

# Greater Columbia 2-1-1

Volume 1, Issue 8

Update Report

November 30, 2006

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## GC 2-1-1 is Getting the Word Out

Vista Volunteer, Hans Burger, Outreach Coordinator, Kathy DeGooyer, and Amy Peters, Project Coordinator traveled to various counties in the Greater Columbia area. Several I&R Specialists also attended many of the events listed below.

Date	Event
November 2	ALTC Notice of Planning Forum at Harman Center
November 7	White Swan Health and Safety Fair at Mt. Adams Middle School
November 8	Presentation at Chelan County DSHS
November 14	Greater Columbia Partnership Meeting at Snipes Mountain
November 14	Community-wide MAPP meeting hosted by Yakima Health District
November 16	CWU Informational Table
November 17	Office of Emergency Management's Valley Response Part 3 Exercise
November 20	211 and United Way Presentation at Landmark Care Center
November 21	Elder Abuse Task Force Meeting in Yakima
November 28	Radio interview on KIT regarding 211 holiday resources
November 29	ESD Pandemic Influenza Forum for 50 ESD 105 staff
November 29	Table at Yakama Nation College Fair
November 30	Medicare/Medicaid Forum in Sunnyside



## Upcoming Outreach Events

Date	Event
December 1	Presentation at an in-service to 40 EPIC Head Start home liaison staff
December 1	TV interview for KNDO regarding 211 cold weather resources
December 20	Presentation to DSHS staff in Sunnyside

## 211 Participation in Emergency Response

November saw Greater Columbia 2-1-1 taking several steps forward in their emergency response roles, through participation in a real-time exercise coordinated through several other agencies and through the distribution of real emergency information. On the 17th, the call center participated in Valley Response 3, a real-time emergency response exercise staged by the Yakima County Office of Emergency Management in which a number of different local agencies coordinated a hypothetical response to a disaster scenario. 2-1-1 was able to draw a large amount of useful information and experience to use in drawing up their own emergency plan, and had a good opportunity to establish themselves as a presence in the local emergency response community.

Several days later, that presence was further established when 2-1-1 became a conduit for information in the Tieton water crisis. When the city experienced several major breaks in its domestic water supply, a number of houses and areas were left without a source of running water. 2-1-1 was selected by the city as a go-to source for information on where the city was distributing fresh water, and what the exact state of the crisis was.

2-1-1 also further publicized its role as a source of health information during a possible flu pandemic, thanks to a speech by Amy Peters at a flu pandemic information forum held on November 29 by ESD 105. Amy was able to increase public awareness both of 2-1-1's role in a potential health emergency and its normal function and purpose.

Two GC 2-1-1 staff members, Hans Burger and Kathy DeGooyer, will increase their emergency response capacity during the week of December 4-8 when they attend classes on the Incident Command System (ICS). ICS is the standardized framework employed by all emergency management agencies, and having a background in it will be useful in writing the GC 2-1-1 emergency plan and in interacting with other agencies.

# Greater Columbia 211 at Work

## Success Stories for Benton & Franklin Counties

### Situation



Database Specialist, Jennifer Blizard, received a call from a Benton County community member who felt that her mother was lonely and inactive. She wanted to find something for her mother that would get her involved in community activities. Jennifer referred the caller to the Retired and Senior Volunteers Program at the Benton Franklin Volunteer Center.

### Outcome

The caller took her mother to the center to fill out an application. She was very happy and appreciative of our service.

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### Situation



I & R Specialist, Silvia Ortiz, received a call from a Franklin County community member who was looking for family counseling services for her dad and family. Silvia referred the caller to several agencies within the Franklin County area.

### Outcome

The caller contacted the referrals and thought they were very helpful. She feels that her family will get the help it needs from these agencies.

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## Success Stories for all other Counties

### Situation



I & R Specialist, Laura Castilla, received a call from a Yakima County community member who was looking for information regarding foster parenting and guardianship. Laura referred the caller to a few agencies involved in foster parenting.

### Outcome

The caller was able to get the information she needed from our referrals.

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### Situation

I&R Specialist, Silvia Ortiz, received a call from a Kittitas County community member who needed assistance with food and other basic necessities. Silvia gave the caller several referrals to food pantries and other agencies that provide assistance with basic needs.

### Outcome

The caller received the items she needed. She was grateful for our service.

## Statistics

**November 1 – November 30**

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

Benton & Franklin Counties		% of Calls	All Counties		% of Calls
211 Business Card		2.20%	211 Business Card		2.67%
Agency		61.95%	Agency		66.18%
Billboard		0.24%	Billboard		1.47%
Bus Ad		0.24%	Bus Ad		0.92%
Church		1.71%	Church		1.20%
Community Meeting		0.00%	Community Meeting		0.55%
Flyer		1.71%	Flyer		2.30%
Friend		6.34%	Friend		5.81%
Newspaper		0.98%	Newspaper		0.83%
Other		1.46%	Other		1.94%
Radio		0.98%	Radio		1.29%
TV		22.20%	TV		14.65%
Website		0.00%	Website		0.18%

### Percentage of Total Calls by Gender:

Benton & Franklin Counties		All Counties	
Gender	Target County	Gender	Target County
Female	78.25%	Female	76.12%
Male	21.75%	Male	23.88%

## Percentage of Total Calls by Ethnicity:

Benton & Franklin Counties		All Counties	
Ethnicity	Target County	Ethnicity	Target County
African American	2.46%	African American	1.72%
Asian American	0.00%	Asian American	0.19%
Caucasian	67.37%	Caucasian	58.83%
Declined	10.53%	Declined	10.89%
Hispanic	11.23%	Hispanic	17.57%
Multi-racial/cultural	1.40%	Multi-racial/cultural	2.10%
Native American	1.05%	Native American	2.67%
Other	2.81%	Other	1.05%
Pacific Islander	0.00%	Pacific Islander	0.19%
Unknown	3.16%	Unknown	4.78%

## Top 10 Requested Community Health & Human Resources for All Counties

Code	Requested Resource	% of Resources Requested
BD	Food	4.10%
BH	Housing/Shelter	25.29%
PH	Individual and Family Support Services	3.91%
TJ	Information Services	28.05%
FP	Legal Assistance Modalities	2.67%
FT	Legal Services	3.05%
LH	Health Supportive Services	3.05%
BM	Material Goods	3.34%
TF	Community Services	3.05%
BT	Transportation	5.82%

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

Code	Requested Resource	% of Resources Requested
BH	Housing/Shelter	30.53%
TJ	Information Services	20.61%
BD	Food	3.31%
FP	Legal Assistance Modalities	2.80%
FT	Legal Services	3.31%
LH	Health Supportive Services	4.07%
BT	Transportation	3.82%
PH	Individual and Family Support Services	4.83%
BM	Material Goods	4.58%
TF	Community Services	4.07%

### Call Summary Greater Columbia 211 Call Center November 1 – November 30

#### Total Calls

Call Origin	Calls Received	Abandoned Calls	% of Abandoned Calls	Total Minutes	Average Minutes	Out of Service Area	Service Level
211 Toll Free	162	9	5.56%	482.55	2.98	13	91.98%
English	1152	57	4.95%	3849.98	3.34	99	91.41%
Outbound	567	0	0.00%	1227.85	2.17	0	100.00%
Spanish	104	9	8.65%	490.13	4.71	18	82.69%
Voicemail	164	0	0.00%	14021.53	85.50	27	83.54%
<b>Total Calls Received</b>	<b>2149</b>	<b>75</b>		<b>20072.05</b>		<b>157</b>	

## Detail Call Totals by County

Call Center	County	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Actual Calls
Greater Columbia	Adams	0	13	7	0	0	20
	Benton	7	318	20	0	0	345
	Chelan	1	37	12	0	0	50
	Columbia	0	1	0	0	0	1
	Douglas	0	0	0	0	0	0
	Franklin	2	114	15	0	0	128
	Garfield	0	1	0	0	0	1
	Grant	2	26	4	0	0	32
	Kittitas	1	45	2	0	0	48
	Klickitat	0	11	0	0	0	11
	Lincoln	0	5	0	0	0	5
	Okanogan	1	16	0	0	0	17
	Out of State	126	13	0	1	164	304
	Walla Walla	2	43	6	0	0	51
	Whitman	0	10	0	0	0	10
	Yakima	324	2304	208	1134	328	1123
<b>Total Calls</b>		<b>466</b>	<b>2957</b>	<b>274</b>	<b>1135</b>	<b>492</b>	<b>2149</b>

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

County	City	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Calls	% of Calls
Out of State		126	13	0	1	164	304	14%
Adams	Hatton	0	7	7	0	0	14	1%
	Lind	0	1	0	0	0	1	0%
	Ritzville	0	3	0	0	0	3	0%
	Washtucna	0	2	0	0	0	2	0%
Benton	Benton City	0	11	1	0	0	12	1%
	Kennewick	5	216	17	0	0	238	11%
	Prosser	0	3	0	0	0	3	0%
	Richland	2	74	2	0	0	78	4%
	West Richland	0	14	0	0	0	14	1%
Chelan	Cashmere	0	4	1	0	0	5	0%
	Leavenworth	0	2	3	0	0	5	0%
	Wenatchee	1	31	8	0	0	40	2%
Columbia	Dayton	0	1	0	0	0	1	0%

County	City	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Calls	% of Calls
Franklin	Basin City	0	1	0	0	0	1	0%
	Connell	0	1	0	0	0	1	0%
	Eltopia	0	1	0	0	0	1	0%
	Pasco	2	111	15	0	0	128	6%
Garfield	Pomeroy	0	1	0	0	0	1	0%
Grant	Ephrata	0	3	0	0	0	3	0%
	Moses Lake	2	21	3	0	0	26	1%
	Warden	0	1	1	0	0	2	0%
Kittitas	Wilson Creek	0	1	0	0	0	1	0%
	Cle Elum	0	3	0	0	0	3	0%
	Ellensburg	1	40	2	0	0	43	2%
	Roslyn	0	2	0	0	0	2	0%
Klickitat	Dallesport	0	1	0	0	0	1	0%
	Goldendale	0	5	0	0	0	5	0%
	White Salmon	0	4	0	0	0	4	0%
	Whitstran	0	1	0	0	0	1	0%
Lincoln	Davenport	0	2	0	0	0	2	0%
	Harrington	0	1	0	0	0	1	0%
	Reardan	0	1	0	0	0	1	0%
	Wilbur	0	1	0	0	0	1	0%
Okanogan	Coulee Dam	0	1	0	0	0	1	0%
	Nespelem	0	1	0	0	0	1	0%
	Omak	1	14	0	0	0	15	1%
Walla Walla	Walla Walla	2	43	6	0	0	51	2%
Whitman	Garfield	0	1	0	0	0	1	0%
	Pullman	0	2	0	0	0	2	0%
	Sprague	0	1	0	0	0	1	0%
	Tekoa	0	2	0	0	0	2	0%
	Union Town	0	4	0	0	0	4	0%
Yakima	Cowiche	0	3	0	0	0	3	0%
	Grandview	0	12	5	0	0	17	1%
	Harrah	0	4	1	0	0	5	0%
	Naches	1	0	0	0	0	1	0%
	Nile	0	1	0	0	0	1	0%
	Rimrock	0	1	0	0	0	1	0%
	Sunnyside	1	19	4	0	0	24	1%
	Tieton	0	6	0	0	0	6	0%
	Toppenish	0	25	4	0	0	29	1%
	Wapato	0	11	1	0	0	12	1%
Yakima	White Swan	0	5	0	0	0	5	0%
	Yakima	18	403	22	566	0	1009	47%

County	City	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Calls	% of Calls
	Zillah	0	9	1	0	0	10	0%
<b>Total Calls</b>		<b>162</b>	<b>1152</b>	<b>104</b>	<b>567</b>	<b>164</b>	<b>2149</b>	

## Greater Columbia 211 Call Center Year-to-Date Calls

County	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sept-06	Oct-06	Nov-06
Out of State	1	39	6	1	33	119	136	179	304	287
Adams	0	0	1	1	6	11	17	9	17	20
Asotin	0	0	0	0	1	1	2	7	0	0
Benton	139	529	312	290	182	220	283	314	389	345
Chelan	0	0	2	2	2	7	23	42	50	50
Columbia	0	0	0	0	0	0	0	1	1	1
Douglas	0	0	0	0	0	1	1	0	5	0
Ferry	0	0	0	0	0	0	0	2	0	0
Franklin	42	151	103	75	65	92	107	85	107	131
Garfield	0	0	0	0	0	0	0	0	1	1
Grant	0	0	2	3	4	35	40	32	41	32
King	0	0	24	3	4	5	3	27	14	12
Kittitas	9	24	27	15	18	8	30	31	55	48
Klickitat	0	0	0	0	0	9	14	14	20	11
Lincoln	0	0	2	1	3	3	6	2	12	5
Okanogan	0	0	0	3	2	6	11	35	24	17
Spokane	0	0	0	0	3	2	0	8	17	5
Stevens	0	0	0	0	0	0	0	1	1	0
Walla Walla	10	50	23	25	39	29	42	81	78	51
Whitman	0	0	0	0	0	0	0	2	9	10
Yakima	208	970	695	1,034	1,062	1,056	1,735	1440	1512	1123
<b>Total</b>	<b>409</b>	<b>1,763</b>	<b>1,197</b>	<b>1,464</b>	<b>1,436</b>	<b>1,604</b>	<b>2,450</b>	<b>2,312</b>	<b>2,657</b>	<b>2,149</b>

## 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)	Nov-06 (Monthly)	% of Goal (Monthly)	Total as of Nov 2006 (Annual)	Average (Annual)	Projected YTD Total Calls for 2-1-1 (Annual)	% of Goal (Annual)
Out of State	0	0	0	0	304	0%	1,236	137	1,648	0%
Adams	16,803	1,344	538	45	20	45%	82	9	109	20%
Asotin	21,178	1,694	678	56	0	0%	11	1	15	2%
Benton	157,950	12,636	5,054	421	345	82%	3,003	334	4,004	79%
Chelan	69,791	5,583	2,233	186	50	27%	178	20	237	11%
Columbia	4,129	330	132	11	1	9%	3	0	4	3%
Douglas	34,977	2,798	1,119	93	0	0%	7	1	9	1%
Franklin	63,011	5,041	2,016	168	131	78%	958	106	1,277	63%
Garfield	2,344	188	75	6	1	16%	2	0	3	4%
Grant	81,229	6,498	2,599	217	32	15%	212	24	283	11%
Kittitas	36,841	2,947	1,179	98	48	49%	265	29	353	30%
Klickitat	19,839	1,587	635	53	11	21%	68	8	91	14%
Lincoln	10,381	830	332	28	5	18%	34	4	45	14%
Okanogan	39,782	3,183	1,273	106	17	16%	98	11	131	10%
Walla										
Walla	57,558	4,605	1,842	153	51	33%	428	48	571	31%
Whitman	40,170	3,214	1,285	107	10	9%	21	2	28	2%
Yakima	231,586	18,527	7,411	618	1,123	182%	10,835	1,204	14,447	195%
<b>Total</b>	<b>887,569</b>	<b>71,006</b>	<b>28,402</b>	<b>2,367</b>	<b>2,149</b>	<b>91%</b>	<b>17,441</b>	<b>1,938</b>	<b>23,255</b>	<b>82%</b>