

Washington Information Network 2-1-1 Quarterly Newsletter

April-June 2017



Our Board of Directors

Bill Mitzel, Chair
Business Continuity/EM,
MultiCare

Paul Larsen, Vice Chair
Volunteer Programs Director,
United Way of Thurston County

Rodona Marquez, Treasurer
Planning and Development Dir,
Yakima Valley Farm Workers
Clinic

Curry Mayer, Secretary
Emergency Manager
City of Bellevue

Alison Carl White,
Executive Director
Better Health Together

Ilona Kerby,
Executive Director,
Lower Columbia Community
Action Council

David Sarabacha
Principle/Partner
Deloitte & Touche LLP

Todd Eckman
VP/CIO
Mission Support Alliance

Mark Todd,
Consultant
Mark Todd Consulting

Steve Phinney
ACES Program Manager
Amazon

Download the WIN 2-1-1 App



WIN211 Receives First Increase in Funding From Washington State



Washington Information Network 2-1-1 would like to thank the Washington State Legislature for increasing support for statewide 2-1-1 Information and Referral services in the 2017-2019 State Biennial Operating Budget.

The WIN211 Board of Directors, 2-1-1 Call Centers and our partners are truly grateful for the Legislature's recognition of the value 2-1-1 provides to our families, friends and neighbors, especially during what has been one of the most difficult legislative sessions in recent history. With this support, Washington's 7.1 million residents will continue to have access to live information and referral specialists and over 17,000 vital services through the statewide 2-1-1 database. Whether it's housing for Veteran's, senior meals, children's programs, family support services, or the location of a local food bank, 2-1-1's no wrong door access to services will insure that persons receive referral assistance the first time they call.

WIN211 is eternally grateful to Representative Larry Springer for being a long time champion of 2-1-1. Representative Springer sponsored House Bill 2039 and without whom this additional support would have been possible. We would also like to recognize Representative's: Larry Haler, Bill Jenkin, Norm Johnson, Beth Doglio, Laurie Dolan, Laurie Jinkins, David Sawyer, Eric Pettigrew, Joe Fitzgibbon, Gael Tarleton, June Robinson, and Timm Ormsby, who signed on as co-sponsors to House Bill 2039. In addition, we would like to thank Timm Ormsby, June Robinson, and Pat Sullivan who wrote the House budget, Representative Bruce Chandler for his leadership and Senator's John Braun and Joe Fain for including funding in the final negotiated budget.



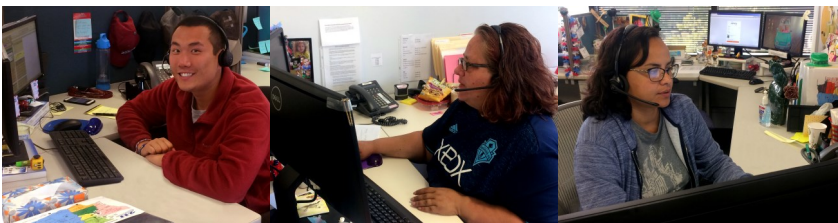
Lastly we would like to thank the many legislators and their staff who worked behind the scenes in support and who voted for the budget.

Important Dates in 2-1-1 History?

- ◇ In May 1997, United Way of Atlanta created the concept of using 2-1-1 as a dialing code to access information and referral services and was later promoted as a national United Way initiative.
- ◇ In July of 2000, the FCC approved 2-1-1 for nationwide use.
- ◇ In 2001, Washington Information Network 2-1-1 (WIN211) was formed as a nonprofit corporation with the support of local United Ways from every region of the state to implement statewide 2-1-1.
- ◇ In 2003, the Washington State Legislature passed ESHB 1787 in support of the creation of a 2-1-1 system for the state and gave specific leadership responsibilities to WIN211.
- ◇ On February 11, 2006 2-1-1 services were launched in the State of Washington with financial support from the Legislature.
- ◇ In 2016, WIN211 celebrated 10 years of service to the residents of Washington.

2-1-1 CALL CENTER NEWS AND STORIES

Lori Madedo from the Kent School District's Homeless Student Liaison program visited King County 2-1-1 in August to get a better understanding of their services. She had heard reports from clients that 2-1-1 had long wait times and that all we do is "give out a list of phone numbers for referrals." After listening to calls for a few hours, she had this to say:



"Thank you so much for letting me experience your program. It was very eye-opening for me. Your staff is amazing and deserve a medal for all they do to care for people when they are at their most vulnerable. Some of the words that came to mind for me were – flexibility, compassion, help-

fulness, kind, patient, and 100% here to help. As I listened I was so impressed by all of these actions in your staff. To be so kind and compassionate while dealing with such extreme personalities is truly a gift.

Did You Know?

- 2-1-1 Call Centers in Washington direct approximately 1,000 callers each day to services
- WIN211 is a nonprofit organization that partners with seven regional independent non-profit call centers to coordinate 2-1-1 services statewide to create a seamless system
- WIN211 is an effective public-private partnership, leveraging \$5 in private funding for every \$1 in State funding



Oregon 211info, who covers four Southwestern counties in Washington, partnered with several state agencies including

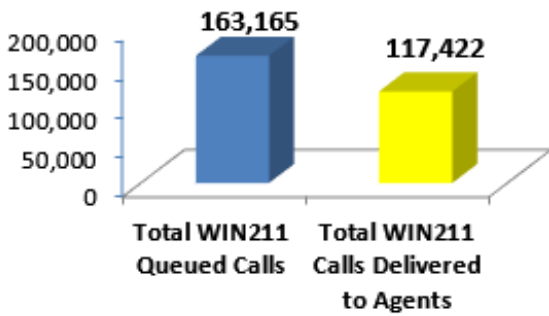
Oregon Office of Emergency Management, Oregon Parks and Recreation, Oregon Department of Transportation, Oregon Health Authority, hospitals, sheriff's departments, and other local agencies to host the Eclipse Hotline from August 16-23. The hotline was open from 7am-10pm and available by dialing 2-1-1, texting "ECLIPSE" to 898211, or visiting the website www.211info.org/eclipse. Staff dedicated 550 hours and answered 2,352 calls, texts and emails

2-1-1 STATE DATA

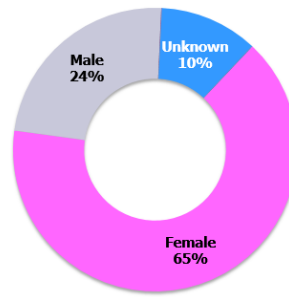
2nd Quarter 2017—Caller Demographic and Needs Data

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

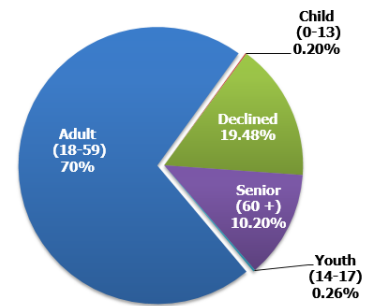
Quarterly Total Calls



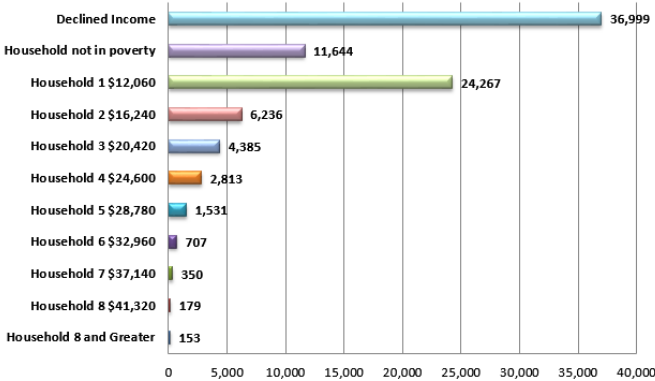
Gender



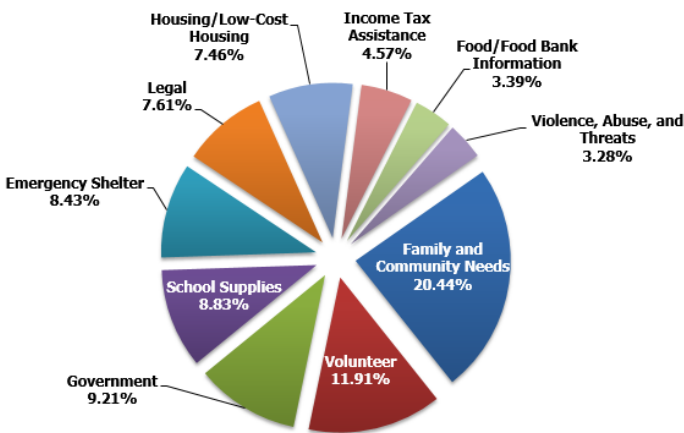
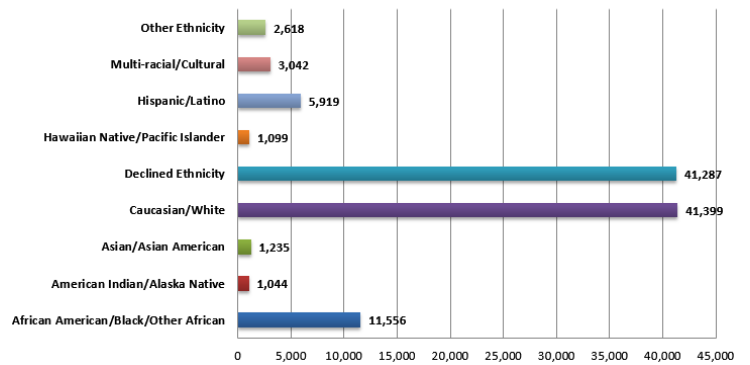
Age of 211 Callers



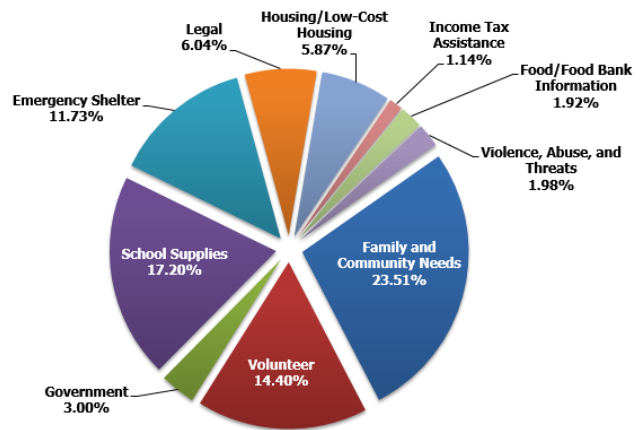
Household Income



Ethnicity



WIN211 Top Needs Met 1st & 2nd QTR 2017



WIN211 Top Needs Un-Met 1st & 2nd QTR 2017

2-1-1 STATE DATA

2nd Quarter 2017—Website and App Data

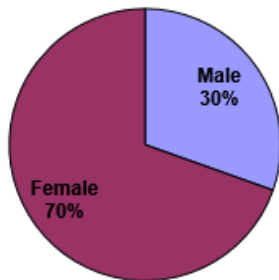
Website Data

Website Visits = **27,098**

Top Quicklink Searches

Rank	Link	Clicks
1	Low Income Housing	1358
2	Rent Payment Assistance	1205
3	Emergency Shelter	859
4	Utility Assistance	726
5	Food Pantry / Food Bank	689
6	Transitional Housing	591
7	Bus Tickets / Gas Money	577
8	Rental Deposit Assistance	452
9	Dental Care	410
10	General Legal Assistance	284

Gender



App Data

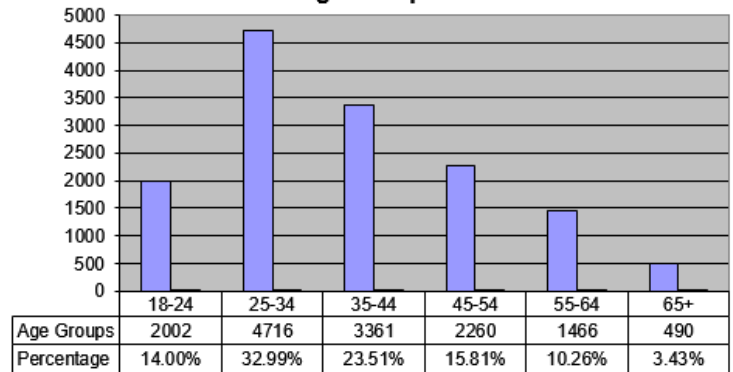
WIN211 App Searches = **3,551**

App Installs to Date = **1,712**

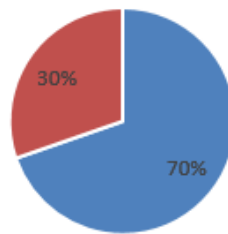
Top Quicklink Searches

Rank	Link	Clicks	%chg
1	Food Pantry / Food Bank	412	26.0%
2	Low Income Housing	344	27.4%
3	Emergency Shelter	324	51.4%
4	Advance Search	316	8.2%
5	Rent Payment Assistance	300	16.7%
6	Bus Tickets / Gas Money	230	38.6%
7	Utility Assistance	171	23.9%
8	Transitional Housing	162	40.9%
9	Rental Deposit Assistance	155	-11.9%
10	Clothing / Diapers	132	15.8%
11	Clothing / Diapers	132	15.8%

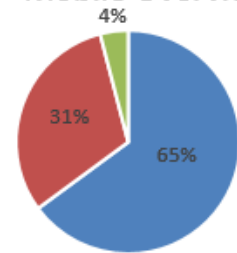
Age Groups



New Vs. Returning



Mobile Overview



■ New ■ Returning

■ Desktop ■ Mobile Phone ■ Tablet

Text Data

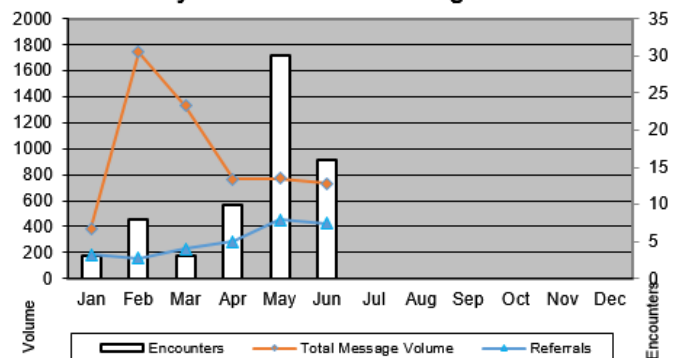
Total Incoming Texts: 136

Total Outgoing Texts: 3,326

Total Volume: 3,462

Referrals Sent: 572

Monthly Encounter and Message Volumes



Washington Information Network 2-1-1 Quarterly Newsletter

Contact Us


WIN 2-1-1

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

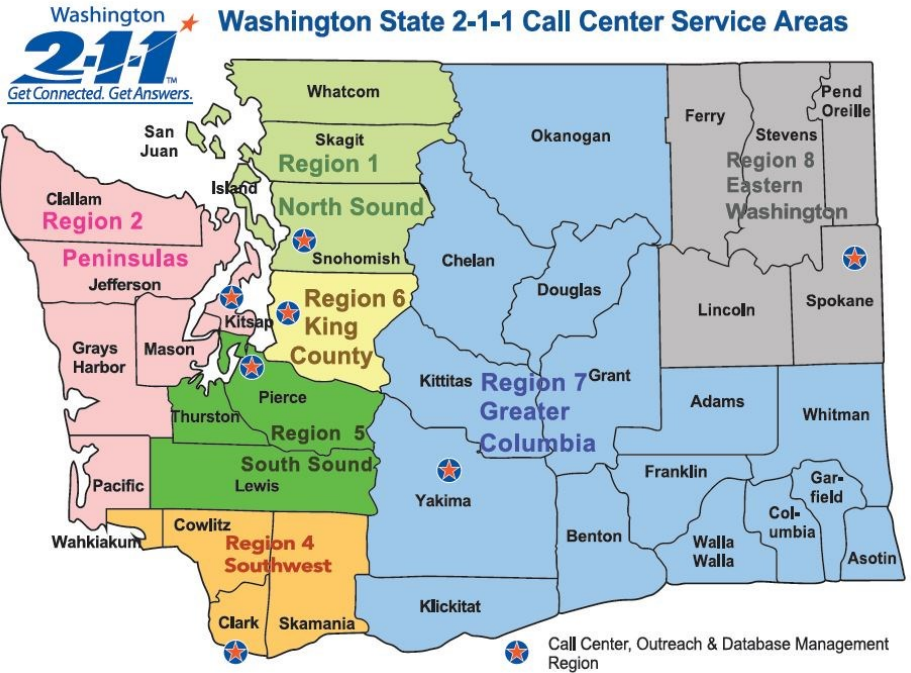
Phone/Fax/E-mail:
Phone: 509-654-7866
Fax: 509-249-4287
Email: tsullivan@pfpf.org

2-1-1 Regional Call Centers	Parent Agency Contact Information
Region 1—North Sound 2-1-1	Chris Hatch, chatch@voawww.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	Liz Mills, lmills@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
 **DIAL** 211
 **SEARCH** WIN211.org

 **Find us on Facebook**



For more information or to search for services go to www.win211.org