

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

**FOR THE MONTH/YEAR: 2008 YTD Jan-Aug 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	2007 Jan-Dec	2008 YTD	Population*	%by Pop.
TULSA	77,406	54,623	563,299	9.70%
CREEK	2,966	2,035	67,367	3.02%
ROGERS	1,294	851	70,641	1.20%
MUSKOGEE	439	583	69,451	0.84%
OKMULGEE	668	505	39,685	1.27%
OSAGE	762	500	44,437	1.13%
WAGONER	905	470	57,491	0.82%
CHEROKEE	196	238	42,521	0.56%
MC INTOSH	58	122	19,456	0.63%
ADAIR	69	82	21,038	0.39%
SEQUOYAH	35	82	38,972	0.21%
OKFUSKEE	33	65	11,814	0.55%
2-1-1 Helpline Calls and % by population		60,156	1,046,172	5.75%
Other OK		856		
Not OK		449		
Unknown		1,746		
Total Call Contacts		63,207		
* Population from 2000 Census Data- Represents individuals not households				

TOTAL NUMBER OF INCOMING CALLS By MONTH BREAKDOWN

Type of Contact	Jan	Feb	March	April	May	June	July	August	YTD	%
Advocacy (Connects caller to additional assistance)	1	10	6	4	6	18	10	7	62	0.10%
Crisis (Mental health or life threatening intervention and connection to emergency services)	5	4	6	5	9	8	9	2	48	0.08%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	2,952	2,459	2,504	2,694	2,642	2,974	3,337	3,074	22,636	35.81%
Problem Solving (Intervention or redirection of callers with emotional distress or complex issues)	168	115	131	146	128	129	179	142	1,138	1.80%
Referral (Includes assessment of caller need and referral)	5,416	4,166	4,610	4,980	4,413	4,582	5,418	5,738	39,323	62.21%
Total Caller Contacts	8,542	6,754	7,257	7,829	7,198	7,711	8,953	8,963	63,207	100.00%
Dropped Calls	53	28	26	41	28	27	64	61	328	
Hang-up/Prank	248	154	199	236	250	333	329	322	2,071	
Staff Call-In	30	61	72	78	67	87	82	63	540	
Wrong Number (Caller states that he/she has reached the wrong number)	155	143	153	126	153	171	155	139	1,195	
Total Connected Calls	9,028	7,140	7,707	8,310	7,696	8,329	9,583	9,548	67,341	

Highest one day call volume to date in 2008: 590 call contacts on 9/1

Highest one week call volume to date in 2008: 2,470 call contacts from 8/03 to 8/09

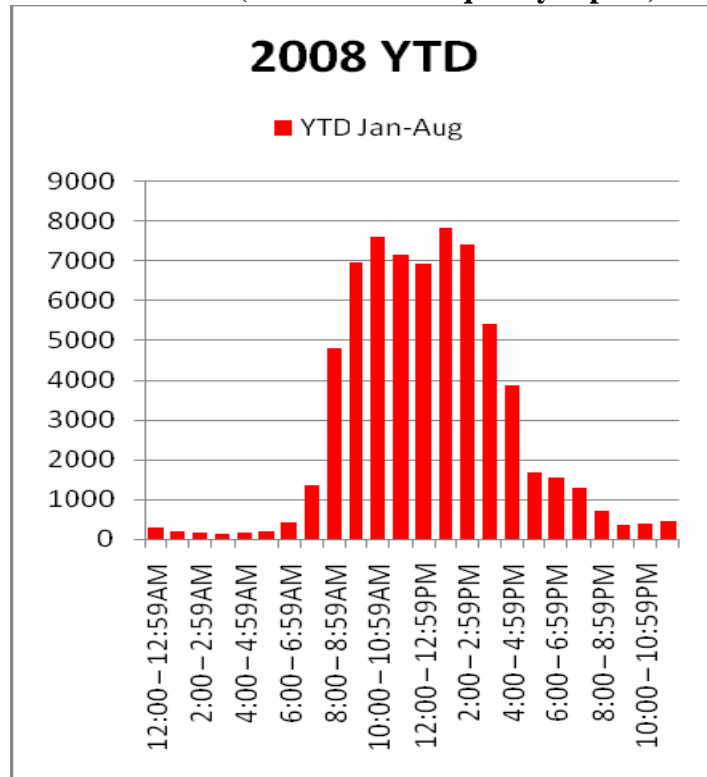
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CALL CENTER MANAGEMENT STATISTICS

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

Hour of Calls	YTD Jan-Aug
12:00 – 12:59AM	298
1:00 – 1:59AM	196
2:00 – 2:59AM	177
3:00 – 3:59AM	127
4:00 – 4:59AM	161
5:00 – 5:59AM	181
6:00 – 6:59AM	435
7:00 – 7:59AM	1350
8:00 – 8:59AM	4822
9:00 – 9:59AM	6973
10:00 – 10:59AM	7605
11:00 – 11:59AM	7170
12:00 – 12:59PM	6934
1:00 – 1:59PM	7838
2:00 – 2:59PM	7412
3:00 – 3:59PM	5413
4:00 – 4:59PM	3882
5:00 – 5:59PM	1666
6:00 – 6:59PM	1559
7:00 – 7:59PM	1275
8:00 – 8:59PM	698
9:00 – 9:59PM	359
10:00 – 10:59PM	372
11:00 – 11:59PM	438
	67,341



90% of calls are received from 8 am to 8-pm on weekdays

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CALL MANAGEMENT METRICS

Month	Incoming Calls in Queue	Abandoned before connecting to Specialist	Connected Call Rate*	Abandoned Call Rate: ≤ Goal 10%	IRIS Call Records connected calls	Avg Time before Abandon	Avg Wait-Goal ≤ 45 secs	Avg Talk
Jan 08	9549	521	94%	6%	9028	1 min 24 secs	24	3 min 25 secs
Feb 08	7516	376	95%	5%	7140	1 min 10 secs	19	3 min 23 secs
March 08	8113	406	95%	5%	7707	1 min 31 secs	20	3 min 30 secs
April 08	8794	484	95%	6%	8310	1 min 26 secs	22	3 min 35 secs
May 08	8101	405	95%	5%	7696	1 min 25 secs	17	3 min 22 secs
Jun 08	8861	532	94%	6%	8329	1 min 31 secs	17	3 min 8 secs
Jul-08	10304	721	93%	7%	9583	1 min 32	24	3 min 21 secs
Aug-08	10492	944	91%	9%	9548	1 min 16	33	3 min 26 secs
YTD	71729	4388	94%	6%	67341	1 min 17 secs	23	3 min 21 secs

CALL TRANSLATION AND NON ENGLISH SPEAKING CALLERS

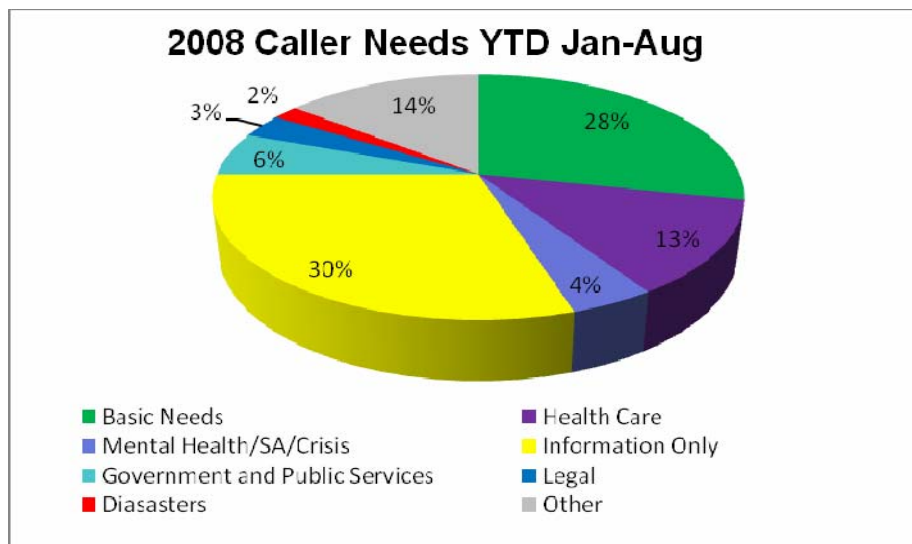
Metric and Percentage of Call Contacts	Jan	Feb	March	April	May	June	July	August
Non-English Calls Total	81	71	136	178	106	90	106	102
Spanish Language Calls	81	71	136	178	0	90	106	102
Other Non-English Calls	0	0	0	0	0	0	0	0
Calls Taken by Bilingual Call Specialists	72	46	74	93	94	75	94	63
Calls Translated by Tele-Interpreter Service	9	21	36	48	9	14	10	34
Calls Translated by 3 rd Party Interpreter on Call	0	4	26	37	3	1	2	5
Deaf Translation Calls Using 7-1-1 Relay Service	1	0	0	0	1	0	3	0

Note: 2-1-1 Marketing Campaigns targeting Spanish Speaking Callers ran February through April of 2008

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Caller Need	# of Needs*
Basic Needs	21461
Health Care	9419
Mental Health/SA/Crisis	3296
Information Only	22610
Government and Public Services	4319
Legal	2385
Disasters	1408
Other	10834
Total Caller Needs	75732
*each caller may have more than one need or request	



Basic Needs Requests: 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

	Utilities		Food		Rent/Housing		Shelter/Housing Search Assistance	
	2007	2008	2007	2008	2007	2008	2007	2008
Jan	981	1,107	536	607	286	318	410	398
Feb	744	832	373	394	172	199	276	268
March	697	1024	405	520	249	378	315	373
April	703	1270	445	593	295	406	359	358
May	863	927	522	586	280	355	376	352
June	965	977	617	551	467	410	437	371
July	972	1202	647	703	362	494	446	500
August	1169	1424	784	681	346	488	478	404
Total	7094	8763	4329	4635	2457	3048	3097	3024

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TOP FIFTEEN PROGRAM REFERRALS YTD JAN-AUGUST 2008

Service – Location (Agency Name)	# Referrals	Agency Type
Utility Assistance.-Tulsa (Salvation Army Center/Hope)	5008	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands)	4597	Faith Based
Utility Assistance –Tulsa (Neighbor for Neighbor)	3702	Non Profit
Utilities -Tulsa-Tulsa (Open Bible Fellowship)	2576	Faith Based
Utility Assistance –Tulsa (John 3:16 Mission)	3997	Faith Based
Utility Assistance –Tulsa (First Baptist Church)	2298	Faith Based
Mobile Clinics-Tulsa (Good Samaritan)	1924	Faith Based
Rent Assistance –Tulsa (Restore Hope Ministry)	1912	Faith Based
Rent Assistance –Tulsa (Boston Helping Hands)	1750	Faith Based
Free Directory Assistance (National Hotline)	1526	Non Profit
Emergency Food-Tulsa (Catholic Charities)	1325	Faith Based
Emergency Food-Tulsa (Christ for Humanity)	1126	Faith Based
Dental Clinic-Tulsa (Morton)	1066	Non Profit
Dental Clinic-Tulsa (Neighbor for Neighbor)	1041	Non Profit
Bedlam Clinic-Tulsa (OU South St. Louis Clinic)	1021	Government
Other Referrals	92778	
Total Referrals	127647	

FOLLOW-UP CALLS REPORT

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

Quality Service Follow-Up	#	%	Goal
Number of Callers Receiving Referral Assistance			
Random Calls Flagged for Quality Service Follow Up			5%
Number of Outgoing Calls Made for Follow Up			
Callers Contacted For Follow Up			2%
Average Number of Days Between Original Call and Successful Follow Up Contact			15
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services			85%
Callers Not Contacting Referral Agency			<20%
Callers Contacting Referral Agency			80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending			70%
Callers Contacting Agency Not Receiving Desired Services			<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*

Results of Crisis Service Follow Up	#	%	Goal
Number of Callers Receiving Crisis Intervention Assistance			
Successful Verification of Connection to Crisis Services			70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns			<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 may be compromised.*

At-Risk Service Follow-Up	#	%	Goal
Number of Callers Flagged for At-Risk Follow Up			
Number of Outgoing Calls Made for At-risk Follow Up			
Percentage of Callers Flagged Contacted For At-Risk Follow Up			
Results of At-Risk Follow Up			Goal
Callers Expressing Satisfaction with 211 Services			85%
Callers Not Contacting Referral Agency			<20%
Callers Contacting Referral Agency			80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending			70%
Callers Contacting Agency Not Receiving Desired Services			<30%

Notes and Seasonal Programs

After Hours 2-1-1 Service Agreement. In May of 2008 2-1-1 Helpline established a service agreement to provide after-hours and holiday call services for First Call 2-1-1. 2-1-1 Helpline responded to

- 27 First Call callers in May
- 46 First Call callers in July
- 28 First Call callers in August

Help on the HomeFront: Help on the Home Front is a partnership between the City of Tulsa Mayor's Office for a targeted outreach project to promote 2-1-1 as a clearinghouse of information for veterans and military families. The City of Tulsa included an article on 2-1-1 and the Help on the HomeFront initiative in the monthly newsletters distributed through the 2008 August water bills.

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 2008 YTD Jan-Aug. On 2008 YTD Jan-Aug 31st, 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. Two Service Specialists from 2-1-1 Helpline provided 4 days assistance to the Dallas area 2-1-1 and the AIRS disaster response team. A full report of the hurricane disaster related calls to 2-1-1 Helpline has been submitted to the Oklahoma 211 Collaborative.

2008 Helpline Goals –Update with Current Status

- Respond to 95,000 plus calls in 2008 and maintain service quality standards
- Implement 4 part-time Community Resource Specialists in key outlying communities
- Pursue a second back-up site with the technology to support a large scale disaster
- Transition from annual to year-round resource data base updating process
- Transition to IRis 4.0 software
- Complete 2-1-1 Spanish language promotion campaign
- Revise 2-1-1 marketing materials to create a consistent image and message
- Submit AIRS accreditation documentation (3/31) and respond to AIRS reviewers
- Transition to a new or remodeled 2-1-1 call center (may require 2009 implementation)

Best Practices and Recommendations for Oklahoma 211s

- Centralized I&R training and technology support for call centers
- Standardize 211 call center operations and reporting consistent with AIRS standards
- Shared marketing campaigns and materials
- Centralized telephone and technology options to support after hours calls and disaster response