

Greater Columbia 2-1-1

Volume 2, Issue 1

Update Report

January 31, 2007

In This Issue:

Outreach Events	1
Upcoming Outreach Events	1
Success Stories	2 – 3
Statistics	3 – 9
Year-to-Date Calls	10
Call Projections	11

GC 2-1-1 is Getting the Word Out

Amy Peters, Project Coordinator, attended the following outreach events in January.

Date	Event
January 16	Presentation on 2-1-1 to Board of Directors of United Way of Yakima County
January 30	Attended East Yakima Early Learning Initiative (EYELI) community-wide meeting, which focused on new initiatives for childcare in Yakima

Upcoming Outreach Events

Date	Event
February 1	South Central Washington School Readiness Partnership (SCWSRP) meeting
February 2	Presentation for AmeriCorps volunteers at Yakima Valley Farm Workers Clinic in Toppenish
February 7	Lunch and tour of the GC 211 call center for Stan Kehl, new interim director of statewide WIN 211
February 13	Presentation at Yakima Kiwanis lunch meeting
February 27	Presentation to People For People Board of Directors



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 was looking for case management for an elderly family member. The caller was concerned that the family member needed in home care or some type of home assistance. Silvia referred the caller to ALTC of Benton and Franklin counties.

Outcome

The caller has begun the process with ALTC and it has been positive so far. She just needs to decide on how she wants to proceed. She was happy with the service she received and will call 211 in the future if needed.

Situation



Database Specialist, Jennifer Blizard, received a call from a Benton County community member who needed rental and utility assistance. Jennifer referred the caller to several agencies within the community.

Outcome

The caller received rental assistance from the Salvation Army. She has an appointment with another agency regarding the utility assistance she needs.

Success Stories for other Counties

Situation

I & R Specialist, Silvia Ortiz, received a call from a Yakima County community member who needed assistance with home repairs. She had some broken pipes and water was leaking in her home. Silvia referred the caller to several agencies in the Yakima area.

Outcome

The caller received assistance from one of our referrals – Neighborhood Development Services. The agency has sent someone out to see about digging to put in a line and do the needed repairs. She was grateful for our service and happy that we are here to help.

Situation



I&R Specialist, Laura Castilla, received a call from a Yakima County community member who wanted to donate clothing. The caller wanted to donate the clothing to a shelter or agency that provides services to women in need of assistance. Laura referred the caller to several agencies in the Yakima area.

Outcome

The caller was able to donate the clothing to La Casa Hogar. She was very pleased to know about 211 and that this service is available to her.

Statistics

January 1 – January 31

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

Benton & Franklin Counties	% of Calls	All Counties	% of Calls
211 Business Card	9.82%	211 Business Card	12.39%
Agency	68.55%	Agency	68.51%
Billboard	0.00%	Billboard	0.35%
Bus Ad	0.18%	Bus Ad	0.79%
Church	0.91%	Church	0.49%
Community Meeting	0.55%	Community Meeting	0.54%
Flyer	2.91%	Flyer	5.68%
Friend	6.18%	Friend	4.34%
Miscellaneous Advertising	0.00%	Miscellaneous Advertising	0.05%
Newspaper	1.09%	Newspaper	0.49%
No Response	0.00%	No Response	0.10%
Other	0.91%	Other	0.79%
Poster	0.00%	Poster	0.10%
Radio	0.00%	Radio	0.64%
TV	8.91%	TV	4.69%
Website	0.00%	Website	0.05%

Percentage of Total Calls by Gender:

Benton & Franklin Counties		All Counties	
Gender	Target County	Gender	Target County
Female	78.79%	Female	77.07%
Male	21.21%	Male	22.88%
Unknown	0.00%	Unknown	0.05%

Percentage of Total Calls by Ethnicity:

Benton & Franklin Counties		All Counties	
Ethnicity	Target County	Ethnicity	Target County
African American	1.93%	African American	1.18%
Asian American	0.83%	Asian American	0.36%
Caucasian	60.61%	Caucasian	49.23%
Declined	8.82%	Declined	7.22%
Hispanic	17.36%	Hispanic	33.01%
Multi-racial/cultural	1.38%	Multi-racial/cultural	1.18%
Native American	0.55%	Native American	2.30%
Other	0.83%	Other	0.46%
Pacific Islander	0.00%	Pacific Islander	0.10%
Unknown	7.71%	Unknown	4.96%

Top 10 Requested Community Health & Human Resources for All Counties

Code	Requested Resource	% of Resources Requested
BD	Food	2.51%
BH	Housing/Shelter	14.83%
PH	Individual and Family Support Services	2.35%
TJ	Information Services	17.33%
FX	Tax Organization Services	44.17%
FT	Legal Services	1.12%
LH	Health Supportive Services	1.43%
NL	Public Assistance Programs	2.30%
DD	Consumer Assistance and Protection	1.02%
BT	Transportation	2.76%

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

Code	Requested Resource	% of Resources Requested
BH	Housing/Shelter	25.64%
TJ	Information Services	14.00%
BD	Food	2.36%
FX	Tax Organization and Services	31.09%
NL	Public Assistance Programs	2.36%
LH	Health Supportive Services	2.55%
BT	Transportation	2.36%
PH	Individual and Family Support Services	3.45%
BM	Material Goods	1.64%
FP	Legal Assistance Modalities	1.64%

Call Summary
Greater Columbia 2-1-1 Call Center
January 1 – January 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	92	5	5.43%	332.37	3.61	18	80.43%
English	1302	76	5.84%	4365.60	3.35	127	90.25%
Outbound	942	0	0.00%	2048.80	2.17	0	100.00%
Spanish	361	25	6.93%	1203.50	3.33	53	85.32%
Voicemail	451	0	0.00%	6294.17	13.96	97	78.49%
211 EITC (message)	260	254	97.69%	343.50	1.32	194	25.38%
211 EITC Spanish (message)	218	217	99.54%	334.38	1.53	182	16.51%
Spokane EITC English	20	0	0.00%	88.45	4.42	0	100.00%
Yakima EITC English	491	35	7.13%	1692.12	3.45	46	90.63%
Yakima EITC Spanish	344	27	7.85%	1329.88	3.87	35	89.83%
Spokane EITC Spanish	1	0	0.00%	3.88	3.88	0	100.00%
Spokane English	22	0	0.00%	97.35	4.43	2	90.91%
Spokane Spanish	1	0	0.00%	1.92	1.92	0	100.00%
Portland	1	0	0.00%	32.78	32.78	1	0.00%
Total Calls Received	4506	639		18168.70		755	

Detail Call Totals for Greater Columbia Call Center by County

County	211 Toll Free	English	Spanish	Outbound	Voicemail	211 EITC English (msg)	211 EITC Spanish (msg)	Yakima EITC English	Yakima EITC Spanish	Portland English	Spokane EITC English	Spokane EITC Spanish	Spokane English	Spokane Spanish	Total Calls
Ada	15														15
Adams		16	39			3	28	7	35						128
Asotin		38				10		24							72
Benewah	1														1
Benton		312	33			43	22	64	14						488
Bonner	1														1
Chelan		48	28			10	14	43	24						167
Clark		1													1
Columbia		3						5							8
Douglas		1	2				2		6						11
Ferry											1				1
Franklin		120	74			13	34	27	38			1			307
Garfield		1						1	1						3
Grant		46	36			22	22	36	42						204
Grays Harbor	4														4
King		4				2									6
Kittitas		44	3			9	2	22	2						82
Klickitat		29	3			4		9	5						50
Kootenai	4														4
Lewis	4														4
Lincoln		3				2		3							8
Linn	1	1													2
Malheur	1														1
Mason	1														1
Multnomah	13									1					14
Nez Perce	5														5
Okanogan		29	7			4	4	20	8		1				73
Out of Area	13			592	253										858
Pend Oreille	1										1				2
Snohomish	3														3
Spokane		8									17		19	1	45
Stevens		12	1					7					1		21
Thurston	6														6
Twin Falls	1														1
Walla Walla	1	50	16			23	9	30	16						145
Whatcom		1													1
Whitman		10				7		10							27
Yakima	16	525	119	350	198	108	81	183	153				2		1735
Yamhill	1														1
Total Calls	92	1302	361	942	451	260	218	491	344	1	20	1	22	1	4506

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

County	City	211 Toll Free	English	Spanish	Outbound	Voicemail	Yakima EITC English (msg)	Yakima EITC Spanish (msg)	211 EITC English	211 EITC Spanish	Portland English	Spokane EITC English	Spokane EITC Spanish	Spokane English	Spokane Spanish	Total Calls
Ada	Boise	15														15
Adams	Hatton		15	39			6	35	2	28						125
	Lind		1						1							2
	Washtucna						1									1
Asotin	Asotin		5				5		1							11
	Clarkston		33				19		9							61
Benewah	Plummer	1														1
Benton	Benton City		6				9		1							16
	Kennewick		211	28			43	10	30	21						343
	Prosser		6	2			2	3	1							14
	Richland		78	2			9	1	7	1						98
	West Richland		11	1			1		4							17
Bonner	Sandpoint	1														1
Chelan	Cashmere			2			4	3		2						11
	Chelan		2	1			1	1	1	1						7
	Entiat		5	5			1	2		1						14
	Leavenworth		1				2	1								4
	Manson						1	2		1						4
	Wenatchee		40	20			34	15	9	9						127
Clark	Vancouver		1													1
Columbia	Dayton		3				5									8
Douglas	Bridgeport			2				6		2						10
	Waterville		1													1
Ferry	Curlew												1			1
Franklin	Basin City		2	1												3
	Connell		1	7			1	4		1						14
	Eltopia			1			2	1								4
	Matthews Corner		1	2				1						1		5
	Mesa			1				1		1						3
	Pasco		116	62			24	31	13	32						278
Garfield	Pomeroy		1				1	1								3
Grant	Coulee City						1		1							2
	Ephrata		6	3			5	5	3	1						23
	George		1	1				4		2						8
	Moses Lake		36	9			21	13	17	5						101
	Quincy			7			6	10	1	7						31
	Royal City		1	8				3		4						16
	Soap Lake			4			2	2		1						9
	Warden		2	4			1	5		2						14
Grays Harbor	Aberdeen	4														4
King	Renton		2						1							3
	Seattle		2						1							3
Kittitas	Cle Elum		7				2		1							10
	Ellensburg		36	3			20	2	8	2						71
	Roslyn		1													1
Klickitat	Dallesport							1	1							2
	Goldendale		22	1			5		2							30
	Klickitat		1				1									2
	Lyle		2				1		1							4
	White Salmon		3	1			2	2								8
	Whitstran			1				2								3
	Wishram		1													1
Kootenai	Coeur D Alene	3														3
	Spirit Lake		1													1
Lewis	Centralia	3														3
	Chehalis	1														1
Lincoln	Almira		1				1									2
	Davenport						1		1							2
	Harrington		1													1
	Odessa		1				1									2
	Reardon								1							1
Linn	Albany	1	1													2
Malheur	Ontario	1														1
Mason	Shelton	1														1
Multnomah	Portland	13									1					14
N/A		15			300											315
						198										198
Nez Perce	Lewiston	5														5

County	City	211 Toll Free	English	Spanish	Outbound	Voicemail	Yakima EITC English (msg)	Yakima EITC Spanish (msg)	211 EITC English	211 EITC Spanish	Portland English	Spokane EITC English	Spokane EITC Spanish	Spokane English	Spokane Spanish	Total Calls
Okanogan	Brewster			2				4								6
	Coulee Dam		1				2		1							4
	Nespelem		2						1							3
	Omak		18	2			13	3	1	1						38
	Oroville		1	1			2	1		1		1				7
	Pateros		2				1			1						4
	Tonasket		2	2			2		1	1						8
	Twisp		3													3
Pend Oreille	Ione											1				1
	Newport	1														1
Snohomish	Lynnwood	3														3
Spokane	Deer Park														1	1
	Spokane		8									15		17	1	41
	Spokane Valley											2		1		3
Stevens	Colville		12	1			7									20
	Loon Lake													1		1
Thurston	Olympia	6														6
Twin Falls	Twin Falls	1														1
unknown	unknown	2			128											130
	unknown						62									62
	unknown	11			464		191									666
Walla Walla	Eureka			1				2								3
	Prescott		1													1
	Waitsburg		1													1
	Walla Walla	1	48	15			30	14	23	9						140
Whatcom	Acme		1													1
Whitman	Colfax		1					1								2
	Lacrosse							2								2
	Malden							2								2
	Palouse								2							2
	Pullman		8					4	5							17
	Rosalia							1								1
	Sprague		1													1
Yakima	Cowiche		4					1	1							6
	Grandview		7	4			12	7	3	5						38
	Granger		4	2			2	3	2	1						14
	Harrah		3					1								4
	Mabton		1	4				4	1	1						11
	Naches		2					1								3
	Nile							1								1
	Rimrock		1													1
	Sunnyside		30	29			15	40	10	26						150
	Tieton		8				1	1								10
	Toppenish		25	4			10	3	13	4						59
	Wapato		18	3			10	4	3	1						39
	White Swan		5					1								6
	Yakima	1	412	73	50		129	87	75	42				2		871
	Zillah		5				1	2		1						9
Yamhill	Mcminnville	1														1
Total Calls		92	1302	361	942	451	491	344	260	218	1	20	1	22	1	4506

Greater Columbia 2-1-1 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	Total 2006	Jan-07
Out of State	1	39	6	1	33	117	136	179	303	350	255	1,420	1,438
Adams	0	0	1	1	6	11	17	9	17	20	13	95	128
Asotin	0	0	0	0	1	1	2	7	0	0	1	12	72
Benton	139	529	312	290	182	210	283	314	389	345	240	3,233	488
Chelan	0	0	2	2	2	6	23	42	50	50	37	214	167
Columbia	0	0	0	0	0	0	0	1	1	1	0	3	8
Douglas	0	0	0	0	0	1	1	0	5	0	0	7	11
Ferry	0	0	0	0	0	0	0	2	0	0	0	2	1
Franklin	42	151	103	75	65	87	107	85	107	131	91	1,044	307
Garfield	0	0	0	0	0	0	0	0	1	1	0	2	3
Grant	0	0	2	3	4	33	40	32	41	32	32	242	204
King	0	0	24	3	4	5	3	27	14	12	3	95	6
Kittitas	9	24	27	15	18	9	30	31	55	48	43	309	82
Klickitat	0	0	0	0	0	9	14	14	20	11	24	92	50
Lincoln	0	0	2	1	3	3	6	2	12	5	1	35	8
Okanogan	0	0	0	3	2	6	11	35	24	17	11	109	73
Spokane	0	0	0	0	3	2	0	8	17	5	0	35	45
Stevens	0	0	0	0	0	0	0	1	1	0	0	2	21
Walla													
Walla	10	50	23	25	39	28	42	81	78	51	37	464	145
Whitman	0	0	0	0	0	0	0	2	9	10	4	25	27
Yakima	208	970	695	1,034	1,062	997	1,735	1,440	1,512	1,123	874	11,650	1,222
Total	409	1,763	1,197	1,464	1,436	1,525	2,450	2,312	2,656	2,212	1,666	19,090	4,506

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)	Jan - 07 (Monthly)	% of Goal (Monthly)	Total as of Jan 2007 (Annual)	Average (Annual)	Projected YTD Total Calls for 2-1-1 (Annual)	% of Goal (Annual)
Out of State	0	0	0	0	1,511	0%	3,065	279	3,344	0%
Adams	16,803	1,344	538	45	128	286%	223	20	243	45%
Asotin	21,178	1,694	678	56	72	127%	84	8	92	14%
Benton	157,950	12,636	5,054	421	488	116%	3,721	338	4,059	80%
Chelan	69,791	5,583	2,233	186	167	90%	381	35	416	19%
Columbia	4,129	330	132	11	8	73%	11	1	12	9%
Douglas	34,977	2,798	1,119	93	11	12%	18	2	20	2%
Franklin	63,011	5,041	2,016	168	307	183%	1,351	123	1,474	73%
Garfield	2,344	188	75	6	3	48%	5	0	5	7%
Grant	81,229	6,498	2,599	217	204	94%	446	41	487	19%
Kittitas	36,841	2,947	1,179	98	82	83%	391	36	427	36%
Klickitat	19,839	1,587	635	53	50	95%	142	13	155	24%
Lincoln	10,381	830	332	28	8	29%	43	4	47	14%
Okanogan	39,782	3,183	1,273	106	73	69%	182	17	199	16%
Walla Walla	57,558	4,605	1,842	153	145	94%	609	55	664	36%
Whitman	40,170	3,214	1,285	107	27	25%	52	5	57	4%
Yakima	231,586	18,527	7,411	618	1,222	198%	12,872	1,170	14,042	189%
Total	887,569	71,006	28,402	2,367	4,506	190%	23,596	2,145	25,741	91%