

# Greater Columbia 2-1-1

Volume 1, Issue 6

Update Report

September 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 events listed below.

Date	Event
September 5	Grant County Community Resource Forum
September 6	Klickitat Interagency Council
September 18	McClure Elementary Community Information Fair
September 19	Chamber of Commerce Business After Hours at the Yakima Cellars
September 20	Walla Walla 2-1-1 Service Provider Forum
September 21	Training for the WorkSource Referral and Workforce Resource Center
September 25	Presentation to clients of Riel House
September 27	Whitman County Provider Breakfast
September 29	Skamania-Klickitat Community Network Meeting
September 30	Hands Around the World Multicultural Fair



In addition, 211 staffed a booth at the Central Washington State Fair on September 22, 23, and 24. All 211 staff participated and answered a wide range of questions which helped to educate the public and clear up any misconceptions about the service.

## Upcoming Outreach Events

Date	Event
October 17	Forum on poverty at Columbia Basin College
October 18	Open House at Provident Horizon Group
October 28	Stand Down Veteran’s Resource Fair
October 30	Serving Our Seniors presentation, Okanogan County
TBA	Training for Early Head Start of Moses Lake

## Expansion of Service

The Greater Columbia 211 Call Center began providing 211 services to Whitman, Columbia, Garfield and Asotin counties beginning Thursday, September 21<sup>st</sup> – which means 211 now serves 16 counties in our region. The 211 staff has been working hard to collect the provider information and spread the word through outreach to those new communities in our service area.

## Greater Columbia 211 Continuing Education

Wanda Smith, Operations Manager, and Kathy DeGooyer, Outreach Coordinator, attended the Regional AIRS (Alliance of Information and Referral Systems) Conference September 27<sup>th</sup> – 29<sup>th</sup> in Boise, ID.

Information and Referral Specialists, Yvette Compton and Silvia Ortiz both successfully passed professional certification examinations through AIRS (Alliance of Information and Referral Systems) to become CIRS (Certified Information and Referral Specialists).

## Greater Columbia 211 at Work

### Situation



I & R Specialist, Silvia Ortiz, received a call from a Yakima County community member who needed assistance with food and other basic necessities. Silvia referred several agencies within the Yakima County area.

### Outcome

The caller was able to get the assistance she needed with our referrals. She is so happy with 211 that she has been telling everyone she knows about 211 and how we are here to help.

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### Situation



I & R Specialist, Laura Castilla, received a call from a Benton County community member who needed assistance with home repairs and a faulty well. Laura was able to refer several agencies within the Benton County area.

### Outcome

The caller received monetary assistance for her much needed home repairs. She put her name on a waiting list to have her well repaired. She is happy with the help she received from 211 and is grateful for the services we provide.

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### Situation

I & R Specialist, Laura Castilla, received a call from an Asotin County community member who needed food, clothing, employment, and housing assistance. Laura referred several agencies within the Asotin County area.

### Outcome

The caller received assistance from many of the referrals she received. She is very happy with how things are going for her now and says it is all because of 211 and the help we provide.

## Statistics

September 1 – September 30

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

Benton & Franklin Counties		% of Calls	All 12 Counties		% of Calls
211 Business Card		0.29%	211 Business Card		2.02%
Agency		59.65%	Agency		60.83%
Billboard		3.22%	Billboard		2.50%
Bus Ad		0.88%	Bus Ad		1.64%
Church		2.05%	Church		1.83%
Community Meeting		0.58%	Community Meeting		0.48%
Flyer		2.63%	Flyer		2.79%
Friend		8.48%	Friend		7.12%
Miscellaneous Advertising		0.00%	Miscellaneous Advertising		0.19%
Newsletter		0.00%	Newsletter		0.19%
Newspaper		2.34%	Newspaper		1.92%
No Response		0.29%	No Response		0.58%
Other		3.80%	Other		2.60%
Poster		0.00%	Poster		0.10%
Radio		0.88%	Radio		0.96%
TV		14.91%	TV		14.15%
Website		0.00%	Website		0.10%

Percentage of Total Calls by Gender:

Benton & Franklin Counties		All 12 Counties	
Gender	Target County	Gender	Target County
Female	70.63%	Female	71.91%
Male	27.97%	Male	27.01%
Unknown	1.40%	Unknown	1.08%

## Percentage of Total Calls by Ethnicity:

Benton & Franklin Counties		All 12 Counties	
Ethnicity	Target County	Ethnicity	Target County
African American	1.05%	African American	1.57%
Asian American	0.00%	Asian American	0.69%
Caucasian	70.98%	Caucasian	64.93%
Declined	8.39%	Declined	6.48%
Hispanic	13.29%	Hispanic	16.50%
Multi-racial/cultural	3.15%	Multi-racial/cultural	3.83%
Native American	1.05%	Native American	2.75%
Other	1.05%	Other	1.08%
Pacific Islander	0.00%	Pacific Islander	0.10%
Unknown	1.05%	Unknown	2.06%

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

Code	Requested Resource	% of Resources Requested
BD	Food	3.73%
BH	Housing/Shelter	23.87%
PH	Individual and Family Support Services	5.50%
TJ	Information Services	24.46%
FP	Legal Assistance Modalities	2.26%
FT	Legal Services	3.44%
LH	Health Supportive Services	2.85%
RP	Outpatient Mental Health Care	2.65%
NL	Public Assistance Programs	3.83%
BT	Transportation	4.72%

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

Code	Requested Resource	% of Resources Requested
BH	Housing/Shelter	25.29%
TJ	Information Services	17.35%
BD	Food	5.59%
NL	Public Assistance Programs	4.41%
FP	Legal Services	3.53%
LH	Health Supportive Services	3.82%
BT	Transportation	4.71%
PH	Individual and Family Support Services	7.06%
BM	Material Goods	3.24%
RP	Outpatient Mental Health Care	4.41%

### Call Summary Greater Columbia 211 Call Center September 1 – September 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	232	15	6.47%	832.72	3.59	26	88.79%
English	1075	58	5.40%	3957.25	3.68	72	93.30%
Outbound	847	0	0.00%	1645.58	1.94	0	100.00%
Spanish	59	10	16.95%	261.25	4.43	5	91.53%
Voicemail	99	0	0.00%	5074.77	51.26	7	92.93%
<b>Total Calls Received</b>	<b>2312</b>	<b>83</b>		<b>11771.57</b>		<b>110</b>	

## Detail Call Totals by County

Call Center	County	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Actual Calls
Greater Columbia	Benton	23	274	17	0	0	314
	Franklin	7	70	8	0	0	85
	Kittitas	1	27	3	0	0	31
	Klickitat	2	12	0	0	0	14
	Walla Walla	9	66	6	0	0	81
	Yakima	76	516	21	847	0	1460
	Adams	0	9	0	0	0	9
	Chelan	15	26	1	0	0	42
	Grant	9	23	0	0	0	32
	Lincoln	0	1	1	0	0	2
	Okanogan	0	35	0	0	0	35
	Asotin	2	5	0	0	0	7
	Columbia	0	1	0	0	0	1
	Whitman	2	0	0	0	0	2
	Out of State	86	10	2	0	99	197
<b>Total Calls</b>		<b>232</b>	<b>1075</b>	<b>59</b>	<b>847</b>	<b>99</b>	<b>2312</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
Adams	Othello	0	7	0	0	0	7	0%
	Hatton	0	2	0	0	0	2	0%
Asotin	Clarkston	2	5	0	0	0	7	0%
Benton	Kennewick	13	168	7	0	0	188	8%
	Richland	10	78	1	0	0	89	4%
	Prosser	0	1	5	0	0	6	0%
	Benton City	0	21	3	0	0	24	1%
	West Richland	0	6	1	0	0	7	0%
Chelan	Wenatchee	15	23	1	0	0	39	2%
	Leavenworth	0	3	0	0	0	3	0%
Columbia	Dayton	0	1	0	0	0	1	0%
Ferry	Curlew	0	0	1	0	0	1	0%
	Republic	0	1	0	0	0	1	0%
Franklin	Pasco	7	70	7	0	0	84	4%
	Mesa	0	0	1	0	0	1	0%
Grant	Moses Lake	5	19	0	0	0	24	1%
	Ephrata	2	2	0	0	0	4	0%
	George	0	1	0	0	0	1	0%

County	City	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Calls	% of Calls
	Soap Lake	2	0	0	0	0	2	0%
	Mattawa	0	1	0	0	0	1	0%
Kittitas	Ellensburg	1	25	3	0	0	29	1%
	Cle Elum	0	1	0	0	0	1	0%
	Kittitas	0	1	0	0	0	1	0%
Klickitat	Whitstran	0	2	0	0	0	2	0%
	Goldendale	2	5	0	0	0	7	0%
	White Salmon	0	5	0	0	0	5	0%
Lincoln	Davenport	0	1	1	0	0	2	0%
Okanogan	Coulee Dam	0	5	0	0	0	5	0%
	Nespelem	0	5	0	0	0	5	0%
	Omak	0	20	0	0	0	20	1%
	Oroville	0	1	0	0	0	1	0%
	Tonasket	0	2	0	0	0	2	0%
	Twisp	0	1	0	0	0	1	0%
	Winthrop	0	1	0	0	0	1	0%
Stevens	Kettle Falls	0	0	1	0	0	1	0%
Walla Walla	Walla Walla	7	64	6	0	0	77	3%
	Eureka	0	1	0	0	0	1	0%
	Waitsburg	2	1	0	0	0	3	0%
Whitman	Pullman	1	0	0	0	0	1	0%
	Farmington	1	0	0	0	0	1	0%
Yakima	Yakima	63	416	15	847	10	1351	58%
	Toppenish	0	19	1	0	0	20	1%
	Selah	0	10	1	0	0	11	0%
	Sunnyside	3	24	1	0	0	28	1%
	Wapato	0	13	0	0	0	13	1%
	Grandview	0	8	1	0	0	9	0%
	Granger	0	4	2	0	0	6	0%
	Tieton	0	6	0	0	0	6	0%
	Harrah	0	3	0	0	0	3	0%
	Zillah	0	4	0	0	0	4	0%
	Mabton	0	1	0	0	0	1	0%
	Naches	0	5	0	0	0	5	0%
	White Swan	0	3	0	0	0	3	0%
	Out of State	96	9	0	0	89	194	8%
<b>Totals</b>		<b>232</b>	<b>1075</b>	<b>59</b>	<b>847</b>	<b>99</b>	<b>2312</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
Out of State	1	39	6	1	33	119	136	179
Adams	0	0	1	1	6	11	17	9
Asotin	0	0	0	0	1	1	2	7
Benton	139	529	312	290	182	220	283	314
Chelan	0	0	2	2	2	7	23	42
Columbia	0	0	0	0	0	0	0	1
Douglas	0	0	0	0	0	1	1	0
Ferry	0	0	0	0	0	0	0	2
Franklin	42	151	103	75	65	92	107	85
Grant	0	0	2	3	4	35	40	32
King	0	0	24	3	4	5	3	27
Kittitas	9	24	27	15	18	8	30	31
Klickitat	0	0	0	0	0	9	14	14
Lincoln	0	0	2	1	3	3	6	2
Okanogan	0	0	0	3	2	6	11	35
Spokane	0	0	0	0	3	2	0	8
Stevens	0	0	0	0	0	0	0	1
Walla Walla	10	50	23	25	39	29	42	81
Whitman	0	0	0	0	0	0	0	2
Yakima	208	970	695	1,034	1,062	1,056	1,735	1440
<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>

## 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)	Sept-06 (Monthly)	% of Goal (Monthly)	Total as of Sept 2006 (Annual)	Average (Annual)	Projected YTD Total Calls for 2-1-1 (Annual)	% of Goal (Annual)
Out of State	0	0	0	0	217	0%	596	85	1,022	0%
Adams	16,803	1,344	538	45	9	20%	45	6	77	14%
Asotin	21,178	1,694	678	56	7	12%	11	2	19	3%
Benton	157,950	12,636	5,054	421	314	75%	2,269	324	3,890	77%
Chelan	69,791	5,583	2,233	186	42	23%	78	11	134	6%
Columbia	4,129	330	132	11	1	9%	1	0	2	1%
Douglas	34,977	2,798	1,119	93	0	0%	2	0	3	0%
Franklin	63,011	5,041	2,016	168	85	51%	720	103	1,234	61%
Grant	81,229	6,498	2,599	217	32	15%	139	20	238	9%
Kittitas	36,841	2,947	1,179	98	31	32%	162	23	278	24%
Klickitat	19,839	1,587	635	53	14	26%	37	5	0	0%
Lincoln	10,381	830	332	28	2	7%	17	2	29	9%
Okanogan	39,782	3,183	1,273	106	35	33%	57	8	98	8%
Walla Walla	57,558	4,605	1,842	153	81	53%	299	43	513	28%
Whitman	40,170	3,214	1,285	107	2	2%	2	0	3	0%
Yakima	231,586	18,527	7,411	618	1,440	233%	8,200	1,171	14,057	190%
<b>Total</b>	<b>885,225</b>	<b>70,818</b>	<b>28,327</b>	<b>2,361</b>	<b>2,312</b>	<b>98%</b>	<b>12,635</b>	<b>1,805</b>	<b>21,597</b>	<b>76%</b>