

# Greater Columbia 2-1-1

Volume 2, Issue 6

Update Report

June 30, 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.

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Date	Event
June 6	EPIC Job and College Fair in Yakima
June 8	Meeting with David Riddle, new WIN 2-1-1 executive director, in Yakima
June 12	Meeting with PFP Board Member Kelcey Packineau
June 13	Greater Columbia 2-1-1 Partnership Meeting in Sunnyside
June 14	Meeting with Kittitas County Public Health Department in Ellensburg
June 14	East Yakima Early Learning Initiative workgroup committee meeting in Yakima
June 18	Attended reception and fundraiser for Governor Gregoire
June 19	Meeting with United Way of the Columbia Gorge and Portland 211Info Staff in Hood River, OR
June 21	Yakima Network Meeting of social service providers in Yakima
June 21	Meeting with Board Chair of the United Way of Foundation of Yakima County
June 26	Filmed 2-1-1 staff and caller interviews for United Way campaign video and public service announcements
June 28	Present at the annual statewide conference of APCO – Association of Public Communication Officers
June 29	Presentation to DSHS staff at Yakima DSHS Community Service Office
June 30	Monkeyshines: Kids Day at Yakima Valley Museum, Franklin Park in Yakima



## **Greater Columbia 2-1-1: Within Our Communities**

Across Washington State, 2-1-1 call centers are making changes due to funding cuts. Within the Greater Columbia 2-1-1 call center, these cuts have resulted in a restructuring of staff duties and roles.

GC 2-1-1 Call Center Manager Wanda Smith has been working on the accreditation process for the GC 2-1-1 call center. Wanda, who is also a certified Information and Referral Specialist, has also been answering 2-1-1 calls guaranteeing our clients the quick, quality service they have become accustomed.

Information and Referral Specialist Silvia Ortiz has accepted the challenge of becoming the call center Staff Trainer. In this role, Silvia will ensure that staff are participating in ongoing educational opportunities to enable staff to provide exceptional customer care, including a recent 2-day crisis training provided by Comprehensive Mental Health.

Jennifer Blizard, our data manager, is dually certified as a Resource Specialist and an Information and Referral Specialist. Jennifer answers calls as well as is in contact with agencies that we refer callers to. Jennifer has taken on writing and production of the GC 2-1-1 monthly newsletter.

GC 2-1-1 Project Coordinator Amy Peters is currently training to answer 2-1-1 calls. As a result of funding cuts, Amy will be focusing primarily on fund development, relationship-building with emergency providers in our 16-county region, and increased outreach in the coming year.

Information and Referral Specialist Laura Castilla is participating in a specialized class this summer, which requires her to be off of the phone lines until August.

GC 2-1-1 appreciates the volunteers who have helped us achieve our goal of providing excellent customer service

# Greater Columbia 2-1-1 at Work

## Success Stories for Benton & Franklin Counties

### Situation



Resource Specialist, Jennifer Blizard, received a call from a Franklin County community member who was in need of finding assistance in paying her utility bill. Jennifer referred the caller to agencies that provide utility bill payment assistance.

### Outcome

The caller was able to receive help from Salvation Army in Pasco. The caller said she wished she had called 211 sooner.

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## Success Stories for other Counties

### Situation



Information and Referral Specialist, Laura Castilla, received a call from a Yakima County community member who was in need of information on food pantries in the Yakima area. Laura provided the caller with a comprehensive list of food resources in the area.

### Outcome

The caller was able to share the information he received from Laura and share it with others he knew that were in need. All of the people who were in need of food received the services they required. The caller feels that 2-1-1 is a wonderful resource in the community.

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### Situation



Information and Referral Specialist, Silvia Ortiz, received a call from a Chelan County community member who was searching for a library that provided materials for persons who are blind. Silvia referred the caller to the Washington Talking Book and Braille Library based in Seattle.

### Outcome

The caller received the information he was searching for. He was thankful for the service that Silvia provided to him.

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## **Situation**

Database Specialist, Jennifer Blizzard, received a call from a Klickitat County provider who was searching for services for a client. She was looking smoking cessation information. Jennifer referred the caller to Washington State Department of Health, Tobacco Quit Line.

## **Outcome**

The client was able to get the information and support they were looking for. The provider was very happy with the service given by 2-1-1.

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## **Situation**

Information and Referral Specialist, Silvia Ortiz, received a call from a Yakima County community member who was in need of information on how to apply for disability related services.

## **Outcome**

The client was able to access services through Social Security Disability, which was one of the referrals given by Silvia. The client was very happy with the 2-1-1 service.

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## **Situation**

Information and Referral Specialist, Laura Castilla, received a call from a Yakima County community member who was in need of information on numerous social services.

## **Outcome**

The client was able to access services to complete her research project. The client was very happy that the specialist took the time to provide so many accurate referrals.

## Statistics

June 1 – June 30

### 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	1.46%	1.16%	1.35%
Agency	64.69%	55.60%	64.27%
Billboard	2.35%	0.39%	4.04%
Bus Ad	0.22%	0.00%	0.22%
Church	0.11%	0.00%	0.22%
Community Meeting	1.35%	1.54%	1.35%
Flyer	4.37%	5.02%	4.04%
Friend	8.18%	10.42%	7.42%
Misc Advertising	0.22%	0.00%	0.45%
Newsletter	0.11%	0.00%	0.22%
Newspaper	2.35%	3.86%	2.02%
No Response	0.45%	0.39%	0.67%
Other	3.70%	2.70%	4.72%
Radio	0.78%	1.16%	0.67%
TV	9.53%	17.76%	8.31%
Web Site	0.11%	0.00%	0.00%

### Percentage of Total Calls by Ethnicity:

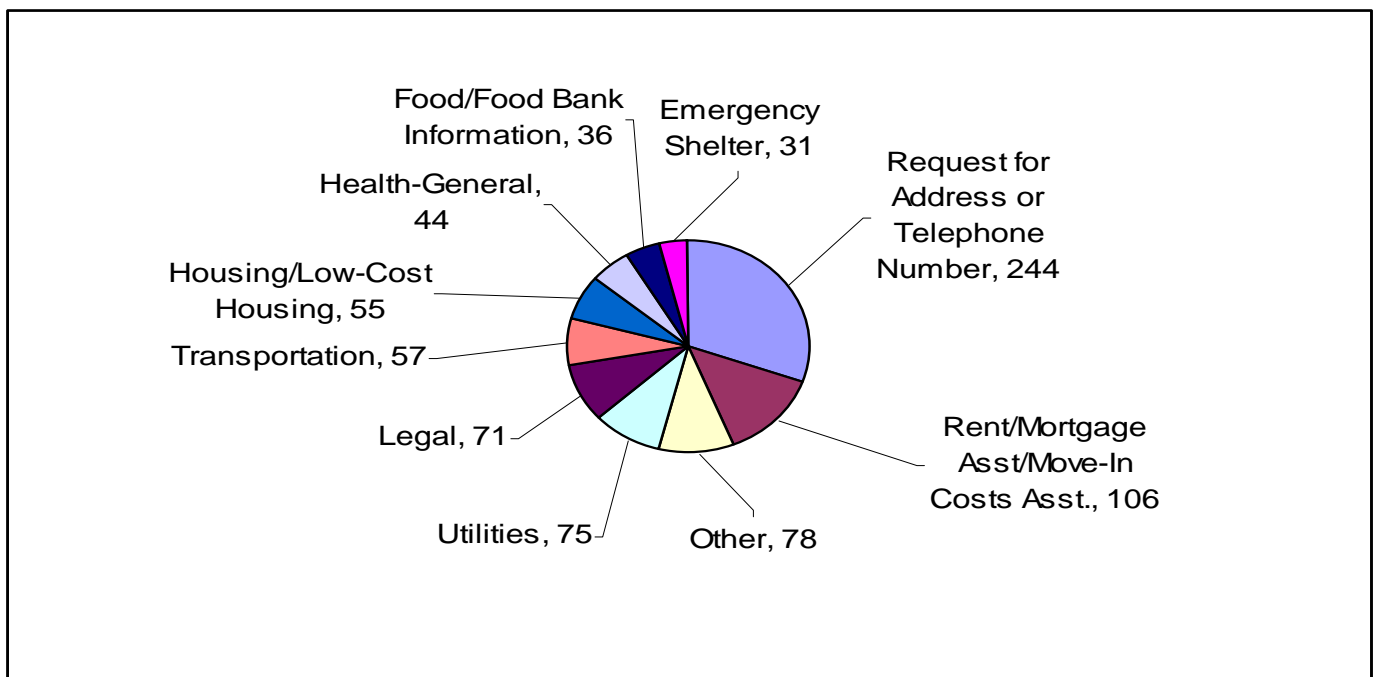
	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
African	2.21%	3.77%	1.42%
Asian American	0.14%	0.63%	0.00%
Caucasian	56.71%	69.18%	49.01%
Declined	12.03%	10.69%	12.18%
Hispanic	20.19%	10.06%	27.76%
Multi-	1.80%	0.63%	2.55%
Native American	3.18%	0.00%	3.97%
Other	1.11%	3.14%	0.85%
Pacific Islander	0.41%	0.00%	0.57%
Unknown	2.21%	1.89%	1.70%

## Percentage of Total Calls by Gender:

	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
Female	75.10%	77.36%	72.24%
Male	24.76%	22.64%	27.76%
Unknown	0.14%	0.00%	0.00%

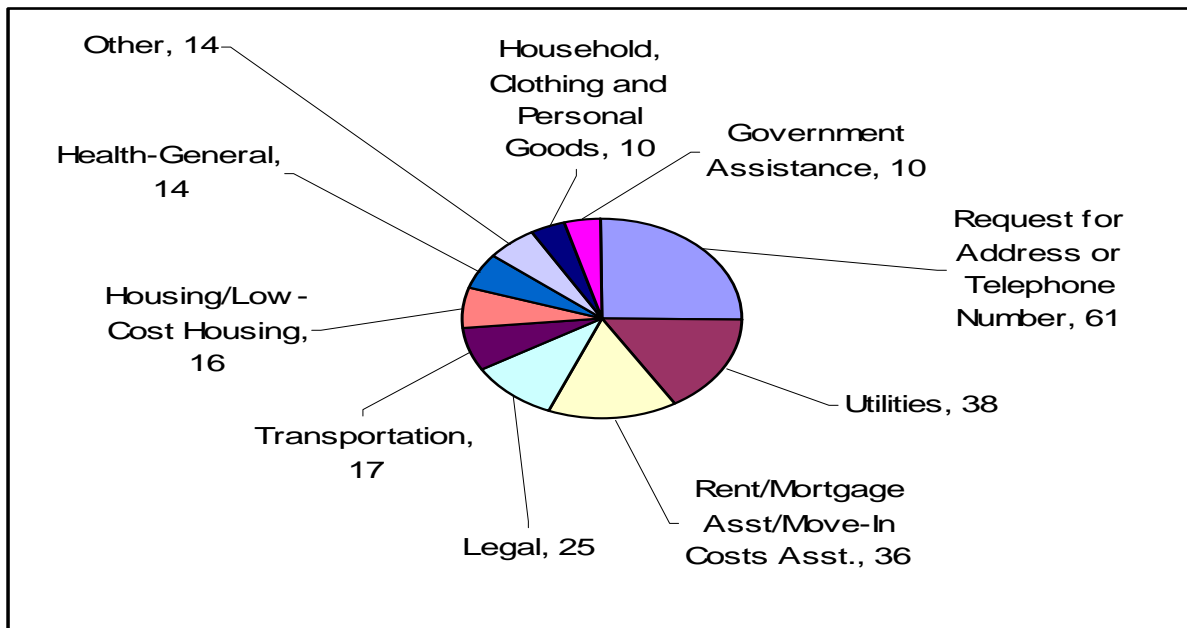
## Top 10 Requested Community Health & Human Resources for All Counties

Requested Resources	# of Requests
Request for Address or Telephone Number	244
Rent/Mortgage Asst/Move-In Costs Asst.	106
Other	78
Utilities	75
Legal	71
Transportation/Travel	57
Housing/Low-Cost Housing	55
Health-General	44
Food/Food Bank Information	36
Emergency Shelter	31



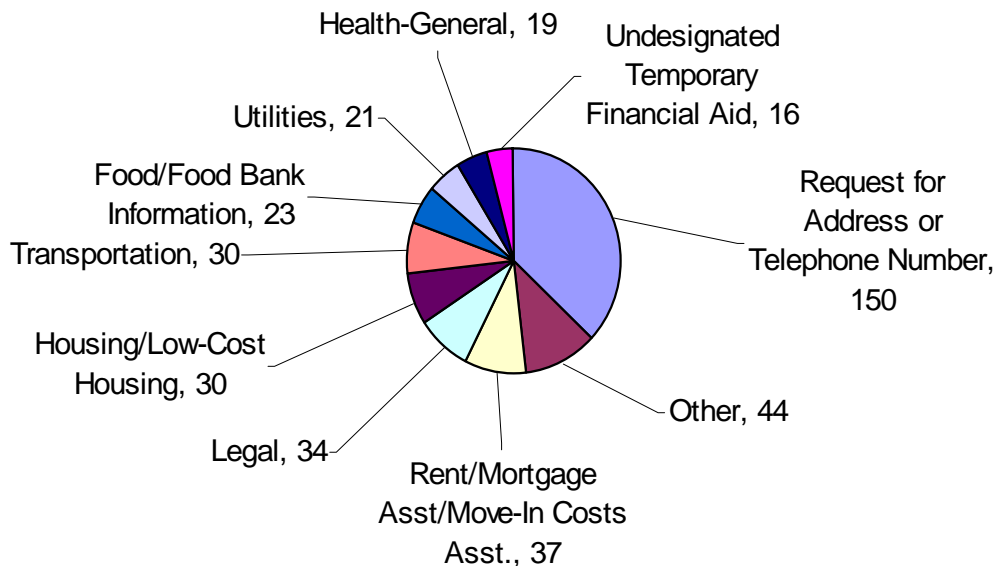
## Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	61
Utilities	38
Rent/Mortgage Asst/Move-In Costs Asst.	36
Legal	25
Transportation/Travel	17
Housing/Low-Cost Housing	16
Health-General	14
Other	14
Household, Clothing and Personal Goods	10
Government Assistance	10



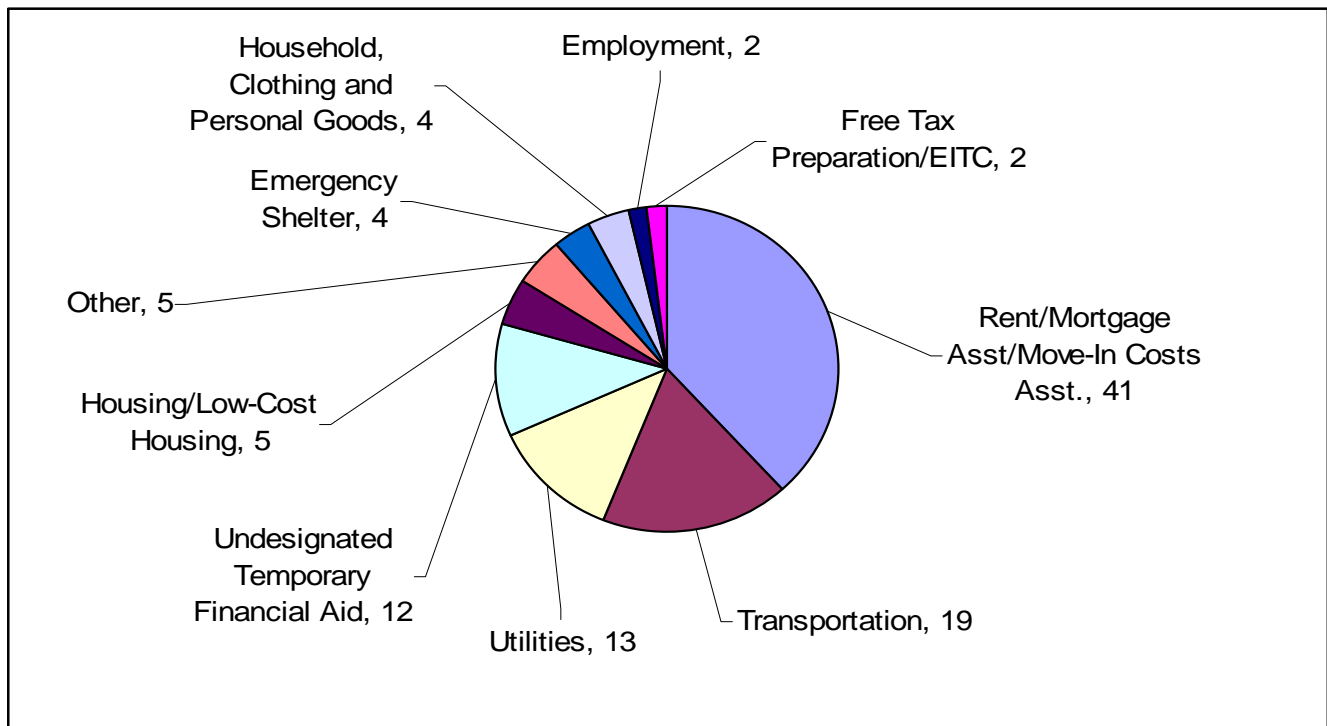
## Top 10 Requested Community Health & Human Resources for Yakima Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	150
Other	44
Rent/Mortgage Asst/Move-In Costs Asst.	37
Legal	34
Housing/Low-Cost Housing	30
Transportation/Travel	30
Food/Food Bank Information	23
Utilities	21
Health-General	19
Undesignated Temporary Financial Aid	16



## Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Rent/Mortgage Asst/Move-In Costs Asst.	41
Transportation/Travel	19
Utilities	13
Undesignated Temporary Financial Aid	12
Housing/Low-Cost Housing	5
Other	5
Emergency Shelter	4
Household, Clothing and Personal Goods	4
Employment	2
Free Tax Preparation/EITC	2



# Call Summary

## Greater Columbia 2-1-1 Call Center

### June 1 – June 30

#### Total Calls

Call Origin	Received Calls	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	44	2	42	164.02	6.13	3
Transferred Calls	19	0	19	108.78	5.73	0
Peninsulas English	13	0	13	68.55	5.27	0
Pierce County English	7	0	7	28.30	4.04	2
Yakima EITC English	1	0	1	3.65	3.65	0
Yakima English	1117	67	1050	3528.87	4.40	118
Yakima Outbound	714	0	714	1522.63	2.13	0
Yakima Spanish	70	12	58	245.52	5.55	12
Yakima Voicemail	106	0	106	7140.82	228.45	14
<b>Totals</b>	<b>2091</b>	<b>81</b>	<b>2010</b>	<b>12811.13</b>	<b>265.35</b>	<b>149</b>

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

	211 Toll Free	Transferred Calls	Peninsulas English	Pierce County English	Yakima EITC English	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams						5		1		6
Asotin						27				27
Benton	1					232		6		239
Chelan						30		2		32
Douglas						1				1
Franklin		2				69		11		82
Grant		1				43		1		45
Kittitas		1				28				29
Klickitat						6				6
Lincoln						4				4
Okanogan		1				15		1		17
Other Call Centers	3		13	7	1	18				42
Out of State	20					3				23
Unknown	18					26			106	150
Walla Walla		1				22		2		25
Whitman		1				9				10
Yakima		12				512	714	34		1272
<b>Grand Total</b>	<b>42</b>	<b>19</b>	<b>13</b>	<b>7</b>	<b>1</b>	<b>1050</b>	<b>714</b>	<b>58</b>	<b>106</b>	<b>2010</b>

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

County	City	211 Toll Free	Default	Peninsulas English	Pierce County English	Yakima EITC English	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams	Hatton						5		1		6
Asotin	Asotin						3				3
	Clarkston						24				24
Benton	Benton City						6				6
	Kennewick	1					156		5		162
	Prosser						10		1		11
	Richland						52				52
	West Richland						8				8
Chelan	Cashmere						4				4
	Wenatchee						26		2		28
Douglas	Waterville						1				1
Franklin	Basin City								0		0
	Connell						2				2
	Matthews Corner						1				1
	Mesa						1				1
	Pasco		2				65		11		78
Grant	Ephrata						3				3
	Moses Lake						35				35
	Quincy						1		0		1
	Royal City		1						1		2
	Soap Lake						4				4
Kittitas	Cle Elum						2				2
	Ellensburg		1				26				27
Klickitat	Goldendale						6				6
	White Salmon						0				0
Lincoln	Davenport						3				3
	Edwall						1				1
Okanogan	Molson						1				1
	Ormak		1				11				12
	Oroville						1				1
	Tonasket						1		1		2
	Twisp						1				1
Walla Walla	Prescott								0		0
	Walla Walla		1				22		2		25
Whitman	Colfax						1				1
	Pullman						5				5
	Rosalia		1				2				3
	Tekoa						1				1
Yakima	Cowiche						1		1		2
	Grandview						11		1		12
	Granger						1				1
	Harrah						3				3
	Mabton						1				1
	Naches						1				1
	Nile						1				1
	Sunnyside		2				43		8		53
	Tieton						3		1		4
	Toppenish						10		2		12
	Wapato						11		1		12
	White Swan						1				1
	Yakima		10				420	714	20		1164
	Zillah						5				5

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

County	City	211 Toll Free	Default	Peninsulas English	Pierce County English	Yakima ETC English	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Other Call Centers	Auburn						1				1
	Belfair	1									1
	Bellevue						1				1
	Bonney Lake				1						1
	Bremerton			2							2
	Camano Island (Maysville)						2				2
	Centralia	1									1
	Clinton						1				1
	Coville						4				4
	Elma	1									1
	Kingston			2							2
	Lakebay				1						1
	Marble Mount						2				2
	Port Angeles			2							2
	Port Orchard			2							2
	Port Townsend			1							1
	Seattle						5				5
	Sequim			1							1
	Silverdale			2							2
	Spokane					1					1
	Summishope			1							1
	Tacoma				5		1				6
	Vancouver						1				1
Out of State	Out Of State	20					3				23
Unknown	Unknown	18					26			106	150
Grand Total		42	19	13	7	1	1060	714	58	106	2010

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

County	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	2007 Totals
Out of State	1438	314	1130	102	647	215	3846
Ferry	1	0	0	0	0	0	1
King	6	6	9	8	7	0	36
Spokane	45	278	69	5	9	0	406
Stevens	21	18	7	7	0	0	53
Adams	128	37	19	8	6	6	204
Asotin	72	30	17	28	12	27	186
Benton	488	364	332	280	269	239	1972
Chelan	167	92	42	28	16	32	377
Columbia	8	0	0	0	0	0	8
Douglas	11	20	0	2	3	1	37
Franklin	307	171	132	125	124	82	941
Garfield	3	1	2	1	2	0	9
Grant	204	85	47	28	30	45	439
Kittitas	82	54	50	40	25	29	280
Klickitat	50	32	19	20	12	6	139
Lincoln	8	4	6	2	1	4	25
Okanogan	73	30	31	22	9	17	182
Walla Walla	145	70	46	23	28	25	337
Whitman	27	21	20	15	14	10	107
Yakima	1222	1527	778	1396	597	1272	6792
<b>Total</b>	<b>4,506</b>	<b>3154</b>	<b>2756</b>	<b>2140</b>	<b>1811</b>	<b>2010</b>	<b>16,377</b>

## 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)	6/1/2007 (Monthly)	% of Goal (Monthly)	Total as of June 2007 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State				-	215	0%	4,342	724	8,684	0%
Adams	16,803	1,344	538	45	6	13%	204	34	408	76%
Asotin	21,178	1,694	678	56	27	48%	186	31	372	55%
Benton	157,950	12,636	5,054	421	239	57%	1,972	329	3,944	78%
Chelan	69,791	5,583	2,233	186	32	17%	377	63	754	34%
Columbia	4,129	330	132	11	-	0%	8	1	16	12%
Douglas	34,977	2,798	1,119	93	1	1%	37	6	74	7%
Franklin	63,011	5,041	2,016	168	82	49%	941	157	1,882	93%
Garfield	2,344	188	75	6	-	0%	9	2	18	24%
Grant	81,229	6,498	2,599	217	45	21%	439	73	878	34%
Kittitas	36,841	2,947	1,179	98	29	30%	280	47	560	48%
Klickitat	19,839	1,587	635	53	6	11%	139	23	278	44%
Lincoln	10,381	830	332	28	4	14%	25	4	50	15%
Okanogan	39,782	3,183	1,273	106	17	16%	182	30	364	29%
Walla Walla	57,558	4,605	1,842	153	25	16%	337	56	674	37%
Whitman	40,170	3,214	1,285	107	10	9%	107	18	214	17%
Yakima	231,586	18,527	7,411	618	1,272	206%	6,792	1,132	13,584	183%
<b>Total</b>	<b>887,569</b>	<b>71,006</b>	<b>28,402</b>	<b>2,367</b>	<b>2,010</b>	<b>85%</b>	<b>16,377</b>	<b>2,730</b>	<b>32,754</b>	<b>115%</b>