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**July 27, 2022**

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**Newly Released Independent Report Reveals 211 LA’s Strong Performance  
Appraisal Recommending Further Investment in County Service Provider**

*County commissioned reports by KH Consulting in December 2018 to shape future services*

*The previously unreleased reports provide no support for the County’s plan to shift 211 services to an automation-based system*

SAN GABRIEL, CA -- 211 LA, which has provided information and referral services to Los Angeles County voters for more than 40 years, has released final Reports by KH Consulting, dated March 2019, December 2019, and February 2020, that the County of Los Angeles commissioned but never released. The Reports, which were produced and released in three phases, include document review, focus groups, interviews, analysis, and recommendations, and show that 211 LA has provided excellent service, is efficient with its funding, and its users are highly satisfied with its service.

The Reports, released by the County earlier this month in response to a Public Records Act request, also recommend that the best way to improve 2-1-1 service in Los Angeles is to invest more resources in 211 LA. Notably absent from the report is any mention of the use of chatbots or heavy reliance on automation of the 2-1-1 user experience - two changes featured in the proposal currently under consideration by the county that would drastically diminish 2-1-1 services.

“The KH Reports are very relevant and significant because they demonstrate that the County missed the mark in the current RFP process by focusing so heavily on technology and not keeping in mind that 2-1-1 is a community service that works best when certified operators actually talk with people to connect them to the services they need,” said Amy Latzer, Chief Operating Officer of 211 LA. “The Reports also provide strong support for our view (and the view of many community partners) that the current RFP process should be canceled and a new

RFP, informed by the public, the KH Report, and input from all stakeholders should be started with the goal of improving 2-1-1 service in Los Angeles County.”

The County produced nearly 400 pages of information, a PDF of which can be accessed [here](#).

In addition, 211 LA has prepared a [summary](#) detailing how the Reports were produced and the important points, with citations to the specific pages in the PDF.

Among the most critical points made in the Reports are:

Phase I Final Report Findings:

- The 211 LA caller population is highly vulnerable and dependent on 211 services.
- The County will need to balance the need for live phone support for aging populations in addition to tech-savvy younger populations that may prefer online methods.
- More people in LA County are in need of and would use the 211 service if aware of it.
- Callers who reach 211 LA community resource advisors (CRAs) are highly satisfied with the service offered. (Ratings consistently in the high 90s.)
- 211 LA is cost-effective and efficiently manages its indirect costs, but the contract base has been underfunded, resulting in tradeoffs.

Phase II Final Report The County should:

- Preserve identified strengths of current information and referral (I&R) services (provided by 211 LA), including responsiveness and quality, service provision, and database;
- Use 211 San Diego’s Community Information Exchange as a model for best practices;
- Consider promising recommendations including:
  - Invest in 211 LA website capability and multiple ways to access the service;
  - Provide additional support to successfully connect people to needed services;
  - Maintain a robust, secure, updatable, and widely accessible County database;
  - Diversify funding sources to fully fund the service to meet community demand;
  - Ensure that the 2-1-1 I&R services are marketed effectively; and
  - Use I&R metrics to better understand community resource needs.

Phase III Final Report The County should:

- Develop a vision for an enhanced Countywide Information Referral Connection system;
- Phase requirements to expand on current phone based I&R and use multiple contracts to handle system transition complexity; and
- Include in RFP selection criteria: track records, experience, and cultural competence.

“Comparing the Reports (again, commissioned and paid for by the County itself to help design the future of 2-1-1 service in Los Angeles) to the RFP that the County released, it is apparent that there is a deep disconnect between the 2-1-1 ‘service’ the County was soliciting and what the community actually needs,” noted Latzer. “What’s needed now is a fresh approach to 2-1-1 service that combines KH Consulting’s findings and recommendations with input from the

community on current and future needs. We stand ready to work with the County and all stakeholders to improve 2-1-1 service for everyone who needs it to reduce poverty and homelessness and increase the County residents' quality of life.”

At this time, the County has not agendized final action on the proposal to award the contract to Deloitte. The earliest that could take place is at the Board of Supervisors meeting scheduled for August 2, 2022.

### **About 211 LA**

211 LA is the hub for community members and community organizations looking for all types of health, human, and social services in Los Angeles County. We provide information and referrals to the services that best meet individual needs, through our 24 hour 2-1-1 call line, or through our website, text, and chat. A 501(c)(3) nonprofit organization, 211 LA has served the people of Los Angeles County since 1981, when it was formed under the name of The Information and Referral Federation of Los Angeles (also formerly known as InfoLine). 211 LA's services are funded through partnerships with the LA County Board of Supervisors, CEO and Departments; with contracts with the State of California, LAHSA, SoCal Gas, Southern California Edison, AARP, and others; and with grants from foundations including the National Institute of Health (NIH).