
Greater Columbia 2-1-1

Volume 1, Issue 4

Update Report

July 31, 2006

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GC 2-1-1 is Getting the Word Out

Vista Volunteer, Hans Burger, and Outreach Coordinator, Kathy DeGooyer traveled to various counties in the Greater Columbia area. I&R Specialists, Laura Castilla and Silvia Ortiz, also attended the Monkeyshines Kids' Day Out at the Yakima Museum.

Date	Event
July 10	Kennewick DSHS Presentation
July 11	Multi-agency forum in Grant County
July 12	Grant County DSHS Forum
July 17	Meeting with agencies from Whitman County to explain 2-1-1 and decide which agency should provide service
July 18	Business After Hours, at Central Washington Occupational Medicine
July 22	Monkeyshines Kids' Day Out at the Yakima Museum
July 25	Multi-agency forum in Klickitat County



Greater Columbia 211 at Work

Situation



I & R Specialist, Silvia Ortiz, received a call from a Yakima County community member. The caller was looking for a support group for grandparents who are raising their grandchildren. Silvia was able to provide the name of an agency that would be able to locate such a group.

Outcome

Our follow up on this call revealed that the caller was very happy with the referral. The agency that was referred provided the names of several support groups. The caller would definitely call 211 again if she ever needed assistance. Great job, Silvia!

Situation



I&R Specialist, Martha Martin, received a call from a Yakima County community member who was inquiring about moving assistance for a disabled client. The client needed to relocate to Yakima or Sunnyside. Martha located several agencies in our database that would provide moving assistance.

Outcome

The caller informed us that her client was able to get the moving assistance she needed and is now settled comfortably in Yakima. Way to go, Martha!

Situation



I & R Specialist, Laura Castilla, received a call from a Yakima County community member who needed assistance with sending supplies to her two sons in Iraq. Laura was able to find a few agencies that would provide assistance.

Outcome

The caller had great success with the referrals she received from Laura. An agency was going to send supplies not only to her sons, but to the whole unit. Great job, Laura!

Statistics

July 1 to July 31

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

Benton & Franklin		% of Calls	All 12 Counties		% of Calls
211 Business Card		0.00%	211 Business Card		0.39%
Agency		52.21%	Agency		43.23%
Billboard		0.00%	Billboard		1.03%
Bus Ad		0.00%	Bus Ad		0.39%
Church		3.54%	Church		3.23%
Flyer		4.87%	Flyer		5.68%
Friend		7.52%	Friend		8.90%
Miscellaneous Advertising		0.88%	Miscellaneous Advertising		1.16%
Newspaper		1.77%	Newspaper		1.55%
No Response		0.44%	No Response		1.29%
Other		2.21%	Other		3.48%
Radio		0.44%	Radio		1.03%
TV		26.11%	TV		28.65%

Percentage of Total Calls by Gender:

Benton & Franklin		All 12 Counties	
Gender	Target County	Gender	Target County
Female	72.39%	Female	73.54%
Male	26.99%	Male	25.35%
Transgender	0.00%	Transgender	0.28%
Unknown	0.61%	Unknown	0.84%

Percentage of Total Calls by Ethnicity:

Benton & Franklin		All 12 Counties	
Ethnicity	Target County	Ethnicity	Target County
African American	2.45%	African American	2.79%
Asian American	1.23%	Asian American	0.42%
Caucasian	69.33%	Caucasian	58.50%
Declined	6.13%	Declined	6.96%
Hispanic	15.95%	Hispanic	21.87%
Multi-racial/cultural	1.84%	Multi-racial/cultural	2.51%
Native American	0.61%	Native American	3.90%
Other	1.23%	Other	0.70%
Pacific Islander	0.00%	Pacific Islander	0.28%
Unknown	1.23%	Unknown	2.09%

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

Code	Requested Resource	% of Resources Requested
BH	Housing/Shelter	23.54%
TJ	Information Services	20.33%
BT	Transportation	6.69%
BD	Food	5.01%
PH	Individual and Family Support Services	4.74%
FP	Legal Assistance Modalities	3.90%
NL	Public Assistance Programs	3.76%
FT	Legal Services	2.92%
LX	Substance Abuse Services	2.79%
LH	Health Supportive Services	2.79%

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

Code	Requested Resource	% of Resources Requested
BH	Housing/Shelter	30.33%
TJ	Information Services	9.95%
BD	Food	9.00%
LX	Substance Abuse Services	6.64%
FP	Legal Assistance Modalities	6.16%
LH	Health Supportive Services	5.69%
BT	Transportation	5.21%
PH	Individual and Family Support Services	4.27%
BM	Material Goods	2.84%
FT	Legal Services	2.37%

Call Summary Greater Columbia 211 Call Center July 1 – July 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	97	7	7.22%	270.62	2.79	4	95.88%
English	905	31	3.43%	3467.63	3.83	24	97.35%
Outbound	431	0	0.00%	775.18	1.80	0	100.00%
Spanish	80	13	16.25%	423.32	5.29	7	91.25%
Voicemail	91	0	0.00%	0	0	0	0.00%
Total Calls Received	1604	51		4936.75	13.71	46	

Detail Call Totals by County

Call Center	County	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Actual Calls
King County	King	4	1	0	0	0	5
Greater Columbia	Benton	8	205	7	0	0	220
	Franklin	3	77	12	0	0	92
	Kittitas	0	8	0	0	0	8
	Klickitat	0	9	0	0	0	9
	Walla Walla	0	25	4	0	0	29
	#N/A	20	6	0	0	0	26
	Yakima	46	533	46	431	91	1085
	Adams	0	6	5	0	0	11
	Chelan	1	6	0	0	0	7
	Douglas	1	0	0	0	0	1
	Grant	8	22	5	0	0	35
	Cowlitz	1	0	0	0	0	1
	Spokane	2	0	0	0	0	2
	Lincoln	0	2	1	0	0	3
Okanogan	2	4	0	0	0	6	
Asotin	0	1	0	0	0	1	
Total Calls		97	905	80	431	91	1604

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	4	5	0	0	9	1%
	Ritzville	0	1	0	0	0	1	0%
	Washtucna	0	1	0	0	0	1	0%
Asotin	Asotin	1	0	0	0	0	1	0%
Benton	Kennewick	4	142	7	0	0	153	10%
	Richland	4	54	0	0	0	58	4%
	Prosser	0	3	0	0	0	3	0%
	Benton City	0	6	0	0	0	6	0%
Chelan	Wenatchee	1	6	0	0	0	7	0%
Douglas	Bridgeport	1	0	0	0	0	1	0%
Franklin	Pasco	3	75	12	0	0	90	6%
	Connell	0	1	0	0	0	1	0%
	Basin City	0	1	0	0	0	1	0%
Grant	Moses Lake	8	15	0	0	0	23	1%
	Ephrata	0	5	0	0	0	5	0%
	Mattawa	0	0	5	0	0	5	0%

County	City	211 Toll Free	English	Spanish	Outbound	Voicemail	Total Calls	% of Calls
	Wilson Creek	0	2	0	0	0	2	0%
King	Seattle	3	1	0	0	0	4	0%
	Bellevue	1	0	0	0	0	1	0%
Kittitas	Ellensburg	0	6	0	0	0	6	0%
	Cle Elum	0	1	0	0	0	1	0%
	Kittitas	0	1	0	0	0	1	0%
	Roslyn	0	2	0	0	0	2	0%
Klickitat	Dallesport	0	2	0	0	0	2	0%
	Goldendale	0	2	0	0	0	2	0%
	White Salmon	0	4	0	0	0	4	0%
	Wishram	0	1	0	0	0	1	0%
Lincoln	Edwall/Tyler	0	1	1	0	0	2	0%
	Reardan	0	1	0	0	0	1	0%
Okanogan	Coulee Dam	0	1	0	0	0	1	0%
	Omak	2	2	0	0	0	4	0%
	Tonasket	0	1	0	0	0	1	0%
Walla Walla	Walla Walla	0	24	4	0	0	28	2%
	Touchet	0	1	0	0	0	1	0%
Yakima	Yakima	46	405	34	431	0	916	57%
	Toppenish	0	24	2	0	0	26	2%
	Selah	0	20	2	0	0	22	1%
	Sunnyside	0	11	0	0	0	11	1%
	Wapato	0	23	3	0	0	26	2%
	Grandview	0	10	2	0	0	12	1%
	Granger	0	5	1	0	0	6	0%
	Tieton	0	5	1	0	0	6	0%
	Harrah	0	3	0	0	0	3	0%
	Zillah	0	9	1	0	0	10	1%
	Mabton	0	1	0	0	0	1	0%
	Naches	0	7	0	0	0	7	0%
	White Swan	0	7	0	0	0	7	0%
	Cowiche	0	2	0	0	0	2	0%
	Rimrock	0	1	0	0	0	1	0%
Totals		97	905	80	431	91	1604	

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

County	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06
Out of State	1	39	6	1	33	119
Adams	0	0	1	1	6	11
Asotin	0	0	0	0	1	1
Benton	139	529	312	290	182	220
Chelan	0	0	2	2	2	7
Douglas	0	0	0	0	0	1
Franklin	42	151	103	75	65	92
Grant	0	0	2	3	4	35
King	0	0	24	3	4	5
Kittitas	9	24	27	15	18	8
Klickitat	0	0	0	0	0	9
Lincoln	0	0	2	1	3	3
Okanogan	0	0	0	3	2	6
Spokane	0	0	0	0	3	2
Walla Walla	10	50	23	25	39	29
Yakima	208	970	695	1,034	1,062	1,056
Total	409	1,763	1,197	1,464	1,436	1,604

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)	Jul-06 (Monthly)	% of Goal (Monthly)	Total as of July 2006 (Annual)	Average (Annual)	Projected YTD Total Calls for 2-1-1 (Annual)	% of Goal (Annual)
Out of State	0	0	0	0	33	0%	199	40	478	0%
Adams	16,803	1,344	538	45	11	25%	19	4	46	8%
Asotin	0	0	0	0	1	0%	2	0	5	0%
Benton	157,950	12,636	5,054	421	220	52%	1,672	334	4,013	79%
Chelan	69,791	5,583	2,233	186	7	4%	13	3	31	1%
Douglas	34,977	2,798	1,119	93	1	1%	1	0	0	0%
Franklin	63,011	5,041	2,016	168	92	55%	528	106	1,267	63%
Grant	81,229	6,498	2,599	217	35	16%	67	13	161	6%
King	0	0	0	0	5	0%	36	7	86	0%
Kittitas	36,841	2,947	1,179	98	8	8%	101	20	242	21%
Klickitat	19,839	1,587	635	53	9	17%	9	2	0	0%
Lincoln	10,381	830	332	28	3	11%	9	2	22	7%
Okanogan	39,782	3,183	1,273	106	6	6%	11	2	26	2%
Spokane	0	0	0	0	2	0%	5	1	12	0%
Walla Walla	57,558	4,605	1,842	153	29	19%	176	35	422	23%
Yakima	231,586	18,527	7,411	618	1056	171%	5,025	1,005	12,060	163%
Total	819,748	65,580	26,232	2,186	1,604	73%	7,873	1,575	18,871	72%