

Greater Columbia 2-1-1

Volume 3, Issue 2

Update Report

February 2008

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.

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Date	Event
February 7	Booth at the Spanish Parent Night at Washington Middle School in Yakima
February 23	Attended Rep. Mary Skinner's Town Hall meeting at Yakima Health District
February 27	Presentation at Yakima DSHS office for Child Protective Services Staff



Success Stories



With the increase in tax calls the bulk of our follow ups have been with our clients that have requested information on the tax stimulus package as well as where clients would be able to have their taxes prepared for free. All of the Greater Columbia 2-1-1 staff has been hard at work helping every customer. We appreciate the hard work and extra care and effort our staff puts into every call.

Maggie Cuevas, Yanet Castro, Laura Castilla, and Norma Aguilar are the front line associates working with our clients. Marina Gonzales and Yanet Castro are also busy at work, updating our wonderful database of information. Norma Aguilar is working diligently to update all of our staffs training opportunities.

So to all of the Greater Columbia Staff, including those who are on the front line and to those behind the scenes, we say thank you and keep it up.

Situation



Information and Referral Specialist, Laura Castilla, received a call from a Yakima County community member who was looking for transportation to take her son to a medical appointment. She referred the client to People for People medical transportation brokering.

Outcome

The caller was able to arrange transportation through People for People. She was very grateful for the assistance that 2-1-1 provided to her.

Statistics

February 1 – February 29

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	1.40%	1.13%	1.53%
Agency	15.57%	15.38%	15.20%
Billboard	0.39%	0.25%	0.42%
Church	0.20%	0.13%	0.17%
Community Meeting	0.08%	0.00%	0.08%
EITC Coupon	17.48%	13.50%	13.41%
Flyer	4.17%	3.75%	4.16%
Friend	5.23%	5.25%	5.86%
Newsletter	0.12%	0.13%	0.08%
Newspaper	0.16%	0.13%	0.08%
Other	0.51%	0.50%	0.59%
Radio	0.35%	0.25%	0.51%
Returned Caller	35.23%	36.88%	36.67%
TV	16.00%	20.38%	17.91%
Unable to Ask	3.00%	2.38%	3.23%
Web Site	0.12%	0.00%	0.08%

Percentage of Total Calls by Ethnicity:

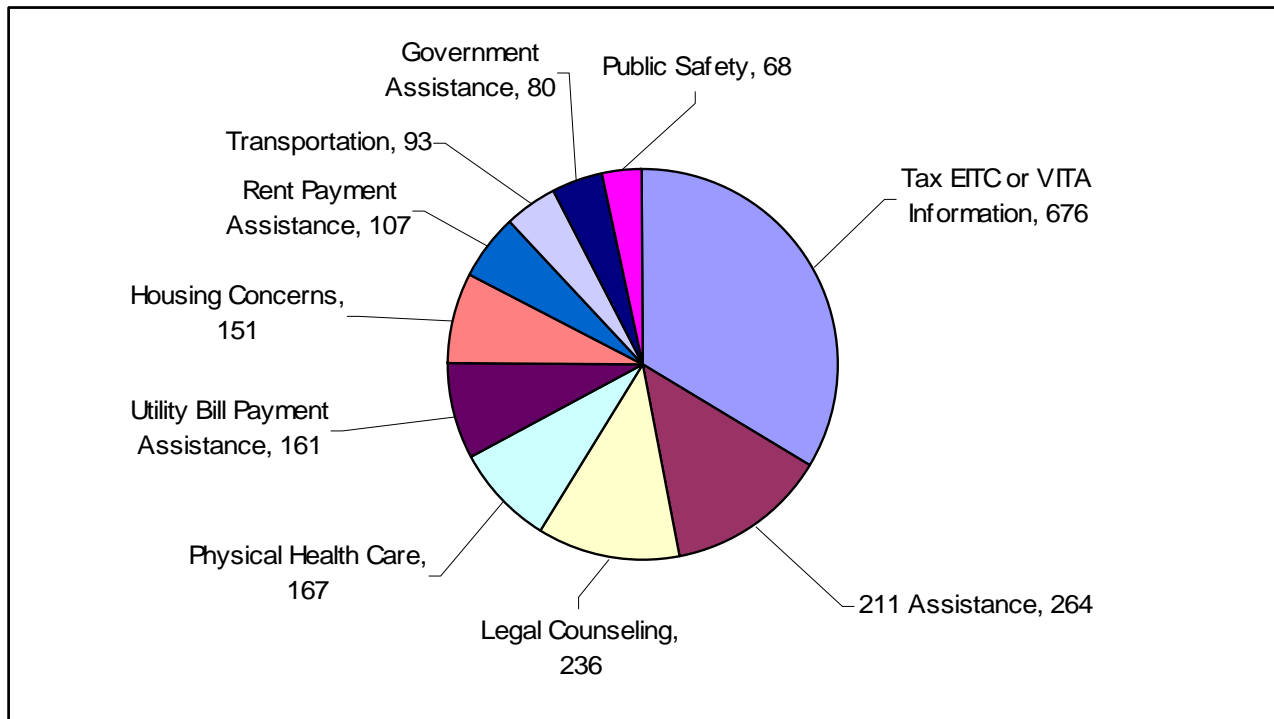
	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
African American	2.23%	3.05%	2.05%
Asian American	0.48%	1.08%	0.20%
Caucasian	57.16%	70.56%	51.66%
Declined	3.15%	1.80%	3.13%
Hispanic	30.63%	15.80%	36.40%
Multi-Racial	0.48%	0.72%	0.39%
Native American	1.84%	1.26%	2.35%
Other	0.22%	0.54%	0.00%
Pacific Islander	0.18%	0.36%	0.00%
Unknown	3.63%	4.85%	3.82%

Percentage of Total Calls by Gender:

	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
Female	71.68%	70.92%	72.41%
Male	27.75%	28.01%	27.01%
Transgender	0.00%	0.00%	0.00%
Unknown	0.57%	1.08%	0.59%

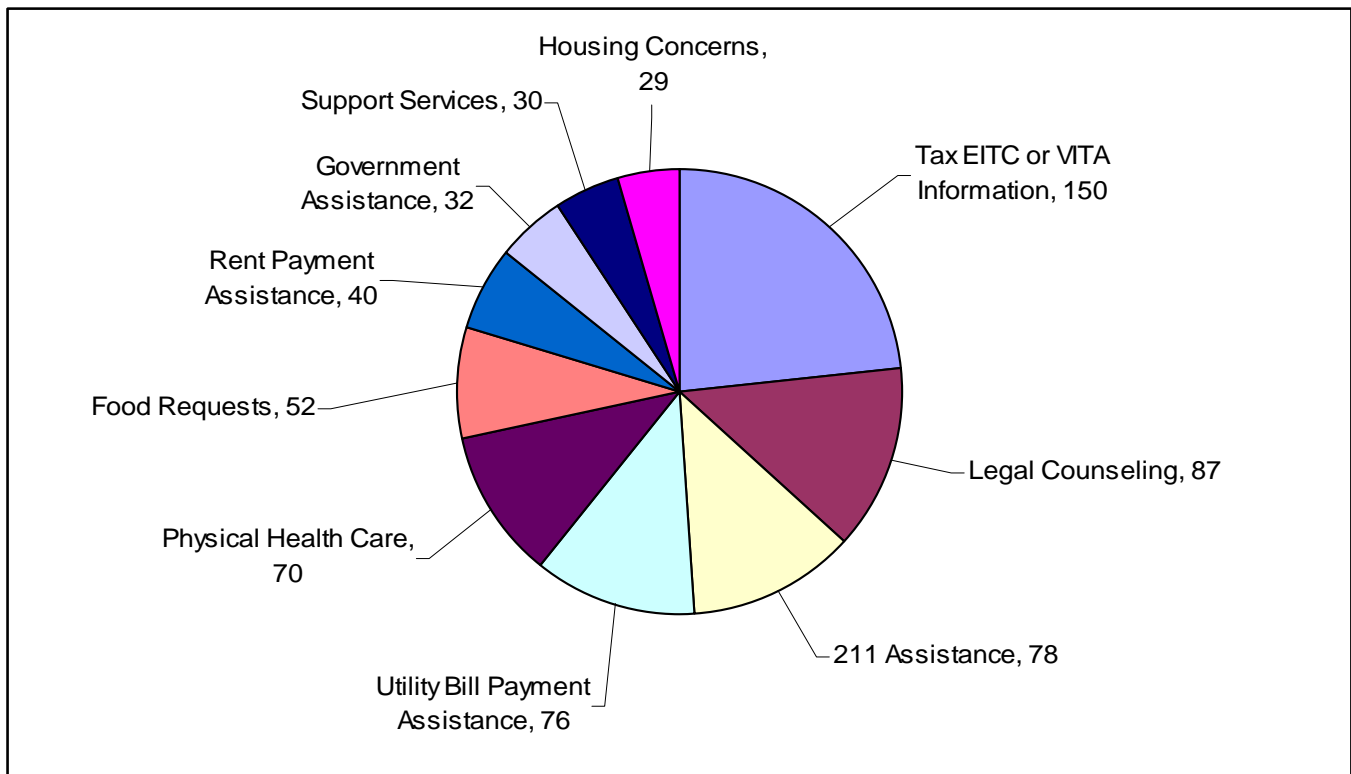
Top 10 Requested Community Health & Human Resources for All Counties

Requested Resources	# of Requests
Tax EITC or VITA Information	676
211 Assistance	264
Legal Counseling	236
Physical Health Care	167
Utility Bill Payment Assistance	161
Housing Concerns	151
Rent Payment Assistance	107
Transportation	93
Government Assistance	80
Public Safety	68



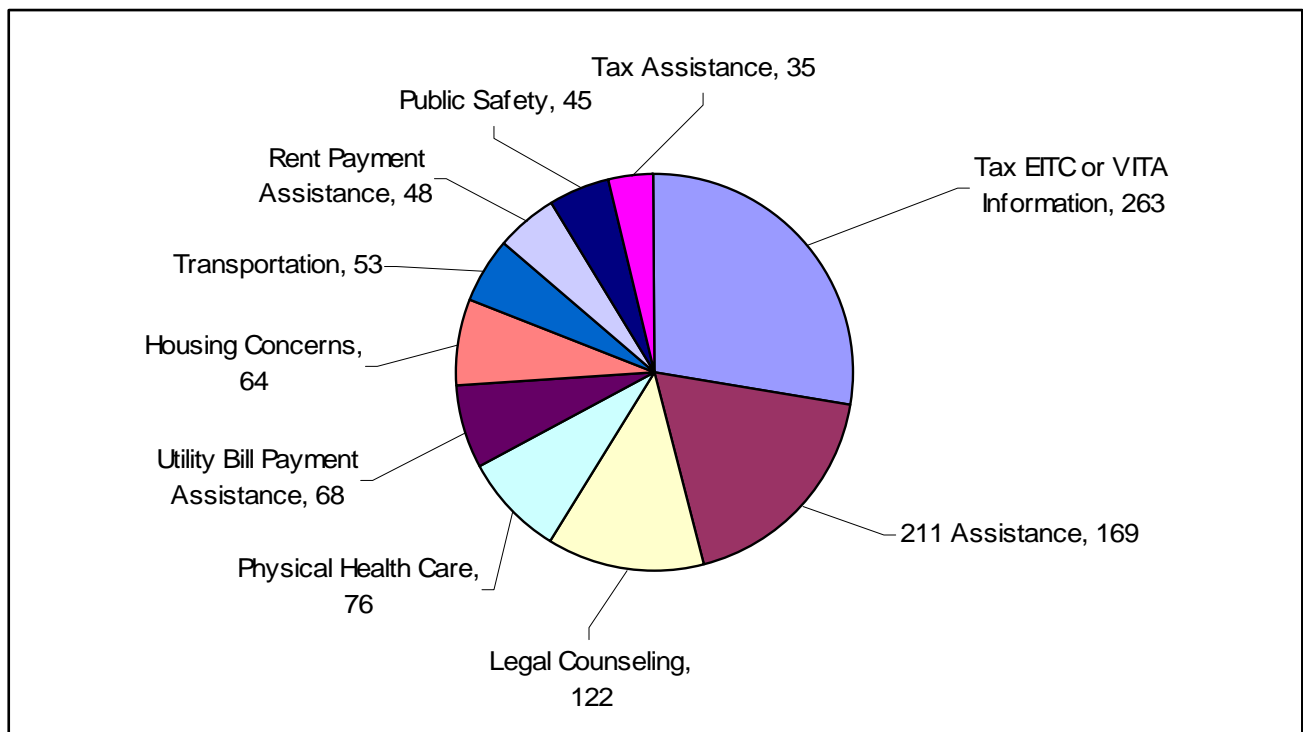
Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Tax EITC or VITA Information	150
Legal Counseling	87
211 Assistance	78
Utility Bill Payment Assistance	76
Physical Health Care	70
Food Requests	52
Rent Payment Assistance	40
Government Assistance	32
Support Services	30
Housing Concerns	29



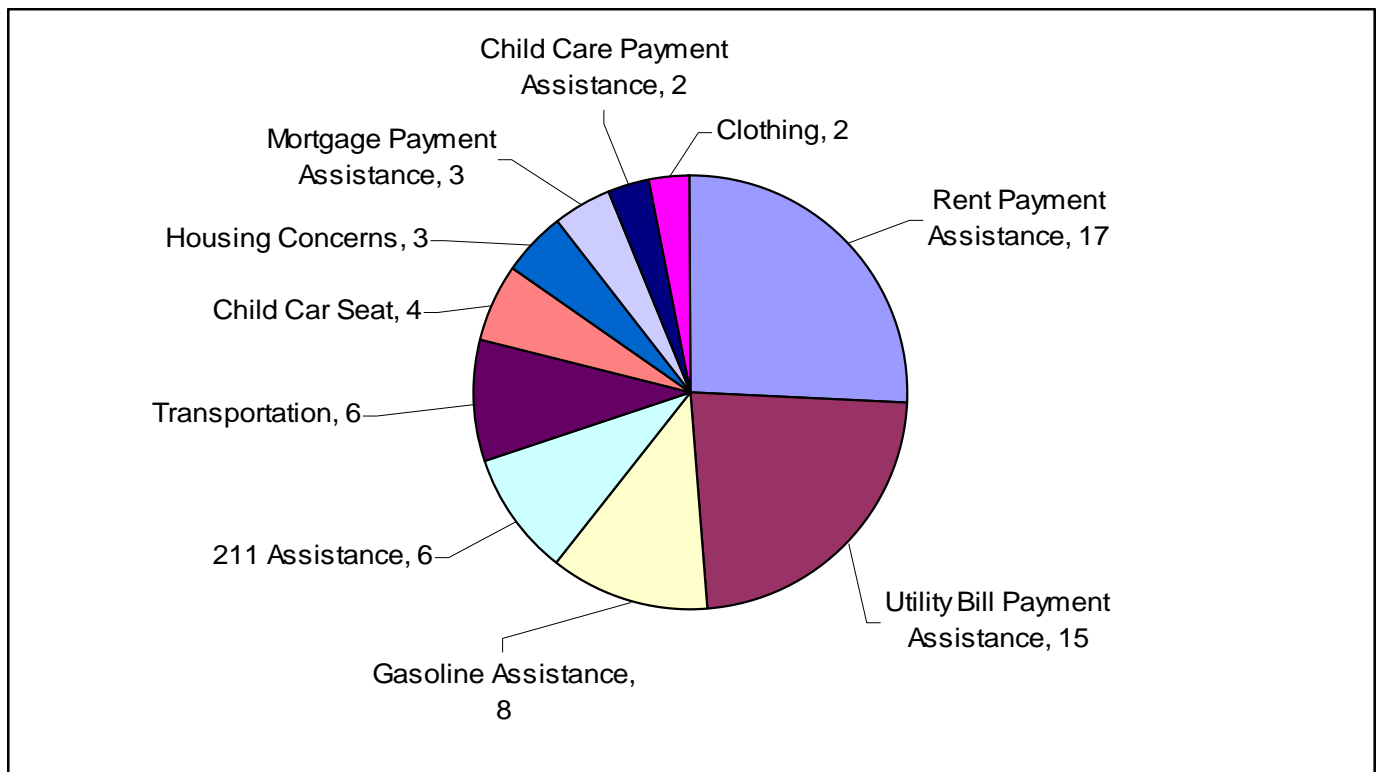
Top 10 Requested Community Health & Human Resources for Yakima Counties

Requested Resource	# of Requests
Tax EITC or VITA Information	263
211 Assistance	169
Legal Counseling	122
Physical Health Care	76
Utility Bill Payment Assistance	68
Housing Concerns	64
Transportation	53
Rent Payment Assistance	48
Public Safety	45
Tax Assistance	35



Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Rent Payment Assistance	17
Utility Bill Payment Assistance	15
Gasoline Assistance	8
211 Assistance	6
Transportation	6
Child Car Seat	4
Housing Concerns	3
Mortgage Payment Assistance	3
Child Care Payment Assistance	2
Clothing	2



Call Summary

Greater Columbia 2-1-1 Call Center

February 1 – February 29

Total Calls

Call Origin	Received Calls	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	168	3	165	543.15	5.14	8
King County Dir Asst English	1	0	1	1.52	1.52	0
Peninsulas English	62	3	59	178.85	2.88	8
Peninsulas Spanish	2	0	2	2.37	1.18	1
Pierce County EITC English	3	0	3	10.18	3.39	0
Pierce County EITC Spanish	1	1	0	1.25	1.25	0
Pierce County English	49	2	47	150.47	3.07	2
Spokane EITC English	3	0	3	9.30	3.10	0
Spokane English	5	0	5	11.23	2.25	0
VOA EITC English	2	0	2	9.48	4.74	0
Western EITC English	13	1	12	36.42	2.80	1
Western EITC Spanish	7	0	7	35.97	5.14	0
Western English	127	5	122	319.50	2.52	13
Western Only	7	0	7	13.15	1.88	3
Western Spanish	3	0	3	9.78	3.26	0
Yakima EITC English	423	24	399	1367.40	4.89	27
Yakima EITC Spanish	326	39	287	1194.05	5.46	29
Yakima English	1976	60	1916	6648.50	4.20	25
Yakima Only	54	4	50	164.82	4.15	10
Yakima Outbound	641	0	641	1360.77	2.12	0
Yakima Voicemail Return	66	0	66	182.70	2.77	0
Yakima Spanish	179	7	172	727.88	5.38	6
Yakima Voicemail	461	0	461	19298.57	51.82	137
Totals	4579	149	4430	32277.3	124.92	270

Detail Call Totals for Greater Columbia Call Center by County

	211 Toll Free	King County Dir Asst English	Peninsulas English	Peninsulas Spanish	Pierce County EITC English	Pierce County EITC Spanish	Pierce County English	Spokane EITC English	Spokane English	VOA EITC English	Western EITC English	Western EITC Spanish	Western English	Western Only	Western Spanish	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Only	Yakima Outbound	Yakima Return VM Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams																7	4	12	2			1		26
Asotin																3		14	1					18
Benton																75	31	518	11			25		660
Chelan																18	23	27	1			6		75
Douglas																	1	1						2
Franklin																25	21	172	5			29		252
Garfield																	2	1						3
Grant																30	42	39	1			10		122
Kittitas												1				15	5	55	2			3		81
Klickitat																8	2	13				1		24
Lincoln																		5				1		6
Okanogan																17	14	14				3		48
Other Call Centers	2		59	2	3	0	46	3	5	2	10	7	120	7	3	13	1	21	3					307
Out of State	38															1		3						42
Unknown	125						1				2		1			1		27			3	1	461	622
Walla Walla																22	7	59	3			5		96
Whitman																8		4						12
Yakima		1														156	134	931	21	641	63	87		2034
Grand Total	165	1	59	2	3	0	47	3	5	2	12	7	122	7	3	399	287	1916	50	641	66	172	461	4430

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

County	City	211 Toll Free	King County Dir Asst English	Peninsulas English	Peninsulas Spanish	Pierce County EITC English	Pierce County EITC Spanish	Pierce County English	Spokane EITC English	Spokane English	VOA EITC English	Western EITC English	Western EITC Spanish	Western English	Western Only	Western Spanish	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Only	Yakima Outbound	Yakima Voicemail Return	Yakima Spanish	Yakima Voicemail	Grand Total
Adams	Hatton																5	4	8	2			1		20
	Ritzville																1		4						5
	Washtucna																1		0						1
Asotin	Clarkston																3		14	1					18
Benton	Benton City																	2	20				1		23
	Kennewick																58	19	378	5			20		480
	Paterson																	3							3
	Prosser																4	6	8	2			2		22
	Richland																11		91	3			2		107
	West Richland																2	1	21	1					25
Chelan	Cashmere																2								2
	Chelan																1	5							6
	Leavenworth																2		1	1					4
	Manson																	3							3
	Wenatchee																13	15	26				6		60
Douglas	Bridgeport																0	1							1
	Mansfield																		1						1
Franklin	Basin City																	1							1
	Connell																1		3				1		5
	Eltopia																		3						4
	Mesa																		1						1
	Pasco																24	20	165	5			27		241
Garfield	Pomeroy																	2	1						3
Grant	Ephrata																5	10	4				3		22
	George																1						1		2
	Moses Lake																15	12	28	1			4		60
	Quincy																3	11	3				2		19
	Royal City																1	4							5
	Soap Lake																		1						1
	Warden																4	5	1						10
	Wilson Creek																1		2						3
Kittitas	Cle Elum																1		3	1					5
	Ellensburg													1			14	5	51	1			3		75
	Roslyn																		1						1
Klickitat	Bickleton																		1						1
	Goldendale																4		6						10
	Lyle																1		1						2
	Trout Lake																1								1
	White Salmon																		4						8
	Whitstran																		1				1		2
Lincoln	Creston																		1						1
	Davenport																		1				1		2
	Edwall																		2						2
	Harrington																		1						1
Okanogan	Brewster																		5	1					6
	Nespelem																3								3
	Omak																10	3	10				2		25
	Oroville																	3	1						4
	Pateros																	3					1		4
	Tonasket																3		2						5
	Twisp																1								1
Other Call Centers	Aberdeen											2	1	9											12
	Belfair			2																					2
	Bellevue																		1						1
	Bellingham			1																					1
	Bonney Lake							1																	1
	Bremerton			13	2												1				1				17
	Burien																		1						1
	Centralia											3	3		1										7
	Chehalis													3											3
	Colby			1																					1
	Colville								1								10	1	3						15

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

County	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Totals
Out of State	867	203											1070
Other Call Centers	287	307											594
King													0
Spokane													0
Stevens													0
Adams	45	26											71
Asotin	21	18											39
Benton	593	660											1253
Chelan	104	75											179
Columbia	0												0
Douglas	11	2											13
Franklin	280	252											532
Garfield	2	3											5
Grant	142	122											264
Kittitas	71	81											152
Klickitat	33	24											57
Lincoln	10	6											16
Okanogan	47	48											95
Walla Walla	112	96											208
Whitman	11	12											23
Yakima	1695	2495											4190
Total	4,331	4430	0	0	0	0	0	0	0	0	0	0	8,761

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)	2/1/2008 (Monthly)	% of Goal (Monthly)	Total as of February 2007 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State				-	510	0%	1,664	139	1,664	0%
Adams	16,803	1,344	538	45	26	58%	71	6	71	13%
Asotin	21,178	1,694	678	56	18	32%	39	3	39	6%
Benton	157,950	12,636	5,054	421	660	157%	1,253	104	1,253	25%
Chelan	69,791	5,583	2,233	186	75	40%	179	15	179	8%
Columbia	4,129	330	132	11	-	0%	-	-	-	0%
Douglas	34,977	2,798	1,119	93	2	2%	13	1	13	1%
Franklin	63,011	5,041	2,016	168	252	150%	532	44	532	26%
Garfield	2,344	188	75	6	3	48%	5	0	5	7%
Grant	81,229	6,498	2,599	217	122	56%	264	22	264	10%
Kittitas	36,841	2,947	1,179	98	81	82%	152	13	152	13%
Klickitat	19,839	1,587	635	53	24	45%	57	5	57	9%
Lincoln	10,381	830	332	28	6	22%	16	1	16	5%
Okanogan	39,782	3,183	1,273	106	48	45%	95	8	95	7%
Walla Walla	57,558	4,605	1,842	153	96	63%	208	17	208	11%
Whitman	40,170	3,214	1,285	107	12	11%	23	2	23	2%
Yakima	231,586	18,527	7,411	618	2,495	404%	4,190	349	4,190	57%
Total	887,569	71,006	28,402	2,367	4,430	187%	8,761	730	8,761	31%

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