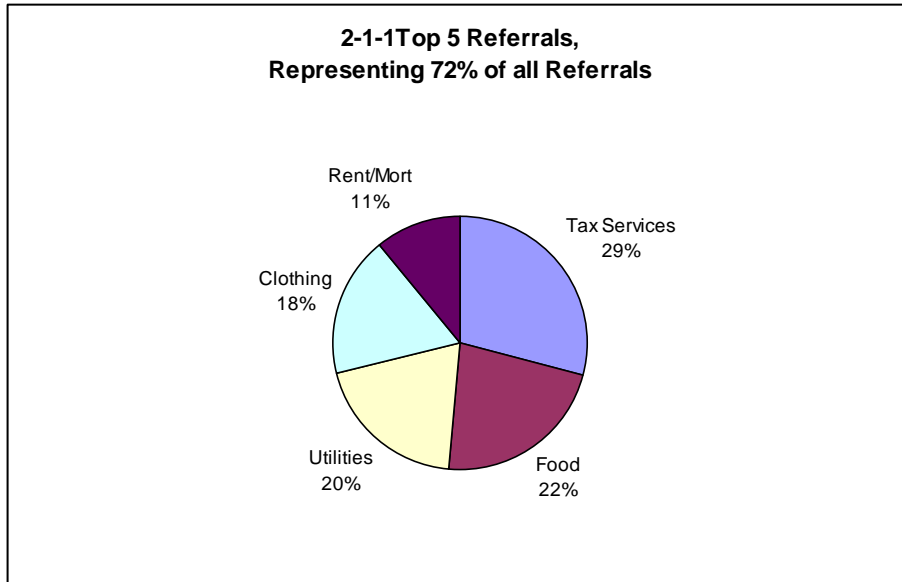


# UNITED WAY OF WELD COUNTY 2-1-1 April 2010 Region 1



**Term Definitions:**

1. **Referrals:** The connecting links between people in need of human services and providers who may be able to meet those needs. The referral charts in the report represent need categories and are listed in order by frequency of referral provided. Unmet referrals mean no referrals were available for the client.
2. **Calls Handled:** Calls made to 2-1-1 which have been answered live by a 2-1-1 Call Specialist. 2-1-1 calls represent referrals given to clients as well as clients we are unable to provide with referrals (Unmet Needs).
3. **Calls Presented:** Calls made to 2-1-1, which includes both answered and abandoned calls.
4. **Tick Sheets:** Calls documented by 2-1-1 Call Specialists as not being appropriate for a client record. For example, this includes voicemail messages and returned calls.
5. **Key Performance Indicators:** Measurements used to demonstrate how well we are serving clients.
6. **Abandonment Rate:** Percentage of calls that go unanswered by a live specialist (a lower number is better).
7. **Follow-up Quality Control Calls:** A 5 question survey assessing client satisfaction (done with client's permission within a month after their initial call into 2-1-1).
8. **Client Satisfaction:** Percentage of clients surveyed who are satisfied with 2-1-1 services.

**Top Five Referrals:**

1. Seasonal (Tax Site Information)
2. Food
3. Utility Bill Assistance
4. Clothing
5. Rental Assistance

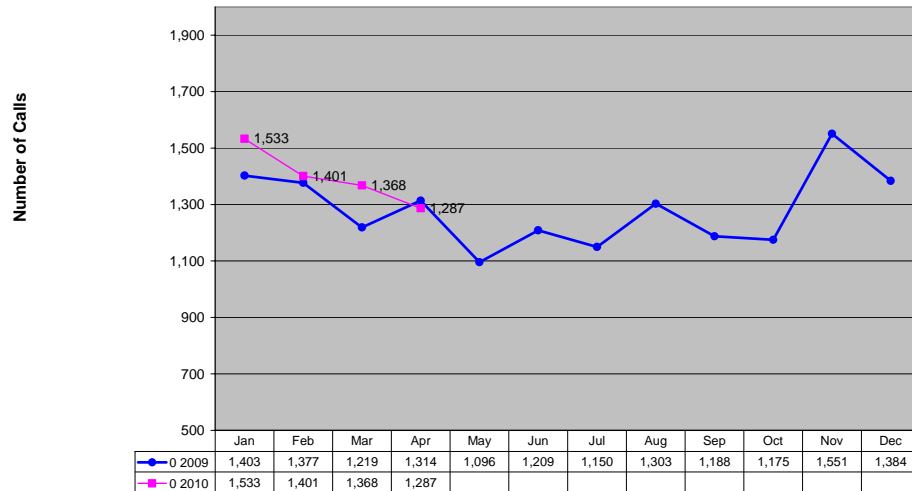
**Additional Referrals:**

6. Shelter/Housing	7. Financial Assistance
8. Foreclosure Information/Counseling	9. Diapers: CCN
10. Bridges of Hope	11. Transportation
12. Documentation	13. Building Healthy Marriages
14. Prescription Assistance	15. Bright Beginnings
16. Senior Services	17. Mental Health Assistance
18. Hygiene Items	19. Child Care Referrals
20. Weatherization	21. Donations
22. Car Seats	23. Dental Assistance
24. Legal Assistance	25. Disabled Services
26. Parenting Classes	27. Pregnancy Services
28. Furniture	

**Total Calls: Calls Handled (referrals & unmet needs) + Tick Sheets Outgoing Calls: 1,394**  
**Total Referrals: 359**  
**After Hours Call Activity: 67**  
**Visitors to [www.unitedway-weld.org](http://www.unitedway-weld.org) "Get Connected": 172**

**Unmet referrals listed in order of frequency include rental assistance, utility bill assistance, transportation assistance, food and water bill assistance.**

2-1-1 Monthly Calls Presented Volume 2009-2010 (Totals may represent multiple calls for a single individual.)



Call numbers presented in January 2010 have now been updated to reflect only Calls Presented, as defined above, which allows for consistent reporting from this point forward.

### Key Performance Indicators

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Abandonment Rate</b>	16%	17%	13%	14%								
<b>Client Satisfaction</b> (began tracking in Aug. '09)	4.6*	4.6*	4.3*									

\*As measured against a scale of 1 to 5, 5 being best. Due to data collection processes the measurement is always one month behind, collects data through a phone survey and seeks to gauge client satisfaction and referral results.

### 2-1-1 Caller Demographics

The following information was collected in April, 2010.  
 (Due to the nature of the call, not every call generates a unique client record)

- 77 % are women
- 74% are under 55 years of age
- 41 % are Caucasian
- 43 % are Hispanic
- 1 % are African-American
- 14 % other or unknown ethnic origin
- 41 % are single, divorced or separated
- 51 % are unemployed
- 46 % have an annual income under \$10,000 (\$833 per month)
- Average income \$10,128 per year
- 98 % earn less than 50% of area median income\*\*
- 22 % are calling from outside Greeley/Evans
- 2% are calling from outside Weld County

\*\*Median household income for Weld County is \$64,300 according to HUD in 2009