



FOR IMMEDIATE RELEASE

Contact:

Robert Haight

President & CEO

United Way of Marion County

352-732-9696

rhaight@uwmc.org

Date: April 2025

United Way of Marion County Transitions to Web-Based Resource Directory

Marion County, FL – Technology has dramatically transformed how people access information and connect with services. What was once considered cutting-edge—such as the 2-1-1 informational referral system established by the Federal Communications Commission in 2000—is now being surpassed by real-time, web-based search tools available 24/7.

In alignment with this evolution, the community is transitioning from its traditional call center model to a comprehensive, searchable online directory: **The Right Service at the Right Time**. This transition will officially take place on **July 1, 2025**, and the local directory will be managed and maintained by the **Marion County Public Library**.

The Right Service at the Right Time is an award-winning, statewide online platform used by residents, librarians, and service providers to locate social services and government assistance. Initially launched in 2010 with funding from the Library Services and Technology Act (LSTA), the website was developed by the Orange County Library System (OCLS) to help librarians connect patrons—especially those who are unemployed, underemployed, or experiencing homelessness—with vital services.

The platform quickly gained recognition, receiving the **Urban Library Council Innovation Award** in 2011. By 2013, the site included information for all 67 counties in Florida. Usage has grown dramatically, from just over 1,000 page

views in 2010 to more than 42,000 in July 2023. Its effectiveness has been showcased at conferences hosted by the Florida Library Association, the Florida League of Cities, and the National Association of Social Workers.

By consolidating service information in one easy-to-use online portal, **The Right Service at the Right Time** connects Marion County residents with the right resources when they need them most.

Residents can begin exploring the new resource today at:

- ◆ <https://library.marionfl.org/research/the-right-service-at-the-right-time>

or directly at:

- ◆ <https://www.rightservicefl.org/servicetypes/marion>

Library staff are available to assist residents in person, by phone, email, or mail. Human service agencies that want to be listed in the directory are encouraged to contact the Marion County Public Library at **352-671-8551**.

In addition, service providers currently utilizing 211 are strongly encouraged to review and update their websites to ensure accurate and current information is available through the new online directory.

This transition marks a new chapter in how Marion County connects its residents to the help they need—quickly, efficiently, and online.