

## South Sound 2-1-1 Year-End Report 2013

- **South Sound 2-1-1 reached over 82,000 people in 2013!**
- Call volumes for 2013 were influenced by capacity issues for the statewide system and for our individual call center as well as more people accessing 211's information online and via the WIN211 smartphone app.
  - Total calls handled for 2013 = 50,620; total calls received 55,672 (avg. abandon rate 9.9%)**
  - Total calls handled for 2012 = 54,555; total calls received 58,934 (avg. abandon rate 7.4%)**
- In addition to information and referrals provided by phone, the statewide online 2-1-1 resource database is a source of information and referrals for a large number of residents in Pierce, Thurston and Lewis Counties. System-wide, WIN211 recorded **171,481 unique visitors to the WA State 211** website in 2013. Of those 171,481 visitors, there were **32,559 searches from our tri-county service area.**
- **Here is how we are helping individuals and families:**
  - **Keeping People Housed:** South Sound 2-1-1 assists people seeking rent, mortgage, and move-in assistance. We helped **8,228** people get connected to rental assistance and housing stability programs and another **5,919** to shelter or affordable housing options.
  - **Keeping Warm in Winter:** South Sound 2-1-1 referred **10,325** people to utility assistance.
  - **Accessing Health Care:** South Sound 2-1-1 assisted **2,043** people to dental care, vision care, and general health care resources.
  - **Helping People Keep More of Their Income:** South Sound 2-1-1 helped **over 400** families get the tax credits they were eligible for through referrals to local VITA Tax Sites. In addition to managing local tax calls, our call center participated in a national partnership with United Way Worldwide and MyFreeTaxes.com connecting callers through a nationwide network to free tax assistance.
  - **Getting People to Where They Need to Go:** Transportation can be a huge barrier to accessing needed services for many Pierce County residents. South Sound 2-1-1's Transportation Specialist helped **3,414** people get to jobs, medical appointments, the grocery store or food bank, and other essential trips. South Sound 2-1-1's transportation project provides caller data to inform Special Needs Transportation Coordination Planners, both locally and regionally.
  - **Keeping People Fed:** South Sound 2-1-1 assisted **more than 2,000** people find local feeding programs and helped complete **120** Basic Food program applications.
- **Follow-up contact results...**
  - 91.4% of callers contacted had called the referrals
  - 54.4% of callers contacted had actually received the help they needed
  - 89.5% of callers contacted felt more familiar with community resources as a result of calling 211
  - 94.4% of callers contacted felt the I&R Specialist they talked with was helpful
  - 95.2% of callers contacted would refer others to 211
  - 95.2% of callers contacted would call 211 again

<b>• PROBLEM/NEEDS (Top 10)</b>	<b><u>2013</u></b>	<b><u>2012</u></b>
▪ Utilities Assistance	24.2%	25.2%
▪ Rent/Mortgage/Move In Assistance	19.0%	19.1%
▪ Transportation	8.0%	5.3%
▪ Emergency Shelter/Transitional	7.3%	5.9%
▪ Affordable Housing	5.8%	4.4%
▪ Health/Dental Issues	5.4%	4.4%
▪ Food	4.6%	4.2%
▪ Holiday Assistance	3.7%	4.8%
▪ Clothing/Furniture/Personal Needs	3.5%	3.2%
▪ Legal Assistance	3.5%	2.7%

**• Top 10 Problem/Need Website Searches**

1. Rent Assistance
2. Housing/Shelter
3. Dental/Health Care
4. Holiday Gifts/Toys
5. Affordable Housing
6. Utilities Assistance
7. Transportation
8. Food
9. Clothing/Furniture/House Goods
10. Employment Preparation

**• Top 5 UNMET Needs - % of total requests in a category where there was not a resource available to meet the need**

	<b><u>2013</u></b>	<b><u>2012</u></b>
▪ <b>Rent/Mortgage/Move In Assistance*</b>	<b>48.5%</b>	<b>47.6%</b>
▪ <b>Utilities Assistance*</b>	<b>25.6%</b>	<b>29.3%</b>
▪ <b>Transportation</b>	<b>25.1%</b>	<b>29.7%</b>
▪ Emergency Shelter/Transitional	7.6%	6.8%
▪ Holiday Assistance	8.8%	12.7%

**Most Referred To Organizations**

- St. Vincent de Paul Network
- MDC – Making a Difference in Community
- Salvation Army – Tacoma & Puyallup Corps
- Access Point 4 Housing
- Pierce County Community Connections
- The Rescue Mission
- DSHS – Pierce County CSOs
- Catholic Community Services
- Toys 4 Tots
- FISH Food Banks

**Most searched agencies/programs on website:**

- DSHS – Financial Assistance
- Bates Technical College – Dental Services
- Community Health Care
- Community Action Council
- Army Community Services – JBLM
- Korean Women’s Association
- Catholic Community Services
- Buckley Senior Center – ADRC Senior Dental Program
- CHOICE Regional Health Network – Access to Baby & Child Dentistry
- Toys 4 Tots – Holiday Assistance

- **Top 10 Zip Codes for Highest Call Volumes**

- 98405 (Tacoma - Hilltop)
- 98499 (Lakewood)
- 98444 (Parkland)
- 98404 (Tacoma - Eastside)
- 98409 (Tacoma – South End)
- 98387 (Spanaway)
- 98498 (Lakewood)
- 98466 (West Tacoma - University Place)
- 98418 (Tacoma)
- 98374 (Puyallup – South Hill)

- **Top 5 cities searched from within our service area were:**

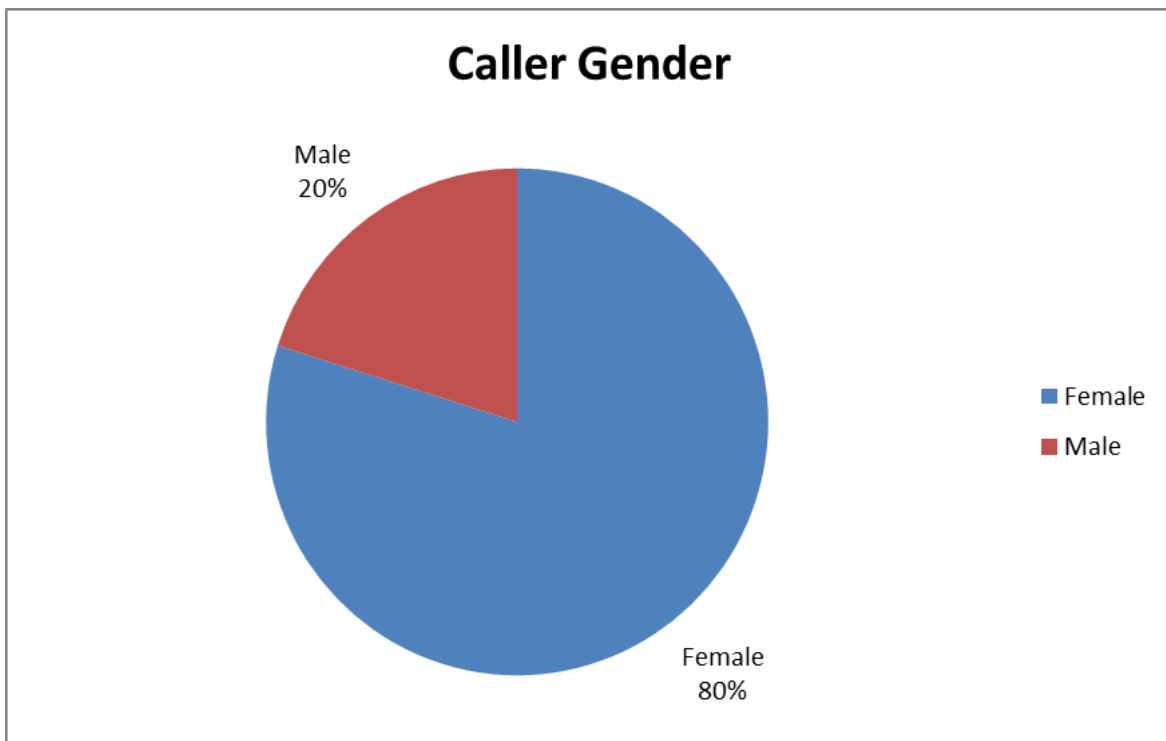
2013

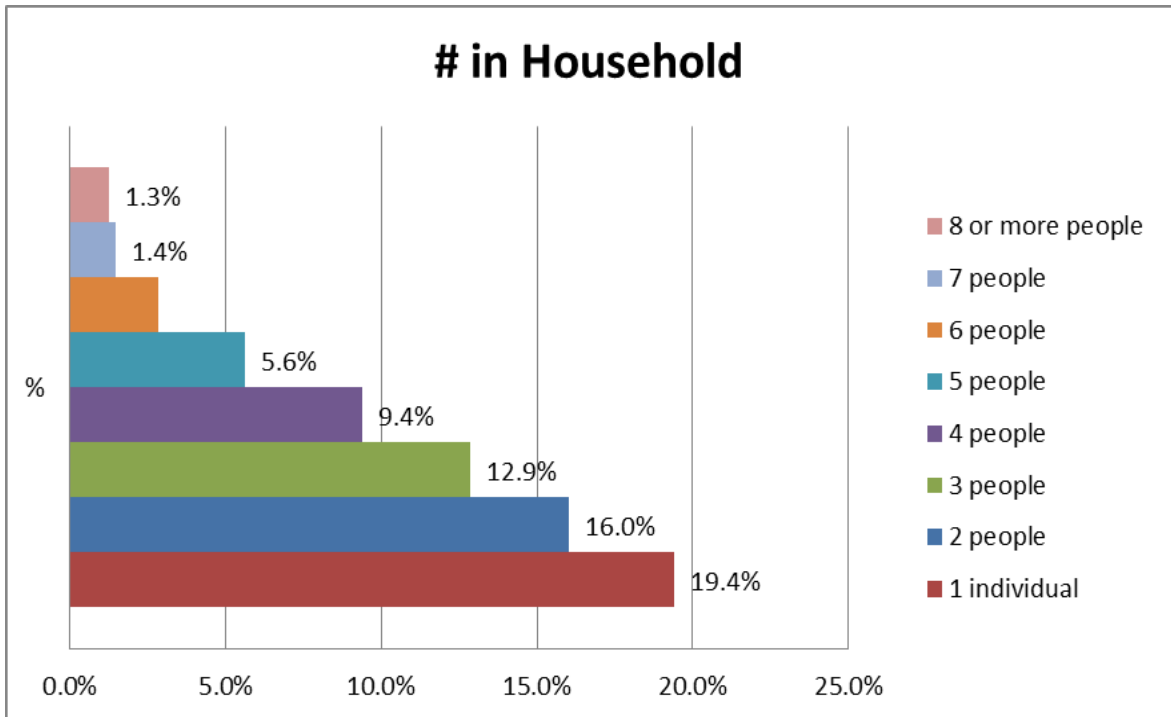
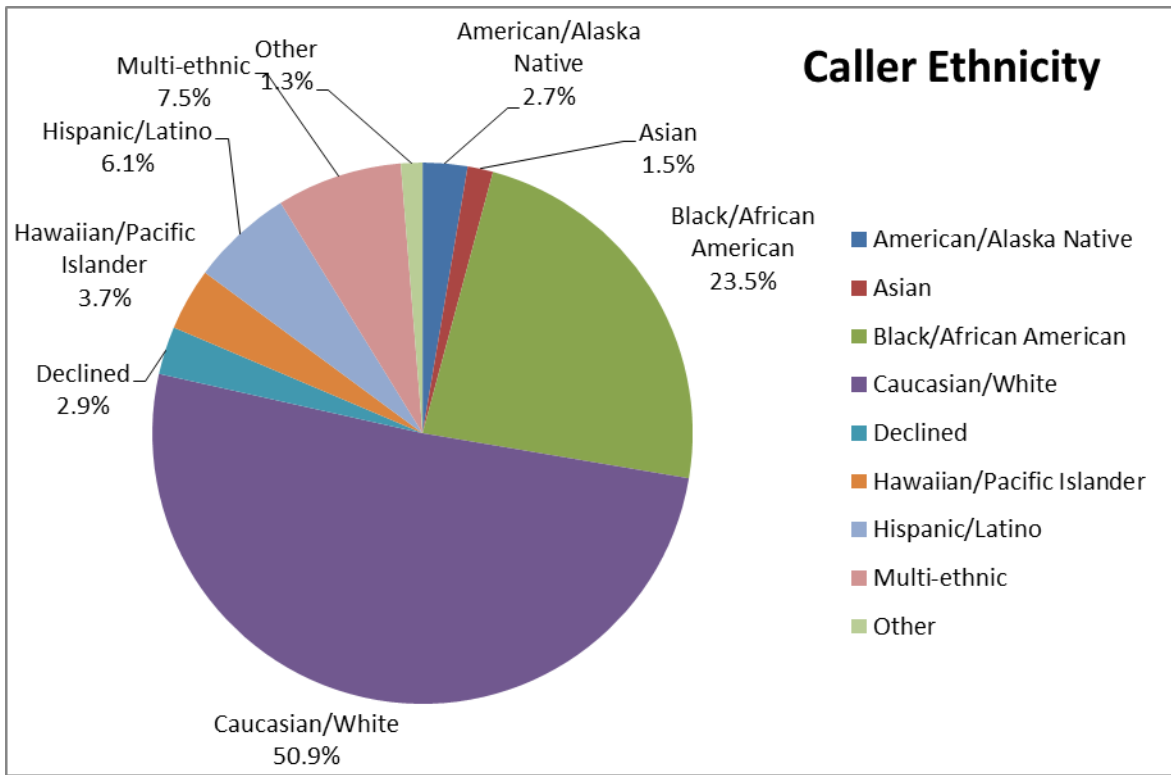
Tacoma – 19,912 searches  
Olympia – 7,731 searches  
Puyallup – 1,085 searches  
Centralia – 1,054 searches  
Lakewood – 872 searches

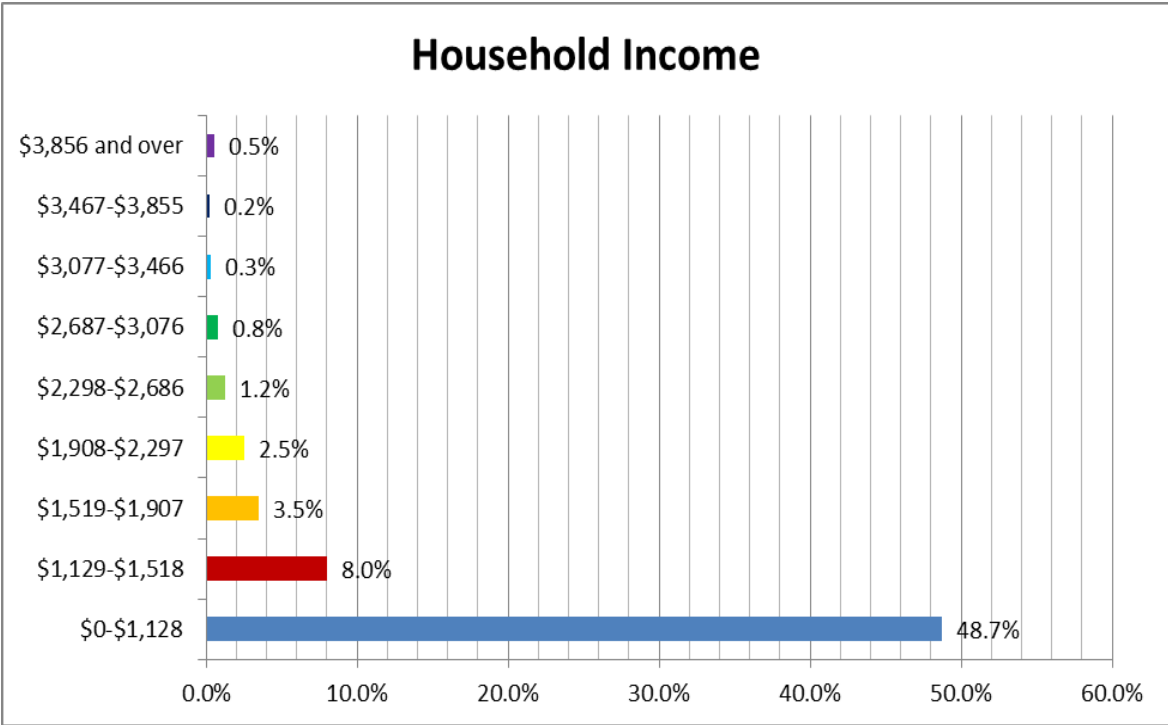
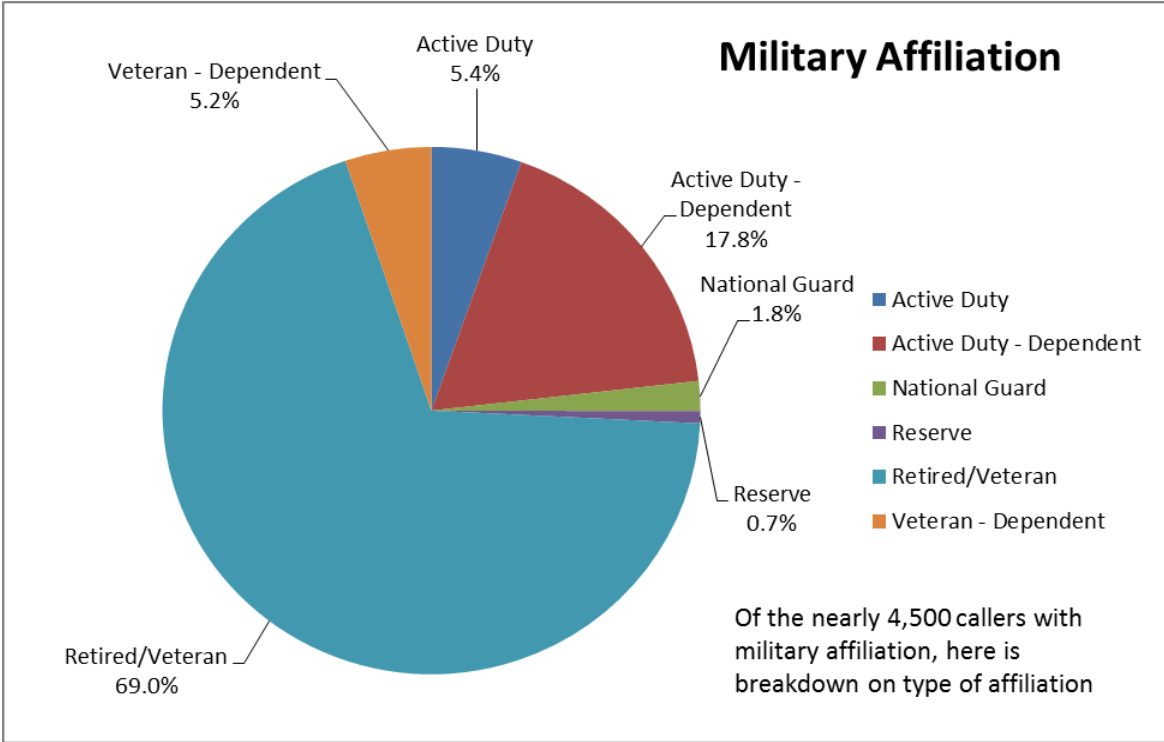
2012

Tacoma – 18,045 searches  
Olympia – 8,271 searches  
Lakewood – 1,223 searches  
Puyallup – 1,120 searches  
Centralia – 985 searches

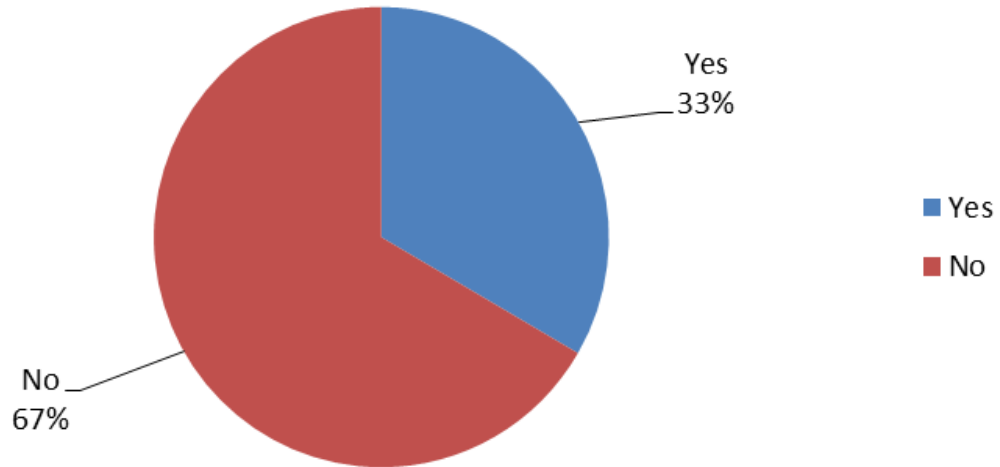
### What We Know About Our Callers







## Children under 5 in the home?



## Age of Caller

