

# THE PULSE OF ORANGE COUNTY

Data-Driven Solutions  
for Better Care Coordination



Orange County  
Get Connected. Get Help.™

ORANGE COUNTY UNITED WAY

Housing

Food/CalFresh

Healthcare

Mental Health

Job Resources

Senior Care

GET HELP

ORANGE COUNTY



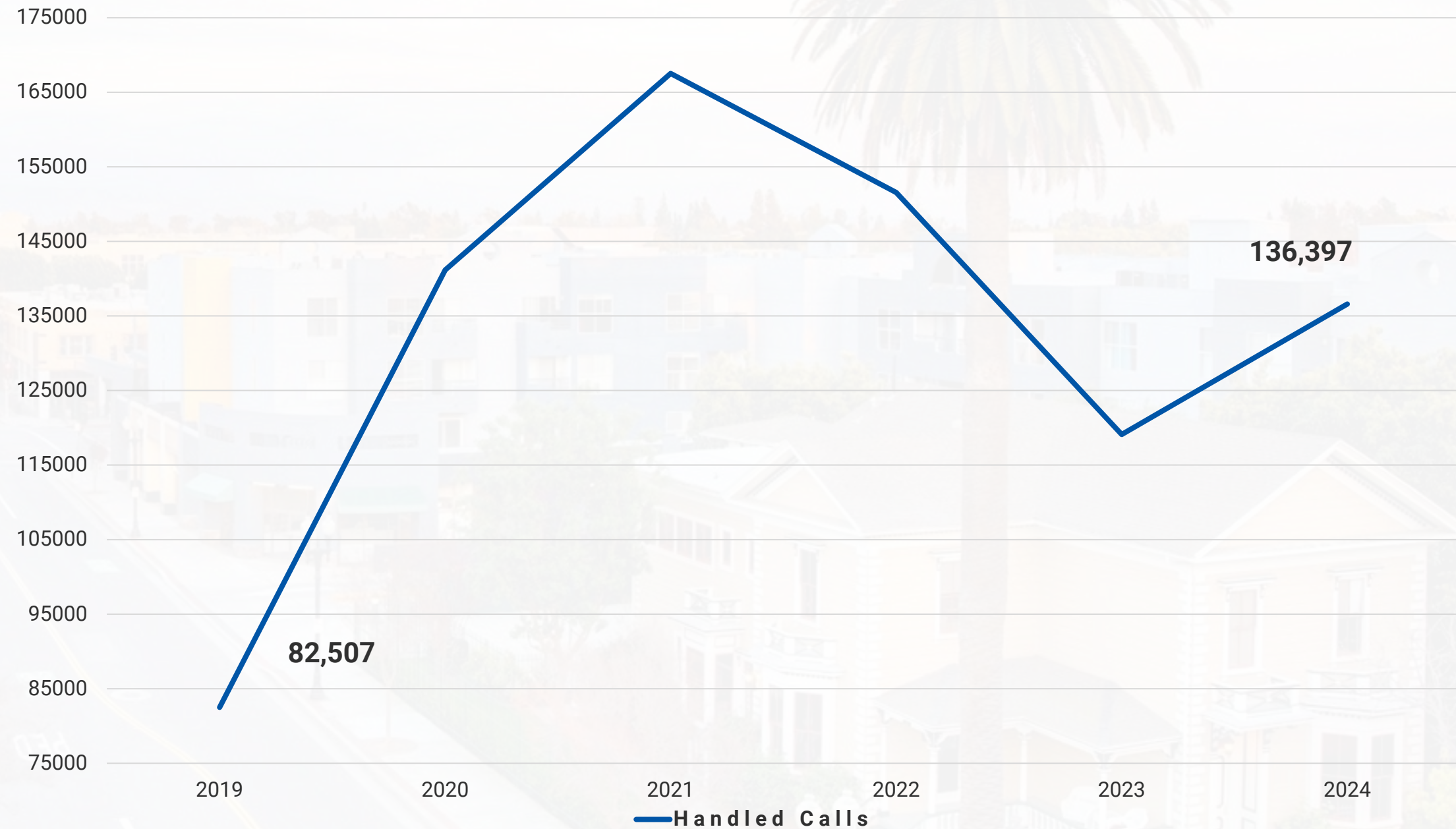


# Increase in Calls to 211OC Over Time

## Reasons for increased calls:

- COVID-19 Pandemic
- New programs including:
  - **Virtual Front Door (VFD); 2019**
  - **Emergency Rental Assistance (ERA); 2021**
  - **Nutrition Gap (NGP); 2021**
  - **Homelessness Prevention & Stabilization (HPSP); 2024**
  - **Volunteer Income Tax Assistance (VITA); 2024**

2-1-1 Calls Received 2019-2024



Source: inContact





# Demographics of Callers

| Race/Ethnicity                   | 2019 | 2024 |
|----------------------------------|------|------|
| Asian                            | 3%   | 5%   |
| Black/African American           | 11%  | 9%   |
| Latino/Hispanic                  | 42%  | 49%  |
| Middle Eastern                   | 1%   | 2%   |
| Multiple Races/Ethnicities       | 6%   | 4%   |
| Native American/Alaskan Native   | 1%   | 1%   |
| Pacific Islander/Native Hawaiian | 1%   | 1%   |
| White/Caucasian                  | 34%  | 29%  |

Source: iCarol and Salesforce





# 2110C DATA HIGHLIGHTS

## Housing





# Housing Issue Referrals

| Referral Type                                  | 2022 | 2024 |
|--|------|------|
| Housing-Related Coordinated Entry              | 23%  | 30%  |
| Emergency Shelter/Transitional Housing         | 29%  | 31%  |
| Rent & Deposit Assistance                      | 26%  | 21%  |
| Low-Cost Home Rental Listings                  | 8%   | 6%   |
| Housing Search Assistance                      | 1%   | 3%   |
| Senior Housing Information & Referral          | 2%   | 2%   |
| Tenant Rights Information & Dispute Resolution | 3%   | 2%   |
| Eviction Prevention Legal Assistance           | 1%   | 1%   |
| Housing Authority & Section 8                  | 2%   | 2%   |

Source: iCarol and Salesforce

**Note:** Other needs excluded for simplicity, representing 5% in 2022 and 2% in 2024.

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# 2024 Housing Enrollments in HMIS

| Type                 | Enrollments |
|----------------------|-------------|
| Individuals          | 62%         |
| People in Families   | 37%         |
| Chronically Homeless | 32%         |
| Seniors (65+)        | 9%          |
| Veterans             | 8%          |
| Youth (18-24)        | 5%          |

Source: HMIS





# 2024 Housing Referrals That Resulted in HMIS Enrollments

| Type                 | Enrollments |
|----------------------|-------------|
| Individuals          | 78%         |
| People in Families   | 22%         |
| Chronically Homeless | 27%         |
| Seniors (65+)        | 7%          |
| Veterans             | 9%          |
| Youth (18-24)        | 8%          |





# HMIS Enrollments Resulting from Housing Referrals

| Housing Program Type           | Enrollments |
|--------------------------------|-------------|
| Emergency Shelter - Entry Exit | 70%         |
| Homelessness Prevention        | 17%         |
| Rapid Re-Housing               | 8%          |
| Transitional Housing           | 5%          |

Source: HMIS and Salesforce





# 2110C DATA HIGHLIGHTS

## Senior Services



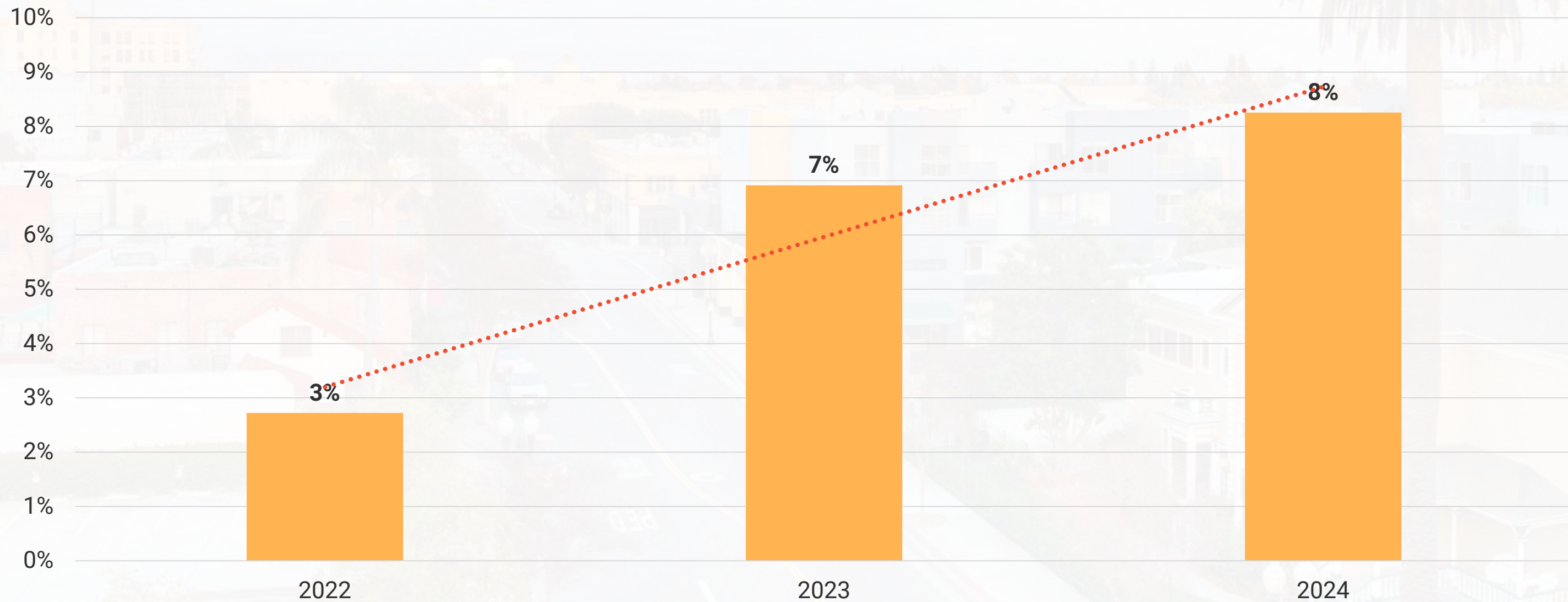
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# Percentage of Callers to 2-1-1 Who are 65+



Source: inContact, iCarol, and Salesforce





# Types of Referrals

| Referral Type                               | 2022 | 2023 | 2024 |
|---|------|------|------|
| Housing                                     | 48%  | 45%  | 45%  |
| Food/Meals                                  | 10%  | 12%  | 16%  |
| Individual, Family, and Community Support   | 11%  | 10%  | 10%  |
| Utility Assistance                          | 7%   | 11%  | 10%  |
| Legal, Consumer, and Public Safety Services | 6%   | 6%   | 5%   |

**Note:** Other needs excluded for simplicity, representing 18% in 2022, 16% in 2023, and 14% in 2024.





# 2024 Demographics of Senior Callers

| Race/Ethnicity                   | All Callers | Senior Callers |
|----------------------------------|-------------|----------------|
| Latino/Hispanic                  | 49%         | 30%            |
| White/Caucasian                  | 29%         | 45%            |
| Black /African American          | 9%          | 7%             |
| Asian                            | 5%          | 10%            |
| Multiple Race/Ethnicities        | 4%          | 4%             |
| Middle Eastern                   | 2%          | 3%             |
| Native America /Alaskan Native   | 1%          | 0%             |
| Pacific Islander/Native Hawaiian | 1%          | 1%             |

Source: inContact, iCarol, and Salesforce

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# Senior Needs Compared to All Callers

| Referral Type                               | All Callers | Senior Callers |
|---|-------------|----------------|
| Housing                                     | 51%         | 45%            |
| Food/Meals                                  | 13%         | 16%            |
| Individual, Family, and Community Support   | 8%          | 10%            |
| Utility Assistance                          | 8%          | 10%            |
| Mental Health/Substance Use Disorders       | 5%          | 1%             |
| Legal, Consumer, and Public Safety Services | 4%          | 5%             |
| Clothing/Personal/Household Needs           | 3%          | 2%             |
| Health Care                                 | 3%          | 3%             |
| Income Support/Assistance                   | 1%          | 3%             |
| Employment                                  | 1%          | 1%             |
| Information Services                        | 2%          | 2%             |
| Transportation                              | 1%          | 2%             |

Source: iCarol and Salesforce





# 2110C DATA HIGHLIGHTS

## Childcare Assistance

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# 2024 Demographics of Childcare Requests

| Race/Ethnicity                   | Percentage |
|----------------------------------|------------|
| Latino/Hispanic                  | 63%        |
| White/Caucasian                  | 17%        |
| Asian                            | 7%         |
| Black/African American           | 5%         |
| Middle Eastern                   | 4%         |
| Multiple Races/Ethnicities       | 3%         |
| Pacific Islander/Native Hawaiian | 1%         |

Source: iCarol and Salesforce





# CHILDCARE CRISIS IN ORANGE COUNTY

**OVER 60%**

of parents report  
price/affordability  
as the biggest  
challenge to  
childcare

**ONLY 6%**

of eligible infants  
and toddlers are  
served by state  
and federally  
subsidized  
programs





# 2110C DATA HIGHLIGHTS

## Food Assistance







# Caller Demographics for Food Benefit Referrals

| Ethnicity/Race                   | 2022 | 2024 |
|----------------------------------|------|------|
| Asian                            | 8%   | 7%   |
| Black/African American           | 11%  | 8%   |
| Latino/Hispanic                  | 45%  | 48%  |
| Middle Eastern                   | 2%   | 2%   |
| Multiple Races/Ethnicities       | 2%   | 4%   |
| Native American/Alaskan Native   | 0%   | 1%   |
| Pacific Islander/Native Hawaiian | 1%   | 1%   |
| White/Caucasian                  | 31%  | 30%  |

**Note:** Food benefits include SNAP, WIC, and Food Stamps.

Source: iCarol and Salesforce





# 2110C DATA HIGHLIGHTS

## Healthcare Assistance



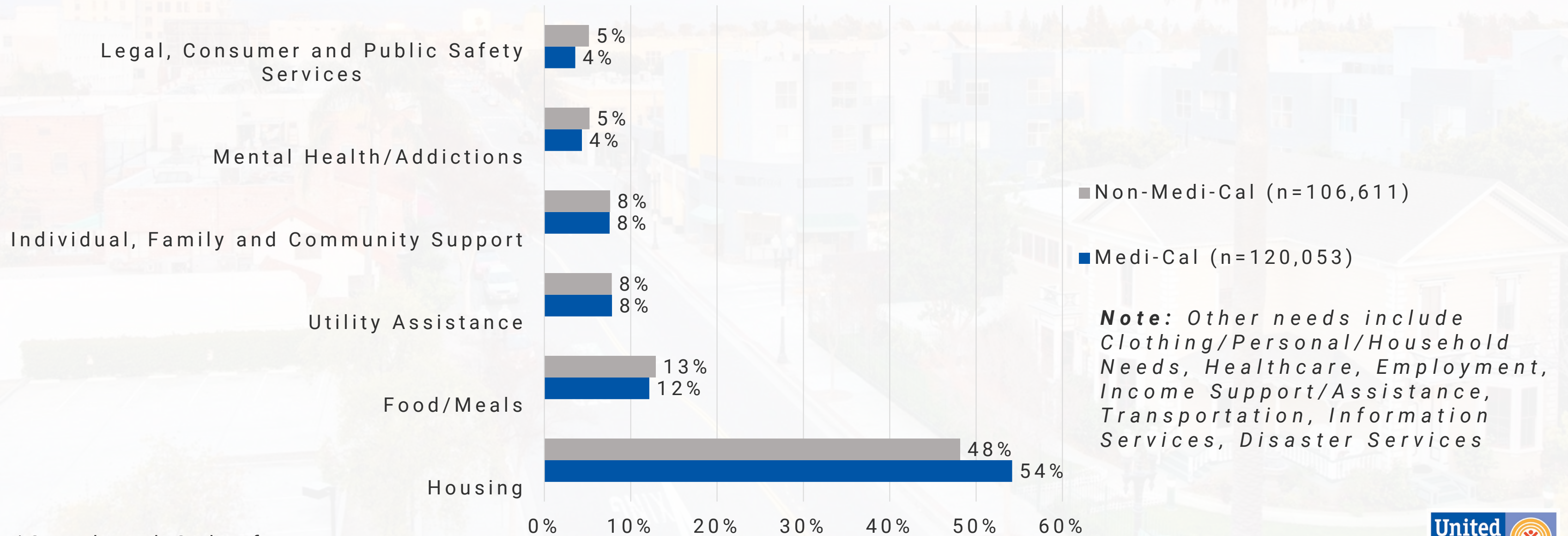
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# Referrals for Medi-Cal and Non-Medi-Cal Individual Callers



Source: iCarol and Salesforce