

Greater Columbia 2-1-1

Volume 3, Issue 5

Update Report

May 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 May.

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Date	Event
May 3-4	Flyers distributed for 2-1-1 at Yakima Cinco de Mayo Celebration
May 5	Amy Peters and David Lantis met with United Way of Chelan and Douglas Counties
May 7	Staff attended the annual meeting of the United Way of Yakima County
May 15	Staff attended WIN211 NCCD meeting in Renton
May 15	Attended regional focus group for Within Reach
May 29	Attended open house at Casey Family Foster Care Programs



Success Stories

Situation

Our staff received a call from a Grant County community member who was in serious need of finding assistance to pay her electric bill as her power had been disconnected. The caller was referred to the North Columbia Community Action Council and to the Salvation Army of Grant County.

Outcome

The caller was able to arrange for assistance through the North Columbia Community Action Council. They were able to provide her with the funding that enabled her to have the power reconnected and to catch the bill completely up-to-date.

Situation

Our staff received a call from a Yakima County community member who was looking for assistance with a legal matter however he could not afford an attorney. He was not sure where he would be able to turn to receive the legal information he needed. The caller was referred to the Northwest Justice Project and Columbia Legal Services.

Outcome

The caller was able to access the information he needed by calling the Coordinated Legal Education and Referral line. They were able to provide him with the knowledge that he needed to solve the legal issue that he was having.

Statistics for May 1 – May 31

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

	All Counties	Benton & Franklin	Yakima County
211 Business Card	19.96%	20.90%	18.29%
Agency	21.66%	20.47%	22.51%
Billboard	0.06%	0.00%	0.00%
Church	0.06%	0.00%	0.00%
Community Meeting	0.12%	0.21%	0.00%
EITC Coupon	0.23%	0.00%	0.22%
Flyer	2.04%	1.92%	1.77%
Friend	3.27%	4.26%	3.44%
Misc Advertising	0.06%	0.21%	0.00%
No Response	0.06%	0.00%	0.11%
Other	0.53%	0.85%	0.44%
Radio	0.12%	0.21%	0.11%
Returned Caller	44.13%	43.71%	44.90%
TV	6.48%	6.18%	6.98%
Unable to Ask	1.17%	0.85%	1.22%
Web Site	0.06%	0.21%	0.00%

Percentage of Total Calls by Ethnicity:

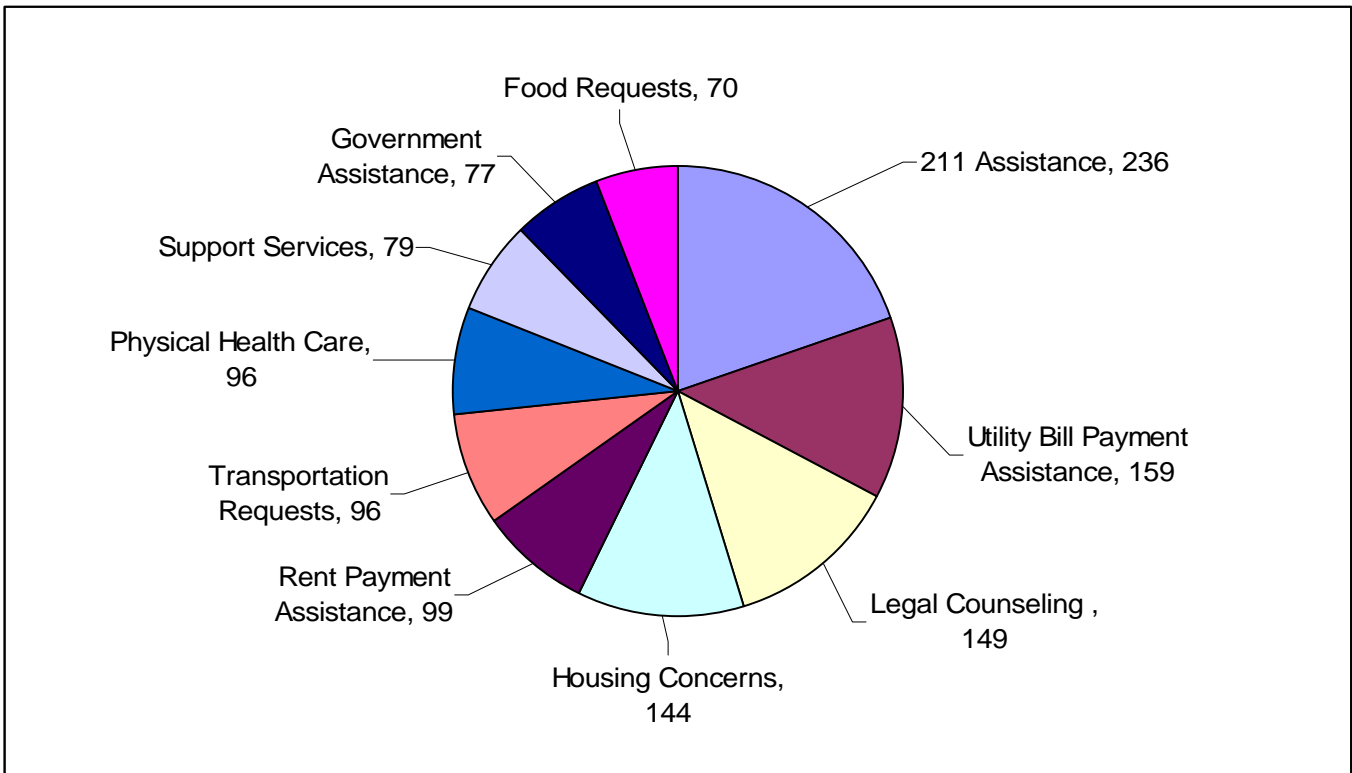
	All Counties	Benton & Franklin	Yakima County
African American	2.96%	6.65%	1.56%
Asian American	0.34%	0.32%	0.13%
Caucasian	66.94%	71.84%	60.86%
Declined	5.19%	2.85%	6.11%
Hispanic	18.32%	11.71%	24.71%
Multi-Racial	1.28%	1.58%	1.43%
Native American	1.41%	0.00%	2.60%
Other	0.40%	0.63%	0.13%
Pacific Islander	0.40%	0.95%	0.26%
Unknown	2.76%	3.48%	2.21%

Percentage of Total Calls by Gender:

	All Counties	Benton & Franklin	Yakima County
Female	77.31%	75.32%	76.46%
Male	22.02%	23.42%	22.89%
Unknown	0.67%	1.27%	0.65%

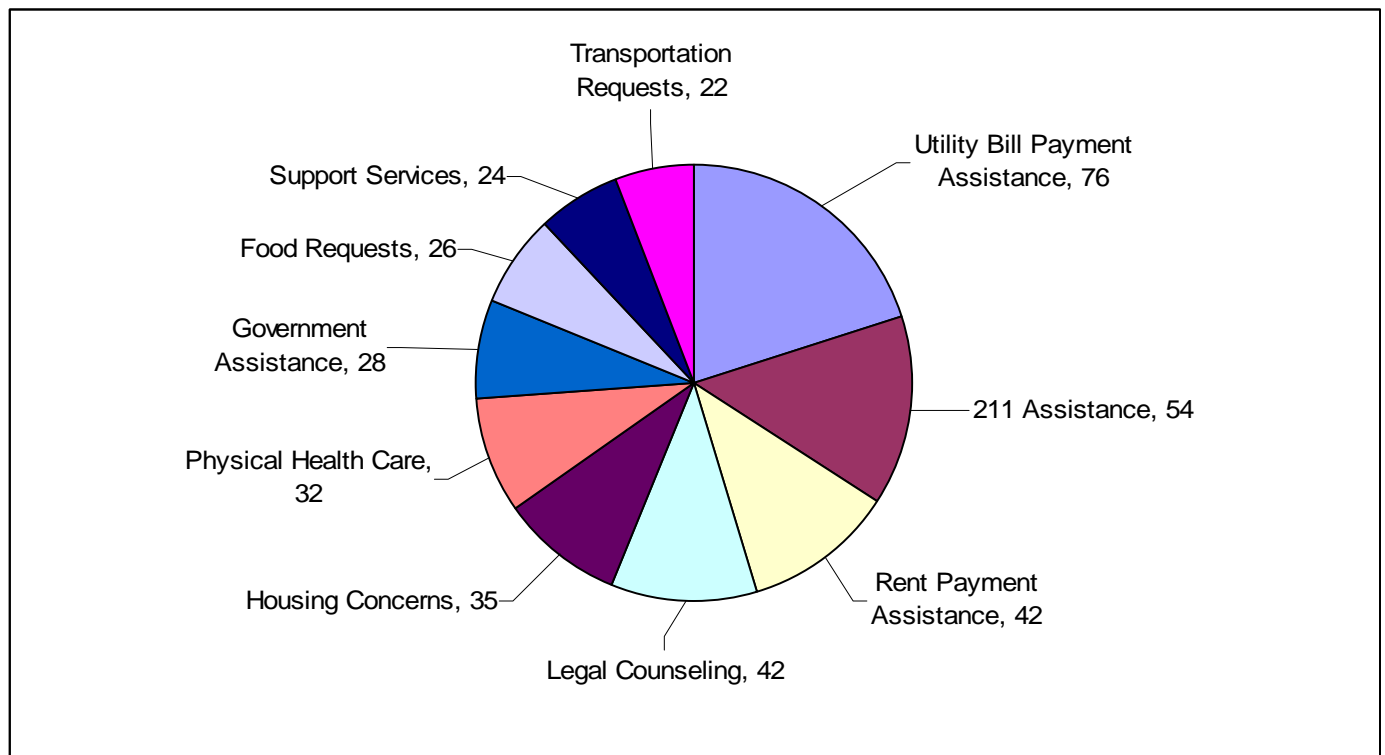
Top 10 Requested Community Health & Human Resources for All Counties

Requested Resources	# of Requests
211 Assistance	236
Utility Bill Payment Assistance	159
Legal Counseling	149
Housing Concerns	144
Rent Payment Assistance	99
Transportation Requests	96
Physical Health Care	96
Support Services	79
Government Assistance	77
Food Requests	70



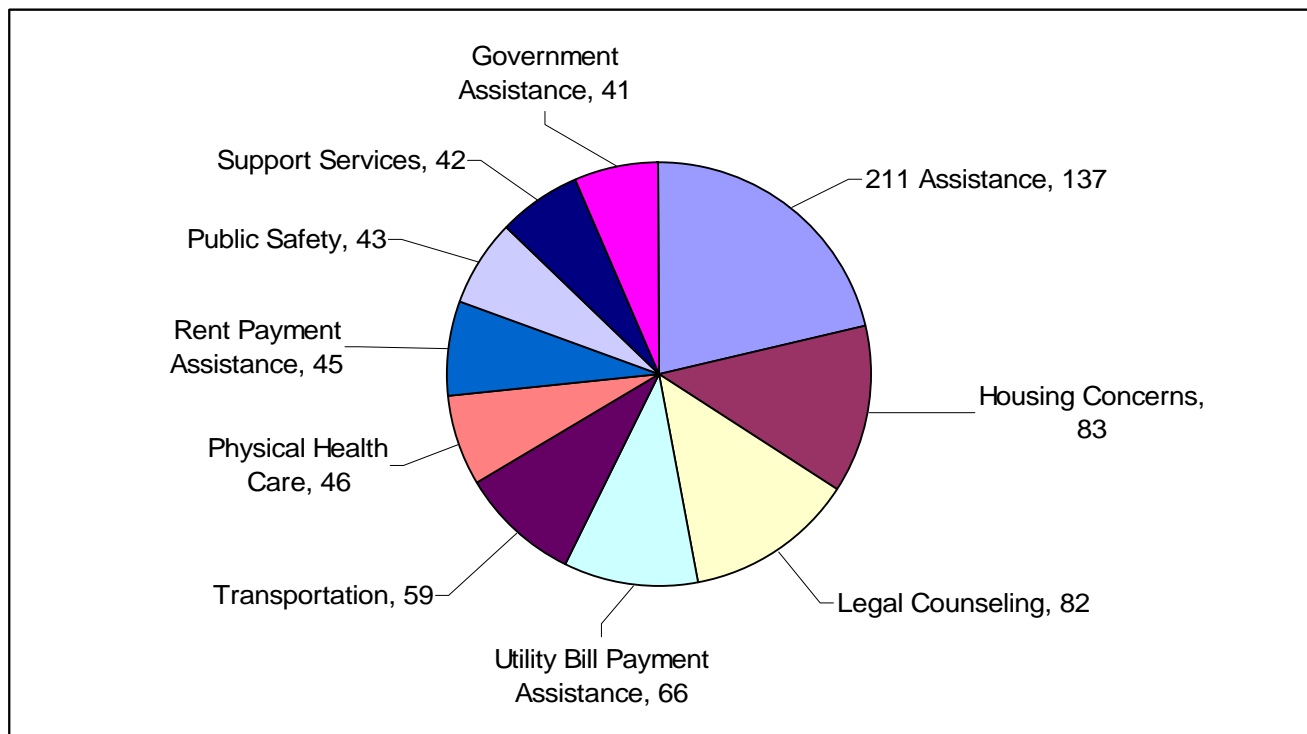
Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Utility Bill Payment Assistance	76
211 Assistance	54
Rent Payment Assistance	42
Legal Counseling	42
Housing Concerns	35
Physical Health Care	32
Government Assistance	28
Food Requests	26
Support Services	24
Transportation Requests	22



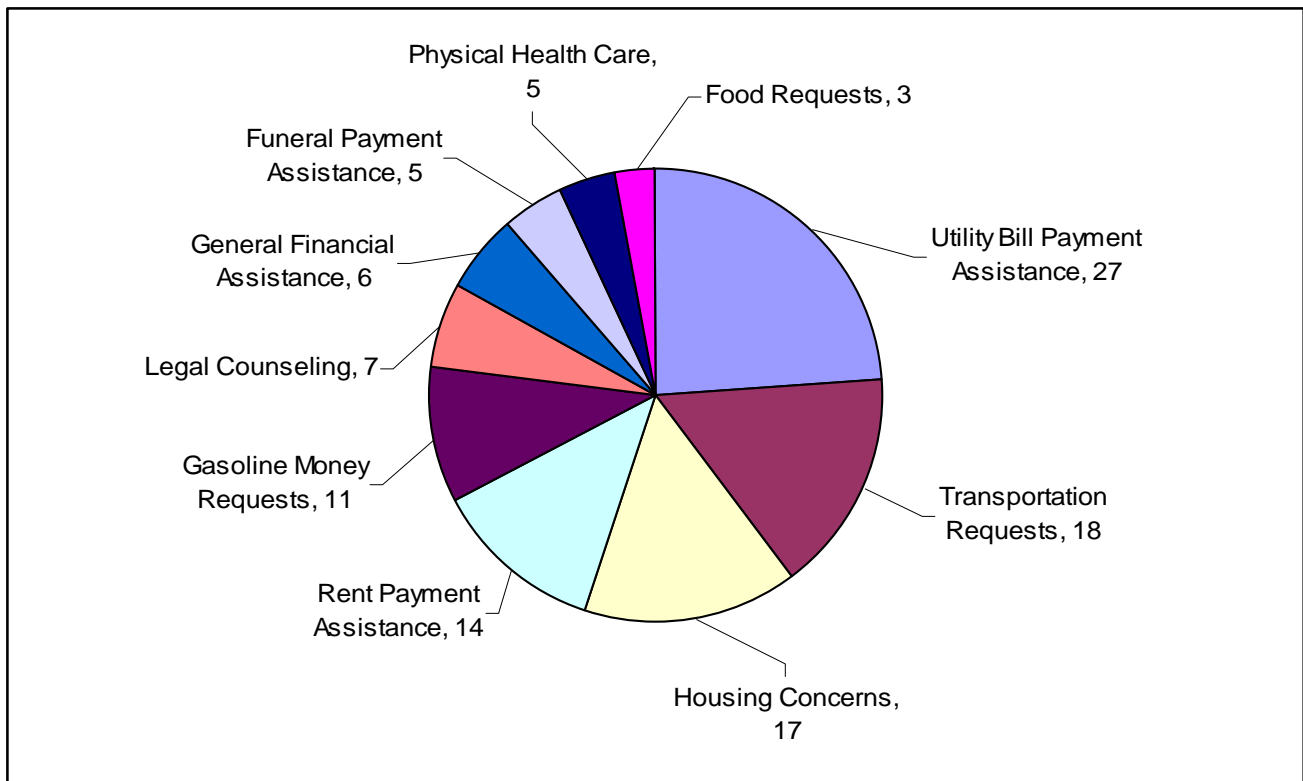
Top 10 Requested Community Health & Human Resources for Yakima Counties

Requested Resource	# of Requests
211 Assistance	137
Housing Concerns	83
Legal Counseling	82
Utility Bill Payment Assistance	66
Transportation	59
Physical Health Care	46
Rent Payment Assistance	45
Public Safety	43
Support Services	42
Government Assistance	41



Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Utility Bill Payment Assistance	27
Transportation Requests	18
Housing Concerns	17
Rent Payment Assistance	14
Gasoline Money Requests	11
Legal Counseling	7
General Financial Assistance	6
Funeral Payment Assistance	5
Physical Health Care	5
Food Requests	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	73	1	72	209.20	3.62	0
Peninsulas English	66	3	63	130.57	1.98	2
Peninsulas Only	2	0	2	2.82	1.41	0
Peninsulas Spanish	2	0	2	10.23	5.12	1
Pierce County English	23	2	21	65.60	2.85	3
Pierce County Only	2	0	2	8.12	4.06	0
Spokane English	9	1	8	22.27	2.47	0
Western English	114	4	110	186.48	1.64	3
Yakima English	1704	54	1650	4489.80	3.37	5
Yakima Only	30	1	29	107.47	3.58	6
Yakima Outbound	165	0	165	392.62	2.38	0
Yakima Voicemail Return	8	0	8	9.30	1.16	0
Yakima Spanish	129	7	122	488.27	3.79	1
Yakima Voicemail	194	0	194	21431.57	170.34	68
Totals	2521	73	2448	27554.30	207.76	89

Detail Call Totals for Greater Columbia Call Center by County

County	211 Toll Free	Peninsulas English	Peninsulas Only	Peninsulas Spanish	Pierce County English	Pierce County Only	Spokane English	Western English	Yakima English	Yakima Only	Yakima Outbound	Yakima Voicemail Return	Yakima Spanish	Yakima Voicemail	Grand Total
Adams									6				1		7
Asotin									10						10
Benton									365	2			15		382
Chelan									30	2			3		35
Douglas									2						2
Franklin									137	1			15		153
Grant									39	2			3		44
Kittitas									57	1			2		60
Klickitat									13						13
Lincoln									2						2
Okanogan									12				2		14
Other Call Centers	2	62	2	2	18	1	8	103	32	9					239
Out of State	22								3						25
Unknown	48	1			3	1	7		5	1					66
Walla Walla									41						41
Whitman									12	1					13
Yakima									884	10	165	8	81	194	1342
Grand Total	72	63	2	2	21	2	8	110	1650	29	165	8	122	194	2448

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	Spokane English	Western English	Yakima English	Yakima Only	Yakima Outbound	Yakima Voicemail Return	Yakima Spanish	Yakima Voicemail	Grand Total
Adams	Hatton									5				1		6
	Ritzville									1						1
Asotin	Asotin									1						1
	Clarkston									9						9
Benton	Benton City									5						5
	Kennewick									264	1			14		279
	Prosser									9				0		9
	Richland									77	1			1		79
	West Richland									10						10
Chelan	Cashmere									3						3
	Leavenworth									1						1
	Manson									1						1
	Wenatchee									25	2			3		30
Douglas	Bridgeport								2						2	
Franklin	Basin City									1						1
	Connell									4				1		5
	Eltopia									2						2
	Pasco									130	1			14		145
	Coulee City									1						1
Grant	Ephrata									2						2
	George									1						1
	Moses Lake									31	2					33
	Quincy									2				1		3
	Royal City													1		1
	Soap Lake									2						2
	Warden													1		1
Kittitas	Cle Elum									1						1
	Ellensburg									54	1			2		57
	Roslyn									2						2
Klickitat	Bickleton									2						2
	Goldendale									5						5
	Trout Lake									1						1
	White Salmon									3						3
	Whitstran									2						2
Lincoln	Davenport									1						1
	Odessa									1						1
	Wilbur									0						0
Okanogan	Brewster									1				1		2
	Coulee Dam									1						1
	Omak									5						5
	Oroville									4						4
	Tonasket									1				1		2
Other Call Centers	Aberdeen									7						7
	Belfair		1							2						3
	Bellevue									1						1
	Bothell		1													1
	Bremerton		19	1	2						1					23
	Centralia									2						2
	Chehalis									2						2
	Colby			5												5
	Colville									4						4
	Crosby		1													1

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	Spokane English	Western English	Yakima English	Yakima Only	Yakima Outbound	Yakima Voicemail Return	Yakima Spanish	Yakima Voicemail	Grand Total
	Des Moines		1													1
	Elma								3							3
	Everett		1							1	1					3
	Gig Harbor		1				1									2
	Graham	1														1
	Kingston		1													1
	Lacey								14							14
	Lakebay					1										1
	Lincoln City	1														1
	Olympia								52	1	1					54
	Port Angeles		4													4
	Port Orchard		6													6
	Port Townsend		1													1
	Poulsbo		2													2
	Randle								1							1
	Rochester								2							2
	Salkum								1							1
	Seattle		1							6						7
	Sequim		4	1												5
	Shelton								9							9
	Silverdale		13													13
	Spokane					1		8		16	6					31
	Spokane Valley									1						1
	Tacoma					16			1	2	0					19
	Tenino								1							1
	Yelm								6							6
Out of State	Out Of State	22								3						25
Unknown	Unknown	48	1			3	1		7	5	1					66
Walla Walla	Waitsburg									1						1
	Walla Walla									40						40
Whitman	Colfax									1						1
	Palouse									1						1
	Pullman									7	1					8
	Sprague									1						1
	Uniontown									2						2
Yakima	Cowiche									1						1
	Grandview									12				2		14
	Granger									7						7
	Harrah									4						4
	Mabton									1				1		2
	Naches									6				1		7
	Nile									2						2
	Sunnyside									85	2			16		103
	Tieton									7						7
	Toppenish									23				3		26
	Wapato									19				1		20
	White Swan									2						2
	Yakima									710	8	165	8	55	194	1140
	Zillah									5				2		7
Grand Total		72	63	2	2	21	2	8	110	1650	29	165	8	122	194	2448

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	Total
Out of State	867	203	29	34	91								1224
Other Call Centers	287	307	318	310	239								1461
King													0
Spokane													0
Stevens													0
Adams	45	26	10	19	7								107
Asotin	21	18	10	21	10								80
Benton	593	660	610	448	382								2693
Chelan	104	75	41	36	35								291
Columbia	0												0
Douglas	11	2	6	2	2								23
Franklin	280	252	207	193	153								1085
Garfield	2	3	2	1									8
Grant	142	122	47	32	44								387
Kittitas	71	81	62	37	60								311
Klickitat	33	24	9	12	13								91
Lincoln	10	6	6	5	2								29
Okanogan	47	48	20	24	14								153
Walla Walla	112	96	53	30	41								332
Whitman	11	12	13	16	13								65
Yakima	1695	2495	1905	1472	1342								8909
Total	4,331	4430	3348	2692	2448	0	0	0	0	0	0	0	17,249

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)	5/1/2008 (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				-	330	0%	2,685	537	6,444	0%
Adams	16,803	1,344	538	45	7	16%	107	21	257	48%
Asotin	21,178	1,694	678	56	10	18%	80	16	192	28%
Benton	157,950	12,636	5,054	421	382	91%	2,693	539	6,463	128%
Chelan	69,791	5,583	2,233	186	35	19%	291	58	698	31%
Columbia	4,129	330	132	11	-	0%	-	-	-	0%
Douglas	34,977	2,798	1,119	93	2	2%	23	5	55	5%
Franklin	63,011	5,041	2,016	168	153	91%	1,085	217	2,604	129%
Garfield	2,344	188	75	6	-	0%	8	2	19	26%
Grant	81,229	6,498	2,599	217	44	20%	387	77	929	36%
Kittitas	36,841	2,947	1,179	98	60	61%	311	62	746	63%
Klickitat	19,839	1,587	635	53	13	25%	91	18	218	34%
Lincoln	10,381	830	332	28	2	7%	29	6	70	21%
Okanogan	39,782	3,183	1,273	106	14	13%	153	31	367	29%
Walla Walla	57,558	4,605	1,842	153	41	27%	332	66	797	43%
Whitman	40,170	3,214	1,285	107	13	12%	65	13	156	12%
Yakima	231,586	18,527	7,411	618	1,342	217%	8,909	1,782	21,382	289%
Total	887,569	71,006	28,402	2,367	2,448	103%	17,249	3,450	41,398	146%

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