

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  
President

RECEIVED

SEP 01 2016

Public Service  
Commission



**VIA E-MAIL AND U.S. MAIL**

August 31, 2016

Dr. Talina R. Mathews  
Executive Director  
Kentucky Public Service Commission  
P.O. Box 615  
211 Sower Boulevard  
Frankfort, KY 40602-0615

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

Dear Dr. Mathews:

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 United Way 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,



Kevin Middleton  
President and 2-1-1 State Director  
United Way of Kentucky

Enclosure



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

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

**August 31, 2016**

## 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.

## Service Delivery and Kentucky's 2-1-1 Expansion Efforts in 2015 - 2016

UWKY remains committed to the ongoing development of statewide United Way 2-1-1 services in Kentucky. During the calendar year 2015, MUW in Louisville was contracted with United Way of Greater Cincinnati/Northern Kentucky to answer all Metro Louisville 2-1-1 calls. The provider database for Greater Louisville was still maintained in Louisville. Consequently, the Cincinnati/Northern Kentucky contact center provided services for 25 counties in 3 states, and calls for 33% of the Kentucky population were answered in a single location. Throughout the year, in partnership with the Lexington-based United Way of the Bluegrass (UWBG) contact center, two centers provided 2-1-1 services for about 52% of the population of Kentucky.

Statewide implementation remains critical to the Commonwealth. Since March 2015, new expansion activities through the UWBG contact center allowed for 2-1-1 services to be provided to more Kentuckians than ever. Through a generous contribution from the William R. Kenan Jr. Charitable Trust, contracted through United Way of North Carolina, as well as through contractual agreements with state and local government, in July 2015, Kentuckians in nine previously unserved counties of the Bluegrass Area Development District were added to the network. These counties are now able to utilize the 2-1-1 dialing code and 2-1-1 online features to obtain information and referral to needed services. The Lexington-based contact center houses its provider database and contact center specialists on site.

Resources from the UWBG/Kenan Trust grant were also provided to assist in the development and launch of 2-1-1 service in the Bowling Green-based United Way of Southern Kentucky (UWSK) ten-county region in July 2016.

These additions increased 2-1-1 coverage from 47% of the state's population in 2014 to 58% in 2016. *See Figure 3 and the addendum reports for the UWBG and UWSK contact centers for more information.*

Throughout 2015, a planning committee comprised of representatives of the United Way of Kentucky staff and board of directors, the 2-1-1 contact centers, the Kentucky Telecom Association, and national 2-1-1 development specialists met to identify opportunities for our current call centers to develop efficiencies, eliminate siloed operations, and develop expansion efforts with a unified voice. In January 2016, the planning committee and United Way leadership from the largest markets – Louisville,

Lexington, Greater Cincinnati and Bowling Green – met with United Way Worldwide (UWW) 2-1-1 leadership to review UWW’s national platform and operational dashboard. UWBG contact center leadership continues to serve on a national panel of advisors in the development of this platform.

In early 2015, Metro United Way (MUW) began exploring the potential of contracting with Louisville’s Center for Women and Families to host their 2-1-1 center operations. By late Spring 2016, this potential was realized and the operational offices of the MUW 2-1-1 contact center returned to Louisville. Most recently, MUW’s contact center has developed a contract with Elizabethtown-based United Way of Central Kentucky (UWCK) to continue expansion efforts to five additional counties by the end of 2016. Those counties are Breckinridge, Grayson, Hardin, Larue and Meade. This will bring the total Kentucky population served to 63% by year-end. However, thanks to the work of UWBG, phone translations for over 90% of the unserved communities are now in place. This brings our state one step closer to ubiquitous 2-1-1 coverage for all Kentuckians.

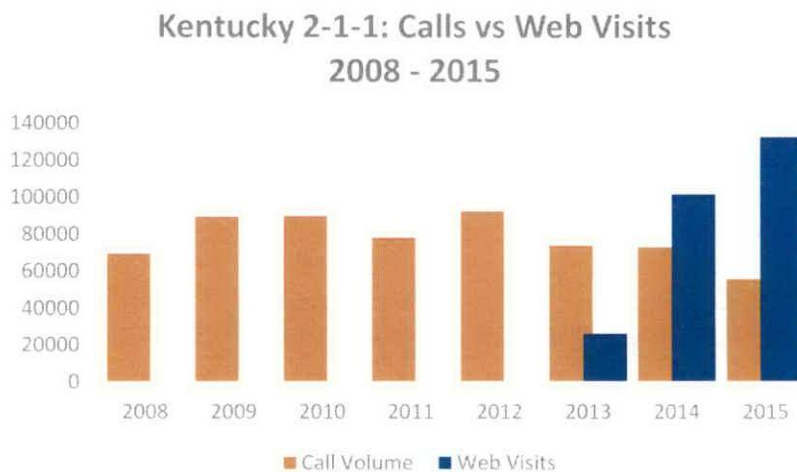
UWKY will continue its work with the planning committee and our 2-1-1 contact centers to seek sustainable funding through contractual services, legislative avenues and grant opportunities, and to seek public/private partnerships in support of statewide 2-1-1.

### Usage Volume

In 2015, call volume in Kentucky decreased to 55,765. However, web visits to 2-1-1 services in Kentucky increased 30.5%, totaling to 132,725 in the last calendar year. Figure 1 below shows statewide volume for this multichannel service. The increase can largely be attributed to increased public awareness of the United Way 2-1-1 web presence and changing demographics of the community population as online and mobile services become the norm. Text services are now live in the UWBG service area and are in early stages of development in other Kentucky contact centers. Mobile app services are utilized in multiple communities.

In 2015, requests regarding basic needs, such as income assistance, housing, utilities, food, clothing and household assistance made up over 61.5% of all calls for services (see Figure 2 below).

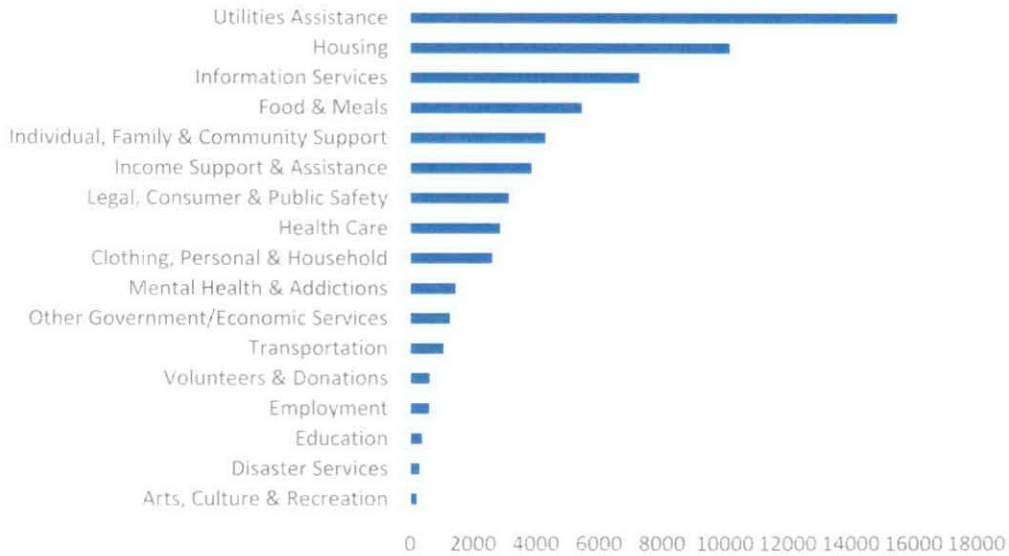
**FIGURE 1**





**FIGURE 2**

### 2015: Information and Referral Calls by Need



**FIGURE 3**



## **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 2015, new partnerships were developed through United Way of the Bluegrass with the Cabinet for Health and Family Services, Department of Aging and Independent Living to provide services to Central Kentucky's individuals with disabilities and senior populations, and the Lexington-Fayette County Urban Government to provide a critical single dynamic process for housing assessment, record keeping, information exchange, and comprehensive data analysis.

Some of the other special uses include:

**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 has scheduled free tax appointments for the local VITA coalition, CKEEP, since 2006. In 2015, our United Way 2-1-1 network helped answer over 7,800 requests from individuals for volunteer income tax assistance. VITA programming is a key resource that is helping Kentuckians accurately file their taxes and access critical tax credits, like the Earned Income Tax Credit (EITC) and Child Tax Credit (CTC), when eligible. The EITC alone returns over \$960 million to Kentucky communities annually.

**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 tornadoes, floods and other devastating weather events. United Way 2-1-1 supports Emergency Management operations and has signed memorandums of understanding in many counties.

**Housing and Homelessness** – In addition to the aforementioned new services being provided in the Central Kentucky area, United Way 2-1-1 provides support to the Homeless and Housing Coalition of Kentucky and participates in the annual "Point-in-Time" Homeless Counts.

**Health Services** – 2-1-1 promotes good health/healthy lifestyles and access to community resources and education support programs. For example, MUW 2-1-1 is partnered with the Louisville Metro Health Department's "Healthy Babies" program which supports new parents with information on local resources for the health of their newborn children. The focus of this program is to improve infant mortality rates throughout the community.

For additional information on special projects and partnerships, please review the addendum reports below.

## **National View and Summary**

2-1-1 service is available to nearly 93% of the population of the United States - over 270 million individuals, and in 2015, contact centers across the nation answered nearly 14 million calls, and connected over 22 million web searches, 187% of 2014 totals. Kentucky currently serves 58% of our population, with an additional 5% to be added this winter. In states without full coverage, as in Kentucky, those lacking access to 2-1-1 services tend to be in rural areas.

In the 16 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. Those millions of 2-1-1 calls are getting longer and more complex as 2-1-1 services engage in enhanced assessment and eligibility

determination. Stakeholders are requesting the collection of more detailed client demographics and pre-screening for specific programs.

In Kentucky, United Way 2-1-1 is committed to maintaining the highest standards in the information and referral industry. In addition, we continue to work to make 2-1-1 available to all Kentuckians. Expansion efforts in Central, Eastern and Southern Kentucky are building momentum for sustainable statewide coverage.

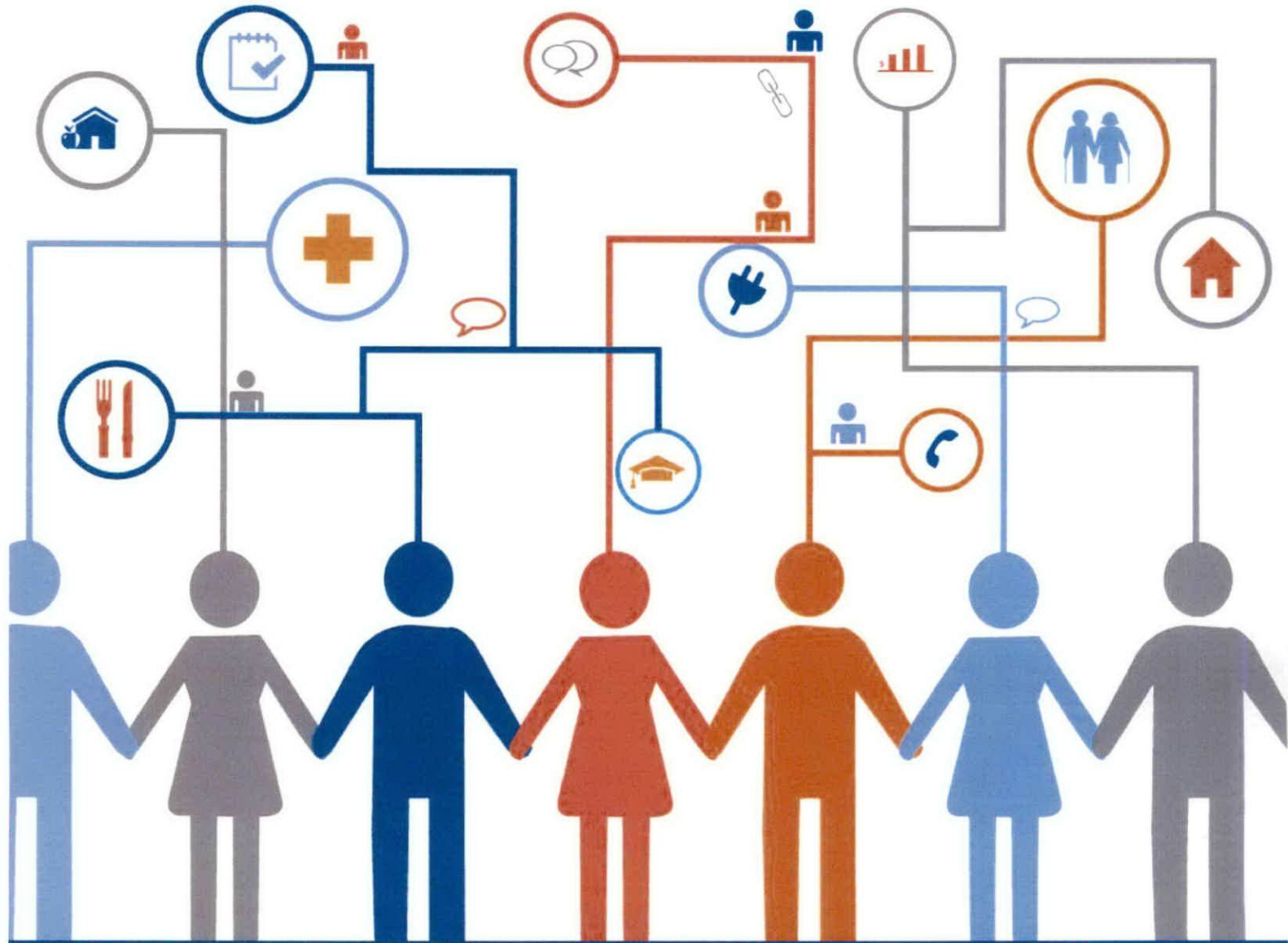
Community Reports  
Addendum



**HOPE 2-1-1**  
*when you need it most.*

## Summary of 2015-2016

Activity and Progress for United Way of the Bluegrass  
2-1-1 Contact Center



### **UWBG 2-1-1 VISION**

*A community where everyone has access to resources in order to thrive.*

### **UWBG 2-1-1 MISSION**

*At the end of the day, we help people wind their way through a complex maze of health and human resources. We create partnerships and alliances that will move citizens toward physical, emotional and financial safety and stability. Together, we will ensure that 2-1-1 is a trusted source for information and help.*





## Business Plan and Expansion Efforts in 2015 and 2016

United Way of the Bluegrass (UWBG) set a **Big Bold Goal** for themselves and their community; move **10,000 families to self-sufficiency by 2020**. Students at the University of Kentucky recently completed interviews with citizens across Kentucky to help UWBG better understand how to help families move to self-sufficiency. They discovered that families, no matter geographic location, defined self-sufficiency as “the ability to take care of themselves by themselves”. The students also learned that families and citizens need to be reached where they are with multiple methods of communication. UWBG believes that 2-1-1 is the mechanism that citizens can utilize to reach information, discover knowledge, and be linked to resources to take care of themselves by themselves. The highly skilled health and human service Navigators at UWBG offer a respectful, confidential and comprehensive interview with citizens to discover and link them to the services that best fit their needs. We also feel that we are addressing the need to meet citizens of our community where they are by moving from a call center model to a contact center model.

The generous funding from the Kenan Trust Foundation has allowed UWBG to move towards reaching their **Big Bold Goal** by giving all citizens access to 2-1-1. It also has allowed United Way of Southern Kentucky to have a greater impact on the community they serve by bringing 2-1-1 to their service area. The funding became a catalyst in conversations at the local, state, and national levels regarding Kentucky and the enhanced 2-1-1 network being built. The ability to have these types of conversations is leading to funding for sustainability and a business plan that expands 2-1-1 to all Kentuckians long-term.



UWBG was funded in April of 2015 with 500,000 dollars for expansion of 2-1-1 to all unserved areas in Kentucky accomplishing movement to 100% coverage in the Commonwealth.

In just a short time period between July and September of 2015, UWBG was able to:

- Completed 1-800 number/2-1-1 phone translations for extended coverage area of 8 counties;
- Moved to I&R software with an industry leading vendor;
- Moved to an enhanced resource database software and entered over 5,000 resources;
- Implemented inbound and outboard SMS text messaging software with a leading industry vendor;
- Updated and modernized an external, user-friendly, resource website;
- Implemented 2-1-1 mobile apps for both Apple and Android;
- Added a Resource Specialist (new position);
- Added a Part-time Volunteer Recruitment and Coordinator (new position); and
- Added 3 new full-time VISTAs as Resource Specialists for extended area (new positions).

As stated before, Kenan Trust funding allowed for conversations with state and local government to be reinvigorated. We became funded by a state and federal grant for the months of July and August allowing mass marketing and extensive outreach. During August and September, UWBG rolled out a full marketing campaign for a pilot Kentucky Aging and Disability Resource Center (ADRC) project including information on texting, calling or website searching. We also completed over 100 Housing and Homeless Assessments for a local government, in compliance with the Department of Housing and Urban Development Continuum of Care Coordinated Assessment mandate. The additional revenue would not have been possible without the commitment of the Kenan Trust.

UWBG didn't slow down during the holidays. In the months of October, November, and December we:

- Completed sub-grantee contract with United Way of Southern Kentucky;
- Launched the 2-1-1 Counts dashboard (<http://uwbg.211counts.org/>);
- Developed full marketing campaign for enhanced 2-1-1 services including texting, calling, email, and web searches;
- Developed full marketing campaign for 2-1-1 Counts Dashboard;
- Added a Manager, 2-1-1 Operations (new position);
- Went under contract with leading telephony service vendor to enable continued extension of coverage;
- Went under contract with The Seidman Company for all 1-800/2-1-1 phone translations to all unserved locations in the Commonwealth;
- Met with all levels of government for sustainability funding which are ongoing conversations;
- Completed three private foundation grants for sustainability funding and continue to complete grant applications monthly; and
- Finalized policy and procedures, training curriculum, and style guide in preparation for AIRS accreditation.





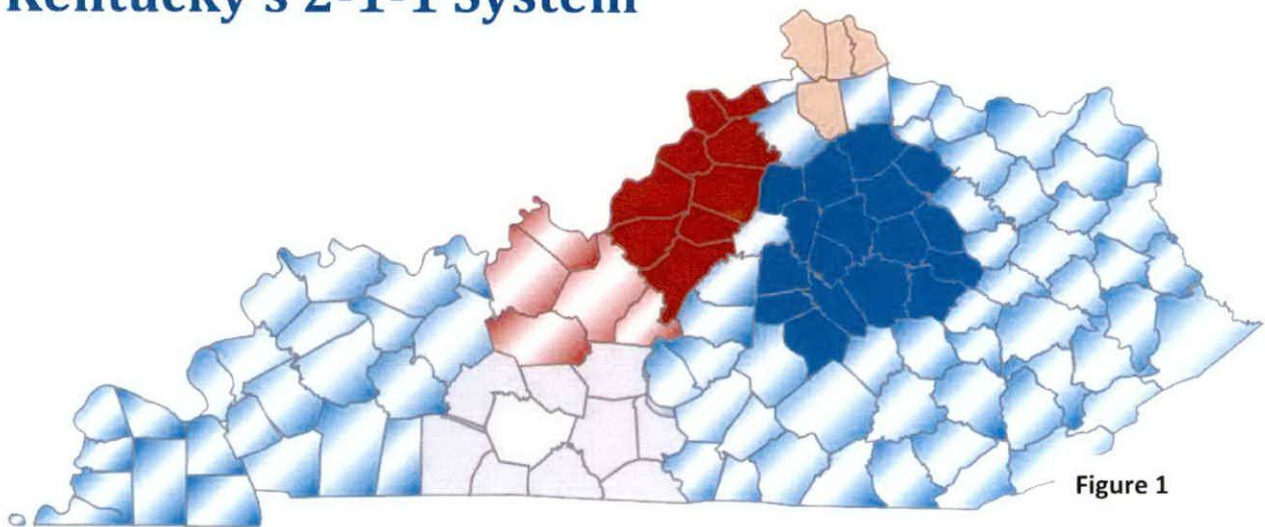
The beginning of the year brought a renewed vigor among the 2-1-1 team to keep moving ahead. In the months of January thru July 2016:

- UWBG's CEO was named as Co-Chair of the National 2-1-1 CEO Core Workgroup focused on moving 2-1-1 into the national spotlight and into the next generation;
- UWBG's 2-1-1 Director was named to both the National 2-1-1 Data and Quality Assurance Committee and the National 2-1-1 Veterans Committee focused on moving all 2-1-1 centers to data and customer service standards as well as being a pilot center for all 2-1-1 veteran related initiatives through United Way Worldwide;
- UWBG was named as the official ADRC for the Bluegrass region;
- UWBG was awarded a national CDC Flu On Call pilot project contract through United Way Worldwide;
- Expanded resource department to 3 full time staff including one veteran to specialize in veteran related services;
- Developed 3 individual product lines for 2-1-1 services to be sold in market with discussion ongoing with both profit and non-profit health and human service organizations;
- Completed application for Alliance for Information and Referral Systems (AIRS) national accreditation;
- Completed over 90% of the phone translations for the unserved areas of Kentucky;
  - Paid for infrastructure cost for the United Way of Southern Kentucky for phone translations
  - Paid for infrastructure cost for the United Way of Central Kentucky in order for Metro United Way to provide 2-1-1 service in that area starting October 1, 2016:
  - See map attached for all areas under construction by UWBG for phone translations and completed translation
- All 2-1-1 staff received individual certifications from AIRS;
- Call and text services extended to 24/7/365;
- Met with all levels of government for sustainability funding which are ongoing conversations;
- Had initial discussion with the United Way of Northeast Kentucky for UWBG to provide 2-1-1 service to their area;
- CEO presented as a speaker at the 2016 2-1-1 CEO Summit and moderated the entire summit in Denver; and
- 2-1-1 staff traveled all over the state presenting to County Judges, Magistrates, Elected Officials, Mayors, local human service boards and committees, state-level association such as the health departments and adult disability advocacy groups.

UWBG was the first in the state to implement Interactive Voice Response (IVR) telephony software with skill based routing, text messaging, and was the first to be compliant United Way Worldwide (UWW) Data Standards.

As illustrated below in Figure 1, UWBG and their partners have for the first time since the original PSC order, made 2-1-1 a possibility for the entirety of the Commonwealth.

## Kentucky's 2-1-1 System



- United Way of Southern Kentucky (active)
- Metro United Way (active)
- Metro United Way (active as of October 1, 2016)
- United Way of Greater Cincinnati (active)
- United Way of the Bluegrass (active)
- United Way of the Bluegrass (infrastructure laid, funding under construction)

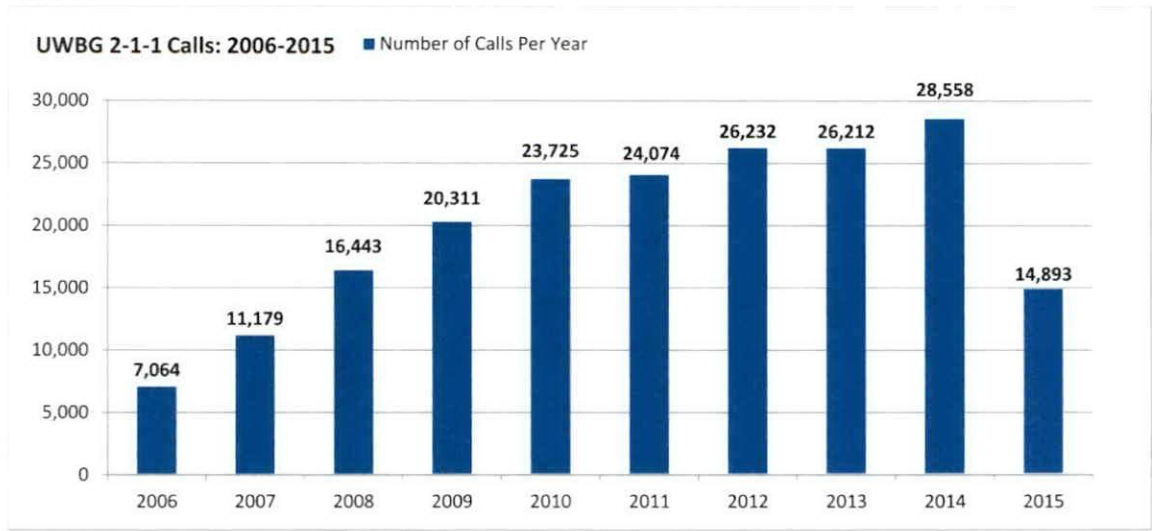


## Usage Volume

### Calls

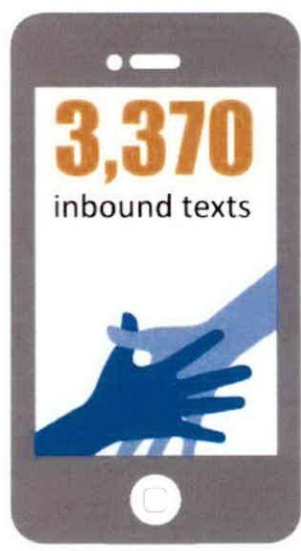
UWBG became a contact center in 2015, not just a call center. This is change in evident by the reduction is calls for 2015-2016 and an increase in other multimedia access points. Please see Figure 2 for illustration.

**Figure 2**



### Text Messaging/SMS

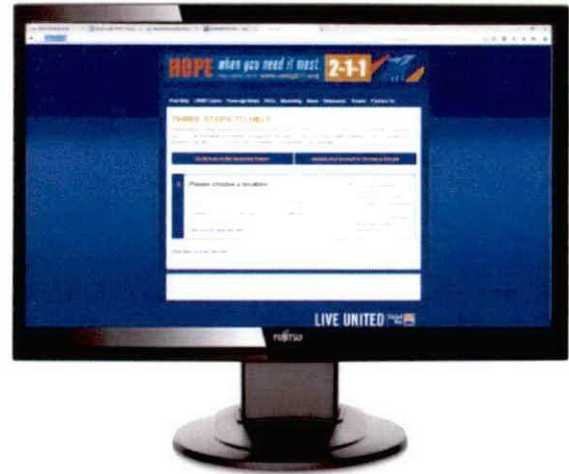
UWBG was the first 2-1-1 in the Commonwealth to implement text messaging services. The service was implemented in late August and the marketing campaign launched in October. In just a short period of time, UWBG received 3,370 inbound text messaging asking about services in local communities. This service was also used to out 2,525 outbound tax season reminder alerts to previous customers.





## Web and Mobile Application Activity

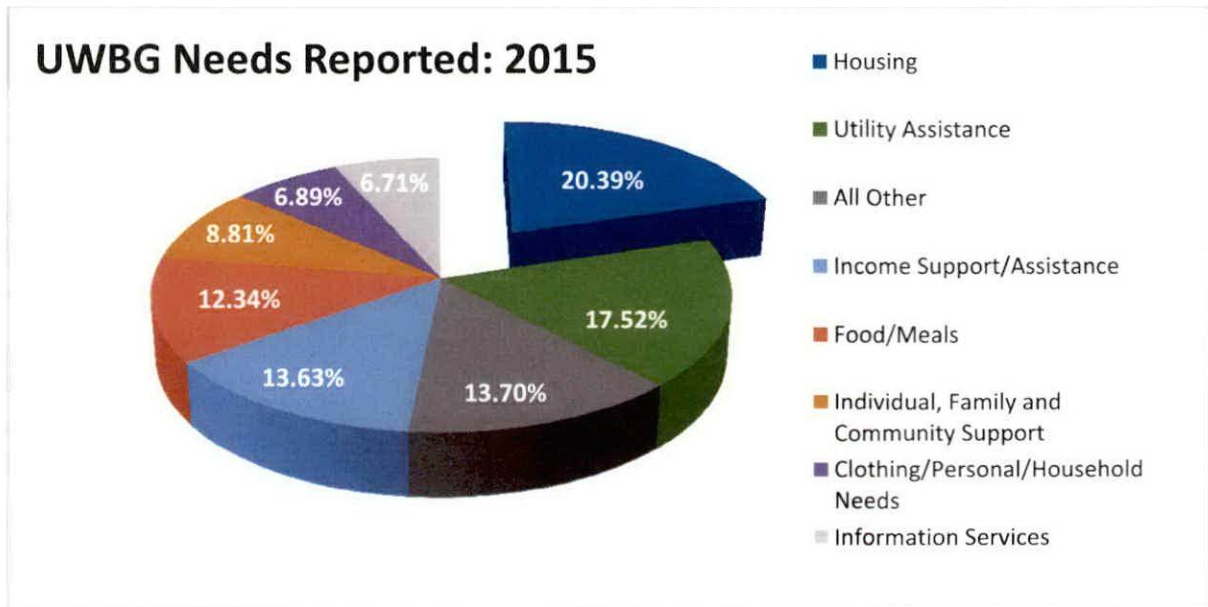
UWBG launched a new web platform and also mobile applications for both Android and iOS in August of 2015. UWBG's 2-1-1 website: uwbg211.org or app was clicked on 4,497 times with 3,282 unique users that viewed 18,946 pages. The information was viewed all over Kentucky and the world from Paducah to Atlanta, Georgia. Android and iOS downloads of the app were evenly matched at 480 and 479 respectively.



Even with the different access tools being utilized for the 2-1-1 Contact Center; the needs reported did not change.

As reported consistently throughout the years of 2-1-1 service; Housing, Utility Assistance and Income Support/Assistance remain the top needs of callers. Please see Figure 3 for illustration.

Figure 3





## Customer Satisfaction

2-1-1 Navigators follow-up with any inquirer that answers “yes” when asked if we can. Each Navigator is assigned random inquiries from other navigators in order not to follow-up on their own calls or text messages.

Data continues to show the level of customer service provided by UWBG exceeds outstanding. Customers are asked to rate the following questions from 1-5 with 1 being not satisfied and 5 being extremely satisfied.

**“Was our call specialist friendly?”**

**93%** ranked 2-1-1 Navigators 5 out of 5.

**“Overall, were you satisfied with the help you received?”**

**88%** ranked their call 5 out of 5.

**“Would you contact 2-1-1 in the future for other information and referral services?”**


**97%** would









**“Would you refer 2-1-1 to someone else in need or in crisis?”**

**98%** would



### Some quotes:

 *“I wanted to let you know that I love calling God's Pantry myself. Also, I love the 2-1-1 program. Whenever I have a need or a question, I always call 2-1-1.”*

-  *“Thanks so much. The person I spoke to was amazing.”*
-  *“The customer service end of this program is great.”*
-  *“2-1-1 is a wonderful program.”*
-  *“We have excellent service always.”*
-  *“Need to promote 211 more and the services that 2-1-1 offers.”*
-  *“The staff sounds caring and informative. 211 is a great resource for the community.”*
-  *“You all are awesome.”*
-  *“You all are on your game.”*





## Partnerships and Special Projects

### Department for Aging and Independent Living Aging and Disability Resource Center

**Inquiries: 898**



The Cabinet for Health and Family Services Department for Aging and Independent Living and UWBG have partnered to provide Aging and Disability Resource Information to the Bluegrass region via United Way's 2-1-1 Contact Center, effective July 1, 2016. United Way is excited to be the new officially designated Aging and Disability Resource Center for the Bluegrass ADD.

Both DAIL and UWBG believe this partnership will move the Bluegrass to new heights in providing critical services to our aging and disability populations. The missions of DAIL and 2-1-1 are so similar that this partnership, frankly, just makes sense. This partnership clearly puts citizens in the drivers' seat when it comes to their health care needs.

The partnership between DAIL and UWBG removes barriers to access information from family members that may not reside in the Commonwealth by using mobile apps, texting, and user-friendly websites to provide critical information about services. When family members don't reside in the Commonwealth, they may have difficulty accessing critical information about available services for their loved ones. 2-1-1 provides multi-media access to meet citizens where they are, removing this barrier.

The partnership with 2-1-1 provides other benefits.

- Enhanced, customer-centric service puts seniors, their families and their caregivers first. Our high-quality service provides personal, human-centered connections.
- Strong, local community partnerships ensure seamless service delivery.
- Access to a real-time, comprehensive health and human services resource database with detailed, up-to-date information about the programs and services of all agencies. This is a huge benefit since we all know how quickly programs and services can change. Our database remains updated to ensure those seeking information are able to access the timeliest details. We have dedicated Resource Development staff making sure this happens.
- Agency accountability with live-time, publicly accessible data using 211 Counts. The use of data gives citizens a voice in their needs and unmet needs within their local community. It also provides stakeholders and policy planners comprehensive data for long-term planning and sustainability.
- The elimination of duplicate information maintained by a separate ADRC and 2-1-1 Center gives seniors, their families, and their caregivers a one-stop shop of comprehensive health and human service information. This partnership strengthens relationship between a single access point and direct service providers, ultimately helping citizens.

UWBG and DAIL will meet people where they are, to get them to where they need to be. UWBG and DAIL will work with citizens, listening to their needs to make sure they have a voice in the options available to them.





## Lexington Fayette Urban County Government

**Inquiries: 1,526**



Mayor's Jim Gary's Task Force on Homelessness identified a lack of a "Unified System of Entry" As a key finding and recommendation in its final report. At the same time, the Department for Housing and Urban Development mandated all Continuums of Care establish a Coordinated Assessment to Centralized Entry system into permanent housing and homeless services.

UWBG has been a strong partner is establishing a unified one-door Lexington system working closely with the Mayor's Office of Homelessness Prevention and Intervention. To date, UWBG has co-branded and rolled out a marketing campaign for this project. The 2-1-1 Contact Center has taken 1,526 calls and completed 39 specialized housing assessments in order for individuals and families to access permanent housing in Fayette County.

## Earned Income Tax Credit (CKEEP)

**Inquiries: 3,033**



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 an average tax credit of \$2,240. This money can then be used toward 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 tax filers receive the maximum credits for which the client is eligible.

UWBG 2-1-1 has scheduled free tax appointments for the local VITA coalition since 2006. This year, the 2-1-1 Contact Center answered 3,033 inquiries - up 17 percent from last year.

## Back on Track

**Inquiries: 502**



UWBG was awarded Assets for Independence grant from the U/S. Department of Health and Human Services Office of Community Service. The program, entitled Back on Track is designed to help hardworking individuals succeed by matching their saving 2-to-1 for home ownership or 4-to-1 for starting a small business or going back to school.

Individuals working towards these goals save \$2,000 dollars for homeownership and \$1,000 for starting small business or going back to school and are matched with \$4,000 to put toward their asset.

2015 was the last full year of the program. It will be closing in the fall of 2016.

## **Disaster/Crisis Response**

UWBG 2-1-1 has been there for the community during several natural disasters and crisis incidents. We continue to work with the Fayette County Emergency Management Operation Center for monthly trainings and yearly drills. As well as working with other surrounding counties as their non-emergency number.

UWBG 2-1-1 will activate emergency protocols if necessary as in the case this year during a horrible snow storm that affected several service counties. 2-1-1 was able to work remotely to service all customers with a variety of needs from medication deliveries to snow removal.

UWBG 2-1-1 also acts as an emergency number for housing/shelter during extreme heat or cold for Fayette County. Navigators are trained to link volunteer caravans with individuals or families needing a ride to shelters during these extreme temperatures. Media coverage and marketing is highly coordinated by the City of Lexington in partnership with UWBG.

By providing this much needed non-emergency number, 2-1-1 can inform officials about what is happening during and after a disaster/crisis as well as maintain the integrity of the 9-1-1 system to receive only emergency calls.

## **Centers for Disease Control and Prevention**



Flu on Call is a Center for Disease Control and Prevention (CDC) led initiative to establish a national network of telephone triage lines staffed by information specialists and clinicians for use during a severe influenza pandemic or other large scale public health emergency. People who contact Flu on Call will be able to speak to a Navigator or clinician to access information, receive medical triage advice and influenza medications (if warranted), depending on their needs. Callers whose symptoms represent an emergency will be transferred or directed to 9-1-1 services. Callers who only need information will be provided information and guided to accurate public-health resources. If a caller is ill with influenza-like symptoms, a clinician working under an established protocol may provide advice and access to influenza medications over the phone.

UWBG was approached by UWW to participate in this pilot project. 2016 will be the first year UWBG will be activated as part of the Flu on Call project.

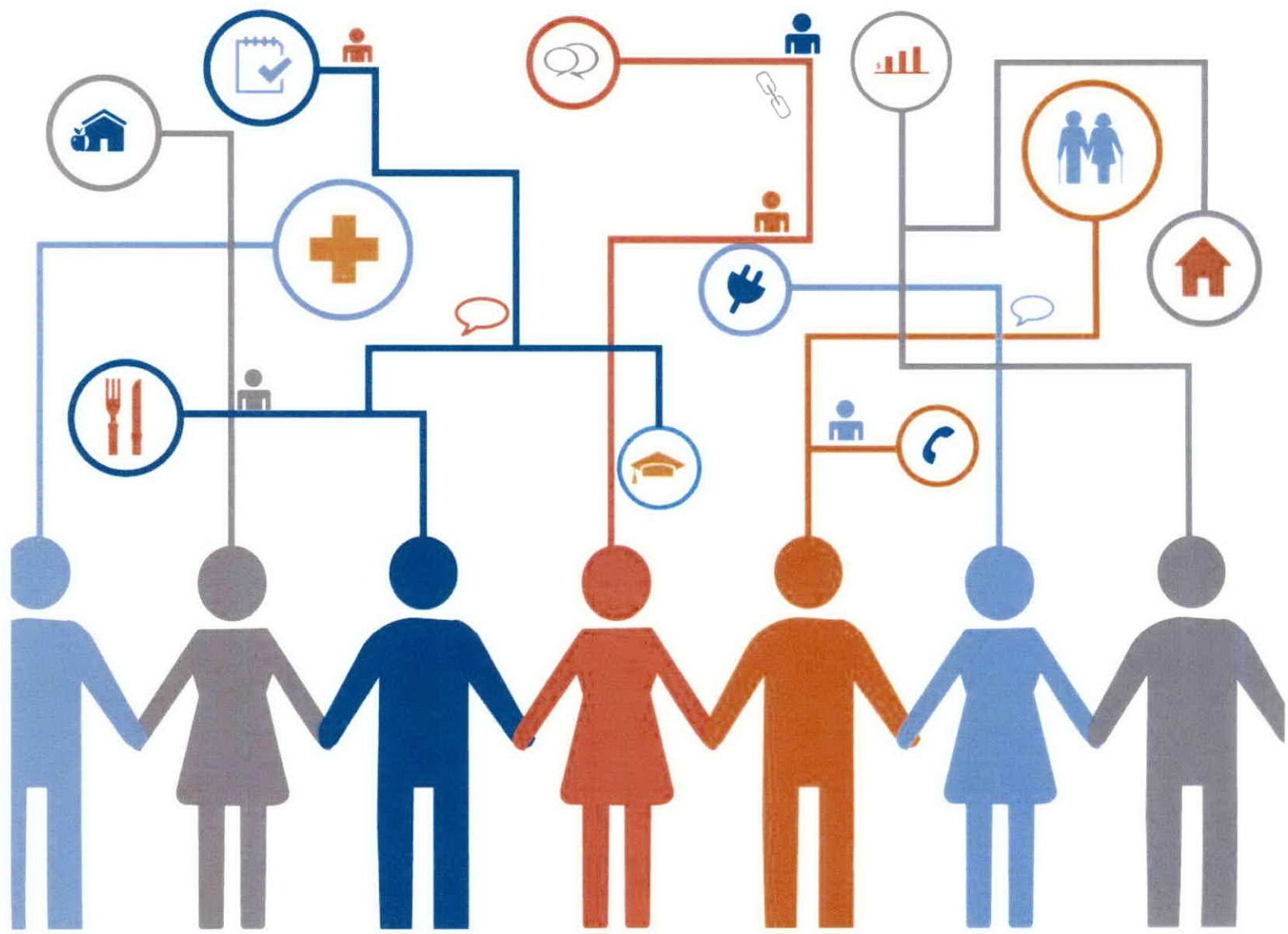


## FamilyWize



The goal of the FamilyWize® Community Service Partnership is to reduce the cost of **prescription medicine** for employees, children, families and individuals by \$1 billion by the end of 2015. All funding is provided by part of the dispensing fee that is included in the cost of medicines when a FamilyWize card is used to save money, and by in-kind donations and reduced costs from the program sponsors.

UWBG 2-1-1 is a place where families and individuals can go to access a card and find out more about the program.





## 2015 Summary of Activities

### *Metro United Way 2-1-1 Vision*

Metro United Way 2-1-1 wants all individuals to have access to the resources they need to deal with life's issues in one centralized, simple and easily accessible location.

### *Metro United Way 2-1-1 Mission*

Every day, Metro United Way's 2-1-1 Information and Referral Service helps people who are facing life's challenges, often for the first time, by eliminating the need to navigate a maze of agencies and help lines.

We utilize 2-1-1 to support programs and services that enable individuals to improve their own Health, Education, and Financial Stability. Working with our community partners, we ensure that 2-1-1 is a trusted source for information and help.

***Metro United Way 2-1-1 is where you turn when you don't know who to call - Call Click, Connect.***

## **2015 Activities Information**

### **Metro United Way 2-1-1**

Metro United Way 2-1-1 and their partner, the Center for Women and Families provide full service 2-1-1 coverage (24/7 coverage 365 days a year), to more than 225,000 people. Metro United Way is continuing its role in helping individuals, families and the community better manage their lives by providing access to reliable and accurate information and referral resources they need to promote better Family Health, Education, and Financial Stability.

Metro United Way works tirelessly with local County EMA offices to support communities throughout the 2-1-1 service area by distributing non-emergency information during local disaster or crisis incidents on issues such as road closures, shelters, health hazards. etc.

### **Metro United Way 2-1-1 Service Delivery/Coverage Area**

In early 2015, Metro United Way began discussions with the Center for Women and Families about a merger of services, for a joint service center to handle both 2-1-1 calls and domestic violence calls in the Louisville Metro Area, which includes the counties of: Bullitt, Carroll, Henry, Jefferson, Nelson, Shelby, Spencer, Oldham and Trimble in Kentucky, and Clark, Floyd and Harrison counties in Indiana.

Later, in November 2015, the discussions became planning sessions for the merger, and by May 2016, the new Metro United Way 2-1-1 became a reality. While Metro United Way 2-1-1 has supported an online search engine since January 2011, this feature saw a complete overhaul and upgrade of the Community Resources Database. Since the upgrade was completed, the site provides a more intuitive user experience. In-depth online searches are up between 20% and 25% and average time spent on the site is generally between 13 and 15 minutes.

The new functions have been very well received by the professional community. To accommodate local professionals such as case workers, counselors, program administrators and others who deal with individuals every day that are struggling to make ends meet, Metro United Way released a mobile application in 2013 that took online access to resources to a new level. With recent upgrades, Metro United Way's online 2-1-1 service is truly mobile-friendly, providing more choices for the user: the United Way phone application or the mobile web. They can search for and access information directly from the website, sized for any smart phone that has Internet access. From the local population to agency case workers, who stated that they needed the mobile app when they were "in the field" dealing with clients, now individuals have choices to find the resource information that they need, for themselves or for clients.

Mobile activities continue to produce almost 50% of the 2-1-1 online search activity annually. These online services compliment the contact center service and are available for the nine MUW Kentucky service counties, which alone represent a population of more than **1,250,000** million Kentuckians. While this is approximately 30% of the population of the Commonwealth, the two services are available to the entire state and are utilized regularly by every county.

Metro United Way is adding a third platform for 2-1-1 this Fall. Plans for interactive texting with 2-1-1 for information and assistance will launch by the end of 2016.

Metro United Way 2-1-1 maintains detailed resource files on all state government services, programs of nonprofits and federal services that can be accessed anywhere in the state. To ensure the accuracy of this information the agencies, their programs, and services are contacted for formal updates annually. Should an agency report a change in services, these updates are posted the same day as reported.

### **Call Volume/Growth**

In 2015, Metro United Way 2-1-1 assisted 103,762 individuals in finding the help they needed. That is an increase of over 10% in the number of people helped in 2014. Since its beginnings in 2006, Metro United Way 2-1-1 has helped 540,000\* people get connected to the help they need. While there are hundreds of different types of requests for assistance in 2015, 40% of all callers sought out assistance with utility service payments during their calls. 22% of all callers, even if they ask for other assistance during the referral, also asked for help with rent. 18% of all callers asked for help with food while seeking other assistance. Supporting basic needs remains a critical component of our work.

\*As of August 17, 2016, Metro United Way 2-1-1 has helped 540,201 individuals use 2-1-1 service to find the help they needed throughout the Louisville Metro area, surrounding counties and across the Commonwealth since inception.

### **Community Partnerships/ Special Projects**

Metro United Way 2-1-1 continues to work in close partnership with other community service providers, agencies, businesses, local and state governments. The following examples highlight a few local initiatives in which 2-1-1 has played a vital role.

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

Metro United Way 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 Earned Income Tax Credit (EITC). Metro United Way 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 of EITC/VITA site locations, dates, times and general eligibility requirements. During the 2015 tax season, Metro United Way 2-1-1 answered more than 2,600 calls for information directly relating to EITC and VITA site locations from individuals across the Metro Louisville and surrounding counties

## **Health & Education**

Metro United Way 2-1-1 works to promote the key strategy of good health/healthy lifestyles, as well as access to community resources and education support programs. Metro United Way 2-1-1 is partnered with the Louisville Metro Health Department's "Healthy Babies" program, which supports new parents with information on local resources for the health of their newborn children. The focus of this program is to improve infant mortality rates throughout the community. 2-1-1 connects individuals and families to information regarding the Success by 6 Ages and Stages Survey that enables parents to determine their child's level of mental development. 2-1-1 directs parents how to have an ASQ Developmental Assessment form sent to them directly.

2-1-1 staff also makes presentations to seniors groups explaining how they can find resources for everything from health related issues to transportation. In 2015, 2-1-1 staff made 38 face to face public awareness educational presentations on 2-1-1 and how to use it. Metro United Way is partnered with KentuckyOne Health in a 5 year Federal grant effort to improve access to low income individuals to health and human services as a whole, in an effort to drive down rising health care costs.

2-1-1 partnered with and is directly supporting the Jefferson County Public School System in their development of an initiative called *Louisville Linked*, which connects students and their families with community-based organizations that could work with them outside of school. The idea is to house data from the area's resources that should help the school district manage and grow the efforts of dozens of organizations looking to improve education. 2-1-1 is the conduit to these agencies. 2-1-1 call specialists will direct callers looking for assistance with their children's educational issues directly to Louisville Linked agencies, and identifying logos have been placed on the 2-1-1 web search to identify these agencies for individuals looking for assistance with these issues.

## **Disaster/Crisis Response**

Metro United Way 2-1-1 has been there for the community during several natural disasters and crisis incidents over the last decade. 2-1-1 continues to support Emergency Management operations in Louisville and Jefferson County, Oldham County, and Trimble County, with signed Memorandums of Agreement to directly work with and in support of the communities in these 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 to receive only emergency calls and to allow EMA and first responders to focus on the job at hand.



Metro United Way is working with the State Emergency Management Agency's Private Sector Working Group, and the 2-1-1 Director completed the FEMA EMI Professional Development Series.

### **Volunteerism/Community Information/Additional Disaster Support**

Metro United Way 2-1-1 has successfully expanded its ability to serve and support the community. 2-1-1 has *always* gone beyond information and referral for health and human services, community support during disasters and crisis, and collection of data on areas of need. The staff at 2-1-1 has developed a response plan supporting local EMAs during a disaster and in support of Volunteer Reception Centers (VRC). 2-1-1 regularly shares aggregate data with local government agencies such as family services and non-profit organizations. Presently, 2-1-1 staff is working with Metro United Way's Basic Needs Management office to examine access to programs and services. 2-1-1 continues to work with the Veterans Affairs facilities in Louisville and other agencies that serve Veterans to improve the access to available programs.

**Summary:** Since its beginnings, Metro United Way 2-1-1 has demonstrated substantial impact and value as a full service 2-1-1 Information and Referral Service built on solid infrastructure supporting high-quality and standards.

Service and caller satisfaction has always been a priority for MUW 2-1-1. For the past 5 years, our call specialists have maintained a 95% overall approval rating, and a 96.6% approval rating for professionalism/pleasant presentation.

<b>Caller Satisfaction</b>	2011	2012	2013	2014	2015
Caller gave overall rating of 5 or above for call	90%	95%	94%	99%	97%
Caller gave a rating of 5 or above for professional / pleasant presentation	96%	96%	99%	97%	95%

We work to make all experiences with 2-1-1 as easy, simple and pleasant as possible. Metro United Way 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.

Metro United Way 2-1-1 is committed to maintaining the highest standards in the information and referral industry. Through our Vendor Partnership with the United Way of Greater Cincinnati/Northern Kentucky 2-1-1 call center we have been pleased to share best practices. We remain committed to working with other 2-1-1 centers and statewide partners to ensure of **standards of excellence** in service delivery.

**Kentucky Public Service Commission**

**United Way of Greater Cincinnati/ Northern Kentucky**

**2-1-1 Report 2015**



**United Way  
of Greater Cincinnati**

Submitted: August 12th, 2016

Jennifer S. Bieger, CIRS

2-1-1 Senior Manager, United Way of Greater Cincinnati



*Get Connected. Get Answers.*

United Way of Greater Cincinnati



### Northern Kentucky Update 2015

United Way of Greater Cincinnati (UWGC/NKy) is pleased to submit the 2015 annual update to the Public Service Commission of Kentucky. Our United Way proud record transforming lives is over **100** years strong! As a helpline, we have a rich, forty year history serving Kentuckians bringing people and needed services together focused on a better quality of life for all. For the past thirteen years we have served as an officially designated full service 2-1-1, receiving national accreditation (2007) and re-accreditation status (2014), serving residents primarily across counties in three states (Ky, Ohio and Indiana). As forward thinking pioneers responsible for the first 2-1-1 to launch in the state of Kentucky (February, 2003), and the only nationally accredited 2-1-1 in Kentucky, tremendous insight and experience has been gained and is reflected in the pages ahead showing successful growth, agility, and commitment to “**serve**” those who need it most while in process building stronger communities.

The need for 2-1-1 increases in importance in current times where our world, our communities, face turbulence and uncertainty. Complex human service issues continue to grow in complexity, as does the need for practical and lasting community solutions.

Too many barriers such as low wage levels, lack of affordable housing, education, health care, food insecurity, to name a few, stand in the way keeping individuals and families struggling. 2-1-1 hears those struggles every day (**24/7, 365 days a year**) from those turning to us for help. We are there helping to empower and assist in lifting them from those struggles. For stability, we know appropriate connection for individuals and families to available community services is one extremely important part of the equation. However, we cannot leave out the equally significant part of the equation where United



Way of Greater Cincinnati (UWGC/NKy) 2-1-1 continues to be a beacon of **hope** illuminating positive paths forward for hundreds of thousands.

As an initiative of United Way of Greater Cincinnati, 2-1-1 foundationally supports:

**The vision** of our region being a vital and caring community where all children are educated and prepared for life success, all people are financially stable with maximum health and independence, and all neighborhoods and communities are vibrant, inviting places to live.

**The mission** of United Way leading and mobilizing the caring power of individuals and organizations to help people measurably improve their lives.

**The aspiration** of ALL people in our region reach their full potential.

United Way of Greater Cincinnati's (UWGC/NKy) collective and ambitious work focused on **Real efforts, Real community solutions** moves forward with resolve and steady progress. Work in 2015 leading the community in achieving the Bold Goals continued and a Bold plan developed with key strategies to accelerate the pace of change to meet those 2020 targeted goals. More than \$51 million was invested in strategic initiatives and programs. True to United Way's core belief of alleviating human suffering, a new child poverty task force convened with representation from top business, government and community leadership collaboratively working to hear authentic voices of the community while working toward lasting positive change, especially for the staggering number of children living below the federal poverty level.

2015 saw United Way of Greater Cincinnati's (UWGC/NKy) internal strategic planning work begin building for the future of 2-1-1. Design Impact work kicked off this process with key input from numerous partners and constituencies. The objective of our 2-1-1 planning work is to **enhance our reach and impact resulting in serving our communities more deeply**, while continuing to assist in providing the vital support for individuals and families needed to thrive. Additionally, you will find in this update information on 2-1-1's enhancement and strategic realignment, in certain cases, with some of our core partnerships to strike harder at areas such as **prevention** and ensure **going beyond** basic informational provision with an aim for a **more "holistic"**, and **synergistic service system**.

One of United Way of Greater Cincinnati (UWGC/NKy) 2-1-1's value-add is the **adaptability** in the various role(s) we assume positioned to fit into the larger scope and framework of the social service system to **drive maximum results**. This, coupled with 2-1-1's **universal touchpoint** appeal to people of all backgrounds, and provision and connection to information that they may not know, **opens doors** to the human service system helping people get what they need, while in the overall process **changing outcomes, changing lives**.



**Population in Geographical Area Served:**

As of August, 2016, United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) provides coverage 24 hours a day, 7 days a week to residents in 13 counties across 3 states (Kentucky, Ohio and Indiana). Total population of this service delivery area is **1 million, 966,353**.

**Counties covered:**

**Kentucky:** Boone, Campbell, Kenton, Grant (9 % of Kentucky state population).

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

**Indiana:** Dearborn, Jefferson, Ohio, Ripley and Switzerland (2% of Indiana state population).

**Figure A: UWGC (NKY) 2-1-1 County Populations**

State	Population
<b>Kentucky</b>	
Boone	127,712
Campbell	92,066
Kenton	165,012
Grant	24,757
<b>Total</b>	<b>409,547</b>
<b>State</b>	
<b>Ohio</b>	
Brown	43,839
Butler	376,353
Clermont	201,973
Hamilton	807,598
<b>Total</b>	<b>1,429,763</b>
<b>State</b>	
<b>Indiana</b>	
Dearborn	49,455
Jefferson	32,416
Ohio	5,938
Ripley	28,701
Switzerland	10,524
<b>Total</b>	<b>127,034</b>
<b>Total Population for 13 counties</b>	<b>1,966,344</b>

FIGURE B: 2015 UWGC (NKY) 2-1-1 Service Delivery Area

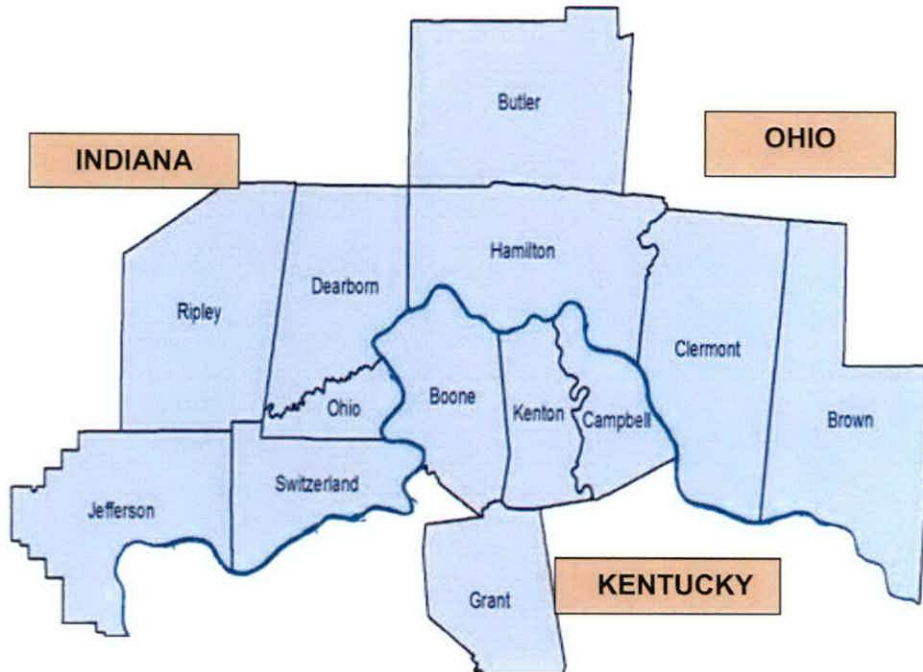


FIGURE C: 2015 UWGC (NKY) 2-1-1 Snapshot

## CONNECTING PEOPLE WITH SERVICES

United Way - ATRS  
**2-1-1**  
Get Connected. Get Answers.  
United Way of Greater Cincinnati

United Way of Greater Cincinnati

---

# 1 MILLION+

## PHONE CALLS SINCE 2003

In 2015: **89,123** Contacts • **58,742** Web Searches

ACCESS TO THESE SERVICES ALSO AVAILABLE:

- Basic human needs
- Services for Children, Youth & Families
- Support for Older Adults & Persons with Disabilities
- Employment Supports

**98%**

WOULD RECOMMEND

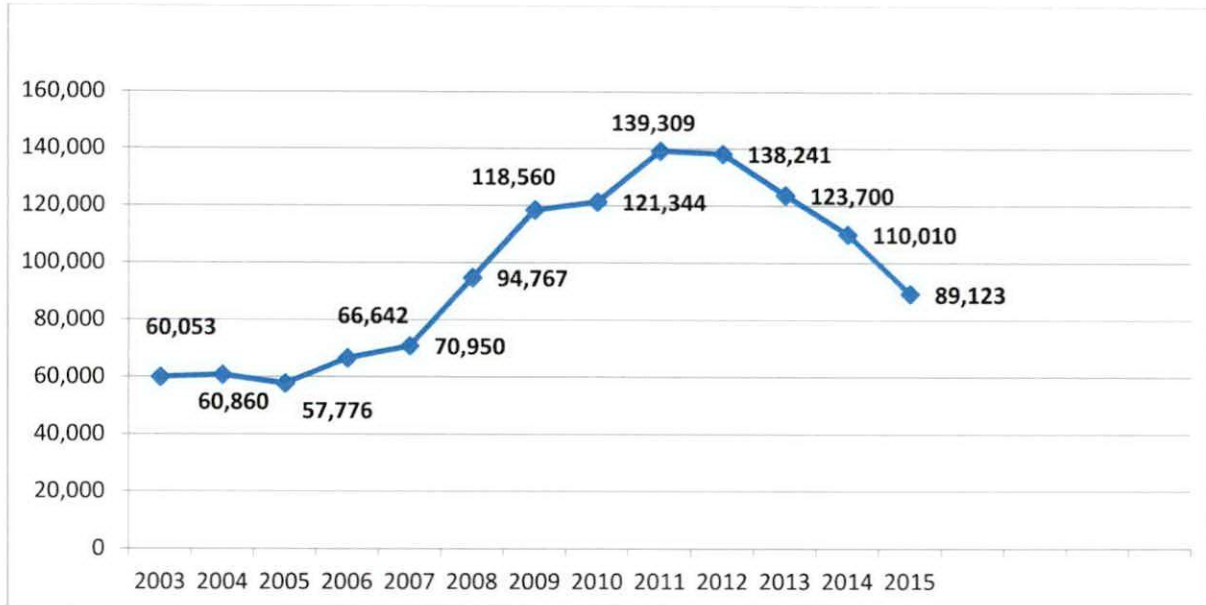
United Way 211 to family or friends in need of service

### 2015 SERVICE REQUESTS

72% from females	<b>2,084 SERVICES TO VETERANS</b>
	<b>32,216 HOUSING &amp; UTILITIES</b>
	<b>6,829 HEALTHCARE SERVICES</b>
	<b>7,015 LEGAL, CONSUMER &amp; PUBLIC SAFETY</b>
	<b>6,639 INDIVIDUAL FAMILY &amp; COMMUNITY SUPPORT</b>
17% from males	
11% Unrecorded	

TELL A FRIEND. DIAL 2-1-1 OR VISIT [UWGC.ORG/211](http://UWGC.ORG/211)

**Figure D: 2003-2015 UWGC 2-1-1 Call Volume**



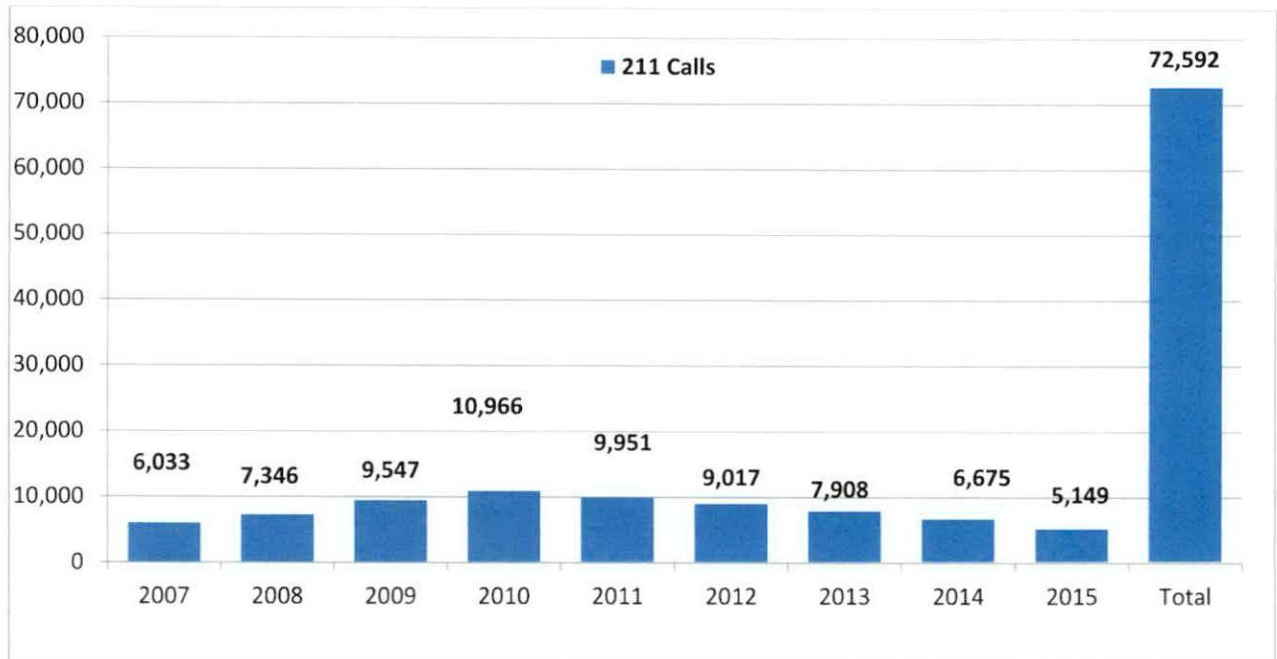
United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) has responded to more than **1,251,335** calls for connection to community services since launch February 11<sup>th</sup> of 2003. In addition to **89,123** calls handled in 2015, there were a total of **58,742** visitor searches to our website [www.uwgc.org/211](http://www.uwgc.org/211). Total contact hits to UWGC 2-1-1 (NKY) total **147,865** from Jan 1, 2015 to December 31, 2015.

Year to date, there has been **41,306** calls fielded with **37,201** visitors to our web-site. Web hits have increased by 10,385 compared to same time-frame last year (*Jan-July*). The trend depicted on **Figure D**, along with graphic below support call volume decline and uptick in web hits which is now becoming a new normal with-in the industry.

Website Searches & Average Visit Length		
2014: 51,423	2015: 58,742	2016 YTD: 37,201
18 minutes	17 minutes	20 minutes



**Figure E: UWGC 2-1-1 (NKY) Call Volume/ Northern Kentucky Counties**



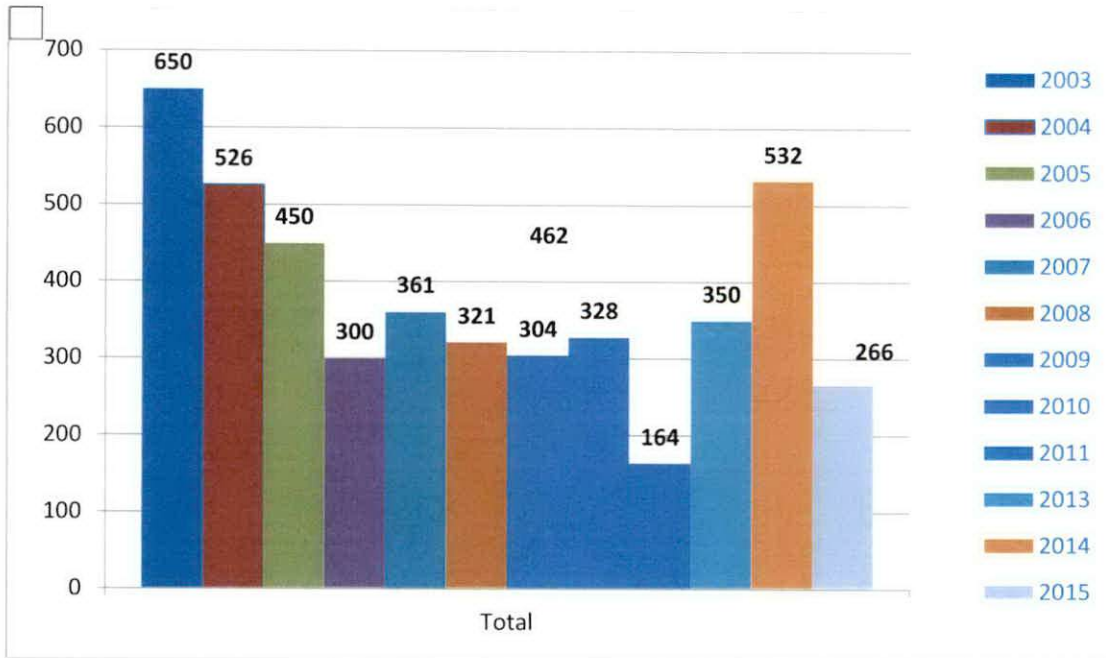
United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) has responded to more than **72,592** calls in the Northern Kentucky counties of Boone, Campbell, Kenton and Grant. In **Figure F** below, you will see Kenton and Campbell counties in Northern Kentucky show higher utilization of 2-1-1.

**Figure F: Total Call Volume Northern Kentucky Counties**

Northern Kentucky Counties	2007	2008	2009	2010	2011	2012	2013	2014	2015	County Total
Boone	1,511	1,769	2,270	2,369	1,753	1,597	1,302	1,120	883	14,574
Campbell	1,327	1,622	2,027	2,390	2,553	2,178	1,882	1,659	1,176	16,814
Kenton	2,965	3,640	4,811	5,631	5,311	4,876	4,399	3,663	2,933	38,229
Grant	230	315	439	576	334	366	325	233	157	2,975



**Figure G: UWGC 2-1-1 (NKY) Volunteer Call Volume**



Over 5,000 have turned to United Way of Greater Cincinnati 2-1-1 for connection to volunteer opportunities to put skills, time and talent to use. In conjunction with our Volunteer Connections, United Way 2-1-1 call specialists have strived to connect callers to **powerful purpose.**

**Caller Satisfaction / Caller Connection Data**

An independent auditor, H&H Data Services, conducts field customer satisfaction surveys for our program. United Way 2-1-1 (UWGC/NKy) consistently holds ratings of 94% or above in satisfaction. The **2015** customer satisfaction survey data showed **98%** overall satisfaction. Callers that followed through with referrals (92% in 2015) given by 2-1-1 show **65%** (up 6% from 2014) reported receiving help at an agency level after being connected by 2-1-1. The accumulative average of overall satisfaction to United Way 2-1-1 (UWGC/NKy) in the past 11 years and reflected in **Figure H and I** below has been **96%.**

Figure H: UWGC 2-1-1 (NKY) Caller Satisfaction/ Received Help

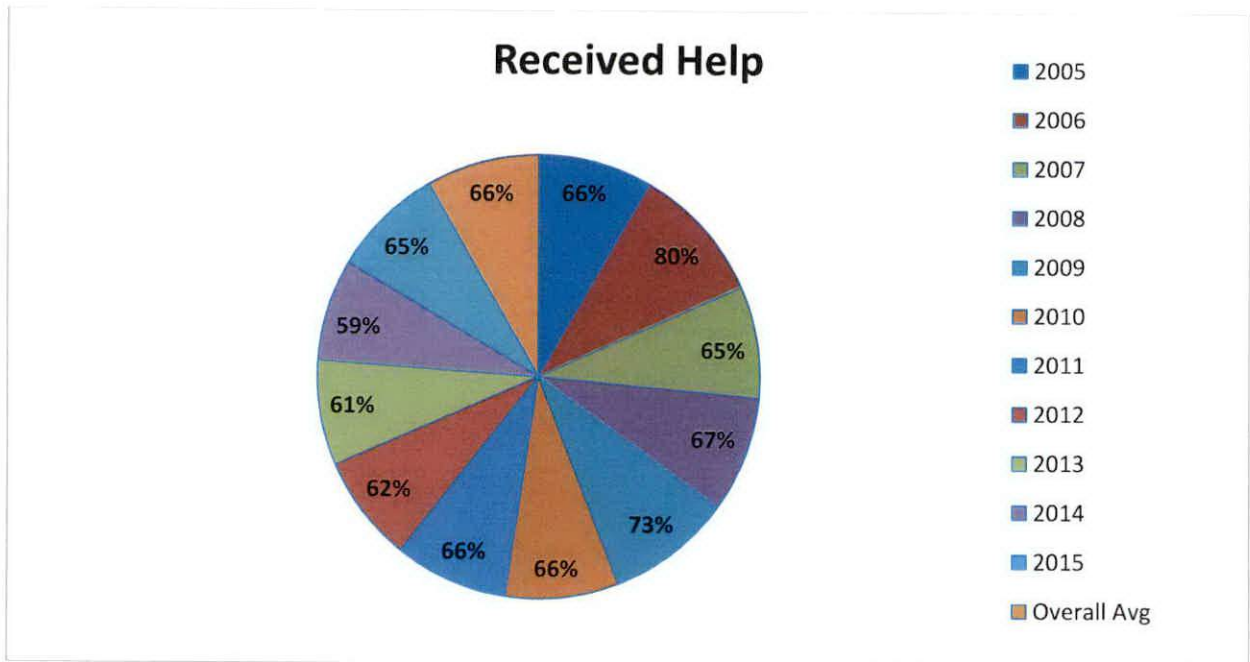
2-1-1 Caller Satisfaction		Received Help (once referred to agency)	
2005	95%	2005	66%
2006	98%	2006	80%
2007	97%	2007	65%
2008	97%	2008	67%
2009	96%	2009	73%
2010	95%	2010	66%
2011	96%	2011	66%
2012	96%	2012	62%
2013	97%	2013	61%
2014	94%	2014	59%
2015	98%	2015	65%
<b>Accumulative Average</b>	<b>96%</b>	<b>Accumulative Average</b>	<b>66%</b>

Figure I: UWGC 2-1-1 (NKY) Caller Satisfaction



Figure J: UWGC 2-1-1 (NKY) Callers- Received Help

*Callers Surveyed reporting received help from agency direct providers once referred*



There was a 6% increase for individuals in 2015 surveyed reporting receiving help when referred to an agency. Focused advocacy, deeper follow-up and further integrated system delivery are among the strategies and tactics we plan to use to elevate increased number of individuals reporting “receiving help” in the future.

**BOLD GOALS/ BOLD PLAYS  
AIMING FOR 2020**

As provided in previous reports to the Kentucky Public Services Commission, the following six Bold Goals **Figure K** are the community’s collective vision for making our region even stronger. Overall goals include: *Increasing the quality of life by focusing on getting more kids ready for school, more families stable and self-sufficient, and more people healthy.* Incremental progress on the bold goals is being made and United Way of Greater Cincinnati has identified evidenced-based, scalable, game-changing strategies that is believed to help accelerate progress. Strategies focus on building strong families through multi-generational approaches that provide integrative, easy-to-navigate services for children and families.



**Bold plays** include engaging our community's strengths and assets to drive results across the areas of education, income and health. To help us get there- we are focused on:

*Collective impact, continuous improvement, innovation of new solutions and scaling what works.*

Bold Plays look to:

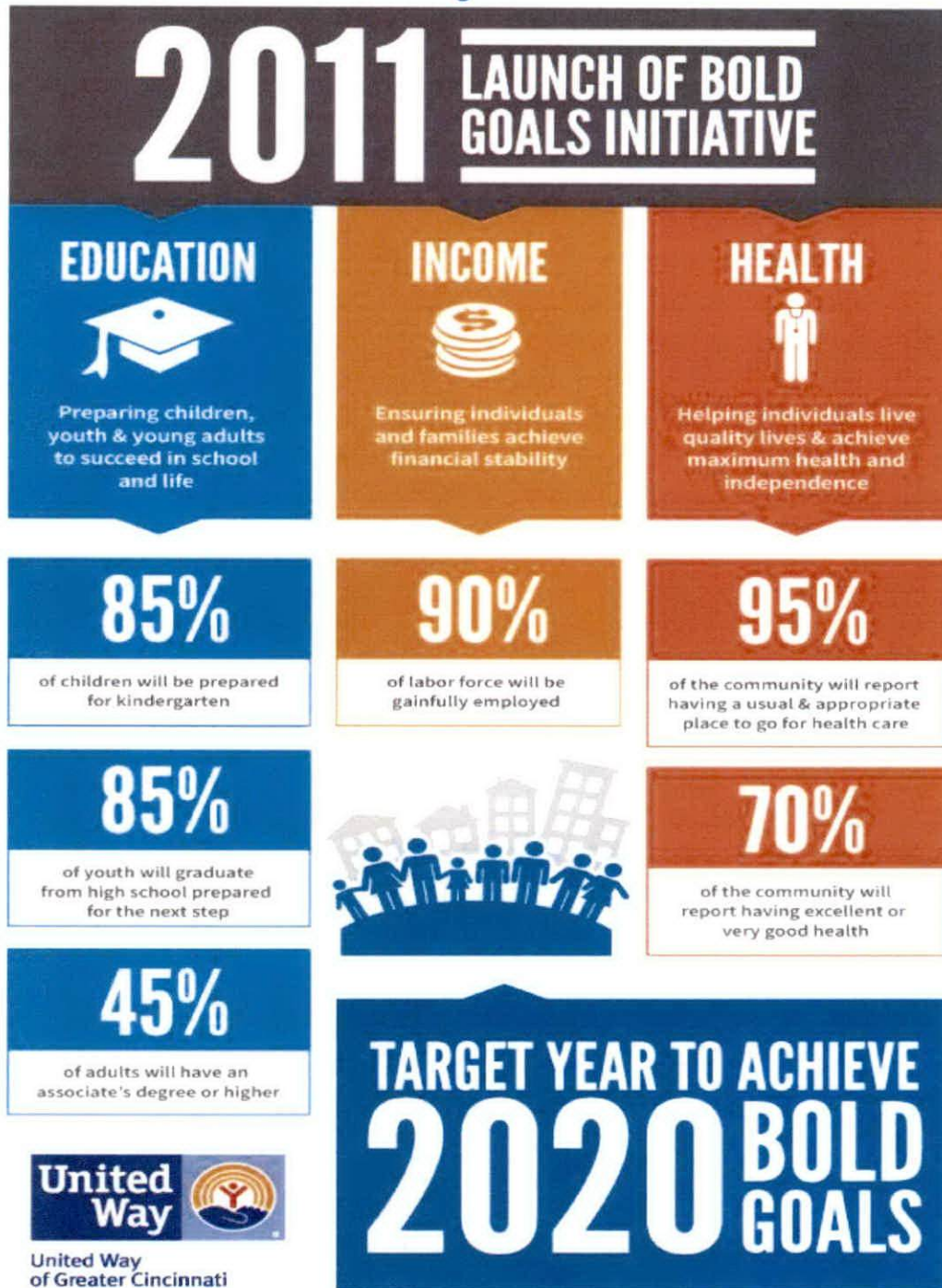
- Universal quality preschool for every 3 and 4 year old (region)
- 15,000 more people in in-demand jobs
- 3,000 more families supported through home visiting

Why Bold Plays?

- Participation in two years of quality preschool directly affects kindergarten readiness rates.
- Job seekers who participate in a career pathways program are up to 40% more likely to get a job and earn up to 58% higher wages
- 95% of children in a United Way funded home visiting program are developmentally on track.



Figure K: UWGC Bold Goals for the Region



Formally endorsed by more than 260 businesses, nonprofit organizations, education institutions, healthcare providers, and government entities.

## TRANSFORMATIONAL PARTNERING

United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) continues to be a critical, foundational support system for both United Way work and community partner initiatives focused on positive results for the community. Our focus leading, expanding and supporting strategic, innovative work moves us toward greater **impact**. The following shows just a few examples where we have worked to build up a coordinated, collaborative, “client” focused system that strives for seamless access to the broadest range of community services.

### For Children: Cradle Cincinnati

United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) has been a partner with Cradle Cincinnati for several years and has assisted in connecting moms to tangible resources such as cribs and vital prenatal/ pregnancy resources while also delivering safe sleep and smoking cessation messaging. United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) is part of the collective impact collaborative comprised of over two dozen organizations (including Children’s Hospital) working together to reduce the infant mortality rate.

Numbers show in Hamilton County area alone the rate is among the worst 10% in the country. Efforts to combat infant mortality and enhance coordination among agencies that provide care for women and infants at risk have been enhanced recently through innovative projects geared toward connecting women and infants to quality health care and care management while also looking closely at initiatives that address the specific needs of individual communities.

Through Cradle Cincinnati, United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) was recently chosen as the local entity to provide centralized intake (*single main entry point*) in our area to help underserved, new pregnant woman get connected to family support services such as home visitation services, community health workers and community navigators to aid in navigating the complex human service system. A collaborative premise is to help reach mom and moms-to-be, both early and often, with more access to pre-natal care with a desired result of lower preterm births. As 2-1-1, we have always provided connection to resources in this arena. This opportunity allows us to align more closely toward integrated services that help in efforts to improve birth outcomes.

### For Families: EITC (Earned Income Tax Credit)

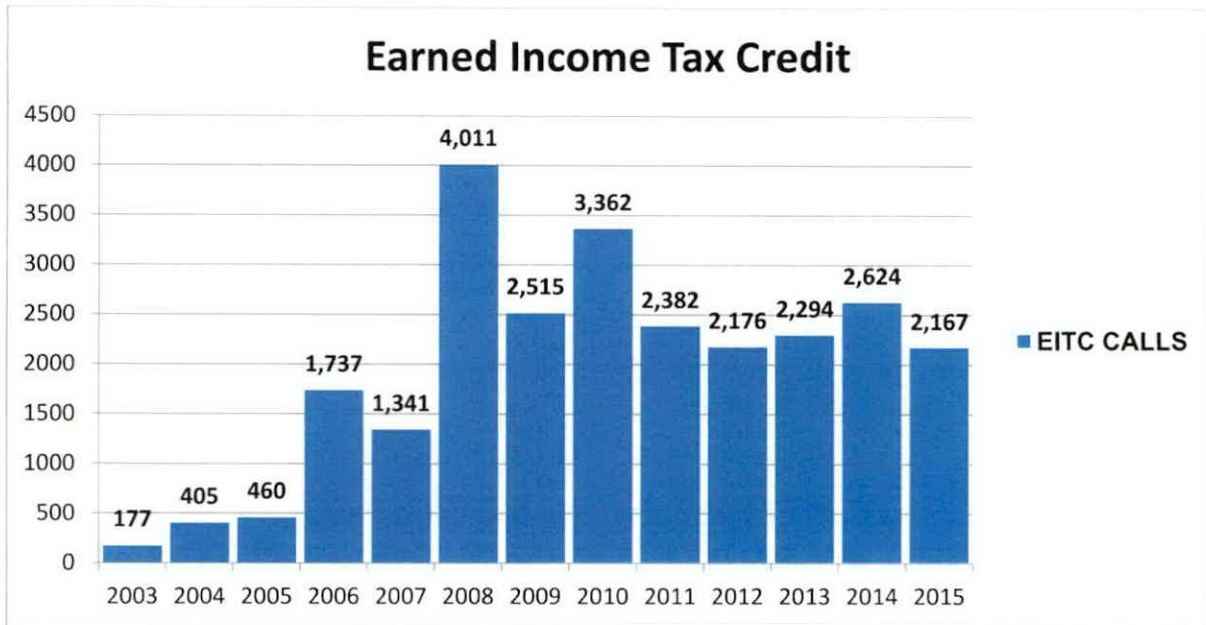
UWGC/NKy 2-1-1 helped found and has supported (since 2003) the EITC regional coalition of business, nonprofit and government partners who came together to help eligible wage earners in Southwestern Ohio, Northern Kentucky, and Southeastern Indiana receive quality tax preparation. UWGC/NKy 2-1-1 has assisted over **25,000** individuals and families in connection to free tax preparation services and wealth-building opportunities to strengthen their financial stability.



In 2015, \$23.7 million in refunds was returned to local families. There were 700 trained volunteers who prepared taxes for free around the regions 93 sites. 21,000 returns were prepared thanks to the Earned Income Tax Credit (EITC) and free tax preparation services provided by United Way of Greater Cincinnati, the IRS Volunteer Income Tax Assistance, AARP and the Benefit Bank.

UWGC/NKy 2-1-1 by connecting hard working individuals and families to these free tax preparation sites has resulted in millions of dollars not being left on the table and helped lessen the often complicated and confusing process involved in filing taxes by ensuring those that cannot afford to hire a professional get the assistance they need.

**Figure L: Earned Income Tax Credit 2-1-1 Call Volume**



**For Veterans:**

**Tristate Veterans Community Alliance**

UWGC/NKy 2-1-1 proudly continues work with the Tristate Veterans Community Alliance geared toward assisting veterans and their families connect to needed human services.

Geographically, TVCA covers a 15 county area which includes Kentucky counties of Boone, Bracken, Campbell, Gallatin, Grant, Kenton and Pendleton. In UWGC/NKy 2-1-1's service area of Boone, Campbell, Kenton and Grant counties data (TVCA) shows there are over 27,000 veterans who call that area home.

Too often veterans experience unsettling transition when they return to civilian life after deployment and sometimes face gaps in services. TVCA, in partnership with UWGC/NKy 2-1-1, focuses on bridging those gaps and building greater collaboration

between providers to increase needed system support. TVCA mission includes better aligning community support for veterans and their families, especially those that are new to our area. The vision is the hope that the region is a preferred location for veterans and their families. To make the region a preferred location for former Active Duty, Reserve, and National Guard service members and their families because the employers, veteran support organizations and existing veteran support network are aligned to welcome and seamlessly support them in their transition from military life to becoming active members of our Tristate community.

The overarching goal of TVCA to help veterans manage the financial, social and personal reintegration needs to help ensure they successfully transition from military to civilian life aligns nicely with UWGC/NKy 2-1-1. An area of focus is to help prevent conditions such as homelessness, acute distress, urgent health issues or chronic unemployment.

**2,084** veteran related service calls were fielded in 2015 by UWGC/NKy 2-1-1. Top requested services show utility assistance, legal services, housing/shelter, temporary financial assistance and food among the top five requested services.

Committed to the importance of a streamlined access network to help community support efforts reach veterans, earlier and more efficiently, for a successful transition experience UWGC/NKy 2-1-1 expanded on collaborative role in 2016 (April) with both TVCA& Easter Seals by **identifying, offering and ensuring direct veteran "navigator"** connection for those veterans experiencing more complex issues.

### **Disaster Assistance:**

Previous reports to the PSC have highlighted UWGC/NKy 2-1-1's first-hand experience related to support work in the disaster assistance arena. We have helped communities during times of floods, storms, fires, etc., In particular, the ES4 tornado that struck Henryville, Indiana followed by two other tornados, equal in strength, touching down in Crittenden and Piner, Ky and Moscow, Ohio. All affected areas under our 2-1-1 service delivery coverage. Henryville, Indiana and Moscow, Ohio were leveled while Piner (Kenton County, Ky) suffered major damage. Indiana and Kentucky were FEMA declared. Ohio (Clermont County) did not meet FEMA threshold.

Our United Way was there and UWGC/NKy 2-1-1 worked diligently to help affected citizens and communities recover and rebuild through:

- Community resource management of information
- Volunteer Support
- Involvement in Tri-State COAD and Long Term Recovery Groups in Kentucky, Ohio and Indiana

We were instrumental in development of the existing local tristate COAD (Community Organizations Active in Disaster) that regularly meets today in times of non-disaster to



share pertinent information and network to prepare for the next emergency. The partnerships we have cultivated remain strong with local Emergency Management, Homeland Security, fire, police, VOAD (Volunteer Organizations Active in Disaster), COAD and American Red Cross among others. As members of Ready to Recover (otherwise known as R2R) we offer support and work together with many other partners to facilitate linking public, private and non-profit organizations with information and resource management support during times of disaster. All mentioned partnerships strengthen our ability to ensure community preparedness and respond appropriately in a manner that meets the individualized needs of the communities affected.

UWGC/NKy 2-1-1 stands ready to help provide answers and connect to services that offer relief. Continued participation in exercise and drill training with representatives across various disciplines and sectors to plan for on-going coordination also adds to bench-strength.

Disaster events can count as some of the worst days a community will see. And yet, they also can count as some of the greatest days for a community as neighbors and institutions band together to recover from these tragedies as we experienced with the tornadoes. UWGC/NKy 2-1-1 is a key partner in the overall process geared toward rebuilding and bringing communities back to a sense of normal.

#### **School Supplies/Back-to-School Assistance:**

In alignment with United Way of Greater Cincinnati goal of helping more children achieve academic success for a “brighter future”, UWGC/NKy 2-1-1, again this year, partnered with area agencies to connect families with free school supplies and help ease the burden. Many families struggle with how to pay for the necessary supplies whose cost can add up quickly. **391** families contacted UWGC/NKy 2-1-1 for connection.

#### **Summer Feeding Sites/ Food Assistance:**

One in six of our neighbors are at risk of hunger. That is an unacceptable rate of nearly 100,000 children in our tristate alone. Our largest local foodbank, Free Store Foodbank, knows that hungry children are more likely to be vulnerable to illness, lack focus and energy, and score lower on achievement tests. There are many programs aimed at tackling the issue of childhood hunger and ensuring kids receive the proper nutrition and the other issues mentioned above they need to succeed. People often don't know about those programs. That's where UWGC/NKy 2-1-1 comes in to help inform and educate on “*where to turn*”.

Many think of summer and they think of fun and vacation. Sadly, that is not the case for everyone. Imagine for just one moment a child having to wonder where their next meal will come from! One of the most basic necessities. The reality is summer break can pose just that challenge when the meals children come to rely on through the free/reduced lunch program aren't available when school is out. For some, the meal they receive at a feeding site during summer may be the only meal they received that day.



In an effort to help these children and families- UWGC/NKy 2-1-1 recognizes and responds to these needs by working in coordination with providers and maintains information on summer feeding sites to refer families so children in need do not go hungry. Often these sites provide structured activities in addition to nutritional sustenance which helps children remain healthy.

Among the top five requested services in 2015 was general food assistance. Approximately **11,000** contacted UWGC/NKy 2-1-1 for connection to local food assistance in 2015 alone.

### **For Stability/Self-Sufficiency/ Vibrant Workforce**

United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) understands for any region to be vibrant and have economic growth an educated, empowered and skilled workforce that meets employer needs is required. We know businesses struggle to find qualified workers. We know too that lack of marketable job skills keep many unemployed or underemployed.

Added with above is also the understanding that one of the many keys to self-sufficiency for individuals is to have employment that pays a livable wage and provides opportunity for career advancement that puts people on a path to achieving their aspirations. UWGC/NKy 2-1-1 helps those looking for job search/ coaching, completing GED, application and resume help, interview training, career training and much more, gain tools needed for long-term success through direct connection to agency providers.

The income area is one major Bold Goal related to financial stability set by United Way of Greater Cincinnati and community partners to help address increasing self-sufficiency. As noted, 2020 Bold Goals have been formally endorsed by more than 260 businesses, nonprofit organizations, education institutions, healthcare providers, and government entities.

Partners for a Competitive Workforce, a partnership in the Ohio, Kentucky, and Indiana tri-state region is focused on meeting employer demand by growing the skills of our current and future workforce. PCW includes businesses, workforce investment boards, chambers of commerce, educational institutions, labor, service providers and philanthropic funders. The partnership through Partners for a Competitive Workforce is managed by United Way of Greater Cincinnati and majorly supported by many others. PCW helps coordinate the region's workforce efforts under a common umbrella, set joint priorities, and track progress. Collective efforts aim to accelerate the pace of collaboration so the region goes farther, faster in preparing our workforce to compete.

### **Housing Shelter from the Heat / Shelter from the Cold:**

In the Midwest, as in other areas, unpredictable, inclement weather is a given that can have significant consequences for some. As UWGC/NKy 2-1-1, we understand that

critical information during these times (i.e., extreme heat or cold) means a difference between someone sleeping on the streets either in, frigid temperatures or oppressive heat, or seeking refuge. 2-1-1 not only works with entities to ensure we have the appropriate and accurate information to provide during these times for those in need, but also everyday to point people in right direction who need transitional shelter or stable housing. As provided on 2015 snapshot, overall housing and shelter service request are among the top five service request.

#### **For Struggling Older Adults, Pregnant Women and People with Disabilities: Duke Energy and United Way of Greater Cincinnati:**

This partnership brought relief from the heat to those in need in 2015 through a \$25,000 grant provided by Duke Energy to buy fans for the areas struggling older adults, low-income residents, pregnant woman and people with disabilities. United Way of Greater Cincinnati administered the program, distributing funds to non-profit agencies that serve the needs of those populations. Fans were made available in Duke Energy's service territory of Southwestern Ohio and Northern Kentucky. UWGC/NKy 2-1-1 was made available as a call to action number. **474** people were connected to participating direct provider agencies.

#### **Increasing our understanding of the communities we serve:**

Numerous community outreach efforts and events happened in 2015 by UWGC/NKy 2-1-1 (i.e., Mid-West Black Family Reunion, Cincy-Cinco, Mental Health America Fair Square) promoting who we are, what we do, while heightening our understanding of the communities that we serve. A goal of the outreach includes reaching those who are underserved.

#### **For those suffering from addiction:**

All too real is the drug epidemic that has taken hold of so many communities and savagely ruined the lives of many, some our neighbors. More specifically, the heroin epidemic (NKy) in recent years is seeing a trend of increasing number of overdoses resulting in deaths. Despite efforts on many fronts, solutions are not as readily available as we would like to see. At the root is lack of knowledge for many of what direct providers they can turn to for assistance. As 2-1-1, we have worked to ensure credible information is available for those who contact us.

In 2015, UWGC/NKy 2-1-1 received nearly **1,300** calls from individuals and families seeking information on alcohol and chemical dependency providers and services. These calls varied in range from family members looking for support groups, prevention or educational information, to individuals facing addiction looking to get connected to detox or inpatient/outpatient support among other services. As 2-1-1 we continue work to increase collaborative efforts. We are supported by localized specialized lines in our area that staff drug and alcohol addiction counselors who are at the ready for triage as appropriate.



## Conclusion:

This update has provided you a window to view just a few things that make us stand out as a 2-1-1 and a United Way and helped shape the credible reputation we are proud of today. Understanding people count on us on many different levels (from callers to our community partners) is a responsibility we take seriously and is evident in our results-driven, past, present and “planning for the future” work.

Our United Way is pleased to say we have **“been there”** for those who need us when it counts (1,251,335 calls since 2-1-1 launch) and **“will continue”** to be there to **give hope and change the trajectory of outcomes so everyone has the opportunity to live their best lives possible, with 2-1-1 at the core.** The effective foundation that United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) has provided and continues to offer today has allowed others to draw upon and grow from our journey (*from partnerships, to vendorships*) and we will continue to share our expertise and knowledge as well as grow with the field. Each year the journey takes new paths, such as the case with Metro United Way Louisville decision, after seven years of United Way of Greater Cincinnati 2-1-1’s (UWGC/NKy) unequivocally, dedicated operational service, to move their 2-1-1 closer to their base quarters and fund one of their agencies to do their 2-1-1 which brought with it changes to the geographical service area pattern.

Whether as a lead, convener, facilitator, accelerator, vendor, advocator, mobilizer, catalyst or systems builder (all roles we play) our reach and impact is mighty. It is a given that information in this document does not show the totality of the breadth and scope of our work. We hope that a clear picture has emerged for you of who we are, what we do, what we have done and collaboratively where we are headed.

As a driven organization that is always asking, “how might we” ..... our keen embrace of innovation to move to another integrated level that helps us reach farther and collectively impact more is on track. As mentioned in preface, the human service problems faced today are complex issues that require us to look outward in different ways.

Since launching 2-1-1 we have never stopped asking the pointed question of **“Are we making a difference in peoples lives?”** Through connection, outreach, certified, compassionate staff, robust database of human services, best-practice application, sound infrastructure, commitment to excellence among other components we say undoubtedly, Yes!

There are indeed more out there who need us, that fall into underserved categories, who might not know about 2-1-1. We push, especially for them, everyday to keep building out, building up, not only 2-1-1 future, but the future of our communities **working to empower to accomplish more together for a better quality of life for all.**



8/5/16

**Annual Report of 2-1-1 Activities for United Way of Southern Kentucky  
Covering Calendar Year 2015 and Y-T-D 2016 Activities  
(for inclusion in UWKY's master report to the Ky. Public Service Commission)**

On October 7, 2015 approval was obtained from United Way of Kentucky (UWKY) for establishment of Southern Kentucky 2-1-1, a 2-1-1 contact center to be operated by the United Way of Southern Kentucky (UWSK) for the region served by the Barren River Area Development District (BRADD). The ten Kentucky counties in this service area are Allen, Barren, Butler, Edmonson, Hart, Logan, Metcalfe, Monroe, Simpson, and Warren. By the end of 2015 evaluations were completed and decisions made for the I&R database (VisionLink) and telephony (Connect First) services that would constitute the technological framework for Southern Kentucky 2-1-1; initial work had begun to gather information for the resource database; and, interviews were conducted with applicants for the position of 2-1-1 Contact Center Director.

The 2-1-1 Contact Center Director was hired in January, 2016 and began work on 1/25/16. Many facets of establishing a new 2-1-1 contact center have occurred during the first half of 2016, including:

- Finalization of contractual arrangements with VisionLink and Connect First.
- Preparation of physical space and equipment for the 2-1-1 operations center, housed within the office building of UWSK (office space renovations, fiber optic network wiring, installation of computers, telephone headsets, battery backup power supply, and related equipment).
- Marketing and promotional activities for public awareness of the coming 2-1-1 service.
- Development of state and national networking resources via other Kentucky 2-1-1 centers, United Way Worldwide 2-1-1 network, and the Alliance of Information and Referral Systems (AIRS).
- Resource development activities to identify and secure funding commitments for ongoing operations.
- Hiring of a Contact Specialist as the second full-time staff member (began work 5/16/16).
- Implementation of 2-1-1 telephone translations for the numerous telephone service providers within the ten county area.
- Staff attendance at the annual AIRS Training and Education Conference, and additional in-house training to allow for backup assistance by all UWSK employees.
- Compilation of the initial resource database.
- Launch of Southern Kentucky 2-1-1: began taking calls 7/18/16.

Initial call volume projections for Southern Kentucky 2-1-1 estimate between 5,700 and 7,200 inbound calls in the first year of operation. During the first two weeks of actual operation close to 400 calls have been received. If that pace is maintained the calls for year one would be

approximately 10,000. Plans to expand the modes of access include the addition of an online public search application (targeted to launch by 12/31/16) and accessibility via text messaging (targeted to launch by 6/30/17). Increased contact center staffing is anticipated by the end of year two, with actual timing determined by call volume experience and funding availability.

Initial schedule for accepting live calls is Monday through Friday, 8:00 a.m. to 5:00 p.m. Central Time. Callers after hours, weekends, and holidays can leave voice mail messages for a return call the next business day. Acceptance of live calls 24/7/365 is anticipated by 12/31/16, via contractual arrangements with a larger contact center to process these after-hours calls remotely with access to the cloud-based resource and telephony applications. The operations of Southern Kentucky 2-1-1 are being developed in accordance with the AIRS Standards for Professional Information and Referral, with a goal of obtaining a formal designation of AIRS Accreditation within the second year of operation.

While serving the individual needs of clients within its ten county service area, Southern Kentucky 2-1-1 is also committed to cooperative arrangements with the other 2-1-1 contact centers serving Kentucky; the United Way of Kentucky; and the nationwide network of United Way 2-1-1 centers. These partnerships should provide opportunities to improve and expand services for the local area while helping to promote and strengthen the national 2-1-1 platform.