

Greater Columbia 2-1-1

Volume 4, Issue 3

Update Report

March 2009

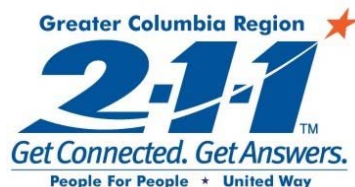
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GC 2-1-1 is Getting the Word Out

Amy Peters, Project Coordinator, and Gracie Sexton, Public Outreach Coordinator attended the following outreach events in March.

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Date	Event
March 2	Presentation at Triumph Treatment Center in Yakima
March 7	Attended Gear Up 2 nd Annual Family Day in Sunnyside
March 11	Attended networking meeting at United Way of Benton and Franklin Counties
March 13	Attended Town Hall Meeting in Mabton
March 17	Presentation at Kennewick Lions Club Dinner Meeting
March 19	Call Center Directors meeting in Seattle
March 20	Attended 2009 Migrant Parent Event in Sunnyside
March 24	Presentation for the ESD 105 Staff in Yakima
March 25	Presentation for Leadership Yakima Class at Greater Yakima Chamber of Commerce
March 27	Presentation at Wentachee Lions Club Luncheon Meeting



GREATER COLUMBIA 2-1-1 REGION 7 AND REGION 8

Call Summary Year to Date

County	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Totals
Out of State	69	68	45										182
Other Call Centers	712	231	408										1351
King	0	0	0										0
Ferry	1	0	0										1
Pend Oreille	10	15	8										33
Spokane	2454	1588	1533										5575
Stevens	36	44	17										97
Adams	34	22	14										70
Asotin	29	16	16										61
Benton	732	605	620										1957
Chelan	123	104	70										297
Columbia	0	0	0										0
Douglas	8	11	0										19
Franklin	313	311	224										848
Garfield	2	1	0										3
Grant	148	150	64										362
Kittitas	96	84	84										264
Klickitat	21	25	15										61
Lincoln	21	16	23										60
Okanogan	57	57	34										148
Walla Walla	118	98	63										279
Whitman	34	24	35										93
Yakima	3410	2792	2533										8735
Total	8,428	6262	5806	0	0	0	0	0	0	0	0	0	20,496

Call Summary By County

	211 Toll Free	King County Only	Peninsulas English	Peninsulas Spanish	Peninsulas West English	Peninsulas West Spanish	Pierce County EITC English	Pierce County English	Pierce County Info Only	Pierce County Only	Pierce County Spanish	Pierce West English	Pierce West Spanish	Spokane EITC English	Spokane EITC Spanish	Spokane English	Spokane Only	Spokane Outbound	Spokane Spanish	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Holiday	Yakima Only	Yakima Outbound	Yakima Voicemail Return	Yakima Spanish	Yakima Voicemail	Grand Total
Adams																1				2	4	2					5	14	
Asotin																												16	
Benton																				37	13	533	7				30	620	
Chelan																1				13	5	44	2				5	70	
Franklin																				16	7	179	3				19	224	
Grant																1				9	17	27					10	64	
Kittitas																				13	1	66					4	84	
Klickitat																				3	2	10						15	
Lincoln																4				4		15						23	
Okanogan																7				4	4	17					2	34	
Other Call Centers	3	1	183	4	50	4	4	84	9	5	7	6	1			15	6			4		15	6				1	408	
Out of State	39															4						2						45	
Pend Oreille														4		4												8	
Spokane														160	1	1348	8	14						2				1533	
Stevens														3		12						2						17	
Unknown	112		4					16			1			7	71	2	2	1			3	2					381	602	
Walla Walla																2				8	2	47	1				3	63	
Whitman																				4		25					6	35	
Yakima	1																	7		138	59	1307	1	14	207	20	177	1931	
Grand Total	155	1	187	4	50	4	4	100	9	5	8	6	1	174	1	1470	16	7	16	256	114	2310	1	37	207	20	262	381	5806

Total Call Count
March 1 – March 31

Call Origin	Received Calls	Abandoned Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	155	5	155	1.71	18
King County Only	1	0	1	2.22	1
Peninsulas English	187	3	187	1.59	36
Peninsulas Spanish	4	0	4	1.88	1
Peninsulas West English	50	2	50	1.50	11
Peninsulas West Spanish	4	0	4	3.25	0
Pierce County EITC English	4	0	4	1.03	3
Pierce County English	100	2	100	2.74	16
Pierce County Info Only	9	0	9	3.85	1
Pierce County Only	5	0	5	1.19	2
Pierce County Spanish	8	0	8	2.42	4
Pierce West English	6	0	6	5.57	1
Pierce West Spanish	1	0	1	9.33	0
Spokane EITC English	174	17	174	1.98	16
Spokane EITC Spanish	1	0	1	4.32	0
Spokane English	1470	54	1471	2.12	96
Spokane Only	16	1	16	2.59	3
Spokane Outbound	7	0	7	2.77	0
Spokane Spanish	16	1	16	1.68	2
Yakima EITC English	256	30	256	1.92	34
Yakima EITC Spanish	114	24	114	1.70	16
Yakima English	2310	96	2308	2.34	147
Yakima Holiday	1	0	1	0.60	0
Yakima Only	37	4	37	3.09	11
Yakima Outbound	207	0	207	1.78	0
Yakima Return VM Outbound	20	0	20	1.03	0
Yakima Spanish	262	18	262	2.99	24
Yakima Voicemail	381	0	394	0.40	148
Grand Total	5806	257	5818	2.08	591

Statistics for March 1 – March 31

Detail of the 2-1-1 Question: How Did You Hear about 2-1-1?

	All Counties	Benton & Franklin Counties	EW211- Spokane, Stevens, Ferry and Pend Oreille Counties	Yakima County
211 Business Card	6.96%	5.14%	10.24%	6.43%
Agency	23.46%	24.32%	22.71%	23.89%
Billboard	1.00%	0.60%	1.71%	0.80%
Bus Ad	0.07%	0.00%	0.00%	0.22%
Church	0.02%	0.15%	0.00%	0.00%
Community Meetings	0.02%	0.00%	0.00%	0.07%
EITC Coupon	5.52%	4.68%	4.45%	6.28%
Flyer	0.80%	0.76%	0.67%	0.58%
Friend	1.17%	1.21%	0.89%	1.31%
Misc Advertising	0.05%	0.15%	0.00%	0.07%
Newsletter	0.10%	0.00%	0.15%	0.15%
Newspaper	0.05%	0.00%	0.15%	0.00%
No Response	0.02%	0.00%	0.00%	0.07%
Other	0.17%	0.15%	0.00%	0.22%
Radio	0.52%	0.60%	0.52%	0.80%
Returned Caller	57.72%	58.16%	57.83%	55.37%
TV	2.20%	3.78%	59.00%	3.65%
Unable to Ask	0.12%	0.30%	0.07%	0.07%
Website	0%	0%	0%	0%

Percentage of Total Calls by Ethnicity:

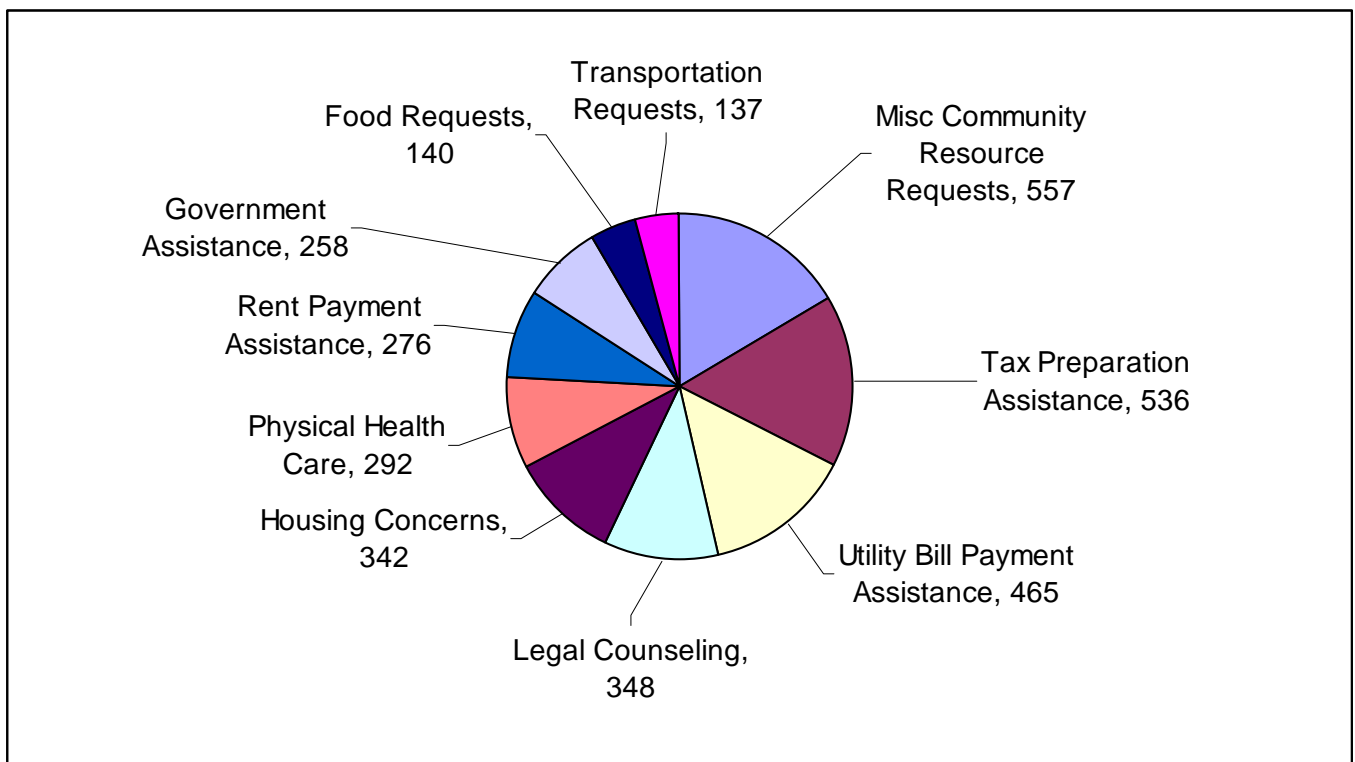
	All Counties	Benton & Franklin Counties	EW211- Spokane, Stevens, Ferry and Pend Oreille Counties	Yakima County
African American	1.55%	1.08%	1.63%	0.88%
Asian American	0.24%	0.65%	0.24%	0.00%
Caucasian	80.27%	83.95%	93.96%	66.00%
Declined	0.70%	0.43%	0.33%	0.88%
Hispanic	14.58%	12.58%	2.04%	28.11%
Multi-Racial	0.03%	0.00%	0.00%	0.08%
Native American	0.54%	0.00%	0.16%	1.35%
Other	0.11%	0.22%	0.24%	0.00%
Pacific Islander	0.08%	0.00%	0.00%	0.00%
Unknown	1.90%	1.08%	1.39%	2.71%

Percentage of Total Calls by Gender:

	All Counties	Benton & Franklin Counties	EW211- Spokane, Stevens, Ferry and Pend Oreille Counties	Yakima County
Female	75.96%	79.61%	77.08%	75.00%
Male	23.99%	20.39%	22.92%	24.84%
Transgendered	0.00%	0.00%	0.00%	0.00%
Unknown	0.05%	0.00%	0.00%	0.16%

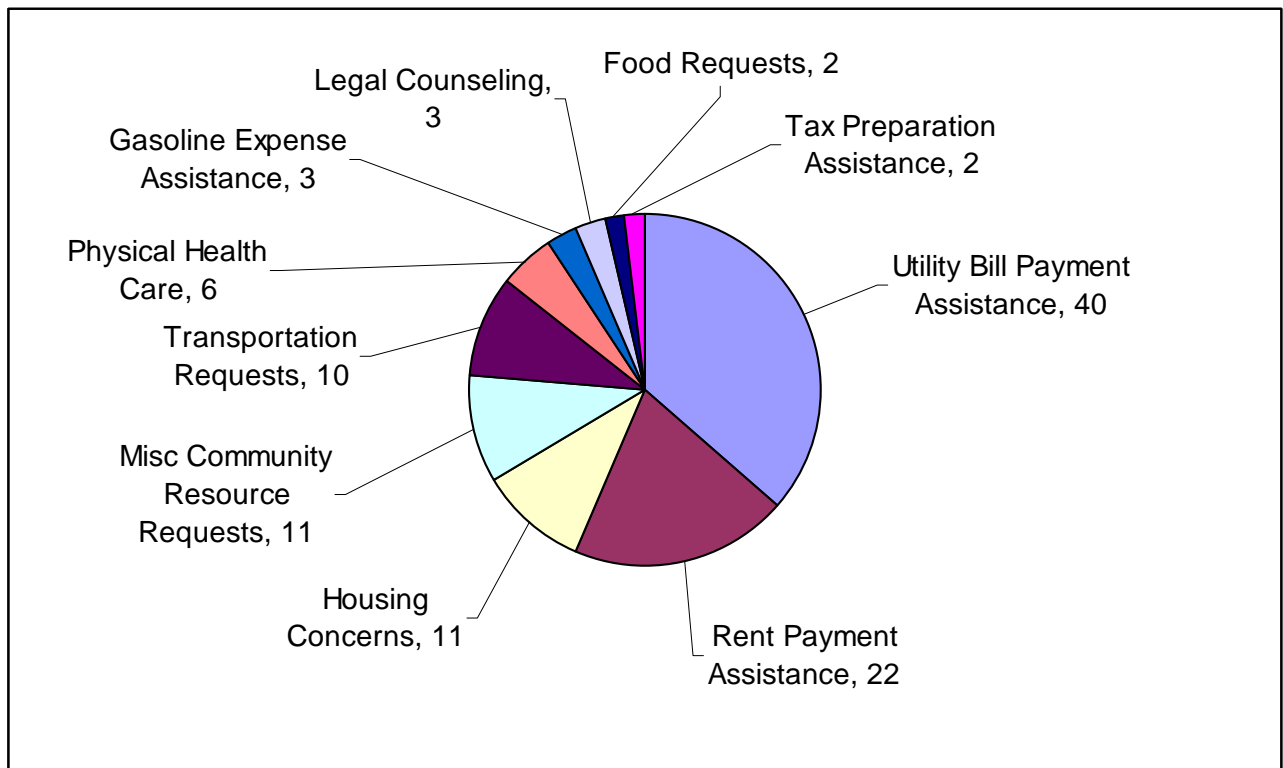
Top 10 Requested Community Resources for All Counties

Requested Resources	# of Requests
Misc Community Resource Requests	557
Tax Preparation Assistance	536
Utility Bill Payment Assistance	465
Legal Counseling	348
Housing Concerns	342
Physical Health Care	292
Rent Payment Assistance	276
Government Assistance	258
Food Requests	140
Transportation Requests	137



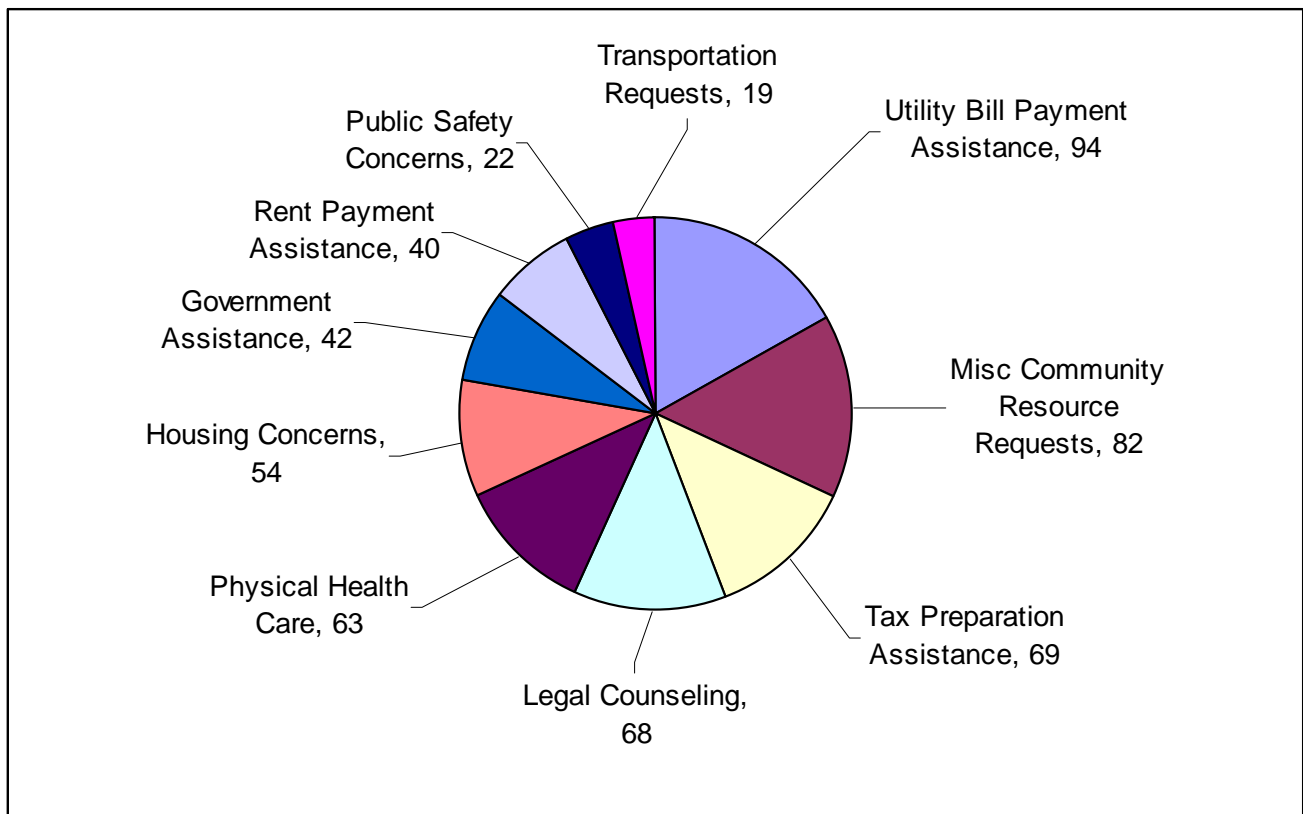
Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Utility Bill Payment Assistance	40
Rent Payment Assistance	22
Housing Concerns	11
Misc Community Resource Requests	11
Transportation Requests	10
Physical Health Care	6
Gasoline Expense Assistance	3
Legal Counseling	3
Food Requests	2
Tax Preparation Assistance	2



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

Requested Resource	# of Requests
Utility Bill Payment Assistance	94
Misc Community Resource Requests	82
Tax Preparation Assistance	69
Legal Counseling	68
Physical Health Care	63
Housing Concerns	54
Government Assistance	42
Rent Payment Assistance	40
Public Safety Concerns	22
Transportation Requests	19



Call Projections/Actual for the Greater Columbia Region

County	Population	National Average 8% of Population use 2-1-1 (Annual)	3rd Year Goal 40% of 8% (Annual)	3rd Year Goal 40% of 8% (Monthly)	3/1/2009 (Monthly)	% of Goal (Monthly)	Total as of March 2009 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State				-	2,011	0%	7,239	7,239	86,868	0%
Adams	16,982	1,359	1,019	85	14	16%	70	70	840	82%
Asotin	21,111	1,689	1,267	106	16	15%	61	61	732	58%
Benton	159,414	12,753	9,565	797	620	78%	1,957	1,957	23,484	246%
Chelan	70,993	5,679	4,260	355	70	20%	297	297	3,564	84%
Columbia	3,986	319	239	20	-	0%	-	-	-	0%
Douglas	36,177	2,894	2,171	181	-	0%	19	19	228	11%
Franklin	69,578	5,566	4,175	348	224	64%	848	848	10,176	244%
Garfield	2,050	164	123	10	-	0%	3	3	36	29%
Grant	83,047	6,644	4,983	415	64	15%	362	362	4,344	87%
Kittitas	38,542	3,083	2,313	193	84	44%	264	264	3,168	137%
Klickitat	20,097	1,608	1,206	100	15	15%	61	61	732	61%
Lincoln	10,255	820	615	51	23	45%	60	60	720	117%
Okanogan	39,782	3,183	2,387	199	34	17%	148	148	1,776	74%
Walla Walla	57,709	4,617	3,463	289	63	22%	279	279	3,348	97%
Whitman	41,229	3,298	2,474	206	35	17%	93	93	1,116	45%
Yakima	233,062	18,645	13,984	1,165	2,533	217%	8,735	8,735	104,820	750%
Ferry	7,373	590	442	37	-	0%	1	1	12	3%
Pend Oreille	12,760	1,021	766	64	8	13%	33	33	396	52%
Spokane	456,175	36,494	27,371	2,281	1,533	67%	5,575	5,575	66,900	244%
Stevens	41,835	3,347	2,510	209	17	8%	97	97	1,164	46%
Total	904,014	72,321	54,241	4,520	5,806	128%	20,496	20,496	245,952	453%

