

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

**FOR THE YEAR: 2007
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	# of Calls	% of Calls
ADAIR	69	0.07%
CHEROKEE	196	0.21%
CREEK	2,966	3.19%
MC INTOSH	58	0.06%
MUSKOGEE	439	0.47%
OKFUSKEE	33	0.04%
OKMULGEE	668	0.72%
OSAGE	762	0.82%
ROGERS	1,294	1.39%
SEQUOYAH	35	0.04%
TULSA,	77,406	83.26%
WAGONER	905	0.97%
Other OK	1,218	1.31%
Outside OK	332	0.36%
Unknown	6,590	7.09%
Total 2007 Contacts	92,971*	100.00%

* Includes 12,839 ice storm disaster related call contacts from December 9-31st

TOTAL NUMBER OF CALLS By CONTACT TYPE

Type of Contact	# of Calls	% of Total
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	30,905	33.24%
Referral (Includes assessment of caller need and referral)	60,416	64.98%
Crisis (Mental health or life threatening intervention and connection to emergency services)	157	0.17%
Advocacy (Connects caller to additional assistance)	75	0.08%
Problem Solving (Intervention or redirection of callers with emotional distress or complex issues)	1,418	1.53%
Total 2007 Call Contacts	92,971*	100.00%

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CALL CENTER MANAGEMENT STATISTICS

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	23 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	8%	≤ 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 minute 16 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 minutes 14 seconds	

*Statistics based on the time period January 01 through December 08 . From December 9th through the 12th, 2-1-1 Helpline operated out of the Emergency Operations Center and was limited to 4 seats in the EOC. While at the EOC, it was estimated that abandoned call rates were 50% or greater. After returning to the primary call center site, the massive influx of calls impacted caller wait times and abandoned calls rates. In the time period December 12th through 31st, weekday abandoned call rates ranged from an initial high of 31% to a low of 5% abandoned call rate achieved after doubling the peak call time staffing levels.

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Metric and Percentage of Call Contacts	# *	%
Non-English Calls Total	977	1%
Spanish Language Calls	976	1%
Other Non-English Calls	1	0%
Calls Taken by Bilingual Call Specialists	797	>1%
Calls Translated by Tele-Interpreter Service	161	>1%
Calls Translated by 3 rd Party Interpreter on Call	22	>1%
Deaf Translation Calls Using 7-1-1 Relay Service	1	>1%

Does not include Spanish language calls received in Emergency Operations Center from December 9th through 12th.

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TOP NEEDS (TOP 10 plus Disaster Category) 2007*: A Caller May Have Multiple Needs or Requests

Need Category	# of Needs	%
Agency Contact Information without a specified need	27577	25%
Financial Assistance (primarily utility and rent assistance)	18879	17%
Health and Medical (free and sliding scale health care, prescription assistance, medical A/C needs)	13241	12%
Food (Emergency food, meals, food stamps, WIC)	7605	7%
Disaster Relief & Recovery (Primarily related to December Ice storm)	7326	7%
Mental Health (Mental health services, substance abuse services, support groups, crisis intervention)	5442	5%
Government & Public Services (Federal, State and City Program and Services)	4936	4%
Housing and Shelter (Housing Search Assistance, Emergency Shelter and Supportive Housing)	4531	4%
Clothing & Household Items (Also includes diapers and baby items)	3644	3%
Legal (Free and sliding scale assistance with tenant, public benefits, and child custody , etc.)	3472	3%
Holiday Assistance (Gifts and Holiday Meals)	2421	2%
Other (Abuse, Consumer Protection, Law Enforcement, Transportation)	12460	11%
Total Request for 2007	111534	100%

TOP 10 REFERRALS CATEGORIZED BY AGENCY TYPE*:

Each caller may multiple referrals.

Service – Location (Agency Name)	# Referrals	% of Total	Agency Type
Utility Assistance –Tulsa (John 3:16 Mission)	5005	3.00%	Faith Based
Utility Assistance.-Tulsa (Salvation Army Center/Hope)	4756	2.85%	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands	4728	2.83%	Faith Based
Temporary Utility Assistance –Tulsa (Neighbor for Neighbor	4170	2.50%	Non Profit
Emergency Financial Assistance (Salvation Army Center of Hope)	2787	1.67%	Faith Based
Rent Assistance –Tulsa (Restore Hope Ministry)	2736	1.64%	Faith Based
Mobile Clinic-Tulsa (Good Samaritan)	2569	1.54%	Faith Based
Food Store – Tulsa (Neighbor for Neighbor)	1661	0.99%	Faith Based
Emergency Food-Tulsa (Catholic Charities)	1590	0.95%	Faith Based
Bedlam Clinic-Tulsa (OU)	1460	0.87%	Government
Other Referrals	135566	81.16%	
Total Referrals	167028		

** Needs and referral data from IRis 3.0 records represent an undercount of actual numbers from December 9th through 31st. Documentation protocols were streamlined to increase efficiency in responding to disaster related caller needs in this time period. See 2-1-1 Helpline Ice Storm Disaster Response report for more information on disaster related needs and referrals.*

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Notes and Seasonal Programs:

2-1-1 Helpline's continued growth in call volume is an indication of the public awareness and acceptance of 2-1-1 as first point of entry for health and human service assistance. In 2007, 2-1-1 Helpline provided information and referral, crisis intervention, advocacy and problem solving assistance to 92,971 callers, including 12,839 disaster-related calls received in the aftermath of the December 9th ice storm impacting the community. If the ice storm had not occurred, the extrapolated 12 month call volume would have represented a 20% increase over the 2006 call volume. Highlights of 2-1-1 Helpline 2007 services and outcomes include:

- At the request of the 2-1-1 Oklahoma Advisory Collaborate, in April 2-1-1 Helpline expanded it's service area to include Adair, Cherokee, McIntosh, Muskogee, Okfuskee and Sequoyah counties in Northeastern Oklahoma.. The population of 2-1-1 Helpline's current service area is approximately 1 million.
- Quality Service follow-up assessments were conducted with a randomly selected sampling of 2% of callers receiving referral assistance and callers determined to be at-risk. Of the callers 1, 440 callers contacted , 2-1-1 Helpline achieved a caller satisfaction rate of 93%.
- Completed first phase of application for national accreditation by the Alliance of Information and Referral System. Documentation phase is scheduled for first submission by March of 2008.
- Excluding December's disaster-related calls, the highest call volume occurred in August with 9,205 calls. Heat-related requests, financial assistance with utilities and back to school supply requests are typical drivers of high call volumes in summer months.
- 2-1-1 Helpline played a key role in the community's response and recovery during the December 2007 ice storm. 2-1-1 served as the "front line" in providing needed information and resource referrals to individuals affected by the storm. Due to power and utility outages at 2-1-1's primary and back-up sites during the initial days of the storm, 2-1-1 operated a phone bank from the Emergency Operations Center for three days. After returning to main call center site, 2-1-1 utilized temporary and volunteer staff to accommodate the massive influx of storm related calls. 2-1-1 was widely recognized within the community for the vital service the organization provided, including recognition from Mayor Taylor and her staff, from Public Service Company of Oklahoma and from the Tulsa Fire Department.