

Greater Columbia 2-1-1

Volume 2, Issue 9

Update Report

September 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 in September.

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Date	Event
September 4	Presentation at Annual Service Provider Forum in Moses Lake
September 5	United Way's Day of Caring
September 12	Presentation to Yakima City Council committee regarding support for 2-1-1 funding
September 12	Presentation to Central Washington Comprehensive Mental Health
September 13	Presentation at the Mid-Columbia Children's Council in The Dalles, Oregon
September 14	Presentation at the Shared Resource Meeting at YVCC Workforce Center in Grandview
September 18	Booth at the CWU Combined Fund Drive in Ellensburg
September 20	David Lantis, Wanda Smith, and Amy Peters attended NCCD statewide meeting
September 25	Presentation to PFP Board of Directors regarding 2-1-1
September 28	Crisis intervention training, presented as part of a panel to law enforcement agencies



Greater Columbia 2-1-1: Within Our Communities



This year Yakima Valley Community College hosted the Great Grandview Grape Stomp on the Grandview Campus located at 500 West Main Street. The YVCC campus was open to tour the new Grandview Workforce Education Center, the new home of the Yakima Valley Community College Vineyard and Winery Technology Program and Allied Health programs. Representing the Greater Columbia 2-1-1 and People for People were Gracie Sexton, Wanda Smith, Silvia Ortiz, Lori Durand, Kathy Charvet, and Nancy Benavides. Each team made up of three members, had to stomp grapes with their bare feet for one minute. The goal was to stomp out the most juice (based on weight). The Greater Columbia 2-1-1 team came in second in their division.



Greater Columbia 2-1-1 at Work

Success Stories

Situation

Call Center Manager, Wanda Smith, received a call from an Asotin County community member who was in need of rental assistance and discount phone services. Wanda referred the client to several agencies where the client might receive assistance.

Outcome

The caller was able to get help with her rent from the Community Action Partnership and the YWCA.

Situation

Resource Specialist, Jennifer Blizzard, received a call from a Benton County community member who was searching for child care for her child in order to start a new job. Jennifer referred the caller to the Benton Franklin Community Action Committee's Child Care Resource and Referral Line.

Outcome

The caller was able to find a licensed child care center that had an immediate opening.

Situation

Information and Referral Specialist, Silvia Ortiz, received a call from a Grant County community member who was in need of transportation to medical appointments. The caller had no idea how she was going to be able to get to the doctor. Silvia referred her to People for People's medical transportation.

Outcome

The caller was able to arrange transportation to her appointment in Yakima and to an appointment in Wenatchee. She is also working with People for People to arrange transportation for her future appointment. Caller was very happy and relieved to have gotten the information from 2-1-1. She felt that without the referral she would have not been able to visit the doctor as needed.

Statistics

September 1 – September 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	0.84%	1.52%	0.67%
Agency	44.76%	36.97%	43.70%
Billboard	0.42%	0.61%	0.34%
Bus Ad	0.59%	0.00%	1.01%
Church	0.59%	0.30%	0.67%
Community Meeting	0.42%	0.91%	0.34%
Flyer	2.51%	3.03%	2.02%
Friend	3.52%	4.24%	3.19%
Misc. Advertising	0.17%	0.00%	0.34%
Newspaper	0.34%	0.00%	0.67%
No Response	0.08%	0.30%	0.00%
Other	1.09%	1.21%	1.18%
Poster	0.17%	0.00%	0.34%
Radio	0.25%	0.30%	0.34%
Returned Caller	36.04%	41.82%	38.66%
TV	4.78%	7.58%	4.71%
Unable to Ask	3.44%	1.21%	1.85%

Percentage of Total Calls by Ethnicity:

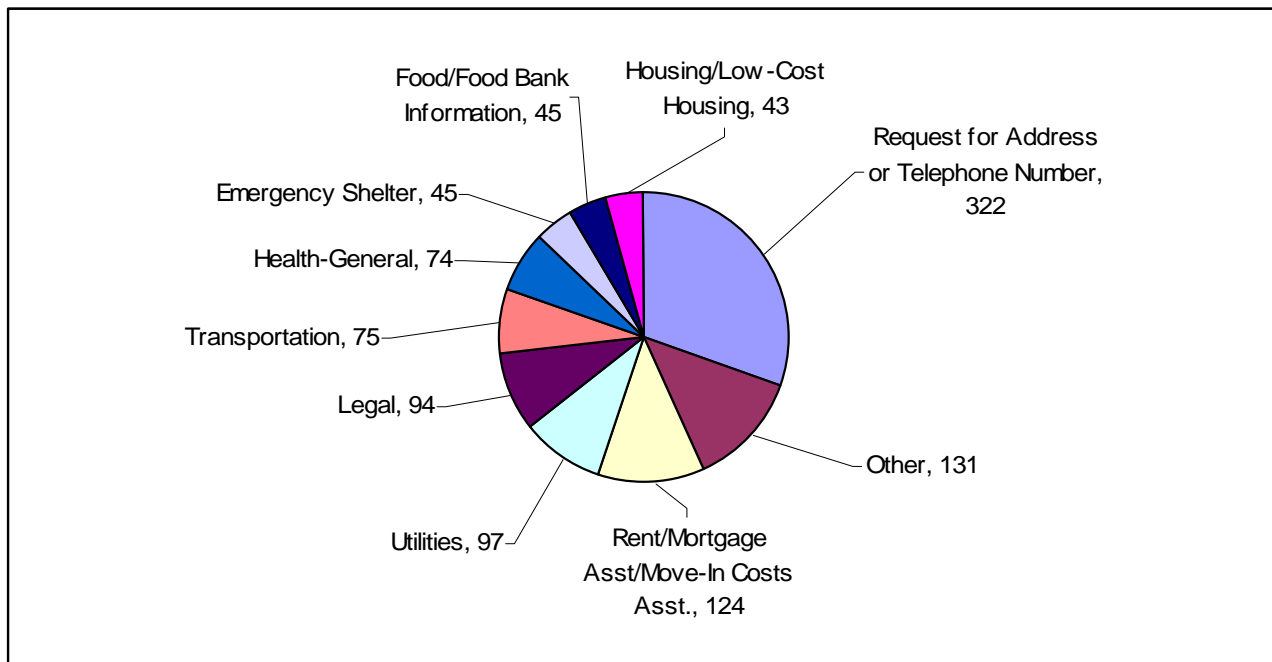
	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
African American	4.33%	3.35%	4.56%
Asian American	0.42%	0.00%	0.43%
Caucasian	55.44%	69.38%	47.72%
Declined	9.82%	9.09%	9.11%
Hispanic	20.70%	13.88%	28.63%
Multi-Racial	1.27%	1.44%	0.87%
Native American	3.27%	1.44%	5.64%
Other	0.53%	0.96%	0.22%
Pacific Islander	0.32%	0.00%	0.65%
Unknown	3.91%	0.48%	2.17%

Percentage of Total Calls by Gender:

	All Counties % of Calls	Benton & Franklin Counties % of Calls	Yakima County % of Calls
Female	80.36%	77.99%	82.43%
Male	19.54%	22.01%	17.57%
Unknown	0.11%	0.00%	0.00%

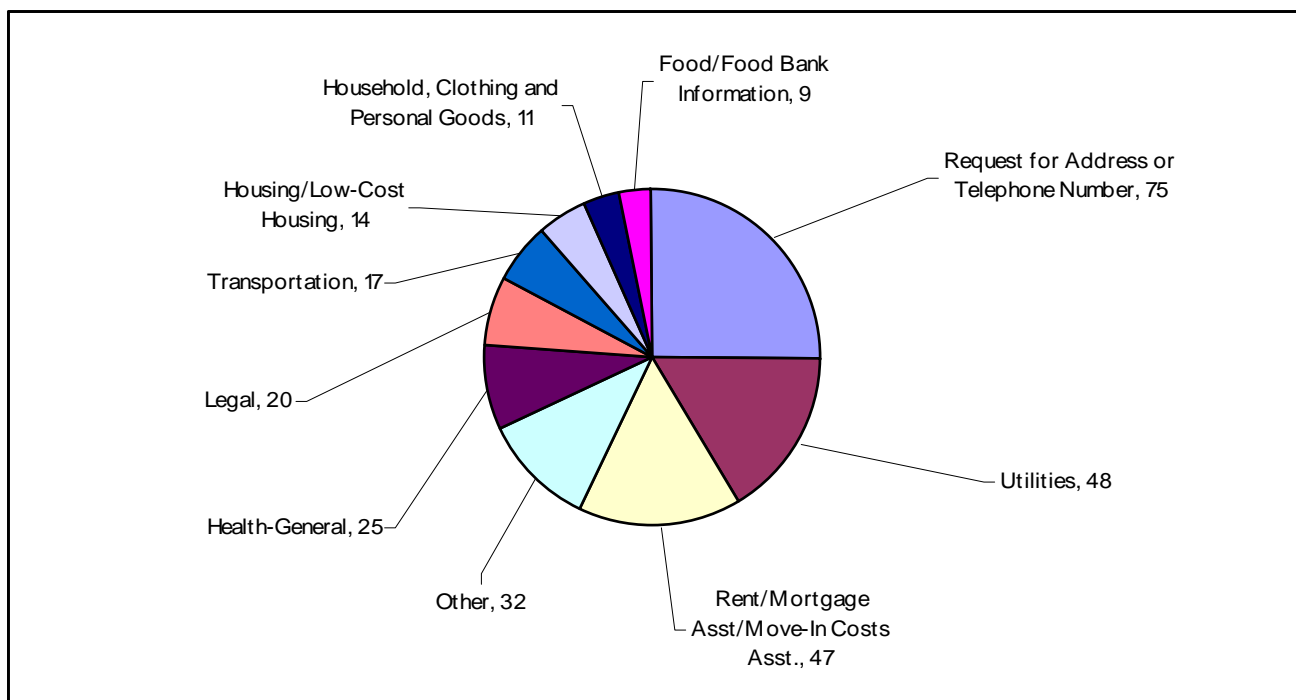
Top 10 Requested Community Health & Human Resources for All Counties

Requested Resources	# of Requests
Request for Address or Telephone Number	322
Other	131
Rent/Mortgage Asst/Move-In Costs Asst.	124
Utilities	97
Legal	94
Transportation/Travel	75
Health-General	74
Emergency Shelter	45
Food/Food Bank Information	45
Housing/Low-Cost Housing	43



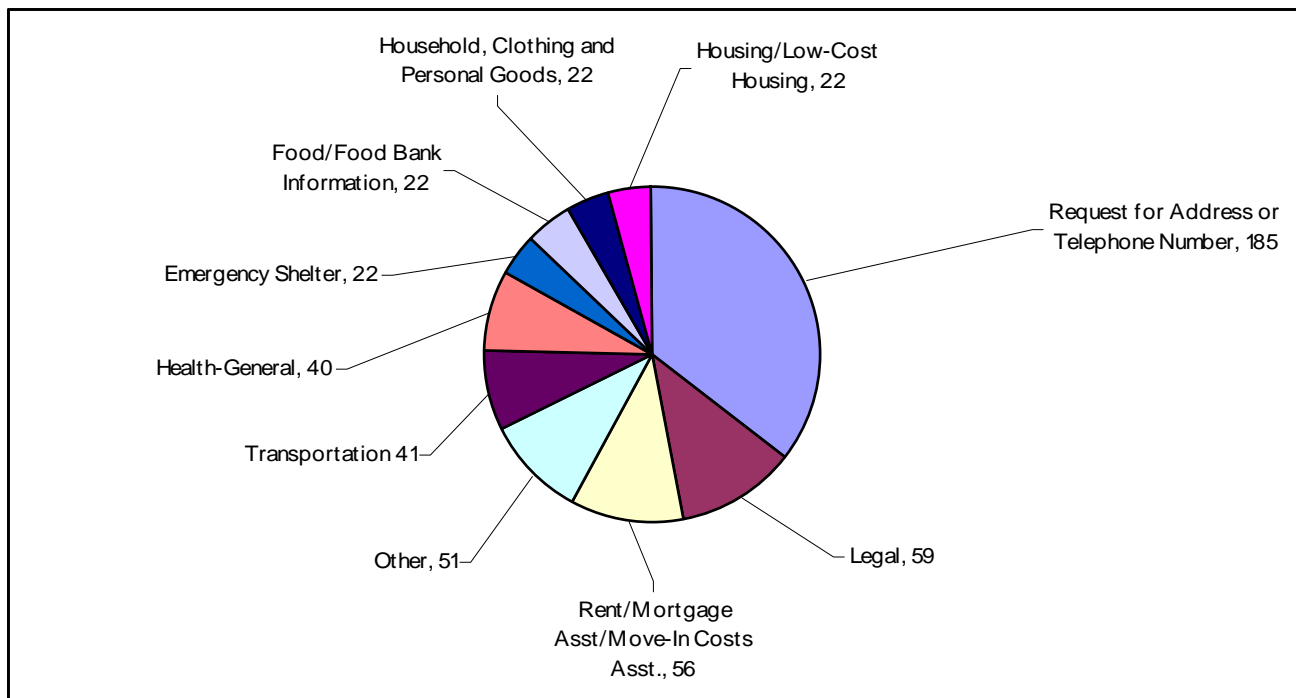
Top 10 Requested Community Health & Human Resources for Benton and Franklin Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	75
Utilities	48
Rent/Mortgage Asst/Move-In Costs Asst.	47
Other	32
Health-General	25
Legal	20
Transportation/Travel	17
Housing/Low-Cost Housing	14
Household, Clothing and Personal Goods	11
Food/Food Bank Information	9



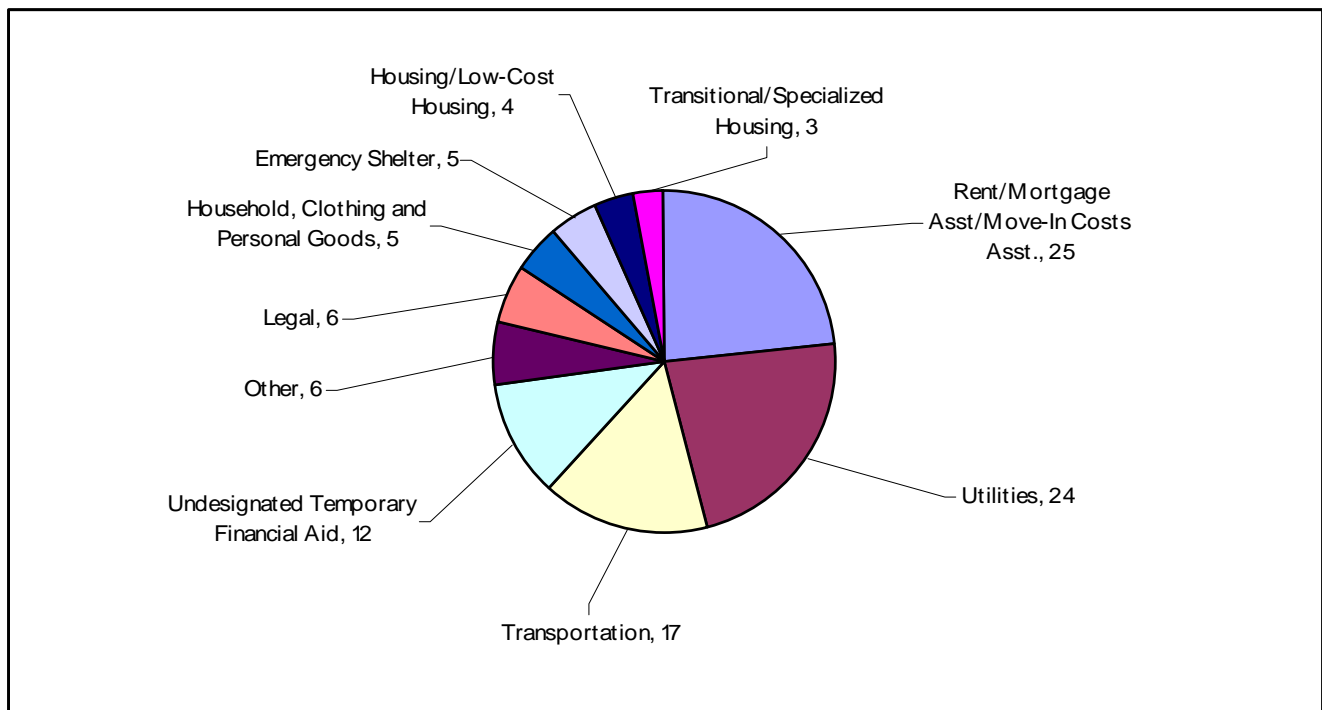
Top 10 Requested Community Health & Human Resources for Yakima Counties

Requested Resource	# of Requests
Request for Address or Telephone Number	185
Legal	59
Rent/Mortgage Asst/Move-In Costs Asst.	56
Other	51
Transportation/Travel	41
Health-General	40
Emergency Shelter	22
Food/Food Bank Information	22
Household, Clothing and Personal Goods	22
Housing/Low-Cost Housing	22



Top 10 Gaps in Service for All Counties

Requested Resource	# of Requests
Rent/Mortgage Asst/Move-In Costs Asst.	25
Utilities	24
Transportation/Travel	17
Undesignated Temporary Financial Aid	12
Other	6
Legal	6
Household, Clothing and Personal Goods	5
Emergency Shelter	5
Housing/Low-Cost Housing	4
Transitional/Specialized Housing	3



Call Summary

Greater Columbia 2-1-1 Call Center

September 1 – September 30

Total Calls

Call Origin	Received Calls	Abandoned Calls	Handled Calls	Total Minutes	Average Minutes	Out of Service
211 Toll Free	35	0	35	104.37	2.98	2
King County English	63	1	62	182.58	2.90	1
King County Spanish	3	0	3	8.70	2.90	0
Peninsulas English	4	0	4	8.28	2.07	0
Pierce County English	24	1	23	87.08	3.63	3
Spokane English	23	2	21	62.15	4.04	3
Spokane Spanish	2	0	2	2.30	1.15	0
Western English	17	0	17	67.62	3.98	1
Yakima English	1280	56	1224	3941.05	3.95	77
Yakima Outbound	184	0	184	357.10	1.94	0
Yakima Return Voicemail	7	0	7	19.85	2.84	0
Yakima Spanish	92	4	88	266.18	3.79	10
Yakima Voicemail	121	0	121	18930.58	156.45	12
Totals	1855	64	1791	24037.85	192.61	109

Detail Call Totals for Greater Columbia Call Center by County

	211 Toll Free	King County English	King County Spanish	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									9					9
Asotin									10					10
Benton						1			263			8		272
Chelan									22			3		25
Franklin	1								85			11		97
Grant						1			50			2		53
Kittitas									26			1		27
Klickitat									19					19
Lincoln									3			1		4
Okanogan						0			17					17
Other Call Centers	2	60	2	3	20	18	3	17	31			1		156
Out of State	18								2					20
Unknown	14	2	1		3				6				121	147
Walla Walla						1			24			5		30
Whitman									11					11
Yakima									646	184	7	56		893
Grand Total	35	62	3	3	23	21	2	17	1224	184	7	88	121	1791

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

		211 Toll Free	King County English	King County Spanish	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	Hatton									8					8
	Ritzville									1					1
Asotin	Clarkston									10					10
Benton	Benton City									12					12
	Kennewick									185			7		192
	Prosser									9					9
	Richland						1			52			1		54
	West Richland									5					5
Chelan	Cashmere									1					1
	Entiat												1		1
	Wenatchee									21			2		23
Franklin	Pasco	1								85			11		97
Grant	Ephrata									2					2
	Moses Lake						1			44			1		46
	Quincy									2					2
	Royal City									1					1
	Scop Lake									1					1
	Warden												1		1
Kittitas	Ellensburg									24			1		25
	Roslyn									2					2
Klickitat	Goldendale									10					10
	Lyle									3					3
	Trout Lake									1					1
	White Salmon									4					4
	Whitstran									1					1
Lincoln	Davenport									1					1
	Odessa									1			1		2
	Wilbur									1					1
Okanogan	Coulee Dam									3					3
	Loomis									1					1
	Molson									3					3
	Orak						0			8					8
	Tonasnet									2					2
Other Call Centers	Aberdeen								1						1
	Auburn		3							1					4
	Bellevue		4							1					5
	Buckley					1									1
	Burien		3												3
	Camano Island									1					1
	Colville									4					4
	Des Moines		3												3
	Gig Harbor	1								1					2
	Graham					2				2					4
	Issaquah		1												1

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

		211 Toll Free	King County English	King County Spanish	Peninsulas 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	Kent		2												2
	Kettle Falls							1							1
	Kirkland		2												2
	Lacey								5						5
	Medical Lake						1								1
	Olympia								10	1					11
	Port Angeles				1										1
	Port Orchard				1										1
	Port Townsend				1										1
	Puyallup					1									1
	Seattle		39	2						4					45
	Shelton								1						1
	Spokane						15	1		12			1		29
	Spokane Valley						2								2
	Tacoma	1	3			16				3					23
	Vancouver									1					1
Out of State	Out Of State	18								2					20
Unknown	Unknown	14	2	1		3				6				121	147
Walla Walla	Walla Walla						1			24			5		30
Whitman	Colfax									4					4
	Pullman									7					7
Yakima	Cowiche									4					4
	Grandview									5					5
	Granger									9					9
	Harrah									3					3
	Mabton									2					2
	Naches									7					7
	Nile									3					3
	Sunnyside									33			6		39
	Tieton									3					3
	Toppenish									12			3		15
	Wapato									12			1		13
	White Swan									2					2
	Yakima									545	184	7	45		781
	Zillah									6			1		7
Grand Total		35	62	3	3	23	21	2	17	1224	184	7	88	121	1791

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	2007 Totals
Out of State	1438	314	1130	102	647	215	78	26	167	4117
Other Call Centers	1	0	0	0	0	0	0	624	157	782
King	6	6	9	8	7	0	0	0	0	36
Spokane	45	278	69	5	9	0	0	0	0	406
Stevens	21	18	7	7	0	0	0	0	0	53
Adams	128	37	19	8	6	6	21	14	9	248
Asotin	72	30	17	28	12	27	10	20	10	226
Benton	488	364	332	280	269	239	265	294	272	2803
Chelan	167	92	42	28	16	32	32	29	25	463
Columbia	8	0	0	0	0	0	0	0	0	8
Douglas	11	20	0	2	3	1	0	0	0	37
Franklin	307	171	132	125	124	82	106	87	97	1231
Garfield	3	1	2	1	2	0	0	1	0	10
Grant	204	85	47	28	30	45	44	54	53	590
Kittitas	82	54	50	40	25	29	34	30	27	371
Klickitat	50	32	19	20	12	6	17	13	19	188
Lincoln	8	4	6	2	1	4	2	4	4	35
Okanogan	73	30	31	22	9	17	37	31	17	267
Walla Walla	145	70	46	23	28	25	38	36	30	441
Whitman	27	21	20	15	14	10	6	9	11	133
Yakima	1222	1527	778	1396	597	1272	2009	1691	893	11385
Total	4,506	3154	2756	2140	1811	2010	2699	2963	1791	23,830

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)	9/1/2007 (Monthly)	% of Goal (Monthly)	Total as of September 2007 (Annual)	Average (Annual)	Projected YTD Total Call for 2-1-1 (Annual)	% of Goal (Annual)
Out of State				-	324	0%	5,394	599	7,192	0%
Adams	16,803	1,344	538	45	9	20%	248	28	331	61%
Asotin	21,178	1,694	678	56	10	18%	226	25	301	44%
Benton	157,950	12,636	5,054	421	272	65%	2,803	311	3,737	74%
Chelan	69,791	5,583	2,233	186	25	13%	463	51	617	28%
Columbia	4,129	330	132	11	-	0%	8	1	11	8%
Douglas	34,977	2,798	1,119	93	-	0%	37	4	49	4%
Franklin	63,011	5,041	2,016	168	97	58%	1,231	137	1,641	81%
Garfield	2,344	188	75	6	-	0%	10	1	13	18%
Grant	81,229	6,498	2,599	217	53	24%	590	66	787	30%
Kittitas	36,841	2,947	1,179	98	27	27%	371	41	495	42%
Klickitat	19,839	1,587	635	53	19	36%	188	21	251	39%
Lincoln	10,381	830	332	28	4	14%	35	4	47	14%
Okanogan	39,782	3,183	1,273	106	17	16%	267	30	356	28%
Walla Walla	57,558	4,605	1,842	153	30	20%	441	49	588	32%
Whitman	40,170	3,214	1,285	107	11	10%	133	15	177	14%
Yakima	231,586	18,527	7,411	618	893	145%	11,385	1,265	15,180	205%
Total	887,569	71,006	28,402	2,367	1,791	76%	23,830	2,648	31,773	112%