

Greater Columbia 2-1-1

Volume 2, Issue 3

Update Report

March 31, 2007

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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.

Date	Event
March 1	2-1-1 Legislative Lobby Day in Olympia (met with 15 regional legislators)
March 14	4-County Providers Forum to educate Whitman, Asotin, Columbia and Garfield Counties, WWCC/Clarkston Branch
March 15	NCCD meeting, statewide meeting of call center directors, to be hosted by GC 2-1-1 at PFP
March 15	Nouvella presentation at Snipes Mountain Brewery in Sunnyside
March 19	GC 2-1-1 Partnership meeting, Sunnyside
March 21	Presentation to Leadership Yakima, hosted by PFP
March 21	LPA Meeting at WorkSource in Yakima
March 22	DSHS partner share group
March 26	Meeting with the manager of the University of Washington Fluoride Program, for an overview of 211
March 27	Chamber Expo 2-1-1 Networking
March 29	Meeting with SafeKids Yakima



Upcoming Outreach Events

Date	Event
April 3	Prosser Chamber of Commerce presentation
April 4	Klickitat forum in White Salmon for the City Council and service providers
April 10 – 11	Emergency Preparedness Conference in Tacoma, WA
April 12	Meeting with DSHS Supervisor to coordinate 211 services with caseworker needs
April 13	Will meet with AA representative to discuss 211 outreach for all their meetings
April 18	Presentation to Ephrata City Council
April 20	Attend SafeKids Yakima & service providers meeting
April 24	Presentation in Walla Walla, Friends Program “Parent Workshop”
April 26	Presentation to brokerage staff at Memorial Hospital
May 1	Presentation at Moses Lake to Community Resource Forum (Info share meeting)
May 15	Prosser Chamber of Commerce presentation
May 18	Presentation at SafeKids Yakima & service providers

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 needed information regarding counseling. Silvia referred the caller to several agencies within Benton and Franklin Counties.

Outcome

The caller was able to make an appointment for an assessment with one of the referrals she received. She is happy that she found the help she needed and appreciates the assistance she received from 211.

Situation



Database Specialist, Jennifer Blizard, received a call from a Franklin County community member who needed emergency dental care. Jennifer referred the caller to La Clinica Community Health Center in Pasco, WA.

Outcome

The caller was able to get the dental care he needed at La Clinica. He was very pleased with our service and happy that we were able to give him the referral information.

Success Stories for other Counties

Situation



Information and Referral Specialist, Laura Castilla, received a call from a Yakima County community member who was looking for low-cost housing. Laura referred the caller to several apartment complexes and agencies in the Yakima County area.

Outcome

The caller is going to complete an application at one of the apartment complexes Laura referred. She is excited to be moving into a place of her own and is grateful that we were able to provide the assistance she needed.

Situation

I&R Specialist, Silvia Ortiz, received a call from an Asotin County community member who was in need of utility assistance. Silvia referred the caller to a couple of agencies in the Asotin County area.

Outcome

The caller received assistance from St. Vincent De Paul in Clarkston. She appreciated our follow up call and plans on calling 211 again if needed.

Statistics

March 1 – March 31

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

	Yakima County % of Calls	Benton & Franklin Counties % of Calls	All Counties % of Calls
211 Business Card	2.42%	2.65%	2.71%
Agency	71.41%	73.81%	74.27%
Billboard	1.06%	0.26%	0.81%
Bus Ad	0.91%	0.53%	0.59%
Church	0.76%	0.53%	0.59%
Community Meeting	0.91%	0.00%	0.66%
Flyer	3.93%	4.23%	4.18%
Friend	7.56%	6.08%	6.38%
Miscellaneous Advertising	0.00%	0.00%	0.07%
Newsletter	0.15%	0.00%	0.07%
Newspaper	0.91%	0.53%	0.73%
No Response	0.15%	0.00%	0.07%
Other	2.87%	2.65%	2.57%
Radio	0.91%	0.26%	0.66%
TV	6.05%	8.47%	5.65%

Percentage of Total Calls by Gender:

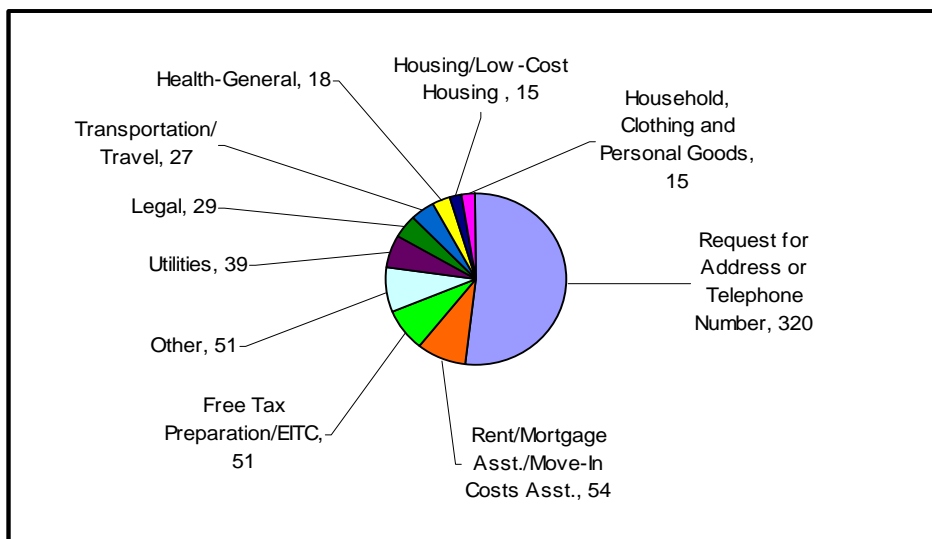
Gender	Yakima County % of Calls	Benton & Franklin Counties % of Calls	All Counties % of Calls
Female	73.76%	80.69%	75.66%
Male	25.25%	18.53%	23.45%
Unknown	0.99%	0.77%	0.89%

Percentage of Total Calls by Ethnicity:

Ethnicity	Yakima County	Benton & Franklin Counties	All Counties
African American	1.32%	1.16%	1.85%
Asian American	0.66%	0.00%	0.48%
Caucasian	55.78%	69.11%	60.52%
Declined	10.07%	15.44%	12.01%
Hispanic	21.29%	7.34%	16.28%
Multi-racial/cultural	0.33%	0.77%	0.64%
Native American	2.64%	0.39%	1.77%
Other	0.17%	1.16%	0.56%
Pacific Islander	0.17%	0.77%	0.32%
Unknown	7.59%	3.86%	5.56%

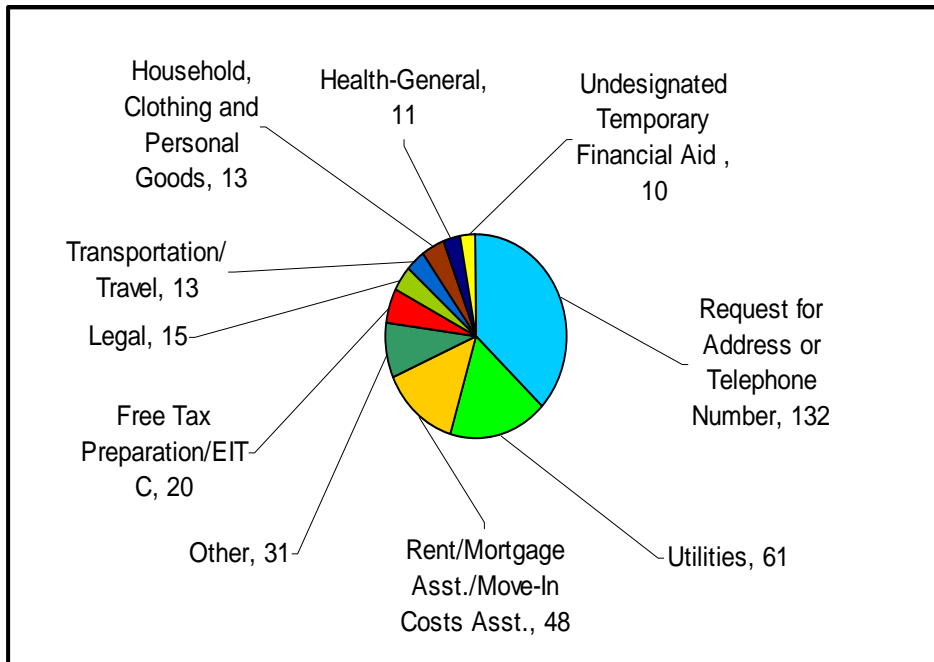
Top 10 Requested Community Health & Human Resources for Yakima County

Requested Resource	# of Requests
Request for Address or Telephone Number	320
Rent/Mortgage Asst./Move-In Costs Asst.	54
Free Tax Preparation/EITC	51
Other	51
Utilities	39
Legal	29
Transportation/Travel	27
Health-General	18
Housing/Low-Cost Housing	15
Household, Clothing and Personal Goods	15



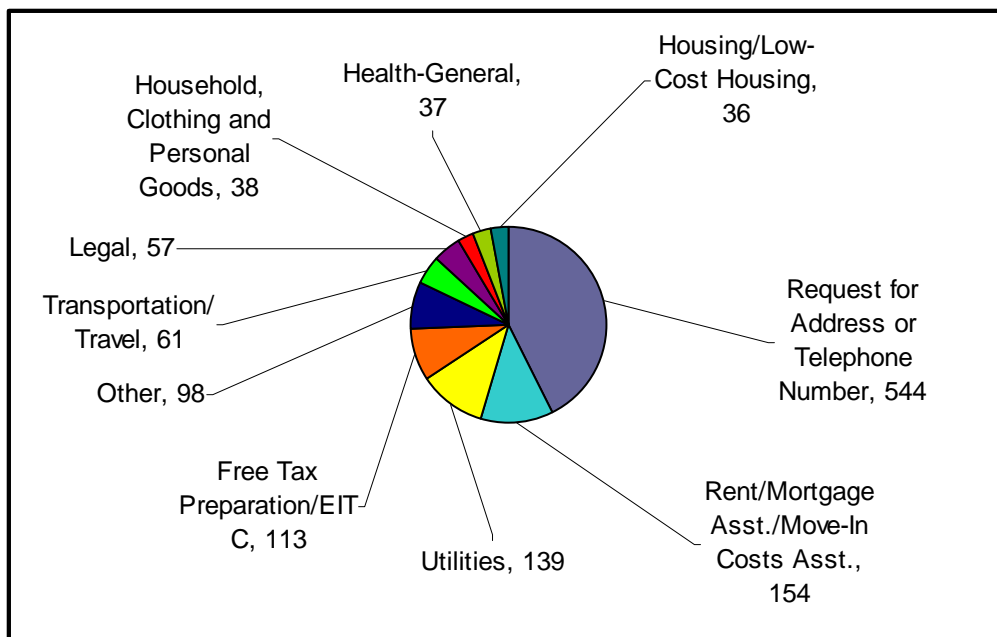
Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	132
Utilities	61
Rent/Mortgage Asst./Move-In Costs Asst.	48
Other	31
Free Tax Preparation/EITC	20
Legal	15
Transportation/Travel	13
Household, Clothing and Personal Goods	13
Health-General	11
Undesignated Temporary Financial Aid	10



Top 10 Requested Community Health & Human Resources for All Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	544
Rent/Mortgage Asst./Move-In Costs Asst.	154
Utilities	139
Free Tax Preparation/EITC	113
Other	98
Transportation/Travel	61
Legal	57
Household, Clothing and Personal Goods	38
Health-General	37
Housing/Low-Cost Housing	36



Call Summary
Greater Columbia 2-1-1 Call Center
March 1 – March 31

Total Calls

Call Origin	Calls Received	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service Area
211 Toll Free	113	0	112	412.97	158.54	4
English	1285	17	1268	4539.05	258.16	63
Outbound	1055	0	1055	2563.20	4.53	0
Spanish	83	2	81	298.43	56.01	1
Voicemail	136	0	0	7374.67	54.23	37
Yakima EITC English	90	8	82	313.73	92.152	7
Yakima EITC Spanish	32	2	30	137.9	52.15	2
Spokane EITC English	8	0	8	26.67	12.01	0
Spokane English	56	0	56	216.72	23.23	8
Pierce County EITC English	2	0	2	5.07	2.53	0
Pierce County English	58	1	57	290.9	33.87	25
Peninsulas EITC English	1	0	1	3.47	3.47	0
Peninsulas English	4	0	4	13.9	13.9	0
Total Calls Received	2923	30	2756	16196.68		147

Detail Call Totals for Greater Columbia Call Center by County

County	211 Toll Free	Transferred Calls	Peninsulas EITC English	Peninsulas English	Pierce County EITC English	Pierce County English	Spokane EITC English	Spokane English	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Total
Adams			2							3	12		2		19
Asotin			1								16				17
Benton	1		8						11	2	299		11		332
Chelan			2						2	3	34		1		42
Franklin			2						5	3	112		10		132
Garfield											2				2
Grant			5						8	1	30		3		47
Jefferson				1											1
King						2			1		6				9
Kitsap				4											4
Kittitas			1						2		46		1		50
Klickitat			2								16		1		19
Lincoln								1			5				6
Okanogan			5						1	2	23				31
Out of State	42						1		1				1		45
Pend Oreille							1	1							2
Pierce					2	55					2				59
Snohomish	1										1				2
Spokane							6	54			9				69
Stevens									2		5				7
Thurston	1														1
Walla Walla			3						7		34		2		46
Whitman			3						3	1	13				20
Yakima	13		20	1	4	2	57	8	56	82	30	1268	1055	49	1794
Total	58	54	1	4	2	57	8	56	82	30	1268	1055	81	0	2756

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

County	City	211 Toll Free	Transferred Calls	Peninsulas EITC English	Peninsulas English	Pierce County EITC English	Pierce County English	Spokane EITC English	Spokane English	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Total
Adams	Hatton			2							3	9		2		16
	Ritzville											2				2
	Washtucna											1				1
Asotin	Asotin											3				3
	Clarkston			1								13				14
Benton	Benton City											9		2		11
	Kennewick	1		7						8	2	203		9		230
	Prosser											7				7
	Richland			1						3		68				72
	West Richland											12				12
Chelan	Cashmere											3				3
	Chelan			1								2				3
	Manson											1				1
	Wenatchee			1						2	3	28		1		35
Franklin	Basin City			1								5				6
	Connell										0	2				2
	Eltopia											1				1
	Kahlotus											1				1
	Pasco			1						5	3	103		10		122
Garfield	Pomeroy											2				2
Grant	Ephrata									3		1				4
	Moses Lake			4						3		27		2		36
	Quincy									1						1
	Royal City											2		1		3
	Warden			1						1	1					3
Jefferson	Port Townsend				1											1
King	Des Moines											1				1
	Enumclaw							1								1
	North Bend											1				1
	Seattle							1		1		4				6
Kitsap	Bremerton				1											1
	Colby				1											1
	Kingston				1											1
	Silverdale				1											1
Kittitas	Cle Elum											2				2
	Easton											1				1
	Ellensburg			1						2		43		1		47
Klickitat	Goldendale											13				13
	Lyle											1				1
	White Salmon			1								2				3
	Whitstran			1										1		2
Lincoln	Almira											0				0
	Harrington											1				1
	Reardan								1							1
	Wilbur											4				4
Okanogan	Brewster										2					2
	Omak											14				14
	Oroville			1						1		2				4
	Pateros											1				1
	Tonasket			1								3				4
	Twisp			1								1				2
	Winthrop			2								2				4
Out of State	Albany	1														1
	Boise	25														25
	Dayton									1				1		2
	Lewiston	3														3
	Medford							1								1
	Moscow	2														2
	Pendleton	1														1
	Plummer	1														1
	Portland	4														4
	Potlatch	1														1
	Sandpoint	3														3
	Twin Falls	1														1
Pend Oreille	Newport							1	1							2

County	City	211 Toll Free	Transferred Calls	Peninsulas EITC English	Peninsulas English	Pierce County EITC English	Pierce County English	Spokane EITC English	Spokane English	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Total
Pierce	Buckley											1				1
	Graham						3									3
	Puyallup						2									2
	Sumner						1									1
	Tacoma					2	48					1				51
	University Place						1									1
Snohomish	Lynnwood	1														1
	Snohomish											1				1
Spokane	Fairfield								2							2
	Rockford								1							1
	Spokane							4	45				9			58
	Spokane Valley							2	6							8
Stevens	Colville									2		5				7
Thurston	Olympia	1														1
Walla Walla	Prescott												2			2
	Waitsburg												1			1
	Walla Walla		3							7		31		2		43
Whitman	Colfax									1		1				2
	Garfield										1					1
	Oakesdale											1				1
	Pullman		3							1		9				13
	Rosalia									1						1
	Sprague											2				2
Yakima	Cowiche									2		1				3
	Grandview									3	2	17		3		25
	Granger											1				1
	Harrah											3				3
	Mabton											1	3		1	5
	Naches											3				3
	Sunnyside		2							2	5	31		3		43
	Tieton									1		5				6
	Toppenish		1							3		28		4		36
	Wapato									4		31		1		36
	Yakima	13	17							24	7	471	1055	37		1624
	Zillah											9				9
Total		58	54	1	4	2	57	8	56	82	30	1268	1055	81	0	2756

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

County	Jan- 07	Feb - 07	Mar - 07
Out of State	1,438	314	1130
Adams	128	37	19
Asotin	72	30	17
Benton	488	364	332
Chelan	167	92	42
Columbia	8	0	0
Douglas	11	20	0
Ferry	1	0	0
Franklin	307	171	132
Garfield	3	1	2
Grant	204	85	47
King	6	6	9
Kittitas	82	54	50
Klickitat	50	32	19
Lincoln	8	4	6
Okanogan	73	30	31
Spokane	45	278	69
Stevens	21	18	7
Walla Walla	145	70	46
Whitman	27	21	20
Yakima	1,222	1,527	778
Total	4,506	3,154	2,756

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)	Mar - 07 (Monthly)	% of Goal (Monthly)	Total as of Mar 2007 (Annual)	Average (Annual)	Projected YTD Total Calls for 2-1-1 (Annual)	% of Goal (Annual)
Out of State	0	0	0	0	1,215	0%	3,342	1,114	13,368	0%
Adams	16,803	1,344	538	45	19	42%	184	61	736	137%
Asotin	21,178	1,694	678	56	17	30%	119	40	476	70%
Benton	157,950	12,636	5,054	421	332	79%	1,184	395	4,736	94%
Chelan	69,791	5,583	2,233	186	42	23%	301	100	1,204	54%
Columbia	4,129	330	132	11	0	0%	8	3	32	24%
Douglas	34,977	2,798	1,119	93	0	0%	31	10	124	11%
Franklin	63,011	5,041	2,016	168	132	79%	610	203	2,440	121%
Garfield	2,344	188	75	6	2	32%	6	2	24	32%
Grant	81,229	6,498	2,599	217	47	22%	336	112	1,344	52%
Kittitas	36,841	2,947	1,179	98	50	51%	186	62	744	63%
Klickitat	19,839	1,587	635	53	19	36%	101	34	404	64%
Lincoln	10,381	830	332	28	6	22%	18	6	72	22%
Okanogan	39,782	3,183	1,273	106	31	29%	0	0	0	0%
Walla Walla	57,558	4,605	1,842	153	46	30%	261	87	1,044	57%
Whitman	40,170	3,214	1,285	107	20	19%	68	23	272	21%
Yakima	231,586	18,527	7,411	618	778	126%	3,527	1,176	14,108	190%
Total	887,569	71,006	28,402	2,367	2,756	116%	10,282	3,428	41,128	145%