

Greater Columbia 2-1-1

Volume 1, Issue 9

Update Report

December 31, 2006

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GC 2-1-1 is Getting the Word Out

Vista Volunteer, Hans Burger, Outreach Coordinator, Kathy DeGooyer, and Amy Peters, Project Coordinator traveled to various counties in the Greater Columbia area. Several I&R Specialists also attended many of the events listed below.

| Date | Event |
|----------------|--|
| December 1 | Presentation at an in-service to 40 EPIC Head Start home liaison staff |
| December 1 | TV interview for KNDO regarding 211 cold weather resources |
| December 4 – 8 | Yakima Valley Incident Command System courses 300 and 400 |
| December 6 | Statewide 211 Call Center director's meeting |
| December 14 | Yakima School District PAC night informational table |
| December 19 | Business After Hours annual Christmas night |
| December 20 | Presentation to DSHS staff in Sunnyside |



Upcoming Outreach Events

| Date | Event |
|-----------|--|
| January 4 | Presentation to the South Central Washington School Readiness Partnership meeting held at Children's Village |
| January 9 | Meeting with Angela Seydel from Region 8 Public Health Emergency Preparedness and Response and Steve Sautter Benton County Emergency Services, both of the Tri-Cities, to talk about the role of 2-1-1 in emergency communications, and how 211 could work for public health in the region |

Greater Columbia 211 Continuing Education

Information and Referral Specialist, Laura Castilla and Certified Resource Specialist, Jennifer Blizard both successfully passed professional certification examinations through AIRS (Alliance of Information and Referral Systems) to become CIRS (Certified Information and Referral Specialists).

Greater Columbia 211 at Work

Success Stories for Benton & Franklin Counties

Situation



Database Specialist, Jennifer Blizard, received a call from a Benton County community member who needed some questions answered about health insurance. Jennifer referred the caller to the Benton Franklin Volunteer Center where volunteers provide free health insurance information.

Outcome

The caller received the information he needed. He was very happy and appreciative of our service.

Situation



I & R Specialist, Laura Castilla, received a call from a Franklin County community member who manages an apartment complex. She was looking for assistance for some of the residents. Laura referred the caller to Catholic Family and Child Services in Pasco.

Outcome

The caller gave the referral information to the residents and they were able to get the assistance they needed.

Success Stories for all other Counties

Situation



I & R Specialist, Silvia Ortiz, received a call from a Yakima County community member who needed some household items. Silvia referred the caller to several agencies in the Yakima area which distribute household items such as furniture, dishes, etc.

Outcome

The caller was able to get the items she needed from one of our referrals – St. Vincent De Paul.

Situation

I&R Specialist, Silvia Ortiz, received a call from a Chelan County community member who wanted to donate some items to a shelter or agency that distributes basic needs to community members. Silvia gave the caller several referrals to food pantries and other agencies that provide assistance with basic needs.

Outcome

The caller was able to donate several items to a shelter and plans to donate more. She was grateful for our service.

Statistics

December 1 – December 31

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

| Benton & Franklin Counties | % of Calls | All Counties | % of Calls |
|----------------------------|------------|-------------------|------------|
| 211 Business Card | 4.30% | 211 Business Card | 2.65% |
| Agency | 71.68% | Agency | 72.01% |
| Billboard | 1.08% | Billboard | 1.33% |
| Bus Ad | 0.00% | Bus Ad | 0.44% |
| Church | 1.43% | Church | 1.22% |
| Community Meeting | 0.36% | Community Meeting | 0.88% |
| Flyer | 2.87% | Flyer | 2.54% |
| Friend | 7.53% | Friend | 7.74% |
| Newspaper | 0.36% | Newspaper | 1.11% |
| No Response | 0.72% | No Response | 0.33% |
| Other | 1.43% | Other | 2.54% |
| Radio | 0.36% | Radio | 0.88% |
| TV | 7.89% | TV | 6.19% |
| Website | 0.00% | Website | 0.11% |

Percentage of Total Calls by Gender:

| Benton & Franklin Counties | | All Counties | |
|----------------------------|---------------|--------------|---------------|
| Gender | Target County | Gender | Target County |
| Female | 82.33% | Female | 78.34% |
| Male | 17.21% | Male | 21.42% |
| Unknown | 0.47% | Unknown | 0.24% |

Percentage of Total Calls by Ethnicity:

| Benton & Franklin Counties | | All Counties | |
|----------------------------|---------------|-----------------------|---------------|
| Ethnicity | Target County | Ethnicity | Target County |
| African American | 1.86% | African American | 1.89% |
| Asian American | 0.47% | Asian American | 0.24% |
| Caucasian | 59.53% | Caucasian | 56.33% |
| Declined | 7.44% | Declined | 10.30% |
| Hispanic | 17.21% | Hispanic | 19.41% |
| Multi-racial/cultural | 3.26% | Multi-racial/cultural | 2.13% |
| Native American | 2.33% | Native American | 3.31% |
| Other | 2.33% | Other | 1.30% |
| Pacific Islander | 0.00% | Pacific Islander | 0.12% |
| Unknown | 5.58% | Unknown | 4.97% |

Top 10 Requested Community Health & Human Resources for All Counties

| Code | Requested Resource | % of Resources Requested |
|------|--|--------------------------|
| BD | Food | 4.02% |
| BH | Housing/Shelter | 28.28% |
| PH | Individual and Family Support Services | 3.79% |
| TJ | Information Services | 24.26% |
| FP | Legal Assistance Modalities | 2.25% |
| FT | Legal Services | 3.08% |
| LH | Health Supportive Services | 2.49% |
| BM | Material Goods | 2.13% |
| TF | Community Services | 5.33% |
| BT | Transportation | 7.34% |

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

| Code | Requested Resource | % of Resources Requested |
|------|--|--------------------------|
| BH | Housing/Shelter | 34.31% |
| TJ | Information Services | 14.96% |
| BD | Food | 4.38% |
| RP | Outpatient Mental Health Care | 2.19% |
| FT | Legal Services | 3.65% |
| LH | Health Supportive Services | 2.92% |
| BT | Transportation | 6.93% |
| PH | Individual and Family Support Services | 3.65% |
| BM | Material Goods | 3.28% |
| TF | Community Services | 7.30% |

Call Summary Greater Columbia 211 Call Center December 1 – December 31

Total Calls

| Call Origin | Calls Received | Abandoned Calls | % of Abandoned Calls | Total Minutes | Average Minutes | Out of Service Area | Service Level |
|-----------------------------|----------------|-----------------|----------------------|-----------------|-----------------|---------------------|---------------|
| 211 Toll Free | 47 | 3 | 7.50% | 129.57 | 3.24 | 2 | 95.00% |
| English | 974 | 40 | 4.11% | 3031.93 | 3.11 | 63 | 93.53% |
| Outbound | 447 | 0 | 0.00% | 926.62 | 2.07 | 0 | 100.00% |
| Spanish | 89 | 5 | 5.62% | 329.95 | 3.71 | 13 | 85.39% |
| Voicemail | 109 | 0 | 0.00% | 6937.48 | 63.65 | 12 | 88.99% |
| Total Calls Received | 1666 | 48 | | 11355.55 | | 90 | |

Detail Call Totals by County

| Call Center | County | 211 Toll Free | English | Spanish | Outbound | Voicemail | Total Actual Calls |
|--------------------|--------------|---------------|------------|-----------|------------|------------|--------------------|
| Greater Columbia | Ada | 15 | 0 | 0 | 0 | 0 | 15 |
| | Adams | 0 | 7 | 6 | 0 | 0 | 13 |
| | Asotin | 0 | 1 | 0 | 0 | 0 | 1 |
| | Benton | 0 | 221 | 19 | 0 | 0 | 240 |
| | Bonneville | 1 | 0 | 0 | 0 | 0 | 1 |
| | Canyon | 1 | 0 | 0 | 0 | 0 | 1 |
| | Chelan | 0 | 36 | 1 | 0 | 0 | 37 |
| | Franklin | 0 | 78 | 13 | 0 | 0 | 91 |
| | Grant | 0 | 28 | 4 | 0 | 0 | 32 |
| | King | 0 | 4 | 0 | 0 | 0 | 4 |
| | Kittitas | 0 | 43 | 0 | 0 | 0 | 43 |
| | Klickitat | 0 | 24 | 0 | 0 | 0 | 24 |
| | Latah | 1 | 0 | 0 | 0 | 0 | 1 |
| | Lincoln | 0 | 1 | 0 | 0 | 0 | 1 |
| | Linn | 2 | 0 | 0 | 0 | 0 | 2 |
| | Marion | 1 | 0 | 0 | 0 | 0 | 1 |
| | Nez Perce | 0 | 6 | 0 | 0 | 0 | 6 |
| | Okanogan | 0 | 11 | 0 | 0 | 0 | 11 |
| | Out of State | 21 | 0 | 0 | 0 | 109 | 130 |
| | Pend Orielle | 1 | 0 | 0 | 0 | 0 | 1 |
| | Snohomish | 0 | 1 | 0 | 0 | 0 | 1 |
| | Thurston | 0 | 3 | 0 | 0 | 0 | 3 |
| | Union | 1 | 0 | 0 | 0 | 0 | 1 |
| | Walla Walla | 0 | 37 | 0 | 0 | 0 | 37 |
| | Washington | 0 | 1 | 0 | 0 | 0 | 1 |
| | Whitman | 0 | 4 | 0 | 0 | 0 | 4 |
| | Yakima | 0 | 471 | 46 | 447 | 0 | 964 |
| Total Calls | | 44 | 977 | 89 | 447 | 109 | 1666 |

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

| County | City | 211 Toll Free | English | Spanish | Outbound | Voicemail | Total Calls |
|--------------|---------------|---------------|---------|---------|----------|-----------|-------------|
| Out of State | | 21 | 0 | 0 | 0 | 109 | 130 |
| Ada | Boise | 15 | 0 | 0 | 0 | 0 | 15 |
| Adams | Hatton | 0 | 6 | 6 | 0 | 0 | 12 |
| | Washtucna | 0 | 1 | 0 | 0 | 0 | 1 |
| Asotin | Asotin | 0 | 1 | 0 | 0 | 0 | 1 |
| Benton | Benton City | 0 | 8 | 1 | 0 | 0 | 9 |
| | Kennewick | 0 | 147 | 13 | 0 | 0 | 160 |
| | Prosser | 0 | 8 | 0 | 0 | 0 | 8 |
| | Richland | 0 | 46 | 3 | 0 | 0 | 49 |
| | West Richland | 0 | 12 | 2 | 0 | 0 | 14 |
| Bonneville | Idaho Falls | 1 | 0 | 0 | 0 | 0 | 1 |
| Canyon | Caldwell | 1 | 0 | 0 | 0 | 0 | 1 |
| Chelan | Cashmere | 0 | 2 | 0 | 0 | 0 | 2 |
| | Entiat | 0 | 1 | 0 | 0 | 0 | 1 |
| | Leavenworth | 0 | 4 | 0 | 0 | 0 | 4 |
| | Wenatchee | 0 | 29 | 1 | 0 | 0 | 30 |
| Franklin | Basin City | 0 | 0 | 1 | 0 | 0 | 1 |
| | Etopia | 0 | 1 | 0 | 0 | 0 | 1 |
| | Pasco | 0 | 77 | 12 | 0 | 0 | 89 |
| Grant | Ephrata | 0 | 2 | 2 | 0 | 0 | 4 |
| | Moses Lake | 0 | 22 | 0 | 0 | 0 | 22 |
| | Royal City | 0 | 4 | 2 | 0 | 0 | 6 |
| King | Seattle | 0 | 3 | 0 | 0 | 0 | 3 |
| Kittitas | Cle Elum | 0 | 5 | 0 | 0 | 0 | 5 |
| | Ellensburg | 0 | 36 | 0 | 0 | 0 | 36 |
| | Roslyn | 0 | 2 | 0 | 0 | 0 | 2 |
| Klickitat | Goldendale | 0 | 15 | 0 | 0 | 0 | 15 |
| | Lyle | 0 | 2 | 0 | 0 | 0 | 2 |
| | Roosevelt | 0 | 1 | 0 | 0 | 0 | 1 |
| | Trout Lake | 0 | 2 | 0 | 0 | 0 | 2 |
| | White Salmon | 0 | 2 | 0 | 0 | 0 | 2 |
| | Whitstran | 0 | 2 | 0 | 0 | 0 | 2 |
| Latah | Moscow | 1 | 0 | 0 | 0 | 0 | 1 |
| Lincoln | Edwall | 0 | 1 | 0 | 0 | 0 | 1 |
| Linn | Albany | 2 | 0 | 0 | 0 | 0 | 2 |
| Marion | Salem | 1 | 0 | 0 | 0 | 0 | 1 |
| Nez Perce | Lewiston | 0 | 6 | 0 | 0 | 0 | 6 |
| Okanogan | Coulee Dam | 0 | 2 | 0 | 0 | 0 | 2 |
| | Loomis | 0 | 1 | 0 | 0 | 0 | 1 |

| County | City | 211 Toll Free | English | Spanish | Outbound | Voicemail | Total Calls |
|--------------------|-------------|---------------|------------|-----------|------------|------------|-------------|
| | Omak | 0 | 5 | 0 | 0 | 0 | 5 |
| | Tonasket | 0 | 3 | 0 | 0 | 0 | 3 |
| Pend Oreille | Newport | 1 | 0 | 0 | 0 | 0 | 1 |
| Snohomish | Lynnwood | 0 | 1 | 0 | 0 | 0 | 1 |
| | Snohomish | 0 | 1 | 0 | 0 | 0 | 1 |
| Thurston | Olympia | 3 | 0 | 0 | 0 | 0 | 3 |
| Union | La Grande | 1 | 0 | 0 | 0 | 0 | 1 |
| Walla Walla | Eureka | 0 | 1 | 0 | 0 | 0 | 1 |
| | Walla Walla | 0 | 36 | 0 | 0 | 0 | 36 |
| Washington | Sherwood | 0 | 1 | 0 | 0 | 0 | 1 |
| Whitman | Palouse | 0 | 1 | 0 | 0 | 0 | 1 |
| | Pullman | 0 | 3 | 0 | 0 | 0 | 3 |
| Yakima | Cowiche | 0 | 2 | 0 | 0 | 0 | 2 |
| | Grandview | 0 | 9 | 1 | 0 | 0 | 10 |
| | Granger | 0 | 2 | 0 | 0 | 0 | 2 |
| | Harrah | 0 | 1 | 0 | 0 | 0 | 1 |
| | Naches | 0 | 4 | 0 | 0 | 0 | 4 |
| | Sunnyside | 0 | 25 | 10 | 0 | 0 | 35 |
| | Tieton | 0 | 5 | 0 | 0 | 0 | 5 |
| | Toppenish | 0 | 23 | 6 | 0 | 0 | 29 |
| | Wapato | 0 | 10 | 1 | 0 | 0 | 11 |
| | White Swan | 0 | 2 | 0 | 0 | 0 | 2 |
| | Yakima | 0 | 384 | 28 | 447 | 0 | 768 |
| | Zillah | 0 | 4 | 0 | 0 | 0 | 4 |
| Total Calls | | 47 | 974 | 89 | 447 | 109 | 1666 |

Greater Columbia 211 Call Center Year-to-Date Calls

| County | Feb-06 | Mar-06 | Apr-06 | May-06 | Jun-06 | Jul-06 | Aug-06 | Sept-06 | Oct-06 | Nov-06 | Dec-06 |
|----------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Out of State | 1 | 39 | 6 | 1 | 33 | 119 | 136 | 179 | 304 | 287 | 255 |
| Adams | 0 | 0 | 1 | 1 | 6 | 11 | 17 | 9 | 17 | 20 | 13 |
| Asotin | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 7 | 0 | 0 | 1 |
| Benton | 139 | 529 | 312 | 290 | 182 | 220 | 283 | 314 | 389 | 345 | 240 |
| Chelan | 0 | 0 | 2 | 2 | 2 | 7 | 23 | 42 | 50 | 50 | 37 |
| Columbia | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 |
| Douglas | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 5 | 0 | 0 |
| Ferry | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 |
| Franklin | 42 | 151 | 103 | 75 | 65 | 92 | 107 | 85 | 107 | 131 | 91 |
| Garfield | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 |
| Grant | 0 | 0 | 2 | 3 | 4 | 35 | 40 | 32 | 41 | 32 | 32 |
| King | 0 | 0 | 24 | 3 | 4 | 5 | 3 | 27 | 14 | 12 | 3 |
| Kittitas | 9 | 24 | 27 | 15 | 18 | 8 | 30 | 31 | 55 | 48 | 43 |
| Klickitat | 0 | 0 | 0 | 0 | 0 | 9 | 14 | 14 | 20 | 11 | 24 |
| Lincoln | 0 | 0 | 2 | 1 | 3 | 3 | 6 | 2 | 12 | 5 | 1 |
| Okanogan | 0 | 0 | 0 | 3 | 2 | 6 | 11 | 35 | 24 | 17 | 11 |
| Spokane | 0 | 0 | 0 | 0 | 3 | 2 | 0 | 8 | 17 | 5 | 0 |
| Stevens | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| Walla Walla | 10 | 50 | 23 | 25 | 39 | 29 | 42 | 81 | 78 | 51 | 37 |
| Whitman | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 9 | 10 | 4 |
| Yakima | 208 | 970 | 695 | 1,034 | 1,062 | 1,056 | 1,735 | 1440 | 1512 | 1123 | 874 |
| Total | 409 | 1,763 | 1,197 | 1,464 | 1,436 | 1,604 | 2,450 | 2,312 | 2,657 | 2,149 | 1,666 |

Call Projections/Actual

| County | Population | Nat'l Avg 8% of Population use 2-1-1 (Annual) | 1st Year Goal 40% of 8% (Annual) | 1st Year Goal 40% of 8% (Monthly) | Dec-06 (Monthly) | % of Goal (Monthly) | Total as of Dec 2006 (Annual) | Average (Annual) | Projected YTD Total Calls for 2-1-1 (Annual) | % of Goal (Annual) |
|--------------|----------------|---|----------------------------------|-----------------------------------|------------------|---------------------|-------------------------------|------------------|--|--------------------|
| Out of State | 0 | 0 | 0 | 0 | 258 | 0% | 1,554 | 155 | 1,865 | 0% |
| Adams | 16,803 | 1,344 | 538 | 45 | 13 | 29% | 95 | 10 | 114 | 21% |
| Asotin | 21,178 | 1,694 | 678 | 56 | 1 | 2% | 12 | 1 | 14 | 2% |
| Benton | 157,950 | 12,636 | 5,054 | 421 | 240 | 57% | 3,233 | 323 | 3,880 | 77% |
| Chelan | 69,791 | 5,583 | 2,233 | 186 | 37 | 20% | 214 | 21 | 257 | 11% |
| Columbia | 4,129 | 330 | 132 | 11 | 0 | 0% | 3 | 0 | 4 | 3% |
| Douglas | 34,977 | 2,798 | 1,119 | 93 | 0 | 0% | 7 | 1 | 8 | 1% |
| Franklin | 63,011 | 5,041 | 2,016 | 168 | 91 | 54% | 1,044 | 104 | 1,253 | 62% |
| Garfield | 2,344 | 188 | 75 | 6 | 0 | 0% | 2 | 0 | 2 | 3% |
| Grant | 81,229 | 6,498 | 2,599 | 217 | 32 | 15% | 242 | 24 | 290 | 11% |
| Kittitas | 36,841 | 2,947 | 1,179 | 98 | 43 | 44% | 309 | 31 | 371 | 31% |
| Klickitat | 19,839 | 1,587 | 635 | 53 | 24 | 45% | 92 | 9 | 110 | 17% |
| Lincoln | 10,381 | 830 | 332 | 28 | 1 | 4% | 35 | 4 | 42 | 13% |
| Okanogan | 39,782 | 3,183 | 1,273 | 106 | 11 | 10% | 109 | 11 | 131 | 10% |
| Walla Walla | 57,558 | 4,605 | 1,842 | 153 | 37 | 24% | 464 | 46 | 557 | 30% |
| Whitman | 40,170 | 3,214 | 1,285 | 107 | 4 | 4% | 25 | 3 | 30 | 2% |
| Yakima | 231,586 | 18,527 | 7,411 | 618 | 874 | 142% | 11,650 | 1,165 | 13,980 | 189% |
| Total | 887,569 | 71,006 | 28,402 | 2,367 | 1,666 | 70% | 19,090 | 1,909 | 22,908 | 81% |