

Greater Columbia 2-1-1

Volume 4, Issue 6

Update Report

July - September 2009

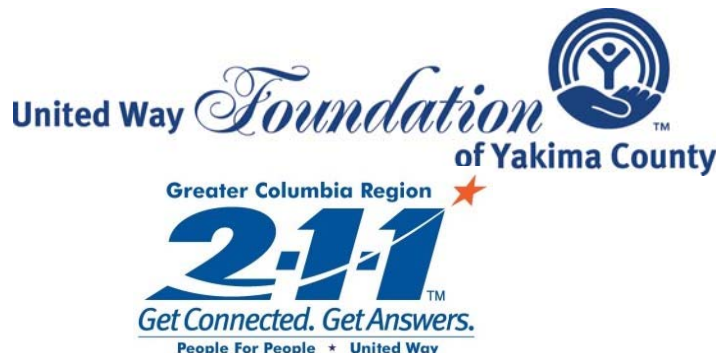
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GC 2-1-1 is Getting the Word Out

Amy Peters, Project Coordinator, attended numerous outreach events in July, August, and September.

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Date	Event
July 7	Attended Yakima County emergency exercise workshop
July 21	Attended United Way Benton Franklin Counties Community Solutions meeting
July 28	Attended Special Needs Transportation Coalition meeting
July 30	AIRS accreditation site visit
August 5	Met with Jim Hall at Yakima Valley Emergency Management
August 7	Met with Matt Hornyak and 4People staff to discuss agency roles
August 15	GC 2-1-1 and PFP staff participated in YV Farm Workers Health Fair
August 21	Met with Steve Zuber of the Office of Education Ombudsman
August 26	Presented to United Way Loaned Executive meeting
August 28	All staff attended GC 2-1-1 retreat
September 4	Attended Basic Food Outreach Meeting with OIC Staff
September 19	Participated in Emergency Management disaster drill, Yakima Airport
September 30	Attended United Way Benton Franklin Community Solutions Meeting



Happenings Of Greater Columbia 2-1-1

We appreciate all of the interest in the GC 2-1-1 newsletter. Previously this has been a month to month newsletter, however, as of this newsletter; we have switched to a quarterly format.

- **Call Volumes:**

On average, calls continue to be up 40- 45% in comparison to calls during last year at this time

- **Transportation (WSDOT) Grant:**

In July, GC 2-1-1 began administration of a Department of Transportation grant through which staff will provide a transportation clearinghouse of information for callers. Call Specialist Norma Aguilar is acting as transportation call specialist and will take the lead on handling transportation calls and meeting with transportation providers in the community on a regular basis.

- **Basic Food Outreach Grant:**

During the month of August, GC 2-1-1 staff traveled to various basic food sites around the state to learn more about the Basic Food Outreach program. Staff also advertised for, processed paperwork for, and screened for an AmeriCorps VISTA volunteer to assist with the outreach of the Basic Food program/grant which has been awarded to GC 2-1-1. GC 2-1-1 is fortunate to have hired Ms. Kim Boutá as our VISTA volunteer through August 2010. Kim has already hit the ground running, learning the program, attending community meetings and helping those in need of food assistance get qualified for and signed up for food assistance.

- **Accreditation Celebration!**

GC 2-1-1 received official notification in August that our call center has been accredited through AIRS. This is a major milestone that could not have been achieved without the leadership of call center supervisor Wanda Smith, and numerous GC 2-1-1 and PFP staff.

- **Congratulations to GC 2-1-1 Staff!**

A press release was sent to the media in September and an accreditation celebration took place at People For People on Monday, October 5 for staff, board members and community members.

GREATER COLUMBIA 2-1-1 REGION 7 AND REGION 8

Call Summary Year to Date

County	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Totals
Out of State	69	68	45	34	35	39	31	44	134				499
Other Call Centers	712	231	408	297	321	521	756	408	770				4424
King	0	0	0	0	0								0
Ferry	1	0	0	3	0	2	1	1	2				10
Pend Oreille	10	15	8	3	8	8	10	9	7				78
Spokane	2454	1588	1533	1240	1198	1425	1480	1563	1388				13869
Stevens	36	44	17	21	20	27	21	20	16				222
Adams	34	22	14	7	7	12	5	5	3				109
Asotin	29	16	16	22	10	12	13	10	12				140
Benton	732	605	620	454	357	414	389	432	426				4429
Chelan	123	104	70	45	44	51	37	40	62				576
Columbia	0	0	0	0	0								0
Douglas	8	11	0	0	2	3	1	1	1				27
Franklin	313	311	224	173	154	145	157	115	123				1715
Garfield	2	1	0	1	0		1		1				6
Grant	148	150	64	58	39	44	52	47	48				650
Kittitas	96	84	84	65	51	65	47	44	65				601
Klickitat	21	25	15	16	7	9	8	8	9				118
Lincoln	21	16	23	11	7	16	14	13	5				126
Okanogan	57	57	34	11	15	24	17	16	19				250
Walla Walla	118	98	63	42	42	35	29	27	47				501
Whitman	34	24	35	18	22	29	29	18	14				223
Yakima	3410	2792	2533	2049	1826	1986	2344	1745	2211				20896
Total	8,428	6262	5806	4570	4165	4867	5442	4566	5363	0	0	0	49,469

Call Summary By County

July 1 – September 30

	211 Toll Free	King County English	King County Only	Peninsulas English	Peninsulas Only	Peninsulas Spanish	Peninsulas West English	Peninsulas West Spanish	Pierce County English	Pierce County Info Only	Pierce County Info Only Esp	Pierce County Only	Pierce County Spanish	Pierce West English	Pierce West Info Only	Pierce West Info Only Esp	Pierce West Spanish	Portland English	Portland Only	Portland Spanish	Spokane English	Spokane Only	Spokane Spanish	VOA INFO English	VOA Only	VOA Snohomish English	Yakima BFOP English	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Only	Yakima Outbound	Yakima Return VM Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams																					1									8				4		13
Asotin																														35						35
Benton	1	3									2		1								2								1181	5			53		1247	
Chelan								2					1																118	2			16		139	
Douglas																													3						3	
Ferry																					4															4
Franklin	1	1																			7	1							349	2			34		395	
Garfield																													2						2	
Grant		1	1																		2								126	3			14		147	
Kittitas																					1					1			145	2			7		156	
Klickitat		1																							1				21				2		25	
Lincoln																					6								25				1		32	
Okanogan									1												1								45	1			4		52	
Other Call Centers	7	2	2	505	1	5	85	2	543	31	25	5	128	85	5	4	19	349	1	4	34	14					1	1	46	29			1		1934	
Out of State	134			2																		39							32	2					209	
Pend Oreille																					26															26
Spokane																					4376	11	28				1		2	13						4431
Stevens																					43	1	2						11						57	
Unknown	445	1		5					67	3	4		15	8			5	18		1	265	2	1					1	39	3	0	3	753		1639	
Walla Walla			1																		1								93	1			7		103	
Whitman																					2								45	1			13		61	
Yakima								2			5										2	1	1	1		2	5		3204	26	1011	8	393		4661	
Grand Total	588	8	5	512	1	5	85	2	615	34	29	12	144	93	5	4	24	367	1	5	4812	29	33	1	1	2	7	1	2	5530	90	1011	8	552	753	15371

**Total Call Count
July 1 – September 30**

Call Origin	Received Calls	Abandoned Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	588	29	588	1.21	53
King County English	8	0	8	2.21	3
King County Only	5	0	5	5.38	3
Peninsulas English	512	12	512	1.72	63
Peninsulas Only	1	0	1	0.70	1
Peninsulas Spanish	5	0	5	1.48	1
Peninsulas West English	85	2	85	2.65	12
Peninsulas West Spanish	2	1	2	6.51	0
Pierce County English	615	20	615	2.21	76
Pierce County Info Only	34	1	34	1.57	5
Pierce County Info Only Esp	29	2	29	2.11	0
Pierce County Only	12	1	12	3.19	5
Pierce County Spanish	144	8	144	2.97	14
Pierce West English	93	3	93	2.59	13
Pierce West Info Only	5	0	5	1.11	0
Pierce West Info Only Esp	4	0	4	3.89	0
Pierce West Spanish	24	0	24	3.73	1
Portland English	367	15	362	0.96	46
Portland Only	1	0	1	1.03	1
Portland Spanish	5	1	5	1.44	0
Spokane English	4812	211	4809	2.14	240
Spokane Only	29	1	29	2.00	6
Spokane Spanish	33	4	33	1.45	5
VOA INFO English	1	0	1	1.15	0
VOA Only	1	0	1	0.73	0
VOA Snohomish English	2	0	2	4.98	1
Yakima BFOP English	7	1	7	0.81	1
Yakima EITC English	1	1	1	0.00	0
Yakima EITC Spanish	2	0	2	1.33	0
Yakima English	5530	253	5530	1.92	274
Yakima Only	90	4	91	2.32	25
Yakima Outbound	1011	0	1014	1.55	1
Yakima Return VM Outbound	8	0	8	0.84	0
Yakima Spanish	552	44	552	1.98	40
Yakima Voicemail	753	0	788	0.42	204
Grand Total	15371	614	15402		1094

Statistics for July 1 – September 30

Detail of the 2-1-1 Question: How Did You Hear about 2-1-1?

	All Counties	Benton & Franklin Counties	EW211- Spokane, Stevens, Ferry and Pend Oreille Counties	Yakima County
211 Business Card	1.31%	0.71%	1.73%	1.59%
Agency	29.21%	26.13%	31.88%	26.11%
Billboard	1.00%	0.98%	1.34%	1.10%
Bus Ad	0.17%	0.27%	0.20%	0.12%
Church	0.21%	0.44%	0.23%	0.20%
Community Meetings	0.03%	0.00%	0.06%	0.04%
Flyer	0.39%	0.27%	0.57%	0.33%
Friend	0.50%	0.53%	0.46%	0.69%
Misc Advertising	0.01%	0.00%	0.03%	0.00%
Newsletter	0.03%	0.09%	0.06%	0.00%
Newspaper	0.02%	0.09%	0.03%	0.00%
On the Radio	0.04%	0.00%	0.06%	0.08%
Other	0.11%	0.27%	0.11%	0.00%
Poster	0.11%	0.36%	0.06%	0.12%
Returned Caller	65.81%	68.00%	62.61%	68.47%
TV	0.51%	1.60%	0.14%	0.81%
Unable to Ask	0.36%	0.09%	0.34%	0.33%
Web Site	0.08%	0.09%	0.11%	0.00%

Percentage of Total Calls by Ethnicity:

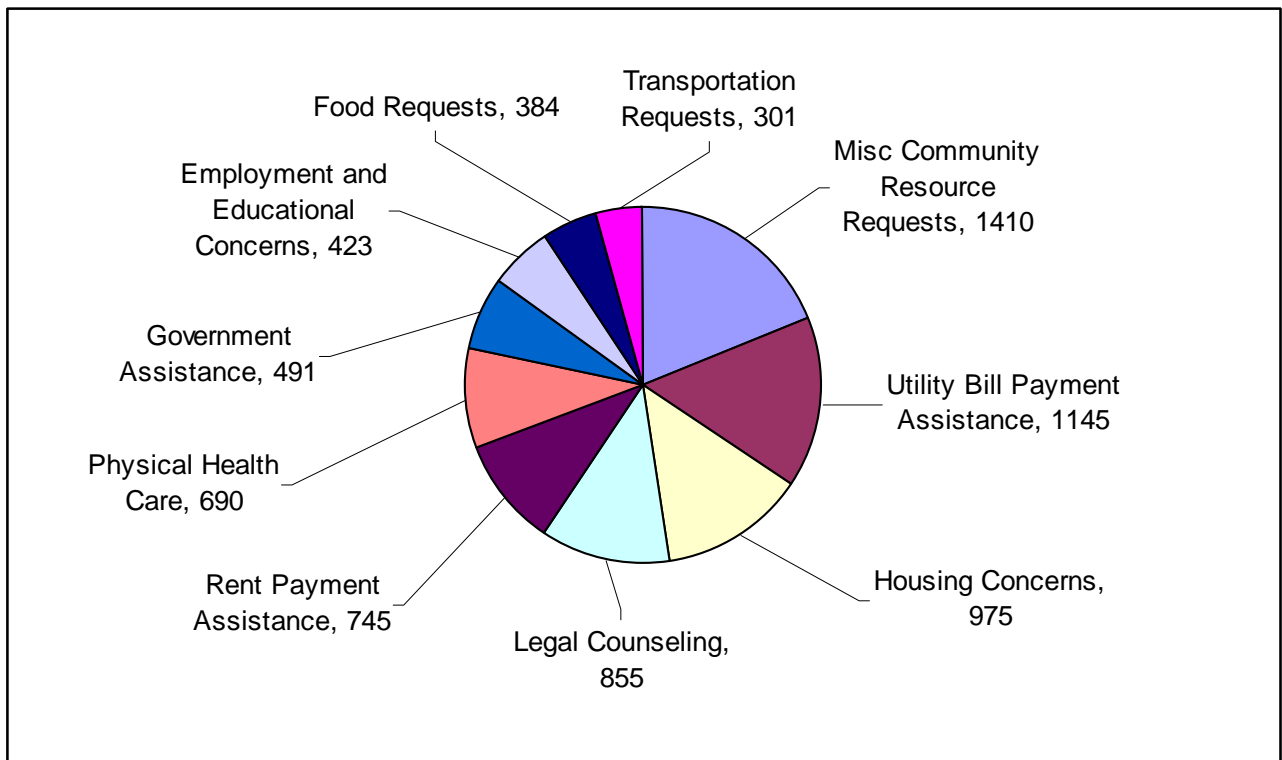
	All Counties	Benton & Franklin Counties	EW211- Spokane, Stevens, Ferry and Pend Oreille Counties	Yakima County
African American	3.10%	2.53%	2.78%	1.81%
Asian American	0.33%	0.13%	0.45%	0.05%
Caucasian	82.41%	85.48%	92.53%	71.96%
Declined	0.65%	0.25%	0.64%	0.48%
Hispanic	11.65%	10.35%	1.40%	23.95%
Multi-Racial	0.17%	0.25%	0.19%	0.14%
Native American	0.56%	0.13%	0.57%	0.95%
Other	0.20%	0.13%	0.42%	0.00%
Pacific Islander	0.08%	0.25%	0.13%	0.00%
Unknown	0.85%	0.51%	0.89%	0.67%

Percentage of Total Calls by Gender:

	All Counties	Benton & Franklin Counties	EW211- Spokane, Stevens, Ferry and Pend Oreille Counties	Yakima County
Female	79.34%	80.30%	77.65%	80.37%
Male	20.58%	19.70%	22.29%	19.58%
Unknown	0.08%	0.00%	0.06%	0.05%

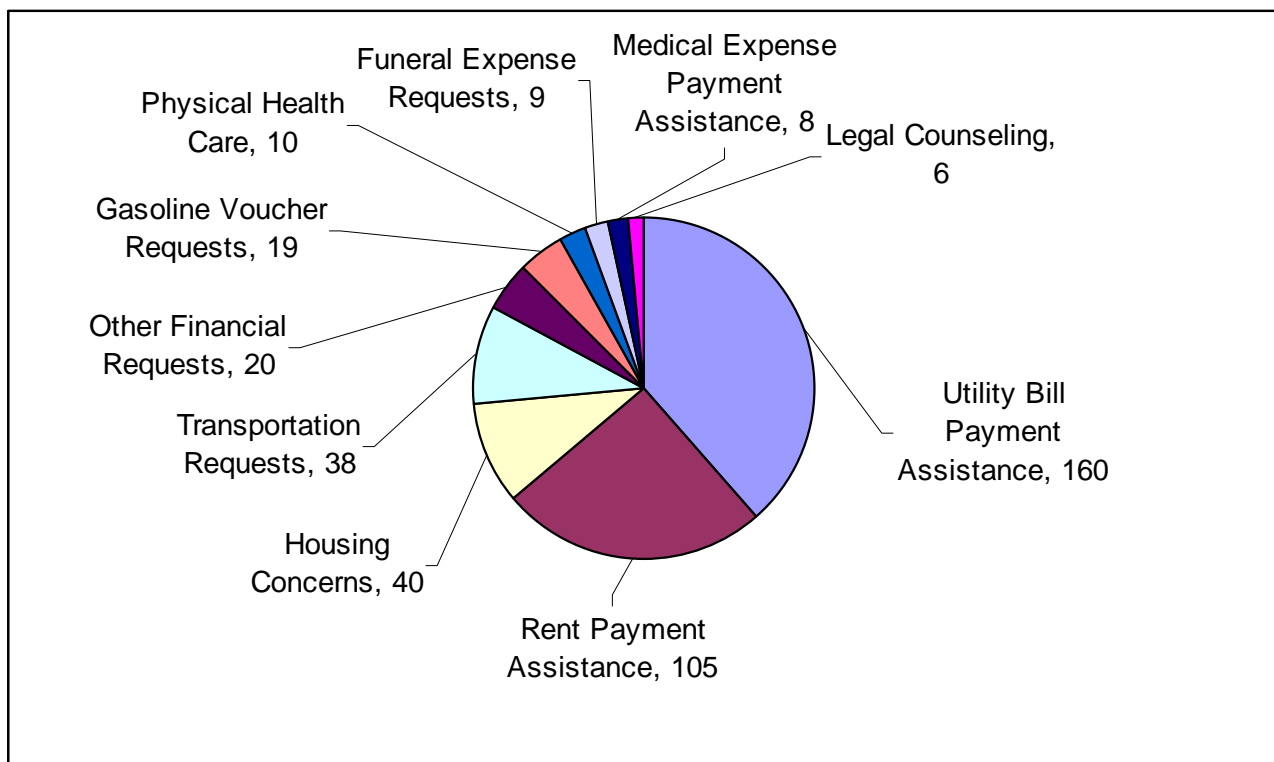
Top 10 Requested Community Resources for All Counties

Requested Resources	# of Requests
Misc Community Resource Requests	1410
Utility Bill Payment Assistance	1145
Housing Concerns	975
Legal Counseling	855
Rent Payment Assistance	745
Physical Health Care	690
Government Assistance	491
Employment and Educational Concerns	423
Food Requests	384
Transportation Requests	301



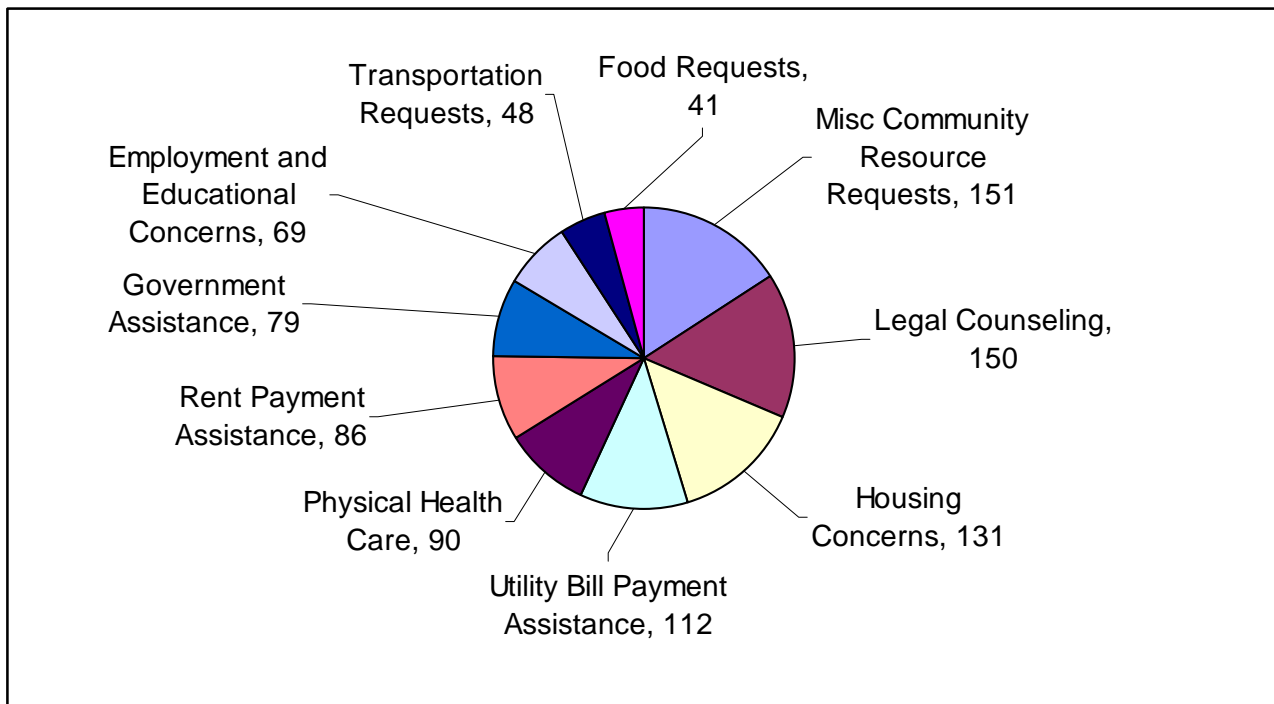
Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Utility Bill Payment Assistance	160
Rent Payment Assistance	105
Housing Concerns	40
Transportation Requests	38
Other Financial Requests	20
Gasoline Voucher Requests	19
Physical Health Care	10
Funeral Expense Requests	9
Medical Expense Payment Assistance	8
Legal Counseling	6



Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Misc Community Resource Requests	151
Legal Counseling	150
Housing Concerns	131
Utility Bill Payment Assistance	112
Physical Health Care	90
Rent Payment Assistance	86
Government Assistance	79
Employment and Educational Concerns	69
Transportation Requests	48
Food Requests	41



Call Projections/Actual for the Greater Columbia Region

County	Population	National Average 8% of Population use 2-1-1 (Annual)	3rd Year Goal 40% of 8% (Annual)	3rd Year Goal 40% of 8% (Monthly)	9/1/2009 (Monthly)	% of Goal (Monthly)	Total as of September 2009 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State				-	2,317	0%	19,102	2,122	25,469	0%
Adams	16,982	1,359	1,019	85	3	4%	109	12	145	14%
Asotin	21,111	1,689	1,267	106	12	11%	140	16	187	15%
Benton	159,414	12,753	9,565	797	426	53%	4,429	492	5,905	62%
Chelan	70,993	5,679	4,260	355	62	17%	576	64	768	18%
Columbia	3,986	319	239	20	-	0%	-	-	-	0%
Douglas	36,177	2,894	2,171	181	1	1%	27	3	36	2%
Franklin	69,578	5,566	4,175	348	123	35%	1,715	191	2,287	55%
Garfield	2,050	164	123	10	1	10%	6	1	8	7%
Grant	83,047	6,644	4,983	415	48	12%	650	72	867	17%
Kittitas	38,542	3,083	2,313	193	65	34%	601	67	801	35%
Klickitat	20,097	1,608	1,206	100	9	9%	118	13	157	13%
Lincoln	10,255	820	615	51	5	10%	126	14	168	27%
Okanogan	39,782	3,183	2,387	199	19	10%	250	28	333	14%
Walla Walla	57,709	4,617	3,463	289	47	16%	501	56	668	19%
Whitman	41,229	3,298	2,474	206	14	7%	223	25	297	12%
Yakima	233,062	18,645	13,984	1,165	2,211	190%	20,896	2,322	27,861	199%
Ferry	7,373	590	442	37	2	5%	10	1	13	3%
Pend Oreille	12,760	1,021	766	64	7	11%	78	9	104	14%
Spokane	456,175	36,494	27,371	2,281	1,388	61%	13,869	1,541	18,492	68%
Stevens	41,835	3,347	2,510	209	16	8%	222	25	296	12%
Total	904,014	72,321	54,241	4,520	5,363	119%	49,469	5,497	65,959	122%

Greater Columbia 211

