

Washington Information Network 2-1-1 Quarterly Newsletter

January-March 2017



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Download the WIN 2-1-1 App



WIN 2-1-1 Welcomes New Director



Tim Sullivan, WIN211 Director, joined WIN 2-1-1 in September 2016. Tim began his career in 1992 working for the Yakima County Gang Prevention Intervention Coalition. In 1995, Tim joined the United Way of Central Washington as Community Investment Director where he worked for 15 years. While at United Way Tim implemented program outcome measurement and evaluation, coordinated both the Compass 2001 and State of Caring Index community assessment-indicator projects, organized agency's first Day of Caring annual event, helped establish the Yakima County Asset Building Coalition, and assisted in implementing the Greater Columbia 2-1-1 Call Center to support 211 services in Central Washington.

In 2004, Tim became involved in the issue of homelessness and helped establish the Homeless Network of Yakima County, a coalition that developed and implemented Yakima County's 10 Year Plan to End Homelessness. In 2006, Tim was contracted by the Yakima County Department of Human Services to develop the County's first Homeless and Housing Grant Programs and was later hired as Senior Manager for the Department.

WIN 2-1-1 Celebrates 10 Years of Service



Washington Information Network 211 held their 10-Year Anniversary event on January 31, 2016. The memorable event was held at the Washington State Governor's Mansion in Olympia. The evening event was filled with stories of WIN211's rich history, shared achievements and recognition of those who paved the way for the 211 system in Washington State. The night ended with the reading of a proclamation from Governor Inslee declaring January 31, 2017 as WIN 211 Day

WIN 2-1-1 NOW OFFERS TEXTING!

Text your Zip code to 898-211



Texting is the easiest and most common way that people communicate today. Washington's 2-1-1 service now allows you to text an information and referral specialist in your area who can assist you in accessing information on state and local resources and services.

Outbound texting allows 2-1-1 to develop focused messaging around special topics or services or during times of disaster.

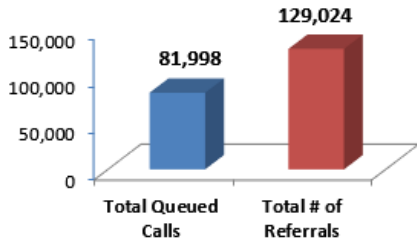
Currently Eastern Washington 2-1-1 Call Center is working with the City of Airway Heights which is located in Spokane County who have been impacted with water contamination issues. The Call Center has been activated by emergency management to provide assistance in help people get water. Persons impacted are encouraged to text EWHELP 898211 to receive specific information and assistance.

Did You Know?

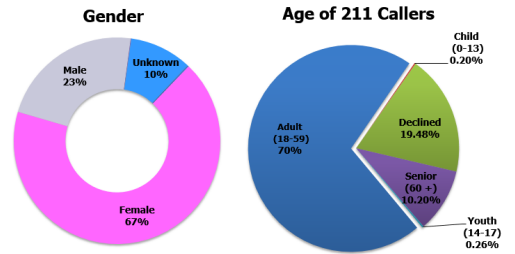
- Text is the most common activity on mobile devices while voice calling has dropped to 6th.
- Over 80% of American adults text
- Text messages have a 98% open rate, while email has only a 20% open rate.
- 96% of smartphone users text.
- The average adult spends a total of 23 hours a week

2-1-1 STATE DATA

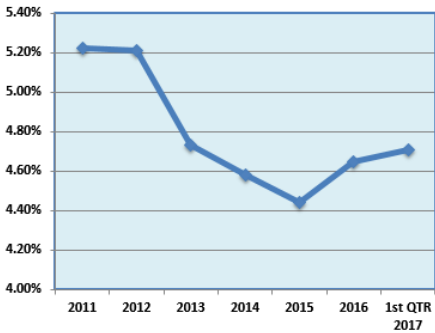
1st Quarter 2017—Caller Demographic and Needs Data



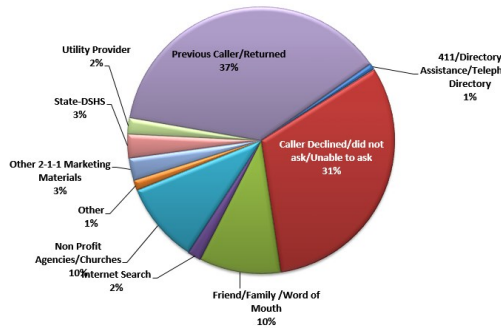
Did You Know?
WIN 211 collects the most comprehensive data on community needs in the State and can report data down to your local zip code



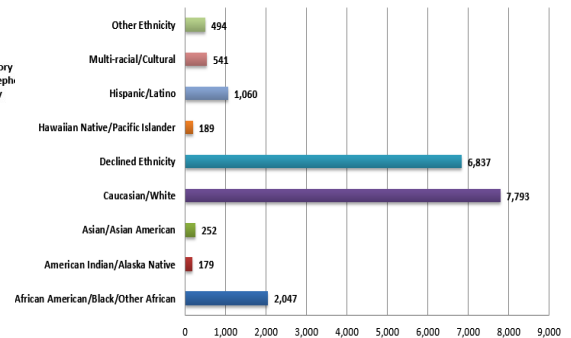
Percent of Population Reached



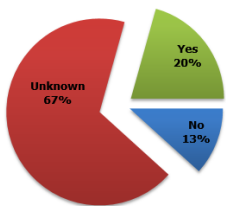
How did you hear about 211



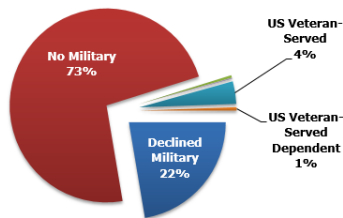
Ethnicity



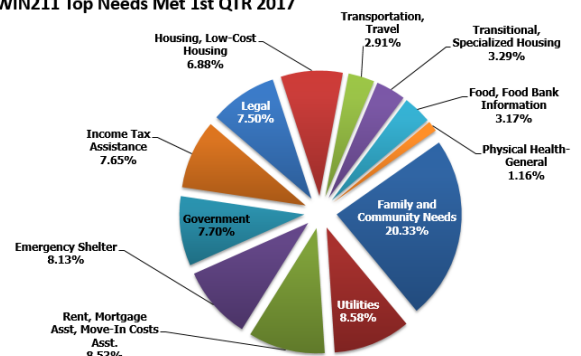
Health Insurance



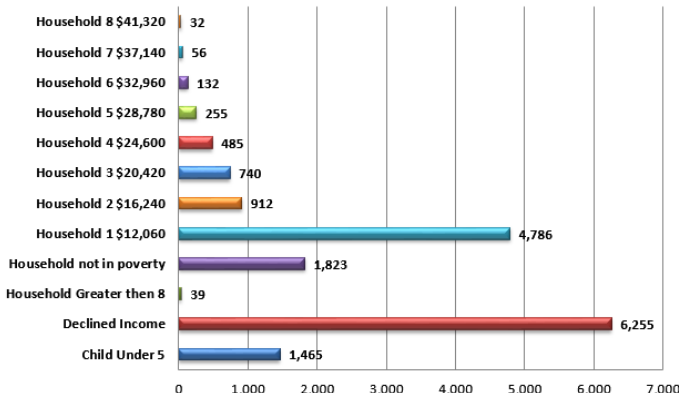
Military



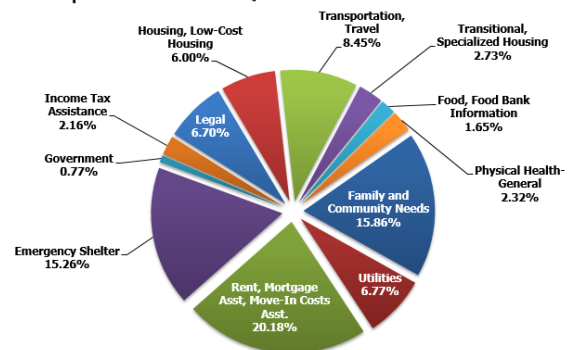
WIN211 Top Needs Met 1st QTR 2017



Household Income



WIN211 Top Needs Un-Met 1st QTR 2017



2-1-1 STATE DATA

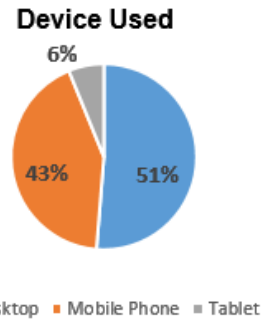
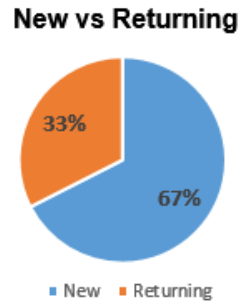
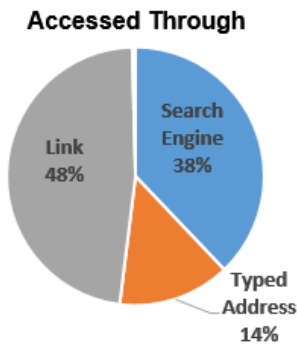
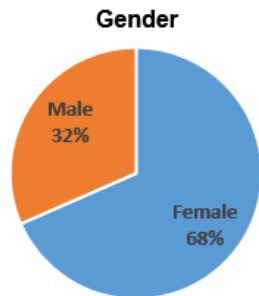
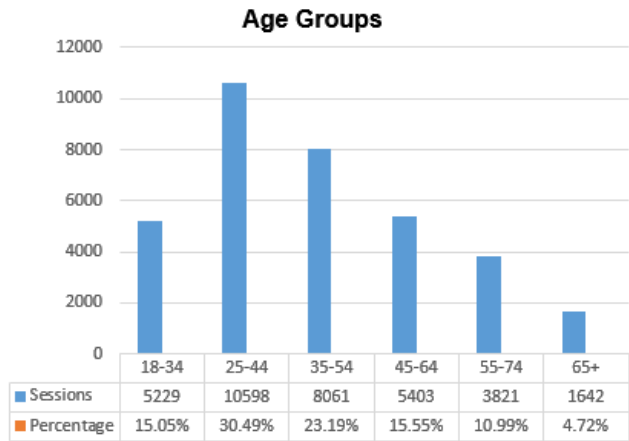
1st Quarter 2017—Website and App Data

Website Data

Website Database Searches = **92,465**

Top Website Searches

Rank	Search Terms	Count
1	Rent Payment Assistance	5715
2	Low Income/Subsidized Rental Housing	4458
3	Dental Care	4202
4	Food Pantries	4187
5	Transitional Housing/Shelter	3737
6	Transportation Expense Assistance	2644
7	Emergency Shelter	2371
8	Utility Service Payment Assistance	2151
9	Rental Deposit Assistance	1755
10	Community Shelters	1329

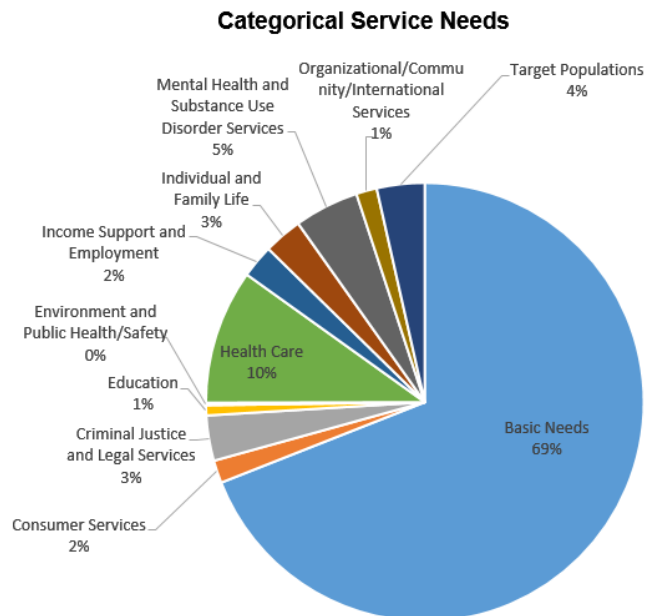


App Data

WIN211 App Searches = **1,781**
App Installs to Date = **1,445**

Top App Searches

Rank	Link	Clicks	%chg
1	Emergency Shelter	178	161.8%
2	Food Pantry / Food Bank	173	96.6%
3	Advance Search	163	17.3%
4	Low Income Housing	151	96.1%
5	Bus Tickets / Gas Money	139	85.3%
6	Rent Payment Assistance	133	47.8%
7	Transitional Housing	90	109.3%
8	Utility Assistance	89	58.9%
9	Rental Deposit Assistance	68	-23.6%
10	Clothing / Diapers	63	40.0%



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Contact Us

WIN 2-1-1

Address:
 WIN211 Admin Office
 302 W. Lincoln Ave.
 Yakima, WA 98902

Phone/Fax/E-mail:
 Phone: 509-654-7866
 Fax: 509-249-4287
 Email: tsullivan@pfpf.org

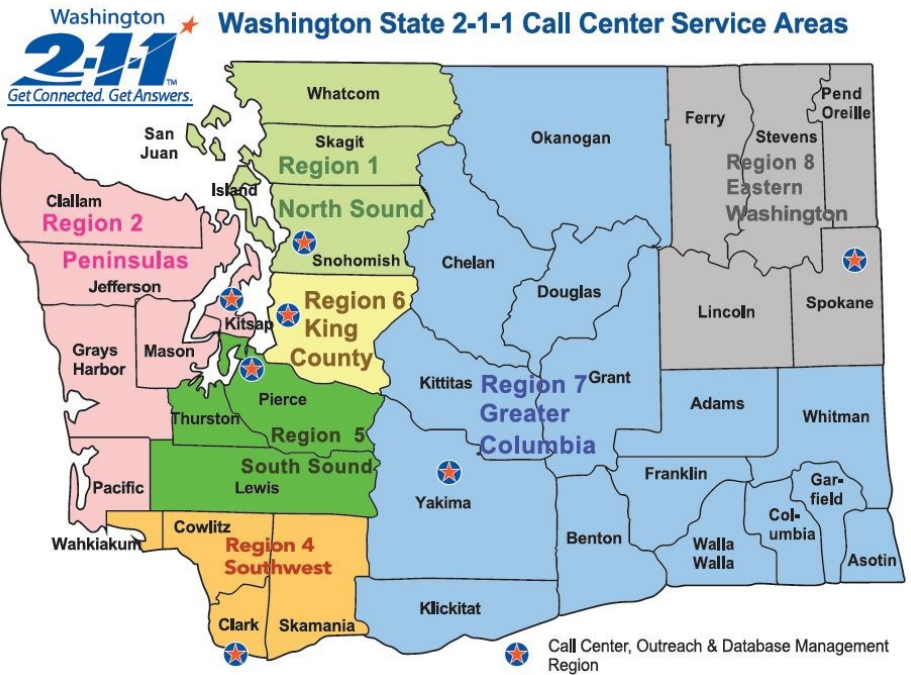
2-1-1 Regional Call Centers	Parent Agency Contact Information
Region 1—North Sound 2-1-1	Patricia Morris, pmorris@voaww.org Volunteers of America Western Washington
Peninsula 2-1-1	Kelly Schwab, kellys@kmhs.org Kitsap Mental Health
Southwest Washington 2-1-1	Ciara Doyle, ciara.doyle@211info.org 211info
South Sound 2-1-1	Penni Belcher, pennib@uwpc.org United Way Pierce County
King County 2-1-1	Alex Williams, awilliams@crisisclinic.org Crisis Clinic
Greater Columbia 2-1-1	Stacy Kellogg, skellogg@pfpf.org People For People
Eastern Washington 2-1-1	Stacey Okihara, sokihara@fbhwa.org Frontier Behavioral Health

Get Help – Give Help
Dial 2-1-1

TEXT
zipcode to 898-211

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