

Greater Columbia 2-1-1

Volume 2, Issue 7

Update Report

July 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 June.

In This Issue:

Outreach Events	1
211 in the Community	2
Success Stories	3
Statistics	4 – 12
Year-to-Date Calls	13
Call Projections	14

Date	Event
July 10	Meeting with Yakima Valley Office of Emergency Management
July 11	Presentation at Washington State Migrant Council
July 25	Presentation at Sunnyside DSHS Community Services Office
July 26	Radio interview on Open Line covering Omak, Okanogan and Tonasket
July 26	Meeting with Bill Cobabe from the City of Yakima
July 30	Meeting with Yakima Valley Office of Emergency Management
July 31	Retreat in Seattle for WIN 211 Call Center Directors with WIN 211 Board of Directors
July 1-31	Responded to 52 requests for information about 211 from community agencies



Greater Columbia 2-1-1: Within Our Communities

WIN211 was asked to participate in a recent test involving South Carolina 211(SC211). SC211 is using UCN for the communications backbone to their state wide 211 system just as WIN211 does here in Washington. The South Carolina Department of Health and Environmental Control (DHEC) wanted to see a demonstration of the effectiveness of 211 in the event of an emergency. SC211 put together a disaster response drill that included WIN211. Two call centers here in Washington participated in the event, Pierce County and Greater Columbia. One call taker at each site was set up as an agent on the SC211 system. July 25th 2007, between 2 PM and 3 PM Eastern Time, the SC211 center began getting calls about a Flu Pandemic in their area. The script for the callers and the call takers had been predetermined so the questions and answers were pretty standard. DHEC had hoped to see 800 calls put through in the one hour period. SC211 graciously allowed David Lantis access to InTouch so he could watch the demonstration and he was impressed with the way the whole process worked. SC211 took 921 emergency calls, in addition to the regular calls at their three call centers, during the one hour test period. Bonnie Russell with Pierce County and Wanda Smith with Greater Columbia handled 47 of those calls. We will be working with SC211 in the near future to set up an MOU to define this process. Now, if only SC211 was using Resource House. They are an IRIS site just like Oregon and Idaho, this points out even more the need to work on data interface between the two systems. David will be getting more data and statistics on the outcome of their test.

Greater Columbia 2-1-1: Agencies Working Together

A member of the Goldendale community was in need of services. She had no income, no vehicle, no employment, and no close family to provide support. She had two weeks to find new shelter or she would be living on the street. She felt stuck, so she contacted the Yakima County Department of Community Services for help. Looking for the answer to help her, the Yakima County Department of Community Services turned to Greater Columbia 211. Immediately an Information and Referral Specialist called the client to talk over options and to find the best solution for the client. GC211 was able put the client in contact with services to help her get job training, rental assistance, emergency shelter, if needed, transportation, food, and much more. The client was very grateful for the information to know where to turn. The client now feels like she has a little more control in her situation.

Greater Columbia 2-1-1 at Work

Success Stories for Benton & Franklin Counties

Situation



Information and Referral Specialist, Silvia Ortiz, received a call from a Franklin County service provider who was inquiring about furniture available for a client. Silvia referred the caller to agencies that provide furniture.

Outcome

The caller was able to help her clients and also requested cards and magnets be sent to hand out to the clients.

Situation

Information and Referral Specialist, Silvia Ortiz, received a call from a Benton County community member who was searching for insurance to cover an ambulance use. Silvia referred the caller to SHIBA of Tri-Cities.

Outcome

The caller received the help she needed due to Silvia's referral.

Success Stories for other Counties

Situation



Information and Referral Specialist, Laura Castilla, received a call from a Yakima County community member who was unable to locate information on the Yakima Valley Museum. Laura provided the caller with the information needed to contact the museum.

Outcome

The caller was able to contact the museum. Caller was very happy with the result of the call to 211.

Statistics

July 1 – July 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	3.18%	1.42%	3.50%
Agency	59.11%	56.38%	55.84%
Billboard	2.12%	0.35%	3.50%
Bus Ad	0.39%	0.35%	0.58%
Church	1.16%	1.77%	0.97%
Community Meeting	1.45%	1.42%	1.56%
Flyer	5.21%	4.61%	4.86%
Friend	8.39%	9.93%	9.73%
Misc Advertising	0.68%	0.35%	0.97%
Newsletter	0.19%	0.35%	0.00%
Newspaper	2.03%	3.90%	0.58%
No Response	0.39%	0.00%	0.58%
Other	1.83%	2.13%	1.75%
Radio	0.10%	0.00%	0.19%
TV	0.68%	0.00%	0.78%
Web Site	6.36%	8.87%	6.23%

Percentage of Total Calls by Ethnicity:

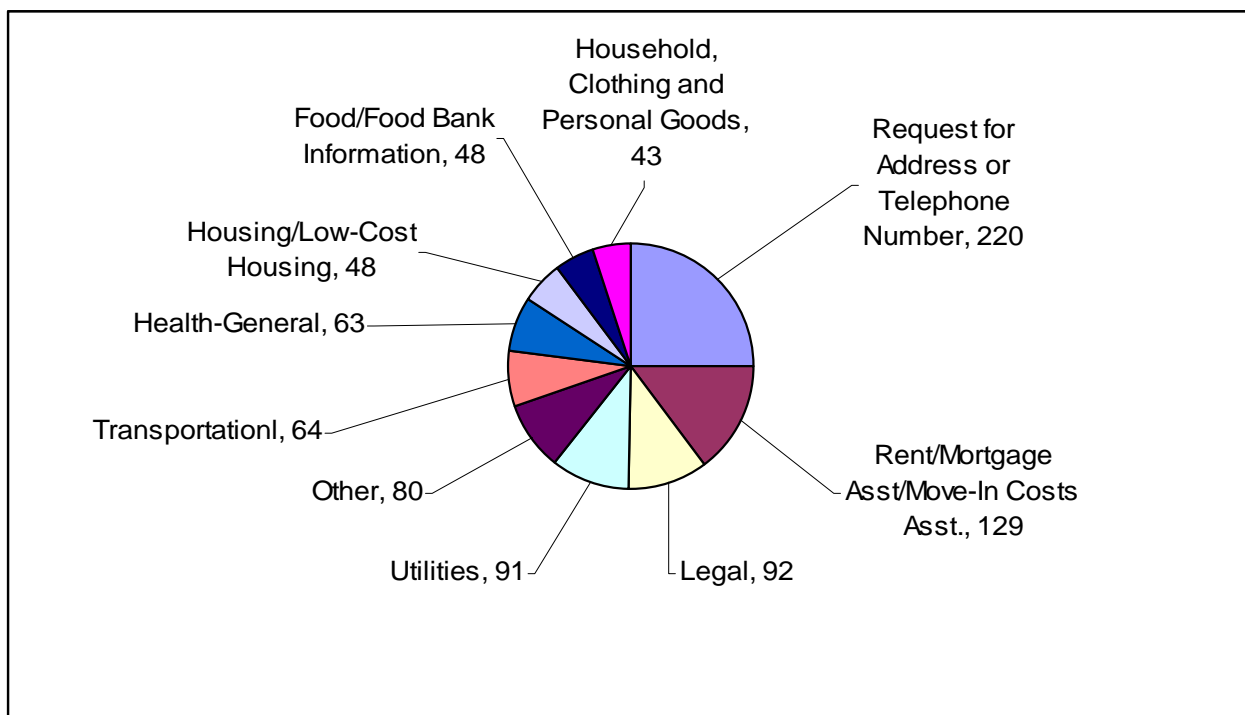
	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
African	3.25%	3.52%	2.22%
Asian American	0.00%	0.00%	0.00%
Caucasian	65.58%	73.87%	58.31%
Declined	3.14%	2.51%	4.43%
Hispanic	22.94%	13.07%	29.05%
Multi-Racial	1.30%	2.51%	1.33%
Native American	2.06%	0.50%	3.77%
Other	0.97%	2.51%	0.44%
Pacific Islander	0.22%	0.00%	0.00%
Unknown	0.54%	1.51%	0.44%

Percentage of Total Calls by Gender:

	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
Female	79.33%	77.39%	80.27%
Male	20.67%	22.61%	19.73%
Unknown	0.00%	0.00%	0.00%

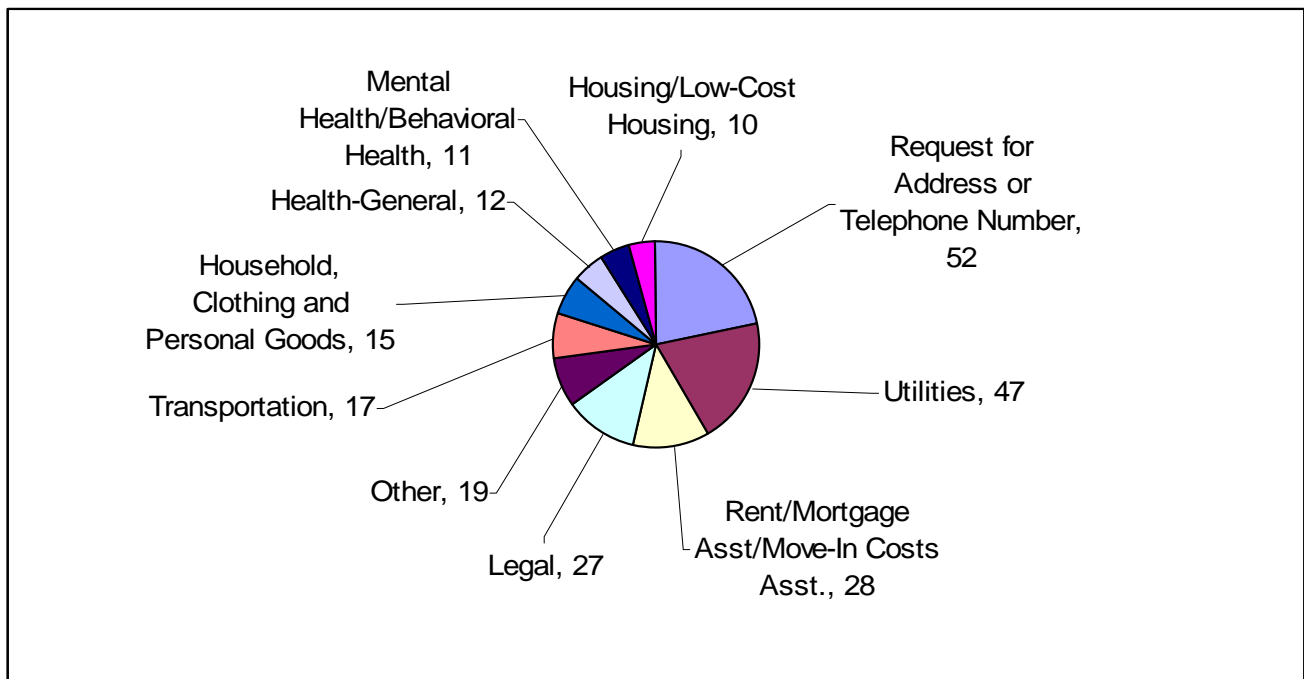
Top 10 Requested Community Health & Human Resources for All Counties

Requested Resources	# of Requests
Request for Address or Telephone Number	220
Rent/Mortgage Asst/Move-In Costs Asst.	129
Legal	92
Utilities	91
Other	80
Transportation/Travel	64
Health-General	63
Housing/Low-Cost Housing	48
Food/Food Bank Information	48
Household, Clothing and Personal Goods	43



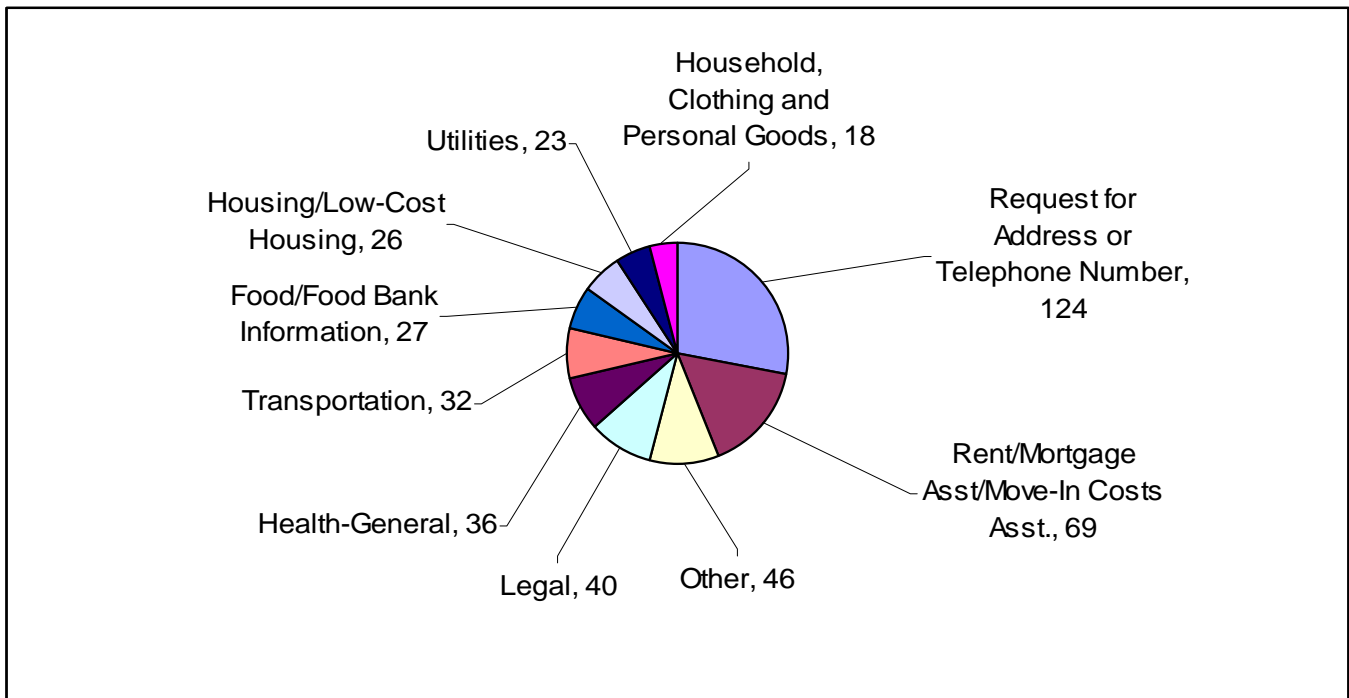
Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	52
Utilities	47
Rent/Mortgage Asst/Move-In Costs Asst.	28
Legal	27
Other	19
Transportation/Travel	17
Household, Clothing and Personal Goods	15
Health-General	12
Mental Health/Behavioral Health	11
Housing/Low-Cost Housing	10



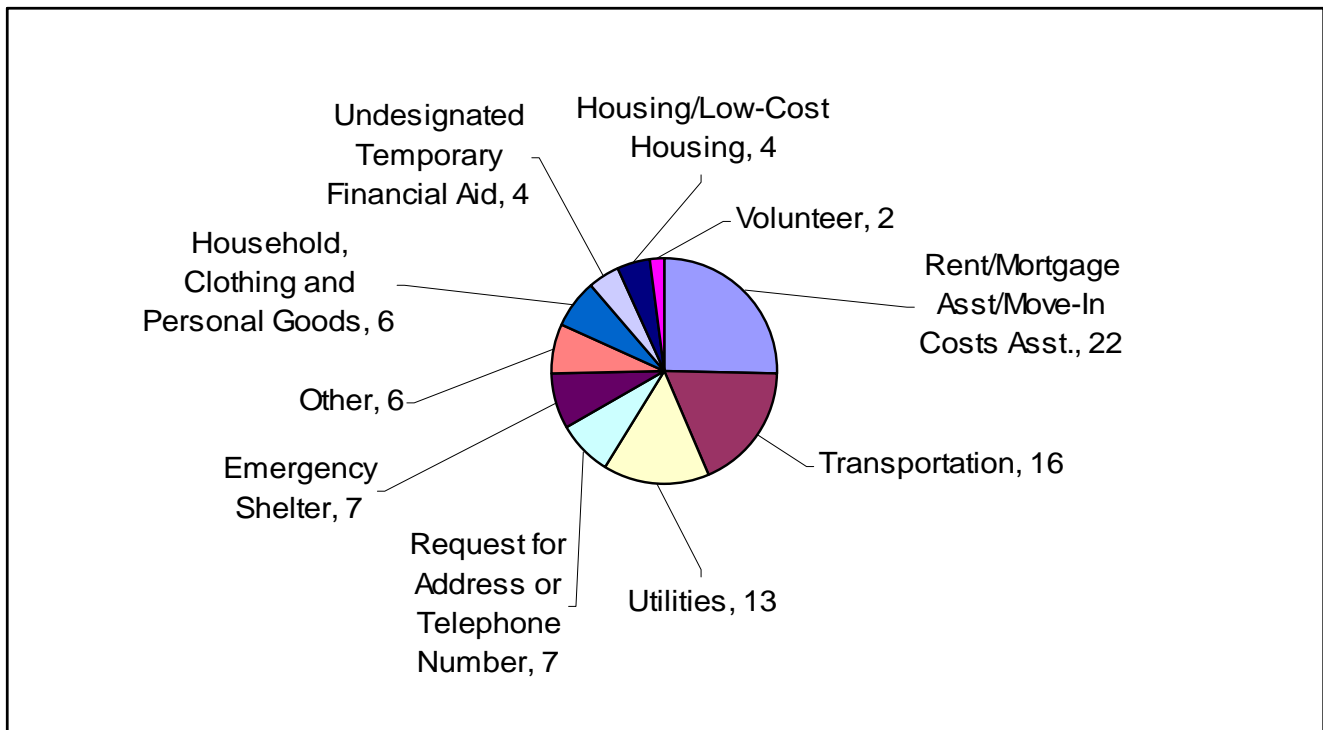
Top 10 Requested Community Health & Human Resources for Yakima Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	124
Rent/Mortgage Asst/Move-In Costs Asst.	69
Other	46
Legal	40
Health-General	36
Transportation/Travel	32
Food/Food Bank Information	27
Housing/Low-Cost Housing	26
Utilities	23
Household, Clothing and Personal Goods	18



Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Rent/Mortgage Asst/Move-In Costs Asst.	22
Transportation/Travel	16
Utilities	13
Request for Address or Telephone Number	7
Emergency Shelter	7
Other	6
Household, Clothing and Personal Goods	6
Undesignated Temporary Financial Aid	4
Housing/Low-Cost Housing	4
Volunteer	2



Call Summary

Greater Columbia 2-1-1 Call Center

July 1 – July 31

Total Calls

Call Origin	Received Calls	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	50	3	47	313.87	6.28	7
Peninsulas English	2	0	2	12.45	6.23	2
Pierce County English	12	0	12	50.62	4.22	1
Spokane English	8	0	8	32.70	4.09	0
Western English	5	0	5	24.73	4.95	0
Yakima English	1308	90	1218	4901.62	3.75	140
Yakima Outbound	1164	0	1164	2893.65	2.49	0
Yakima Spanish	103	8	95	465.77	4.52	16
Yakima Voicemail	148	0	148	33051.02	223.32	35
Totals	2800	101	2699	41746.42	259.83	201

Detail Call Totals for Greater Columbia Call Center by County

	211 Toll Free	Peninsulas English	Pierce County English	Spokane English	Western English	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams						17		4		21
Asotin						10				10
Benton						252		13		265
Chelan						31		1		32
Franklin						100		6		106
Grant						38		6		44
Kittitas						28		6		34
Klickitat						17				17
Lincoln						2				2
Okanogan						36		1		37
Other Call Centers	2	2	12	8	5	30				59
Out of State	16					3				19
Unknown	29					10		1	148	1337
Walla Walla						35		3		38
Whitman						6				6
Yakima						603	1164	54		672
Grand Total	47	2	12	8	5	1218	1164	95	148	2699

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

County	City	211 Toll Free	Peninsulas English	Pierce County English	Spokane English	Western English	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams	Hatton						5		4		9
	Lind										0
	Ritzville						8				8
	Washtucna						4				4
Asotin	Anatone										0
	Asotin										0
	Clarkston						10				10
Benton	Benton City						2				2
	Kennewick						164		11		175
	Prosser						13		2		15
	Richland						55				55
	West Richland						18				18
Chelan	Cashmere						1		1		2
	Chelan										0
	Entiat										0
	Leavenworth						1				1
	Manson						1				1
	Wenatchee						28				28
Douglas	Bridgeport										0
	Mansfield										0
	Waterville										0
Franklin	Basin City						3				3
	Connell						2				2
	Etopia										0
	Matthews Corner										0
	Mesa						0				0
	Pasco						95		6		101
Grant	Coulee City										0
	Ephrata						6				6
	George										0
	Moses Lake						28		2		30
	Quincy						1		1		2
	Royal City						1		2		3
	Soap Lake						1				1
	Warden						1		1		2
	Wilson Creek										0
Kittitas	Cle Elum						1				1
	Easton								1		1
	Ellensburg						27		5		32
	Roslyn										0
Klickitat	Bickleton										0
	Dallesport										0
	Goldendale						11				11
	Klickitat										0
	Lyle						1				1
	Trout Lake										0
	White Salmon						3				3
	Whitstran						2				2
	Willard										0
	Wishram										0
Lincoln	Davenport										0
	Edwall						2				2
	Harrington										0
	Odessa										0
	Reardan										0
	Wilbur										0
Okanogan	Brewster						2				2
	Coulee Dam										0
	Loomis										0
	Molson										0
	Nespelem										0
	Omak						28				28
	Oroville						4				4
	Pateros						1		1		2
	Tonasket						1				1
	Twisp										0
	Winthrop										0

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

County	City	211 Toll Free	Peninsulas English	Pierce County English	Spokane English	Western English	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Other Call Centers	Acme						1				1
	Battle Ground						1				1
	Bremerton		1								1
	Centralia					2					2
	Colville						4				4
	Enumclaw			1							1
	Everett						2				2
	Lacey					1					1
	Lynnwood	2					1				3
	Marble Mount						1				1
	Marysville						1				1
	Olympia					2					2
	Roseburg										0
	Seattle		1				7				8
	Spokane				7		8				15
	Spokane Valley				1						1
	Tacoma			10			1				11
	University Place			1			1				2
	Vancouver						2				2
Out of State	Out Of State	16					3				19
Unknown	Unknown	29					10	1149	1	148	1337
Walla Walla	Eureka										0
	Waitsburg						1				1
	Walla Walla						34		3		37
Whitman	Colfax						1				1
	Farmington										0
	Garfield										0
	Palouse										0
	Pullman						5				5
	Rosalia										0
	Sprague										0
	Tekoa										0
	Uniontown						0				0
Yakima	Cowiche						1				1
	Grandview						10		0		10
	Granger						4				4
	Harrah						1				1
	Mabton						5		2		7
	Naches						3				3
	Nile						1				1
	Rimrock										0
	Sunnyside						46		10		56
	Tieton						10				10
	Toppenish						21		2		23
	Wapato						25		1		26
	White Swan						4				4
	Yakima						467	15	38		520
	Zillah						5		1		6
Grand Total		47	2	12	8	5	1218	1164	95	148	2699

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

County	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	2007 Totals
Out of State	1438	314	1130	102	647	215	78	3924
Ferry	1	0	0	0	0	0	0	1
King	6	6	9	8	7	0	0	36
Spokane	45	278	69	5	9	0	0	406
Stevens	21	18	7	7	0	0	0	53
Adams	128	37	19	8	6	6	21	225
Asotin	72	30	17	28	12	27	10	196
Benton	488	364	332	280	269	239	265	2237
Chelan	167	92	42	28	16	32	32	409
Columbia	8	0	0	0	0	0	0	8
Douglas	11	20	0	2	3	1	0	37
Franklin	307	171	132	125	124	82	106	1047
Garfield	3	1	2	1	2	0	0	9
Grant	204	85	47	28	30	45	44	483
Kittitas	82	54	50	40	25	29	34	314
Klickitat	50	32	19	20	12	6	17	156
Lincoln	8	4	6	2	1	4	2	27
Okanogan	73	30	31	22	9	17	37	219
Walla Walla	145	70	46	23	28	25	38	375
Whitman	27	21	20	15	14	10	6	113
Yakima	1222	1527	778	1396	597	1272	2009	8801
Total	4,506	3154	2756	2140	1811	2010	2699	19,076

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)	7/1/2007 (Monthly)	% of Goal (Monthly)	Total as of July 2007 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State				-	78	0%	4,420	631	7,577	0%
Adams	16,803	1,344	538	45	21	47%	225	32	386	72%
Asotin	21,178	1,694	678	56	10	18%	196	28	336	50%
Benton	157,950	12,636	5,054	421	265	63%	2,237	320	3,835	76%
Chelan	69,791	5,583	2,233	186	32	17%	409	58	701	31%
Columbia	4,129	330	132	11	-	0%	8	1	14	10%
Douglas	34,977	2,798	1,119	93	-	0%	37	5	63	6%
Franklin	63,011	5,041	2,016	168	106	63%	1,047	150	1,795	89%
Garfield	2,344	188	75	6	-	0%	9	1	15	21%
Grant	81,229	6,498	2,599	217	44	20%	483	69	828	32%
Kittitas	36,841	2,947	1,179	98	34	35%	314	45	538	46%
Klickitat	19,839	1,587	635	53	17	32%	156	22	267	42%
Lincoln	10,381	830	332	28	2	7%	27	4	46	14%
Okanogan	39,782	3,183	1,273	106	37	35%	219	31	375	29%
Walla Walla	57,558	4,605	1,842	153	38	25%	375	54	643	35%
Whitman	40,170	3,214	1,285	107	6	6%	113	16	194	15%
Yakima	231,586	18,527	7,411	618	2,009	325%	8,801	1,257	15,087	204%
Total	887,569	71,006	28,402	2,367	2,699	114%	19,076	2,725	32,702	115%