

Greater Columbia 2-1-1

Volume 2, Issue 8

Update Report

August 31, 2007

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 August.

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Date	Event
August 2	Meeting with Clark Satre of Pacific Power
August 3	Meeting with Susan Martin of ESD 105
August 9	Presentation about 2-1-1 to Yakima Jaycees
August 13	Meeting with Bill Cobabe from the City of Yakima
August 16	Booth at Statewide Migrant Student Data and Recruitment Conference
August 22	Presentation for Emergency Managers and Fire Department staff within Region 7, which includes Chelan, Douglas, Grant, Kittitas, and Okanogan Counties
August 28	Presentation for Yakima City Council to update them on Greater Columbia 2-1-1 service
August 30	Provided news interviews for KAPP and KIMA regarding 2-1-1 funding
August 31	Staff from KNDO/KN DU filmed 2-1-1 call center to update PSA's
August 1-31	Information packets to agencies in Adams, Benton, Franklin, Chelan, Columbia, Garfield, Lincoln, Yakima, and Whitman Counties



Greater Columbia 2-1-1: Within Our Communities

Greater Columbia 2-1-1 Featured in United Way of Yakima County 2007 Campaign Materials: A Yakima caller who was helped by the GC 2-1-1 service is featured on this year's United Way posters, brochures and in TV public service announcements, as well as the campaign video, along with I & R specialist Silvia Ortiz, and GC 2-1-1 Program Manager Amy Peters.

Statistics

August 1 – August 31

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	2.19%	2.08%	2.29%
Agency	46.87%	45.70%	43.95%
Billboard	0.91%	0.59%	1.80%
Bus Ad	0.18%	0.00%	0.49%
Church	0.73%	1.48%	0.16%
Community Meeting	0.49%	1.19%	0.65%
Flyer	3.53%	2.67%	3.92%
Friend	6.57%	5.93%	7.35%
Misc. Advertising	0.30%	0.30%	0.16%
Newspaper	0.37%	0.30%	0.49%
No Response	0.12%	0.00%	0.16%
Other	1.28%	0.30%	1.47%
Poster	0.18%	0.00%	0.00%
Radio	0.43%	0.59%	0.49%
Returned Caller	32.44%	33.23%	32.19%
TV	2.68%	5.04%	3.76%
Unable to Ask	0.55%	0.59%	0.65%
Web Site	0.18%	0.00%	0.00%

Percentage of Total Calls by Ethnicity:

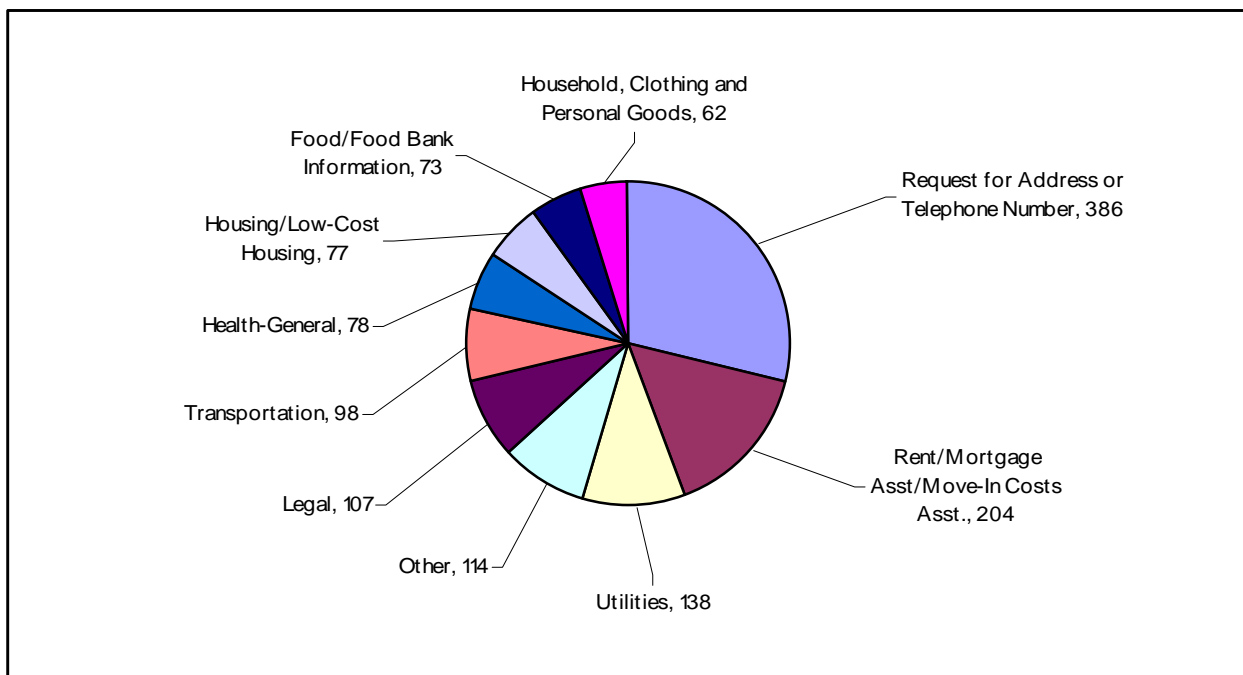
	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
African-American	9.63%	1.77%	3.33%
Asian American	0.54%	0.00%	0.00%
Caucasian	58.72%	72.57%	56.13%
Declined	7.19%	8.85%	7.07%
Hispanic	15.83%	11.50%	23.70%
Multi-Racial	2.45%	2.21%	2.49%
Native American	2.29%	0.88%	4.78%
Other	0.92%	1.33%	0.42%
Pacific Islander	0.54%	0.00%	0.21%
Unknown	1.91%	0.88%	1.87%

Percentage of Total Calls by Gender:

	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
Female	78.90%	80.53%	77.34%
Male	20.64%	18.14%	22.45%
Unknown	0.46%	1.33%	0.21%

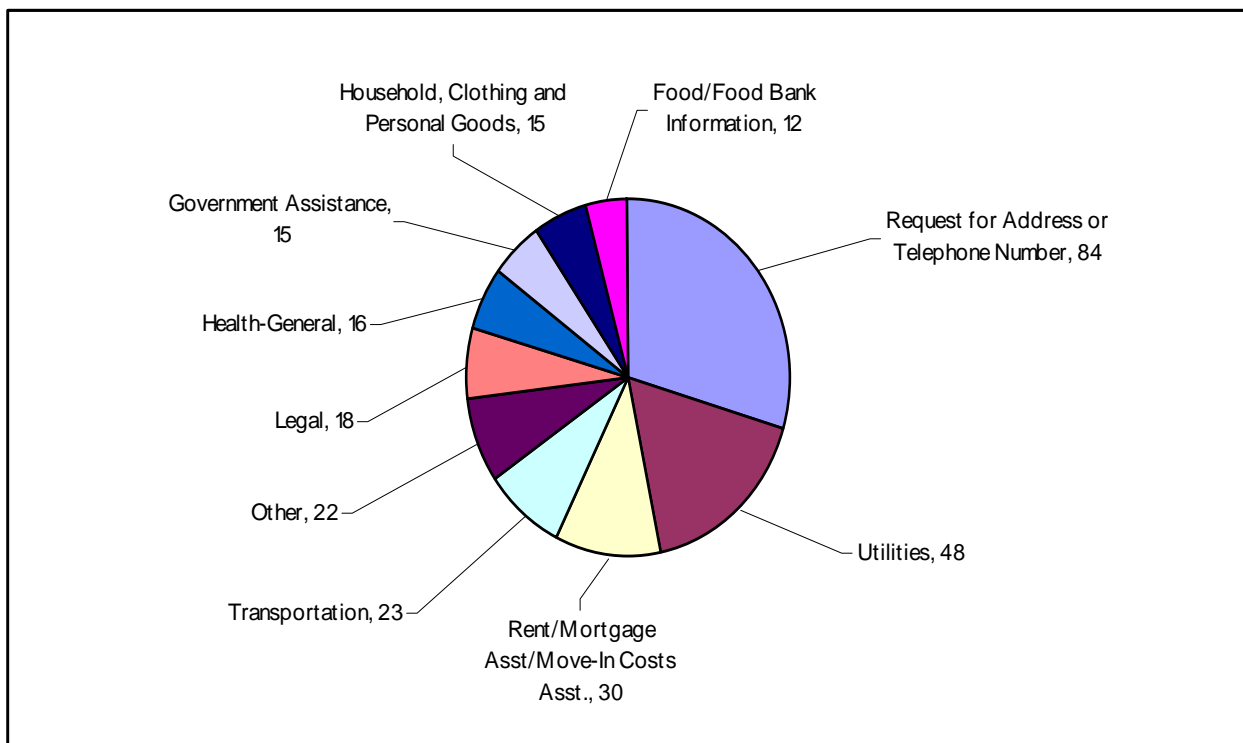
Top 10 Requested Community Health & Human Resources for All Counties

Requested Resources	# of Requests
Request for Address or Telephone Number	386
Rent/Mortgage Asst/Move-In Costs Asst.	204
Utilities	138
Other	114
Legal	107
Transportation/Travel	98
Health-General	78
Housing/Low-Cost Housing	77
Food/Food Bank Information	73
Household, Clothing and Personal Goods	62



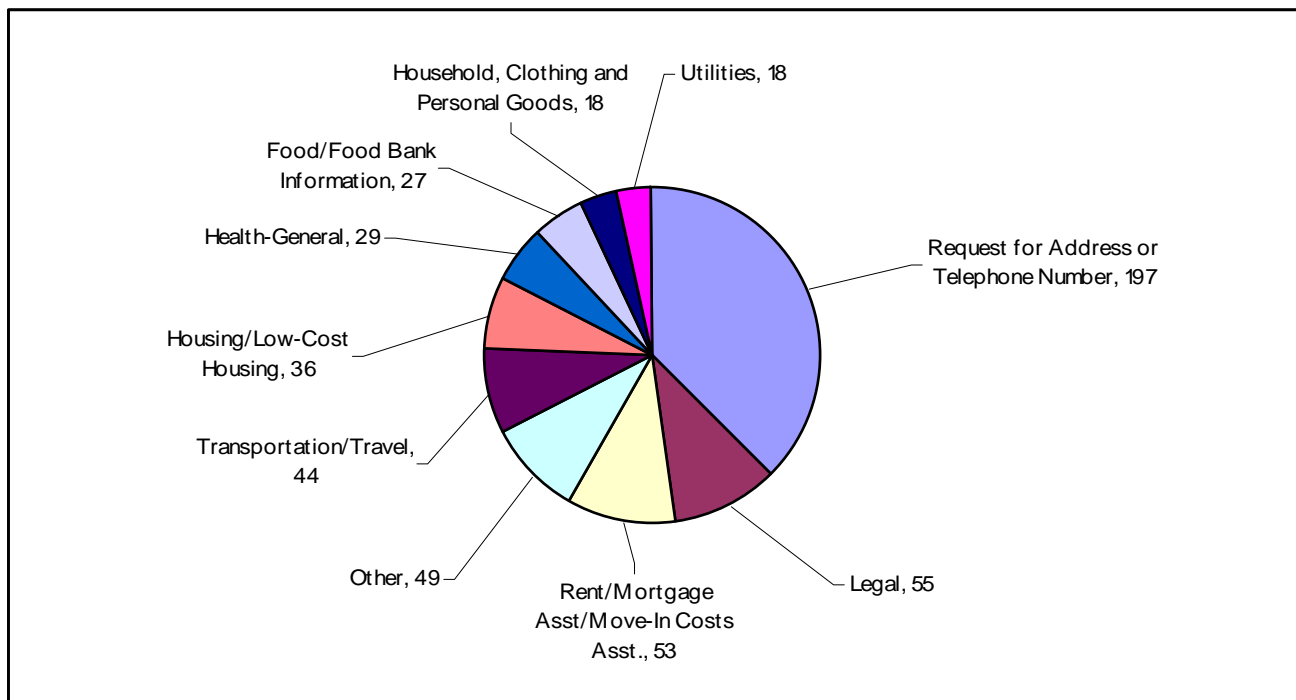
Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	84
Utilities	48
Rent/Mortgage Asst/Move-In Costs Asst.	30
Transportation/Travel	23
Other	22
Legal	18
Health-General	16
Government Assistance	15
Household, Clothing and Personal Goods	15
Food/Food Bank Information	12



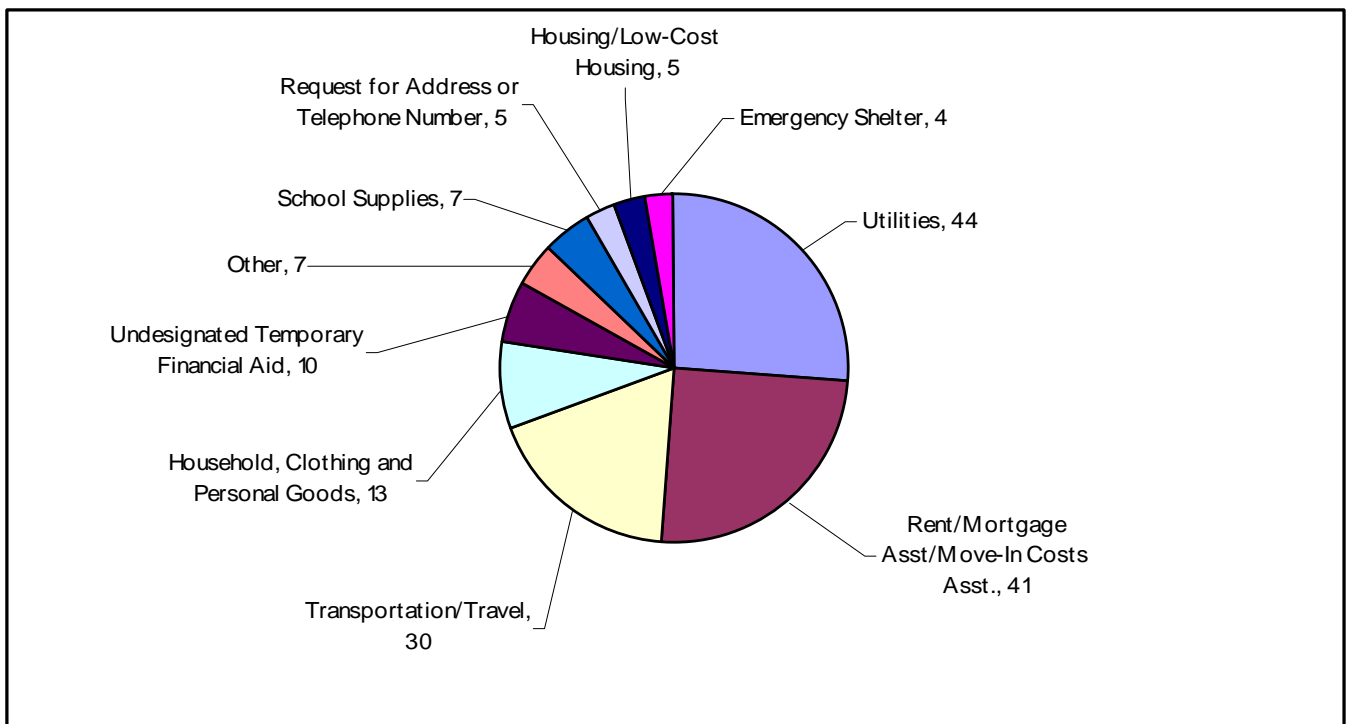
Top 10 Requested Community Health & Human Resources for Yakima Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	197
Legal	55
Rent/Mortgage Asst/Move-In Costs Asst.	53
Other	49
Transportation/Travel	44
Housing/Low-Cost Housing	36
Health-General	29
Food/Food Bank Information	27
Household, Clothing and Personal Goods	18
Utilities	18



Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Utilities	44
Rent/Mortgage Asst/Move-In Costs Asst.	41
Transportation/Travel	30
Household, Clothing and Personal Goods	13
Undesignated Temporary Financial Aid	10
Other	7
School Supplies	7
Request for Address or Telephone Number	5
Housing/Low-Cost Housing	5
Emergency Shelter	4



Call Summary

Greater Columbia 2-1-1 Call Center

August 1 – August 31

Total Calls

Call Origin	Received Calls	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	57	2	55	185.08	4.27	5
Peninsulas English	18	0	18	122.12	6.78	0
Pierce County English	605	15	590	2630.65	4.35	8
Pierce County Spanish	5	1	4	25.72	5.14	2
Pierce County Voicemail	17	0	17	948.93	55.82	6
Western English	5	0	5	36.30	7.26	2
Western Spanish	1	0	1	4.22	4.22	0
Yakima English	1382	64	1318	4552.62	4.38	54
Yakima Outbound	714	0	714	1798.35	4.15	0
Yakima Spanish	107	5	102	360.25	5.24	11
Yakima Voicemail	139	0	139	24015.35	407.00	23
Totals	3050	87	2963	34679.57	508.61	111

Detail Call Totals for Greater Columbia Call Center by County

	211 Toll Free	Peninsulas English	Pierce County English	Pierce County Spanish	Pierce County Voicemail	Western English	Western Spanish	Yakima English	Yakima Outbound	Yakima Voicemail Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams								12			2		14
Asotin								20					20
Benton			1					279			14		294
Chelan								24			5		29
Franklin	1							81			5		87
Garfield								1					1
Grant								41			13		54
Kittitas								30					30
Klickitat								12			1		13
Lincoln								4					4
Okanogan								30			1		31
Other Call Centers		18	568	4		5	1	28					624
Out of State	23							3					26
Unknown	31		21		17			19	702	12		139	941
Walla Walla								36					36
Whitman								9					9
Yakima								689			61		750
Grand Total	55	18	590	4	17	5	1	1318	702	12	102	139	2963

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

County	City	211 Toll Free	Peninsulas English	Pierce County English	Pierce County Spanish	Pierce County Voicemail	Western English	Western Spanish	Yakima English	Yakima Outbound	Yakima Voicemail Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams	Hatton								7			2		9
	Ritzville								4					4
	Washtucna								1					1
Asotin	Asotin								2					2
	Clarkston								18					18
Benton	Benton City								5					5
	Kennewick			1					188			11		200
	Prosser								8			2		10
	Richland								69			1		70
	West Richland								9					9
Chelan	Cashmere								1					1
	Chelan								1					1
	Entiat								1			2		3
	Leavenworth								0					0
	Wenatchee								21			3		24
	Pasco								81			5		86
Franklin	Preston	1											1	
Garfield	Pomeroy							1					1	
Grant	Ephrata								4			2		6
	Moses Lake								32			5		37
	Quincy								4			3		7
	Royal City											2		2
	Soap Lake								1					1
	Warden											1		1
Kittitas	Cle Elum								2					2
	Ellensburg								27					27
	Roslyn								1					1
Klickitat	Goldendale								10					10
	Klickitat								1					1
	White Salmon								1			1		2
Lincoln	Davenport								2					2
	Odessa								0					0
	Wilbur								2					2
Okanogan	Brewster								3			1		4
	Coulee Dam								4					4
	Molson								1					1
	Omak								14					14
	Oroville								3					3
	Pateros								1					1
	Tonasket								3					3
	Twisp								1					1

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

County	City	211 Toll Free	Peninsulas English	Pierce County English	Pierce County Spanish	Pierce County Voicemail	Western English	Western Spanish	Yakima English	Yakima Outbound	Yakima Voicemail Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Other Call Centers	Aberdeen						1							1
	Arletta			1										1
	Auburn			3										3
	Belfair		1											1
	Bellevue			1					2					3
	Bonney Lake			5										5
	Bothell			1										1
	Bremerton		7							1				8
	Buckley			1										1
	Burien								1					1
	Chehalis						1		1					2
	Colville			1					5					6
	Crosby		1											1
	Eatonville			1										1
	Everett			1					1					2
	Federal Way			1										1
	Gig Harbor			3										3
	Graham			15										15
	Kent			2										2
	Lacey						1							1
	Lakebay			5										5
	Olympia						1	1						2
	Orting			1										1
	Port Angeles		2											2
	Port Ludlow		1											1
	Port Orchard		1	1										2
	Port Townsend		2											2
	Puyallup			21										21
	Renton			1										1
	Seattle			6					5					11
	Sequim		1											1
	Silverdale		2	1										3
	Spokane								8					8
	Sumner			4										4
	Tacoma			471	4				4					479
	University Place			21										21
	Yelm						1							1
Out of State	Out Of State	23							3					26
Unknown	Unknown	31		21		17			19	702	12		139	941
Walla Walla	Eureka								1					1
	Walla Walla								35					35
Whitman	Colfax								2					2
	Pullman								4					4
	Tekoa								2					2
	Uniontown								1					1
Yakima	Cowiche								3					3
	Grandview								6			1		7
	Granger								4					4
	Harrah								4			1		5
	Mabton								3					3
	Naches								4					4
	Rimrock								1					1
	Sunnyside								49			9		58
	Tieton								16			4		20
	Toppenish								18			4		22
	Wapato								12			2		14
	White Swan								1					1
	Yakima								563			40		603
	Zillah								5					5
Grand Total		55	18	590	4	17	5	1	1318	702	12	102	139	2963

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

County	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	2007 Totals
Adams	128	37	19	8	6	6	21	14	239
Asotin	72	30	17	28	12	27	10	20	216
Benton	488	364	332	280	269	239	265	294	2531
Chelan	167	92	42	28	16	32	32	29	438
Columbia	8	0	0	0	0	0	0	0	8
Douglas	11	20	0	2	3	1	0	0	37
Franklin	307	171	132	125	124	82	106	87	1134
Garfield	3	1	2	1	2	0	0	1	10
Grant	204	85	47	28	30	45	44	54	537
King	6	6	9	8	7	0	0	0	36
Kittitas	82	54	50	40	25	29	34	30	344
Klickitat	50	32	19	20	12	6	17	13	169
Lincoln	8	4	6	2	1	4	2	4	31
Okanogan	73	30	31	22	9	17	37	31	250
Out of State	1438	314	1130	102	647	215	78	26	3950
Pierce	1	0	0	0	0	0	0	624	625
Spokane	45	278	69	5	9	0	0	0	406
Stevens	21	18	7	7	0	0	0	0	53
Walla Walla	145	70	46	23	28	25	38	36	411
Whitman	27	21	20	15	14	10	6	9	122
Yakima	1222	1527	778	1396	597	1272	2009	1691	10492
Total	4,506	3154	2756	2140	1811	2010	2699	2963	22,039

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)	8/1/2007 (Monthly)	% of Goal (Monthly)	Total as of August 2007 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State	-	-	-	-	650	0%	5,070	634	7,605	0%
Adams	16,803	1,344	538	45	14	31%	239	30	359	67%
Asotin	21,178	1,694	678	56	20	35%	216	27	324	48%
Benton	157,950	12,636	5,054	421	294	70%	2,531	316	3,797	75%
Chelan	69,791	5,583	2,233	186	29	16%	438	55	657	29%
Columbia	4,129	330	132	11	-	0%	8	1	12	9%
Douglas	34,977	2,798	1,119	93	-	0%	37	5	56	5%
Franklin	63,011	5,041	2,016	168	87	52%	1,134	142	1,701	84%
Garfield	2,344	188	75	6	1	16%	10	1	15	20%
Grant	81,229	6,498	2,599	217	54	25%	537	67	806	31%
Kittitas	36,841	2,947	1,179	98	30	31%	344	43	516	44%
Klickitat	19,839	1,587	635	53	13	25%	169	21	254	40%
Lincoln	10,381	830	332	28	4	14%	31	4	47	14%
Okanogan	39,782	3,183	1,273	106	31	29%	250	31	375	29%
Walla Walla	57,558	4,605	1,842	153	36	23%	411	51	617	33%
Whitman	40,170	3,214	1,285	107	9	8%	122	15	183	14%
Yakima	231,586	18,527	7,411	618	1,691	274%	10,492	1,312	15,738	212%
Total	887,569	71,006	28,402	2,367	2,963	125%	22,039	2,755	33,059	116%