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# Greater Columbia 2-1-1

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Volume 2, Issue 2

Update Report

February 28, 2007

## Celebrating 1 Year of Service

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**Happy Anniversary  
Greater Columbia 2-1-1!**

As of February, 2007 2-1-1 became a statewide reality! Today, eight call centers are offering 2-1-1 services, making it easier for community members to find and access help from health and human services providers. In February, 2-1-1, the three digit number for health and human service referrals, will mark its year anniversary of service to 16 counties in the Greater Columbia region.

The Greater Columbia 2-1-1 Call Center, operated by People For People in Yakima, began offering 2-1-1 service on February 22, 2006 and we are seeing an increase in call volume. In our first eleven months of operation, we handled approximately 25,000 requests from those in need in our region. Of those calls, among the most requested services included housing/shelter, food, temporary financial assistance, and individual and family support services.

We operate Monday through Friday, 7 a.m. to 6 p.m., now in 16 counties in Central and Eastern Washington: Benton, Franklin, Walla Walla, Yakima, Kittitas, Grant, Adams, Lincoln, Chelan, Douglas, Okanogan, Klickitat, Whitman, Columbia, Garfield and Asotin – an area which comprises a population of approximately 888,000 people.

State funding for 2-1-1 was only committed for the 2006-07 fiscal year, so the highest priority of the Washington Information Network 2-1-1 is to secure sufficient funding to keep the system growing over the next biennium. With sustained, ongoing funding, the Greater Columbia 2-1-1, in addition to Crisis Clinic in King County, will operate 24/7 for our respective regions with the ability to handle calls from other centers for a short period of time during a disaster. This is the first step in making the entire 2-1-1 system 24/7/365 with sufficient capacity for disaster response.

## Milestones we've achieved:

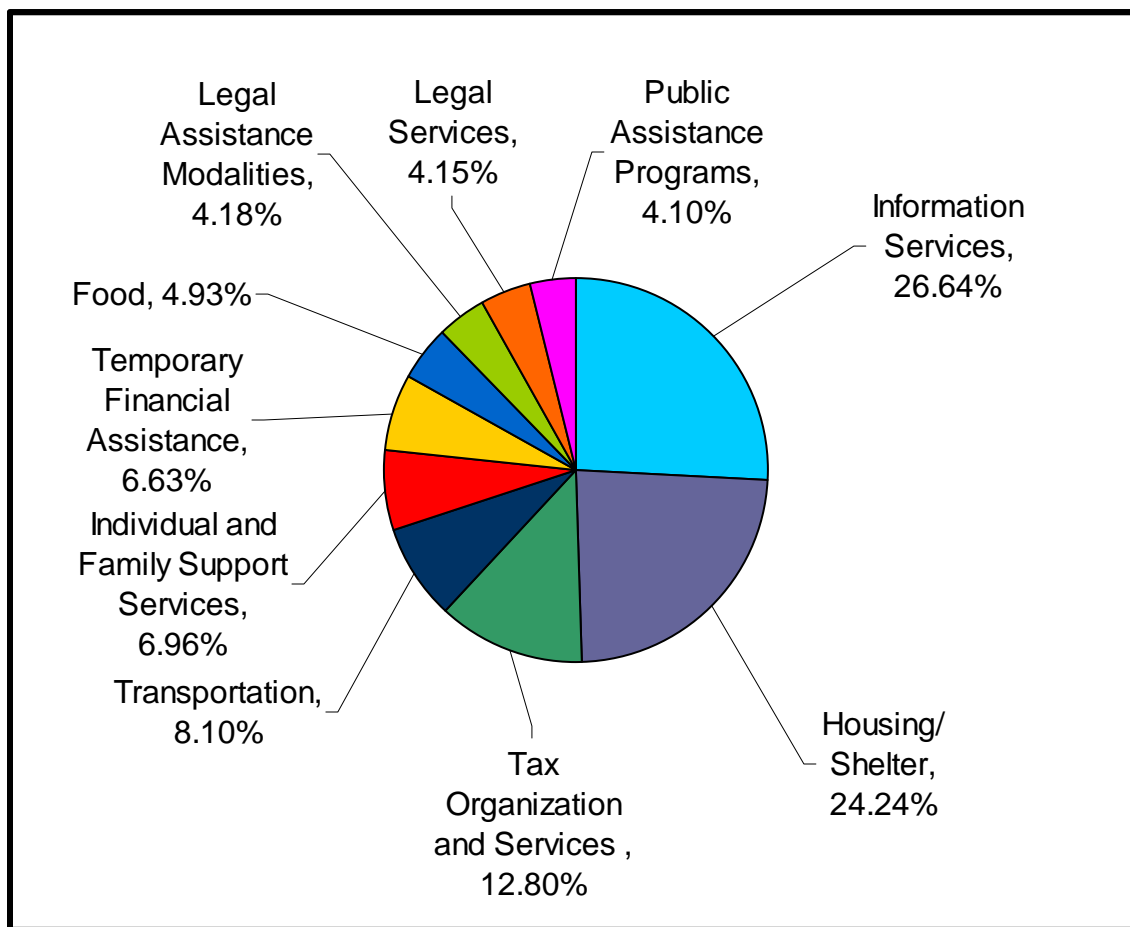
- January 06: GC 211 takes first 211 call statewide: staff begin taking practice calls from the community in "test mode"
- January 06: GC 211 receives the first of three \$50,000 checks from the United Way Foundation of Yakima County to support the first year of operations
- February 06: February 22, 2006: Greater Columbia 211 Information and Referral Center "goes live" in Yakima, Kittitas, Benton, Franklin and Walla Walla Counties; three other call centers begin serving Western Washington counties as well.
- April 06: Service begins in 7 additional counties: Grant, Lincoln, Adams, Chelan, Douglas, Klickitat and Okanogan, for a total of 12 counties served in the Greater Columbia Region.
- June 06: GC 211 extends hours of operation and is now available from 7 a.m. to 6 p.m., Monday through Friday
- July 06: GC 211's first information and referral specialist and first database specialist receive national AIRS accreditation, a step toward accreditation of the GC 211 Center as a whole
- July 06: At a statewide meeting of WIN 211 call center directors, GC 211 was voted the technical support site for the other call centers in the state
- September 06: Began service to 4 additional counties – Whitman, Asotin, Garfield and Columbia – bringing the total number of counties served by GC 2-1-1 to sixteen
- January 07: Calls to the GC 2-1-1 for the month reach an all-time high: 4,506
- February 07: GC 2-1-1 celebrates a year of service

We have "success stories" from every county who are willing to talk about the help and support they've received through 2-1-1 in the past year. If you need help, or want to give help, dial 2-1-1 today to find out how to get connected and get answers.



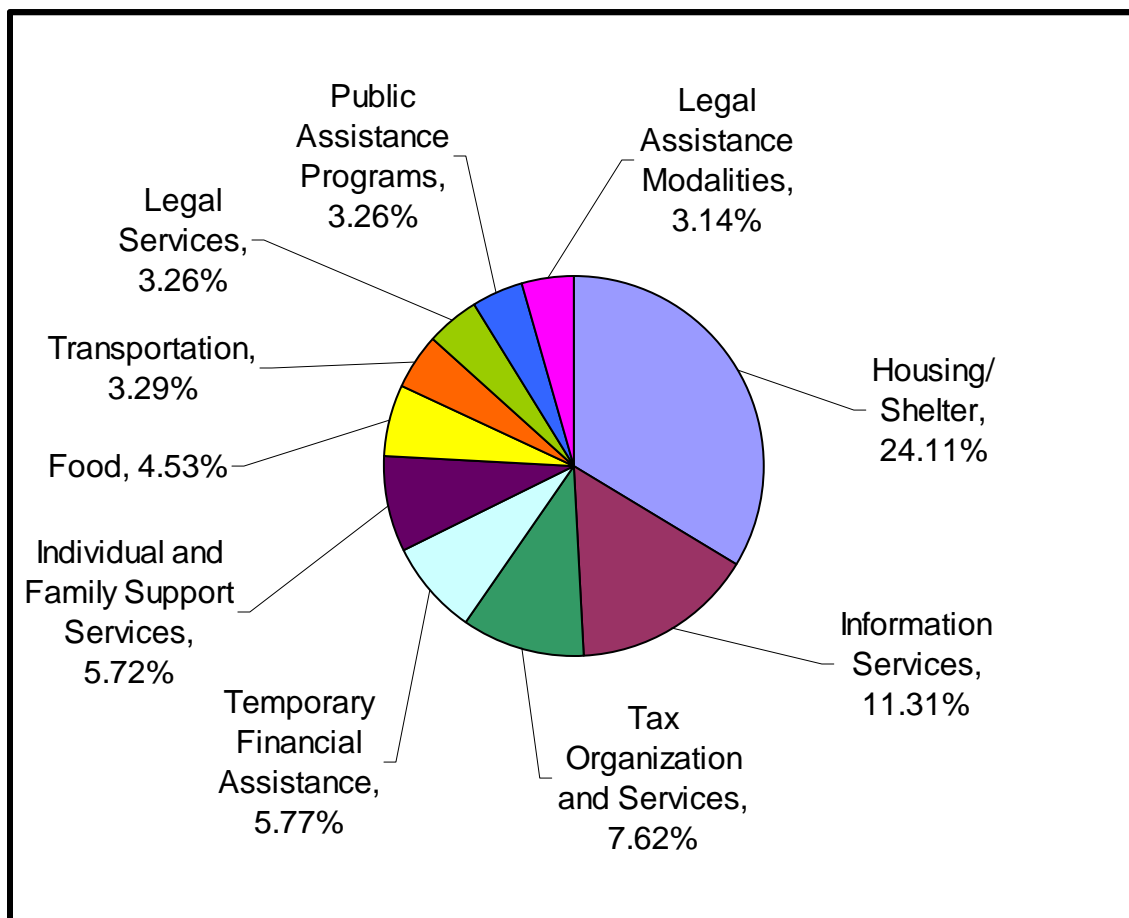
## Top Services Requested February 2006 – February 2007 for Yakima County

Requested Resource	% of Calls
Information Services	26.64%
Housing/Shelter	24.24%
Tax Organization and Services	12.80%
Transportation	8.10%
Individual and Family Support Services	6.96%
Temporary Financial Assistance	6.63%
Food	4.93%
Legal Assistance Modalities	4.18%
Legal Services	4.15%
Public Assistance Programs	4.10%



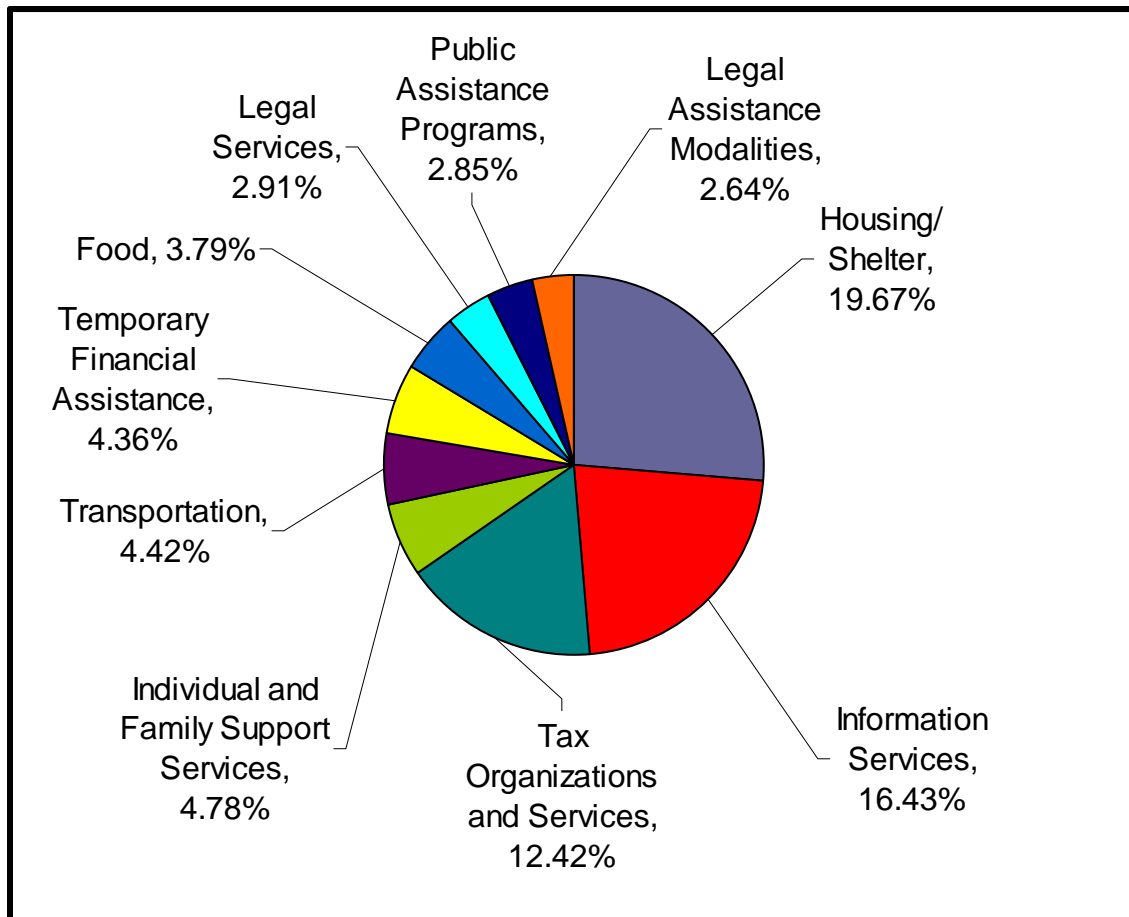
## Top Services Requested February 2006 – February 2007 for Benton & Franklin Counties

Requested Resource	% of Calls
Housing/Shelter	24.11%
Information Services	11.31%
Tax Organization and Services	7.62%
Temporary Financial Assistance	5.77%
Individual and Family Support Services	5.72%
Food	4.53%
Transportation	3.29%
Legal Services	3.26%
Public Assistance Programs	3.26%
Legal Assistance Modalities	3.14%



## Top Services Requested February 2006 – February 2007 for All Counties

Requested Resource	% of Calls
Housing/Shelter	19.67%
Information Services	16.43%
Tax Organizations and Services	12.42%
Individual and Family Support Services	4.78%
Transportation	4.42%
Temporary Financial Assistance	4.36%
Food	3.79%
Legal Services	2.91%
Public Assistance Programs	2.85%
Legal Assistance Modalities	2.64%



## 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 February.

Date	Event
February 1	South Central Washington School Readiness Partnership (SCWSRP) meeting
February 2	Presentation to AmeriCorps volunteers at Yakima Valley Farm Workers Clinic in Toppenish
February 7	Lunch, tour and meeting with Stan Kehl, new interim director of statewide Washington Information Network 2-1-1 (WIN 2-1-1)
February 12	Presentation to Prosser United Good Neighbors Board of Directors
February 13	Presentation to Yakima Kiwanis lunch meeting
February 20	Business After Hours at Hoover Elementary
February 22	Hosted table at parent/community informational fair at Washington Middle School
February 26	Hosted table at parent/community informational fair at Lewis and Clark Middle School
February 27	2-1-1 legislative update at People For People Board of Directors meeting

Wanda Smith, Call Center Manager, and David Lantis, Network Manager attended a statewide NCCD meeting of call center directors on February 15.

## Upcoming Outreach Events

Date	Event
March 1	2-1-1 Legislative Lobby Day in Olympia (met with 15 regional legislators)
March 14	4-County Providers Forum to educate Whitman, Asotin, Columbia and Garfield Counties, WWCC/Clarkston Branch
March 15	NCCD meeting, statewide meeting of call center directors, to be hosted by GC 2-1-1 at PFP
March 15	Nouvella presentation at Snipes Mountain Brewery in Sunnyside
March 19	GC 2-1-1 Partnership meeting, Sunnyside
March 21	Presentation to Leadership Yakima, hosted by PFP
March 21	LPA Meeting at WorkSource in Yakima
March 22	DSHS partner share group
March 27	Chamber Expo 2-1-1 Networking
April 3	Prosser Chamber of Commerce presentation

## Greater Columbia 2-1-1 at Work

### Success Stories for Benton & Franklin Counties

#### Situation



Information & Referral Specialist, Laura Castilla, received a call from a Benton County community member who wanted to donate her cell phone. Laura referred the caller to an agency in Benton County.

#### Outcome

The caller was able to donate her cell phone to a domestic violence shelter. She was happy with the service and glad that 211 is available in her community.

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#### Situation



Information & Referral Specialist, Silvia Ortiz, received a call from a Benton County community member who needed information on obtaining her GED. Silvia referred the caller to several agencies in Benton County that offer GED classes.

#### Outcome

The caller decided to go through OIC which was one of the referrals she received. She was happy that the referral worked out and plans on calling 211 in the future if needed.

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### Success Stories for other Counties

#### Situation



Database Specialist, Jennifer Blizard, received a call from a Klickitat County community member who needed legal advice regarding her 15 year old grandson. Jennifer referred the caller to a child advocate group in Goldendale.

#### Outcome

The caller received assistance from the referral she received. Her grandson was able to speak for himself and the attorney was very impressed with him. The caller found 211 to be very helpful. She stated, "You guys are really great. Just knowing that when you are down and out and when you're feeling alone, it's great to know that there is someone there to help us, especially seniors. I had been afraid to call 211 before, but not anymore."

## Situation

I&R Specialist, Silvia Ortiz, received a call from a Yakima County community member who was in need of interpretive services for her father. Silvia referred the caller to an agency in Yakima County.

## Outcome

The caller was able to schedule an appointment with the agency that was referred – People For People. She was very happy that 211 was able to help.

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## Statistics

### February 1 – February 28

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

	Yakima County % of Calls	Benton & Franklin Counties % of Calls	All Counties % of Calls
211 Business Card	9.62%	7.46%	9.51%
Agency	69.71%	68.44%	69.37%
Billboard	1.28%	0.21%	0.57%
Bus Ad	0.96%	0.21%	0.57%
Church	0.16%	1.07%	0.40%
Community Meeting	1.28%	1.07%	0.85%
Flyer	8.01%	8.53%	9.29%
Friend	3.37%	4.69%	3.62%
Miscellaneous Advertising	0.16%	0.00%	0.06%
Newsletter	0.32%	0.00%	0.11%
Newspaper	1.12%	0.43%	0.74%
No Response	0.32%	0.00%	0.23%
Other	1.12%	0.43%	0.91%
Radio	0.16%	0.21%	0.28%
TV	2.40%	7.25%	3.51%

### Percentage of Total Calls by Gender:

Gender	Yakima County % of Calls	Benton & Franklin Counties % of Calls	All Counties % of Calls
Female	72.46%	72.24%	70.94%
Male	27.19%	24.61%	28.04%
Unknown	0.34%	3.15%	1.03%

## Percentage of Total Calls by Ethnicity:

Ethnicity	Yakima County	Benton & Franklin Counties	All Counties
African American	0.69%	3.47%	1.69%
Asian American	0.00%	0.32%	0.12%
Caucasian	50.43%	66.88%	55.83%
Declined	9.47%	10.09%	10.15%
Hispanic	31.15%	14.20%	25.14%
Multi-racial/cultural	0.52%	0.63%	0.66%
Native American	2.58%	0.00%	1.33%
Other	0.00%	1.26%	0.36%
Pacific Islander	0.00%	0.00%	0.06%
Unknown	5.16%	3.15%	4.65%

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

Requested Resource	# of Requests
Request for Address or Telephone Number	212
Earned Income Tax Credit Questions	198
Rent/Mortgage Asst./Move-In Costs Asst.	43
Other	31
Utilities	23
Undesignated Temporary Financial Aid	20
Health	20
Household, Clothing and Personal Goods	20
Housing/Low-Cost Housing	18
Transportation/Travel	15

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

Requested Resource	# of Requests
Earned Income Tax Credit Questions	129
Request for Address or Telephone Number	126
Utilities	56
Rent/Mortgage Asst./Move-In Costs Asst.	54
Other	20
Legal	18
Health	17
Transportation/Travel	13
Food/Food Bank Information	12
Mental Health/Behavioral Health	10

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

Requested Resource	# of Requests
Earned Income Tax Credit Questions	649
Request for Address or Telephone Number	438
Rent/Mortgage Asst./Move-In Costs Asst.	156
Utilities	138
Other	80
Health	56
Transportation/Travel	51
Legal	46
Housing/Low-Cost Housing	45
Household, Clothing and Personal Goods	38

**Call Summary**  
**Greater Columbia 2-1-1 Call Center**  
**February 1 – February 28**

**Total Calls**

<b>Call Origin</b>	<b>Calls Received</b>	<b>Abandoned Calls</b>	<b>Handled Calls</b>	<b>Total Minutes</b>	<b>Average Minutes</b>	<b>Out of Service Area</b>
211 Toll Free	47	2	45	174.08	3.70	3
English	1073	55	1018	3844.02	3.58	115
Outbound	866	0	866	2160.18	2.49	0
Spanish	124	4	120	475.12	3.83	29
Voicemail	228	0	228	2190.80	9.61	60
Yakima EITC English	367	46	321	1274.23	3.47	41
Yakima EITC Spanish	277	31	246	1135.93	4.10	40
Spokane EITC English	78	4	74	291.77	3.74	9
Spokane EITC Spanish	2	0	2	9.32	4.66	1
Spokane English	208	2	206	828.17	3.98	22
Spokane Spanish	2	0	2	9.32	4.66	1
Pierce County English	18	0	18	118.62	6.59	11
Pierce County Spanish	1	0	1	4.17	4.17	1
Peninsulas English	3	0	3	8.10	2.70	0
Western EITC English	3	1	2	10.07	3.36	0
Western English	3	0	3	15.02	5.01	0
<b>Total Calls Received</b>	<b>3299</b>	<b>145</b>	<b>3154</b>	<b>12548.92</b>		<b>333</b>

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

Counties	211 Toll Free	Peninsulas English	Pierce County English	Pierce County Spanish	Spokane EITC English	Spokane EITC Spanish	Spokane English	Spokane Spanish	Western EITC English	Western English	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams											5	16	9		7		37
Asotin											7	1	22				30
Benton											63	22	268		11		364
Chelan											23	29	34		6		92
Clallam		1															1
Douglas											2	3	8		7		20
Franklin											26	28	104		13		171
Garfield											1						1
Grant											19	26	30		10		85
King					1						3		2				6
Kitsap		1															1
Kittitas	0										16	1	35		2		54
Klickitat											7	1	23		1		32
Lewis								1	1								2
Lincoln											1		3				4
Mason								0									0
Okanogan											13	8	9		0		30
Out of State	24						4				1		3				32
Pend Oreille					2		1										3
Pierce		1	18	1													20
Spokane					70	2	198	1					7				278
Stevens					1		2				11		4				18
Thurston	2								1	2			1				6
Unknown	19												2			228	249
Walla Walla							1				20	13	31		5		70
Whitman											6		15				21
Yakima											97	98	408	866	58		1527
Grand Total	45	3	18	1	74	2	206	1	2	3	321	246	1018	866	120	228	3154

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

County	City	211 Toll Free	Peninsulas English	Pierce County English	Pierce County Spanish	Spokane EITC English	Spokane EITC Spanish	Spokane English	Spokane Spanish	Western EITC English	Western English	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams	Hatton											5	16	6		7		34
	Ritzville													2				2
	Washtucna													1				1
Asotin	Asotin											1		1				2
	Clarkston											6	1	21				28
Benton	Benton City											1		9				10
	Kennewick											49	14	179		9		251
	Prosser												7	5		1		13
	Richland											11	1	59		1		72
	West Richland											2		16				18
Chelan	Cashmere											1	4	3				8
	Chelan												2	1				3
	Entiat											1	4	1		1		7
	Leavenworth												1	2				3
	Manson												2	2				4
Clallam	Wenatchee											21	16	25		5		67
	Sequim		1															1
Douglas	Bridgeport											1	3	3		7		14
	Mansfield													2				2
	Waterville											1		3				4
Franklin	Basin City													1				1
	Connell													1	1			2
	Eltopia													1		1		2
	Matthews Corner														1			1
	Mesa														1			1
	Pasco											26	26	100		12		164
Garfield	Pomeroy										1						1	
Grant	Coulee City													1				1
	Ephrata													4	5		2	11
	Moses Lake											15	10	16		5		46
	Quincy													5	5			10
	Royal City											1	5	2		2		10
	Soap Lake											1		1				2
King	Warden											2	2	0		1		5
	Auburn											1						1
	Bellevue											1						1
	Renton											1						1
Kitsap	Seattle						1								2			3
	Bremerton		1															1
Kittitas	Ellensburg	0										15	1	35		2		53
	Roslyn											1						1
Klickitat	Goldendale											2		17				19
	Klickitat											1						1
	Lyle													2				2
	White Salmon											3	1			1		5
	Whitstran											1		4				5
Lewis	Centralia									1								1
	Chehalis										1							1
Lincoln	Davenport											1						1
	Edwall													2				2
	Harrington											0						0
	Wilbur													1				1
Mason	Shelton								0								0	
Okanogan	Brewster												1	0				1
	Coulee Dam													2				2
	Nespelem											0		1				1
	Omak											5		4				9
	Oroville											3	5	1		0		9
	Pateros												2					2
	Tonasket											3		1				4
Twisp											2						2	

County	City	211 Toll Free	Peninsulas English	Pierce County English	Pierce County Spanish	Spokane EITC English	Spokane EITC Spanish	Spokane English	Spokane Spanish	Western EITC English	Western English	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Out of State	Boise	9						1										10
	Coeur D Alene	3						1										4
	Dayton											1		3				4
	Kellogg							1										1
	Lewiston	2																2
	Moscow	1																1
	Portland	6						1										7
	Post Falls	1																1
Sandpoint	2																2	
Pend Oreille	Newport					2		1										3
Pierce	Gig Harbor		1															1
	Graham			2														2
Spokane	Tacoma			16	1													17
	Cheney							3										3
	Deer Park							3										3
	Elk					1												1
	Liberty Lake					1												1
	Newman Lake					1		1										2
	Spokane Valley					57	2	173	1					7				240
	Spokane Valley					10		18										28
Stevens	Chewelah					1		1										2
	Colville											11		4				15
Thurston	Hunters							1										1
	Lacey										1							1
Unknown	Olympia	2								1	1			1				5
	unknown	19												2			228	249
Walla Walla	Prescott													1				1
	Walla Walla							1				20	13	30		5		69
Whitman	Colfax											1		1				2
	Palouse											2		1				3
	Pullman											2		12				14
	Rosalia											1						1
	Sprague													1				1
	Cowiche													2				2
Yakima	Grandview											2	5	4		3		14
	Granger											1	2	2		3		8
	Harrah											1		7		1		9
	Mabton											1	3	3				7
	Naches													1				1
	Nile													1				1
	Sunnyside											14	22	16		5		57
	Tieton											1	1	3				5
	Toppenish											3	6	9		4		22
	Wapato											4	6	18		3		31
	White Swan													2				2
	Yakima											69	51	337	866	39		1362
	Zillah											1	2	3				6
<b>Grand Total</b>		<b>45</b>	<b>3</b>	<b>18</b>	<b>1</b>	<b>74</b>	<b>2</b>	<b>206</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>321</b>	<b>246</b>	<b>1018</b>	<b>866</b>	<b>120</b>	<b>228</b>	<b>3154</b>

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

County	Jan- 07	Feb - 07
Out of State	1,438	314
Adams	128	37
Asotin	72	30
Benton	488	364
Chelan	167	92
Columbia	8	0
Douglas	11	20
Ferry	1	0
Franklin	307	171
Garfield	3	1
Grant	204	85
King	6	6
Kittitas	82	54
Klickitat	50	32
Lincoln	8	4
Okanogan	73	30
Spokane	45	278
Stevens	21	18
Walla Walla	145	70
Whitman	27	21
Yakima	1,222	1,527
<b>Total</b>	<b>4,506</b>	<b>3,154</b>

## 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)	Feb - 07 (Monthly)	% of Goal (Monthly)	Total as of Feb 2007 (Annual)	Average (Annual)	Projected YTD Total Calls for 2-1-1 (Annual)	% of Goal (Annual)
Out of State	0	0	0	0	616	0%	3,681	307	3,681	0%
Adams	16,803	1,344	538	45	37	83%	260	22	260	48%
Asotin	21,178	1,694	678	56	30	53%	114	10	114	17%
Benton	157,950	12,636	5,054	421	364	86%	4,085	340	4,085	81%
Chelan	69,791	5,583	2,233	186	92	49%	473	39	473	21%
Columbia	4,129	330	132	11	0	0%	11	1	11	8%
Douglas	34,977	2,798	1,119	93	20	21%	38	3	38	3%
Franklin	63,011	5,041	2,016	168	171	102%	1,522	127	1,522	75%
Garfield	2,344	188	75	6	1	16%	6	1	6	8%
Grant	81,229	6,498	2,599	217	85	39%	531	44	531	20%
Kittitas	36,841	2,947	1,179	98	54	55%	445	37	445	38%
Klickitat	19,839	1,587	635	53	32	60%	174	15	174	27%
Lincoln	10,381	830	332	28	4	14%	47	4	47	14%
Okanogan	39,782	3,183	1,273	106	30	28%	212	18	212	17%
Walla Walla	57,558	4,605	1,842	153	70	46%	679	57	679	37%
Whitman	40,170	3,214	1,285	107	21	20%	73	6	73	6%
Yakima	231,586	18,527	7,411	618	1,527	247%	14,399	1,200	14,399	194%
<b>Total</b>	<b>887,569</b>	<b>71,006</b>	<b>28,402</b>	<b>2,367</b>	<b>3,154</b>	<b>133%</b>	<b>26,750</b>	<b>2,229</b>	<b>26,750</b>	<b>94%</b>