

United Way
of Kentucky

P. O. Box 4653
Louisville, Kentucky 40204
tel 502.589.6897
fax 502.589.0057
kevin.middleton@uwky.org
www.uwky.org

Kevin Middleton
Director of Member Services



VIA E-MAIL AND U.S. MAIL

August 29, 2011

Mr. Jeff Derouen
Executive Director
Kentucky Public Service Commission
P.O. Box 615
211 Sower Boulevard
Frankfort, KY 40602-0615

RECEIVED
AUG 30 2011
PUBLIC SERVICE
COMMISSION

RE: Annual Status Report regarding 2-1-1 Implementation

Dear Mr. Derouen:

Pursuant to the Administrative Case No. 343 dated August 17, 2004 designating United Way of Kentucky as lead agency for implementation of the 2-1-1 dialing code in Kentucky, enclosed please find our annual report on the progress of the 2-1-1 initiative.

We appreciate the ongoing support of statewide 2-1-1 by the Commission.

If you have any questions about the report or need any additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Middleton", with a long, sweeping underline.

Kevin Middleton
Director of Member Services and Interim 2-1-1 State Director

Enclosure



**Status Report to the
Kentucky Public Service Commission
from
United Way of Kentucky**

**2-1-1 Statewide Implementation
Administrative Case No. 343**

August 29, 2011

Introduction

In July of 2000, the Federal Communications Commission reserved the abbreviated 2-1-1 dialing code nationwide for access to health and human service information and referral (I/R) services.

In 2001, following informal meetings held by the Kentucky Public Service Commission to discuss the assignment of 2-1-1 in the Commonwealth, United Way of Kentucky (UWKY) petitioned the Commission to assign the 2-1-1 dialing code to UWKY and its affiliated organizations. UWKY proposed that it be designated as the lead agency for the statewide implementation of 2-1-1 in Kentucky. The Commission granted UWKY provisional authority over 2-1-1 for a three-year period to develop a pilot program for the implementation of 2-1-1, and to report on its progress at the end of that time.

In 2004, UWKY submitted its report to the Commission on the progress of its pilot efforts, including its comprehensive business plan for Kentucky 2-1-1.

On August 17, 2004, the Kentucky Public Service Commission issued an order granting UWKY the permanent designation as the lead agency for the statewide implementation of 2-1-1 in Kentucky. The Commission directed that UWKY make annual reports on the progress of the 2-1-1 initiative. Pursuant to that order, UWKY submits this status report.

Kentucky's 2-1-1 Business Plan

UWKY remains committed to implementing a statewide plan for Kentucky 2-1-1 (original plan was presented to the Commission in 2004). Our plan was rewritten to account for new technology and current pricing in 2009. This new plan gave us the opportunity to make calls on the administration and legislators to reacquaint them with 2-1-1 and ask for their support. Meetings with state leaders were well-received, even though funding has not been available.

While the expansion of 2-1-1 has been slower than originally anticipated due to the lack of available funding to support the project, we continue to believe that statewide implementation is critical to the Commonwealth and will continue to pursue a public/private partnership to provide it. We will continue to seek a legislative champion at both the Federal and State level to identify funding opportunities for expansion.

A Tool for Tough Times and Recovery

There has been a steady increase in call volume since implementation, particularly during the economic downturn of 2008 and 2009. In 2010, despite signs of recovery, call volume in Kentucky still increased (see Figure 1 below). This can largely be attributed to greater public awareness of United Way 2-1-1 and the ongoing state of the troubled economy, as struggling individuals and families (facing continuing unemployment, foreclosures, etc.) are turning to United Way 2-1-1 to get connected to community resources to help meet their basic needs. The economy has brought significant challenges for many and United Way 2-1-1 has seen an increase in individuals and families calling, often finding themselves turning to 2-1-1 for the first time.

In 2010, calls for income assistance, housing, utilities and food assistance made up two thirds of all requests for services (see Figure 2 below).

FIGURE 1

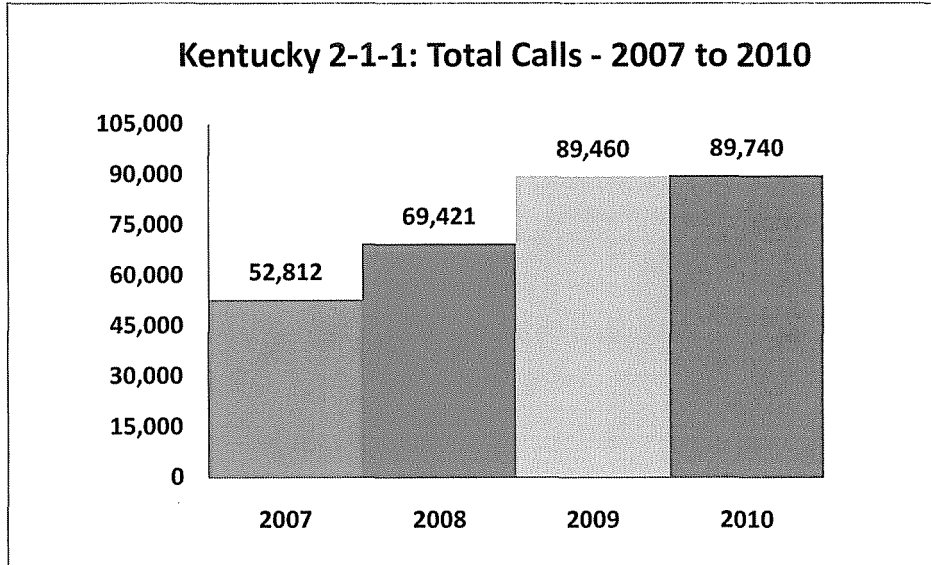
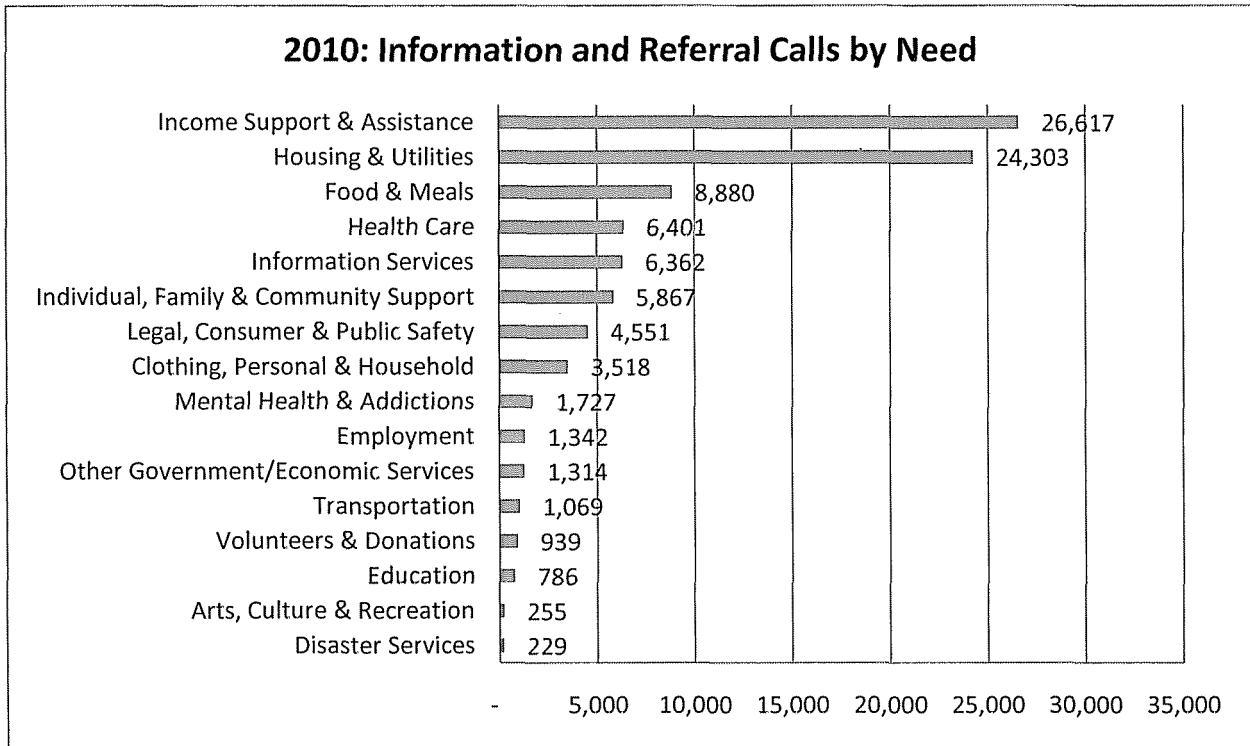


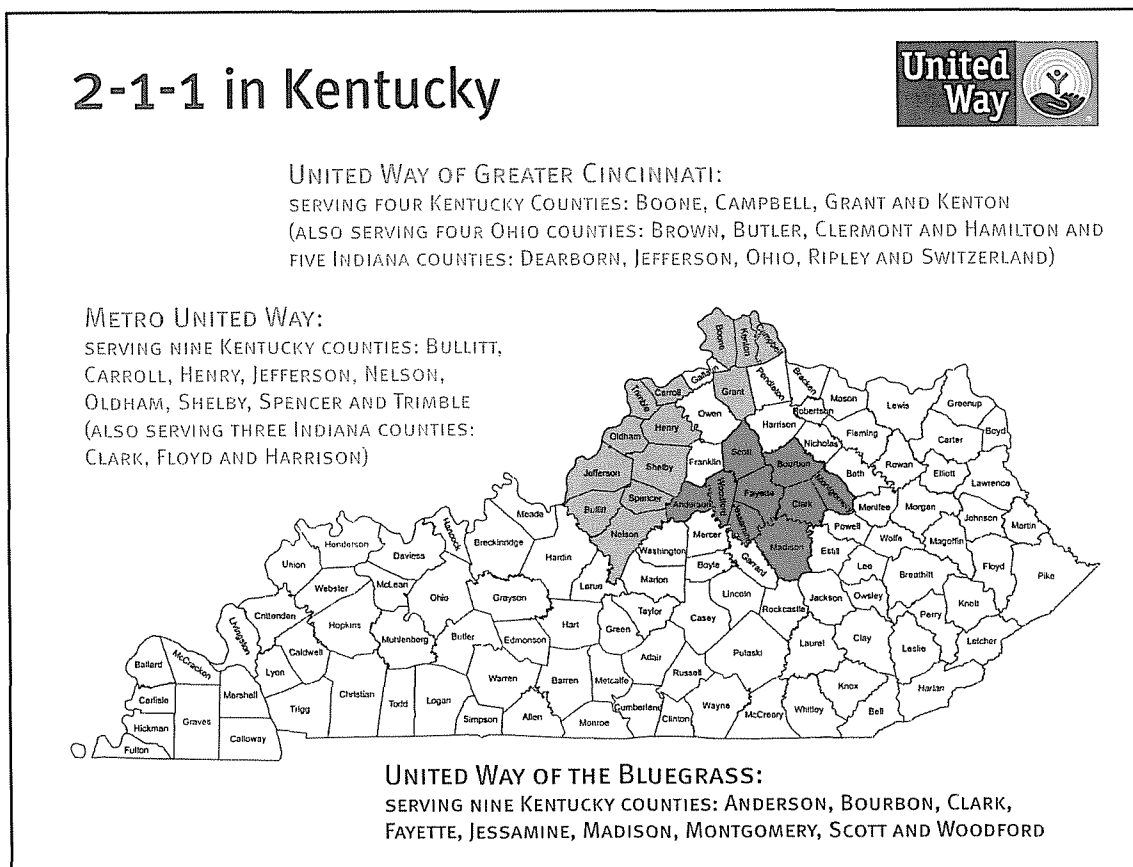
FIGURE 2



Service Delivery

Until 2009, 2-1-1 services in Kentucky were provided by three call centers, one in each of the three major metropolitan areas of the state, Louisville, Lexington and the Greater Cincinnati/Northern Kentucky area. As was noted in the last report to the Public Service Commission, a significant change in the method of delivering 2-1-1 occurred in September of 2009. Metro United Way in Louisville contracted with United Way of Greater Cincinnati/Northern Kentucky to answer all Metro Louisville 2-1-1 calls. Consequently, the Cincinnati/Northern Kentucky call center now answers calls for 25 counties in 3 states (see Figure 3 below). In Kentucky, calls for 32% of the population are now answered in a single location. This has provided efficiencies for both Metro United Way and United Way of Greater Cincinnati/Northern Kentucky. It has also provided an excellent opportunity to demonstrate that calls can effectively be answered remotely, with no negative impact on the quality of the service. The provider database for Greater Louisville is still maintained in Louisville. This is consistent with the model for service delivery proposed in our updated Business Plan.

FIGURE 3



Combined with the center based in Lexington, these two call centers answer calls for about 47% of the population of Kentucky.

Community Partnerships and Special Projects

In addition to day to day information and referral services, United Way 2-1-1 has proven to be invaluable in a number of community partnerships and special projects. In two statewide initiatives (KCHIP enrollment and Volunteer Income Tax Assistance), the Governor's Office has asked United Way 2-1-1 to serve as the answering and referral point for information for individuals outside of their normal service areas. This was done by publicizing the "1-800" that connect to the United Way 2-1-1 number. While this makes it possible for individuals to get information statewide, universal 2-1-1 service in Kentucky would make this information much more accessible.

Some of the special uses include:

KCHIP Enrollment – connecting individuals and families to information on sites where they could care for their children and gain access to health resources.

Earned Income Tax Credit (EITC) and Volunteer Income Tax Assistance (VITA) – United Way 2-1-1 provided low income individuals and families with information about free tax assistance sites throughout the Commonwealth. In greater Lexington, United Way 2-1-1 actually schedules the appointments with tax preparers. In 2010, the two call centers answered more than 14,000 calls regarding free tax preparation.

Disaster and Crisis Response – United Way 2-1-1 plays a vital role in responding to natural and man-made disasters. In addition to connecting people to services such as shelter, volunteer feeding services, etc., United Way 2-1-1 has been used to recruit volunteers to assist in clean up after ice storms and floods. United Way 2-1-1 supports Emergency Management operations and has signed memorandums of understanding in many counties.

Housing and Homelessness – United Way 2-1-1 provided support to the Homeless and Housing Coalition of Kentucky and participated in the 2010 and 2011 "Point-in-Time" Homeless Counts.

Legislative Initiatives

Calling for 2-1-1 Act

The federal "Calling for 2-1-1 Act" was introduced in both the U.S. Senate and House of Representatives in 2010. Kentucky secured a record number of co-sponsors for the legislation – Ed Whitfield, Brett Guthrie, John Yarmuth and Ben Chandler. While the legislation did not pass last year, we will continue to work with our Kentucky members and national United Way partners to advocate for this or similar legislation in the future.

Kentucky House Joint Resolution 199

In the 2010 Legislative session, State Representative Jim Glenn introduced HJR 199 to direct the study of 2-1-1 services in the state by the Public Service Commission. The resolution required a study to assess the impact of 2-1-1 service and make recommendations to the General Assembly regarding the means for securing financial support for 2-1-1 service in a public-private partnership. While the legislation did not make it out of committee during 2010 and was not introduced in the short 2011 session, we are hopeful that Representative Glenn will reintroduce it in 2012.

National View

2-1-1 service is available to more than 80% of the population of the United States. Kentucky lags far behind, serving only 47% of our population. In states without full coverage, as in Kentucky, those lacking access to 2-1-1 services tend to be in rural areas.

A national public opinion poll in early 2011 showed that in 2010, United Way 2-1-1 maintained the increased level of awareness it reached in 2009, with over 13% of the general public recognizing the service. This was a significant increase over previous years, with the best prior result reaching only 9%. The percentage can be attributed to increasing 2-1-1 visibility through leveraging special project media campaigns, grass roots outreach efforts, and consistent community engagement.

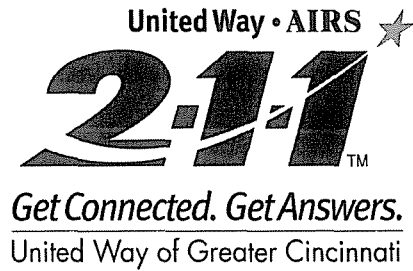
Summary

In the 11 years since the FCC assigned the 2-1-1 number for health and human services information and referral, it has repeatedly proven its impact and value. In Kentucky, United Way 2-1-1 is committed to maintaining the highest standards in the information and referral industry. In addition, we will continue to work to make 2-1-1 available to all Kentuckians.



Addendum

Community Reports



Northern Kentucky Update for 2010

United Way of Greater Cincinnati (UWGC) works every day to advance the common good by focusing on Education, Income and Health. Our *Agenda for Community Impact* guides our work. Living United, simply put, means being an intricate part of making long-lasting systemic changes a reality in our community. We realize that creating lasting changes takes more than providing direct services and programs for individuals. That is why United Way also invests in sustained, organized efforts to address underlying causes of problems, and focuses on preventing them before they occur.

Bold Goals for the Greater Cincinnati /Northern Kentucky Region

UWGC is building on the *Agenda for Community Impact* and taking a leadership role in engaging our community around specific Bold Goals. In 2010, United Way convened many agency and community partners to see if, by working together, we could create aspirational yet attainable goals for the region in the areas of Education, Income and Health. We realize no organization can achieve these goals alone. It will take a collective commitment and the work of individuals, agencies, foundations, government and businesses.

The Bold Goals (*see Figure 1 below*) represent the foundation on which we can more readily achieve our vision for a stronger community with a high quality of life for all. We believe there is power in the collective voice and collective will of our community. While the goals may not represent the totality of every area organization's mission, collectively they are fundamental to improving lives and creating lasting change. By working together, we believe we will accelerate the achievement of the promise inherent in all of our shared agendas. United Way of Greater Cincinnati 2-1-1 (UWGC/NKY 2-1-1) works strategically every day to support both the Bold Goals as well as the Community Impact Agenda.

FIGURE 4: UWGC Bold Goals

EDUCATION	INCOME	HEALTH
<p><i>Preparing children, youth & young adults to succeed in school and life</i></p>	<p><i>Ensuring individuals and families achieve financial stability</i></p>	<p><i>Helping individuals live quality lives & achieve maximum health and independence</i></p>
<p>By 2020, at least 45% of adults will have an Associate's degree or higher.</p> <p style="text-align: center;">↑</p> <p>By 2020, at least 85% of youth will graduate from high school (prepared for life, college and career).</p> <p style="text-align: center;">↑</p> <p>By 2020, at least 85% of children will be prepared for kindergarten.</p>	<p>By 2020, at least 90% of the labor force will be gainfully employed.</p>	<p>By 2020, at least 70% of the community will report having excellent or very good health.</p> <p style="text-align: center;">↑</p> <p>By 2020, at least 95% of the community will report having a usual place to go for medical care.</p>

Endorsement of the Bold Goals:

Endorsement of the Bold Goals reflects an organization's intent to engage in a planned, intentional process. Through endorsement, the organization pledges to:

- *actively work toward the attainment of at least one of the Bold Goals*
- *participate in an annual review and report on the progress made toward attainment of the goals*
- *participate in meetings where best practice is discussed and agree to promote the refinement of program strategies based on learnings*

The following organizations have endorsed the Bold Goals for our region:

- **4C for Children**
- *Abilities First*
- *Agenda 360*
- *Big Brothers Big Sisters of Greater Cincinnati*
- *Boys & Girls Clubs of Greater Cincinnati*
- *Butler County Educational Service Center*
- *Catholic Charities Southwestern Ohio*
- *Cincinnati Children's Hospital Medical Center*
- *Cincinnati Union Bethel*
- *Cincinnati Works*
- *Cincinnati Youth Collaborative*
- *Cincinnati-Hamilton County Community Action Agency*
- **Every Child Succeeds**
- *Executive Service Corps of Cincinnati*
- *FamiliesFORWARD*
- **Girl Scouts of Kentucky's Wilderness Road Council**
- *The Greater Cincinnati Foundation*
- *Greater Cincinnati Health Council*
- **The Carol Ann and Ralph V. Haile, Jr. Foundation**
- *The Health Foundation of Greater Cincinnati*
- *Health Improvement Collaborative of Greater Cincinnati*
- *Jewish Vocational Service*
- **LISC Greater Cincinnati & Northern Kentucky**
- **Leadership Council of Human Services Executives**
- *LifeSpan, Inc.*
- *LifePoint Solutions*
- *Mental Health Advocacy Coalition*
- **Northern Kentucky Education Council**
- **Northern Kentucky University**
- *Nutrition Council*
- **place matters**
- *Primary Health Solutions*
- *The Public Library of Cincinnati and Hamilton County*
- **Redwood**
- *Santa Maria Community Services*
- *SC Ministry Foundation*
- *Southwest Ohio Region Workforce Investment Board*
- **The Strive Partnership**
- **United Way of Greater Cincinnati**
- **United Way Success By 6®**
- **Vision 2015**
- *VISIONS Community Services*
- **Visiting Nurse Association of Grt Cin & N Ky**

**UWGC/NKY 2-1-1
Bold Goal Data**

FIGURE 5: Education/Income and Health Service Requests Data for 2010

	2010	1st Quarter 2011
EDUCATION		
Educational Institutions, Programs & Support Services	2,553	699
TOTAL EDUCATION	2,553	699
INCOME		
Employment	1,987	623
Income Support & Assistance	9,689	3,411
Food & Meals	10,466	2,907
Housing & Utilities	42,494	9,755
Clothing, Personal & Household	5,642	1,334
Transportation	1,991	551
Community Economic Development	1,440	718
TOTAL INCOME	73,709	19,299
HEALTH		
Health Care	8,419	2,894
Mental Health & Addictions	4,105	1,453
Individual, Family & Community Support	10,451	1,643
TOTAL HEALTH	22,975	5,990
Other		
Information Services	11,957	7,358
Disaster Services	233	66
Legal, Consumer & Public Safety	8,226	2,311
Arts, Culture & Recreation	778	259
Volunteer & Donations	2,225	588
TOTAL OTHER	23,419	10,582
GRAND TOTAL	122,656	36,570

Call Volume measures the number of callers; *Caller Requests for Information & Referral* measures the number of requests for service; for example, a caller may request information for more than one service.

Financial Fitness Day

UWGC/NKY 2-1-1 and numerous partners joined forces to provide local families and individuals in the region with an opportunity to flex their financial muscles at a free Financial Fitness Day event held the first Saturday in April at Xavier University. The first-time event included a variety of resources including free tax preparation, access to free credit reports, screenings for public benefits, foreclosure prevention information and document shredding. The "Ask the Expert" booths provided information on housing, credit, tax issues and financial planning.

UWGC/NKY 2-1-1 played an important role not only in the planning of this event, but 2-1-1 staff were on-site all day to connect people with appropriate resources. This was of utmost importance to those recovering from the bad economy and wanting to get their financial matters in order. This “one-stop shopping” opportunity helped people get the answers they needed to begin putting their financial matters in order, grow their assets and work toward financial stability.

Bank ON Initiative

Bank ON Greater Cincinnati is a program designed to increase financial stability among households. The program was created with the intent to increase access to affordable financial services and strengthen banking relationships for more residents of our area. The initiative is a collaborative effort between financial institutions, community groups, and local governments of Cincinnati (OH), Newport, and Covington (KY). Bank ON establishes partnerships and assists "unbanked" or "underbanked" consumers with the process of connecting with mainstream financial services. Participating households are assisted in creating checking accounts, proper use of credit cards, savings accounts, and mortgages. Additionally Bank ON will provide individuals with education about the importance of wise spending.

In most low-income neighborhoods, households are using check cashing and pay day lending services that are costing them more than mainstream financial services. Bank ON works to eliminate these unnecessary costs by establishing a more effective plan for their personal banking. The result is more money in individuals' pockets. Bank ON Greater Cincinnati has a large outreach, targeting over 40,000 households in Cincinnati and Northern Kentucky.

UWGC/NKY 2-1-1 works in close relationship with agencies, like Brighton Center and Northern Kentucky Community Action, to point people in right direction by connecting them with the stepping stones (direct provider agencies) needed to assist with financial stability.

Regional Earned Income Tax Credit Initiative

UNITED WAY PARTNERSHIPS HELP MORE THAN 16,500 LOCAL FAMILIES AND INDIVIDUALS KEEP OVER \$19 MILLION IN TAX REFUNDS

Thousands of people in Greater Cincinnati region are one step closer to financial stability, thanks to the free Earned Income Tax Credit (EITC) tax preparation services sponsored by United Way of Greater Cincinnati and its partners.

During the 2011 tax season, 16,553 families and individuals took advantage of the free opportunity, receiving refunds totaling to \$19,051,859. The average refund was \$1,150. This year represents a two percent increase in tax return dollars received by participating taxpayers, as well as a five percent increase in participants over last year. *\$3,665,030 total dollars were returned to more than 3,000 NKY individuals and families.*

Partnerships with the AARP of Southwest Ohio and Northern Kentucky and the Ohio Benefit Bank have had significant impact with our VITA sites through the delivery of free tax preparation services in our community.

Over 656 volunteers from around the region helped hardworking, low income families determine EITC eligibility, a federal tool that returns more money to taxpayers. Of the thousands of families who received the free tax preparation assistance, 21 percent claimed the EITC, receiving a total of \$4,869,376 additional cash back. The credit returned as much as \$5,666 to families with three or more children.

Free tax preparation services throughout Greater Cincinnati and Northern Kentucky saved participating families \$3,310,600 in fees associated with commercial preparation and rapid refund anticipation loans (RALs). The EITC initiative not only helps families and individuals get more of their hard earned money back, but it helps them avoid paying someone to prepare their tax returns. Nearly two dozen partners participated in the United Way initiative in Hamilton, Clermont and Butler counties in Ohio, Dearborn County in Indiana, and Boone, Campbell & Kenton counties in Northern Kentucky.

UWGC/NKY 2-1-1 has been a centralized hub for this critical initiative, providing information on free tax preparation sites and fielding calls from nearly 2,300 individuals and families this tax season.

UWGC/NKY 2-1-1 Service Delivery Coverage Area

As of June 2011, UWGC/NKY 2-1-1 serves 25 counties (approximately 3,196,500 residents). Since the last Public Service Commission report, UWGC/NK 2-1-1 began providing a full service 2-1-1 to residents of Butler County, Ohio.

Our call center crosses state lines of 3 states: (Kentucky, Ohio and Indiana). Current coverage:

- 13 counties in Kentucky (32% of Kentucky's population)
- 4 counties in Ohio (12% of Ohio population)
- 8 counties in Indiana (5% of Indiana state population)

Kentucky Coverage

Since providing 2-1-1 service for Metro United Way since September 2009, UWGC/NKY 2-1-1 serves 32% of Kentucky's population or 1,406,868 residents within the following Kentucky counties: Boone, Campbell, Kenton, Grant Counties in Northern Kentucky, as well as Bullitt, Carroll, Henry, Jefferson, Nelson, Shelby, Spencer, Oldham and Trimble Counties in the Metro United Way (Louisville) area (See the blue-shaded areas of the map in Figure 3 above).

Indiana

Eight counties in Indiana (5% of Indiana state population): Clark, Dearborn, Floyd, Harrison, Jefferson, Ohio Ripley and Switzerland.

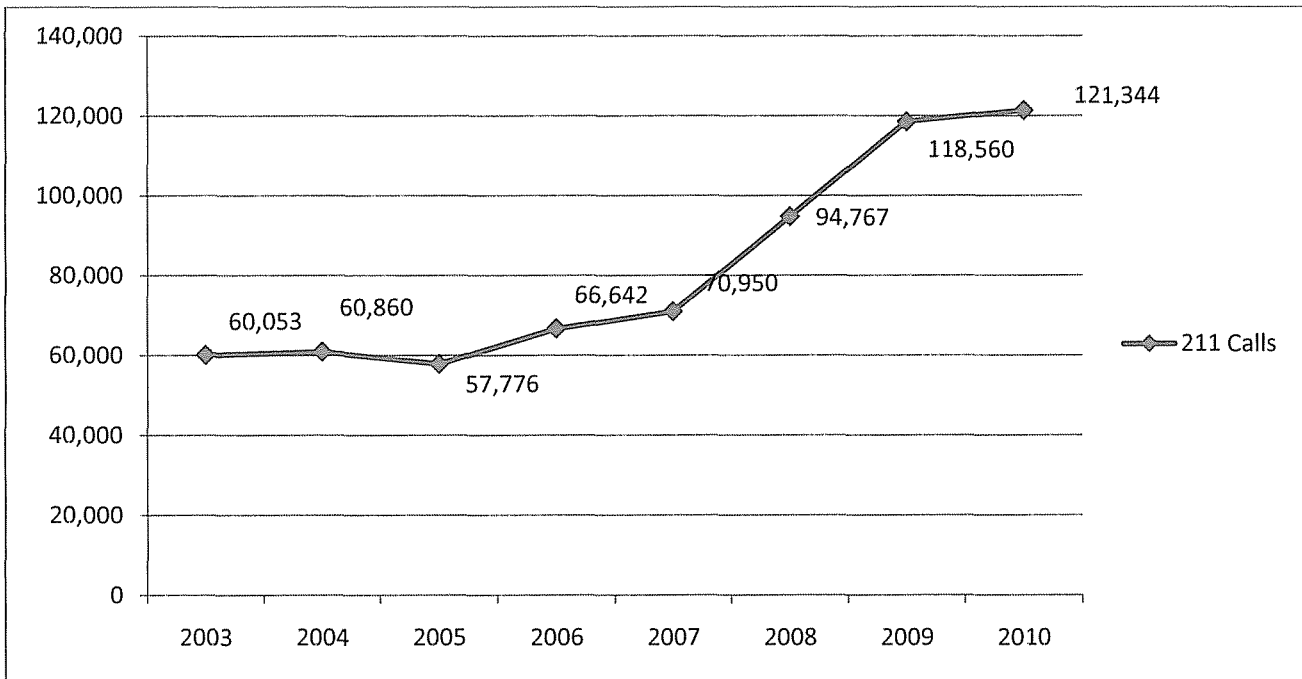
Ohio

Four counties in Ohio (12% of Ohio state population): Brown, Butler, Clermont and Hamilton.

Call Volume/Growth

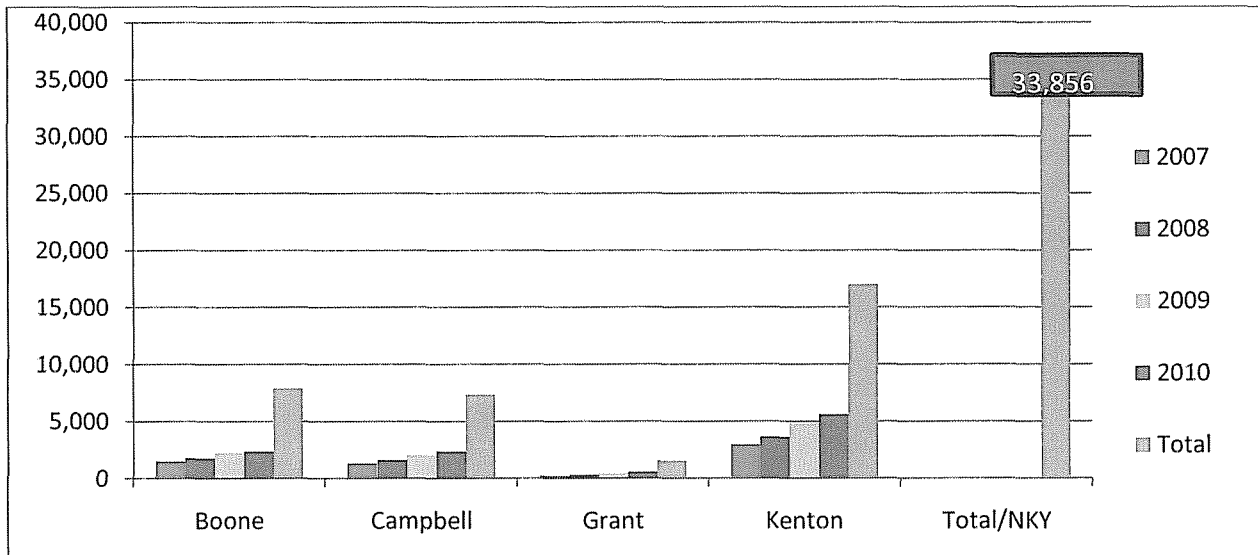
For data related to call volume for the time period of 2003 to 2010, UWGC/NKY 2-1-1 has responded to over approximately 650,000 service connect calls since launch on February 11, 2003 (see Figure 6 below). *Metro United Way 2-1-1 reports on their own call data, which is not included in UWGC/NKY call data.*

FIGURE 6: Greater Cincinnati/Northern Kentucky Call Volume



As the need grows and awareness of the service increases, UWGC/NKY 2-1-1 continues to experience a call volume increase. Correspondently, calls for Northern Kentucky have increased as well (Figure 7 below).

FIGURE 7: Northern Kentucky Call Volume by County

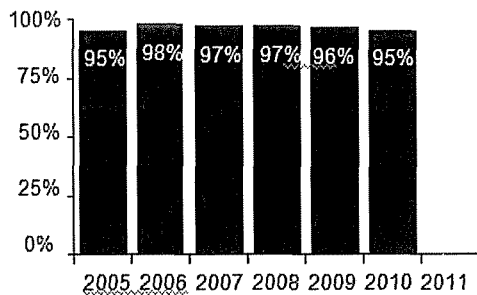


Caller Satisfaction / Connection Data

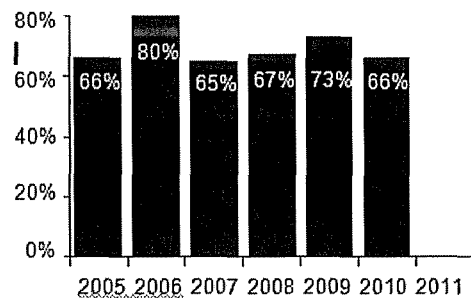
UWGC/NKY 2-1-1 has had an independent auditor, H&H Data Services, conduct a field customer satisfaction survey since implementation of 2-1-1 in 2003. UWGC/NKY 2-1-1 has consistently held ratings of 95% or above in overall satisfaction. Of those callers that followed through with referrals given by 2-1-1, on average 70% reported receiving help at the agency level after being connected by 2-1-1.

FIGURE 8: Greater Cincinnati/Northern Kentucky Satisfaction Data

Caller Satisfaction*



Received Help*

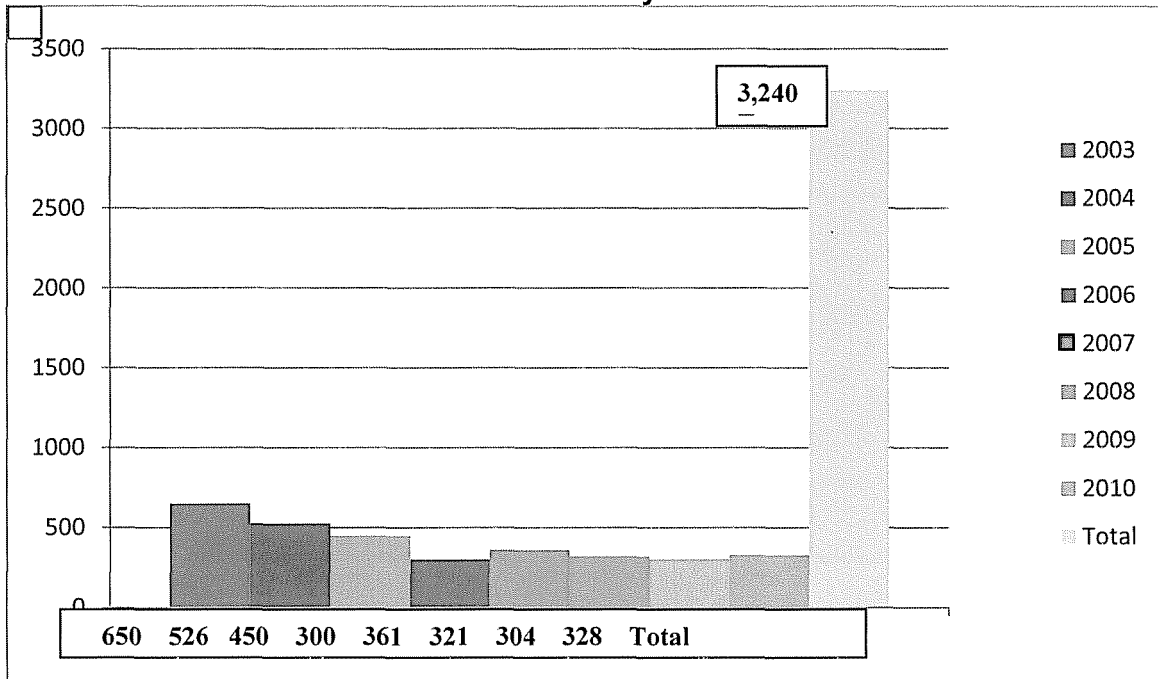


* Data from a survey conducted by an independent evaluator H&H Data Services

Volunteer

Since implementation in 2003, UWGC/NKY 2-1-1 has provided a connection to volunteer opportunities for thousands of individuals who are looking for meaningful ways to give back to the community. United Way 2-1-1 call specialists, in conjunction with our UWGC Volunteer Connections department, has helped callers choose opportunities for meaningful engagement. Opportunities are varied and range from helping a child achieve his or her highest potential through mentoring, to performing volunteer activities that assist individuals in achieving maximum independence (i.e., building wheel-chair ramp). See Figure 9 below for data reflecting Volunteer Call Volume.

FIGURE 9: Greater Cincinnati/Northern Kentucky Volunteer Calls



Partnerships

Connecting with the Community Telethon

UWGC/NKY 2-1-1 lent expertise to a regional telethon focused on raising awareness and connecting callers from 26 counties across the tri-state region to needed community resources. The telethon was sponsored by WCPO, Huntington Bank and Community Partners.

KCHIP

The Children's Health Insurance Program (CHIP) provides health coverage to children whose parents work but cannot afford or are not offered health insurance. In Northern Kentucky, United Way and its partners enrolled approximately 1,400 children in the Kentucky Children's Health Insurance Program (KCHIP) in 2010. United Way 2-1-1 connected families to information on where to enroll their children and access other health resources. *Since the program launch in October 2008, 4,652 children have been enrolled.*

Summary

Now in its eighth year as a full service, nationally accredited 2-1-1 center, UWGC/NKY 2-1-1 is pleased to provide this update to the Public Service Commission. The strides that have been made are substantial and relevant to the needs of the community. Preparations have begun regarding the Alliance for Information and Referral Systems (AIRS) re-accreditation process, which will occur in 2012.

UWGC/NKY 2-1-1 is committed to providing the highest quality service in the tri-state region (IN, KY, OH). UWGC/NKY 2-1-1 strives to provide an effective and efficient service delivery system to the caller, human service system, and key stakeholders. UWGC/NKY 2-1-1 continues to increase linkage and alignment between 2-1-1 service requests and Community Impact work on Education, Income and Health. The Bold Goals are inspirational yet attainable, and represent clear targets to work toward. UWGC/NKY 2-1-1 plays a key role in United Way of Greater Cincinnati's Impact 2020 vision: United Way is the best place to turn for help.



Metro Louisville Update for 2010

Metro United Way 2-1-1 (MUW 2-1-1) provides full service 2-1-1 coverage (24 hours a day, 7 days a week, 365 days a year), continuing its role in helping individuals, families and the community better manage their lives by providing access to the reliable and accurate information and referral resources they need, as well as distributing non-emergency information during local disaster or crisis incidents.

MUW 2-1-1 Service Delivery/Coverage Area

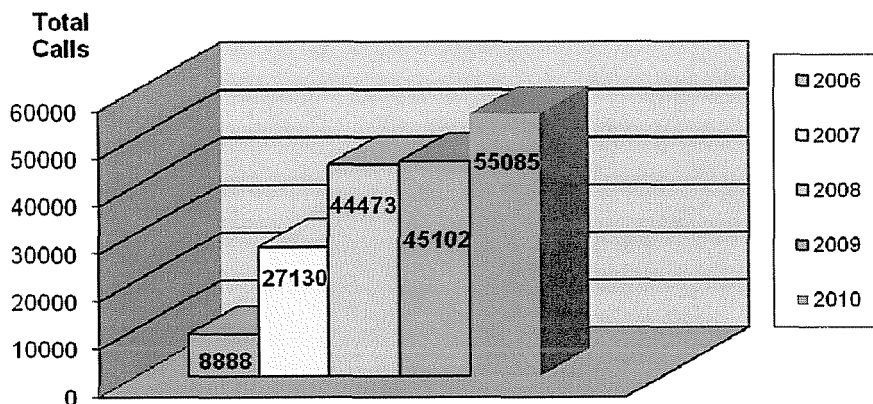
In September 2009, MUW 2-1-1 entered into a "vendor partnership" with UWGC/NKY 2-1-1 to provide 2-1-1 services for the Louisville Metro Area, which includes Bullitt, Carroll, Henry, Jefferson, Nelson, Shelby, Spencer, Oldham and Trimble Counties in Kentucky, and Clark, Floyd and Harrison Counties in Indiana. These nine Kentucky counties alone represent a population of 1,227,512 Kentuckians (approximately 30% of the population of the Commonwealth). The entire MUW 2-1-1 service area, including the Southern Indiana Counties population, is over 1.5 million people.

Call Volume/Growth

In 2010, MUW 2-1-1 helped 55,085 individuals find the assistance they needed. That is more than 22% increase in the number of people than were helped in 2009. Since its beginnings in 2006 through the end of 2010, MUW 2-1-1 has helped 180,678* people get connected to the help they need.

FIGURE 10: Metro Louisville Call Volume

Metro United Way 2-1-1 continues to see growth in 2-1-1 call volume and will have answered 200,000 plus requests for service by June 2011



2006 was the 2-1-1 start-up year with only 4 months of service

* As of June 29, 2011 MUW 2-1-1 has helped 202,152 individuals find the help they needed throughout the Louisville Metro area, surrounding counties and across the Commonwealth.

As notated in chart, there has been a steady upswing in call volume since implementation. This can be attributed to the state of the economy, as more struggling individuals and families (facing unemployment, foreclosures, etc.) are turning to 2-1-1 to get connected to community resources to help meet their basic needs.

Community Partnerships/Special Projects

MUW 2-1-1 works in close partnership with other community service providers, local and state governments, agencies and businesses. The following examples highlight a few local initiatives in which 2-1-1 has played a vital role.

Disaster/Crisis Response

MUW 2-1-1 has been there for the community during several natural disasters and crisis incidents over the past four years. MUW 2-1-1 continues to support Emergency Management operations in Louisville and Jefferson County, and has signed Memorandums of Agreement to directly work with and in support of the communities in Oldham, Shelby, and Trimble Counties during any crisis incident. By providing needed non-emergency information about what is happening during and after a disaster, 2-1-1 helps maintain the integrity of the 9-1-1 system for emergency calls and allows the EMA and first responders to focus on the job at hand. MUW is working with the State Emergency Management Agency's Private Sector Working Group Program Manager to develop a series of non-emergency call centers with technology to allow for re-routing of calls to one or more of the additional remote sites in the case of extremely high call volume. The 2-1-1 staff has also been involved in the Multi-Hazard Mitigation Advisory Committee which was responsible for the review and update of the Louisville/Jefferson Federal 5-Year Disaster Response Plan. This plan is essential for maintaining FEMA recovery funding after a major disaster.

Earned Income Tax Credit Initiative (EITC)/ Volunteer Income Tax Assistance (VITA) Site

MUW 2-1-1 and its partners, Louisville Asset Building Coalition (LABC) and Louisville Metro Government continue to increase awareness of and access to the Earned Income Tax Credit (EITC). At a time when many families are struggling to make ends meet, EITC dollars can be used to reduce debt. LABC and other partners are helping families determine whether they can claim the EITC. MUW 2-1-1 has worked with this program for the past three years. 2-1-1 directs the callers to the VITA sites that offer trained volunteers who offer free help preparing the caller's tax return. A person dialing 2-1-1 can speak with a specialist and learn about EITC/VITA site locations, dates, times and general eligibility requirements. During the 2010 tax season, MUW 2-1-1 answered 7,500 calls for information related to EITC and VITA site locations from individuals across Metro Louisville and surrounding counties.

Health & Education

MUW 2-1-1 is also aligned to promote good health, healthy lifestyles and access to community resources. MUW 2-1-1 connected individuals and families to information on sites to help them enroll and gain access to health resources such as the state's child insurance program, KCHIP, and directed individuals to the MUW Success by 6 "Ages and Stages Survey" Questionnaire (ASQ) to enable parents to determine their child's level of mental development. MUW 2-1-1 is currently preparing to provide direct access to the ASQ to the citizens of Corbin and Whitley County. Citizens

of Whitley County will be able to call the 1-877 number that supports 2-1-1 to find information on how to have an ASQ Developmental Assessment Form sent directly to them.

Volunteerism/Community Information/Additional Disaster Support

MUW 2-1-1 has successfully expanded its ability to serve and support the community. 2-1-1 has always gone beyond information and referrals for health & human services, community support during disasters and crisis situations, and collection of data on areas of need.

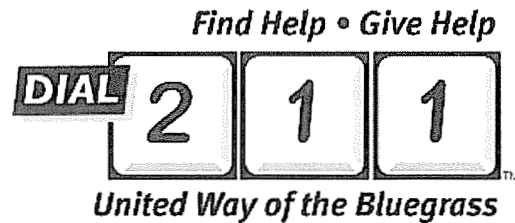
Through the new technology service enhancement, 2-1-1 callers can now connect to the MUW Volunteer Engagement Center. The MUW Volunteer Engagement Center matches people's abilities, interests and availability with appropriate volunteer opportunities. The Volunteer Engagement Center recruits volunteers for any nonprofit organization located in the following counties: Bullitt, Jefferson, Oldham and Shelby in Kentucky, and Clark, Floyd and Harrison in Indiana.

This enhancement will also enable MUW 2-1-1 to present and support Community Information Nights. Through this easy to remember three digit number, individuals will be able to speak with experts in the areas of education, medical and health issues, finance, and more by dialing 2-1-1. Planning and scheduling for the first series of these events is ongoing.

2-1-1's capacity in the area of disaster support also increases through this enhancement. It has been proven effective in identifying callers who are seniors, frail or disabled individuals, and others in need of assistance after a storm or natural disaster. It has also been used as a tool to organize clean up assistance programs for this vulnerable population.

Summary

For the past four years, MUW 2-1-1 has demonstrated a substantial impact and value as a full service 2-1-1 Information and Referral Service built on a solid infrastructure. MUW 2-1-1 continues to expand and improve its ability to service individuals seeking assistance, and the community as a whole, during any type of crisis through technological advances and creative partnerships. MUW 2-1-1 is committed to maintaining the highest standards in the information & referral industry. Through our Vendor Partnership with the United Way of Greater Cincinnati/Northern Kentucky 2-1-1 call center, we are pleased to share best practices and work with other 2-1-1 centers and partners to ensure standards of excellence in service delivery.



Lexington/Central Kentucky Update for 2010

Introduction

United Way of the Bluegrass (UWBG) launched 2-1-1 in June of 2005. Clark County was chosen as a pilot site and coverage soon extended to every county served by UWBG. UWBG 2-1-1 serves nine counties in Central Kentucky: Anderson, Bourbon, Clark, Fayette, Jessamine, Madison, Montgomery, Scott, and Woodford.

UWBG 2-1-1 provides information and referral services 24 hours a day, 7 days a week, 365 days a year. 100% of call center staff are Certified Information and Referral Specialists, a certification received from the Alliance of Information and Referral Systems (AIRS), the umbrella organization for information and referral centers. UWBG 2-1-1 can assist callers who speak a variety of languages thanks to a partnership with a translation service that can accommodate more than 170 languages.

UWBG 2-1-1 has an advisory council that consists of representatives from the nine counties served. This advisory council assists in promoting 2-1-1 and advising 2-1-1 as it takes on new roles and positions within the community.

This report will give data on the volume and type of calls received by UWBG 2-1-1, as well as results of customer service follow-up. This report will also provide information on the partnerships and work of 2-1-1 in the greater Bluegrass community.

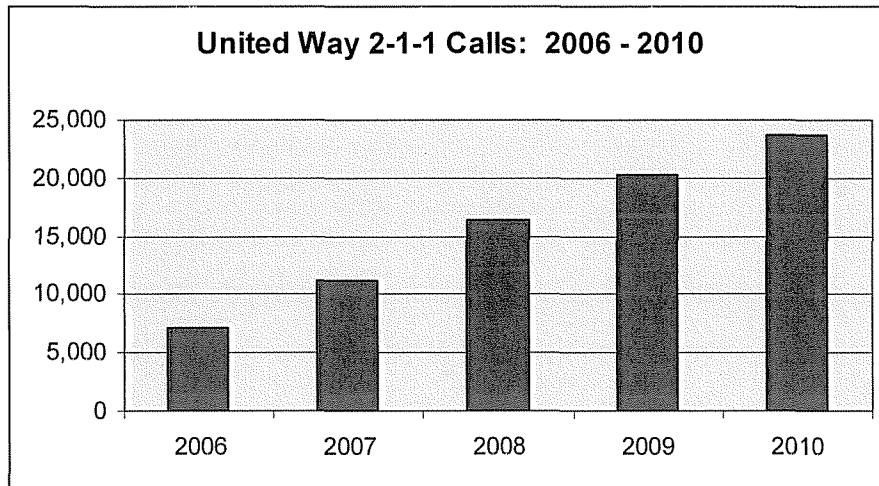
Data

United Way 2-1-1 Call Statistics

In 2010, UWBG 2-1-1 received 23,725 calls for assistance and provided referrals for over 31,000 needs. Top caller needs for the year were Tax Assistance (15%), Food Pantries (11%), Electric Bill Assistance (8.5%), and Housing Payment Assistance (8%).

Since UWBG 2-1-1 launched in June of 2005, each year has seen a remarkable call volume increase. In 2006, the first full year 2-1-1 was operational, 7,064 calls were taken. In 2007, that number grew by 58% to 11,179 calls. 2008 saw another 47% increase to 16,443 calls. In 2009, the number grew to 20,311, a 24% increase. In 2010 there was a 17% increase to 23,725 calls. The chart below shows the growth throughout the years.

FIGURE 11: Lexington/Central Kentucky Call Volume



Customer Service

Those who called UWBG 2-1-1 during 2010 received a follow-up phone call to measure client satisfaction. When an individual called UWBG 2-1-1 for resources, the call specialist who took the call would ask if that person could be contacted in the next two weeks to determine if the need that prompted the call was met, and to see if the caller was pleased with the way he or she was treated by 2-1-1 staff. Callers were asked to rate their experience in calling 2-1-1 on a scale from Poor, Fair, Good and Excellent. Ninety-eight percent of callers rated their experience as excellent or good. Additionally, 97% of callers said they would utilize 2-1-1 again.

Partnerships

EITC - Earned Income Tax Credit

UWBG is committed to helping families and individuals become financially stable. The promotion of the Earned Income Tax Credit (EITC) is one important way UWBG helps those in the community achieve financial stability. EITC provides families with children with an average tax credit of \$4,000. This money can then be used towards savings, home repairs, bills, further education, or other needs that help families achieve greater stability. Volunteer Income Tax Assistance (VITA) sites prepare taxes free of charge for families and individuals who fall within the income guidelines. The VITA volunteers are also trained to ensure that tax filers receive the maximum credits for which they are eligible.

UWBG 2-1-1 has scheduled free tax appointments for the local VITA coalition, CKEEP, since 2006. In 2010, UWBG 2-1-1 answered over 4,600 calls inquiring about tax assistance and scheduled over 3,000 appointments. This resulted in a total of \$1,839,221 in EITC returns and \$4,841,730 in total tax returns going back to Central Kentucky families.

AmeriCorps Partnerships

Of the 23,725 calls taken by UWBG 2-1-1 in 2010, calls about housing, shelter and utility assistance comprised a high percentage of calls received. In 2010, 623 requests for housing counseling were handled by 2-1-1. An additional 539 calls were received for shelter from those who had already lost or were in danger of losing their current housing. Financial assistance calls reached the 2,500 mark for housing payment assistance alone, not counting utility assistance to make homes livable.

The statistics gathered by 2-1-1 showed the need to focus on housing resources and housing support services in the local service area. As community awareness of housing difficulties increase, social service agencies cannot solve the problem alone. Service providers are working together in collaboration, and in many cases they are using the data and statistics kept by 2-1-1 to identify trends, gaps in services and potential duplication.

To better help the community, including those needing assistance and the agencies providing the assistance, UWBG partnered with the Homeless and Housing Coalition of Kentucky. This partnership gave United Way 2-1-1 an AmeriCorps Member who could assist with all information and referral calls, but who could also specialize in housing issues. The AmeriCorps Member assigned to UWBG 2-1-1 was responsible for representing the service at community meetings, compiling data and reports to share with the community, and to increase efficiency in referrals by helping to create a cohesive view of available resources. The Member also visited agencies to build relationships with agency staff, helping to keep the UWBG 2-1-1 database current.

Back on Track

UWBG was awarded an Assets for Independence grant from the U.S. Department of Health and Human Service's Office of Community Services. The program, entitled Back On Track, is designed to help hardworking individuals succeed by matching their savings 2-to-1, up to \$2,000. Individuals working towards buying a first home, furthering their education or starting a business could receive an additional \$4,000 to put towards that asset.

United Way 2-1-1 was advertised as the number to call for more information or to be pre-screened for the Back on Track program. As participants continue in the Back on Track program, they can use United Way 2-1-1 to connect to local resources that provide the needed classes and seminars to complete the program. Callers who contacted 2-1-1 for other needs who could also benefit from Back on Track are given information regarding the program.