

**2-1-1 CALL CENTER REPORTING
FOR THE CALENDAR YEAR 2007**

CALL CENTER: Heartline 2-1-1

COUNTIES COVERED: Canadian, Cleveland, Grady, Kingfisher, Lincoln, Logan, McClain, Oklahoma, Pottawatomie

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

| County | Number of Calls | Percentage of Total Calls |
|---------------------------|------------------------|----------------------------------|
| Canadian | 844 | 1.43% |
| Cleveland | 3515 | 5.96% |
| Grady | 271 | 0.46% |
| Kingfisher | 116 | 0.20% |
| Lincoln | 211 | 0.36% |
| Logan | 224 | 0.38% |
| McClain | 236 | 0.40% |
| Oklahoma | 40470 | 68.57% |
| Pottawatomie | 540 | 0.91% |
| Other OK Counties | 4883 | 8.27% |
| Out of State | 1169 | 1.98% |
| Unknown | 6540 | 11.08% |
| Total For 2007 | 59019* | 100.00% |
| Total For 2007 | 66455* | 100.00% |

***NOTE:** Does not include calls received during the December Ice Storm, where HeartLine 2-1-1 operations were conducted in the Oklahoma City Emergency Operation Center for a period of eight days during the peak of the storm.

| | | |
|--|---------------|--|
| Emergency Operation Center Estimate | 15,000 | |
| Estimated Total Call Volume 2007 | 81,455 | |

Carrie, the above would reflect what I would consider a conservative estimate of the calls from the EOC, coupled with the true call volumes as reflected in the ACD. Please keep in mind that in reality, our total call volume for the year would actually be higher, as I was able to adjust the call volume from August through December from the ACD data, which was missing from January through July, a period of eight months. Please feel free to add the above table to the 2007 HeartLine report

TOTAL NUMBER OF INCOMING CALLS BREAKDOWN :

TOTAL CALLS: 81,455*

| | |
|-----------------------------|---------------|
| Abuse/Neglect | 20 |
| Hang-up/Disconnect | 2896 |
| Information/Referral | 37035 |
| Intervention | 316 |
| Listening | 12581 |
| Listening w/referral | 2281 |
| Sexual/Manipulative | 218 |
| Silent/Prank Call | 1035 |
| TTY Call | 14 |
| Volunteer Info. | 43 |
| Wrong Number | 874 |
| Disaster | 15,000 |
| Not Classified | 9142 |
| TOTAL | 81,455 |

ADVOCACY CALLS: 193

SPECIAL PROJECT CALLS: As a result of the ice storm, numerous citizens were confronted with large quantities of downed tree limbs. Many of those individuals were both physically and financially unable to clean up their property. The United Way of Oklahoma City coordinated with the Boy Scouts of America to provide assistance to these individuals. Heartline 2-1-1 became the clearing house for this information, with information being collected for 726 citizens with this need.

CALL MANAGEMENT STATISTICS:

AVERAGE SPEED OF ANSWERING CALLS (telephone system report): One minute, thirty nine seconds

PERCENT OF ABANDONED CALLS (telephone system report): 24.6%

AVERAGE TIME A CALLER IS IN QUEUE BEFORE ABANDONING CALL (telephone system report): Two minutes

AVERAGE INCOMING CALL LENGTH (telephone system report -does not include data entry time): Two Minutes, sixteen seconds

LANGUAGE TRANSLATION (NUMBER & PERCENTAGE OF TOTAL CALLS):

CALLS TAKEN BY BILINGUAL 2-1-1 SPECIALISTS:

142 Calls were taken by our bilingual call specialists, accounting for .24 % of total call volume.

CALLS TAKEN BY

TELE-INTERPRETER SERVICE:

None

CALLER'S 3RD PARTY INTERPRETER:

None

TDD/TTY/7-1-1 LINE:

One; (statistically insignificant percentage)

TOP 10 NEEDS FOR 2007 CALENDAR YEAR:

| | |
|---------------------------|-------|
| Financial Assistance | 14398 |
| Utility Assistance | 10016 |
| Mental Health Assistance | 9487 |
| Food/Emergency Food | 5677 |
| Health Related Assistance | 4690 |
| Mental Illness | 4108 |
| Rent Assistance | 3221 |
| Transportation | 1981 |
| Sheltering | 1041 |
| Substance Abuse | 1037 |

TOP 10 REFERRALS CATEGORIZED BY AGENCY TYPE (Percentage of each: Government, Non-Profit, Faith-Based)

| Agency | # Of Referrals | Needs | Agency Type |
|------------------------------------|----------------|--------------------------------|--------------------|
| YWCA | 4639 | Emergency Shelter | Non-Profit |
| Neighbor For Neighbor | 4100 | Utility Assistance | Non-Profit |
| Shepherds of Love | 2724 | Utility Assistance | Faith-Based |
| Travelers Aid | 2386 | Utility Assistance | Non-Profit |
| Salvation Army | 2112 | Utility Assistance | Faith-Based |
| Putnam City Baptist | 1651 | Utility Assistance | Faith-Based |
| Guild of St. George | 1617 | Utility Assistance | Faith-Based |
| Cent. OK Integrated Network | 1348 | Health Care | Non-Profit |
| St. Vincent de Paul Society | 1279 | Prescription Assistance | Faith-Based |
| St. James Catholic Church | 1206 | Food Pantry | Faith-Based |

SPECIAL CIRCUMSTANCES RELATED TO CALL VOLUME IN 2007 & ADDITIONAL ITEMS OF NOTE:

During 2007, a new Executive Director was hired for Heartline. A new 2-1-1 Director was hired December 12, 2007. Currently we are evaluating every aspect of how we provide 2-1-1 service, which includes appropriate staffing levels , follow up processes, phone system, phone monitoring system, etc.

Since returning from the EOC in December, call volume has continued to remain at a higher level. For a period of two weeks in December, due to the massive volume, the “que” process was eliminated to allow faster processing of calls. The “que” was reinstated when it became obvious that we were experiencing a large amount of phantom calls.