

# Greater Columbia 2-1-1

Volume 1, Issue 7

Update Report

October 31, 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
October 12	Whitman County Provider Breakfast
October 17	Forum on Poverty at Columbia Basin College
October 18	Disability Mentoring Day at Provident/Horizon Open House
October 18	Parent Advisory Committee Hispanic Parent's Night at Washington Middle School
October 23	Benton County Commissioners Funding Presentation
October 24	Yakima Health District MAPP Meeting
October 28	Stand Down Veteran's Resource Fair
October 30	Meeting and Tour of 211 Call Center with State Representative Bruce Chandler
October 30	Serving Our Seniors presentation in Omak



## Upcoming Outreach Events

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 16	CWU Informational Table
November 17	Office of Emergency Management's Valley Response Part 3 Exercise
November 20	211 Presentation at Landmark Care Center
November 29	ESD Pandemic Influenza Forum at Englewood Christian Church

## 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 was unable to leave her home and needed assistance with in home services and food. Jennifer was able to give the caller several referrals from the Benton County area.

#### Outcome

The caller was able to get the assistance she needed from a service that was recommended by one of the referrals she received.

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#### Situation



I & R Specialist, Silvia Ortiz, received a call from a Benton County community member who needed assistance for her son and family. Her son needed help with his homework and she was interested in obtaining family and individual counseling. Silvia was able to refer several agencies within the Benton County area.

#### Outcome

The caller received the assistance she was looking for through our referrals.

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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 recently diagnosed with a serious medical condition. She needed assistance with the cost of the extensive medical tests that she needed and other household bills. Laura referred an agency that provides assistance to people in Washington State who have been diagnosed with this condition.

### Outcome

The caller was able to get the help she needed from the agency that was referred. The agency assigned one person to her case, who will handle all of her issues for the duration.

## Statistics

### October 1 – October 31

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

Benton & Franklin Counties	% of Calls	All 12 Counties	% of Calls
211 Business Card	0.98%	211 Business Card	1.38%
Agency	65.28%	Agency	68.18%
Billboard	0.49%	Billboard	1.30%
Bus Ad	0.00%	Bus Ad	0.49%
Church	1.71%	Church	1.62%
Community Meeting	0.00%	Community Meeting	0.41%
Flyer	0.73%	Flyer	2.27%
Friend	8.07%	Friend	6.41%
Miscellaneous Advertising	0.24%	Miscellaneous Advertising	0.16%
Newspaper	1.47%	Newspaper	1.46%
No Response	0.49%	No Response	0.41%
Other	1.22%	Other	1.79%
Radio	0.24%	Radio	0.41%
TV	18.83%	TV	13.64%
Website	0.24%	Website	0.08%

### Percentage of Total Calls by Gender:

Benton & Franklin Counties		All 12 Counties	
Gender	Target County	Gender	Target County
Female	73.60%	Female	79.16%
Male	24.09%	Male	20.13%
Unknown	2.31%	Unknown	0.72%

### Percentage of Total Calls by Ethnicity:

Benton & Franklin Counties		All 12 Counties	
Ethnicity	Target County	Ethnicity	Target County
African American	2.31%	African American	2.50%
Caucasian	70.63%	Caucasian	64.76%
Declined	6.27%	Declined	5.01%
Hispanic	7.59%	Hispanic	12.52%
Multi-racial/cultural	1.98%	Multi-racial/cultural	1.70%
Native American	0.66%	Native American	3.58%
Other	2.31%	Other	1.70%
Pacific Islander	0.99%	Pacific Islander	0.54%
Unknown	7.26%	Unknown	7.60%

### Top 10 Requested Community Health & Human Resources for All 12 Counties

Code	Requested Resource	% of Resources Requested
BD	Food	4.29%
BH	Housing/Shelter	25.40%
PH	Individual and Family Support Services	4.29%
TJ	Information Services	28.80%
FP	Legal Assistance Modalities	2.59%
FT	Legal Services	3.67%
LH	Health Supportive Services	2.59%
BM	Material Goods	3.04%
NL	Public Assistance Programs	2.24%
BT	Transportation	3.76%

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

Code	Requested Resource	% of Resources Requested
BH	Housing/Shelter	27.25%
TJ	Information Services	17.98%
BD	Food	6.18%
FP	Legal Assistance Modalities	3.93%
FT	Legal Services	3.93%
LH	Health Supportive Services	3.65%
BT	Transportation	4.21%
PH	Individual and Family Support Services	4.49%
BM	Material Goods	4.78%
LX	Substance Abuse Services	2.53%

### Call Summary Greater Columbia 211 Call Center October 1 – October 31

#### Total Calls

Call Origin	Calls Received	Abandoned Calls	% of Abandoned Calls	Total Minutes	Average Minutes	Out of Service Area	Service Level
211 Toll Free	350	20	5.71%	1018.82	2.91	23	93.43%
English	1202	62	5.16%	3905.13	3.25	81	93.26%
Outbound	914	0	0.00%	1569.53	1.72	0	100.00%
Spanish	63	7	11.11%	224.42	3.56	2	96.83%
Voicemail	128	0	0.00%	3491.62	27.28	21	83.59%
<b>Total Calls Received</b>	<b>2657</b>	<b>89</b>		<b>10209.52</b>		<b>127</b>	

## Detail Call Totals by County

Call Center	County	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Actual Calls
Greater Columbia	Benton	33	349	7	0	0	389
	Franklin	17	86	4	0	0	107
	Kittitas	3	50	2	0	0	55
	Klickitat	4	16	0	0	0	20
	Walla Walla	7	62	9	0	0	78
	Yakima	63	504	31	914	0	1512
	Adams	0	12	5	0	0	17
	Chelan	12	35	3	0	0	50
	Douglas	5	0	0	0	0	5
	Grant	7	33	1	0	0	41
	Lincoln	3	9	0	0	0	12
	Okanogan	2	22	0	0	0	24
	Columbia	0	1	0	0	0	1
	Whitman	1	8	0	0	0	9
	Out of State	193	15	1	0	128	337
<b>Total Calls</b>		<b>350</b>	<b>1202</b>	<b>63</b>	<b>914</b>	<b>128</b>	<b>2657</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		21	0	0	0	128	149	6%
King	Auburn	2	0	0	0	0	2	0%
	Bellevue	1	0	0	0	0	1	0%
	Redmond	1	0	0	0	0	1	0%
	Renton	1	0	0	0	0	1	0%
	Seattle	9	0	0	0	0	9	0%
Skagit	Marble Mount	1	0	0	0	0	1	0%
Snohomish	Everett	1	0	0	0	0	1	0%
Clallam	Port Angeles	1	0	0	0	0	1	0%
Kitsap	Bremerton	1	0	0	0	0	1	0%
	Silverdale	1	0	0	0	0	1	0%
Pierce	Ashford	1	0	0	0	0	1	0%
	Gig Harbor	3	0	0	0	0	3	0%
	Graham	3	0	0	0	0	3	0%
	Puyallup	3	0	0	0	0	3	0%
	Tacoma	87	1	0	0	0	88	3%

County	City	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Calls	% of Calls
	University Place	8	0	0	0	0	8	0%
Umatilla	Hermiston	2	0	0	0	0	2	0%
	Milton Freewater	2	0	0	0	0	2	0%
Linn	Albany	1	0	0	0	0	1	0%
Spokane	Spokane	9	5	0	0	0	14	1%
	Spokane Valley	1	2	0	0	0	3	0%
Grays Harbor	Elma	1	0	0	0	0	1	0%
	Ocean Shores	0	2	0	0	0	2	0%
Mason	Belfair	1	0	0	0	0	1	0%
Pacific	Long Beach	1	0	0	0	0	1	0%
Thurston	Olympia	4	0	0	0	0	4	0%
Ada	Boise	10	0	0	0	0	10	0%
Benton	Benton City	0	14	0	0	0	14	1%
	Kennewick	24	210	7	0	0	241	9%
	Prosser	1	7	0	0	0	8	0%
	Richland	6	84	0	0	0	90	3%
	West Richland	2	34	0	0	0	36	1%
Boundary	Bonnars Ferry	2	0	0	0	0	2	0%
Canyon	Caldwell	1	0	0	0	0	1	0%
	Nampa	1	0	0	0	0	1	0%
Deschutes	Bend	2	0	0	0	0	2	0%
Franklin	Connell	1	1	0	0	0	2	0%
	Pasco	16	85	4	0	0	105	4%
Kittitas	Cle Elum	1	0	0	0	0	1	0%
	Ellensburg	2	50	2	0	0	54	2%
Kootenai	Coeur D Alene	1	0	0	0	0	1	0%
Latah	Moscow	1	0	0	0	0	1	0%
Linn	Albany	3	0	0	0	0	3	0%
Multnomah	Portland	1	0	0	0	0	1	0%
Nez Perce	Lewiston	2	4	1	0	0	7	0%
Shoshone	Wallace	1	0	0	0	0	1	0%
Walla Walla	Eureka	0	1	0	0	0	1	0%
	Waitsburg	0	2	0	0	0	2	0%
	Walla Walla	7	59	9	0	0	75	3%
Yakima	Cowiche	0	1	0	0	0	1	0%
	Grandview	0	9	1	0	0	10	0%

County	City	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Calls	% of Calls
	Granger	0	1	0	0	0	1	0%
	Harrah	0	2	0	0	0	2	0%
	Mabton	0	1	0	0	0	1	0%
	Naches	0	5	0	0	0	5	0%
	Nile	0	2	0	0	0	2	0%
	Sunnyside	3	14	4	0	0	21	1%
	Tieton	0	4	0	0	0	4	0%
	Toppenish	0	32	2	0	0	34	1%
	Wapato	0	18	0	0	0	18	1%
	White Swan	0	4	0	0	0	4	0%
	Yakima	60	405	24	914	0	1403	53%
	Zillah	0	6	0	0	0	6	0%
Adams	Hatton	0	9	5	0	0	14	1%
	Ritzville	0	3	0	0	0	3	0%
Chelan	Cashmere	1	3	0	0	0	4	0%
	Chelan	3	0	0	0	0	3	0%
	Leavenworth	0	1	1	0	0	2	0%
	Manson	1	0	0	0	0	1	0%
	Wenatchee	7	31	2	0	0	40	2%
Douglas	Bridgeport	3	0	0	0	0	3	0%
	Mansfield	1	0	0	0	0	1	0%
	Waterville	1	0	0	0	0	1	0%
Grant	Ephrata	2	6	0	0	0	8	0%
	Moses Lake	3	24	0	0	0	27	1%
	Quincy	1	1	0	0	0	2	0%
	Royal City	1	2	1	0	0	4	0%
Klickitat	Dallesport	0	1	0	0	0	1	0%
	Goldendale	4	6	0	0	0	10	0%
	Roosevelt	0	1	0	0	0	1	0%
	White Salmon	0	6	0	0	0	6	0%
	Whitstran	0	1	0	0	0	1	0%
	Willard	0	1	0	0	0	1	0%
Lincoln	Creston	0	1	0	0	0	1	0%
	Davenport	3	4	0	0	0	7	0%
	Harrington	0	1	0	0	0	1	0%
	Odessa	0	2	0	0	0	2	0%
	Wilbur	0	1	0	0	0	1	0%
Okanogan	Coulee Dam	0	7	0	0	0	7	0%
	Nespelem	0	1	0	0	0	1	0%
	Omak	2	12	0	0	0	14	1%
	Oroville	0	2	0	0	0	2	0%
Whitman	Lacrosse	1	0	0	0	0	1	0%
	Pullman	0	7	0	0	0	7	0%

County	City	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Calls	% of Calls
	Sprague	0	1	0	0	0	1	0%
Columbia	Dayton	0	1	0	0	0	1	0%
Garfield	Pomeroy	1	0	0	0	0	1	0%
Stevens	Colville	0	1	0	0	0	1	0%
		7621	6419	6356	5442	5314	2657	

## 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
Out of State	1	39	6	1	33	119	136	179	304
Adams	0	0	1	1	6	11	17	9	17
Asotin	0	0	0	0	1	1	2	7	0
Benton	139	529	312	290	182	220	283	314	389
Chelan	0	0	2	2	2	7	23	42	50
Columbia	0	0	0	0	0	0	0	1	1
Douglas	0	0	0	0	0	1	1	0	5
Ferry	0	0	0	0	0	0	0	2	0
Franklin	42	151	103	75	65	92	107	85	107
Garfield	0	0	0	0	0	0	0	0	1
Grant	0	0	2	3	4	35	40	32	41
King	0	0	24	3	4	5	3	27	14
Kittitas	9	24	27	15	18	8	30	31	55
Klickitat	0	0	0	0	0	9	14	14	20
Lincoln	0	0	2	1	3	3	6	2	12
Okanogan	0	0	0	3	2	6	11	35	24
Spokane	0	0	0	0	3	2	0	8	17
Stevens	0	0	0	0	0	0	0	1	1
Walla									
Walla	10	50	23	25	39	29	42	81	78
Whitman	0	0	0	0	0	0	0	2	9
Yakima	208	970	695	1,034	1,062	1,056	1,735	1440	1512
<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>

## 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)	Oct-06 (Monthly)	% of Goal (Monthly)	Total as of Oct 2006 (Annual)	Average (Annual)	Projected YTD Total Calls for 2-1-1 (Annual)	% of Goal (Annual)
Out of State	0	0	0	0	336	0%	932	117	1,398	0%
Adams	16,803	1,344	538	45	17	38%	62	8	93	17%
Asotin	21,178	1,694	678	56	0	0%	11	1	17	2%
Benton	157,950	12,636	5,054	421	389	92%	2,658	332	3,987	79%
Chelan	69,791	5,583	2,233	186	50	27%	128	16	192	9%
Columbia	4,129	330	132	11	1	9%	2	0	3	2%
Douglas	34,977	2,798	1,119	93	5	5%	7	1	11	1%
Franklin	63,011	5,041	2,016	168	107	64%	827	103	1,241	62%
Garfield	2,344	188	75	6	1	16%	1	0	2	2%
Grant	81,229	6,498	2,599	217	41	19%	180	23	270	10%
Kittitas	36,841	2,947	1,179	98	55	56%	217	27	326	28%
Klickitat	19,839	1,587	635	53	20	38%	57	7	86	13%
Lincoln	10,381	830	332	28	12	43%	29	4	44	13%
Okanogan	39,782	3,183	1,273	106	24	23%	81	10	122	10%
Walla Walla	57,558	4,605	1,842	153	78	51%	377	47	566	31%
Whitman	40,170	3,214	1,285	107	9	8%	11	1	17	1%
Yakima	231,586	18,527	7,411	618	1,512	245%	9,712	1,214	14,568	197%
<b>Total</b>	<b>887,569</b>	<b>71,006</b>	<b>28,402</b>	<b>2,367</b>	<b>2,657</b>	<b>112%</b>	<b>15,292</b>	<b>1,912</b>	<b>22,938</b>	<b>81%</b>