

Greater Columbia 2-1-1

Volume 2, Issue 5

Update Report

May 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 May.

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Date	Event
May 1	Community Resource Forum in Moses Lake
May 1	Presentation to North Central Health District Administrators in Ellensburg
May 2	Council of Churches in Pasco
May 6-9	Members of Greater Columbia 2-1-1 staff attended the National AIRS Conference in Jacksonville, FL
May 8	Presented with the Community Impact Award from United Way Foundation of Yakima County at their annual meeting
May 9	Co-presentation with Steve Albertson of Community Voicemail at the Washington State Homeless Conference in Yakima
May 22	Presented 2-1-1 update to People for People Board of Directors
May 22-23	In coordination with Washington State Patrol, hand out 1400 Greater Columbia 2-1-1 Information magnets at the 13 th Annual Hanford Health and Safety Expo in Pasco
May	Mailed information cards to 78 libraries in the 16 counties covered in the Greater Columbia Region 2-1-1 and 2-1-1 flyers to various agencies



Upcoming Outreach Events

	Event
June 5	Presentation at the Prosser Chamber of Commerce
June 6	EPIC Job and College Fair
June 6	Presentation at the Klickitat Valley Hospital in Goldendale
June 7	Presentation at the Lower Valley Providers Meeting in Sunnyside
June 7	South Central Washington Readiness Partnership Meeting in Yakima
June 8	Legislative strategy meeting with David Riddle, the new Executive Director for WIN 2-1-1 and Representative Mary Skinner in Yakima
June 9	Health and Resource Fair in White Swan
June 13	Greater Columbia 2-1-1 Partnership Meeting in Sunnyside
June 14	Presentation to DSHS staff at the Wapato CSO
June 14	East Yakima Early Learning Initiative workgroup committee meeting in Yakima
June 21	People for People/211 to host Yakima Network Meeting group
June 27	Presentation at Behavioral Health and Medical Clinic in Omak
June 28	Presentation to APCO Conference in Wenatchee
June 29	Presentation to DSHS staff at the Yakima CSO
June 30	Monkeyshines: Kids Day at Yakima Valley Museum, Franklin Park in Yakima

Greater Columbia 2-1-1: Within Our Communities

It is the goal of the Greater Columbia Region 2-1-1 to excel in providing excellent customer service. In an effort to ensure this, the Greater Columbia 2-1-1 call center has been doing surveys with a random selection of our clients. Our system has given us the ability to randomly select clients to request a follow-up with. Within these follow-ups, we ensure that the information provided to the clients by the Information and Referral Specialist was useful. We also verify that the Information and Referral Specialist was helpful to the client and that the customer service we provided was beyond what is expected. By doing these follow-ups, it also allows to track gaps in service.

Greater Columbia 2-1-1: Supported by Our Community

At their annual luncheon meeting on May 8, the United Way of Yakima County presented the Greater Columbia 2-1-1 with their 2006-07 “Community Impact Award.” This award goes to one local agency each year “for commitment and excellence in providing human services to the people of the Yakima Valley,” and for supporting the mission and ideals of United Way in our local community. 2-1-1 staff members attended and were recognized at the luncheon during the presentation of the award. Congratulations for a job well done, Greater Columbia 2-1-1 staff!

Saying Goodbye to Barbara...



We would like to take this time to say goodbye to one of our dedicated staff members here at the Greater Columbia 2-1-1. Leaving us as of June 30th is Barbara Bocci. Barbara has been with the Greater Columbia 2-1-1 since March of 2005. Barbara is always willing to help. Barbara started with entering information into the database, then she began calling agencies to let them know all about 2-1-1, from there she began talking to agencies about information that was being collected for the database. Barbara was up for the challenges that were thrown her direction. Starting in 2006, Barbara was given the task of being our Follow-up Specialist, checking in with clients to ensure they received the services they needed and that the customer service provided by the GC 2-1-1 staff met all expectations. So to Barbara, we wish you luck and joy in all your adventures yet to come.

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 mental health counseling for a low income family member. Silvia referred the caller to agencies that provide counseling services on a sliding fee scale.

Outcome

The caller was able to receive the help for her family member. The caller said she wished she had called 211 sooner.

Situation



Information and Referral Specialist, Laura Castilla, received a call from a Benton County community member who was in need of information to deal with a situation with her child. Laura referred the caller to Sexual Assault Response Center.

Outcome

The caller was able to get the information and support to resolve the situation. She was grateful for our service and happy that we were able to give her the referral information.

Success Stories for other Counties

Situation



Database Specialist, Jennifer Blizard, received a call from a Chelan County community member who was in need of a low income apartment. Jennifer referred the caller to Wenatchee Housing Authority.

Outcome

The caller was able to get a detailed list of apartments to look into. He is very please with the service he received from the 211 staff.

Situation

Information and Referral Specialist, Silvia Ortiz, received a call from a Yakima County community member who was in need of rental assistance. Silvia referred the caller to the St. Vincent de Paul in Union Gap.

Outcome

The caller received assistance from St. Vincent de Paul. She was very appreciative for the assistance that 211 provided to her.

Situation

Resource Specialist, Jennifer Blizard, received a call from a Yakima County community member who was in need of rental assistance. The caller was working but her paycheck would be short. Jennifer referred the caller to the Northwest Community Action Center in Toppenish.

Outcome

The caller received assistance that she needed. She was very appreciative for the assistance that 211 provided to her.

Statistics

May 1 – May 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	3.39%	3.63%	2.31%
Agency	70.02%	71.95%	67.90%
Billboard	1.58%	1.65%	1.85%
Church	0.23%	0.99%	0.46%
Community Meeting	1.13%	1.32%	1.39%
Flyer	1.47%	1.32%	1.62%
Friend	3.05%	8.58%	3.46%
Other	8.60%	2.31%	9.70%
Radio	0.11%	0.33%	0.23%
TV	0.79%	7.92%	1.62%
No Response	0.11%	0.00%	0.23%
Other	3.05%	0.00%	2.77%
Poster	0.11%	0.00%	0.23%
Radio	0.34%	0.00%	0.23%
TV	5.88%	0.00%	6.00%
Web Site	0.11%	0.00%	0.00%

Percentage of Total Calls by Gender:

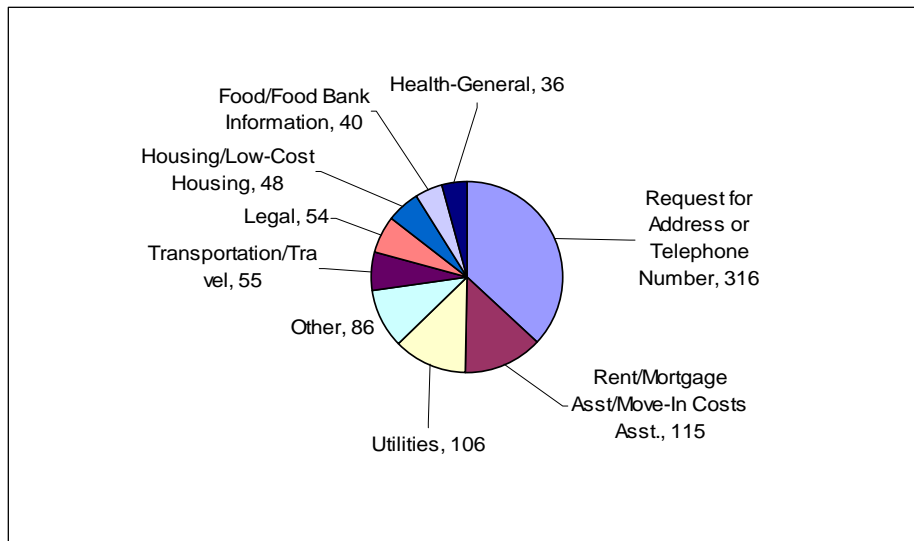
	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
Female	78.55%	80.21%	77.26%
Male	21.19%	19.79%	22.74%
Unknown	0.26%	0.00%	0.00%

Percentage of Total Calls by Ethnicity:

Ethnicity	All Counties	Benton & Franklin Counties	Yakima County
African	2.97%	1.60%	3.01%
Caucasian	53.10%	60.96%	47.95%
Declined	19.38%	19.79%	18.08%
Hispanic	18.99%	11.23%	24.66%
Multi-	0.90%	1.60%	0.55%
Native American	1.42%	0.53%	2.47%
Other	1.04%	2.69%	0.27%
Pacific Islander	0.26%	0.53%	0.27%
Unknown	1.94%	1.07%	2.74%

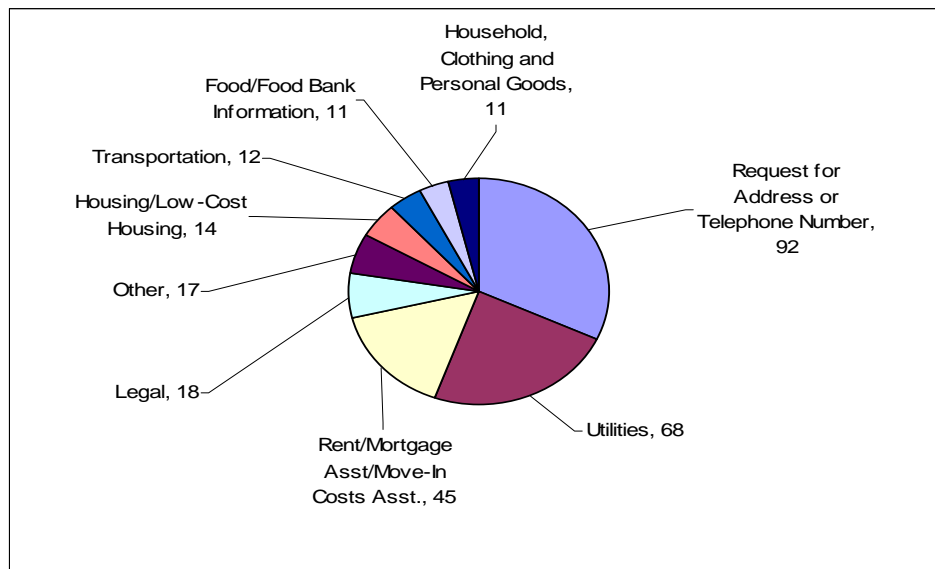
Top 10 Requested Community Health & Human Resources for All Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	316
Rent/Mortgage Asst/Move-In Costs Asst.	115
Utilities	106
Other	86
Transportation/Travel	55
Legal	54
Housing/Low-Cost Housing	48
Food/Food Bank Information	40
Health-General	36
Mental Health/Behavioral Health	31



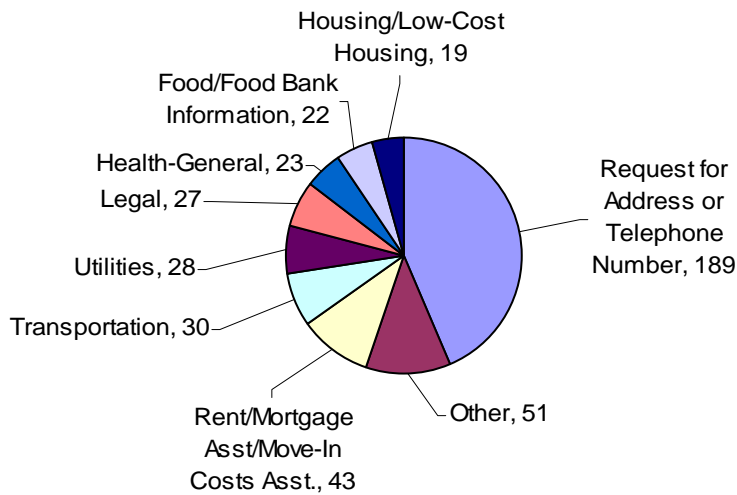
Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	92
Utilities	68
Rent/Mortgage Asst/Move-In Costs Asst.	45
Legal	18
Other	17
Housing/Low-Cost Housing	14
Transportation/Travel	12
Food/Food Bank Information	11
Household, Clothing and Personal Goods	11
Health-General	10



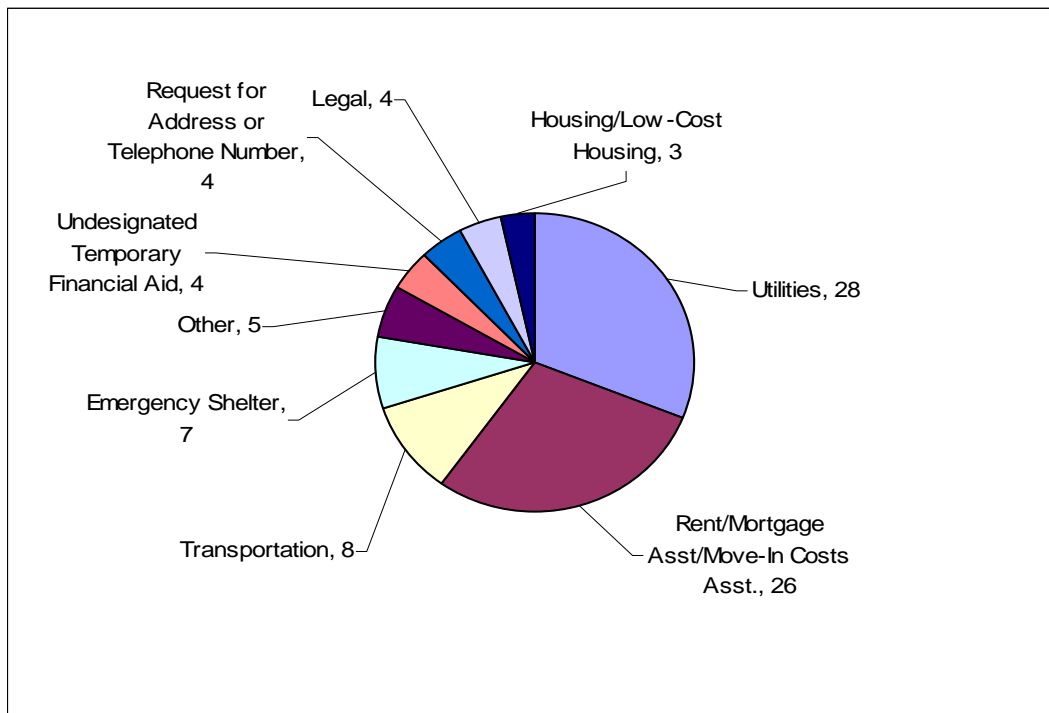
Top 10 Requested Community Health & Human Resources for Yakima Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	189
Other	51
Rent/Mortgage Asst/Move-In Costs Asst.	43
Transportation/Travel	32
Utilities	28
Legal	27
Health-General	23
Food/Food Bank Information	22
Housing/Low-Cost Housing	19
Mental Health/Behavioral Health	18



Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Utilities	28
Rent/Mortgage Asst/Move-In Costs Asst.	26
Transportation/Travel	9
Emergency Shelter	7
Other	5
Undesignated Temporary Financial Aid	4
Request for Address or Telephone Number	4
Legal	4
Housing/Low-Cost Housing	3
Health-General	3



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

Total Calls

Call Origin	Received Calls	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	58	1	57	209.73	3.62	9
Yakima EITC Spanish	1	0	1	2.98	2.98	0
Yakima English	1080	44	1036	3312.18	3.07	85
Yakima Outbound	483	0	483	853.05	1.77	0
Yakima Spanish	98	7	91	334.83	3.42	8
Yakima Voicemail	106	0	106	3091.33	29.16	13
Transferred Calls	19	1	18	84.55	4.45	1
Pierce County English	16	0	16	89.37	5.59	0
Spokane English	3	0	3	4.63	1.54	0
Totals	1864	53	1811	7982.67	55.59	116

Detail Call Totals for Greater Columbia Call Center by County

	211 Toll Free	Transferred Calls	Pierce County English	Spokane English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Grand Total
Adams						6				6
Asotin						12				12
Benton		2				249		18		269
Chelan						15		1		16
Douglas						3				3
Franklin		2			1	112		9		124
Garfield						2				2
Grant		3				25		2		30
Grays Harbor						1				1
King			1			6				7
Kittitas		1				21		3		25
Klickitat						11		1		12
Lewis	1									1
Lincoln						1				1
Mason	1									1
Okanogan						8		1		9
Out of State	28	1				3				32
Pierce			14							14
Snohomish						3				3
Spokane	1			3		5				9
Thurston						1				1
Unknown	26		1			3	457	1	0	488
Walla Walla						25		3		28
Whitman		1				13				14
Yakima		8				511	26	52	106	703
Grand Total	57	18	16	3	1	1036	483	91	106	1811

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

County	City	211 Toll Free	Default	Pierce County English	Spokane English	Yakima EITC Spanish	Yakima English	Yakima Outbound	Yakima Spanish	Yakima Voicemail	Total
Adams	Hatton						6				6
Asotin	Asotin						1				1
	Clarkston						11				11
Benton	Benton City						8				8
	Kennewick		2				184		15		201
	Prosser						5		1		6
	Richland						41		1		42
	West Richland						11		1		12
Chelan	Leavenworth						1				1
	Manson						1				1
	Wenatchee						13		1		14
Douglas	Bridgeport						3				3
Franklin	Basin City						1				1
	Eltopia						1				1
	Matthews Corner					1					1
	Pasco		2				110		9		121
Garfield	Pomeroy						2				2
Grant	Coulee City						1				1
	Moses Lake		3				22		2		27
	Quincy						0				0
	Soap Lake						1				1
	Warden						1				1
Grays Harbor	Montesano						1				1
King	Burien						1				1
	Enumclaw			1							1
	Seattle						5				5
Kittitas	Cle Elum						3				3
	Ellensburg		1				18		3		22
Klickitat	Dallesport						2				2
	Goldendale						6		1		7
	Klickitat						1				1
	White Salmon						2				2
Lewis	Centralia	1									1
Lincoln	Davenport						1				1
	Wilbur						0				0
Mason	Shelton	1									1
Okanogan	Brewster						1		1		2
	Omak						4				4
	Oroville						1				1
	Tonasket						2				2
Out of State	Out Of State	28	1				3				32
Pierce	Puyallup			1							1
	Tacoma			13							13
Snohomish	Bothell						1				1
	Everett						2				2
Spokane	Spokane	1			3		5				9
Thurston	Olympia						1				1
Unknown	Unknown	26		1			3	457	1	0	488
Walla Walla	Prescott						2				2
	Walla Walla						23		3		26
Whitman	Pullman		1				10				11
	Rosalia						1				1
	Tekoa						2				2
Yakima	Cowiche						1		1		2
	Grandview						12				12
	Granger						2				2
	Harrah						1				1
	Mabton						2		2		4
	Naches						2				2
	Nile						2				2
	Sunnyside		1				34		5		40
	Tieton						5				5
	Toppenish						9		2		11
	Wapato						16				16
	White Swan						2				2
	Yakima		7				418	26	42	106	599
	Zillah						5				5
Total		57	18	16	3	1	1036	483	91	106	1811

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

County	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Total
Out of State	1438	314	1130	102	647	3631
Adams	128	37	19	8	6	198
Asotin	72	30	17	28	12	159
Benton	488	364	332	280	269	1733
Chelan	167	92	42	28	16	345
Columbia	8	0	0	0	0	8
Douglas	11	20	0	2	3	36
Ferry	1	0	0	0	0	1
Franklin	307	171	132	125	124	859
Garfield	3	1	2	1	2	9
Grant	204	85	47	28	30	394
King	6	6	9	8	7	36
Kittitas	82	54	50	40	25	251
Klickitat	50	32	19	20	12	133
Lincoln	8	4	6	2	1	21
Okanogan	73	30	31	22	9	165
Spokane	45	278	69	5	9	406
Stevens	21	18	7	7	0	53
Walla Walla	145	70	46	23	28	312
Whitman	27	21	20	15	14	97
Yakima	1222	1527	778	1396	597	5520
Total	4,506	3154	2756	2140	1811	14,367

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)	5/1/2007 (Monthly)	% of Goal (Monthly)	Total as of May 2007 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State					663	0%	4,127	825	9,905	0%
Adams	16,803	1,344	538	45	6	13%	198	40	475	88%
Asotin	21,178	1,694	678	56	12	21%	159	32	382	56%
Benton	157,950	12,636	5,054	421	269	64%	1,733	347	4,159	82%
Chelan	69,791	5,583	2,233	186	16	9%	345	69	828	37%
Columbia	4,129	330	132	11	0	0%	8	2	19	15%
Douglas	34,977	2,798	1,119	93	3	3%	36	7	86	8%
Franklin	63,011	5,041	2,016	168	124	74%	859	172	2,062	102%
Garfield	2,344	188	75	6	2	32%	9	2	22	29%
Grant	81,229	6,498	2,599	217	30	14%	394	79	946	36%
Kittitas	36,841	2,947	1,179	98	25	25%	251	50	602	51%
Klickitat	19,839	1,587	635	53	12	23%	133	27	319	50%
Lincoln	10,381	830	332	28	1	4%	21	4	50	15%
Okanogan	39,782	3,183	1,273	106	9	8%	165	33	396	31%
Walla Walla	57,558	4,605	1,842	153	28	18%	312	62	749	41%
Whitman	40,170	3,214	1,285	107	14	13%	97	19	233	18%
Yakima	231,586	18,527	7,411	618	597	97%	5,520	1,104	13,248	179%
Total	887,569	71,006	28,402	2,367	1,811	77%	14,367	2,873	34,481	121%