and incrementally increasing the existing local funding so that it always is providing at least 50% of the total funding required.

The long-term commitment of state government to match the funding from those local and private sources will be required to fully develop and sustain the system. We look forward to building strong partnerships with the Office of the Governor, the Department of Administration, Department of Health and Family Services and other executive agencies and with the Legislature that will result in that commitment.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Regional 2-1-1 Centers						
Southeast	353,760	386,252	445,378	467,439	490,488	2,143,317
East Central	495,893	527,879	566,948	607,073	636,069	2,833,922
South Central	683,771	771,422	828,954	857,684	905,384	4,047,215
West	360,331	455,160	515,285	532,399	550,171	2,413,346
Northwest	302,947	331,461	385,225	403,319	415,563	1,838,515
North Central	302,912	328,129	360,162	371,508	389,914	1,752,625
Northeast	267,362	330,647	389,162	401,854	415,026	1,804,051
Fox Valley	353,880	424,908	477,727	499,870	515,807	2,272,192
Milwaukee	1,156,513	1,259,291	1,334,955	1,406,216	1,486,737	6,643,712
Total – Regional Centers	4,277,369	4,815,149	5,303,796	5,547,362	5,805,159	25,748,895
System Office	482,700	459,681	466,871	474,276	481,901	2,365,429
System Total	4,760,069	5,274,830	5,770,667	6,021,638	6,287,060	28,114,324



Michael Davis, President
 2-1-1 Wisconsin
 6737 W. Washington St., Suite 2225, Milwaukee WI 53214
 Telephone: 414-256-4808 • mdavis@impactinc.org

August 2006