

Greater Columbia 2-1-1

Volume 2, Issue 11

Update Report

November 30, 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.

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Date	Event
November 6	Meeting with EMD, WIN2-1-1 and Klickitat County 9-1-1
November 15	NCCD meeting in Renton
November 27	Meeting with Major Morrow of Yakima Salvation Army
November 27	Board/Communications Task Force Conference Call
November 28	Presentation to Regional Partnership Meeting at Children's Village



Gre

United Way *Foundation*
Columbia 2-1-1 at Work



of Yakima County



Success Stories



Situation

Information and Referral Specialist, Silvia Ortiz, received a call from a Walla Walla County community member who was in need of financial assistance to pay her utility bill. Silvia referred the caller to two local agencies for assistance.

Outcome

The client was able to receive the assistance from the St. Vincent de Paul. She now is caught up on her electric bill and is very thankful for the help she received.

Situation

Information and Referral Specialist, Laura Castilla, received a call from a Yakima County community member who needed her landlord to fix items in her apartment and did not know where to turn. Laura referred the client to the Neighborhood Development Services in Yakima.

Outcome

The client was able to receive help in moving forward to have the repairs made. She is currently working with the agency as they are guiding her through the process.

Situation



Resource Specialist, Jennifer Blizard, received a call from a Benton County community member who needed legal assistance in order to file an appeal with an agency. Jennifer referred him to Benton Franklin Legal Aid Society through the CLEAR line.

Outcome

The caller was able to get the help he needed to file his appeal. He is currently working with an attorney who is helping him to better understand and navigate the whole process.

Statistics

November 1 – November 30

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	1.29%	0.70%	1.40%
Agency	44.57%	43.80%	42.15%
Billboard	0.93%	0.70%	1.40%
Bus Ad	0.12%	0.17%	0.13%
Church	0.35%	0.70%	0.13%
Community Meeting	0.29%	0.17%	0.26%
Flyer	1.69%	1.57%	1.53%
Friend	4.79%	5.58%	5.36%
Misc. Advertising	0.12%	0.00%	0.13%
Newspaper	0.06%	0.00%	0.13%
No Response	0.29%	0.35%	0.26%
Other	1.40%	1.40%	1.92%
Radio	0.12%	0.17%	0.13%
Returned Caller	36.74%	37.35%	36.53%
TV	4.56%	5.24%	5.36%
Unable to Ask	2.63%	2.09%	3.19%
Web Site	0.06%	0.00%	0.00%

Percentage of Total Calls by Ethnicity:

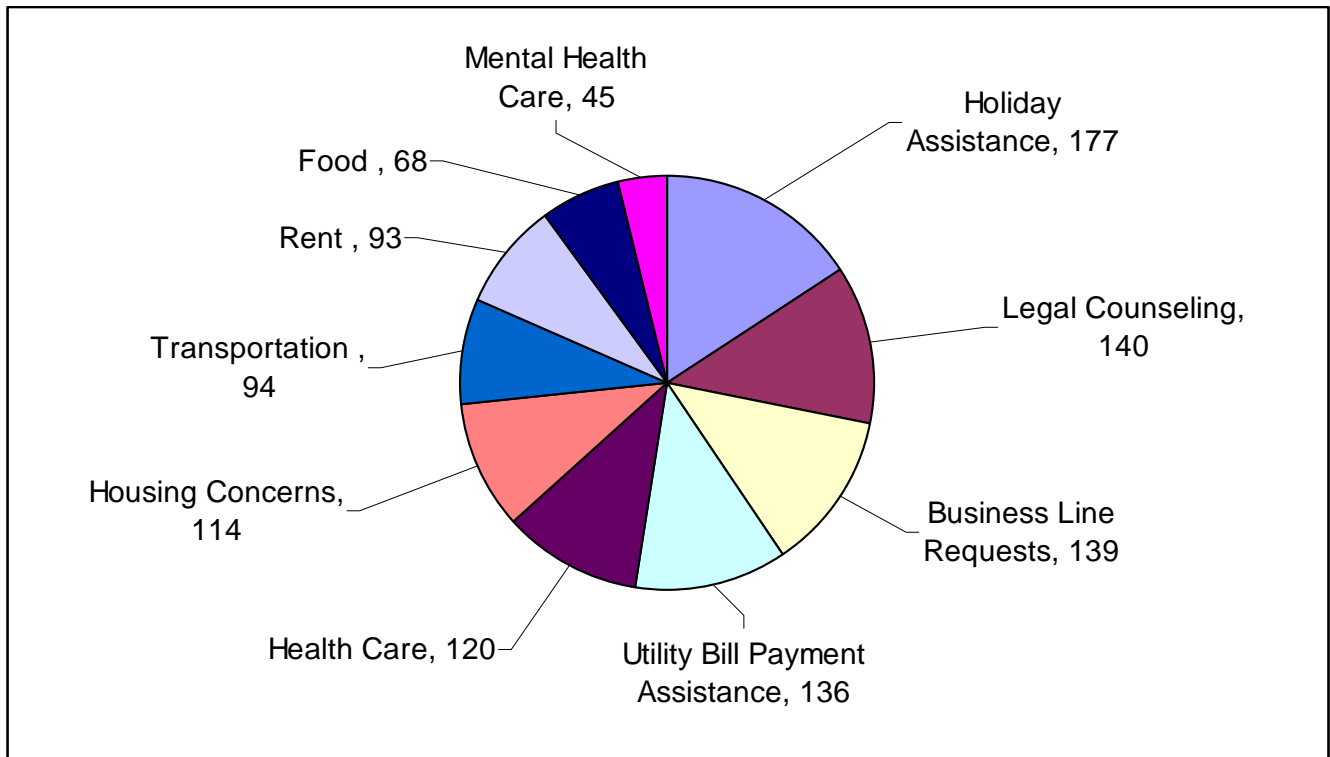
	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
African American	3.20%	3.04%	2.49%
Asian American	0.36%	0.28%	0.31%
Caucasian	60.44%	67.68%	53.89%
Declined	8.66%	9.12%	8.41%
Hispanic	19.53%	12.98%	24.61%
Multi-Racial	1.63%	2.76%	1.40%
Native American	2.98%	1.38%	5.30%
Other	0.21%	0.00%	0.31%
Pacific Islander	2.98%	2.76%	3.28%
Unknown	3.20%	3.04%	2.49%

Percentage of Total Calls by Gender:

	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
Female	77.84%	78.18%	77.88%
Male	21.45%	21.27%	21.81%
Unknown	0.71%	0.55%	0.31%

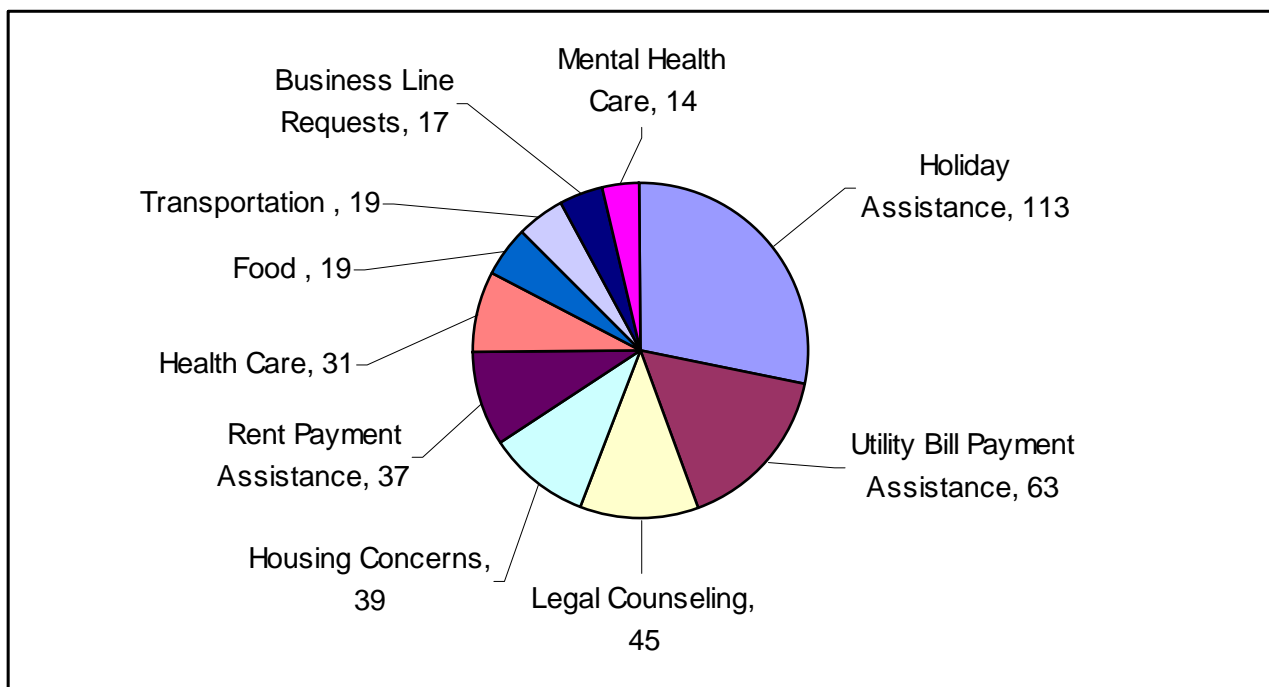
Top 10 Requested Community Health & Human Resources for All Counties

Requested Resources	# of Requests
Holiday Assistance	177
Legal Counseling	140
Business Line Requests	139
Utility Bill Payment Assistance	136
Health Care	120
Housing Concerns	114
Transportation	94
Rent	93
Food	68
Mental Health Care	45



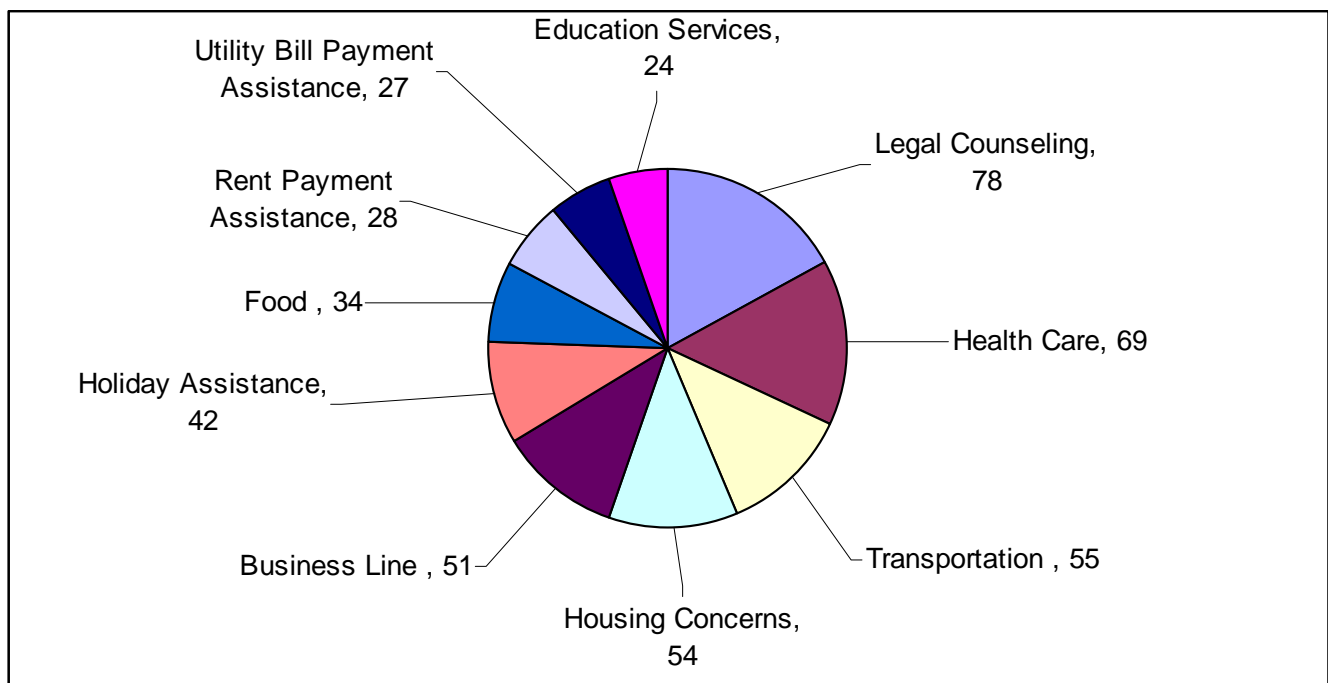
Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Holiday Assistance	113
Utility Bill Payment Assistance	63
Legal Counseling	45
Housing Concerns	39
Rent Payment Assistance	37
Health Care	31
Food	19
Transportation	19
Business Line Requests	17
Mental Health Care	14



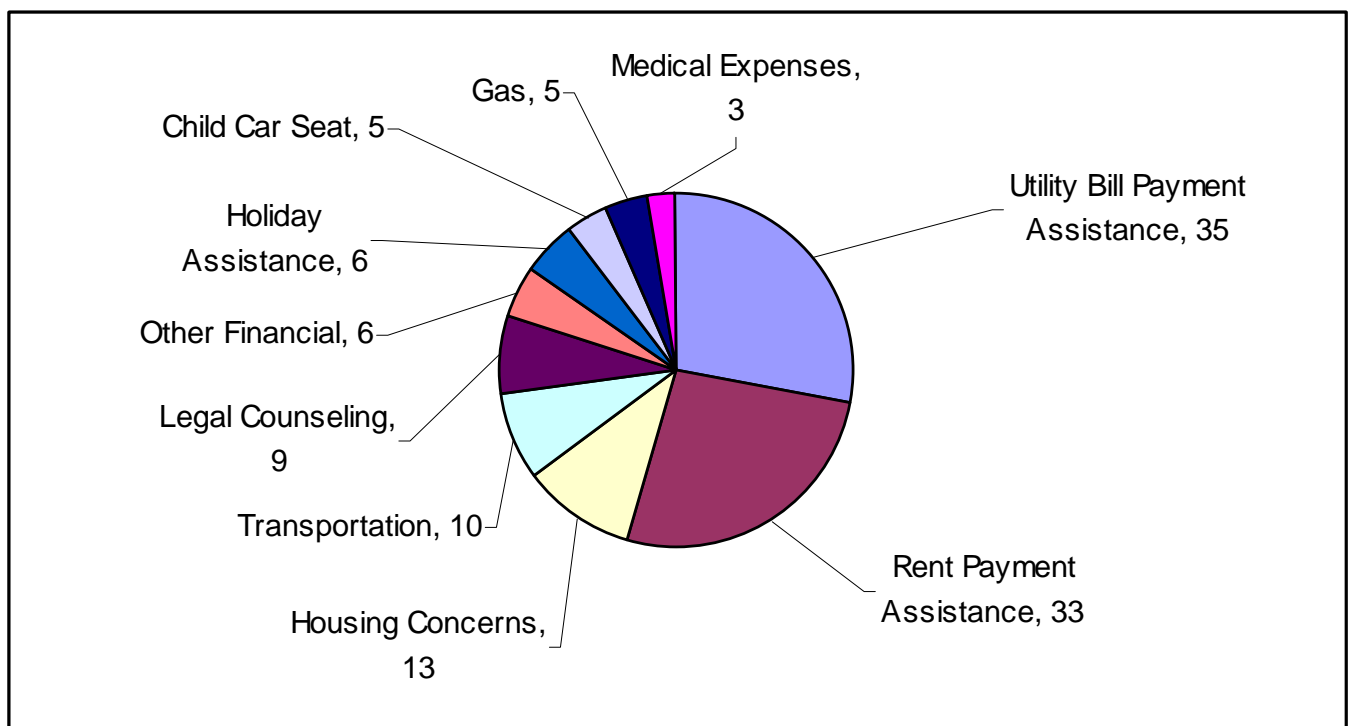
Top 10 Requested Community Health & Human Resources for Yakima Counties

Requested Resource	# of Requests
Legal Counseling	78
Health Care	69
Transportation	55
Housing Concerns	54
Business Line	51
Holiday Assistance	42
Food	34
Rent Payment Assistance	28
Utility Bill Payment Assistance	27
Education Services	24



Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Utility Bill Payment Assistance	35
Rent Payment Assistance	33
Housing Concerns	13
Transportation	10
Legal Counseling	9
Other Financial	6
Holiday Assistance	6
Child Car Seat	5
Gas	5
Medical Expenses	3



Call Summary

Greater Columbia 2-1-1 Call Center

November 1 – November 30

Total Calls

Call Origin	Received Calls	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	32	3	29	80.23	3.72	3
King County English	23	0	23	78.00	3.39	0
King County Spanish	2	0	2	10.97	5.48	1
King County Christmas	2	0	2	4.67	2.33	0
Peninsulas English	11	1	10	45.55	4.14	2
Pierce County English	7	0	7	30.88	4.41	0
Spokane English	141	9	132	466.68	3.31	15
Spokane Spanish	1	0	1	5.58	5.58	0
Western English	36	3	33	105.78	2.94	3
Yakima English	1776	88	1688	5090.97	4.14	142
Yakima Outbound	386	0	386	1029.25	2.67	0
Yakima Return Voicemail	8	0	8	21.85	2.73	0
Yakima Spanish	159	14	145	536.73	3.97	15
Yakima Voicemail	208	0	208	15069.58	74.60	19
Totals	2792	118	2674	22576.73	123.43	200

Detail Call Totals for Greater Columbia Call Center by County

	211 Toll Free	King County English	King County Spanish	King County Christmas	Peninsulas English	Pierce County English	Spokane English	Spokane Spanish	Western English	Yakima English	Yakima Outbound	Yakima Return Voicemail	Yakima Spanish	Yakima Voicemail	Grand Total
Adams										8			6		14
Asotin										5					5
Benton										426			19		445
Chelan										24			3		27
Franklin										195			13		208
Grant										49			10		59
Kittitas										40			1		41
Klickitat										9			0		9
Lincoln										6					6
Okanogan										17			1		18
Other Call Centers		23	2	2	10	7	130	1	32	24					231
Out of State	16									2					18
Walla Walla										52			1		53
Whitman										11					11
Yakima	13						2		1	820	386	8	91	208	1529
Grand Total	29	23	2	2	10	7	132	1	33	1688	386	8	145	208	2674

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

		211 Toll Free	King County English	King County Spanish	King County Christmas	Perinsulas English	Pierce County English	Spokane English	Spokane Spanish	Western English	Yakima English	Yakima Outbound	Yakima Return Voicemail	Yakima Spanish	Yakima Voicemail	Grand Total
Adams	Hatton										4			6		10
	Ritzville										3					3
	Washitona										1					1
Asotin	Clarkston										5					5
Benton	Benton City										17					17
	Kennewick										294			19		313
	Prosser										11					11
	Richland										90					90
	West Richland										14					14
Chelan	Leavenworth										5					5
	Manson												1			1
	Wenatchee										19		2			21
Franklin	Basin City												3			3
	Connell										1		1			2
	Mesa										1					1
	Pasco										193			9		202
Grant	Coulee City										1					1
	Ephrata										5		4			9
	Moses Lake										36		4			40
	Royal City										1		2			3
	Soap Lake										5					5
	Warden										1					1
Kititas	Ole Elum										2					2
	Easton										1					1
	Elensburg										37		1			38
Klickitat	Goldendale										6					6
	Klickitat												0			0
	White Salmon										3					3
Lincoln	Oreston										2					2
	Davenport										2					2
	Harrington										1					1
	Odessa										1					1
Okanogan	Coulee Dam										2					2
	Loomis										1					1
	Omak										8		1			9
	Oroville										4					4
	Tonasket										1					1
	Twisp										1					1
Other Call Centers	Auburn		1													1
	Bellevue		1													1
	Bremerton					3					1					4
	Buckley						1									1
	Burien			1	1											2
	Centralia									2						2
	Chehalis									0						0
	Chewelah							1								1
	Colby					2										2

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

		211 Toll Free	King County English	King County Spanish	King County Christmas	Perinulas English	Pierce County English	Spokane English	Spokane Spanish	Western English	Yakima English	Yakima Outbound	Yakima Return Voicemail	Yakima Spanish	Yakima Voicemail	Grand Total
Other Call Centers	Cobville										6					6
	Crosby					1										1
	Everett										1					1
	Fairfield							1								1
	Green Bluff							1								1
	Kent		2													2
	Lacey									7						7
	Lynnwood							1								1
	Marysville		1													1
	Medical Lake							1								1
	Milton										1					1
	Napavine									1						1
	Olympia							1		15						16
	Port Angeles					1										1
	Port Orchard					1										1
	Renton		1													1
	Richmond Beach		1													1
	Rochester									1						1
	Seattle		15		1						4					20
	Shelton									2						2
	Silverdale					2										2
	Spokane							111	1		11					123
	Spokane Valley							13								13
	Tacoma		1	1			6			3						11
	Terino									0						0
	Yelm									1						1
Out of State	Out Of State	16									2					18
Unknown	Unknown	13						2		1	22	366	8	3	208	643
Walla Walla	Eureka										1					1
	Walla Walla										51			1		52
Whitman	Cotfax										6					6
	Pullman										2					2
	Sprague										3					3
Yakima	Coviche										1					1
	Grandview										10			2		12
	Granger										3			1		4
	Harrah										5					5
	Mabton										1			2		3
	Naches										4					4
	Nile										2					2
	Sunnyside										68			18		86
	Tieton										7			2		9
	Toppenish										19			1		20
	Wapato										24			2		26
	White Swan										3					3
	Yakima										648			60		708
	Zillah										3					3
Grand Total		29	23	2	2	10	7	132	1	33	1688	366	8	145	208	2674

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

County	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	2007 Totals
Out of State	1438	314	1130	102	647	215	78	26	167	82	18	4217
Other Call Centers	1	0	0	0	0	0	0	624	157	171	231	1184
King	6	6	9	8	7	0	0	0	0	0		36
Spokane	45	278	69	5	9	0	0	0	0	0		406
Stevens	21	18	7	7	0	0	0	0	0	0		53
Adams	128	37	19	8	6	6	21	14	9	12	14	274
Asotin	72	30	17	28	12	27	10	20	10	8	5	239
Benton	488	364	332	280	269	239	265	294	272	340	445	3588
Chelan	167	92	42	28	16	32	32	29	25	26	27	516
Columbia	8	0	0	0	0	0	0	0	0	0		8
Douglas	11	20	0	2	3	1	0	0	0	0		37
Franklin	307	171	132	125	124	82	106	87	97	171	208	1610
Garfield	3	1	2	1	2	0	0	1	0	1		11
Grant	204	85	47	28	30	45	44	54	53	43	59	692
Kittitas	82	54	50	40	25	29	34	30	27	64	41	476
Klickitat	50	32	19	20	12	6	17	13	19	6	9	203
Lincoln	8	4	6	2	1	4	2	4	4	6	6	47
Okanogan	73	30	31	22	9	17	37	31	17	14	18	299
Walla Walla	145	70	46	23	28	25	38	36	30	33	53	527
Whitman	27	21	20	15	14	10	6	9	11	14	11	158
Yakima	1222	1527	778	1396	597	1272	2009	1691	893	1569	1529	14483
Total	4,506	3154	2756	2140	1811	2010	2699	2963	1791	2560	2674	29,064

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)	11/1/2007 (Monthly)	% of Goal (Monthly)	Total as of November 2007 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State				-	249	0%	5,896	536	6,432	0%
Adams	16,803	1,344	538	45	14	31%	274	25	299	56%
Asotin	21,178	1,694	678	56	5	9%	239	22	261	38%
Benton	157,950	12,636	5,054	421	445	106%	3,588	326	3,914	77%
Chelan	69,791	5,583	2,233	186	27	15%	516	47	563	25%
Columbia	4,129	330	132	11	-	0%	8	1	9	7%
Douglas	34,977	2,798	1,119	93	-	0%	37	3	40	4%
Franklin	63,011	5,041	2,016	168	208	124%	1,610	146	1,756	87%
Garfield	2,344	188	75	6	-	0%	11	1	12	16%
Grant	81,229	6,498	2,599	217	59	27%	692	63	755	29%
Kittitas	36,841	2,947	1,179	98	41	42%	476	43	519	44%
Klickitat	19,839	1,587	635	53	9	17%	203	18	221	35%
Lincoln	10,381	830	332	28	6	22%	47	4	51	15%
Okanogan	39,782	3,183	1,273	106	18	17%	299	27	326	26%
Walla Walla	57,558	4,605	1,842	153	53	35%	527	48	575	31%
Whitman	40,170	3,214	1,285	107	11	10%	158	14	172	13%
Yakima	231,586	18,527	7,411	618	1,529	248%	14,483	1,317	15,800	213%
Total	887,569	71,006	28,402	2,367	2,674	113%	29,064	2,642	31,706	112%