

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

FOR THE MONTH/YEAR: February 2009
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 | # | % |
|---------------------------|--------------|----------------|
| ADAIR | 76 | 0.81% |
| CHEROKEE | 62 | 0.66% |
| CREEK | 305 | 3.25% |
| MC INTOSH | 9 | 0.10% |
| MUSKOGEE | 112 | 1.20% |
| OKFUSKEE | 2 | 0.02% |
| OKMULGEE | 73 | 0.78% |
| OSAGE | 110 | 1.17% |
| ROGERS | 146 | 1.56% |
| SEQUOYAH | 38 | 0.41% |
| TULSA | 7497 | 79.99% |
| WAGONER | 79 | 0.84% |
| Other OK | 134 | 1.43% |
| Not OK | 47 | 0.50% |
| Unknown Location | 682 | 7.28% |
| Total Call Records | 9,372 | 100.00% |

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

| Type of Contact | # of Calls | % of Total |
|--|--------------|----------------|
| Advocacy (Connects caller to additional assistance) | 6 | 0.06% |
| Assessment and Referral (Includes assessment of caller need and referral) | 5,363 | 57.22% |
| Crisis (Mental health or life threatening intervention and connection to emergency services) | 10 | 0.11% |
| Information Only (Information about specified agency or program in response to a direct inquiry by caller) | 3,288 | 35.08% |
| Listening/Support (Support or redirection of callers with emotional distress or complex issues) | 166 | 1.77% |
| Total Caller Contacts | 8,833 | 94.25% |
| Other (Administrative, prank, hang-ups, etc.) | 539 | 5.75% |
| Total Calls | 9,372 | 100.00% |

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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 | 41 | 0.44% |
| 1:00 -1:59AM | 28 | 0.30% |
| 2:00 – 2:59AM | 19 | 0.20% |
| 3:00 – 3:59AM | 17 | 0.18% |
| 4:00 – 4:59AM | 13 | 0.14% |
| 5:00 – 5:59AM | 28 | 0.30% |
| 6:00 – 6:59AM | 50 | 0.53% |
| 7:00 – 7:59AM | 193 | 2.06% |
| 8:00 – 8:59AM | 746 | 7.96% |
| 9:00 – 9:59AM | 995 | 10.62% |
| 10:00 – 10:59AM | 1033 | 11.02% |
| 11:00 – 11:59AM | 1054 | 11.25% |
| 12:00 – 12:59PM | 976 | 10.41% |
| 1:00 – 1:59PM | 927 | 9.89% |
| 2:00 – 2:59PM | 824 | 8.79% |
| 3:00 – 3:59PM | 799 | 8.53% |
| 4:00 – 4:59PM | 600 | 6.40% |
| 5:00 – 5:59PM | 282 | 3.01% |
| 6:00 – 6:59PM | 213 | 2.27% |
| 7:00 – 7:59PM | 165 | 1.76% |
| 8:00 – 8:59PM | 119 | 1.27% |
| 9:00 – 9:59PM | 97 | 1.03% |
| 10:00 – 10:59PM | 94 | 1.00% |
| 11:00 – 11:59PM | 59 | 0.63% |
| Total Call Records | 9,372 | 100.00% |

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 | 22 | ≤ 45 seconds |
| Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist | 5% | ≤ 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 34 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 7 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.*

| Quality Service Follow-Up | # | % | Goal |
|---|----------|-------------|-------------|
| Number of Callers Receiving Referral Assistance | 5,363 | | |
| Random Calls Flagged for Quality Service Follow Up | 232 | 4% of 5,363 | 5% |
| Number of Outgoing Calls Made for Follow Up | 450 | | |
| Callers Contacted For Follow Up | 114 | 2% of 5,363 | 2% |
| Average Number of Days Between Original Call and Successful Follow Up Contact | 14 | | 15 |
| Results of Quality Service Follow Up | # | % | Goal |
| Callers Expressing Satisfaction with 211 Services | 113 | 99% of 114 | 85% |
| Callers Not Contacting Referral Agency | 23 | 20% of 114 | <20% |
| Callers Contacting Referral Agency | 91 | 80% of 114 | 80% |
| Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending | 73 | 80% of 91 | 70% |
| Callers Contacting Agency Not Receiving Desired Services | 18 | 20% of 91 | <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 | 10 | | |
| Successful Verification of Connection to Crisis Services | 4 | 40% of 10 | 70% |
| Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns | 6 | 60% of 10 | <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 | 31 | | |
| Number of Outgoing Calls Made for At-risk Follow Up | 75 | | |
| Percentage of Callers Flagged Contacted For At-Risk Follow Up | 13 | 42% of 31 | |
| Average Number of Days Between Original Call and Successful Follow Up Contact | 10 | | 3 |
| Results of At-Risk Follow Up | # | % | Goal |
| Callers Expressing Satisfaction with 211 Services | 13 | 100% of 31 | 85% |
| Callers Not Contacting Referral Agency | 1 | 8% of 13 | <20% |
| Callers Contacting Referral Agency | 12 | 92% of 13 | 80% |
| Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending | 10 | 93% of 12 | 70% |
| Callers Contacting Agency Not Receiving Desired Services | 1 | 7% of 12 | <30% |

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NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

| Language and Translation & Percent of Contacts | # | % of Contacts |
|---|----------|----------------------|
| Non-English Calls Total | 135 | 1.44% of 9372 |
| Spanish Language Calls | 135 | 1.44% of 9372 |
| Other Non-English Calls | 0 | 0.00% |
| Calls Taken by Bilingual Call Specialists | 78 | 58% of 135 |
| Calls Translated by Tele-Interpreter Service | 54 | 40% of 135 |
| Calls Translated by 3rd Party Interpreter on Call | 3 | 2% of 135 |
| 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 | # | % |
|---|--------------|----------------|
| | Request | % |
| Request for Agency Contact w/o specified need | | |
| Financial Assistance | 1,444 | 14.45% |
| Utilities | 972 | |
| Rent/Housing Exp | 328 | |
| Gas/Car Repair/Bus | 39 | |
| Other | 105 | |
| Health Care and Medical Treatment | 1223 | 12.24% |
| Food Requests | 604 | 6.04% |
| Government & Public Services | 769 | 7.69% |
| Mental Health/Substance Abuse/Crisis | 444 | 4.44% |
| Housing & Shelter | 396 | 3.96% |
| Legal Issues | 309 | 3.09% |
| Clothing and Household | 284 | 2.84% |
| Employment and Income Security | 134 | 1.34% |
| Other Requests | 4,388 | 43.90% |
| Total Call Requests | 9,995 | 100.00% |

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TOP 15 REFERRALS CATEGORIZED BY AGENCY TYPE:

Each caller may have multiple referrals.

| Service – Location (Agency Name) | # Referrals | Agency Type |
|--|--------------------|--------------------|
| Utility Assistance.-Tulsa (Salvation Army Center/Hope) | 592 | Faith Based |
| Utility Assistance -Tulsa (Boston Ave Helping Hands | 515 | Faith Based |
| Utility Assistance -Tulsa (Neighbor for Neighbor) | 493 | Non Profit |
| Utility Assistance-Tulsa (First Baptist Church) | 405 | Faith Based |
| Utility Assistance –Tulsa (John 3:16 Mission) | 392 | Faith Based |
| Income Tax Preparation Program-Tulsa (CAPTC) | 295 | Non Profit |
| Mobile Clinics-Tulsa (Good Samaritan) | 287 | Faith Based |
| Directory Assistance-Free | 204 | Non Profit |
| Bedlam Clinic-Tulsa- (OU) | 186 | Educational |
| Google 411-Free Service | 181 | For Profit |
| Dental Clinic-Tulsa (Neighbor for Neighbor) | 180 | Faith Based |
| Dental Clinic-Tulsa (Morton) | 170 | Medical |
| Xavier Clinics-Tulsa (Catholic Charities) | 169 | Faith Based |
| Rent Assistance-Tulsa (Boston Ave Helping Hands) | 143 | Faith Based |
| Hotline-Tulsa-(Legal Aid Svcs) | 134 | Non Profit |

Notes and Seasonal Programs:

Call Volumes and Caller Needs. 2-1-1 Helpline’s call volume has increased by 20% over the same period in 2008. Requests for utility and rent assistance and tax preparation assistance are typical drivers of calls in February. The number of requests for assistance with job search information and/or unemployment insurance was 93 as compared to 32 requests in February of last year.

After Hours 2-1-1 Service Agreement. 2-1-1 responded to 69 call contacts from the First Call 2-1-1 Bartlesville service area from February 1st through February 28th. Calls from the First Call service area are recorded in the First Call database.

Conversion to DTV: 2-1-1 Helpline has coordinated efforts with the City of Tulsa’s Working in Neighborhoods department to install converter boxes for elderly and disabled individuals. The national deadline for conversion was extended from February 17th to June 12th, 2009. 2-1-1 received 27 calls in February regarding DTV conversion.

National 2-1-1 Day. February 11th was national 2-1-1 Day. 2-1-1 Helpline participated in a legislative breakfast at the State Capitol sponsored by the 2-1-1 Oklahoma Collaborative. All legislators in 2-1-1 Helpline’s service area received a visit and a package of information on 2-1-1 services.

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Disaster Response: In late January a winter storm created hazardous road conditions and power outages in the 2-1-1 Helpline service area. 2-1-1 Helpline coordinated with emergency management personnel and the Red Cross to maintain updated shelter and service information for the affected areas. Residents of Adair, Cherokee, Muskogee and Sequoyah Counties experienced extended power outages and property damage due to the storm. Calls for ice storm recovery assistance including calls for debris removal and financial assistance related to the storm continued into February.

| | |
|--|--------------------------|
| Ice Storm Related Calls for the Time Period | 1/26 to 2/28/2009 |
| Total Calls | 268 |

Storm Related Calls by County

| COUNTY | # | % |
|---------------------------|------------|----------------|
| ADAIR | 55 | 20.52% |
| CHEROKEE | 69 | 25.75% |
| CREEK | 6 | 2.24% |
| MC INTOSH | 2 | 0.75% |
| MUSKOGEE | 10 | 3.73% |
| OKFUSKEE | 0 | 0.00% |
| OKMULGEE | 1 | 0.37% |
| OSAGE | 1 | 0.37% |
| ROGERS | 3 | 1.12% |
| SEQUOYAH | 3 | 1.12% |
| TULSA | 100 | 37.31% |
| WAGONER | 2 | 0.75% |
| Other OK | 4 | 1.49% |
| Not OK | 0 | 0.00% |
| Unknown Location | 12 | 4.48% |
| Total Call Records | 268 | 100.00% |

Storm Related Caller Requests

| Caller Requests | # | % |
|---------------------------------------|------------|-------------|
| Emergency Shelter and Relief Services | 106 | 35% |
| Food | 18 | 6% |
| Public Health/Weather | 30 | 10% |
| Information Only | 72 | 24% |
| Other | 74 | 25% |
| Total Caller Requests | 301 | 100% |