

2-1-1 of Ottawa County Second Quarter Report - 2006 Revised

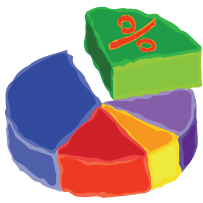
2-1-1 of Ottawa County provides callers with a Comprehensive Human Services Information and Referral (I&R) system. By dialing 2-1-1, callers avoid the inconvenience of calling many different agencies without receiving any answers or help. With 2-1-1, callers can obtain the most up-to-date information about how they may access the assistance they need. Trained specialists take calls 24 hours a day, 7 days a week and interpreter services are available.

Our Mission – 2-1-1 of Ottawa County empowers people to make informed choices by offering accurate information and referrals and is committed to improving the quality of life by improving the flow of human services in the community.

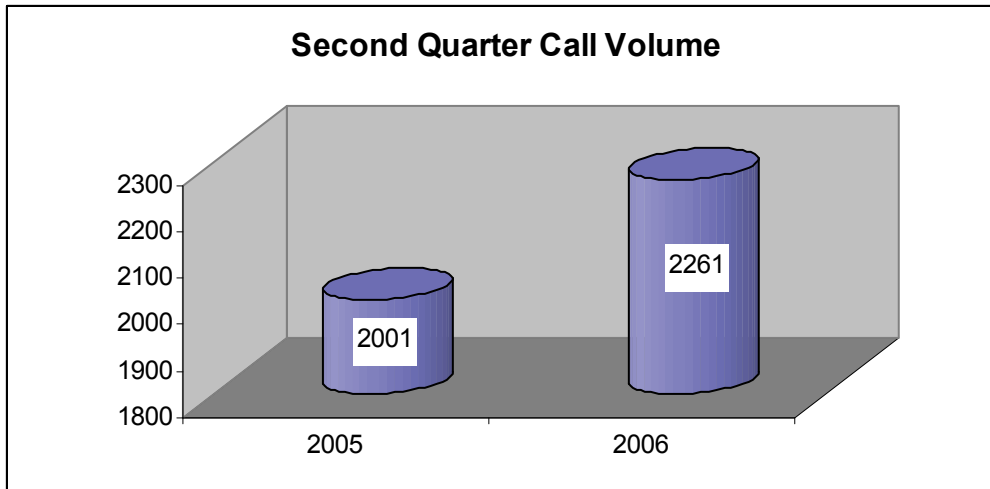
Merger News



In early 2006, members of the Ottawa 2-1-1 staff and Advisory Board began meeting with representatives from CALL 2-1-1 in Muskegon County to discuss the possibility of forming a strategic alliance between these two successful 2-1-1 call centers. The Joint Feasibility Workgroup met bi-weekly with a consultant for six months to explore the pros and cons of such a venture, to perform due diligence, and to determine what sort of alliance would best fit everyone's needs. Based on recommendations from the feasibility team, members of each 2-1-1 program's respective Boards voted to support an alliance and determined that merging Ottawa 2-1-1 into CALL 2-1-1 would be the best option. Since that time, CALL 2-1-1 has initiated the process for expanding their endorsement from MI-AIRS and the Michigan Public Service Commission. This is a rather lengthy process, but we anticipate receiving the designation to provide 2-1-1 call coverage for the combined counties early in 2007. Both organizations have the full commitment of staff and leadership. We are excited and believe this will allow us to increase our capacity while still continuing to provide the same quality and effective service our communities have come to expect. In addition, members of both Boards feel this is a proactive approach to the regional 2-1-1 solution proposed by the Michigan 2-1-1 Business Plan.



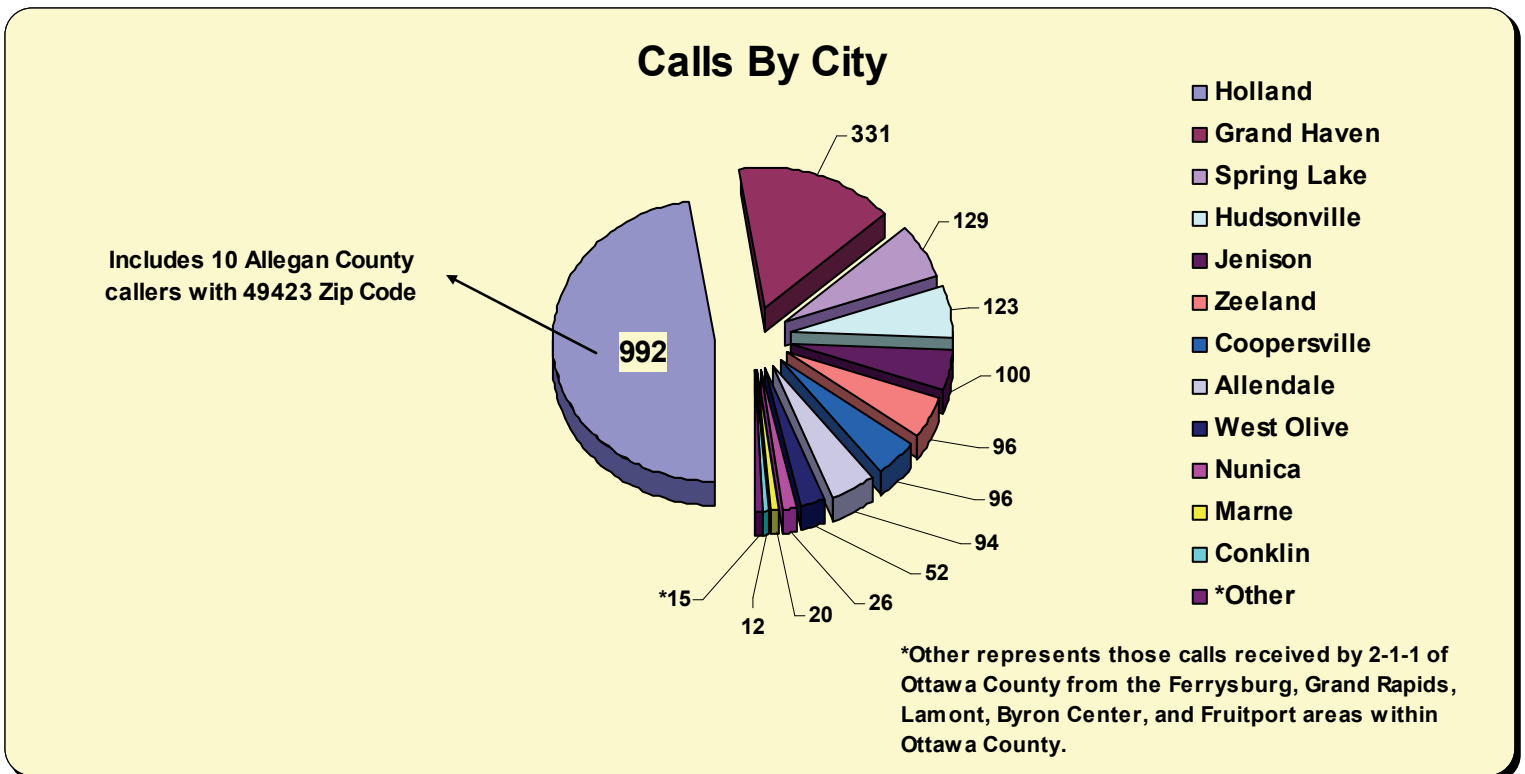
As part of fulfilling our mission to improve the flow of services in our community, Ottawa 2-1-1 issues quarterly and year end reports. The collected data identifies various elements including unmet needs, service requests and call volume for the reporting period. Because 2-1-1 gathers real time data from each caller, the data reflects a countywide "snapshot" of actual needs as they occur. The data that is collected assists community leaders, planners and funders with their efforts to develop creative and effective solutions to the presented needs.



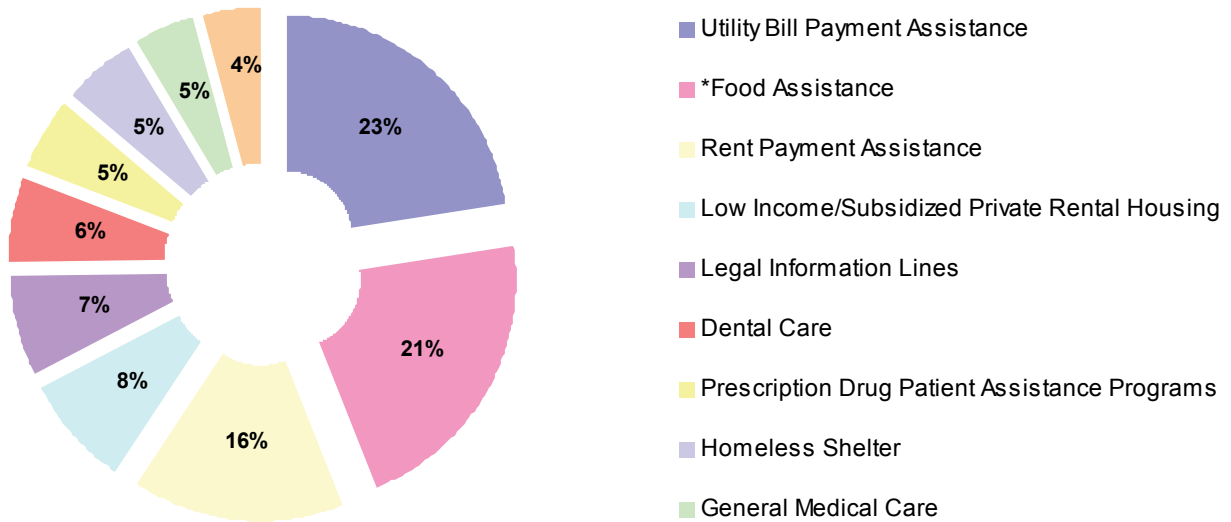
Total Call Volume -

For the reporting period April 1, 2006 through June 30, 2006 a total of 2,261 calls were received. 2,076 of these calls were from Ottawa County callers. This is a 13% increase over the 2,001 calls received in the second quarter of 2005.

Ottawa County Calls by City – 2-1-1 is available to every resident of our Ottawa county communities. With our impending merger, we will have additional resources to expand outreach and improve marketing of the service. This past quarter, almost 44% of the calls received at Ottawa 2-1-1 were initiated by Holland residents. 20% originated in the Grand Haven/Spring Lake area. 16% of calls came from Hudsonville, Jenison, and Zeeland. 11% came out of northeast areas such as Coopersville and Allendale. The remaining 9% originated in West Olive, Ferrysburg, Grand Rapids, etc.

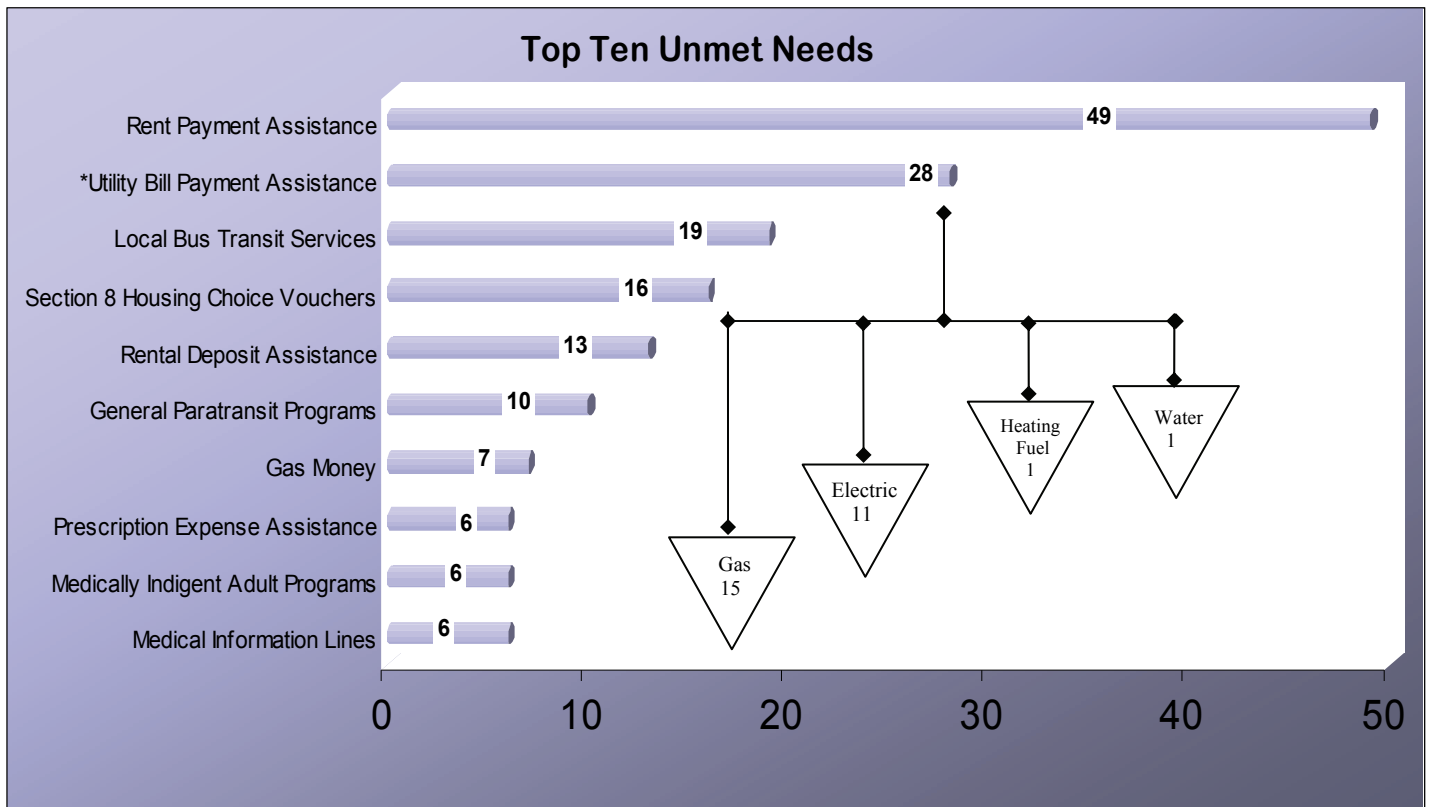


Top Ten Service Requests – Utility assistance continues to be the number one service request.



*Requests for assistance with food include Food Pantries, Food Lines, Food Stamps, Food Vouchers and Emergency Food Clearinghouses.

Top Ten Unmet Needs – An unmet need is a request for a service that cannot be referred. Reasons for unmet services vary according to the type of request. When a Call Specialist is unable to make a referral for utility payment or rent payment assistance, it is frequently because the caller is ineligible due to lack of proper documentation, income criteria, or prior assistance. Callers requesting rental deposit assistance often live outside the service area or do not meet other specific program requirements. For some requests such as transportation programs, a referral cannot be made because the service is inaccessible to the caller, the caller lives outside of the service area, or the caller is seeking immediate transportation. Requests for medical information lines, gas money, and prescription expense assistance are commonly unable to be referred due the caller not meeting the target population requirement. Ottawa 2-1-1 tracks these unmet needs and the associated reasons to assist community planners to identify trends and to address gaps in services when appropriate.



Questions or comments regarding this report may be directed to 2-1-1 of Ottawa County at Susan@seniorresources.us or by contacting Susan Howell at (231) 739-5858.

Ottawa 2-1-1 staff members are available to give presentations to local community groups, human resource staff of local companies, area agency staff or any other groups hoping to learn more about 2-1-1 and the services offered. Presentations can be tailored to your group's interests and range anywhere from 20 minutes to an hour. If you would like to learn more about what 2-1-1 can do for you, please call (231) 739-5858 to schedule a time.



Agencies wishing to list their programs and services with 2-1-1, must meet specific Inclusion/Exclusion criteria. The criteria are available to the general public and to agencies wishing to list their services with 2-1-1 of Ottawa County. Anyone may request a copy by contacting Kim Teeter @ (616)935-1298.

How is 2-1-1 supported?

2-1-1 of Ottawa County is currently a program of Tri-Cities Ministries (TCM), a 501(c)(3) non-profit organization. Donations are tax deductible. 2-1-1 is financially supported by corporate giving programs, community foundations, grants, schools, churches, small dollar contracts for services, business and individual donations. Your financial support can help 2-1-1 continue to provide 24/7 services to our community. Please consider a donation today!

Donation Reply Card

Yes! I want to support 2-1-1 so people can get help and give help. My gift is:

\$10,000 \$5,000 \$2,500 \$1,000 \$500 Other: \$_____

Method of payment: check enclosed Pledge payable on: _____

Send receipt /invoice to: _____

Name and Title

Company Name (if applicable)

Street Address

City, State, Zip

