

National 211 Data Platform

Launched by UWW and group of 211 leaders in 2016 to enable the 211 Network to aggregate, flexibly access, and share their proprietary data through a read-only repository.

Core Principles:

- 211 data owners retain ownership of data and can withdraw data from Platform at any time
- The Platform will generate revenue through mission-aligned business agreements with third parties
- The Platform will not replace nor significantly alter the local systems and practices 211s use to manage data
- The Platform will add value to and reduce duplicative costs for individual 211 agencies

Platform Features:

- **Data Administration Application:** used to mark-up resource data contributed to the Platform by 211s, with the goal of increasing public value and use of 211 data.
- **API Developer Portal:** an interactive public-facing website that provides 211s with a range of features to share and control access to Platform data through application programming interfaces (APIs).
- **Business Intelligence & Data Visualization Tools:** a suite of analytics and visualization tools that support 211s to develop and distribute web-based reports and dashboards using 211 resource data, call volume data, individual needs data, contact data, and other relevant datasets.
- **Content Management and Resource Directory Search Template:** a template to quickly deploy a searchable public-facing resource directory, embedded within a 211-branded content management system.

Value Proposition:

211 Network

- Generate revenue by enabling data sharing with paying customers locally and as a network
- Have access to a standard set of dashboards and KPIs and data visualizations
- Improve end-user experience with enhanced online search tools
- More easily get and provide support from and to 211s during disasters, call volume surges, etc.
- Fragmented statewide systems can create a single-source database without changing local operations or their existing database vendor

UWW

- Drive cross-network collaboration and unityEnable the network to carve out a broader space with the tech companies selling access to resource databases
- Better position network to implement nationwide initiatives like helplines and other services
- Access to a nationwide view of real-time call data

Partners & Customers

- Easier access to local, state, or national resource data via exports or APIs for “closed-loops network” vendors
- Dynamic tools like resource search or customized community needs reports- can create single, standard data feeds for targeted groups, and share via API, export, or embedded searches

(Continue onto next page for Common Questions)

Common Questions:

Q. Does joining the NDP mean UWW owns or can control my data?

A. No. A legal agreement ensures a data ownership is retained locally.

Q. Why is it better to share my data with a 3rd party vendor via the NDP?

A. Secure, flexible, & free vs. creating unique APIs or exports that you pay for on your system.

Q. How much does it cost?

A. Short answer: UWW is covering the cost for the first year, and will work with 211 leaders to identify ongoing costs and a long-term revenue plan.

Q. Once I set up my data export, how do I access it in the NDP?

A. You will be able to log-in to the NDP and access and use your data, including creating APIs and PowerBI reports.

Q. If I'm using the NDP to share data with a company who is paying me for it, how does that work?

A. You and/or your state system (211) enter into an agreement with a company and separately join the NDP using the standard agreement with UWW; you (211) request the necessary API or export be created and shared with your customer from the NDP when ready. You (211) dictate and manage the financial and data sharing relationship.