

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.**

**FOR THE MONTH/YEAR: September 2008**  
**211 HELPLINE**

**CALL CENTER:** 2-1-1 Helpline

**COUNTIES COVERED:** Adair, Cherokee, Creek, McIntosh, Muskogee, Okfuskee, Okmulgee, Osage, Rogers, Sequoyah, Tulsa and Wagoner.

**CALL VOLUME BY COUNTY (Number & Percentage of Total Calls):**

COUNTY	# Calls	%
ADAIR	7	0.08%
CHEROKEE	32	0.35%
CREEK	305	3.36%
MC INTOSH	14	0.15%
MUSKOGEE	89	0.98%
OKFUSKEE	3	0.03%
OKMULGEE	60	0.66%
OSAGE	55	0.61%
ROGERS	119	1.31%
SEQUOYAH	15	0.17%
TULSA	7497	82.55%
WAGONER	60	0.66%
Other OK Counties	137	1.51%
Not Oklahoma	335	3.69%
Unknown	354	3.90%
Total Contacts	<b>9082</b>	100.00%

**TOTAL NUMBER OF INCOMING CALLS THIS MONTH BREAKDOWN**

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	6	0.07%
Crisis (Mental health or life threatening intervention and connection to emergency services)	6	0.07%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	2,892	31.84%
Problem Solving (Intervention or redirection of callers with emotional distress or complex issues)	141	1.55%
Referral (Includes assessment of caller need and referral)	6,037	66.47%
Subtotal of Caller Contacts	<b>9082</b>	100.00%
Dropped Calls	43	
Hang-up/Prank	454	
Staff Call-In	55	

Wrong Number (Caller states that he/she has reached the wrong number)	158	
Total Connected Calls	<b>9,792</b>	

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**CALL CENTER MANAGEMENT STATISTICS**

**CALL VOLUME BY HOUR AND PERCENT (IRIS 3.0 call frequency report):**

Hour of Calls	# of Calls	%
12:00 – 12:59AM	55	0.56%
1:00 -1:59AM	28	0.29%
2:00 – 2:59AM	25	0.26%
3:00 – 3:59AM	30	0.31%
4:00 – 4:59AM	17	0.17%
5:00 – 5:59AM	22	0.22%
6:00 – 6:59AM	67	0.68%
7:00 – 7:59AM	193	1.97%
8:00 – 8:59AM	719	7.34%
9:00 – 9:59AM	1007	10.28%
10:00 – 10:59AM	1122	11.46%
11:00 – 11:59AM	981	10.02%
12:00 – 12:59PM	999	10.20%
1:00 – 1:59PM	991	10.12%
2:00 – 2:59PM	921	9.41%
3:00 – 3:59PM	816	8.33%
4:00 – 4:59PM	577	5.89%
5:00 – 5:59PM	300	3.06%
6:00 – 6:59PM	257	2.62%
7:00 – 7:59PM	190	1.94%
8:00 – 8:59PM	152	1.55%
9:00 – 9:59PM	132	1.35%
10:00 – 10:59PM	103	1.05%
11:00 – 11:59PM	88	0.90%
	<b>9792</b>	<b>100.00%</b>

**CALL MANAGEMENT METRICS**

Metric		GOAL
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	45 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	13.0 %	≤ 10%
Average Time a Caller is in Queue before Abandoning Call: Average time callers responding to auto attendant are in message queue prior to abandoning	1 min 28 seconds	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	3 min 23 seconds	

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**FOLLOW-UP CALLS REPORT**

**Service Quality Follow Up :** *Service Quality Follow-up services provided to a random sampling of caller contacts receiving Referral assistance.*

<b>Quality Service Follow-Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Number of Callers Receiving Referral Assistance	6,037		
Random Calls Flagged for Quality Service Follow Up	260	4.3% of 6,037	5%
Number of Outgoing Calls Made for Follow Up	499		
Callers Contacted For Follow Up	130	2.2% of 6,037	2%
Average Number of Days Between Original Call and Successful Follow Up Contact	9		15
<b>Results of Quality Service Follow Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	129	99% of 130	85%
Callers Not Contacting Referral Agency	29	22% of 130	<20%
Callers Contacting Referral Agency	101	78% of 101	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	70	69% of 101	70%
Callers Contacting Agency Not Receiving Desired Services	31	31% of 101	<30%

**Enhanced Service Crisis Call Follow Up:** *Verification of connection to crisis and/or emergency services within 24 hours of providing crisis intervention assistance to caller*

<b>Results of Crisis Service Follow Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Number of Callers Receiving Crisis Intervention Assistance	6		
Successful Verification of Connection to Crisis Services	4	67% of 6	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	2 declined	33% of 6	<30%

**Enhanced Service At-Risk Call Follow Up:** *Follow up services offered to all callers receiving advocacy assistance and callers assessed to be at-risk when the caller's physical, mental or emotional state July be compromised.*

<b>At-Risk Service Follow-Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Number of Callers Flagged for At-Risk Follow Up	15		
Number of Outgoing Calls Made for At-risk Follow Up	36		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	9	60% of 15	
Average Number of Days Between Original Call and Successful Follow Up Contact	19		3
<b>Results of At-Risk Follow Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	9	100% of 9	85%
Callers Not Contacting Referral Agency	1	12% of 9	<20%
Callers Contacting Referral Agency	8	88% of 9	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	8	100% of 8	70%
Callers Contacting Agency Not Receiving Desired Services	0	0% of 8	<30%

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**NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS**

Language and Translation & Percent of Contacts	#	% of Contact
Non-English Calls Total	105	1.16%
Spanish Language Calls	105	1.16%
Other Non-English Calls	0	0.00%
Calls Taken by Bilingual Call Specialists	77	0.85%
Calls Translated by Tele-Interpreter Service	26	0.29%
Calls Translated by 3rd Party Interpreter on Call	2	0.02%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

**TOP 10 NEEDS FOR THIS MONTH: A Caller May Have Multiple Needs or Requests**

Caller Need/Request	# of	
	Request	%
Request for Agency Contact Information*	3,114	29.08%
Financial Assistance	2,331	21.76%
Utilities	1603	
Rent/Housing Exp	511	
Gas/Car Repair/Bus	115	
Other	108	
Health Care and Medical Treatment	1130	10.55%
Food Requests	774	7.23%
Disaster Relief & Recovery	354	
Housing & Shelter	459	4.29%
Government & Public Services	358	3.34%
Clothing and Household	358	3.34%
Mental Health/Substance Abuse/Crisis	425	3.97%
Legal Issues	332	3.10%
Education	105	0.98%
Other Requests		0.00%
Total Call Requests	10,710	100.00%

\*Requests for agency contact information and caller does not specify a specific need

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**TOP 15 REFERRALS CATEGORIZED BY AGENCY TYPE:**

**Each caller may have multiple referrals.**

<b>Service – Location ( Agency Name)</b>	<b># Referrals</b>	<b>Agency Type</b>
Utility Assistance.-Tulsa (Salvation Army Center/Hope)	959	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands	878	Faith Based
Utility Assistance-Tulsa (First Baptist Church)	770	Faith Based
Utilities -Tulsa-Tulsa (Open Bible Fellowship)	587	Faith Based
Utility Assistance –Tulsa (John 3:16 Mission)	399	Faith Based
Rent Assistance –Tulsa (Restore Hope Ministry)	312	Faith Based
Rent Assistance –Tulsa (Boston Ave Helping Hands)	283	Faith Based
Food Pantry-Tulsa (Park Plaza Church of Christ)	281	Faith Based
Food Pantry-Tulsa (Loaves and Fishes)	281	Faith Based
Food Pantry-Tulsa (Christ for Humanity)	264	Faith Based
Mobile Clinics-Tulsa (Good Samaritan)	223	Faith Based
Free Directory Assistance (National Hotline)	218	Non Profit
Emergency Food-Tulsa (Catholic Charities)	212	Faith Based
Dental Clinic-Tulsa-(Neighbor for Neighbor)	172	Non Profit
Dental Assistance-Tulsa (Morton)	169	Government
Other referrals	12904	
Total Referrals	18934	

**Notes and Seasonal Programs:**

**Call Volumes and Caller Needs.** 2-1-1 Helpline continues to provide assistance to more than 9,000 callers a month. Year to date requests for basic needs assistance including assistance with rent, utilities, food and shelter have increased by 15% over the same time period in 2007. Inquiries related to the hurricanes impacting the Gulf Coast region contributed to a surge in call volume in early September. 2-1-1 Helpline received more than 11,000 incoming calls in the month of September. The surges in call volumes along with a staff vacancy on the full time shift and afterhours shift created difficulties in maintaining 90% connective rate, however the overall connectivity for the month was 87%.

**After Hours 2-1-1 Service Agreement.** 2-1-1 Helpline has a service agreement to provide after-hours and holiday call services for First Call 2-1-1. Helpline responded to 37 call contacts from the First Call 2-1-1 service area from September 1 through September 31st.

**2-1-1 Helpline Regional Resource Staf.** Darleen Denny has joined 2-1-1 Helpline as a regional resource specialist serving Adair, Cherokee and Sequoyah Counties. Darleen will be working to strengthen relationships and to locate new resources with the agencies in the eastern part of our service area.

**2-1-1 Helpline Disaster Response Role.** 2-1-1s in Oklahoma assisted with the disaster response to hurricane Gustav that impacted the Gulf Coast region in late September. On September 31<sup>st</sup>, the Oklahoma Department of Transportation activated the Amber Alert highway messaging system to display signs directing hurricane evacuees to call 2-1-1 for information. See attached disaster response report for information on disaster related inquiries to 2-1-1 Helpline.



## 2-1-1 Helpline Response to 2008 Hurricanes

Inquiries related to Hurricanes Gustav and Ike represented over 6% of calls to 2-1-1 Helpline (Tulsa, Okla) from August 30 to September 16, 2008. Statistics regarding the type and number of calls received can be found on the following page.

Items of note:

- Due to the E.coli outbreak in northeast Oklahoma just prior to Hurricane Gustav, no shelter for organized evacuees was established in the Tulsa area. The only official evacuee shelter for the State of Oklahoma was at the Lucent Center in Oklahoma City. For Hurricane Ike, there were no evacuee shelters established in the state.
  - 2-1-1 Helpline participated in daily conference calls as scheduled by OK VOAD during the operation of the Lucent shelter and reported on conditions/needs in the Tulsa area. These calls, the situation updates distributed by the Ok. Dept. of Emergency Management, and local planning meetings were valuable resources.
- The Tulsa area received a fairly significant number of self-evacuees (those travelling by car). To assist self-evacuees with finding resources in Oklahoma, the Oklahoma Dept. of Transportation activated their programmable highway signs with instructions to call 2-1-1 for information.
  - The highway signs resulted in a number of calls from Oklahoma residents who were unfamiliar with 2-1-1's services. They also generated calls from Oklahomans confused about whether there was an evacuation order in place for the Tulsa area as a result of the Gulf Coast hurricanes. This was particularly of concern for callers with limited English skills.
  - The presence of the highway signs with instructions to call 2-1-1 created an expectation of available services on the part of self-evacuees. The signs implied that something specific was organized and readily available. "Registering" self-evacuees for the possibility that something might be forthcoming seems inadequate and potentially misleading. Referring evacuees in Tulsa to shelters in Oklahoma City seemed equally inadequate.
- Although 2-1-1 Helpline routinely referred callers to the community's traditional disaster response agencies (American Red Cross, Salvation Army, etc.), there were no dedicated resources activated for self-evacuees in Oklahoma.
  - Because there was no "reception plan" for self-evacuees, the community was under-prepared to address shelter, financial aid, medical care and other service responsibilities with a local system that is already in high demand. No agency was willing to take on the role of official disaster case management for the self-evacuated so we didn't have a coordinated service response that local providers could support. Most local basic-needs organizations do not perceive that they have a responsibility to serve disaster victims from another state. If the expectation is that local agencies will assume service responsibility for the self-evacuated, leadership and dedicated funding will be required to organize the response.
  - Self-evacuees regularly reported needs for financial assistance, particularly with regard to funds for gasoline to return to Louisiana/Texas. 2-1-1 Helpline worked with OKVOAD and the Tzu Chi Foundation to identify distribution sites in both Tulsa and Ada for prepaid debit cards for the purchase of gasoline.

- Through the national network of 2-1-1 call centers, 2-1-1 Helpline was able to direct callers from Louisiana and Texas back to their state's 2-1-1 services for information about conditions "back home."
- Two service specialists from 2-1-1 Helpline deployed to 2-1-1 Dallas for several days to assist with call taking there.

<b>Gustav</b>		<b>8/30 to 9/9</b>
<b>Total Gustav Related Calls</b>		<b>192</b>
Disaster Relief Services		
	Evacuee need shelter	24
	Evacuee need food	3
	Evacuee inquiry of available services	16
	Evacuee need gas or transportation to return home	31
	Evacuee in Arkansas- refer to Ak Red Cross	8
	Red Cross and Service Agencies call 2-1-1 for assistance	5
	Evacuee- other mental health, FEMA, Motels, Pets	6
	Relatives of Evacuees wanting information about services	12
	<b>Total Disaster Relief Service Calls</b>	<b>105</b>
Weather Related Info		
	Called because of sign- what is 211?	12
	Concerned that Hurricane coming to Tulsa- need to evacuate?	27
	Weather conditions on gulf coast or safe to go home?	40
	<b>Total Weather Related Calls</b>	<b>79</b>
Disaster Relief Donation	<b>Donation Offer- Shelter - homes</b>	<b>4</b>
Disaster Volunteer Call	<b>Volunteer Placement</b>	<b>2</b>

<b>Ike</b>		<b>9/11-9/16</b>
<b>Total Ike Related Calls</b>		<b>180</b>
Disaster Relief Services		
	Evacuee need shelter	7
	Evacuee need food	5
	Evacuee inquiry of available services	45
	Evacuee need gas or transportation to return home	7
	Evacuee in Arkansas- refer to Ak Red Cross	4
	Red Cross and Service Agencies call 2-1-1 for assistance	3
	Evacuee- other mental health, FEMA, Motels, Pets, RX	13
	Relatives of Evacuees wanting information about services	10
	<b>Total Disaster Relief Service Calls</b>	<b>94</b>
Weather Related Info		
	Called because of sign- what is 211?	2
	Concerned that Hurricane coming to Tulsa- evacuate?	2
	Weather conditions on gulf coast or safe to go home?	75
	<b>Total Weather Related Calls</b>	<b>79</b>
Disaster Relief Donation	<b>Donation Offer- Shelter - homes</b>	<b>2</b>
Disaster Volunteer Call	<b>Volunteer Placement</b>	<b>5</b>
Other	Evacuee from Florida in Tulsa and needing food	1
	Stranded in flooded campground in Oklahoma	1