



# Annual Community Report 2005



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## Mission Statement

To provide accurate information and streamlined access to health and human services in an effort to build a stronger community.

On behalf of the Steering Committee and collaborative development team of Jackson County 2-1-1, we are pleased to present the community with this first annual report of our activities. Jackson County 2-1-1 is an easy to remember, free phone service that links callers with the health and human service information they need, 24 hours per day, 7 days per week, 365 days per year.

This annual community report summarizes demographic data and reflects the problems and/or needs of those individuals who contacted Jackson County 2-1-1 seeking information and referrals during 2005. The goal of this report is to summarize the daily issues facing the residents of our community as expressed to our 2-1-1 call center, and to bring these issues to the attention of the health and human services network and the community service planners throughout our service area.

In July 2000, the Federal Communications Commission designated the three digit number '2-1-1' nationally to serve as the abbreviated dialing code for access to community information and referral (I & R) services. On August 4, 2003, First Call for Help of Jackson County began providing I&R to our community through a 7-digit local number. Effective December 6, 2004, the services of First Call for Help of Jackson county became accessible in Jackson County by dialing this easy to remember three digit dialing code. At this time First Call for Help of Jackson County changed its name to Jackson County 2-1-1. Currently, 2-1-1 is available in several counties throughout Michigan, including Calhoun, Kent, Ottawa, Muskegon and Kalamazoo counties, and members of Jackson County 2-1-1's management team are involved in efforts to bring 2-1-1 service to all Michigan residents.

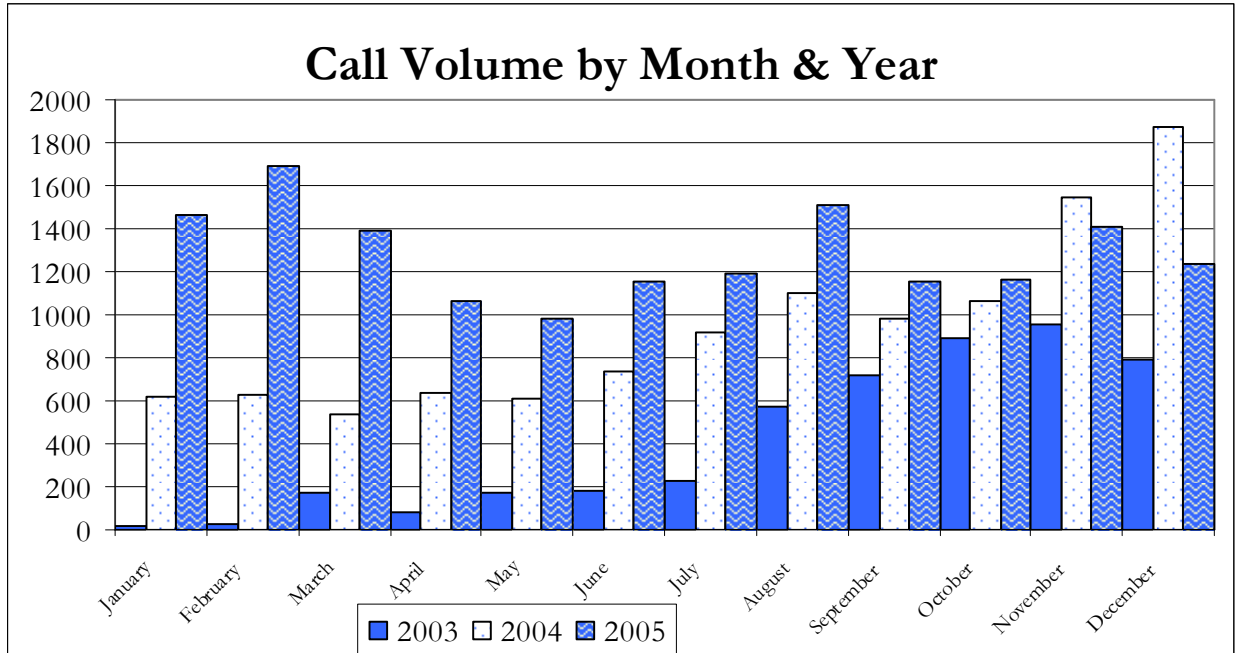
For the 2005 year, Jackson County 2-1-1 responded to 15,411 calls, identifying 424 problems/needs. While this report is not intended to be a comprehensive community needs assessment, the requests of over 15,411 callers in need of assistance certainly command attention and provide a view of needs being expressed by the residents of Jackson County. As 2-1-1 becomes a more widely known and more universally utilized service, this needs data may serve as an increasingly accurate and comprehensive snapshot of the needs facing our community's residents.

The following pages detail Jackson County 2-1-1's 2005 call volume. Also, because some callers request very basic or superficial information (i.e. time, directions to a place), it is often inappropriate to ask detailed information from those callers. Therefore, the category "Unknown" or "Unreported" will naturally represent a significant percentage of calls in the various demographic statistics.

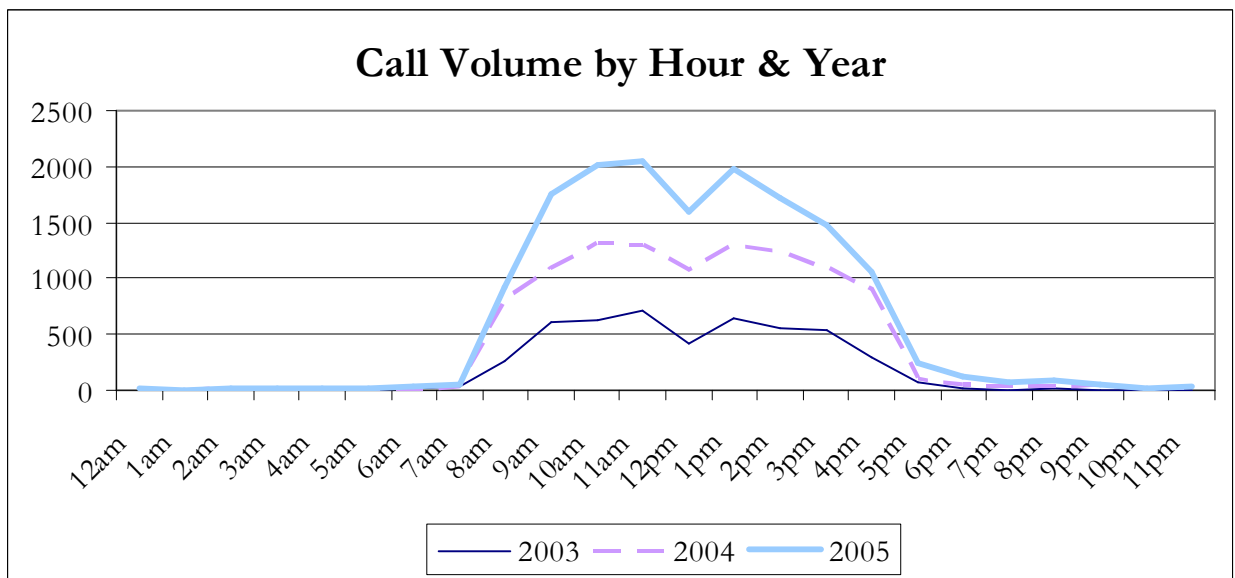
This report would also not be complete without mentioning Jackson County 2-1-1's contribution to the Hurricane Katrina national catastrophe. Richard LaPratt, our call center's director, volunteered to assist the affected area, and spent two weeks coordinating the call center in Monroe, Louisiana. Over 8,000 callers per day phoned that call center seeking such basic necessities as food, water and shelter; 2-1-1 proved to be a highly effective disaster relief mechanism, and Richard brought back a wealth of knowledge to help our own community prepare for any such future disaster.

## Call Stats

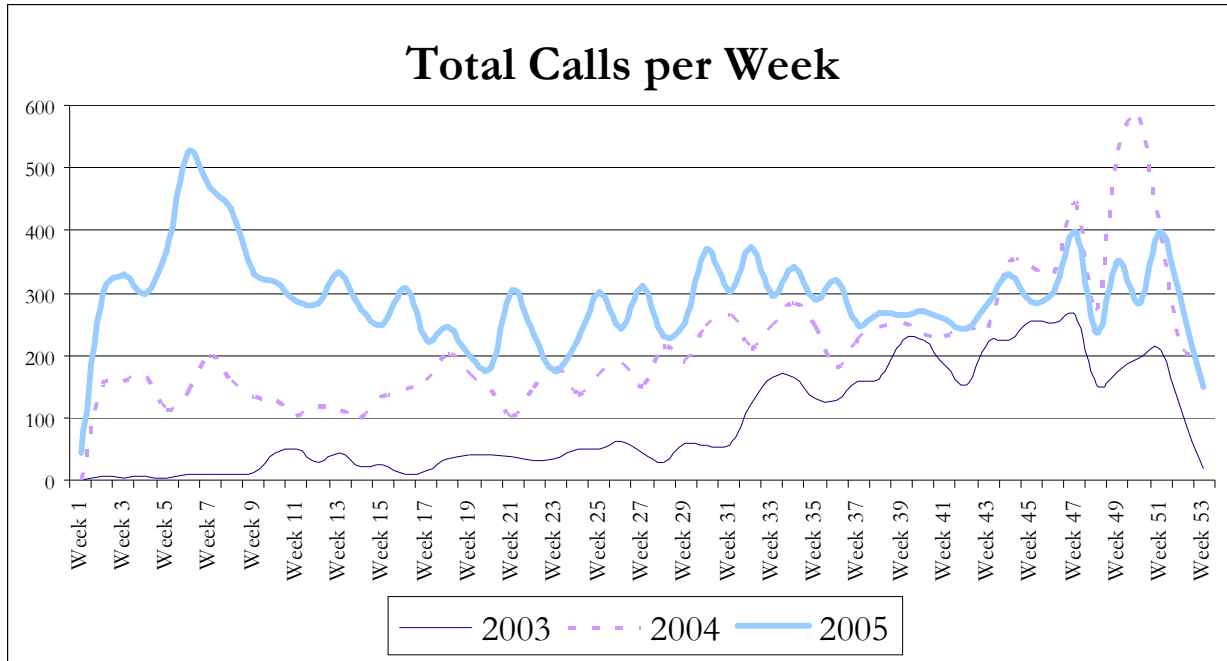
The following chart outlines Jackson County 2-1-1's call volume for 2003 through 2005. The service has experienced a steady rise in call volume month to month and year to year.



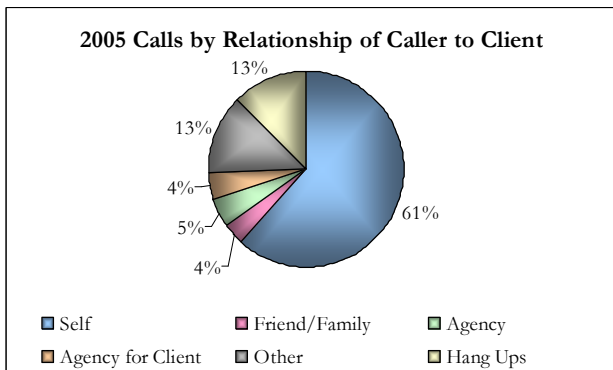
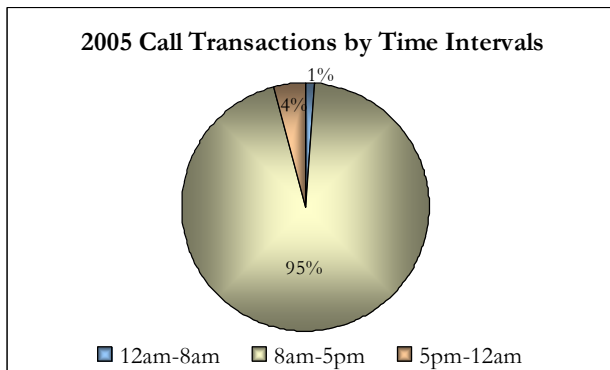
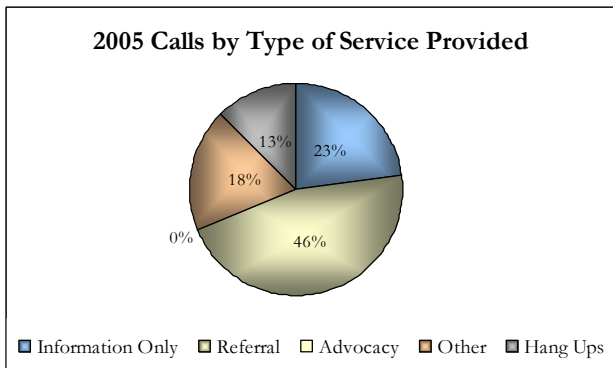
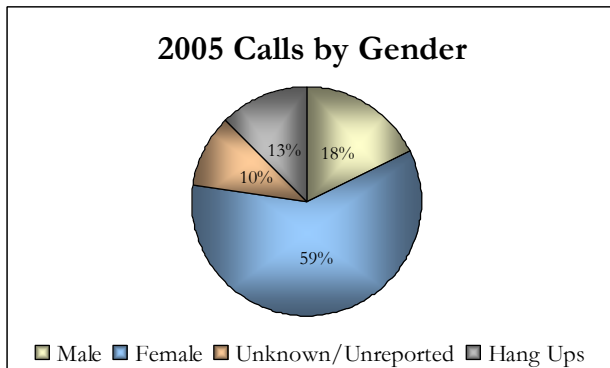
The following chart outlines the peak times of day in which Jackson County 2-1-1 receives calls. Peak time is clearly between 8am and 5pm.



The following chart depicts the total calls Jackson County 2-1-1 has received every week since service inception.



The following pie charts provide a quick reference to some key demographics of Jackson County 2-1-1 callers.



Incoming Calls	
Total Call Transactions	15411

Call Transactions by Time Intervals	
12am-8am	170
8am-5pm	14604
5pm-12am	637

Gender	
Male	2721
Female	9162
Unknown/Unreported	1583

Relationship of Caller to Client	
Self (seeking services for self or household)	9483
Friend/Family (seeking services for friend/family)	583
Agency	726
Agency for Client	670
Other	2004

Type of Service Provided	
Information Only	3529
Referral	7068
Advocacy	24
Other (unrecorded, assisted, outgoing)	2845

Top 10 Requests	
Electric Bill Payment Assistance	1908
VITA Program Sites	1336
Food Pantries	1210
Rent Payment Assistance	1070
Phone Number Request	760
Prescription Expense Assistance	532
Information Only	489
Rental Deposit Assistance	413
Bus Fare/Gas Money	248
Community Shelters	201

Top 10 Unmet Needs	
Rent Payment Assistance	659
Electric Bill Payment Assistance	560
Bus Fare/Gas Money	219
Rental Deposit Assistance	162
VITA Program Sites	78
Automotive Repairs	47
Mortgage Payment Assistance	41
Community Shelters	38
Prescription Expense Assistance	37
Heating Fuel Bill Payment Assistance	35

Zip Codes		
	#	%
49203	3953	25.65%
49202	3076	19.96%
49201	2579	16.73%
49269	189	1.23%
49254	141	0.91%
49230	132	0.86%
49224	117	0.76%
49284	109	0.71%
49240	98	0.64%
49277	73	0.47%
49237	64	0.42%
49259	61	0.40%
49283	61	0.40%
49241	58	0.38%
49272	50	0.32%
49234	48	0.31%
48906	45	0.29%
49204	38	0.25%
49246	37	0.24%
49261	33	0.21%
49242	32	0.21%
49249	15	0.10%
49233	12	0.08%
49251	11	0.07%
48911	7	0.05%
49264	7	0.05%
49252	6	0.04%
49285	6	0.04%
Unrecorded	4754	30.85%

Ghost Calls refer to calls that are only static on the line. This problem is a technical glitch that affects all call centers. A Ghost Call is created when moisture seeps into the phone lines. The sound produced by the moisture in the system mimics the sounds created by pressing the 1 and 2 digits. When the Information and Referral Specialist picks up the line, there is only static on the other end.

## Unmet Needs

When evaluating the impact of unmet needs on the community, it is important to know both the total number of times a need was unmet and the percentage of time that the need was requested but unmet. If the service is unavailable but there is little demand for that service, it may be of significant consequence to the individual with the need, but to the system as a whole it may not warrant priority attention. Conversely, there are some needs which are met a high percentage of the time, but if the volume of requests for that service is very high there are still a number of people in the community for whom the need was not met. The following table outlines the top 15 unmet needs for 2005. By far the highest unmet need in Jackson County for this year was Rent Payment Assistance with a 62% unmet needs rate.

<b>Problem/Need</b>	<b>Total Needs</b>	<b>Unmet Needs</b>	<b>% Unmet</b>
Rent Payment Assistance	1070	659	62%
Electric Bill Payment Assistance	1908	560	29%
Bus Fare/Gas Money	248	219	88%
Rental Deposit Assistance	413	162	39%
VITA Program Sites	1336	78	6%
Automotive Repairs	103	44	43%
Mortgage Payment Assistance	103	41	40%
Community Shelters	201	38	19%
Prescription Expense Assistance	532	37	7%
Heating Fuel Bill Payment Assistance	111	35	32%
Thanksgiving Baskets	119	31	26%
Foreclosure Assistance	45	24	53%
Home Rehabilitation/Repair	143	24	17%
Telephone Bill Payment Assistance	24	24	100%
Appliances	53	20	38%

For Information & Referral purposes, a need is considered to have been “met” if the caller was referred to a resource. This may include referrals made to an agency even if it is understood that the particular resource has a long waiting list. The need is considered to be “unmet” if a referral could not be made. Several categories of service had a significant number/percent of needs unmet and require comment.

It is also important to note that there are a number of different reasons why a need would not be met. In looking at the data, the reasons for not meeting a need vary considerably from one need to the next. For each unmet need, we record one of the following:

- Denied by DHS, no other sources available
- No funding available in the community at this time
- Does not meet program requirements
- Bill exceeds amount available
- Ineligible due to lack of proper documentation
- Service is unavailable
- Service referral is refused
- Ineligible, assisted previously

- Registration is full
- Service hours are inappropriate/inconvenient
- Service is too expensive
- No resources for immediate appliances
- Incomplete Call/Hang Up
- Service is too far away/Transportation is unavailable
- Ineligible, not a resident of Jackson County
- Service is unavailable for requested location
- Ineligible, not in a shelter
- Ineligible, not a resident of City of Jackson
- No resources for immediate furniture

<i>Rent Payment Assistance</i>		659
	Ineligible due to lack of proper documentation	186
	Denied by DHS, no other sources available	178
	Does not meet program requirements	157
	Bill exceeds amount available	61
	No funding available in the community at this time	29
<i>Electric Bill Payment Assistance</i>		560
	Bill exceeds amount available	190
	Denied by DHS, no other sources available	142
	Does not meet program requirements	60
	No funding available in the community at this time	55
	Ineligible due to lack of proper documentation	49
<i>Bus Fare/Gas Money</i>		219
	No funding available in the community at this time	163
	Service is unavailable	40
<i>Rental Deposit Assistance</i>		162
	Denied by DHS, no other sources available	73
	Does not meet program requirements	40
<i>VITA Program Sites</i>		78
	Does not meet program requirements	57
<i>Automotive Repairs</i>		44
	Denied by DHS, no other sources available	30
<i>Mortgage Payment Assistance</i>		41
	Does not meet program requirements	15
	Ineligible due to lack of proper documentation	8
<i>Community Shelters</i>		38
	Service referral is refused	24
	Ineligible, assisted previously	8
<i>Prescription Expense Assistance</i>		37
	No funding available in the community at this time	20
	Service hours are inappropriate/inconvenient	5
<i>Heating Fuel Bill Payment Assistance</i>		35
	Denied by DHS, no other sources available	21
	Bill exceeds amount available	5

## Top 25 Agencies Receiving Referrals

Represents 72% of all referrals made

The following table depicts the agencies that 2-1-1 callers were referred for service most frequently during the 2005 year.

Community Action Agency	1756	St. Luke's Clinic	169
Society of St. Vincent DePaul	1696	Catholic Charities of Jackson	163
Department of Human Services	1643	Grace Haven Center	160
The Salvation Army	1255	Center for Family Health	141
Love in the Name of Christ	789	First Church of the Nazarene	118
Trinity Wesleyan Church	394	Jackson Housing Commission	117
Immanuel Lutheran Church	390	Birthline of Jackson, Inc.	116
Jackson Interfaith Shelter	324	Jackson County Department on Aging	108
Harmony Baptist Church	321	Goodwill Industries of Central Michigan	106
Higby Street Church of Christ	304	Segue, Inc.	101
Foote Health System	244	disAbility Connections, Inc.	100
Jackson County Health Department	242	Legal Services of Southern Michigan	94
Barham Resource Center	239		

## Top 25 Agencies Referring to 2-1-1

Represents 75% of all calls received

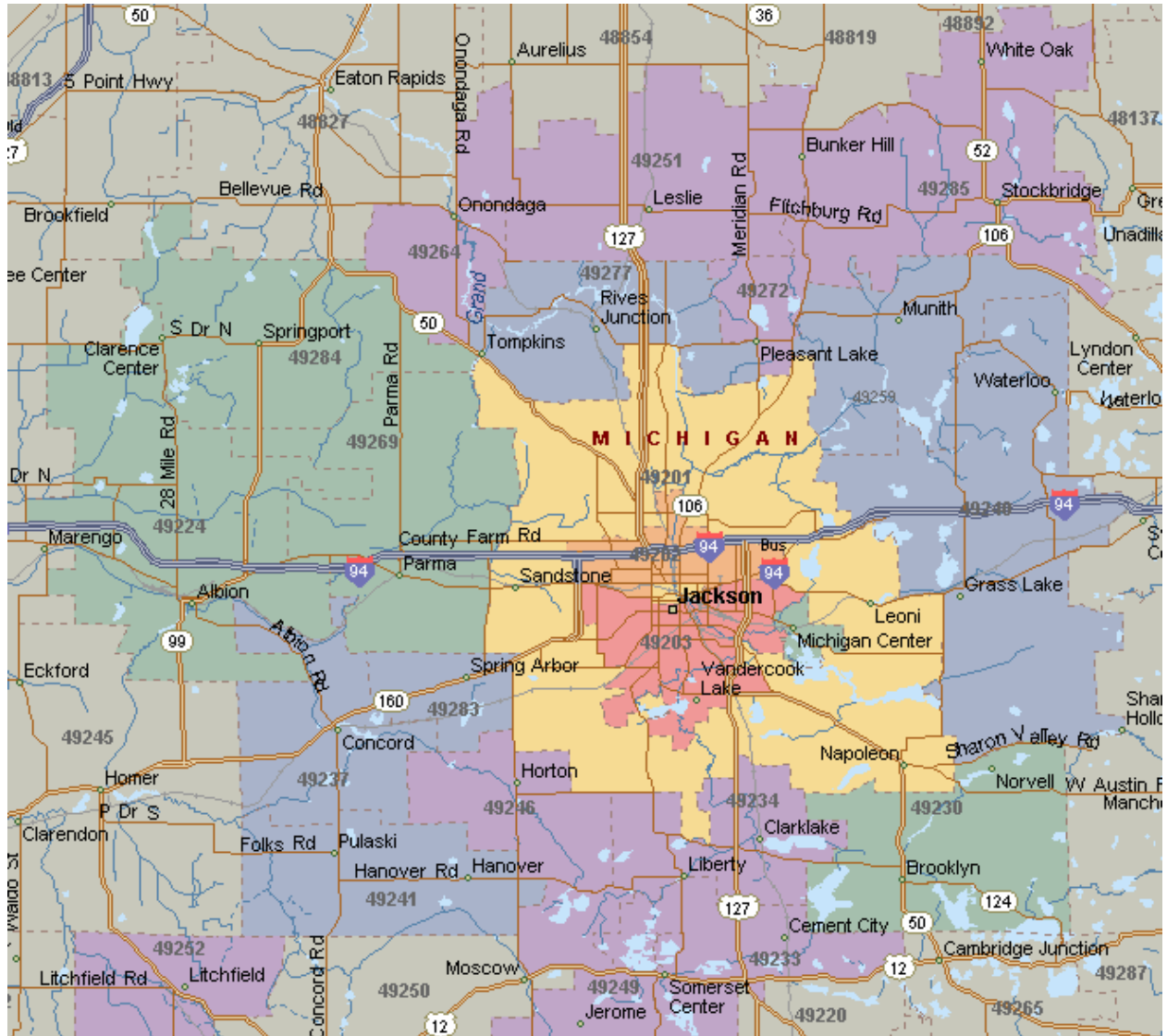
The following table outlines the agencies that were cited as referral source to 2-1-1 call specialists throughout 2005.

2-1-1/First Call for Help *	4493	Consumers Energy	145
Department of Human Services	1631	American Red Cross	139
Friend/Family	1098	Department on Aging	106
Salvation Army	877	School	96
Community Action Agency	577	Hospital	89
Church	348	Interfaith Shelter	84
Brochure/Flyer	339	Dove Counseling/Clinic	79
LifeWays	245	Integro	76
BHC/Impact	210	St. Vincent De Paul	72
Catholic Charities	206	Phonebook	63
United Way	194	Aware Shelter	56
Hope Network SE	177	Health Department	56
Recovery Technology	169		

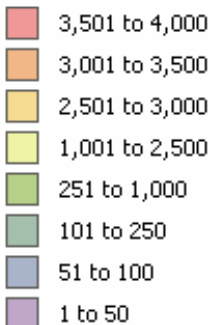
\*2-1-1/First Call for Help is the referral source for persons who have called previously

## Calls by Zip Code

Jackson County 2-1-1 receives calls from all over the Jackson area. The following map illustrates a visual picture of the location of our callers.



**Number of Calls by ZIP Code**



## Annual Highlights

- Provided 365 days, 24-hour uninterrupted service for a total of 8,760 operational hours
- Partnered w/Community Action Agency for VITA (Volunteer Income Tax Assistance), registered clients for appointments for 4 different VITA sites
  - Ayieko Resource Center
  - Boos Recreation Center
  - Department of Human Services
  - Concord site
- Spoke at the Michigan Public Service Commission Public Forum in Jackson regarding Utility rates in Jackson
- Participated in multiple community Health Fairs providing information on 2-1-1
- All Jackson Public Schools teachers and students received a 2-1-1 brochure and a magnet at the beginning of the 2005/2006 school year
- 2-1-1 Manager, Richard LaPratt spent 2 weeks serving as supervisor at a call center for Hurricane Katrina relief in Louisiana
- Monthly active participation in Jackson's Emergency Needs meetings and Jackson Continuum of Care
- 2-1-1 Information & Referral Specialist, Heather Bridgewater attended a week-long AIRS (Alliance of Information & Referral Services) conference in Arizona
- Multiple appearances on the J-TV's Bart Hawley show
- Multiple articles in the Jackson Citizen Patriot
- 2-1-1 was lead agent in creating and implementing an integrated access point for health and human service needs in Jackson County, with future development and planning into Hillsdale County
- Participated in multiple community forums regarding utility assistance and met with multiple church representatives to assist in coordination of service needs
- Served as the screening agent for Salvation Army's Holiday Adoption Program
- 2-1-1 Manager Richard LaPratt served on and was reelected to the Michigan AIRS Board and serves as the chair of the Accreditation, Marketing & Outreach, and Certification committees
- 2-1-1 Certified Resource Specialist Heather Bridgewater received the prestigious 2005 LifeStar award for her leadership in organizing the LifeWays Annual Celebration as well as for her work in the 2-1-1 Call Center. The LifeStar award is awarded by LifeWays for outstanding accomplishments and innovations throughout the year.
- 2-1-1 Certified I & R Specialist Brenna Wheeler was a lead agent in presenting the acclaimed documentary *out of the shadow* to the Jackson community through a free evening at the Michigan Theatre followed by a panel discussion

## Future Developments

- Position 2-1-1 as THE place for the public to phone with any health & human service need
- Further conserve nonprofit organizations' resources by reducing their need for marketing activities
- Implement 2-1-1 Web Access in partnership with Clinton, Eaton and Ingham Counties
- Increase efficiencies through Regional Call Center development with neighboring counties
  - Clinton
  - Eaton
  - Ingham
  - Hillsdale
- Possible partnership with Washtenaw, Livingston and Monroe Counties
- Increase access to cell phone and pay phone users
- Continued participation with local VITA (Volunteer Income Tax Assistance) program
- Increased presence and leadership with the integrated access initiative in Jackson County as well as coordinating developments in Hillsdale County
- Increased funding development for further 2-1-1 development growth through both additional community partnerships and grant opportunities
- Obtain 2-1-1 National AIRS Accreditation
- Development of service relationships with other 2-1-1 centers throughout Michigan to ensure coordination of services provided and availability of 2-1-1 services to all Michigan residents

## Want to get involved?

Jackson County 2-1-1 is primarily supported through contributions from people like you. If you're interested in volunteering or supporting the program, just dial 2-1-1!