

FIRST STOP MV

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Phone: (774) 549-0555

Website: www.firststopmv.org



FirstStop MV is an Island-wide reference guide to support the health and wellness of the Island community by **connecting people** to information and **critical resources** for Islanders of all ages.

FirstStop is possible thanks to funding provided to the County by the island towns (FY18 \$ 86,990). In November of 2016, FirstStop was moved from being housed by the County, to Martha's Vineyard Community Services (MVCS), a non-profit organization.

Since November 2016, the FirstStop MV website has expanded to become an Island-wide social services database and referral resource for Islanders of all ages – not limited to just elders and caregivers. Staff time was utilized researching and collecting data on all of the social service providers, activities, and opportunities on Island (and many off-Island), researching keywords associated with new categories and sub-categories; connecting with new providers; building the back-end of the website with a new structure, updated design, and language translation; and conducting usability testing. The new website has enhanced usability and searchable functionality, an improved mobile-friendly website and a language translator enabling a visitor to view content in either English or Portuguese.

The online database of over 700 providers is comprised of far ranging service categories including emergency services; food access and nutrition; homeless services; mental health and substance use disorder services; family planning; childcare; family and caregiver support; legal and financial assistance; transportation; disability services; senior services; domestic violence support; educational and social opportunities; employment and volunteering; and more. The website can be searched by category or keyword to locate a service provider or other resource that may be able to help the visitor.

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Website analytics from FY18 can be found in Figures 1 and 2 below. The data in Figure 1 illustrates the uptick in website visits in the off-season, which shows the increase in demand for social service resources during the winter months. Figure 2 shows the increase in website visits from FY16-FY18.

Visits include individual visitors who arrive at the website and proceed to browse. A visit counts all visitors; no matter how many times the same visitor may have been to the site. Unique Visits include individual visiting the site for the first time.

