

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR AUGUST 2014  
2-1-1 HELPLINE**

**CALL CENTER:** 2-1-1 Helpline

**COUNTIES COVERED:** 37 counties in Eastern Oklahoma

**Tulsa County**

**Northeastern Oklahoma Counties:** ADAIR, CHEROKEE, CRAIG, CREEK, DELAWARE, JUNEES, MUSKOGEE, NOWATA, OKMULGEE, OSAGE, OTTAWA, ROGERS, WAGONER, WASHINGTON

**Southeastern Oklahoma Counties:** ATOKA ,BRYAN, CARTER, CHOCTAW, COAL, GARVIN, HASKELL, HUGHES, JOHNSTON, LATIMER, LEFLORE, LOVE, MARSHALL, MCCURTAIN, MCINTOSH, MURRAY, OKFUSKEE, PITTSBURG, PONTOTOC, PUSHMATAHA, SEMINOLE, SEQUOYAH,

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

County	# of Calls	%
Tulsa	7992	66%
Northeast OK	1412	12%
Southeast OK	737	6%
Other OK/211 Heartline	152	1%
Not OK	311	3%
Unknown Location	1457	12%
<b>Total</b>	<b>12061</b>	<b>100%</b>

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**TOTAL NUMBER OF CONNECTED CALLS THIS MONTH by Service Level**

Service Level Provided to Caller	# of Calls	% of Total
Advocacy /At-Risk(Connects caller to additional assistance)	19	<1%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6307	52%
Crisis (Mental health or life threatening intervention and connection to emergency services)	19	<1%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4089	34%
Total Caller Contacts	10434	87%
Admin/Other	1628	13%
Total Calls Records	<b>12061</b>	100%

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**CALL VOLUME BY HOUR AND PERCENT**

<b>Time</b>	<b># of Calls</b>	<b>Percent</b>
Midnight	84	1%
1am	44	<1%
2am	36	<1%
3am	35	<1%
4am	39	<1%
5am	40	<1%
6am	132	1%
7am	323	3%
8am	880	7%
9am	1208	10%
10am	1312	11%
11am	1174	10%
Noon	1152	10%
1pm	1166	10%
2pm	1111	9%
3pm	999	8%
4pm	653	5%
5pm	449	4%
6pm	355	3%
7pm	278	2%
8pm	225	2%
9pm	151	1%
10pm	132	1%
11pm	83	1%
<b>Total Calls</b>	<b>12061</b>	<b>100%</b>

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**CALL MANAGEMENT-**

<b>Category</b>	<b>Standard</b>	<b>Actual</b>
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	22 secs	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	19%	≤ 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	50 sec	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	3 Min 44 Sec	

**NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS**

<b>Language and Translation &amp; Percent of Contacts</b>	<b>#</b>		<b>% of Contact</b>
Non-English Calls Total	87	% of Total Call Volume	1%
Spanish Language Calls	85	% of Total Call Volume	1%
Other Non-English Calls or Deaf Translation	2	% of Total Call Volume	<1%
% Non English Calls Taken by Bilingual Call Specialists	33	% of Non-English Call Total	38%
% Non English Calls Translated by Tele-Interpreter	50	% of Non-English Call Total	57%
% Non English Calls Translated by 3rd Party on Call	1	% of Non-English Call Total	1%
Deaf Translation Calls Using 7-1-1 Relay Service	2	% of Non-English Call Total	2%

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**FOLLOW-UP CALLS REPORT**

**Service Quality Follow Up :** *Service Quality Follow-up services provided to a random sampling of caller contacts receiving Assessment of call need assistance. Calls are made within 15 days of original contact date.*

<b>Quality Service Follow-Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Number of Callers Receiving Assessment Services	<b>3607</b>			
Number of Calls Flagged For QS Follow Up	<b>293</b>	<b>8%</b>	<b>of 3607</b>	<b>2%</b>
Number of Outgoing Calls Made for QS Follow Up	<b>357</b>			
Callers Contacted For QS Follow Up	<b>93</b>	<b>3%</b>	<b>of 3607</b>	<b>2%</b>
<b>Results of Quality Service Follow Up</b>				<b>Goal</b>
First Time to Call 211	<b>15</b>	<b>16%</b>	<b>of 93</b>	
Callers Expressing Satisfaction with 211 Services	<b>90</b>	<b>97%</b>	<b>of 93</b>	<b>85%</b>
Callers Who Plan to Use 211 again	<b>93</b>	<b>100%</b>	<b>of 93</b>	
Callers Who Did Not Contact Referral Agency	<b>12</b>	<b>13%</b>	<b>of 93</b>	<b>&lt;20%</b>
Callers Who Contacted One or More Referral Agencies	<b>81</b>	<b>87%</b>	<b>of 93</b>	<b>80%</b>
Callers Contacting Referral Agency Receiving Services				
Including Those with Applications Pending	<b>52</b>	<b>64%</b>	<b>of 81</b>	
Callers Contacting Agency Not Receiving Desired Services	<b>33</b>	<b>41%</b>	<b>of 81%</b>	<b>&lt;30%</b>

**Enhanced Service Crisis Call Follow Up:** *Verification of connection to crisis and/or emergency services within 24 hours of providing crisis intervention assistance to caller.*

<b>Results of Crisis Service Follow Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Number of Callers Receiving Crisis Intervention Assessments	<b>19</b>			
Successful Verification of Connection to Crisis Services	<b>15</b>	<b>79%</b>	<b>of 19</b>	<b>70%</b>
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	<b>4</b>	<b>21%</b>	<b>of 19</b>	<b>&lt;30%</b>

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**Enhanced Service At-Risk Call Follow Up:** *Follow up services offered to all callers receiving advocacy assistance and callers assessed to be at-risk when the caller's physical, mental or emotional state April be compromised. Follow Ups Made within three days of first contact.*

<b>At-Risk Service Follow-Up</b>	<b>#</b>			<b>Goal</b>
Number of Advocacy/At-risk Callers Assessments	<b>19</b>			
Number of Outgoing Calls Made for At-risk Follow Up	<b>44</b>			
<b>Results of At-Risk Follow Up</b>				<b>Goal</b>
Successful Verification of Connection to Critical Services	<b>14</b>	<b>74%</b>	<b>of 19</b>	<b>70%</b>
Attempted Verification Not Successful Includes unable to contact caller and callers not contacting referral agencies	<b>5</b>	<b>26%</b>	<b>of 19</b>	<b>&lt;30%</b>

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**AIRS NEEDS CATEGORIES: CALLER NEEDS FOR ALL 2-1-1 CALLERS**

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	13	<1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	753	6%
Disaster Services	Disaster relief, shelter and recovery services	85	1%
Education	Education and Facilities, School supplies, tutoring	754	6%
Employment	Job training, career counseling, job search	119	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1180	10%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1275	10%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2736	22%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	448	4%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	629	5%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	2113	17%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	1030	8%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	592	5%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	223	2%
Transportation	Assistance with transportation or transportation for special needs	356	3%
Volunteers/Donations	Volunteer and or Donation Opportunities	63	1%
Total Needs		12369	100%

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**Unmet Needs:** *The Unmet needs category is a subset of AIRS Caller Needs for all 2-1-1 Callers. A need is identified as unmet when no referral source is available to meet the caller's need. Need April be unmet because 1) service in database does not meet the client's need, 2) service doesn't exist in the callers location or no service can be found in the database for the specific need or 3) client is not eligible for specific services.*

<b>AIRS Unmet Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	0	<1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	56	13%
Disaster Services	Disaster relief, shelter and recovery services	18	4%
Education	Education and Facilities, School supplies, tutoring	56	13%
Employment	Job training, career counseling, job search	2	<1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	14	3%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	28	6%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	119	27%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	31	7%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	17	4%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	12	3%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	7	2%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	3	1%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	<1%
Transportation	Assistance with transportation or transportation for special needs	77	17%
Volunteers/Donations	Volunteer and or Donation Opportunities	2	0%
<b>Total Needs</b>		<b>443</b>	<b>100%</b>



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**TOP 15 AGENCY REFERRALS**

Agency Name	Agency Type		
CATHOLIC CHARITIES	Faith Based Non Profit	1113	6%
SALVATION ARMY - TULSA CENTER OF HOPE	Faith Based Non Profit	845	4%
HELPING HANDS MINISTRY	Faith Based Non Profit	835	4%
RESTORE HOPE MINISTRIES	Faith Based Non Profit	622	3%
OKLAHOMA DEPARTMENT OF HUMAN SERVICES	Governmental/Public Service	573	3%
FIRST BAPTIST CHURCH OF TULSA	Faith Based Non Profit	515	3%
TULSA CITY COUNTY LIBRARY	Governmental/Public Service	514	3%
TULSA DREAM CENTER	Private, Non Profit	432	2%
CITY OF TULSA	Governmental/Public Service	377	2%
FREE DIRECTORY ASSISTANCE	Governmental/Public Service	343	2%
SCHOOL DISTRICT - TULSA	Governmental/Public Service	318	2%
HARVEST HOUSE	Faith Based Non Profit	286	1%
JOHN 3:16 MISSION	Faith Based Non Profit	280	1%
ASSISTANCE LEAGUE OF TULSA	Private, Non Profit	266	1%
TULSA COUNTY SOCIAL SERVICES	Governmental/Public Service	251	1%
Top 15 Referrals		7570	38%
Other Referrals		12191	62%
Total Referrals		<b>19761</b>	100%

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**CALL VOLUME ANALYSIS  
2014 compared to same time period in 2013 Jan to Dec**

	January		February		March		April		May		June	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
Incoming	13,968	15,097	11,201	12,676	11,675	13,684	12,666	13,400	12,865	11,817	13,553	11,731
Answered	12,571	13,134	10,193	11,155	10,531	11,495	11,311	11,658	11,759	10,652	11,927	11,262
Connectivity	90%	87%	91%	88%	90.2%	84%	89.3%	87%	91.4%	90%	88%	96%
	July		August		September		October		November		December	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
Incoming	14,718	14,342	15,574	14,890	13,378		16,101		14,792		13,924	
Answered	12,952	12,478	13,705	12,061	11,372		13,042		12,129		11,971	
Connectivity	88.1%	87%	88%	81%	85%		81%		82%		86%	

**REFERRALS THROUGH ALTERNATIVE MEANS**

Contact Type	August 2014
ReferWeb Site Visits	
ReferWeb Searches for Service	
211 Info Email Requests for Referral	2
211Info Voicemail Requests for Referral	7

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**HEALTH CARE INSURANCE NAVIGATOR SERVICES INSURANCE STATUS by Question**

Insurance Question	Count	% of Total
Insured	5959	74
Not insured or under-insured	2143	26
Total Calls Status Verified	8102	100

**HEALTH CARE NAVIGATOR SERVICES ASSISTANCE/REFERRALS**

Provided Assistance or Referral	Count
Calls Provided Navigator Assistance Services	66
ACA Information Insurance Counseling Referrals to healthcare.gov or person to person assistance locations* *Callers may be provided with multiple referrals	89

**NAVIGATOR/ACA OUTREACH EVENTS**

	Count
Community Events this Month	0
Consumers attending community events this month	0
Small Business Events this Month	0
Consumers attending small business events this month	0

**Notes and Seasonal Programs:**

**Heat Related Calls.** 2-1-1 Helpline experiences a rise in call volume during summer months due to its work with the Tulsa Weather Coalition and with EMSA, the National Weather Service and Tulsa Area Emergency Management Agency to promote health safety during the hot summer months. Tulsa is experiencing a relatively mild summer to date and heat related calls are down from previous years. Since May, 2-1-1 responded to 253 heat related calls including 139 screenings for Weather Coalition loaner air conditioners and locations of cooling stations. This year in partnership with 211 and the Mental Health Association property management team the program placed 54 air conditioners in the homes of medically fragile individuals.

**Back to School Resource Guide:** 2-1-1 Helpline's Information Services department compiled the annual Back to School Resource Guide, which was posted online at

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[www.211oklahomahelpline.org](http://www.211oklahomahelpline.org) and distributed to our agency partners via Constant Contact. The guide provides services in the 37 county area. Services included school supplies, school clothing assistance and hair cutting events. This information was also made available by calling 2-1-1 and online through 2-1-1's website. In July and August, 533 referrals were made for assistance with school clothing and 879 for school supply assistance.

**COMMENTS FROM FOLLOW-UP CALLS**

- God Bless You. I Got All Kinds Of Help. An Ac, A Book, Some Home Health.
- I Had Known About 211 and Thought It Was A Real Good Deal But This Is First Time To Need You. Very Pleasant.
- Thank You So Much. Learning That 211 Is So Very Helpful.
- Got Plenty Of Food From Food Pantries But Utilities Said They Had No More Funds This Year.
- Oh Thank You! I Call You Guys And 211 Helps Me Every Time!