



## 211 Colorado Database Inclusion Policy

211 Colorado maintains a resource database containing information about available community resources, including the services they provide and the conditions under which those services are available (the "**211 Database**"). The purpose of the 211 Database is to provide inquirers with accurate, up-to-date, comprehensive, and unbiased information while maintaining 211 Colorado's Information and Referral service as a non-partisan, non-ideological, and impartial source of information regarding available nonprofit, government, and commercial services. The 211 Database is maintained by trained resource specialists.

To help ensure that the 211 Database effectively serves the needs of the community, 211 Colorado has adopted this Colorado Database Inclusion Policy (this "**Policy**"), which establishes the criteria for including and excluding agencies, organizations, and programs in the 211 Database. These criteria will be applied consistently and made publicly available so that staff, participating organizations, and the public understand the scope and limitations of the 211 Database.

### 1. Inclusion/Exclusion

Agencies, organizations, and programs that provide primary services and/or direct services<sup>1</sup> in the 211 service area may be eligible for inclusion in the 211 Database, including:

- Nonprofit organizations, state and local government agencies, and educational institutions that provide a community service within the 211 service area;
- Organizations (such as churches and social clubs) that provide a health or human service<sup>2</sup> to the community at large, rather than solely to their own members;
- For-profit organizations that provide services in the areas of health, mental health, recreation, education, financial assistance, legal assistance, home maintenance, or arts and culture to the general public, provided that such organizations:
  - offer services that are not otherwise available through public or nonprofit agencies;
  - offer services that are not readily available through such agencies; or
  - provide a "significant needed service"<sup>3</sup> that is offered free of charge, at low cost, or through client fees underwritten by contract with a governmental entity (for example, Medicaid or Medicare providers, hospitals, or health clinics);
- Self-help and support groups;
- Statewide and nationwide organizations located outside the 211 service area that provide services within the service area. Inclusion of nationwide organizations will be based on the accessibility of the service, the need for the service to address a gap in available resources, and the availability of comparable local resources;

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<sup>1</sup> "Primary services" are obtainable without being required to enroll in other services. "Direct services" are those services that are provided by the agency or organization itself (not through a partner organization).

<sup>2</sup> See Attachment A.

<sup>3</sup> A "significant needed service" is a service identified by 211 Colorado's records as addressing community needs expressed to 211 during the preceding twelve (12) months.

- Professional associations (particularly those in the social services field) that provide specialized information and referral services related to their areas of expertise, including counseling and psychiatry, medical, dental, and legal services; and
- Advocacy groups.

## **2. Excluded Organizations and Services**

211 Colorado will not include the following agencies, organizations, or services in the 211 Database:

- Services that are available only to members of a particular organization, club, or group (for example, counseling available only to a church's parishioners), and not to the community at large;
- Organizations whose services are illegal or that unlawfully discriminate in providing services;
- For-profit businesses offering services that are readily available through public or nonprofit agencies;
- Organizations where 211 Colorado knows or reasonably believes that services are not provided in accordance with commonly accepted professional practices and standards; and
- Individual resources that are already maintained in other comprehensive registries where that information is regularly maintained and reasonably current (for example, agencies exclusively providing childcare).

## **3. Organizational Verification**

211 Colorado will use the following guidelines in determining whether an organization or agency has established a valid service:

- Evidence of an established service location or mailing address;
- Demonstrated provision of services for a period of at least twelve months; and/or
- Evidence of an established service telephone number or, if a telephone number is unavailable, an email address or website.

## **4. Review of Exclusion Decisions**

If an agency, organization, or service does not satisfy the inclusion criteria set forth in this Policy, 211 Colorado will notify the agency or organization by telephone or in writing. An agency or organization that wishes to challenge an exclusion decision may request a meeting with the Resource Supervisor to discuss the basis for the decision. If the matter is not resolved, the agency or organization may request a meeting with the Call Center Manager. If the matter remains unresolved, the exclusion decision may be reviewed by the Colorado 211 Statewide Collaborative Executive Leadership Committee, whose decision shall be final.

## **5. 211 Database Updating/Removal**

Organizations that have been accepted into the 211 Database must:

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- Return a signed 211 Colorado Database Inclusion Authorization<sup>4</sup> and a completed Agency Form<sup>5</sup> to 211 Colorado. Except as otherwise provided herein, 211 Colorado will not include an organization in the 211 Database until it has received these completed documents or has otherwise satisfactorily completed an on-site visit;
- Review all associated agency, organization, and service listings on at least an annual basis; and
- Promptly notify 211 Colorado of any changes affecting its agency, organization, or service listings so that the 211 Database may be updated accordingly.

Inclusion in the 211 Database is a privilege and not a right. Accordingly, 211 Colorado reserves the right to deny inclusion of, or remove, any agency, organization, or service that does not satisfy this Policy or where denial or removal is otherwise necessary to maintain the accuracy, integrity, neutrality, or effective operation of the 211 Database. Without limiting the foregoing, 211 Colorado may remove any listing, with or without prior notice, where:

- The agency or organization fails to respond to requests for verification or updates;
- The agency, organization, or service changes such that it no longer satisfies the inclusion criteria set forth in this Policy;
- The agency or organization fails to satisfactorily provide its services or engages in fraudulent, illegal, or discriminatory activities or practices;
- The agency or organization has received five or fewer referrals during the preceding two years and meets at least one of the following criteria:
  - Services have been inactive for two years or more under an active agency or organization;
  - The agency's or organization's services no longer satisfy the inclusion criteria;
    - The agency's or organization's services do not: (i) meet a regional need; (ii) relate to a special initiative or contract with 211 Colorado; (iii) represent an opposing service or viewpoint necessary to maintain a balanced database; (iv) represent a government entity, library, or school district; or (v) constitute a seasonal resource; or
- The agency or organization otherwise violates the 211 Colorado [Terms of Service](#), which are incorporated into this Policy by reference.

## 6. During a Disaster

211 Colorado reserves the right to establish or modify the foregoing inclusion and exclusion criteria as reasonably necessary to address community needs during a disaster or emergency. Such modifications may include the temporary inclusion of for-profit organizations that would not otherwise satisfy the above criteria for the duration of the response and recovery efforts.

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<sup>4</sup> The Colorado Database Inclusion Authorization grants 211 Colorado permission to include the organization in the 211 Database and make referrals to the organization. The Agency Form provides the organization information that 211 Colorado is authorized to share with its clients.

<sup>5</sup> Because state and federal government agencies are public information sources, they may be included in the 211 Database, when appropriate, without the need for a signed 211 Colorado Database Inclusion Authorization or Agency Form.

211 Colorado will consider for inclusion donation needs and volunteer opportunities identified and verified by partners of the Colorado Voluntary Organizations Active in Disaster (VOAD).

211 Colorado reserves the right to exclude any agency, organization, or service that cannot be reasonably verified.

### **Disclaimer**

Inclusion in the 211 Database does not constitute endorsement by 211 Colorado or its affiliates of any agency, organization, program, or service. Neither 211 Colorado nor its affiliates shall be responsible or liable for any services provided (or not provided) by any third party or for any loss or damage arising from the receipt or use of such services.

Information submitted for inclusion in the 2-1-1 Database will be treated as non-confidential and non-proprietary and may be made available to third parties, including 211 Colorado's affiliates, service providers, licensees, successors, and assigns, as well as to the general public and users of the 211 Database. Such information may be made available through telephone information and referral services, searchable online databases, printed materials, and other formats, with or without prior notice.

By submitting information for inclusion in the 211 Database, the submitting organization, agency, or individual: (i) grants 211 Colorado and its affiliates, service providers, licensees, successors, and assigns a non-exclusive, perpetual, worldwide, royalty-free license to use, reproduce, modify, display, distribute, and otherwise disclose such information as reasonably necessary to maintain, operate, improve, distribute, and make available the 211 Database and related information and referral services; and (ii) acknowledges and agrees that 211 Colorado may license or otherwise make available information from the 211 Database, in whole or in part, to other organizations for use or display in connection with their information and referral services or related community resource directories.

211 Colorado is not responsible for the quality, availability, or outcome of services provided by participating organizations. Information and Referral Specialists provide referrals to available organizations but do not recommend or endorse one organization over another.

211 Colorado does not guarantee that any organization included in the 211 Database will receive referrals. Each participating organization is solely responsible for determining an individual's eligibility for its services.

By signing the acknowledgment below, you confirm that you have read, understand, and agree to be bound by this Policy.

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### Authorization

I have reviewed the information regarding my organization's programs and services and certify that, to the best of my knowledge, the information provided to 211 Colorado is accurate and complete. I hereby authorize 211 Colorado to include such information in the 211 Database, to provide referrals to my organization, and to use and disclose such information in accordance with this Policy.

Organization: \_\_\_\_\_

Authorized  
Representative: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Email Address for  
Database Updates: \_\_\_\_\_

### Attachment A

#### Human Services Categories

The categories below generally conform to the structure of the Inform USA/INFO LINE Taxonomy of Human Services.

| Category    | Description                                                                                                                                                                                                                                                                                                                                                          |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Basic Needs | Programs that furnish survival-level resources, including food, housing, material goods, transportation, and temporary financial assistance for low-income, older adult, or disabled individuals and others who are unable to adequately provide for themselves or their families. This category also includes related services available to the community at large. |

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|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Consumer Services                     | Programs that educate and protect consumers in purchasing, using, maintaining, and disposing of products and services. This includes consumer education, financial counseling, credit and debt management, complaint resolution, mediation, arbitration, and other consumer protection services. |
| Criminal Justice and Legal Services   | Programs that promote public safety and the administration of justice through law enforcement, crime prevention, victim and witness services, prosecution and defense, correctional services, and legal assistance.                                                                              |
| Education                             | Programs that provide educational opportunities enabling individuals to acquire the knowledge, skills, and competencies necessary to participate fully in community, civic, and economic life.                                                                                                   |
| Environmental Quality                 | Programs that preserve, protect, or improve the natural or built environment and promote public health and safety through environmental protection, accident prevention, and emergency preparedness or response.                                                                                 |
| Health Care                           | Programs that promote physical well-being through prevention, screening, diagnosis, treatment, rehabilitation, family planning, maternity care, and other health-related services.                                                                                                               |
| Income Security                       | Programs that promote economic stability by assisting individuals in obtaining employment, accessing public benefits and financial assistance, and securing retirement, disability, or other income support for which they are eligible.                                                         |
| Individual and Family Life            | Programs that promote personal, family, social, and spiritual well-being by providing services that supplement or replace family support systems and by offering social, recreational, religious, and community activities.                                                                      |
| Mental Health Care and Counseling     | Programs that provide preventive, diagnostic, therapeutic, and supportive behavioral health services to promote emotional well-being, develop coping skills, and address mental health conditions and life challenges.                                                                           |
| Organizational and Community Services | Programs that strengthen communities through civic engagement, volunteerism, community development, information and referral services, organizational support, and other services benefiting residents, visitors, agencies, organizations, businesses, and government entities.                  |