

# Greater Columbia 2-1-1

Volume 2, Issue 4

Update Report

April 30, 2007

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## GC 2-1-1 is Getting the Word Out

Amy Peters, Project Coordinator, and Gracie Sexton, Public Outreach Coordinator attended the following outreach events in April.

Date	Event
April 4	Klickitat forum in White Salmon for City Council and service providers
April 11	Booth at the Job Fair in Yakima
April 12	Meeting with Yakima DSHS Supervisors to coordinate 211 services for caseworkers
April 13	Meeting with Al Anon to discuss 211 outreach
April 18	Presentation at Ephrata City Council Meeting
April 20	Meeting with SafeKids Yakima and service providers
April 24	Presentation to Walla Walla Friends “Parent Workshop”
April 26	Presentation at Memorial Hospital to brokerage staff



## Upcoming Outreach Events

	Event
May 1	Presentation at Moses Lake Community Resource Forum
May 1	Presentation at North Central WA Health District Group
May 2	Presentation at the Council of Commerce in Pasco
May 8	211 receives Community Impact Award at United Way Annual Meeting in Yakima
May 9-11	Washington State Coalition for the Homeless
May 11	Meeting with YCTV representative for public video taping of 2-1-1
May 17	Presentation to all DSHS staff at the Yakima CSO
May 18	Emergency Preparedness Conference in Tacoma, WA

## Greater Columbia 2-1-1: Helping Keep our Communities Safe

Greater Columbia Region has ordered a generator to service our call center in case of widespread power outages. We have also worked with the People For People Transportation Department to set up some radio equipment for our call center that can be used to relay information in case of an emergency. That equipment includes a handheld unit that can be used remotely in case we have to relocate our call center. Yakima County Emergency Management was involved to be sure they can access our PFP radio frequencies (we have two, upper and lower valley). We have also worked out ways to connect the other 15 counties in our region to the same radio system using HAM radio operators that are connected with the EMD's in each area. 2-1-1 began working with ESD 105, which services a 4 county region in Central Washington, to establish MOU's and procedures for reporting school lockdown information for parents using 211.

## Greater Columbia 2-1-1 at Work

### Success Stories for Benton & Franklin Counties

#### Situation



Information & Referral Specialist, Silvia Ortiz, received a call from a Benton County community member who needed information regarding substance abuse treatment. Silvia referred the caller to Benton Franklin County Drug and Alcohol Detoxification Center.

#### Outcome

The caller was able to receive the all the information they were searching for. The caller is now working with two agencies in the Tri-Cities area to get the proper services.

## Situation



Information and Referral Specialist, Laura Castilla, received a call from a Benton County community member who was in need of utility assistance. Laura referred the caller to Salvation Army in Pasco, WA.

## Outcome

The caller was able to get the assistance with the utility bill. She was very pleased with our service and happy that we were able to give her the referral information.

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## Success Stories for other Counties

### Situation



Database Specialist, Jennifer Blizzard, received a call from a Yakima County community member who was in need of utility assistance. Jennifer referred the caller to La Casa Hogar, also known as Yakima Interfaith Coalition.

### Outcome

The caller was able to get assistance from the referral and keep his power on. He is very pleased with the service he received from the 211 staff.

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### Situation



Follow-up Specialist, Barbara Bocci, received a call from a Walla Walla County community member who was in need of utility assistance. Barbara referred the caller to several agencies in the Walla Walla County area.

### Outcome

The caller received assistance from Salvation Army in Walla Walla. He was grateful for the assistance that 211 provided to him.

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## Statistics

April 1 – April 30

### Detail of 211 Question: How Did You Hear about 211?

	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
211 Business Card	3.89%	3.80%	3.80%
Agency	73.27%	71.05%	72.88%
Billboard	1.57%	1.46%	2.17%
Bus Ad	0.28%	0.29%	0.36%
Church	0.93%	1.46%	0.36%
Community Meeting	1.02%	1.17%	1.08%
Flyer	3.33%	2.63%	3.25%
Friend	4.63%	5.26%	5.24%
Misc Advertising	0.19%	0.00%	0.00%
Newspaper	0.65%	0.88%	0.54%
No Response	0.19%	0.00%	0.00%
Other	2.31%	1.17%	3.07%
Radio	0.74%	0.88%	0.54%
TV	7.03%	9.94%	6.69%

### Percentage of Total Calls by Gender:

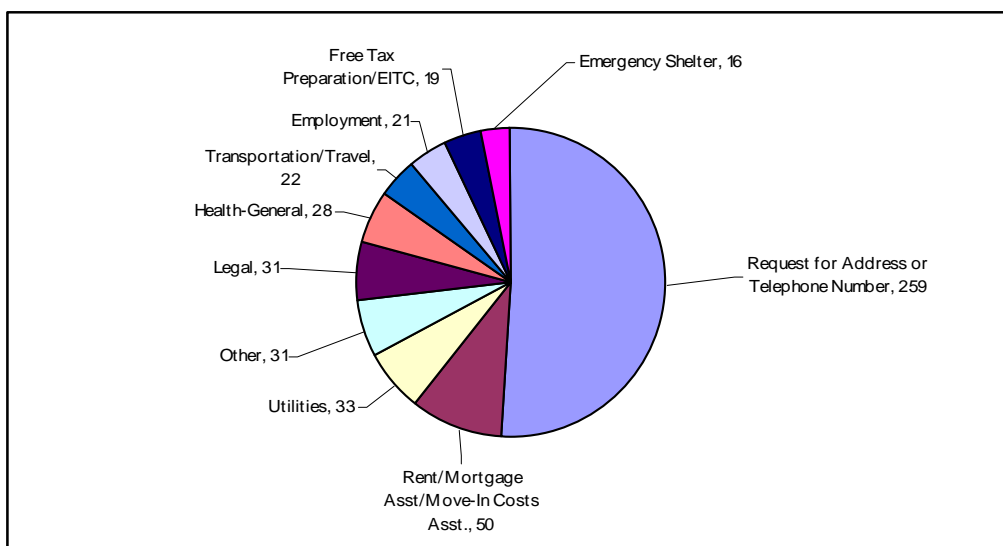
	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
Female	78.77%	82.46%	78.59%
Male	20.93%	17.11%	21.41%
Unknown	0.30%	0.44%	0.00%

## Percentage of Total Calls by Ethnicity:

Ethnicity	All Counties	Benton & Franklin Counties	Yakima County
African	1.71%	0.88%	1.57%
Asian American	0.30%	0.88%	0.20%
Caucasian	59.05%	64.04%	53.44%
Declined	11.77%	14.47%	12.18%
Hispanic	15.90%	8.33%	20.43%
Multi-	1.11%	1.75%	1.38%
Native American	2.31%	1.75%	2.36%
Other	1.31%	1.32%	0.59%
Pacific Islander	0.40%	0.00%	0.39%
Unknown	6.14%	6.58%	7.47%

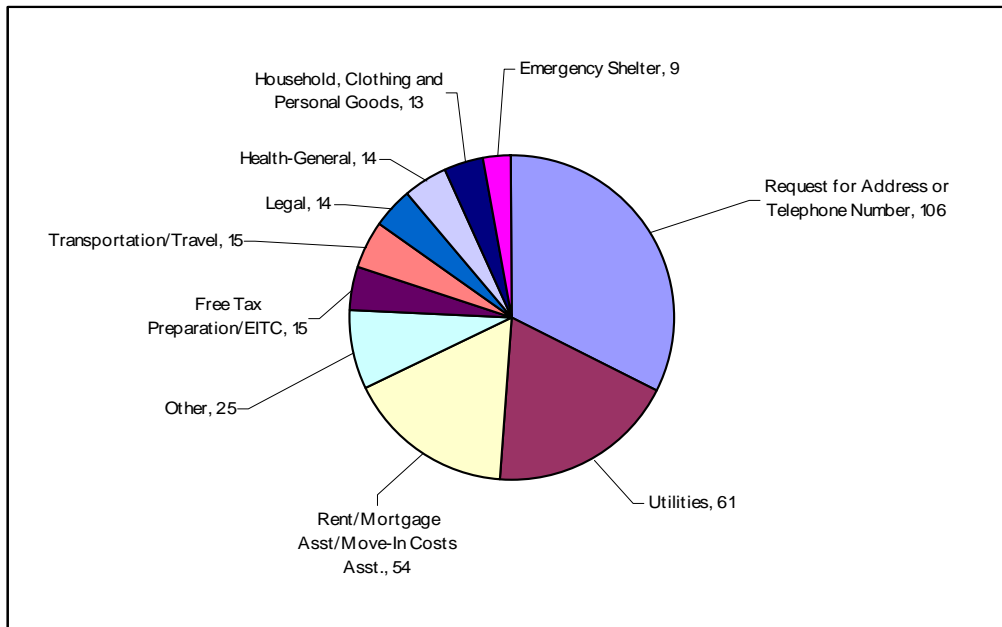
## Top 10 Requested Community Health & Human Resources for Yakima County

Requested Resource	# of Requests
Request for Address or Telephone Number	259
Rent/Mortgage Asst/Move-In Costs Asst.	50
Utilities	33
Other	31
Legal	31
Health-General	28
Transportation/Travel	22
Employment	21
Free Tax Preparation/EITC	19
Emergency Shelter	16



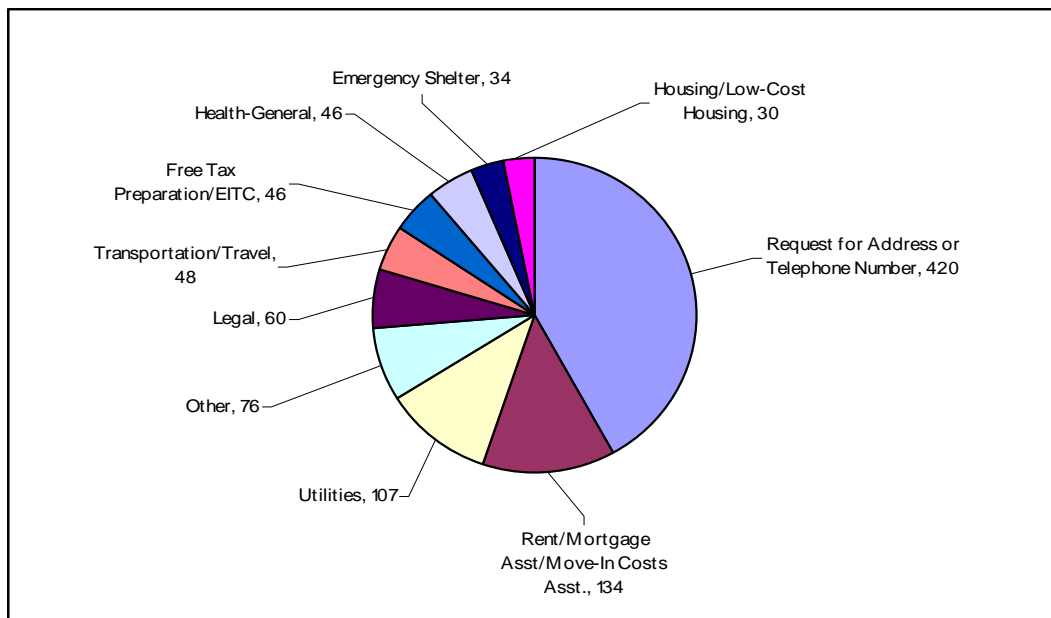
## Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	106
Utilities	61
Rent/Mortgage Asst/Move-In Costs Asst.	54
Other	25
Free Tax Preparation/EITC	15
Transportation/Travel	15
Legal	14
Health-General	14
Household, Clothing and Personal Goods	13
Emergency Shelter	9



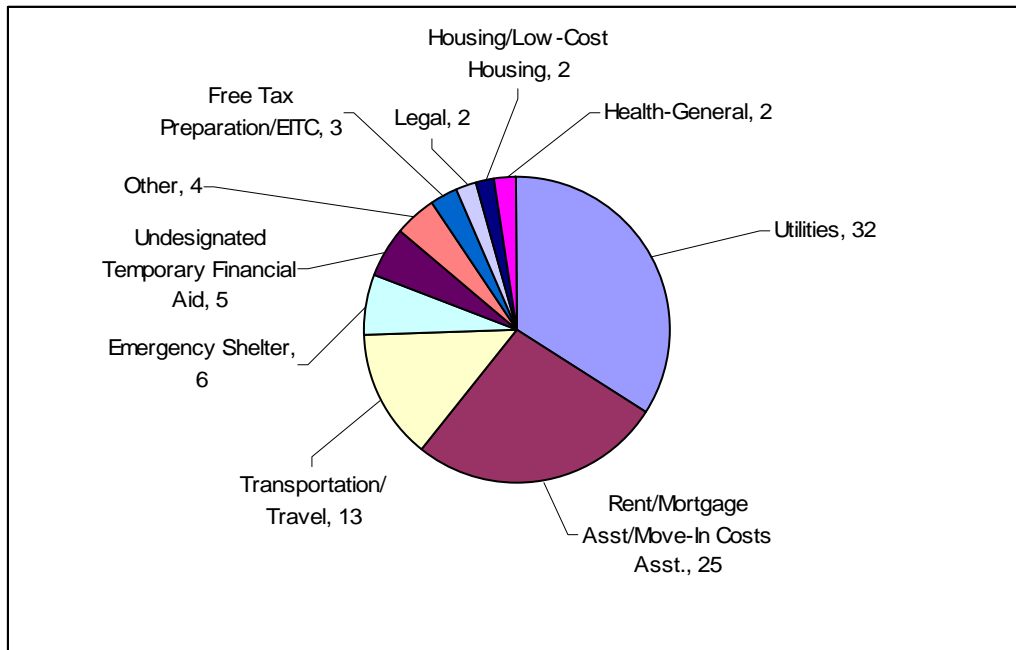
# Top 10 Requested Community Health & Human Resources for All Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	420
Rent/Mortgage Asst/Move-In Costs Asst.	134
Utilities	107
Other	76
Legal	60
Transportation/Travel	48
Free Tax Preparation/EITC	46
Health-General	46
Emergency Shelter	34
Housing/Low-Cost Housing	30



## Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Utilities	32
Rent/Mortgage Asst/Move-In Costs Asst.	25
Transportation/Travel	13
Emergency Shelter	6
Undesignated Temporary Financial Aid	5
Other	4
Free Tax Preparation/EITC	3
Legal	2
Housing/Low-Cost Housing	2
Health-General	2



# Call Summary

## Greater Columbia 2-1-1 Call Center

### April 1 – April 30

#### Total Calls

Call Origin	Received Calls	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service Area
211 Toll Free	70	1	68	224.67	3.21	0
Default	51	0	51	187.87	3.68	1
King County Spanish	1	0	1	1.37	1.37	0
Peninsulas English	9	0	9	26.62	2.96	3
Pierce County English	16	0	16	75.58	4.72	1
Yakima EITC English	37	4	33	115.48	3.12	1
Yakima EITC Spanish	7	0	7	20.80	2.97	1
Yakima English	1170	36	1134	3552.45	3.04	44
Yakima Outbound	737	0	737	1405.63	1.91	0
Yakima Spanish	85	1	84	311.82	3.67	8
Yakima Voicemail	108	0	108	5674.22	52.54	23
<b>Total</b>	<b>2291</b>	<b>42</b>	<b>2248</b>			

#### Detail Call Totals for Greater Columbia Call Center by County

	211 Toll Free	Transferred Calls	King County Spanish	Peninsulas English	Pierce County English	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Total
Adams		1						5		2		8
Asotin		1				1		26				28
Benton		10				9		262		9		290
Chelan		3				1		24		1		29
Clallam				3								3
Cowlitz								1				1
Douglas								2				2
Franklin	1	2				5	1	109		13		131
Garfield								1				1
Grant		1				4	1	22		1		29
Jefferson				1								1
King								8				8
Kitsap				5				1				6
Kittitas		7				1	1	32				41
Klickitat								20				20
Lincoln						1		1				2
Okanogan		4				1		17				22
Out of State	45	3						2				50
Pierce					15							15
Snohomish								1				1
Spokane						1		4				5
Stevens								8				8
Unknown	24	1			1			1			108	135
Walla Walla							2	21				23
Whitman		2						13				15
Yakima		16	1			11	4	589	737	59		1417
<b>Grand Total</b>	<b>70</b>	<b>51</b>	<b>1</b>	<b>9</b>	<b>16</b>	<b>37</b>	<b>7</b>	<b>1170</b>	<b>737</b>	<b>85</b>	<b>108</b>	<b>2291</b>

## Detail Call Totals for Greater Columbia Call Center by County/City

County	City	211 Toll Free	Transferred Calls	King County Spanish	Peninsulas English	Pierce County English	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Total
Adams	Hatton		1						3		2		6
	Washtucna								2				2
Asotin	Anatone								1				1
	Clarkston		1				1		25				27
Benton	Benton City								8				8
	Kennewick		5				8		179		6		198
	Prosser								4				4
	Richland		3				1		67		3		74
	West Richland		2						4				6
Chelan	Cashmere								1				1
	Chelan		1						1				2
	Leavenworth		1						1				2
	Wenatchee		1				1		21		1		24
Clallam	Port Angeles				3								3
Cowlitz	Longview								1				1
Douglas	Bridgeport								1				1
	Waterville								1				1
Franklin	Connell								2				2
	Kahlotus								1				1
	Pasco		2				5	1	106		13		127
	Preston	1											1
Garfield	Pomeroy								1				1
Grant	Coulee City								1				1
	Ephrata						2		5				7
	John Day								1				1
	Moses Lake		1				2	1	13		1		18
	Quincy								1				1
	Royal City								1				1
Jefferson	Port Townsend				1								1
King	Burien								1				1
	Kent								1				1
	Renton								1				1
	Seattle								5				5
Kitsap	Bremerton				1				1				2
	Port Orchard				2								2
	Silverdale				2								2
Kittitas	Cle Elum								1				1
	Ellensburg		7					1	28				36
	Roslyn						1		3				4
Klickitat	Goldendale								12				12
	Klickitat								1				1
	Trout Lake								1				1
	White Salmon								6				6

## Detail Call Totals for Greater Columbia Call Center by County/City (cont)

County	City	211 Toll Free	Transferred Calls	King County Spanish	Peninsulas English	Pierce County English	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Total
Lincoln	Davenport						1						1
	Harrington								1				1
Okanogan	Molson								1				1
	Nespelem								1				1
	Omak		4				1		13				18
	Oroville								1				1
	Tonasket								1				1
Out Of State	Albany	3	1										4
	Banks	1							1				2
	Boise	31	1										32
	Bonniers Ferry	1											1
	Coeur D Alene	2											2
	Gold Beach	1											1
	Lewiston	2											2
	Parma	1											1
	Pocatello	1											1
	Tigard		1						1				2
	Twin Falls	2											2
Pierce	Bonney Lake					1							1
	Graham					1							1
	Tacoma					13							13
Snohomish	Everett								1				1
Spokane	Spokane						1		4				5
Stevens	Colville								8				8
Unknown	Unknown	24	1			1			1			108	135
Unknown Total		24	1			1			1			108	135
Walla Walla	Eureka								1				1
	Waitsburg						1						1
	Walla Walla						1		20				21
Whitman	Colfax								1				1
	Pullman		2						10				12
	Sprague								2				2
Yakima	Cowiche								1				1
	Grandview						3		12		4		19
	Granger								7				7
	Harrah										1		1
	Mabton								2		1		3
	Naches								6				6
	Sunnyside		2				1		28		4		35
	Tieton								4				4
	Toppenish		1				1		12		3		17
	Wapato						1		13		2		16
	White Swan								1				1
	Yakima		13	1			5	4	499	737	44		1303
	Zillah								4				4
<b>Total</b>		<b>70</b>	<b>51</b>	<b>1</b>	<b>9</b>	<b>16</b>	<b>37</b>	<b>7</b>	<b>1170</b>	<b>737</b>	<b>85</b>	<b>108</b>	<b>2291</b>

## Greater Columbia 2-1-1 Call Center Year-to-Date Calls

County	Jan-07	Feb-07	Mar-07	Apr-07	Total
Out of State	1438	314	1130	102	<b>2984</b>
Adams	128	37	19	8	<b>192</b>
Asotin	72	30	17	28	<b>147</b>
Benton	488	364	332	280	<b>1464</b>
Chelan	167	92	42	28	<b>329</b>
Columbia	8	0	0	0	<b>8</b>
Douglas	11	20	0	2	<b>33</b>
Ferry	1	0	0	0	<b>1</b>
Franklin	307	171	132	125	<b>735</b>
Garfield	3	1	2	1	<b>7</b>
Grant	204	85	47	28	<b>364</b>
King	6	6	9	8	<b>29</b>
Kittitas	82	54	50	40	<b>226</b>
Klickitat	50	32	19	20	<b>121</b>
Lincoln	8	4	6	2	<b>20</b>
Okanogan	73	30	31	22	<b>156</b>
Spokane	45	278	69	5	<b>397</b>
Stevens	21	18	7	7	<b>53</b>
Walla Walla	145	70	46	23	<b>284</b>
Whitman	27	21	20	15	<b>83</b>
Yakima	1222	1527	778	1504	<b>5031</b>
<b>Total</b>	<b>4,506</b>	<b>3154</b>	<b>2756</b>	<b>2248</b>	<b>12664</b>

## Call Projections/Actual

County	Population	National Average 8% of Population use 2-1-1 (Annual)	2nd Year Goal 40% of 8% (Annual)	2nd Year Goal 40% of 8% (Monthly)	4/1/2007 (Monthly)	% of Goal (Monthly)	Total as of April 2007 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State	0	0	0	0	122	0%	3,464	866	10,392	0%
Adams	16,803	1,344	538	45	8	18%	192	48	576	107%
Asotin	21,178	1,694	678	56	28	50%	147	37	441	65%
Benton	157,950	12,636	5,054	421	280	66%	1,464	366	4,392	87%
Chelan	69,791	5,583	2,233	186	28	15%	329	82	987	44%
Columbia	4,129	330	132	11	0	0%	8	2	24	18%
Douglas	34,977	2,798	1,119	93	2	2%	33	8	99	9%
Franklin	63,011	5,041	2,016	168	125	74%	735	184	2,205	109%
Garfield	2,344	188	75	6	1	16%	7	2	21	28%
Grant	81,229	6,498	2,599	217	28	13%	364	91	1,092	42%
Kittitas	36,841	2,947	1,179	98	40	41%	226	57	678	58%
Klickitat	19,839	1,587	635	53	20	38%	121	30	363	57%
Lincoln	10,381	830	332	28	2	7%	20	5	60	18%
Okanogan	39,782	3,183	1,273	106	22	21%	156	39	468	37%
Walla Walla	57,558	4,605	1,842	153	23	15%	284	71	852	46%
Whitman	40,170	3,214	1,285	107	15	14%	83	21	249	19%
Yakima	231,586	18,527	7,411	618	1504	226%	5,031	1,231	14,769	199%
<b>Total</b>	<b>887,569</b>	<b>71,006</b>	<b>28,402</b>	<b>2,367</b>	<b>2,248</b>	<b>90%</b>	<b>12,664</b>	<b>3,139</b>	<b>37,668</b>	<b>133%</b>