




211

CRITICAL INFRASTRUCTURE
for
EFFICIENT HUMAN
SERVICES in
MICHIGAN



“211 has been tremendous in coordinating the response” to Midland Dam Break
- Former State Senator Jim Stamas, (R), May 27, 2020



Governor Whitmer: \$54.5 million allocated to help Michiganders pay heating costs

By: Gabriel Rogers

Posted 8:30 PM, Dec 02, 2021

The governor adds, “If you need help with your bills this winter, I urge you to look into the resources we have available. Call 211 or go to mi211.org for more information.”



211 the Service



Phone – 2-1-1

- Active Listening
- Assessing Needs
- Problem Solving
- Screening for Eligibility
- Referring to Applicable Resources
- Follow Up



Text – Zip Code to 898-211

- Access to Trained Staff through text
- Receive and store resource information
- Convenient connection
- Builds on previous conversations



Online – mi211.org

- Self-Paced & Guided Searching
- Quick Access to Resource Information



Chat – mi211.org

- Access to Trained Staff online
- Receive and store resource information
- Convenient connection



DIAL

2-1-1 or
844-875-9211



TEXT*

Your zip code to
898211



CHAT

Get live help online in
select regions



SEARCH

Explore this site to find
services near you

I NEED HELP.

NECESITO AYUDA.

انا بحاجة الى مساعدة.

DIAL 2-1-1

Get Help by Need

Utilities

Housing

Food

Clothing and Household
Goods

Transportation

Let's find the help you need

Search our database of over 27,000 programs for Michiganders

SAINT JOSEPH CATHOLIC CHURCH

SAINT JOSEPH CATHOLIC CHURCH

8380 Fifth Street | Onekama, MI, 49675

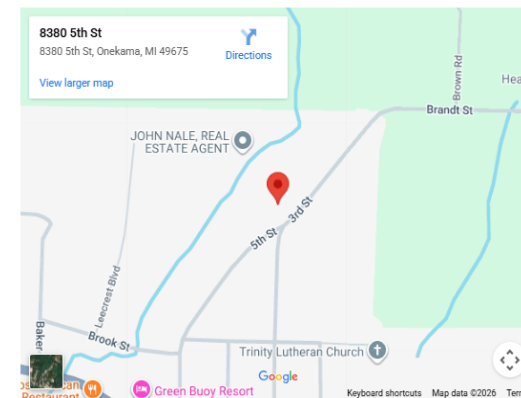
(231) 864-2509 ADMINISTRATIVE Food Pantry Coordinator

FOOD PANTRY

SAINT JOSEPH COMMUNITY FOOD PANTRY

Offers food pantry to Manistee County residents who have low income and are in need of food assistance.

Contact	https://www.stjosephonekama.org/ parishoffice@stjosephonekama.org
Serves People Living In	Manistee County
Program	SAINT JOSEPH COMMUNITY FOOD PANTRY
Eligibility	- Manistee County residents - Household income at or below 200% of Federal Poverty Guidelines - May access the pantry once during the same month
Application Process	Walk in for service.
Documents Required	- Proof of residency with government issued photo identification - Utility bill or rent receipt - Declare income (no proof needed)
Fees	No fees



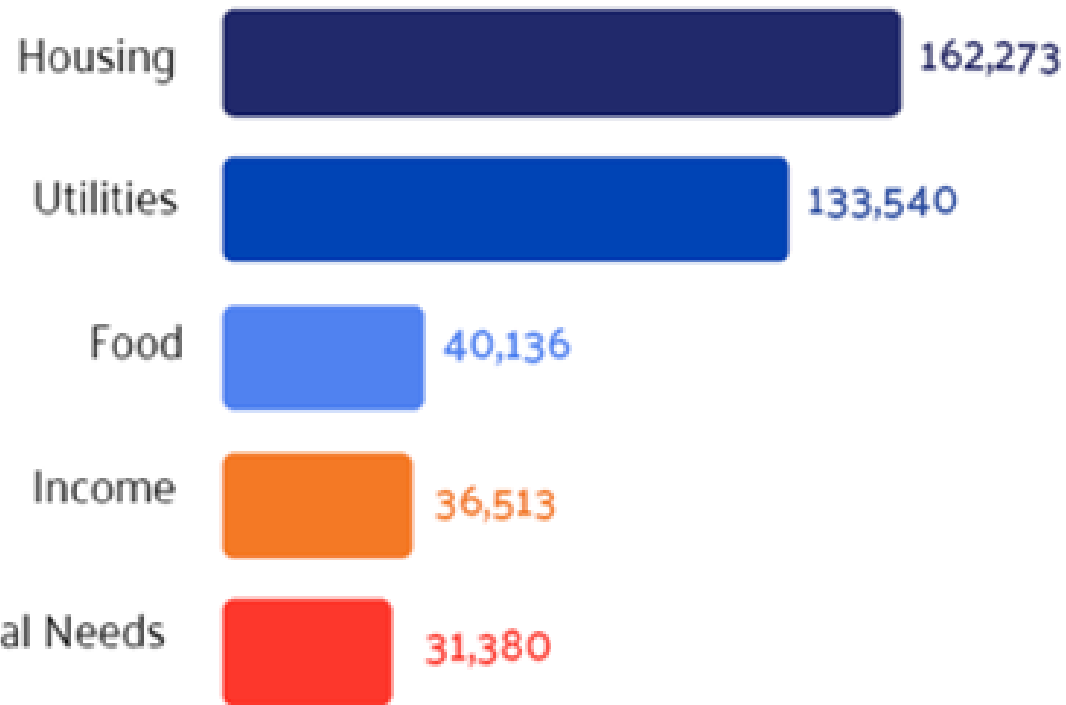
PRINT

SHARE

211 Connections Data

400,704 total connections to 211
625,852 needs expressed
250,596 unique web searches for services

Top 211 Caller Requests FY25



Source: 2025 Michigan 2-1-1

What Service Providers are saying about our database:

96% satisfied with the accuracy of information
95% satisfied with update process
96% overall satisfied with 211 database curation

Resource Database Management Statistics FY: 2025

Active Organizations	6,832
Active Locations	13,801
Active Services	27,189
Inactive Services	3,551
New Organizations	137
New Services	1,221

Source: 2025 Michigan 2-1-1

Notable Outcomes 2025

211 stepped up to meet big needs in Michigan last year.

2,273

Needs met during
Northern Michigan
Ice Storm

8,700+

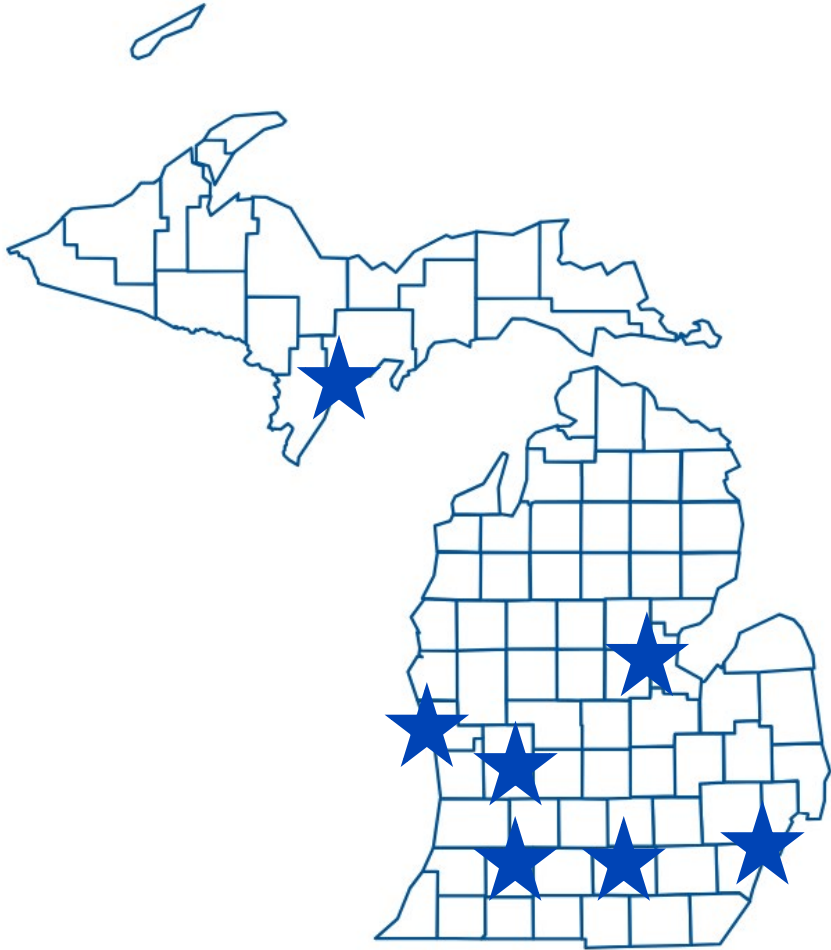
Food Resources
Connected During
SNAP Pause

Served the **most needs** through
traditional service channels
since FY22 (over 620,000)



211 the System

Michigan 211 Network Overview



- 211 services is provided statewide by a network of 7 nationally-accredited regional nonprofit centers.
- Michigan 211 began in 2006 to serve as the state 211 Coordinating Entity according to the Michigan Telecommunications Act.
- MI211 Leads Statewide Coordination around:
Resource Directory Curation, Disaster Preparedness & Response, Service Delivery & Operations

211 is Michigan's pulse on community resources

200+

Active participation
in Community
Networks

3,551

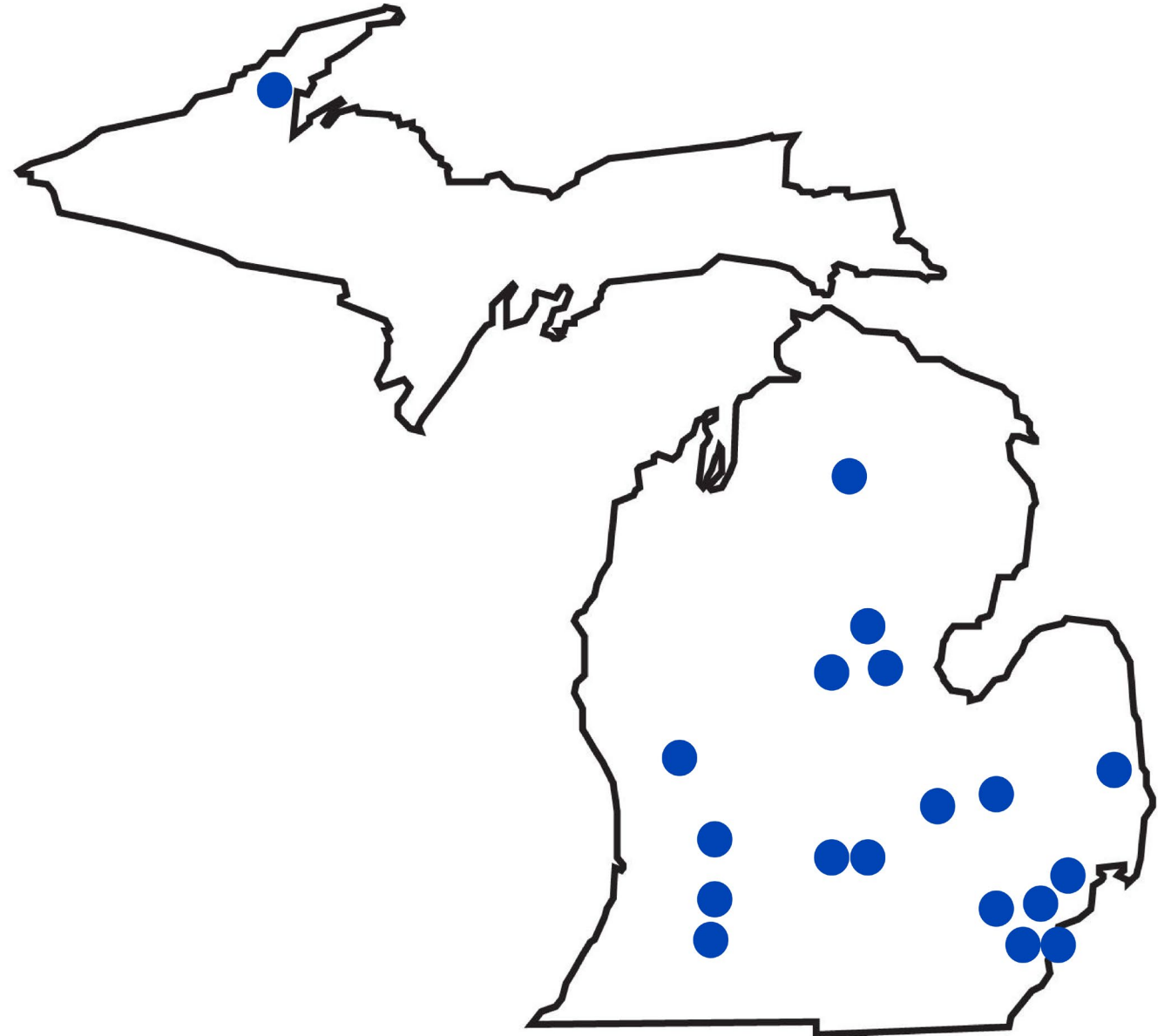
Seasonal Resources

“Before a state agency or local unit of government implements a community resource information or referral service, the state agency or local unit of government shall consult with [Michigan 211].”

*Michigan Telecommunications Act
MCL 484.2214 (7)*

211 is Michigan's infrastructure for basic needs during disasters

21 declared local & statewide declared disasters in last decade



Michigan 211 was born
from the need to drive
efficiency for Michigan
taxpayers



Fragmented State Systems Facing Crisis

2006

- Great Recession was already here in MI
- \$773 million shortfall in state budget
- State of Michigan ran 475 different phone lines for information and referral

Solution

- One information and referral service for all services in Michigan, available 24/7/365

Flint Drinking Water Emergency

2014 - 2016

- Rapidly-evolving public crisis
- Available information and resources were equally rapidly-evolving
- Surge in need and calls to 211

Solution

- Real-time needs monitoring and assistance during a public emergency

State Integration

2017-2018

- Complete overhaul of benefits process
- Opportunity to leverage new MIBridges platform as open door to other supports

Solution

- 211 resource directory integrated with MIBridges

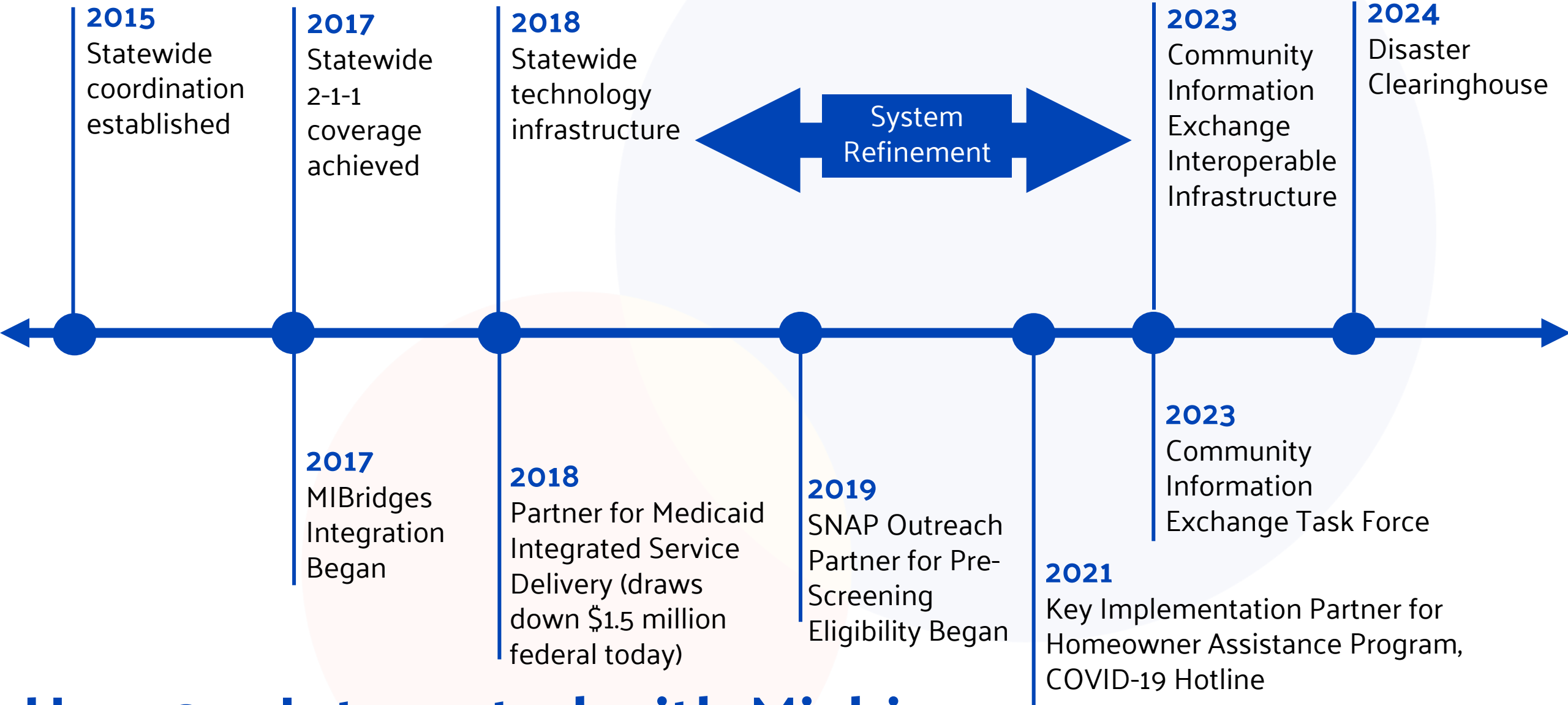


What's Next for Michigan and 211



- The “next gen” in human services is **connecting the “big” systems and communities (Community Information Exchange, or CIE)**
 - Cutting the red tape in health and human services
- **211 is essential to making CIE work**
 - Core technical capacities necessary to enable interoperability at a statewide scale.
 - A resource directory that all systems can use

How 211 Leveraged State Funding



How 211 Integrated with Michigan

211 drives impact for statewide initiatives

290,519

Contacts handled regarding Michigan Homeowner Assistance Fund during COVID-19 pandemic

17,396

Total referrals to Volunteer Income Tax Assistance appointments in 2025

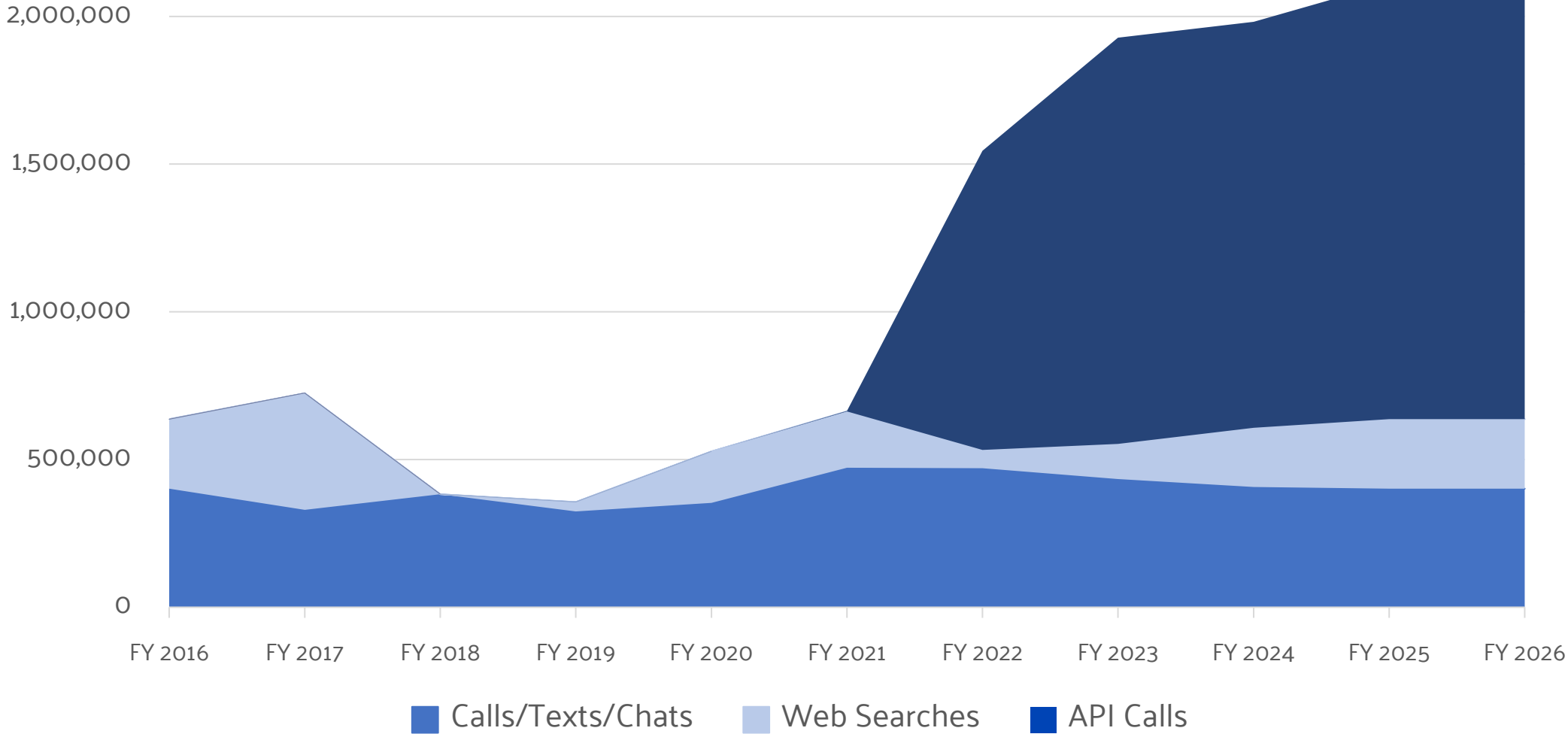
8,471

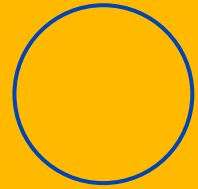
Referrals to senior caregiver supports in 2025

6,335

Additional referrals made after 2024 MEAP Expansion (56% increase)

Needs Served by 211 Over Time





What 211 Needs from Legislators

○ What 211 Needs from Legislators

Engage with 211 as a Strategic Partner

Engage with 211 as a Strategic Partner

Leverage 211 Whenever You Can

Utilize this critical infrastructure built with taxpayer dollars so you don't have to spend any more money on creating new resource lists or referral lines

Help Inform Our Resource Directory

Let's consider ways to make sure that all changes in programs funded by state gov't are updated as efficiently as possible in our directory

Learn from Our Data

211 provides the only statewide real-time look at what Michiganders are asking for, and when and why help is not available

211 Michigan Legislative District Profiles



Roth, John

House
District # **104**

Select State Chamber
House

Select Member
Roth, John

*Select Date Range
Last 12 Months
2/10/2025 - 2/9/2026

**Data from 04/01/2022 to present*

Select a chamber, member, and a date range to see the total number of people connecting with 211, the top 3 reasons for connecting (needs) and whether or not 211 was able to provide referral information to services and programs. In addition, top counties, cities, and zip codes from where the requests came from are provided.

Overall
District Activity: **1,248** Total Connections **1,567** Total Needs **1,367** Needs Met **200** Needs Unmet

PLEASE NOTE: To find out more about what services were requested in each need, right click on a number below and select **"Drill through > Needs Breakdown."** Do not use the page navigation feature at the bottom of this report.

Category	Service Needs	Met Needs	Percent Met Needs	Unmet Needs	Percent Unmet Needs
Utility Assistance	497	466	94%	32	6%
Housing	372	318	85%	54	15%
Health Care	194	181	93%	13	7%

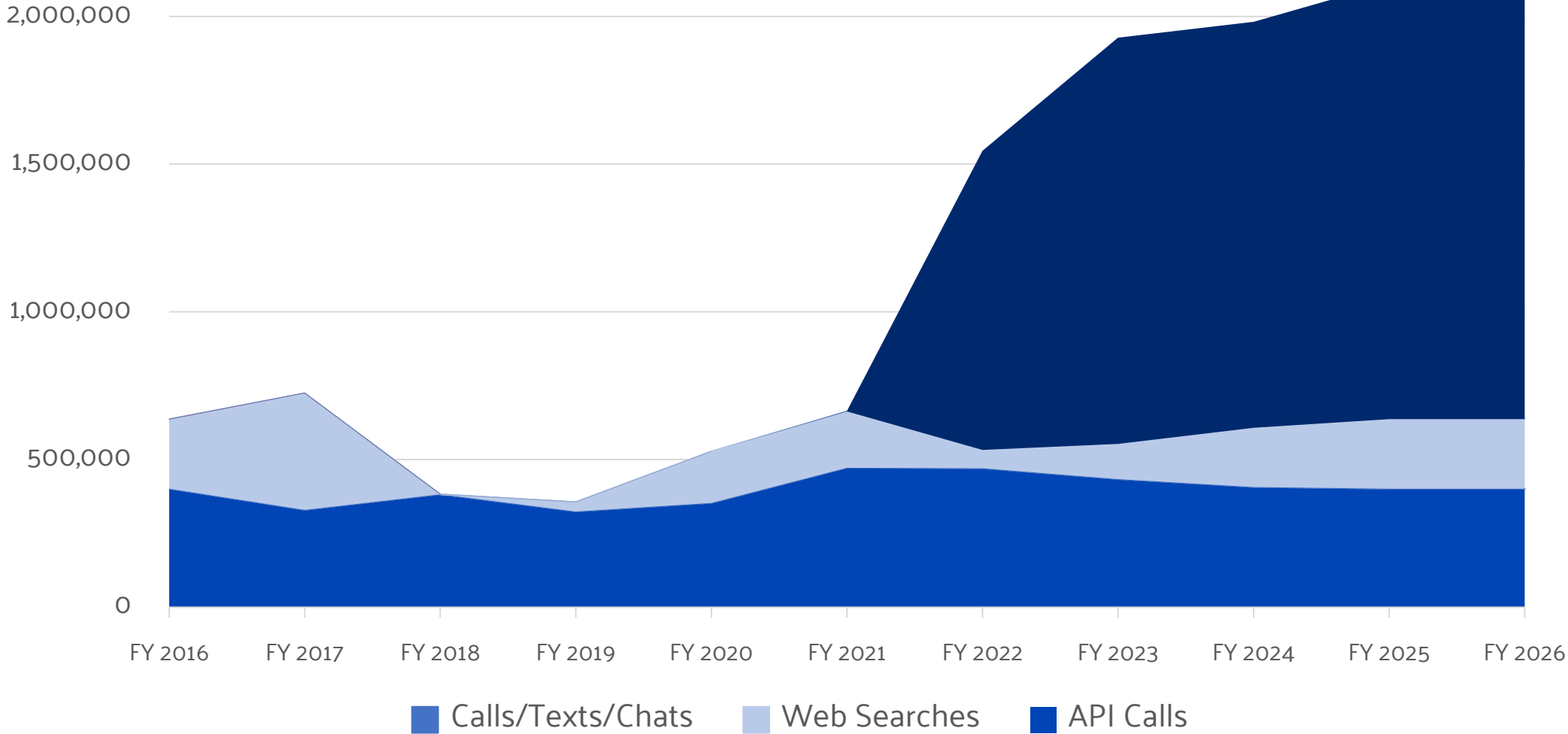
Top Counties	Total Connections
Manistee	274
Kalkaska	265
Grand Traverse	256

Top Zip Codes	Total Connections
49646	139
49676	83
49689	75

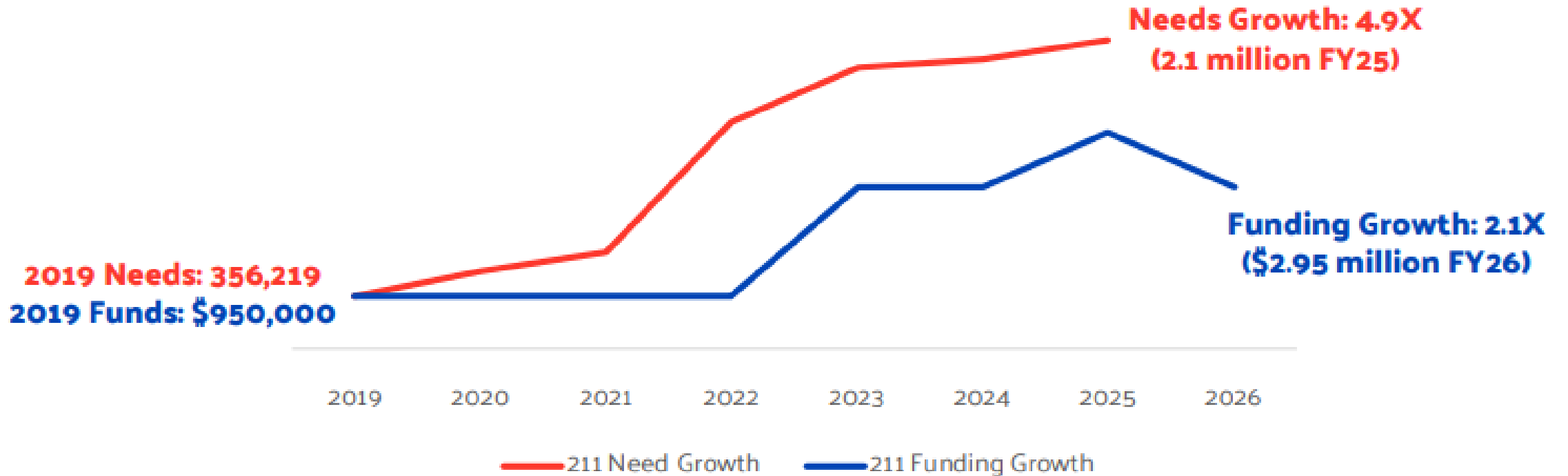
○ What 211 Needs from Legislators

**Invest in 211 as
Critical Infrastructure
for Human Services**

Needs Served by 211 Over Time



211 Needs are Outgrowing Funding



FY27 REQUEST

\$6.6 Million Total

\$3.65M increase from FY26

Category	FY27 Ask
Staffing/Capacity	\$3,250,000
Statewide Technical Infrastructure	\$3,235,000
Outreach & Awareness	\$115,000
Total	\$6,600,000