

Greater Columbia 2-1-1

Volume 3, Issue 3

Update Report

March 2008

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 3	Presentation to LifeOptions Advisory Group in Grandview
March 14	Presentation at the Annual Mabton Town Hall Symposium
March 18	Staff attended 1 st Annual Central Washington Elder Abuse Prevention Conference
March 20	Presentation to United Way Allocations Committee regarding 2-1-1 initiative
March 26	Presentation to Leadership Yakima regarding People for People and GC 2-1-1
March 24-28	Staff attended Crisis Training in Chelan



Success Stories

Situation

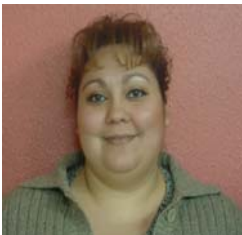


Information and Referral Specialist, Yanet Castro, received a call from a Yakima County community member who was looking for assistance removing an animal that they believed to be dead that was in their yard. She referred the client to Animal Control in Yakima.

Outcome

The caller was able to arrange for animal control to come remove the animal. Upon arrival that animal control office found that the animal was not dead but severely injured. The animal control office removed the animal from the premises and sought treatment for the animal.

Situation



Information and Referral Specialist/Training Coordinator, Norma Aguilar, received a call from a Yakima County community member who was trying to obtain a birth certificate. Norma referred the caller to the Yakima County Health District.

Outcome

The caller was able to get the birth certificate she needed. The family was planning a trip and needed the birth certificates to acquire their passports.

Statistics

March 1 – March 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	7.78%	7.39%	9.25%
Agency	22.93%	20.87%	22.91%
Billboard	0.23%	0.14%	0.27%
Church	0.32%	0.14%	0.36%
Community Meeting	0.05%	0.14%	0.00%
EITC Coupon	4.66%	2.75%	4.04%
Flyer	2.85%	2.46%	2.25%
Friend	4.39%	5.22%	4.31%
Misc Advertising	0.18%	0.14%	0.18%
Newsletter	0.14%	0.43%	0.00%
Newspaper	0.32%	0.87%	0.09%
No Response	0.05%	0.00%	0.09%
Other	0.54%	0.14%	0.63%
Poster	0.09%	0.29%	0.00%
Radio	0.36%	0.29%	0.27%
Returned Caller	36.54%	38.41%	35.31%
TV	15.38%	18.55%	16.35%
Web Site	0.00%	0.00%	0.00%

Percentage of Total Calls by Ethnicity:

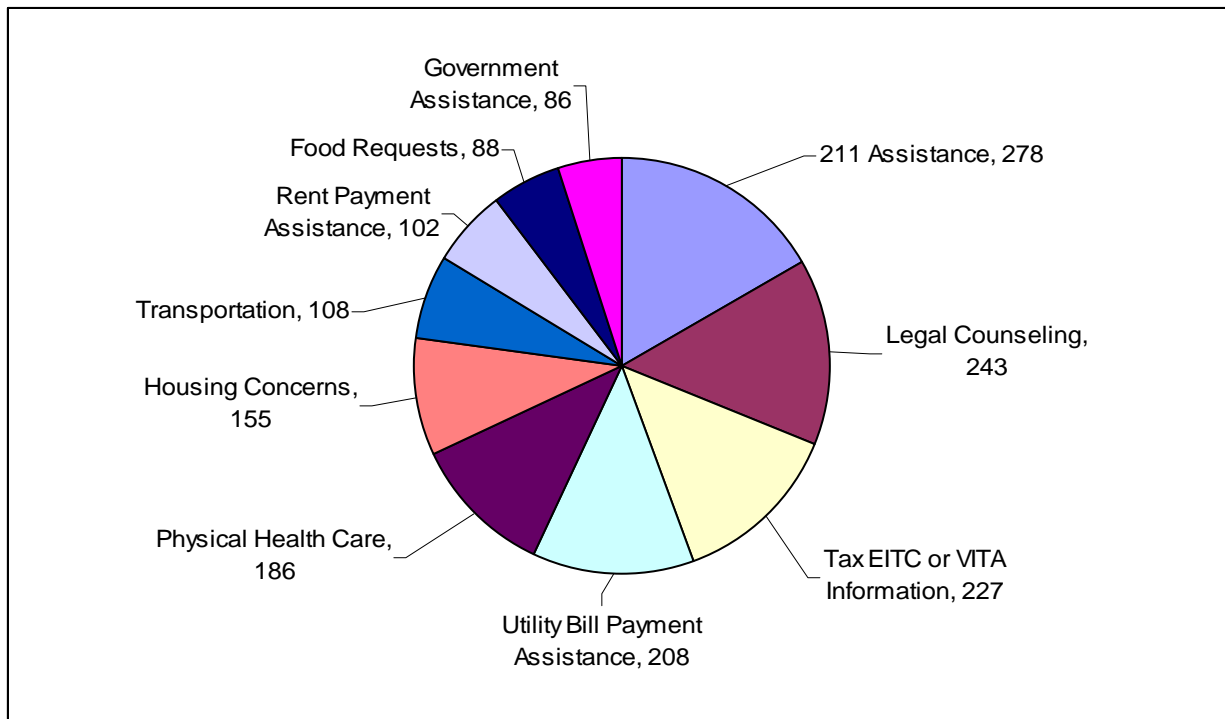
	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
African American	1.56%	1.58%	0.67%
Asian American	0.58%	0.59%	0.29%
Caucasian	64.00%	78.11%	56.98%
Declined	5.55%	4.34%	5.58%
Hispanic	20.80%	10.26%	27.72%
Multi-Racial	0.93%	0.59%	1.06%
Native American	2.09%	1.18%	3.27%
Other	0.49%	0.99%	0.38%
Pacific Islander	0.05%	0.00%	0.10%
Unknown	3.95%	2.37%	3.95%

Percentage of Total Calls by Gender:

	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
Female	74.57%	77.32%	74.30%
Male	25.04%	22.29%	25.41%
Transgender	0.00%	0.00%	0.00%
Unknown	0.39%	0.39%	0.29%

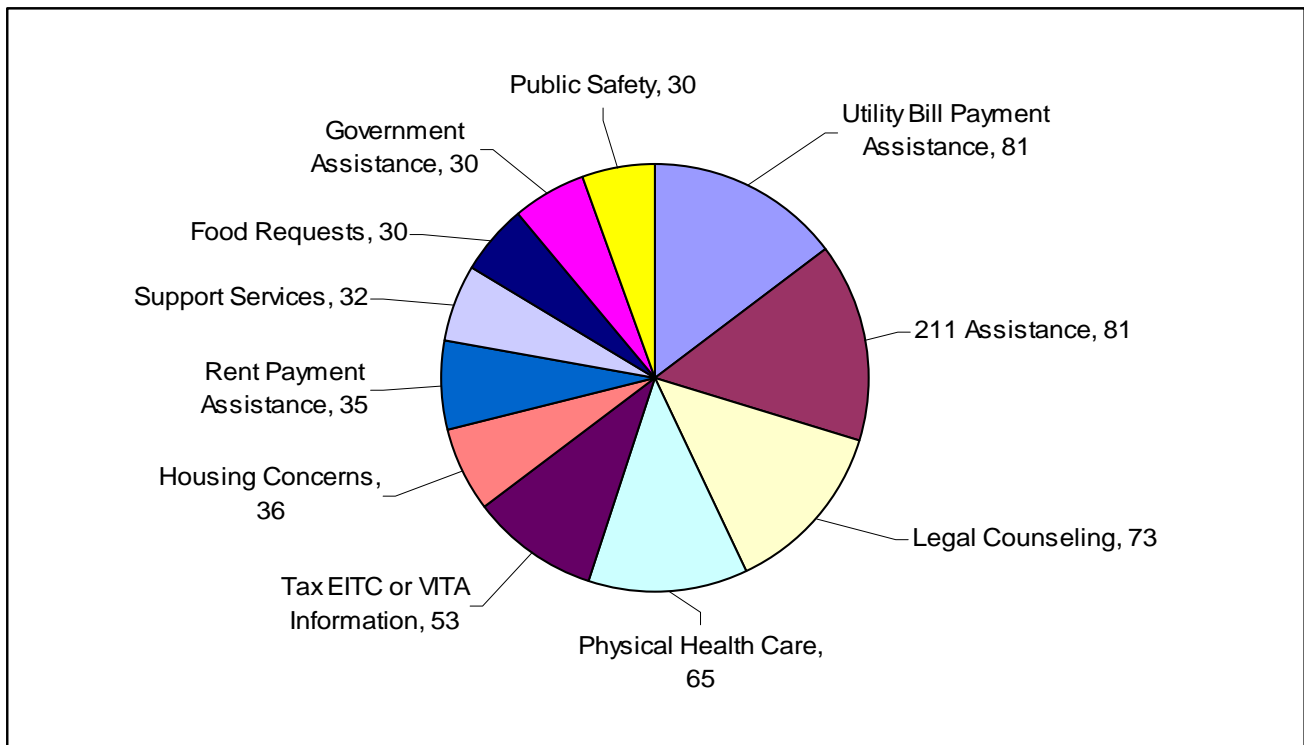
Top 10 Requested Community Health & Human Resources for All Counties

Requested Resources	# of Requests
211 Assistance	278
Legal Counseling	243
Tax EITC or VITA Information	227
Utility Bill Payment Assistance	208
Physical Health Care	186
Housing Concerns	155
Transportation	108
Rent Payment Assistance	102
Food Requests	88
Government Assistance	86



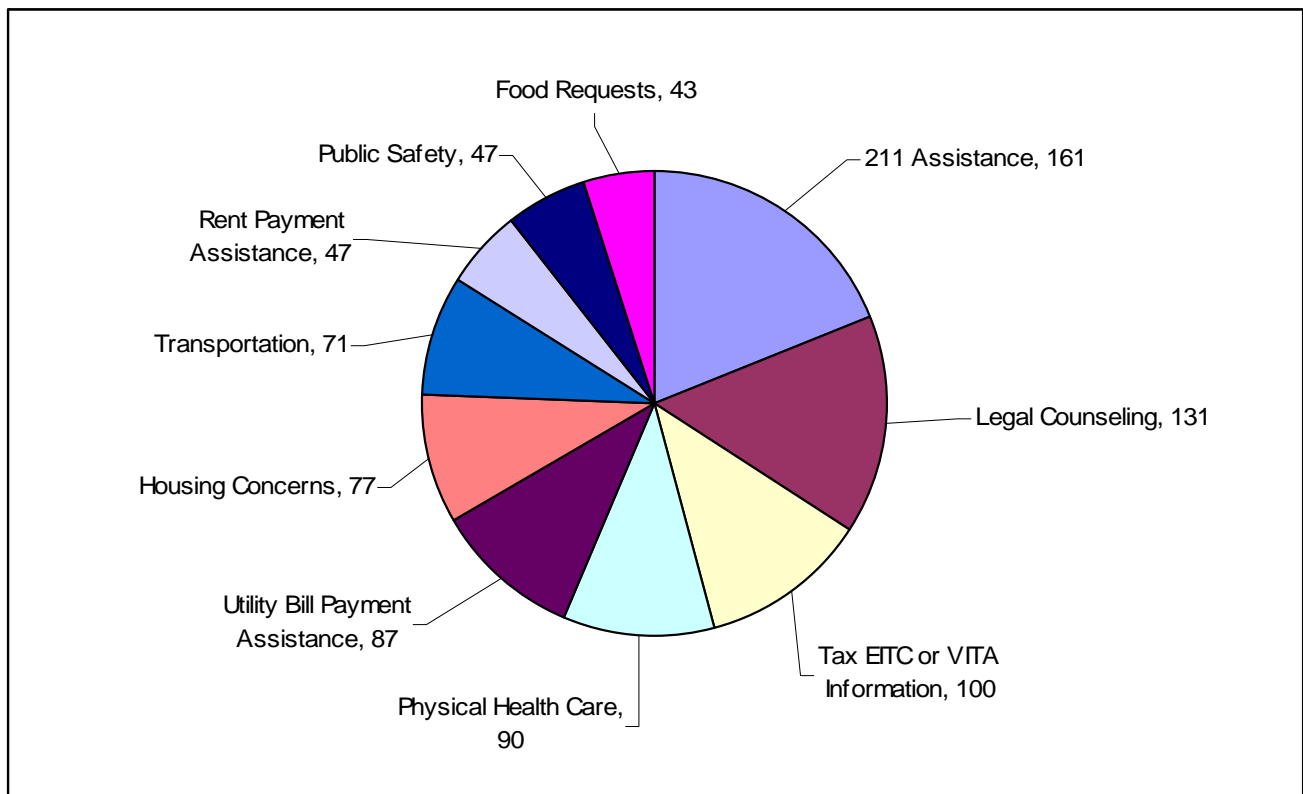
Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Utility Bill Payment Assistance	81
211 Assistance	81
Legal Counseling	73
Physical Health Care	65
Tax EITC or VITA Information	53
Housing Concerns	36
Rent Payment Assistance	35
Support Services	32
Food Requests	30
Government Assistance	30



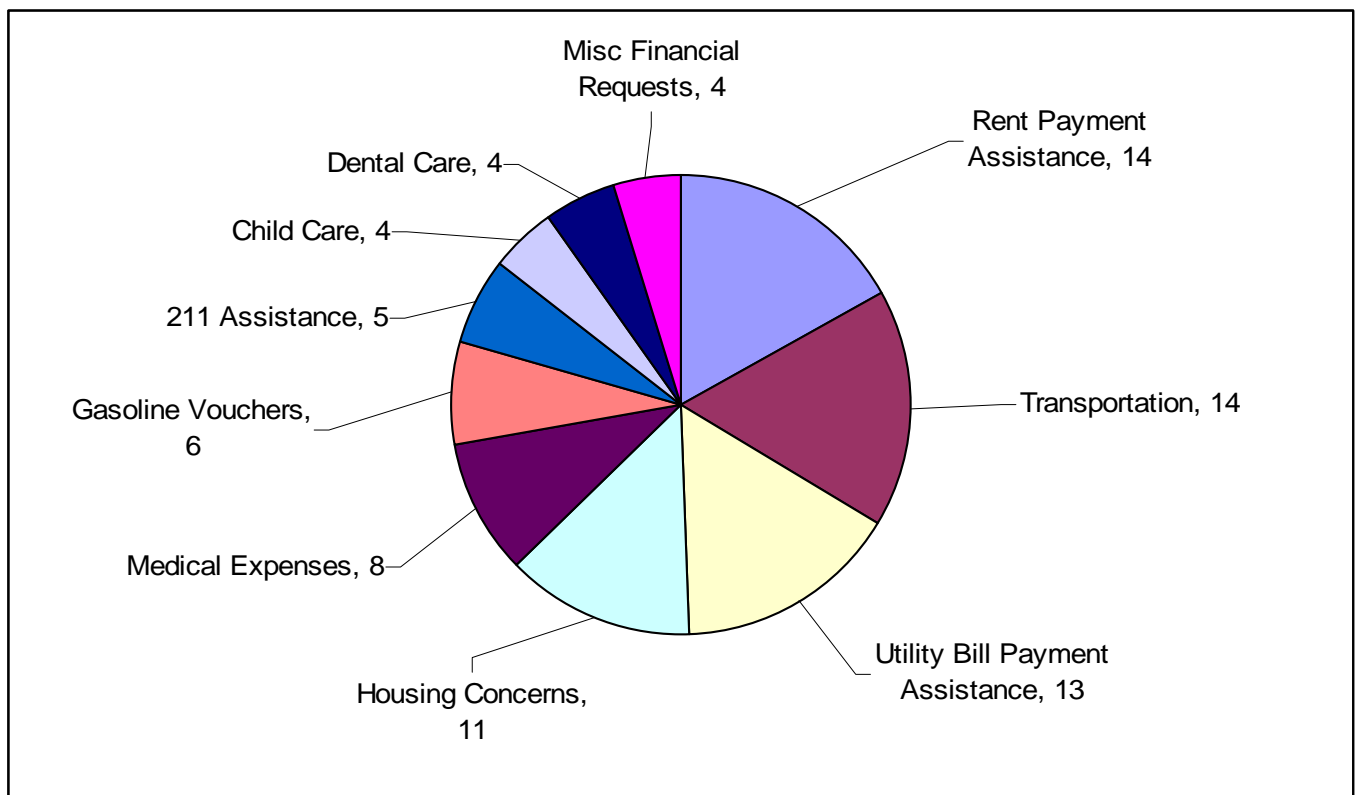
Top 10 Requested Community Health & Human Resources for Yakima Counties

Requested Resource	# of Requests
211 Assistance	161
Legal Counseling	131
Tax EITC or VITA Information	100
Physical Health Care	90
Utility Bill Payment Assistance	87
Housing Concerns	77
Transportation	71
Rent Payment Assistance	47
Public Safety	47
Food Requests	43



Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Rent Payment Assistance	14
Transportation	14
Utility Bill Payment Assistance	13
Housing Concerns	11
Medical Expenses	8
Gasoline Vouchers	6
211 Assistance	5
Child Care	4
Dental Care	4
Misc Financial Requests	4



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

Total Calls

Call Origin	Received Calls	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	114	2	112	308.00	2.70	8
Peninsulas English	101	1	100	285.03	2.82	6
Peninsulas Only	4	0	4	19.92	4.98	2
Peninsulas Spanish	1	0	1	2.62	2.62	0
Pierce County English	81	2	79	376.92	4.65	31
Pierce County Only	1	0	1	3.83	3.83	1
Pierce County Spanish	3	0	3	9.92	3.31	0
Spokane EITC English	1	0	1	5.28	5.28	0
Spokane English	2	0	2	5.63	2.82	0
Western English	96	3	93	228.78	2.38	7
Western Only	2	0	2	9.82	4.91	0
Western Spanish	3	0	3	7.77	2.59	1
Yakima EITC English	214	15	199	726.25	6.46	9
Yakima EITC Spanish	24	5	19	81.17	6.51	2
Yakima English	2001	50	1951	6715.35	5.26	20
Yakima Only	34	1	33	98.15	3.20	2
Yakima Outbound	240	0	240	498.63	2.08	0
Yakima Return Voicemail	11	0	11	30.98	2.82	0
Yakima Spanish	173	5	168	853.33	5.79	2
Yakima Voicemail	326	0	326	19530.35	59.91	68
Totals	3432	84	3348	29797.73	134.92	159

Detail Call Totals for Greater Columbia Call Center by County

	211 Toll Free	Peninsulas English	Peninsulas Only	Peninsulas Spanish	Pierce County English	Pierce County Only	Pierce County Spanish	Spokane EITC English	Spokane English	Western English	Western Only	Western Spanish	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Only	Yakima Outbound	Yakima Return Voicemail	Yakima Spanish	Yakima Voicemail	Grand Total
Adams													1	8					1		10
Asotin													4	6							10
Benton													49	538	6				17		610
Chelan													8	0	27				6		41
Douglas													4	1					1		6
Franklin													18	1	174	2			12		207
Garfield													1		1						2
Grant													9	2	32				4		47
Kittitas													6		53	2			1		62
Klickitat													3		5				1		9
Lincoln													2		4						6
Okanogan													5	1	13				1		20
Other Call Centers	2	100	4	1	74	1	3	1	2	90	2	3	5		23	6			1		318
Out of State	28														1						29
Unknown	82				5					3					3					326	419
Walla Walla													3	2	39	1			8		53
Whitman													1	1	11						13
Yakima													80	11	1013	16	240	11	115		1486
Grand Total	112	100	4	1	79	1	3	1	2	93	2	3	199	19	1951	33	240	11	168	326	3348

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

County	City	211 Toll Free	Peninsulas English	Peninsulas Only	Peninsulas Spanish	Pierce County English	Pierce County Only	Pierce County Spanish	Spokane EITC English	Spokane English	Western English	Western Only	Western Spanish	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Only	Yakima Outbound	Yakima Return Voicemail	Yakima Spanish	Yakima Voicemail	Grand Total
Adams	Hatton															7				1		8
	Ritzville													1		1						2
Asotin	Clarkston													4		6						10
Benton	Benton City															21						21
	Kennewick													40		370	5			14		429
	Prosser															13				2		15
	Richland													9		114	1			1		125
	West Richland															20						20
Chelan	Cashmere															1						1
	Chelan													2		1				1		4
	Leavenworth															2						2
	Wenatchee													6	0	23				5		34
Douglas	Bridgeport													3	1					1		5
	Mansfield													1								1
Franklin	Connell																			1		1
	Pasco													18	1	174	2			11		206
Garfield	Pomeroy													1		1						2
Grant	Coulee City															1						1
	Ephrata													2								2
	Moses Lake													4	1	26				1		32
	Quincy													1		5				2		8
	Royal City													2	1					1		4
Kittitas	Cle Elum													1		3						4
	Ellensburg													5		50	2			1		58
Klickitat	Goldendale													0		2						2
	Klickitat															1						1
	Trout Lake													1								1
	White Salmon													1		1				1		3
	Whitstran															1						1
	Wishram													1								1
Lincoln	Davenport													1		1						2
	Odessa													1								1
	Wilbur															3						3
Okanogan	Brewster														1	1						2
	Coulee Dam													0								0
	Molson													1								1
	Nespelem															1						1
	Omak													1		8						9
	Oroville															1						1
	Pateros																			1		1
	Tonasket													1		2						3
	Twisp													2								2
Other Call Centers	Aberdeen						1				4											5
	Auburn		1																			1
	Belfair		1																			1
	Bellevue															2						2
	Bellingham		1														1					2
	Bothell		1																			1
	Brainbridge Island		1																			1
	Bremerton		30	1	1																	32
	Brinnon		1																			1
	Centralia										7											7
	Chehalis										5											5
	Clackamas	1																				1
	Colby		4	1																		5
	Colville													4		9						13
	Crosby		1																			1
	Eatonville						2											1				3
	Elma										1											1
	Forks		1																			1
	Gig Harbor		3				4															7
	Graham	1					5															6
	Joyce		2																			2
	Kingston		1																			1
	Lacey										7		2									9

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

County	City	211 Toll Free	Peninsulas English	Peninsulas Only	Peninsulas Spanish	Pierce County English	Pierce County Only	Pierce County Spanish	Spokane EITC English	Spokane English	Western English	Western Only	Western Spanish	Yakima EITC English	Yakima EITC Spanish	Yakima English	Yakima Only	Yakima Outbound	Yakima Return Voicemail	Yakima Spanish	Yakima Voicemail	Grand Total
	Marble Mount		1																			1
	Montesano									1												1
	Morton									1												1
	Olympia									49	1	1					1					52
	Onalaska									1												1
	Orting					1																1
	Port Angeles	0	13	1																		14
	Port Orchard		9	1																		10
	Port Townsend		1																			1
	Poulsbo		4														1					5
	Puyallup					2																2
	Rochester									1												1
	Salkum									1												1
	Seattle					2											2					4
	Sequim		1																			1
	Shelton									8												8
	Silverdale		22																			22
	South Bend									1												1
	Spokane								1	2				1		8	3			1		16
	Sunnyslope		1																			1
	Tacoma					54		3				1				1						59
	University Place					4																4
	Yelm									3												3
Out of State	Out Of State	28														1						29
Unknown	Unknown	82				5				3						3					326	419
Walla Walla	Walla Walla													3	2	39	1			8		53
Whitman	Pullman													1		6						7
	Sprague															2						2
	Uniontown														1	3						4
Yakima	Grandview															15				4		19
	Granger															4						4
	Harrah															1				1		2
	Mabton															2						2
	Naches													1		3						4
	Nile															2						2
	Sunnyside													11	5	105				28		149
	Tieton															2				1		3
	Toppenish													2	1	22				2		27
	Wapato													2		18				4		24
	White Swan															6						6
	Yakima													61	5	827	15	240	11	75		1234
	Zillah													3		6	1					10
Grand Total		112	100	4	1	79	1	3	1	2	93	2	3	199	19	1951	33	240	11	168	326	3348

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	203	29										1099
Other Call Centers	287	307	318										912
King													0
Spokane													0
Stevens													0
Adams	45	26	10										81
Asotin	21	18	10										49
Benton	593	660	610										1863
Chelan	104	75	41										220
Columbia	0												0
Douglas	11	2	6										19
Franklin	280	252	207										739
Garfield	2	3	2										7
Grant	142	122	47										311
Kittitas	71	81	62										214
Klickitat	33	24	9										66
Lincoln	10	6	6										22
Okanogan	47	48	20										115
Walla Walla	112	96	53										261
Whitman	11	12	13										36
Yakima	1695	2495	1905										6095
Total	4,331	4430	3348	0	0	0	0	0	0	0	0	0	12,109

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)	3/1/2008 (Monthly)	% of Goal (Monthly)	Total as of March 2007 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State				-	347	0%	2,011	670	8,044	0%
Adams	16,803	1,344	538	45	10	22%	81	27	324	60%
Asotin	21,178	1,694	678	56	10	18%	49	16	196	29%
Benton	157,950	12,636	5,054	421	610	145%	1,863	621	7,452	147%
Chelan	69,791	5,583	2,233	186	41	22%	220	73	880	39%
Columbia	4,129	330	132	11	-	0%	-	-	-	0%
Douglas	34,977	2,798	1,119	93	6	6%	19	6	76	7%
Franklin	63,011	5,041	2,016	168	207	123%	739	246	2,956	147%
Garfield	2,344	188	75	6	2	32%	7	2	28	37%
Grant	81,229	6,498	2,599	217	47	22%	311	104	1,244	48%
Kittitas	36,841	2,947	1,179	98	62	63%	214	71	856	73%
Klickitat	19,839	1,587	635	53	9	17%	66	22	264	42%
Lincoln	10,381	830	332	28	6	22%	22	7	88	26%
Okanogan	39,782	3,183	1,273	106	20	19%	115	38	460	36%
Walla Walla	57,558	4,605	1,842	153	53	35%	261	87	1,044	57%
Whitman	40,170	3,214	1,285	107	13	12%	36	12	144	11%
Yakima	231,586	18,527	7,411	618	1,905	308%	6,095	2,032	24,380	329%
Total	887,569	71,006	28,402	2,367	3,348	141%	12,109	4,036	48,436	171%

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