

# Greater Columbia 2-1-1

Volume 3, Issue 1

Update Report

January 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 January.

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Date	Event
January 3	Attended a Yakima Homeless Network meeting
January 16	Met with employees and staff of Yakima Specialties
January 24	GC 2-1-1 Partnership meeting of Benton, Franklin, and Yakima United Way directors
January 31	Managed a booth at Franklin Middle School in Yakima for parent's night
January 31	CPS training for all GC 2-1-1 staff



## **Greater Columbia 2-1-1: Within Our Call Center Comings and Goings**

We would like to welcome Norma Aguilar, Yanet Castro, and Maggie Cuevas to the CG 2-1-1 team.



Norma has taken the position as our staff Quality Assurance-Training Coordinator as well as a bilingual Information and Referral Specialist. Norma has already been hard at work revising our training manuals and making sure all the staff is participating in new training opportunities. Norma will be a wonderful addition to our team as she shares her knowledge and skills from her many years of working within the customer service field.

Yanet has taken the position of bilingual Information and Referral Specialist. Yanet had worked with us part time and she was such an asset that we have asked her to come aboard full time. Yanet's enthusiasm and willingness to learn have made her valuable player on our team. In the short amount of time Yanet has been on staff, she has learned many aspects of the 2-1-1 call center including working with callers, working within the database, and working with staff.

Maggie will be working with us through a partnership with Yakima Valley Community College as a work study student. Maggie has been a great addition to our call center. She is bilingual and has been able to jump in quickly and work with various callers.

### **Tax Season 2008**

We have been working diligently to answer all of the extra calls we have received due to tax season. We are excited that so many families have learned that there is an alternative to a paid tax preparer. Upon checking back in with some of the callers, they reported using the free tax preparation sites were easier than they expected. Some of the sites have lines at times, but the callers seemed willing to wait. We appreciate all the volunteers who have taken their time to help people with their taxes. Our calls here at GC 2-1-1 have increased with tax preparation assistance being our number one request this past month. We are letting clients know that we are here to find resources for numerous services not to just provide information on tax sites. We are finding callers are excited about this and while they are on the line they may ask for information about services such as food assistance, bill assistance, and many other services. We are happy to help where we can.

## Success Stories

### Situation



Information and Referral Specialist, Yanet Castro, received a call from an Asotin County community member who was in need of financial assistance to pay her utility bill. Yanet referred the client to the YWCA, Salvation Army, and Community Action Partnership in Lewiston.

### Outcome

The caller was able to get assistance through YWCA and Community Action Partnership. She was very glad that Yanet could point her in the right direction.

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### Situation



Information and Referral Specialist, Marina Gonzales, received a call from a Yakima County community member who was looking for low cost dental services for one of his employees. Marina was able to refer the caller to three different agencies.

### Outcome

The caller was able to help his employee gain access to Yakima Neighborhood Health Services for immediate dental care. Both employee and employer are thrilled with the service.

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### Situation



Information and Referral Specialist, Norma Aguilar, received a call from a Franklin County community member who needed help to pay her utility bill. It was her only source of heat and it was soon to be shut off. Norma referred the caller to Benton Franklin Community Action Committee.

### Outcome

The caller was able to get the help she needed. She was able to get the assistance from the Benton Franklin Community Action Committee and she is now able to stay on the right path.

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## Statistics

January 1 – January 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	0.78%	0.52%	0.92%
Agency	17.48%	17.71%	17.01%
Billboard	0.07%	0.00%	0.15%
Church	0.22%	0.39%	0.08%
EITC Coupon	16.22%	10.16%	14.16%
Flyer	10.96%	9.24%	8.93%
Friend	6.70%	8.46%	7.16%
Misc Advertising	0.15%	0.13%	0.23%
Newsletter	0.19%	0.39%	0.15%
Newspaper	0.30%	0.13%	0.54%
Other	0.41%	0.26%	0.46%
Poster	0.07%	0.00%	0.15%
Radio	0.37%	0.26%	0.46%
Returned Caller	30.36%	34.77%	31.87%
TV	13.37%	16.15%	14.47%
Unable to Ask	2.37%	1.43%	3.23%

### Percentage of Total Calls by Ethnicity:

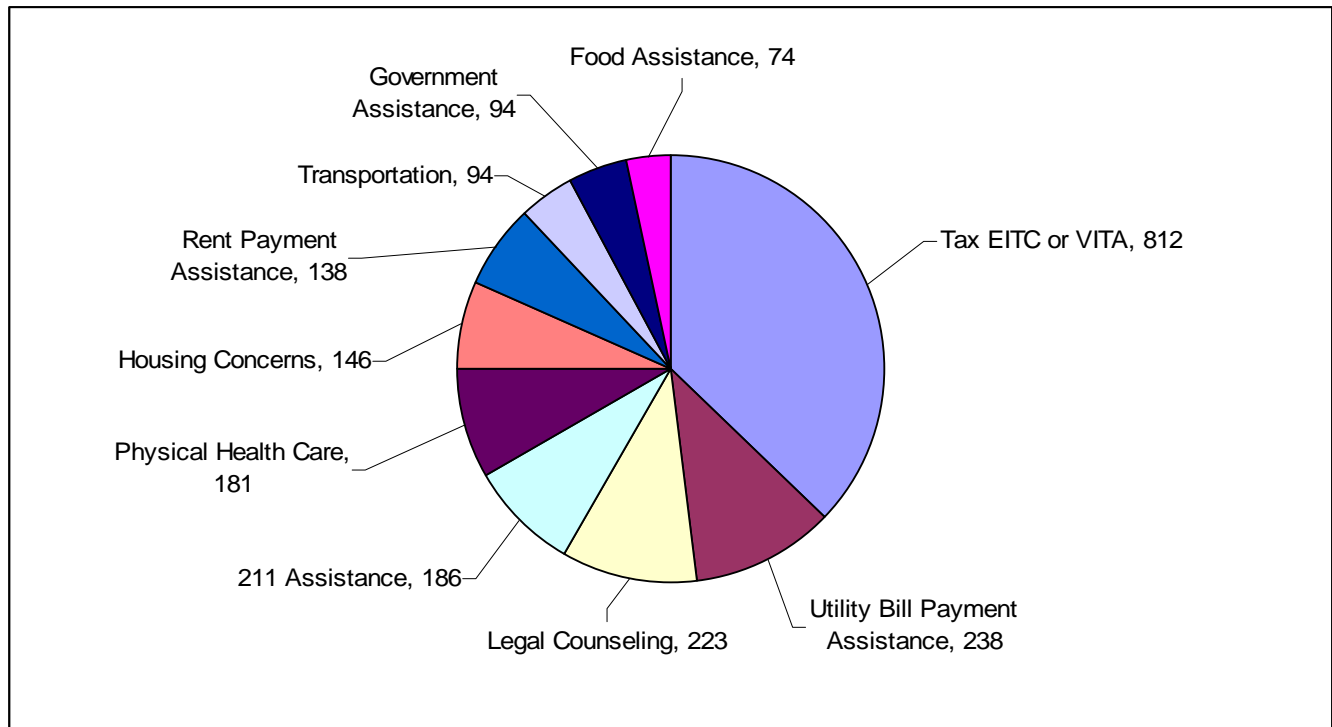
	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
African American	2.67%	2.59%	2.15%
Asian American	0.25%	0.65%	0.18%
Caucasian	52.28%	66.81%	47.76%
Declined	4.26%	4.74%	4.39%
Hispanic	34.81%	20.26%	37.54%
Multi-Racial	0.71%	0.86%	0.63%
Native American	2.67%	0.00%	5.02%
Other	0.42%	1.08%	0.27%
Pacific Islander	0.04%	0.22%	0.00%
Unknown	1.88%	2.80%	2.06%

## Percentage of Total Calls by Gender:

	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
<b>Female</b>	<b>72.67%</b>	<b>76.08%</b>	<b>72.85%</b>
<b>Male</b>	<b>27.00%</b>	<b>22.84%</b>	<b>26.97%</b>
<b>Transgender</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Unknown</b>	<b>0.33%</b>	<b>1.08%</b>	<b>0.18%</b>

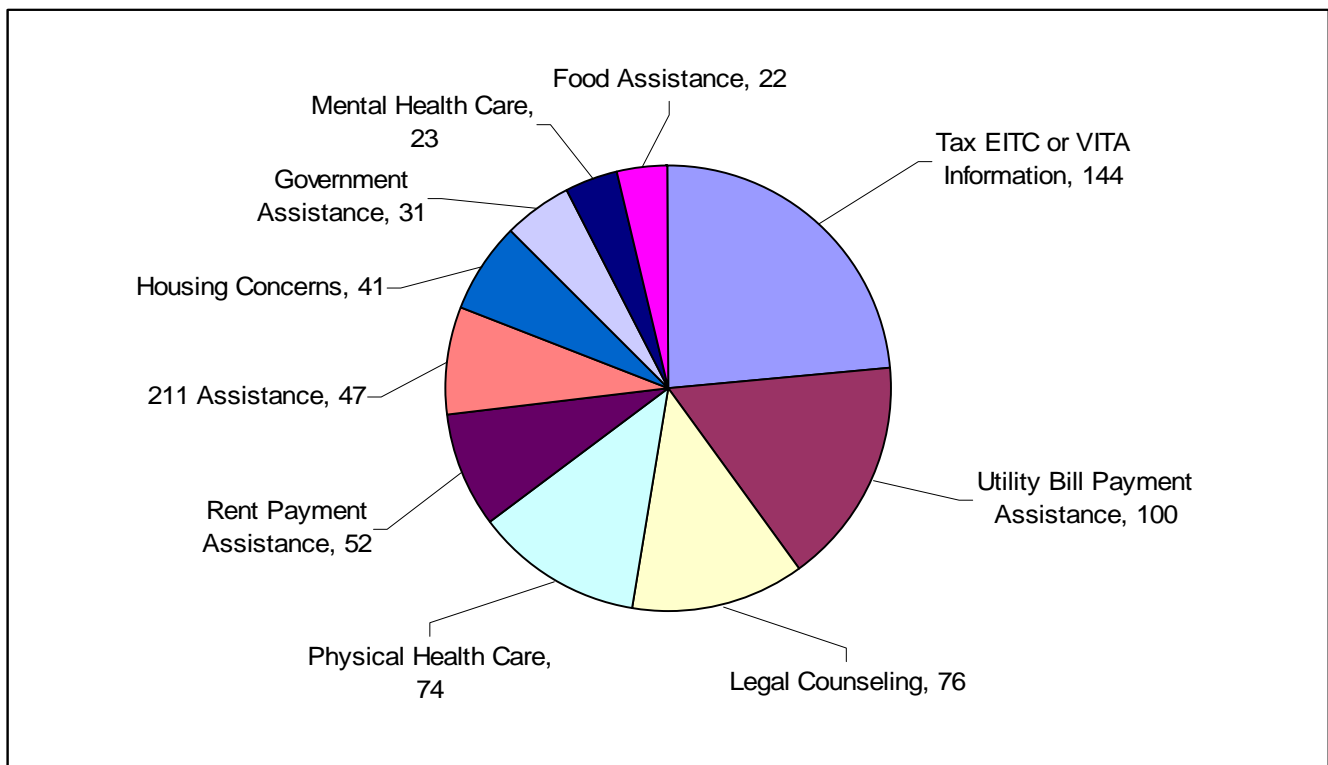
## Top 10 Requested Community Health & Human Resources for All Counties

Requested Resources	# of Requests
<b>Tax EITC or VITA Information</b>	<b>812</b>
<b>Utility Bill Payment Assistance</b>	<b>238</b>
<b>Legal Counseling</b>	<b>223</b>
<b>211 Assistance</b>	<b>186</b>
<b>Physical Health Care</b>	<b>181</b>
<b>Housing Concerns</b>	<b>146</b>
<b>Rent Payment Assistance</b>	<b>138</b>
<b>Transportation</b>	<b>94</b>
<b>Government Assistance</b>	<b>94</b>
<b>Food Assistance</b>	<b>74</b>



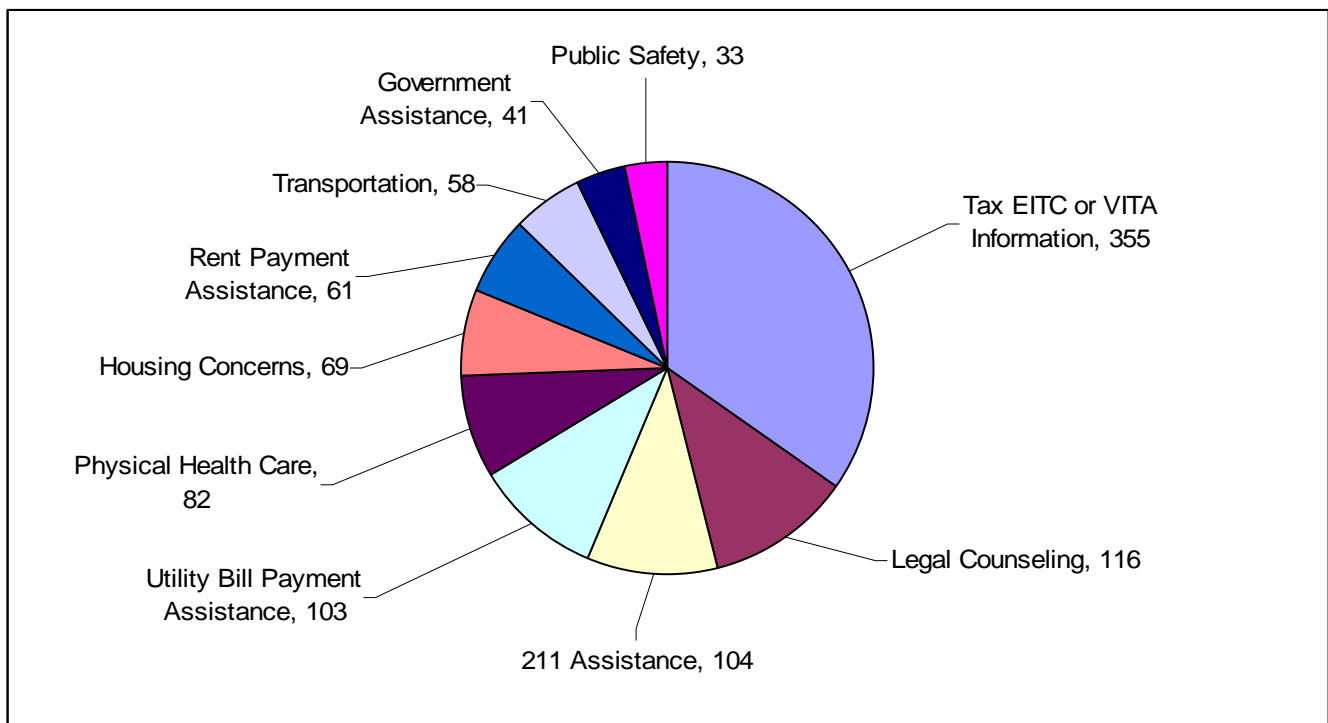
## Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Tax EITC or VITA Information	144
Utility Bill Payment Assistance	100
Legal Counseling	76
Physical Health Care	74
Rent Payment Assistance	52
211 Assistance	47
Housing Concerns	41
Government Assistance	31
Mental Health Concerns	23
Food Assistance	22



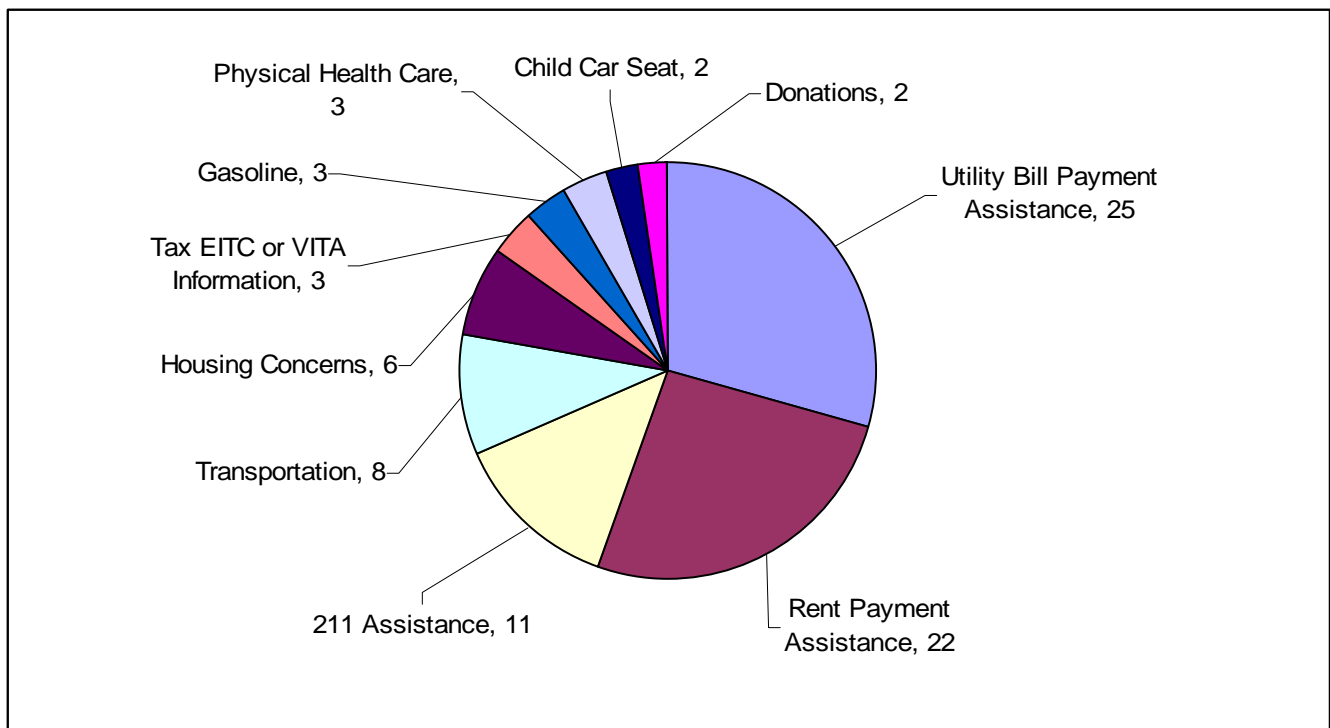
## Top 10 Requested Community Health & Human Resources for Yakima Counties

Requested Resource	# of Requests
Tax EITC or VITA Information	355
Legal Counseling	116
211 Assistance	104
Utility Bill Payment Assistance	103
Physical Health Care	82
Housing Concerns	69
Rent Payment Assistance	61
Transportation	58
Government Assistance	41
Public Safety	33



## Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Utility Bill Payment Assistance	25
Rent Payment Assistance	22
211 Assistance	11
Transportation	8
Housing Concerns	6
Tax EITC or VITA Information	3
Gasoline	3
Physical Health Care	3
Child Car Seat	2
Donations	2



# Call Summary

## Greater Columbia 2-1-1 Call Center

### January 1 – January 31

#### Total Calls

Call Origin	Received Calls	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	86	7	79	299.24	5.01	16
Peninsulas English	75	8	67	196.42	2.62	11
Pierce County EITC English	2	0	2	10.15	5.08	0
Pierce County English	10	0	10	52.30	5.23	0
Pierce County Spanish	1	0	1	9.62	9.62	0
Portland English	1	0	1	19.25	19.25	1
Spokane EITC English	6	0	6	18.23	3.04	0
Spokane English	43	4	39	144.27	4.10	4
Western EITC English	5	0	5	14.40	2.88	0
Western English	120	3	117	345.52	2.88	19
Western Only	2	0	2	36.03	18.02	2
Western Spanish	4	0	4	27.63	6.91	0
Yakima EITC English	512	26	486	1999.18	4.99	35
Yakima EITC Spanish	422	61	361	1855.72	5.78	42
Yakima English	2006	86	1920	6708.67	4.54	34
Yakima Only	63	4	59	202.80	4.53	15
Yakima Outbound	368	0	368	1373.80	3.73	0
Yakima Voicemail Return	51	0	51	198.57	3.89	0
Yakima Spanish	239	27	212	1068.52	4.92	3
Yakima Voicemail	540	0	540	31927.82	437.49	160
<b>Totals</b>	<b>4556</b>	<b>226</b>	<b>4330</b>	<b>46508.12</b>	<b>554.50</b>	<b>342</b>

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

	211 Toll Free	Peninsulas English	Pierce County EITC English	Pierce County English	Pierce County Spanish	Portland English	Spokane EITC English	Spokane English	Western EITC English	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								0					3	14	14				14			45
Asotin													8		13							21
Benton													59	21	462	11			40			593
Chelan													29	33	32	1			9			104
Douglas													2	8	1				0			11
Franklin													20	42	182	5			31			280
Garfield													1	1								2
Grant													48	42	31	3			18			142
Kittitas													14	2	51	1			3			71
Klickitat													9	6	17	1						33
Lincoln								1					2		6							9
Okanogan													19	12	13				3			47
Other Call Centers	4	66	2	10	1	1	5	38	5	117	2	3	11	2	18	2						287
Out of State	22												1		3							26
Unknown	53	1					1						1	5	15		187	37	1	540		841
Walla Walla													35	10	55	3			9			112
Whitman													3	1	5				2			11
Yakima	0											1	221	162	1002	32	181	14	82			1695
Grand Total	79	67	2	10	1	1	6	40	5	117	2	4	486	361	1920	59	368	51	212	540		4331

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

County	City	211 Toll Free	Peninsulas English	Pierce County EITC English	Pierce County English	Pierce County Spanish	Portland English	Spokane EITC English	Spokane English	Western EITC English	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	Hatton													2	14	7					14	37
	Lind							0														0
	Ritzville													1		6						7
	Washtucna															1						1
Asotin	Asotin															1						1
	Clarkston													8		12						20
Benton	Benton City													1	1	17	1				1	21
	Kennewick													38	17	321	4			33		413
	Prosser													3	1	9				3		16
	Richland													17	2	97	5			3		124
	West Richland															18	1					19
Chelan	Cashmere													1		2						3
	Chelan														4	1				0		5
	Entiat																			1		1
	Leavenworth														3					0		3
	Manson														3	1						4
	Wenatchee													28	23	28	1			8		88
Douglas	Bridgeport														8					0		8
	Mansfield													2		1						3
Franklin	Basin City														0							0
	Connell														3	2				1		6
	Eltopia															1				1		2
	Pasco													20	39	179	5			29		272
Garfield	Pomeroy													1	1							2
Grant	Ephrata													8	3	5				2		18
	George														1							1
	Moses Lake													30	15	22	2			8		77
	Quincy													4	9	4				4		21
	Royal City													1	5					1		7
	Soap Lake													3	1					1		5
	Warden													2	8		1			2		13
Kittitas	Cle Elum													1		5						6
	Ellensburg													12	2	46	1			3		64
	Roslyn													1								1
Klickitat	Goldendale													2		10	1					13
	Klickitat													1	1	1						3
	Lyle													1		1						2
	Trout Lake													1	1							2
	White Salmon													3	4	3						10
	Whitstran													1		2						3
Lincoln	Davenport													2		4						6
	Edwall															1						1
	Odessa								1													1
	Wilbur															1						1
Okanogan	Brewster														3							3
	Coulee Dam													1		2						3
	Loomis													2		1						3
	Molson													2								2
	Omak													8	7	6				2		23
	Oroville													1		2				1		4
	Pateros														2							2
	Tonasket													1		2						3
	Twisp													2								2
	Winthrop													2								2
Other Call Centers	Aberdeen									1	7											8
	Acme										1											1
	Arlington										1											1
	Belfair		3															1				4
	Bellevue															1						1
	Brainbridge Island			1																		1
	Bremerton			17																		17
	Burien																0					0
	Centralia	1									9		1									11
	Chehalis						1				3					1						5

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

County	City	211 Toll Free	Peninsulas English	Pierce County EITC English	Pierce County English	Pierce County Spanish	Portland English	Spokane EITC English	Spokane English	Western EITC English	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
	Chiloquin	1																				1
	Colby		3																			3
	Colville													10		5						15
	Curtis									1												1
	Deer Park								2													2
	Elma									1												1
	Graham	1																				1
	Kingston		3																			3
	Lacey									9			1									10
	Lakebay				1																	1
	Long Beach									1												1
	Longview									2												2
	Morton								1													1
	Ocean Park									1												1
	Olympia	1							2	54	1	1					1					60
	Pe Ell									1												1
	Port Angeles		10																			10
	Port Orchard		9																			9
	Poulsbo		3																			3
	Rochester									8	1											9
	Salkum									1												1
	Seattle		3							1				1		4						9
	Sequim		5																			5
	Shelton									7												7
	Silverdale		9																			9
	South Bend									1												1
	Spokane							5	33						2	6						46
	Spokane Valley								3													3
	Tacoma			2	9	1					1											13
	Tenino										3											3
	Vancouver															1						1
	Yelm									5												5
Out of State	Out Of State	21												1		3						25
	Payette	1																				1
Unknown	Unknown	53	1					1						1	5	15		187	37	1	540	841
Walla Walla	Waitsburg															3						3
	Walla Walla													35	10	52	3			9		109
Whitman	Malden													1								1
	Oakesdale													1								1
	Pullman													1		3						4
	Rosalia														1							1
	Sprague													0								0
	Uniontown															2				2		4
Yakima	Cowiche														3	5						8
	Grandview													4	8	13	2			5		32
	Granger													3	6	8	1			0		18
	Harrah													2		6				2		10
	Mabton														1	1				1		3
	Naches															11						11
	Nile															3						3
	Sunnyside													27	45	69	6			20		167
	Tieton													1	3	15				1		20
	Toppenish													13	3	31	2			3		52
	Wapato												1	7	0	37	1			1		47
	White Swan													1		9	1					11
	Yakima	0												162	92	787	19	181	14	49		1304
	Zillah													1	1	7						9
Grand Total		79	67	2	10	1	1	6	39	5	117	2	4	486	361	1920	59	368	51	212	540	4330

## 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												867
Other Call Centers	287												287
King													0
Spokane													0
Stevens													0
Adams	45												45
Asotin	21												21
Benton	593												593
Chelan	104												104
Columbia	0												0
Douglas	11												11
Franklin	280												280
Garfield	2												2
Grant	142												142
Kittitas	71												71
Klickitat	33												33
Lincoln	9												9
Okanogan	47												47
Walla Walla	112												112
Whitman	11												11
Yakima	1695												1695
Total	4,330	0	0	0	0	0	0	0	0	0	0	0	4,330

## 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)	1/1/2008 (Monthly)	% of Goal (Monthly)	Total as of January 2007 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State				-	1,154	0%	1,154	96	1,154	0%
Adams	16,803	1,344	538	45	45	100%	45	4	45	8%
Asotin	21,178	1,694	678	56	21	37%	21	2	21	3%
Benton	157,950	12,636	5,054	421	593	141%	593	49	593	12%
Chelan	69,791	5,583	2,233	186	104	56%	104	9	104	5%
Columbia	4,129	330	132	11	-	0%	-	-	-	0%
Douglas	34,977	2,798	1,119	93	11	12%	11	1	11	1%
Franklin	63,011	5,041	2,016	168	280	167%	280	23	280	14%
Garfield	2,344	188	75	6	2	32%	2	0	2	3%
Grant	81,229	6,498	2,599	217	142	66%	142	12	142	5%
Kittitas	36,841	2,947	1,179	98	71	72%	71	6	71	6%
Klickitat	19,839	1,587	635	53	33	62%	33	3	33	5%
Lincoln	10,381	830	332	28	9	36%	9	1	9	3%
Okanogan	39,782	3,183	1,273	106	47	44%	47	4	47	4%
Walla Walla	57,558	4,605	1,842	153	112	73%	112	9	112	6%
Whitman	40,170	3,214	1,285	107	11	10%	11	1	11	1%
Yakima	231,586	18,527	7,411	618	1,695	274%	1,695	141	1,695	23%
<b>Total</b>	<b>887,569</b>	<b>71,006</b>	<b>28,402</b>	<b>2,367</b>	<b>4,330</b>	<b>183%</b>	<b>4,330</b>	<b>361</b>	<b>4,330</b>	<b>15%</b>

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