

United Way
of Kentucky

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Kevin Middleton
President



VIA E-MAIL AND U.S. MAIL

October 13, 2017

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

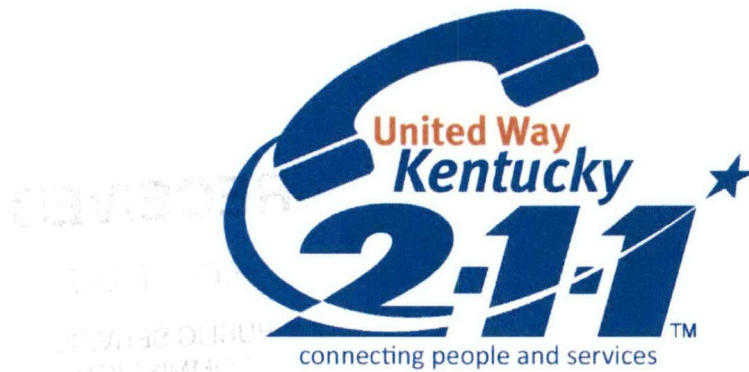
Enclosure

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PUBLIC SERVICE
COMMISSION

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

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

October 13, 2017

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 Expansion Efforts in 2016 - 2017

UWKY remains committed to the ongoing development of statewide United Way 2-1-1 services in Kentucky. An original plan was presented to the Commission in 2004, and was restructured in 2009 to account for new developments in technology, updated pricing and national expansion models. This plan gave us the opportunity to propose new potential to the administration and legislators, reacquaint them with 2-1-1 and ask for their support. Meetings with state leaders were well-received at the time, though funding was not available.

Statewide implementation remains critical to the Commonwealth. Since our 2016 report, new expansion activities through the Louisville-based Metro United Way (MUW) contact center, now covering five additional counties in and around the Elizabethtown community, and the Lexington-based United Way of the Bluegrass (UWBG) contact center, now covering five additional counties in and around the Ashland community, has allowed for 2-1-1 services to be provided to more Kentuckians than ever. With the launch in Ashland, approximately two-thirds of Kentucky residents now have access to the largest electronic health and human resources information and referral database (collectively) in the Commonwealth through full 2-1-1 service by phone. *See Figure 3*

Further, through a generous contribution from the William R. Kenan Jr. Charitable Trust, the infrastructure and call routing relationships between the contact centers and telecommunications companies to effectively cover 100% of Kentucky families is now in place. Because of this significant step forward in routing coverage, new consideration for potential partnerships with state government and other vendors to utilize the service to efficiently provide contracted contact center operations is now a reality. Throughout 2016 and into 2017, a planning committee comprised of representatives of the United Way of Kentucky staff and board of directors, as well as the 2-1-1 contact centers met with members of state government agencies to explore the service's capacity for service to the Commonwealth.

In late Spring 2016, the operational offices of the MUW 2-1-1 contact center returned to Louisville from their previously outsourced contract partner, United Way of Greater Cincinnati (UWGC). The center operations are now hosted within Louisville's Center for Women and Families. As mentioned above, MUW's contact center

developed a contract with Elizabethtown-based United Way of Central Kentucky (UWCK) to continue expansion efforts to five additional counties of Breckinridge, Grayson, Hardin, Larue and Meade. This brought the total Kentucky population served to 63% by year-end.

In Summer 2017, United Way of Northeast Kentucky (UWNEK) launched the service through a contract with UWBG. This brought the total Kentucky population served to over 66%. Most recently, the western Kentucky communities of Owensboro, Paducah and their surrounding counties are exploring potential contract services to bring 2-1-1 services to the Green River Area Development District and to the Purchase Area Development District.

UWKY will continue its work with 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 2016, call volume in Kentucky was 47,986. However, web visits to 2-1-1 services in Kentucky totaled to 102,829 in the last calendar year, and we are happy to report over 1,300 connections through a new delivery channel: chat service. Figure 1 below shows statewide call volume. In 2016, calls for basic needs, such as income assistance, housing, utilities, food, and income assistance made up over 63.1% of all calls for services (see Figure 2 below).

FIGURE 1

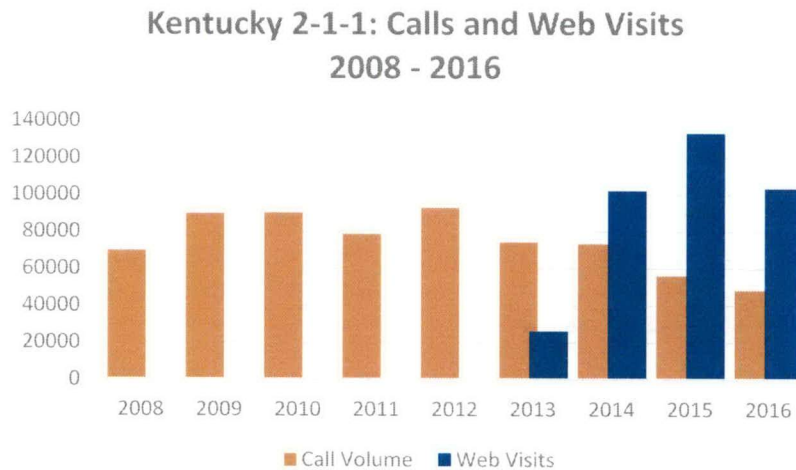


FIGURE 2

2016: Information / Referral Contacts by Need

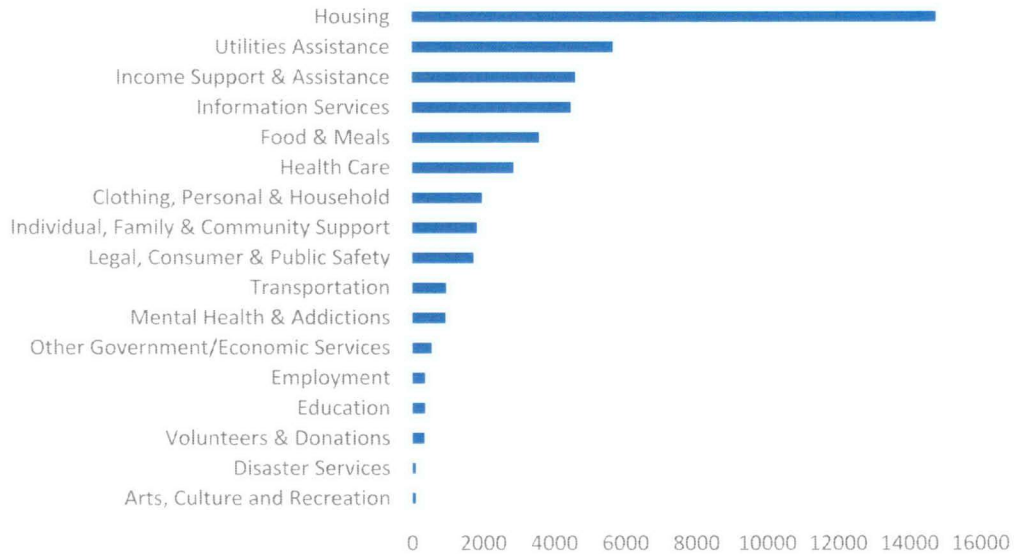


FIGURE 3



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.

Health Access – Connecting individuals and families to information on sites where they could can their children and gain access to health resources, such as MUW’s new partnership with the Kentucky Diabetes Prevention Network and the YMCA’s Diabetes Prevention Program.

Aging and Independent Living – In 2015, a partnership was 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.

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 schedule free tax appointments for the local VITA coalition, CKEEP, since 2006. In 2014, the local United Way 2-1-1 answered over 6,900 calls inquiring on tax assistance and made appointments for over 2,300 of those. These appointments resulted in a total of \$1,774,423 in EITC returns and \$4,149,143 in total tax returns going back to Central Kentucky families alone.

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 – 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 and UWBG has partnered with the Lexington-Fayette County Urban Government to provide a critical single dynamic process for housing assessment, record keeping, information exchange, and comprehensive data analysis.

Federal and State Legislative Initiatives

Unfortunately, federal legislation, despite overwhelming bipartisan support in the 111th Congress, has not been reintroduced. Alternative efforts remain underway to champion public support for statewide 2-1-1 service outside of the Kentucky legislature, including a developing discussion of partnership with the Cabinet for Health and Family Services to assist with the Medicaid community engagement project and workforce development services.

National View and Summary

2-1-1 service is available to more than 93% of the population of the United States - over 290 million individuals, and contact centers across the nation answered over 14 million calls annually, and connect over 11 million web searches. Kentucky currently serves 66% of our population, with 19% added over the last 18 months. 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. 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.

Additional detail is available in the community reports below.



Addendum

Community Reports

Summary of 2016-2017

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 2016 and 2017

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. 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 and United Way of Northeast Kentucky to have a greater impact on their communities they serve by bringing 2-1-1 to their service areas. 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.

In just a short time, July, August, September of 2016 UWBG was able to:

- Begin annual updates for resources in their database
- Double the number of service listed in the database
- Hire a Veterans Outreach Coordinator and add veterans service for the entire state to the database

As stated before, Trust funding allowed for conversations with state and local government to be reinvigorated. During August and September 2015, 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. The pilot was such a success that they were awarded funds to continue this work for fiscal year 2016/17. In addition they also continued to do 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:

- Distributed blankets nursing homes, police station, fire departments and senior centers in all 18 counties they serve
- Attended resource fairs and community meetings to spread the word about 2-1-1
- Met with all Regional Inter-Agency Councils (RIAC) to discuss better utilization of the 2-1-1 systems and partnership
- Met with all levels of government for sustainability funding which are ongoing;
- Completed three private foundation grants for sustainability funding and continue to complete grant application monthly; and

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 2017:

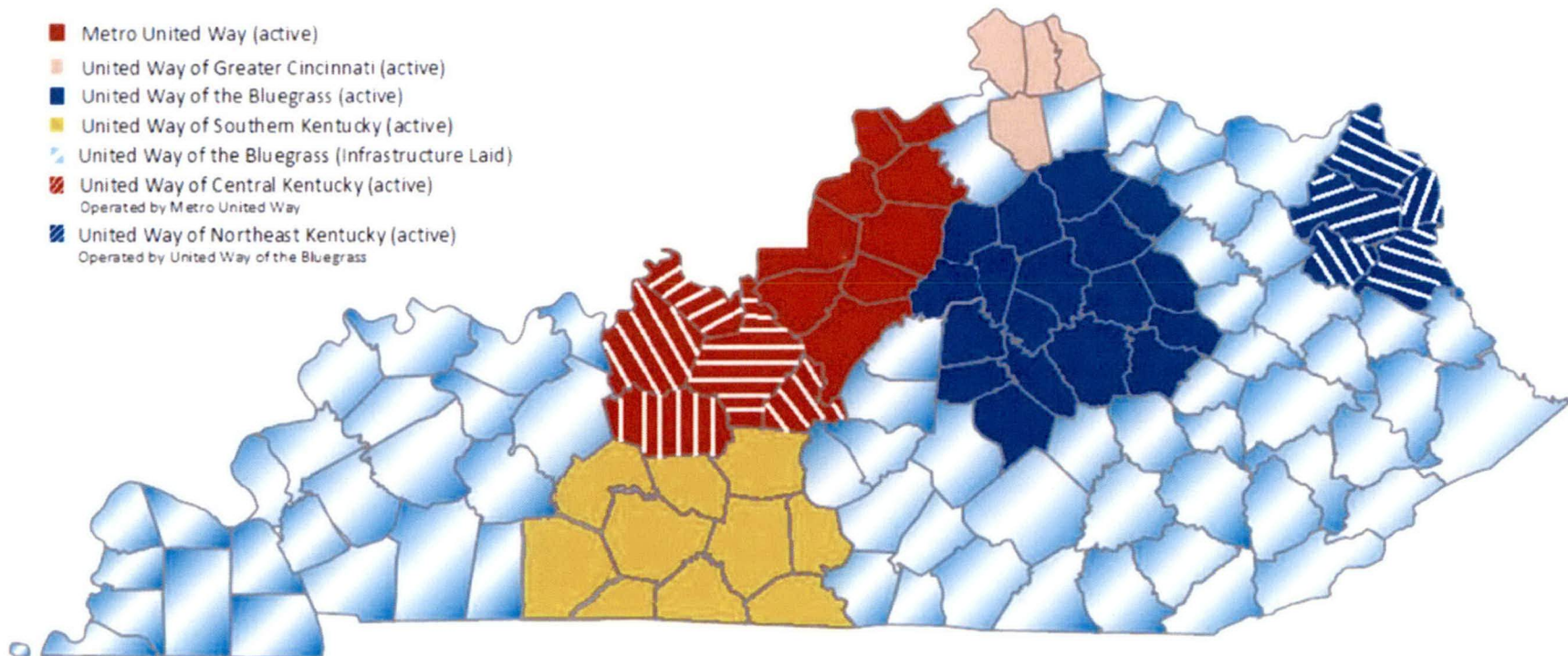
- Was awarded a national CDC Flu On Call project contract through United Way Worldwide for the second year in a row;
- Completed our Database review for AIRS Accreditation
- Began work to expand 2-1-1 coverage to eastern Kentucky in partnership with United Way of Northeast Kentucky
- See map attached for all areas under construction by UWBG for phone translations and completed translation
- Met with all levels of government for sustainability funding which are ongoing;
- Finalized contract to accept calls for the state of Mississippi
- Finalized contract with Scott County to provide an enhanced 2-1-1/3-1-1 service to better connect citizens with their local government and city services

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 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.

Figure 1

Kentucky's 2-1-1 System

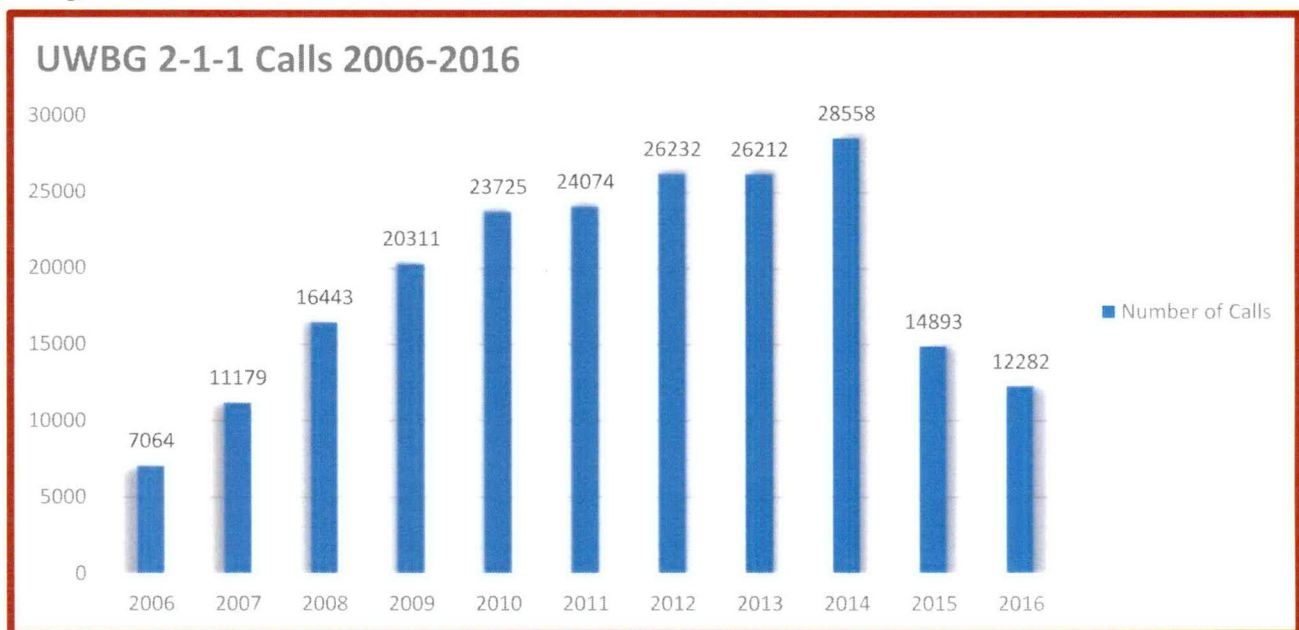


Usage Volume

Calls

As stated before, UWBG became a contact center in 2015, not just a call center. This is evidence by the reduction in calls for 2015-2017 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 2015 and the marketing campaign launched in October of that year. For the 2016-2017 fiscal year UWBG received 1,686 incoming text messages.

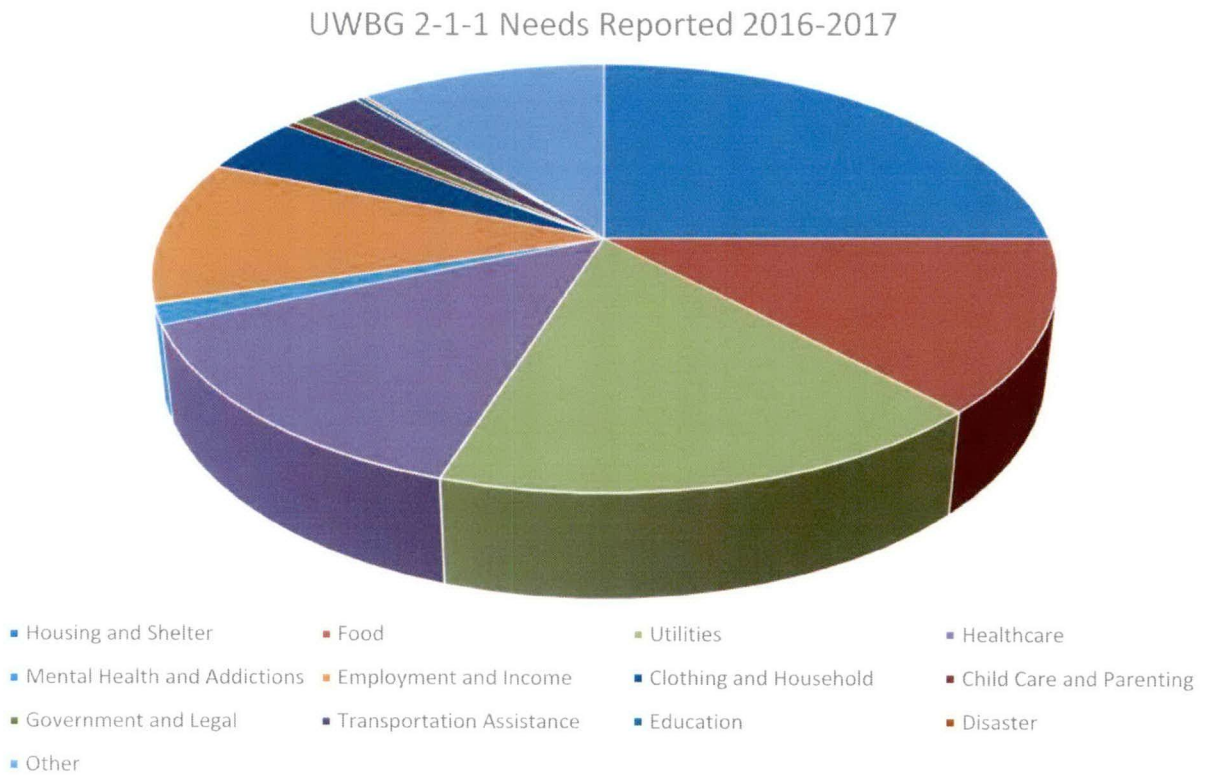
Web and Mobile Application Activity

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 10,520 times with 7,783 unique users that viewed 40,547 pages within the site. The information was viewed all over Kentucky and the world from Paducah to London to Atlanta, Georgia. Android and iOS downloads of the app were similar at 1,911 for Android and 1,427 for IOS.

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

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.



United Way of the Bluegrass 2-1-1

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?”

86% ranked 2-1-1 Navigators 5 out of 5.

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

81% ranked their call 5 out of 5.

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

95% would

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

96% would

Some quotes:

“The customer service is great.”

“2-1-1 is doing a great job. It is nice to have a place to call where someone will listen to you.”

“2-2-1 is a #1 service.”

“I think 2-1-1 does a wonderful job.”

“I would not have known who to call if it had not been for 2-1-1.”

“I cannot think of a thing that you all can do any better than you already do.”

Partnerships and Special Projects

Department for Aging and Independent Living
Aging and Disability Resource Center

Inquiries: 5,436

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.

This partnership has moved 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 removed 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 provided 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 met people where they are, to get them to where they need to be. UWBG and DAIL worked with citizens, listened to their needs to make sure they had a voice in the options available to them.

Lexington Fayette Urban County Government

Inquiries: 2,319

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 in 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 2,319 calls and completed 111 specialized housing assessments in order for individuals and families in access permanent housing in Fayette County for the 2016/17 fiscal year.



United Way of the Bluegrass 2-1-1

Earned Income Tax Credit (CKEEP)

Inquiries: 2,570

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 schedule free tax appointments for the local VITA coalition since 2006. This year, the 2-1-1 Contact Center scheduled 1,667 of the 3,267 appointments that were scheduled.

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 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 non-emergency number, 2-1-1 can inform officials about what is happening during and after a disaster or 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 hand selected by UWW to participate in this pilot project. 2017 was the second year UWBG was activated as a part of the Flu on Call project.

FamilyWize

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.



Metro Louisville Update for 2016

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 to 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

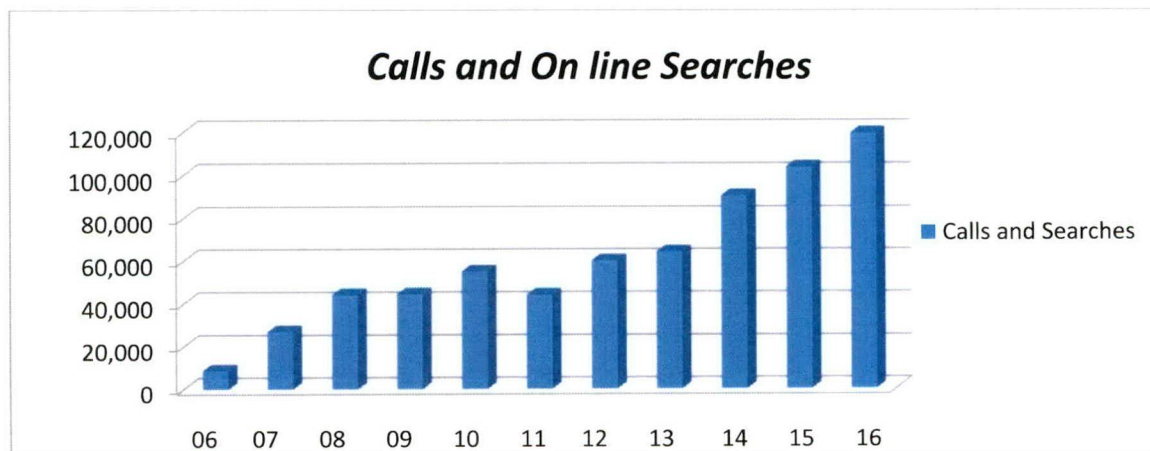
In May 2016, MUW 2-1-1 entered into a "partnership" with Center for Women and Families to provide 2-1-1 services for the Louisville Metro Area, which includes Bullitt, Carroll, Henry, Jefferson, Nelson, Shelby, Spencer, Oldham and Trimble Counties in Kentucky, and Clark, Floyd and Harrison Counties in 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 approximately 1.5 million people.

In fall of 2016 MUW 2-1-1 entered an agreement with the United Way of Central Kentucky to begin providing 2-1-1 service January 2017 for Breckinridge, Grayson, Hardin, LaRue, and Meade Counties in Kentucky. This new service area increased MUW 2-1-1's service's population by an additional 195,000 people to represent a population of 1,422,512

Call Volume/Growth

In 2016, MUW 2-1-1 assisted 119,490 individuals find the help they needed. That is more than 15% increase in the number of people than were helped in 2015. Since its beginnings in September 2006, MUW 2-1-1 has helped **720,000** people get connect to the help they need.

FIGURE A: METRO LOUISVILLE CALL VOLUME



* As of September 15, 2017 , MUW 2-1-1 has helped 737,222 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.

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 five 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 2016 tax season, MUW 2-1-1 provided for information directly relating to EITC, AARP and VITA Site locations from 1,086 individuals across the Metro Louisville and surrounding counties.

Education & Health

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.

2-1-1 has just formed a new partnership with the Kentucky Diabetes Prevention Network and the YMCA's Diabetes Prevention Program is first program of several to come in the 2-1-1 community database. This small-group program helps people with prediabetes eat healthier, increase their physical activity, and lose weight, which can delay or even prevent the onset of type 2 diabetes. Seasonally, 2-1-1 supports Flu Shot Clinics, providing callers with locations, dates and hours of operations for these clinics. 2-1-1 staff also makes presentations to seniors groups explaining how they can find resources from health related issues to transportation.

2-1-1 is directly supporting the Jefferson County Public School System in their development of an initiative called Louisville Linked to connect students with community-based organizations that could work with them outside of school. The program houses 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 will be 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 ID these agencies for people using the online 2-1-1 search looking for assistance with these issues.

On Line Search, Mobile App, and Texting

In January 2011 Metro United Way 2-1-1 launched its 2-1-1 community resources database online search capabilities. Since the 2-1-1 Database search went Live it has had over 325,000 searches for thousands of different health and human services throughout the Metro United Way 2-1-1 service area. The online search has been utilized greatly by local social workers, case workers, counselors and teachers for Clients of Programs like Louisville Linked, Destination Degrees, countless Veterans services and homeless programs like the Single Point of Entry which tracks open shelter bed space. We have updated our website to make it more intuitive and mobile friendly thereby making it usage via any smart phone with or without our app. And, in January 2017 MUW 2-1-1 launched txt211 – a new avenue to access the resources of the community by texting your zip code to 898211 for the resources to help with your needs.

Disaster/Crisis Response

MUW 2-1-1 has been there for the community during several nature disasters and crisis incidents over the past. MUW 2-1-1 continues to support Emergency Management operations in Louisville and Jefferson County, Oldham County, Shelby 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 in those communities as well. By providing needed non emergency information about what is happening during and after a disaster, 2-1-1 helps maintain the integrity of the 911 system to receive only emergency calls and 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. The 2-1-1 Director completed the FEMA EMI Professional Development Series.

Volunteerism/Community Information/Additional Disaster Support

MUW 2-1-1 continues to expand 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.

The staff at 2-1-1 continues to work with Jefferson County EMA on the development of a plan for a Volunteer Reception Center (VRC) as well as a Donation of goods and Services Plan – Emergency Support Functions. 2-1-1 regularly shares aggregate data with local government agencies such as family services, non-profit organizations and recently began continuing working with the Veterans Affairs facilities in Louisville and other agencies that serve VETS to improve the access to Veterans programs.

Summary

For past eleven years, 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. 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 & referral industry. Through our Community Partnership with the Center for Women and Families 2-1-1 call center, we are pleased to share best practices and work with other 2-1-1 centers and partners in ensuring of standards of excellence in service delivery.

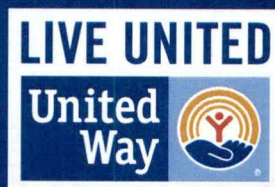
Southern Kentucky

2-1-1®



Get Connected. Get Answers.

2016 REPORT TO THE COMMUNITY



United Way of Southern
Kentucky Board of
Directors Approves
Establishment of a
Southern Kentucky
2-1-1 Contact Center

January 15, 2015

Southern Kentucky
2-1-1 Contact Center
Director Hired

January 25, 2016

Full-Time Contact
Specialist Hired

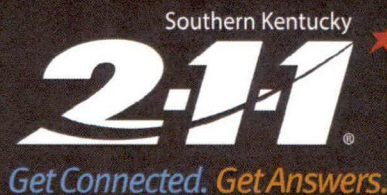
May 16, 2016

Contact Center Staff
Receive Training at
AIRS Training and
Education Conference

May 21-25, 2016

July 18, 2016

Southern Kentucky 2-1-1
Takes First Call



December 31, 2016

3,822 Calls Have
Been Received

2-1-1 DESIGN AND IMPLEMENTATION COMMITTEE:

Terri Wiethorn, Chairman

Karen Foley

Bill Greer

Kevin Greer

Dewayne McDonald

Dominic Ossello

Katie Strednak Singer

Steve Thurmond

SOUTHERN KENTUCKY 2-1-1 CONTACT CENTER STAFF:

Christine A. Dressler, Director

Samantha Blevins, Call Specialist

Kenan Mujkanovic, Intern

DIAL 2-1-1

TOTAL NUMBER OF CALLS: 3,822 July 18 – December 31, 2016

Currently in the BRADD region of Kentucky:

- * 51% of children entering kindergarten are not prepared to do so.
- * 38% of the youth graduating high school are not ready to enter college or begin a career.
- * 23% of the residents over 25 have less than a 12th grade education.
- * 26% of families with children under the age of five live below the poverty line.
- * 60% of families pay more than the recommended housing threshold of 30% of their monthly gross income.
- * 25% of the residents have no health insurance.



Where do these people go to find help? Where do they turn to?

In January 2015, the Board of Directors for United Way of Southern Kentucky voted unanimously to establish a 2-1-1 Contact Center for the Barren River Area Development District (BRADD). During the first half of FY2016, steps were taken to establish a contact center in Southern Kentucky and on July 18, 2016, the Southern Kentucky 2-1-1 Contact Center began taking calls. Kentucky is one of a handful of states that does not provide 2-1-1 statewide coverage. However, over 60% of Kentuckians now have access to this service since the inception of Southern Kentucky's 2-1-1 Contact Center. Calls are received Monday through Friday from 8:00 a.m. to 5:00 p.m. in the BRADD region of the state.

The Federal Communications Commission assigned 2-1-1 as an easy to remember three-digit telephone number for the purpose of providing quick access to information concerning the availability of health and human services in our communities. Contact Specialists are trained to assess caller's needs and provide information and referrals that best address those needs. Contact Specialists can also intervene in crisis situations, serving as an advocate for the caller and providing additional support.

In order to maintain current information concerning resource availability in the 10 county BRADD service region, Southern Kentucky 2-1-1 Contact Center efforts are ongoing as the database is continuously updated when new information is received. Agencies included in the database are primarily non-profit organizations, government agencies, faith-based programs, and/or public institutions who offer free, sliding scale, or low-cost resources to assist area residents. Southern Kentucky 2-1-1 recognizes the caller's right to receive accurate and comprehensive information, in a manner that is unbiased, confidential and nonjudgmental.

Southern Kentucky 2-1-1 receives many calls seeking help with basic needs that include utility assistance, food pantries, housing, emergency shelter, transportation, and clothing. However, other inquiries concerning health and human service availability are also received on a daily basis. Since the first call in July of 2016, Southern Kentucky 2-1-1 has received 3,822 calls**. Based on preliminary projections for the contact center's operation, Southern Kentucky 2-1-1 anticipates receiving over 7,500 calls for FY2017.

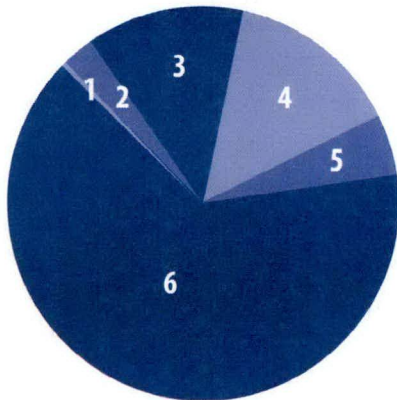
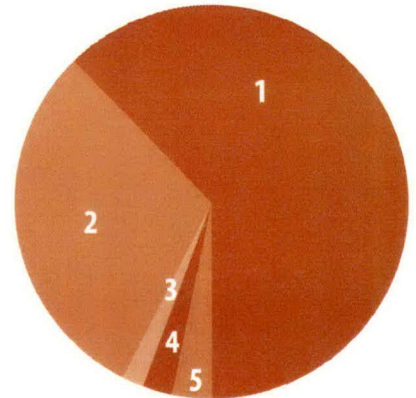
**Due to the confidential nature of the calls taken at Southern Kentucky 2-1-1, complete data on all 3,822 calls taken between July 18, 2016 and December 31, 2016 is unavailable. It is up to each individual caller to choose the information they would like to share – Southern Kentucky 2-1-1 will not deny information and referral assistance to any caller based upon lack of information provided or otherwise. The data that has been able to be collected from callers is available to the community via this report.

WHO'S CALLING?

July 18 - December 31, 2016

The Caller Is

	Totals	Percentage
1 Client	2388	62.5%
2 Client's Relative	122	3.2%
3 Client's Representative	89	2.3%
4 Service Provider	62	1.6%
5 Unknown	1161	30.4%

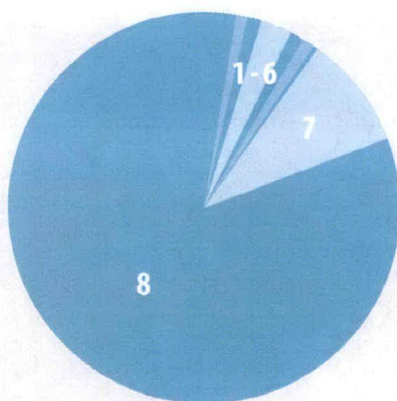
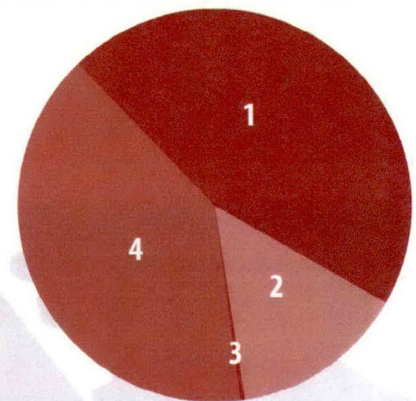


Age Group

	Totals	Percentage
1 Under age 18 years	12	0.3%
2 Age 18 to 24 years	113	3.0%
3 Age 25 to 44 years	484	12.7%
4 Age 45 to 64 years	532	13.9%
5 Age 65 years and older	181	4.7%
6 Unknown	2500	65.4%

Gender

	Totals	Percentage
1 Female	1746	45.7%
2 Male	532	13.9%
3 Other	0	0.0%
4 Unknown	1544	40.4%

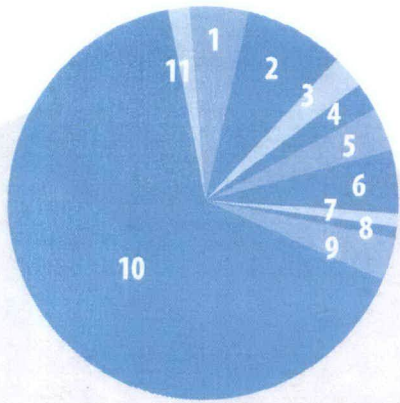


Race/Ethnicity

	Totals	Percentage
1 American Indian or Alaska Native	6	0.2%
2 Asian	2	0.1%
3 Black or African American	110	2.9%
4 Hispanic or Latino	8	0.2%
5 Multiracial	8	0.2%
6 Native Hawaiian or Other Pacific Islander	1	0.0%
7 White	365	9.5%
8 Unknown	3322	86.9%

WHERE ARE THEY CALLING FROM?

July 18 - December 31, 2016

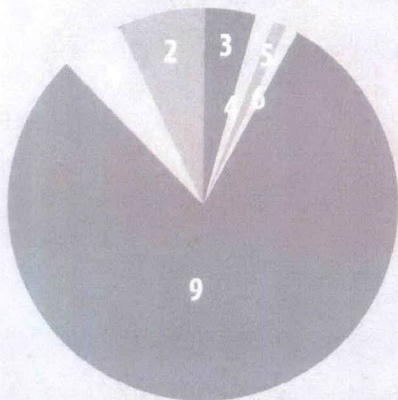
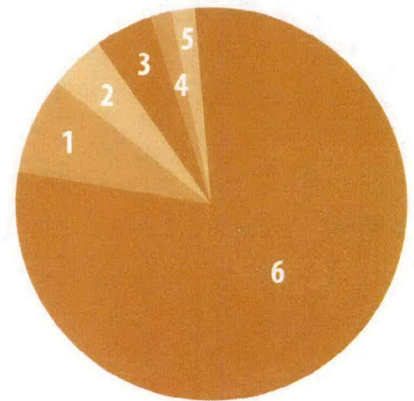


Counties

	Totals	Percentage
1 Allen	188	4.9%
2 Barren	316	8.3%
3 Butler	109	2.9%
4 Edmonson	93	2.4%
5 Hart	132	3.5%
6 Logan	211	5.5%
7 Metcalfe	30	0.8%
8 Monroe	41	1.1%
9 Simpson	130	3.4%
10 Warren	2506	65.6%
11 Other	66	1.7%

Household Composition

	Totals	Percentage
1 Single parent with one or more children	307	8.0%
2 Two parents with child(ren)	171	4.5%
3 Two or more adults without children	187	4.9%
4 Grandparent(s) with child(ren)	58	1.5%
5 Other	76	2.0%
6 Unknown	3023	79.1%

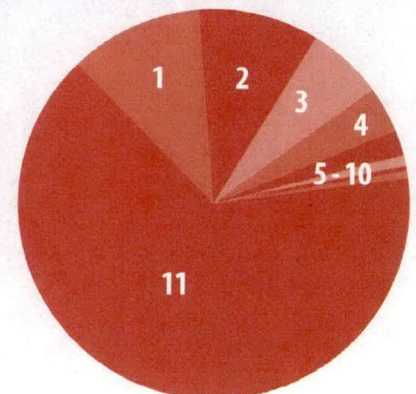


Household Income

	Totals	Percentage (%)
1 No income	198	5.2%
2 Less than \$10,000	281	7.4%
3 \$10,000 to \$14,999	164	4.3%
4 \$15,000 to \$19,999	63	1.6%
5 \$20,000 to \$24,999	37	1.0%
6 \$25,000 to \$49,999	29	0.8%
7 \$50,000 to \$74,999	1	0.0%
8 \$75,000 and over	0	0.0%
9 Unknown	3049	79.8%

Household Size

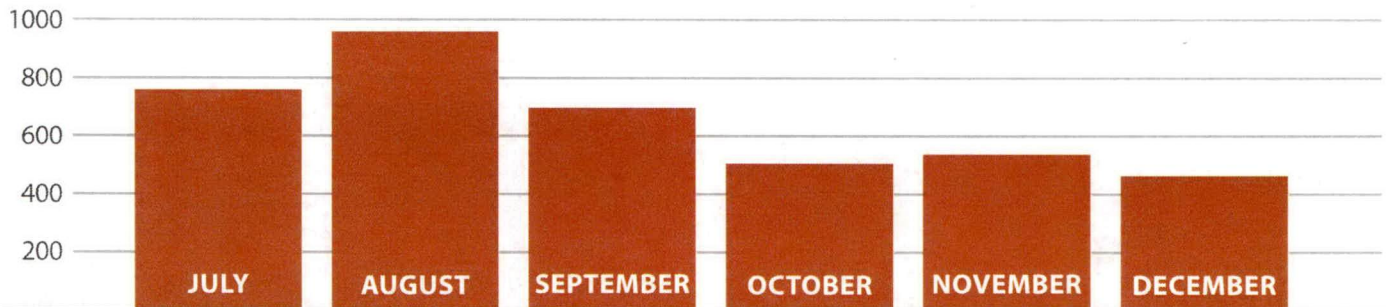
	Totals	Percentage
1 1 person	429	11.2%
2 2 people	372	9.7%
3 3 people	248	6.5%
4 4 people	142	3.7%
5 5 people	87	2.3%
6 6 people	43	1.1%
7 7 people	17	0.4%
8 8 people	3	0.1%
9 9 people	3	0.1%
10 10 or more	0	0.0%
11 Unknown	2478	64.8%



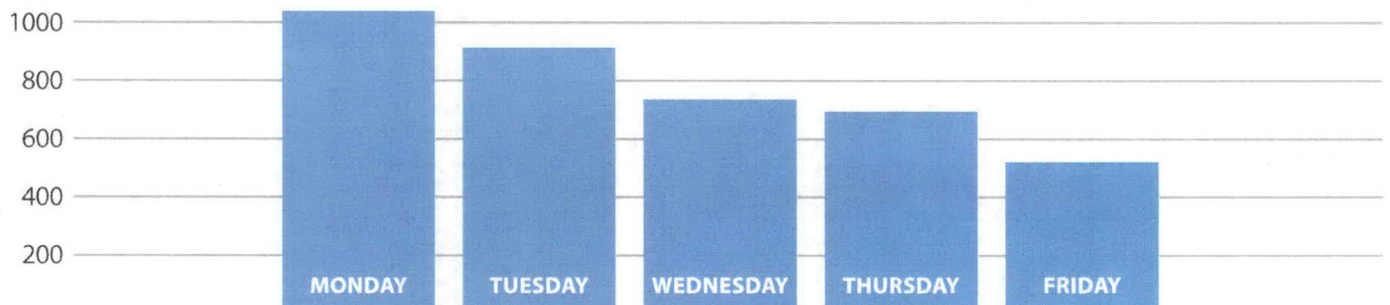
WHEN ARE THEY CALLING?

July 18 - December 31, 2016

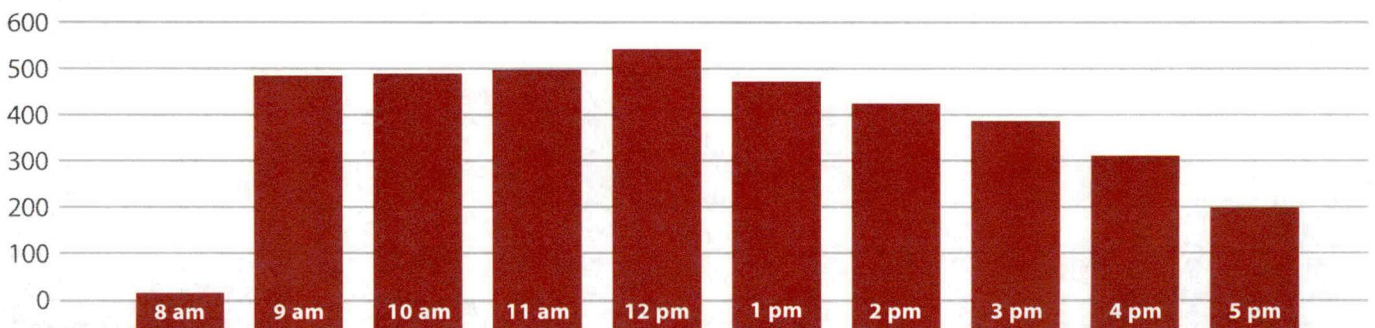
CALLS BY MONTH



CALLS BY DAY OF THE WEEK



CALLS BY THE HOUR



WHAT ARE THE NEEDS?

July 18 - December 31, 2016

In order to provide residents of Southern Kentucky accurate resource information in a timely manner, efforts are ongoing to update information in the Southern Kentucky 2-1-1 centralized database as it is received. Currently, there are more than 1,000 services that have been identified and entered into Southern Kentucky's 2-1-1 database along with critical information that may include eligibility, required documentation, hours of operation, location and contact information. With access to this in-depth information, 2-1-1 is able to cut through any confusion by assessing a caller's needs and identifying appropriate resources. As a result, callers can connect with appropriate resource(s), while local organizations, agencies and/or program staff only receive calls from individuals who are eligible to receive their services.

TOP 10 PRESENTING NEEDS

	Total
Utility Service Payment Assistance	2004
Food Pantries	464
Rent Payment Assistance	340
Low Income/Subsidized Private Rental Housing	105
HUD Approved Counseling Agencies	78
Thrift Shops	73
Transitional Housing/Shelter	72
Emergency Shelter	68
General Dentistry	51
Section 8/Rental Assistance Program Rental Listings	50

HOW ARE THEY BEING HELPED?

July 18 - December 31, 2016

TOP 10 REFERRING AGENCIES

1	Churches United in Christ Help Ministry	509
2	Community Action of Southern Kentucky	506
3	Bowling Green-Warren County Welfare Center	448
4	St. Vincent de Paul Holy Spirit Conference	400
5	St. Vincent de Paul St. Joseph Conference	205
6	Kentucky Legal Aid	101
7	Department for Community Based Services (DCBS)	99
8	Next Step	88
9	Salvation Army of Bowling Green	82
10	Jesus Community Center	65

AVERAGE CALL TIME: 5.5 minutes

AVERAGE QUEUE TIME: under 2 minutes

THANK YOU!

United Way of Southern Kentucky is only able to offer 2-1-1 services through generous donations made by:

William R. Kenan Foundation

Laura Goad Turner Charitable Foundation

Warren County Fiscal Government

City of Bowling Green

City of Munfordville

Hart County Chamber of Commerce

Laura Turner Dugas Fund for Allen County

Southern Kentucky Community Foundation

Kentucky Social Welfare Foundation

U.S. Bank Balloon Classic

Many generous individuals



NEXT STEPS

LOOKING AHEAD

Planning is underway to expand 2-1-1 services by providing information and referral services 24/7 with live call assistance in 2017. As services expand, Southern Kentucky 2-1-1 also intends to offer additional modes of contact through text messaging and live online chat. Additional modes of contact will be vital should the service area be hit by a disaster.

2-1-1- COUNTS

Each year, 16 million people in the United States dial 2-1-1 for help with basic needs like food and shelter or emergency services. 2-1-1 Counts is the first tool to provide real-time, searchable and visual presentations of data from 2-1-1 contact centers across the nation. By logging onto 211Counts.org, users can find a snapshot of community-specific needs displayed by ZIP code, region or call center. This snapshot can provide an overview of trends and assist in making comparisons and sharing information. Southern Kentucky 2-1-1 hopes to be able to share this information with 2-1-1 Counts in early 2017 so community leaders and service agencies can access this information. To learn how Southern Kentucky 2-1-1 compares with 2-1-1 contact centers across the nation, log onto 211Counts.org.

Alliance of Information and Referral Services (AIRS) Accreditation

Southern Kentucky 2-1-1 is currently working towards Alliance of Information and Referral Services (AIRS) Accreditation. This certification is the recognized standard for information and referral services both at the state and national level. Included in this process are currently 29 national standards and more than 200 operational components including best practices for average speed calls are answered, average handle time, quality assurance scores, customer satisfaction, and an onsite assessment.

YOU CAN HELP

If you know of a health or human service you would like to have added to our database, or if you would like to donate to support the work of Southern Kentucky 2-1-1, please call 2-1-1 or visit our website at 211Center.com

NEED HELP?



FOOD



SHELTER



PAY BILLS



GET CARE



TAX HELP

Normal airtime charges apply for cellular users.

SOUTHERN KENTUCKY 2-1-1 PROVIDES TARGETED REFERRALS FOR THE FOLLOWING NEEDS:

FOOD | HOUSING | RENT/UTILITY AID | EMERGENCY SHELTER
CLOTHING | TRANSPORTATION ASSISTANCE | SUBSTANCE ABUSE
CHILD CARE OPTIONS | SENIOR ISSUES | MEDICAL AND DENTAL CARE
IMMIGRATION | PRESCRIPTIONS | MENTAL HEALTH | HOME REPAIR

DIAL 2-1-1

GET CONNECTED GET ANSWERS



- TRAINED COMMUNITY REFERRAL SPECIALISTS ARE MULTI-LINGUAL
- FREE SERVICE
- CONFIDENTIAL

Southern Kentucky
2-1-1TM
Get Connected. Get Answers.

211Center.com

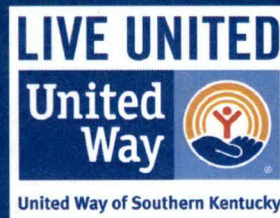
Brought to you by United Way:

270.843.3205



Southern Kentucky
2-1-1 
Get Connected. Get Answers.

Brought to you by:



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P: 270.843.3205
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LIVEUNITEDToday.com

LIVE UNITED

**Kentucky Public Service Commission
United Way of Greater Cincinnati/ Northern Kentucky
2-1-1 Report - 2016 Activities**



**United Way
of Greater Cincinnati**

Submitted:

Jennifer S. Bieger, CIRS

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

August, 2017

NORTHERN KENTUCKY

2-1-1 UPDATE: 2016

United Way of Greater Cincinnati (UWGC/NKy) is pleased to share with the Public Service Commission of Kentucky the attached update reflecting our collective work accomplished in 2016. As you will see in the pages that follow, (UWGC/NKy) continues to not only lead paramount initiatives efforts, but also forge networks that build and foster innovation and learning necessary to address the pressing needs presented by those we serve.

“UNITED WE FIGHT. UNITED WE WIN”

The above was a resounding phrase heard clearly in 2016 and prevalent today. Working as agents of positive change, United Way of Greater Cincinnati(UWGC/NKy) and partners continued the critical fight for the health, education and financial stability of every person in our community. Boundless “energy” and “passion”, by so many, carries forward and sustains the momentum for this critical work focused on solving the most complex and pressing problems faced by the communities we live among and serve.

Focused on changing outcomes and changing lives, ***twenty-four hours a day, seven days a week, three hundred and sixty-five days a year*** we bring people and needed services together. Our 2-1-1-contact center has transformed from “general information” to a more “holistic” framework centered on providing opportunity that helps individuals and families thrive. Most importantly, offering high-quality, humanistic service that translates, for the many that contact us, as the ***“hope”*** that they so desperately need.



It's true that our vision and mission have not changed, however, our approach to our work has. 2016 saw efforts in building and implementing new and bolder framework for our strategies and tactics to help propel us toward our “bold future together”.

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 improves their lives.

The aspiration

of ALL people in our region reach their full potential.

As a United Way, for well over 100 plus years, we have held a strong and credible track record of helping to change lives for the better. United Way of Greater Cincinnati 2-1-1 has been at the core of foundationally supporting the work. First as a helpline started in 1976 and then (for the past fourteen years) serving as an officially designated and full-service 2-1-1. United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) has the distinction of being the only nationally accredited 2-1-1 contact centers in the state of Ky. We were awarded our accreditation status through the Alliance of Information and Referral Providers in 2007. In 2014, we obtained re-accreditation status in 2014. Our current service delivery area as of August of 2017 serves a total population of approximately **1,593,549** and spans three states (Ky, Ohio and Indiana).

The work that we are focused on is both challenging and exhilarating. United Way of Greater Cincinnati (UWGC/NKy) continues to be well poised to bring people together to make a difference.

Population in Geographical Area Served:

As of August, 2017, United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) provides coverage 24 hours a day, 7 days a week to residents in 12 counties across 3 states (*Kentucky, Ohio and Indiana*). Total population of this service delivery area is **1,593,549**.

Counties covered:

- Kentucky:** Boone, Campbell, Kenton, Grant (9% of Kentucky state population).
- Ohio:** Brown, Clermont and Hamilton 9% of Ohio state population). Also, provide sponsorship and foundational support to Butler County, Ohio.
- Indiana:** Dearborn, Jefferson, Ohio, Ripley and Switzerland (2% of Indiana state population).

State	Population
Kentucky	
Boone	128,536
Campbell	92,2-1-1
Kenton	164,945
Grant	24,923
Total	410,615
State	
Ohio	
Brown	43,759
Butler	
Clermont	203,022
Hamilton	809,099
Total	1,055,880
State	
Indiana	
Dearborn	49,331
Jefferson	32,418
Ohio	5,932
Ripley	28,846
Switzerland	10,527
Total	127,054
Total Population for 12 counties	1,593,549

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

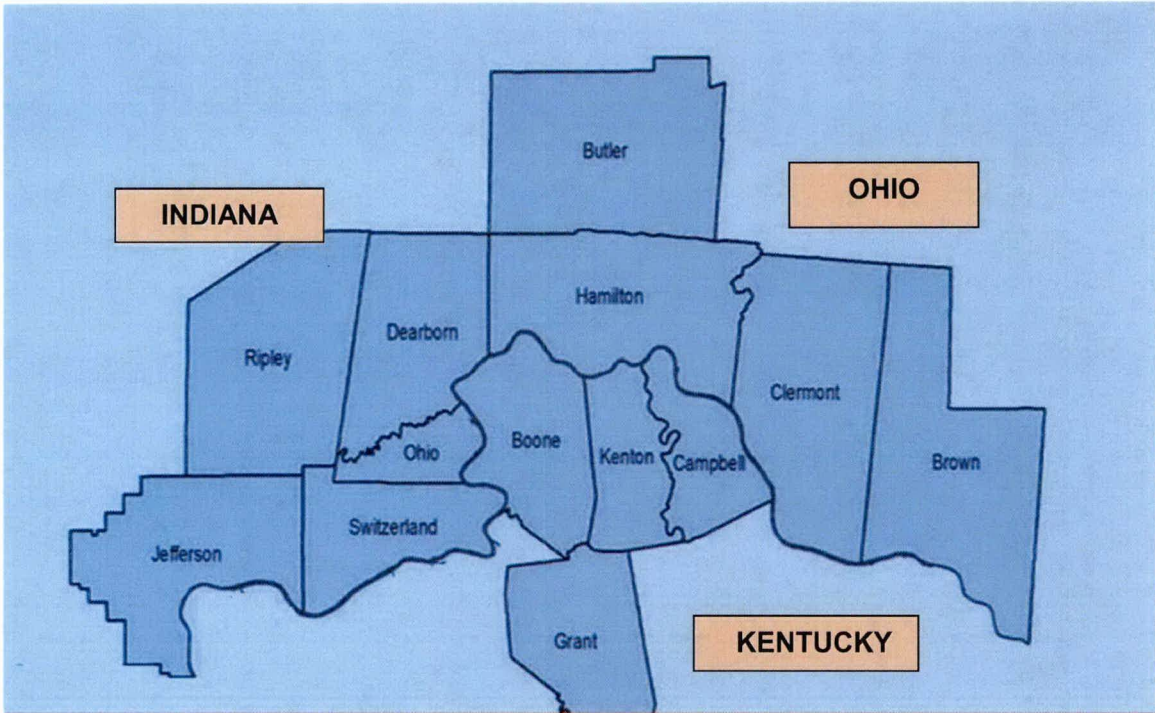


FIGURE B: 2016 UWGC (NKY) 2-1-1 Service Delivery Area

Note: * Provides sponsorship and foundational support to Butler County, Ohio.

CONNECTING PEOPLE WITH SERVICES



1 MILLION+

CONTACTS SINCE 2003

In 2016: **74,348** Contacts **72,435** Web Searches

2016 SERVICE REQUESTS

2,216 SERVICES TO VETERANS

32,282 HOUSING & UTILITIES

9,809 FOOD & MEALS

5,439 HEALTHCARE SERVICES

5,558 LEGAL, CONSUMER &
PUBLIC SAFETY

6,060 INDIVIDUALS, FAMILY
& COMMUNITY SUPPORT



71% FEMALES



20% MALES

99% WOULD RECOMMEND

DIAL 2-1-1 OR VISIT

UWGC.ORG/2-1-1

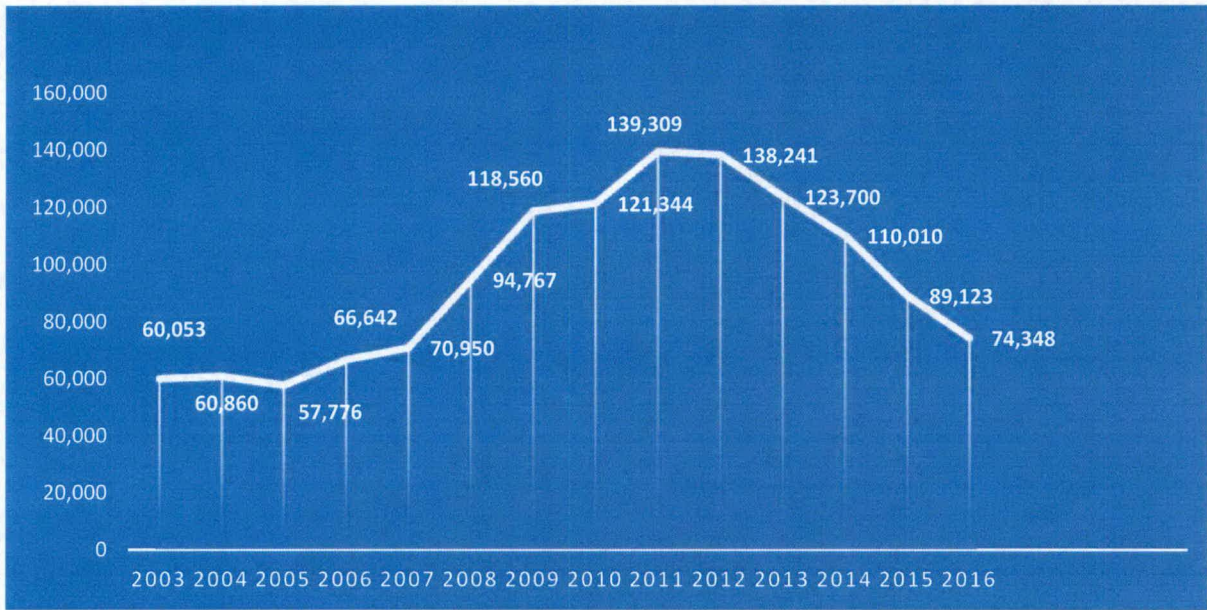


Figure C: 2003-2016 UWGC 2-1-1 Call Volume

Over **1,325,683** calls for connection to community service were fielded by United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) since launch on February 11th of 2003. In 2016 there were **74,348** calls to the contact center.

Additionally, **72,435** visitors searched our website www.uwgc.org/2-1-1.

Year to date (2017) there have been **30,794** visitor searches which is slightly higher than the **29,108** visitor searches for the same time-period last year.

Web-site Searches & Average Visit Length		
2014: 51,423	2015: 58,742	2016 YTD: 72,435
18 minutes	17 minutes	20 minutes

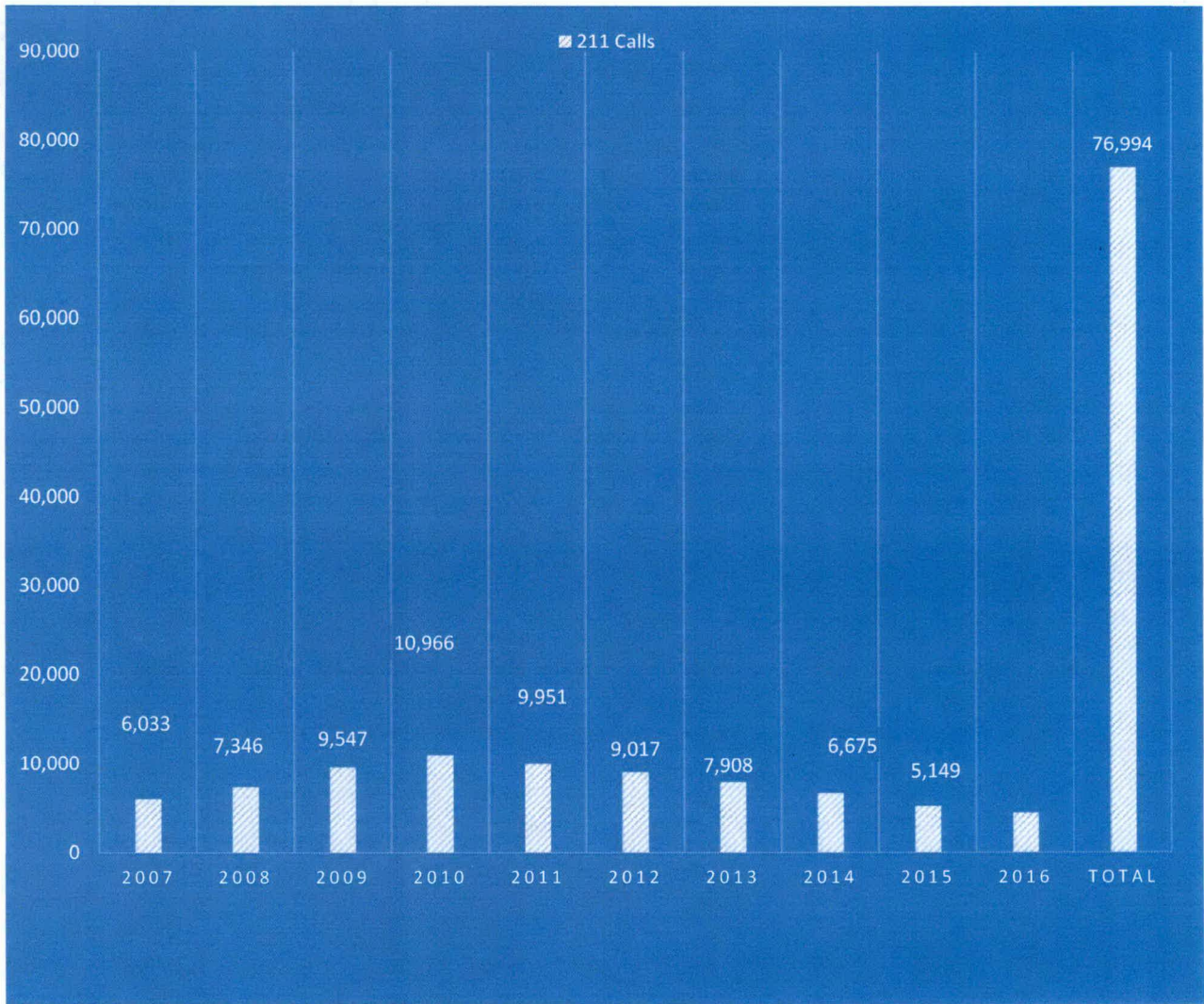


Figure D: UWGC 2-1-1 (NKY) Call Volume/ Northern Kentucky Counties

76,994 total calls have been responded to by United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) in the Northern Kentucky counties of Boone, Campbell, Kenton and Grant since 2007. As reflected in [Figure E](#) below, Kenton and Campbell counties in Northern Kentucky show once again, in 2016, higher 2-1-1 utilization rates.

Northern Ky Counties	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	County Total
Boone	1,511	1,769	2,270	2,369	1,753	1,597	1,302	1,120	883	789	15,363
Campbell	1,327	1,622	2,027	2,390	2,553	2,178	1,882	1,659	1,176	1,004	17,818
Kenton	2,965	3,640	4,811	5,631	5,311	4,876	4,399	3,663	2,933	2,438	40,667
Grant	230	315	439	576	334	366	325	233	157	171	3,146

Figure E: Total Call Volume Northern Kentucky Counties

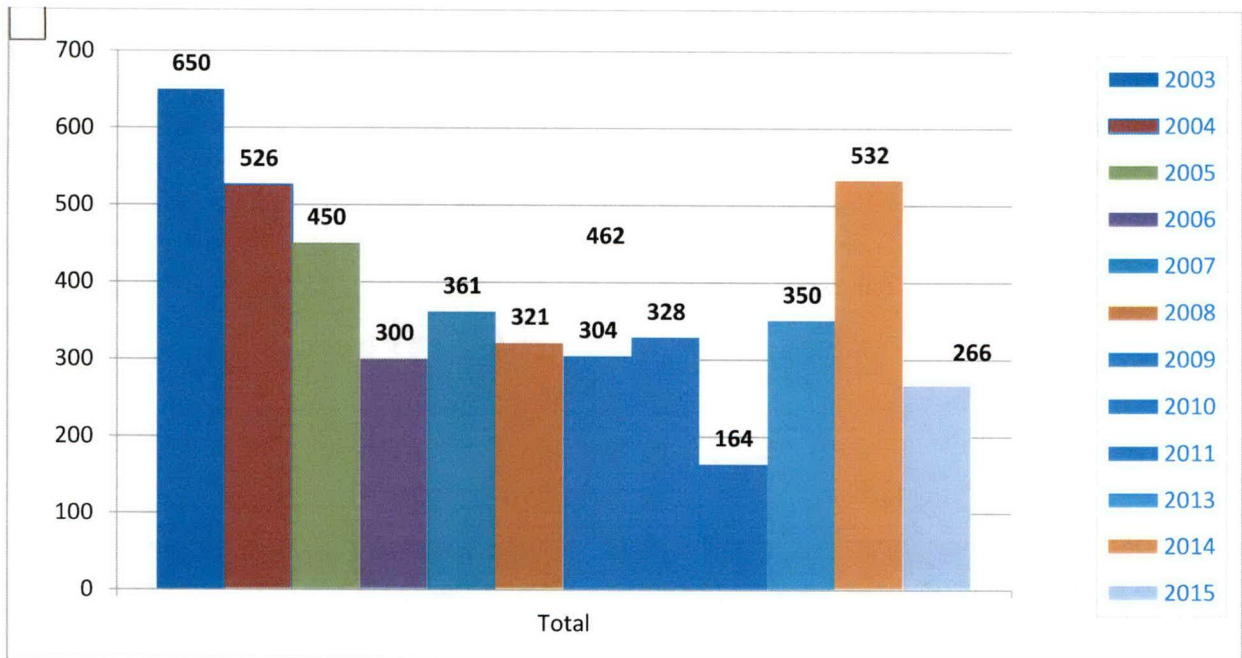


Figure F: UWGC 2-1-1 (NKY) Volunteer Call Volume

A distinctive value element to our 2-1-1 is our volunteer component. Individuals who are interested in giving back of their time and talent to the community, since our launch, have been able to contact us 24/7 to explore appropriate volunteer venues. Over **5000** have been matched with powerful opportunities.

Caller Satisfaction / Caller Connection Data

United Way 2-1-1 (UWGC/NKy) consistently holds ratings of 93% or above in satisfaction as indicated by independent surveys conducted by H&H Data. The 2016 customer satisfaction survey data showed **93%** overall satisfaction. Callers that followed through with referrals (92% in 2015) given by 2-1-1 shows **72%** (up 7% from 2015) 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 12 years and reflected in **Figure G and H** below has been **96%**.

<u>2-1-1 Caller Satisfaction</u>		<u>Received Help (once referred to agency)</u>	
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%
2016	93%	2016	72%
Accumulative Average	96%	Accumulative Average	67%

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

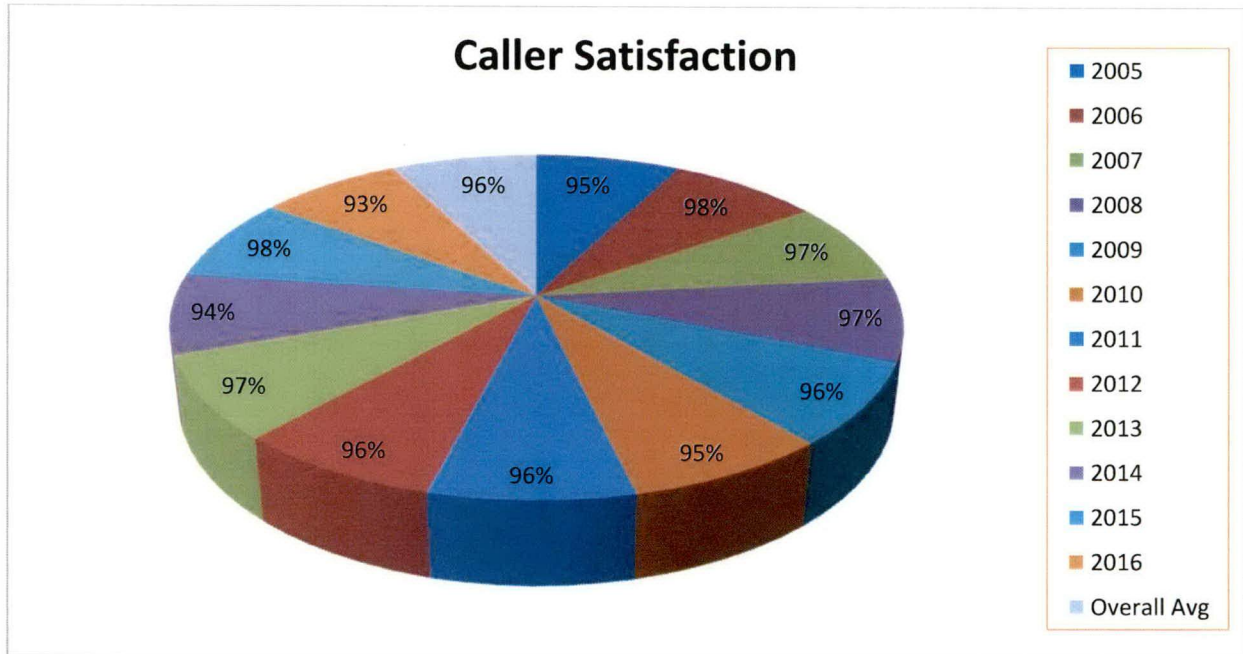


Figure H: UWGC 2-1-1 (NKY) Caller Satisfaction

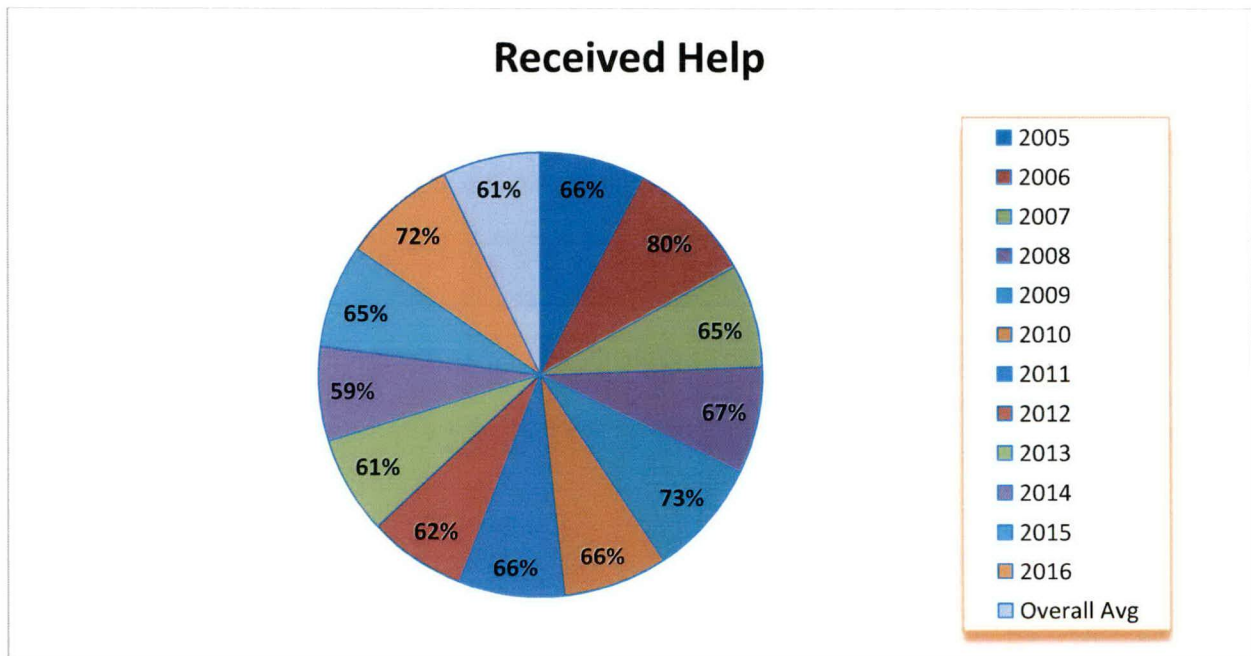
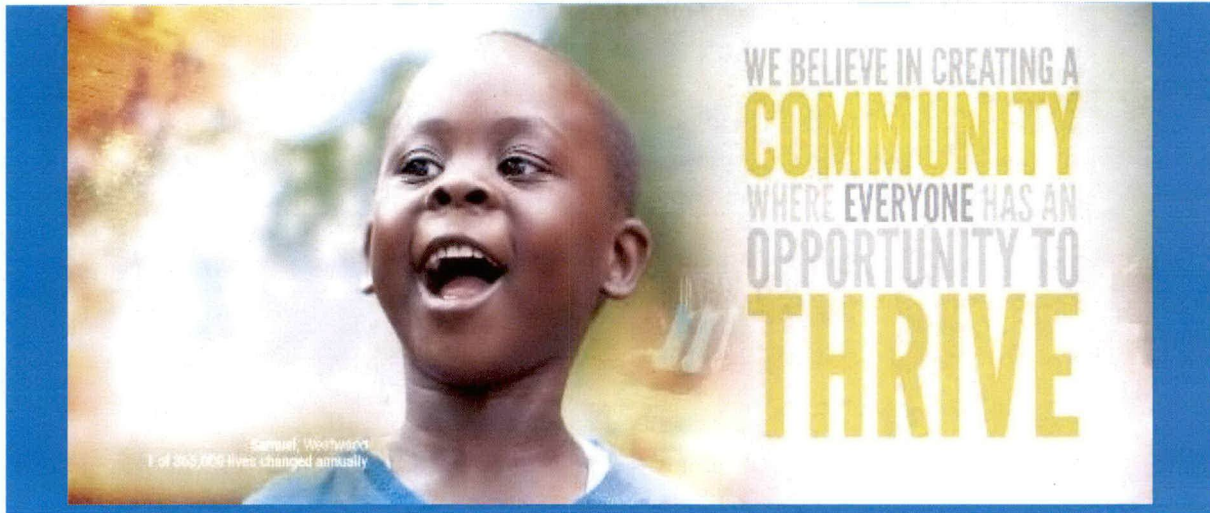


Figure I: UWGC 2-1-1 (NKY) Callers- Received Help

Callers Surveyed reporting received help from agency direct providers once referred

Note: 7% increase for individuals in 2016 surveyed reporting receiving help when referred to an agency. This speaks to an element referred to early in this update regarding the contact center “**going beyond just the call**”. This is accomplished with not only appropriate assessment, but also deeper follow-up and further integrated system delivery which by survey results show we as a robust and dedicated 2-1-1 are pointed continually in the right direction and always focused on the client.



The following six Bold Goals shown in **Figure J** reflect the community’s collective vision for making our region even stronger.

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

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.*

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.

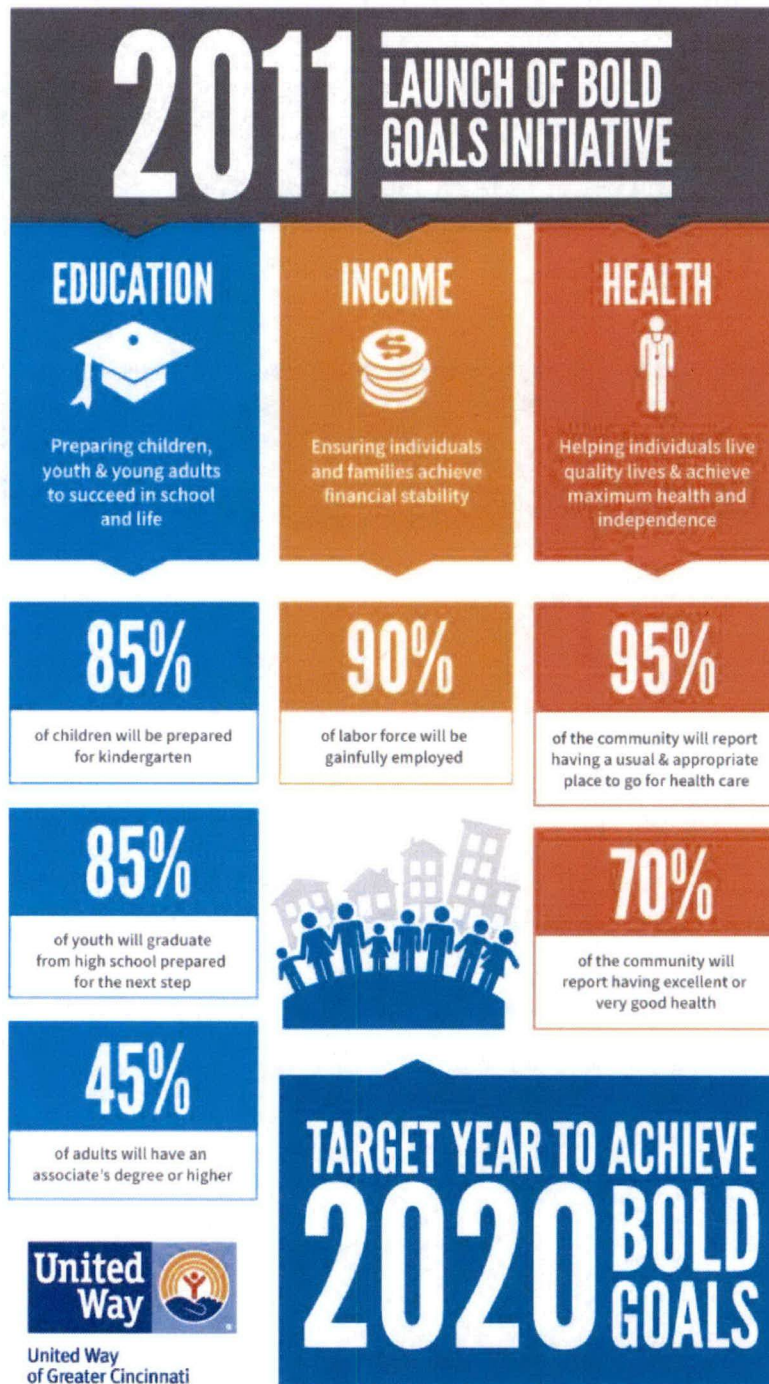


Figure J: UWGC Bold Goals for the Region

The above graphic has been included in prior reports and important today. The bold goals are formally endorsed by more than 260 businesses, nonprofit organizations, education institutions, healthcare providers, and government entities. The bold goals compliment also our community impact strategic focus which is also centered on holistic service delivery meant to lift people out of poverty.

2-1-1 PARTNERING FOR GAME CHANGING BREAKTHROUGHS



United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) as a critical and foundational support system for both United Way work and community partner initiatives continues to focus on collaboratively working in connection with others for positive results for the community. Our focus on leading, expanding and supporting strategic, innovative work moves us toward greater **impact**. The following are 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 Initiative

EVERY BABY, EVERY DAY

Moms-to-Be &

Moms who need support

DIAL 2-1-1

For several years, United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) has been a critical partner with the Cradle initiative 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 also part of the collective impact collaborative comprised of over two dozen organizations (including Children’s Hospital) working together to reduce the infant mortality rate. 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 our Cradle collaborative, United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) was 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 was 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.

This collaborative initiative is making solid progress and United Way of Greater Cincinnati 2-1-1 (UWGC/NKy) has served as main intake coordination point since first quarter of this year. Well over **125** moms have been referred to direct partner agencies for support and wrap-around services.

For Families: EITC (Earned Income Tax Credit)



Going on fourteen years, UWGC/NKy 2-1-1 has supported, as well as helped found, the EITC regional coalition made up 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. Current total in those fourteen years has UWGC/NKy 2-1-1 assisting over **26,338** individuals and families in connection to free tax preparation services and wealth-building opportunities to strengthen their financial stability.

In 2016, \$23.4 million in refunds was returned to local families. There were 726 trained volunteers who prepared taxes for free around the regions 91 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 is proud of connecting hard working individuals and families to free tax preparation sites which 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.

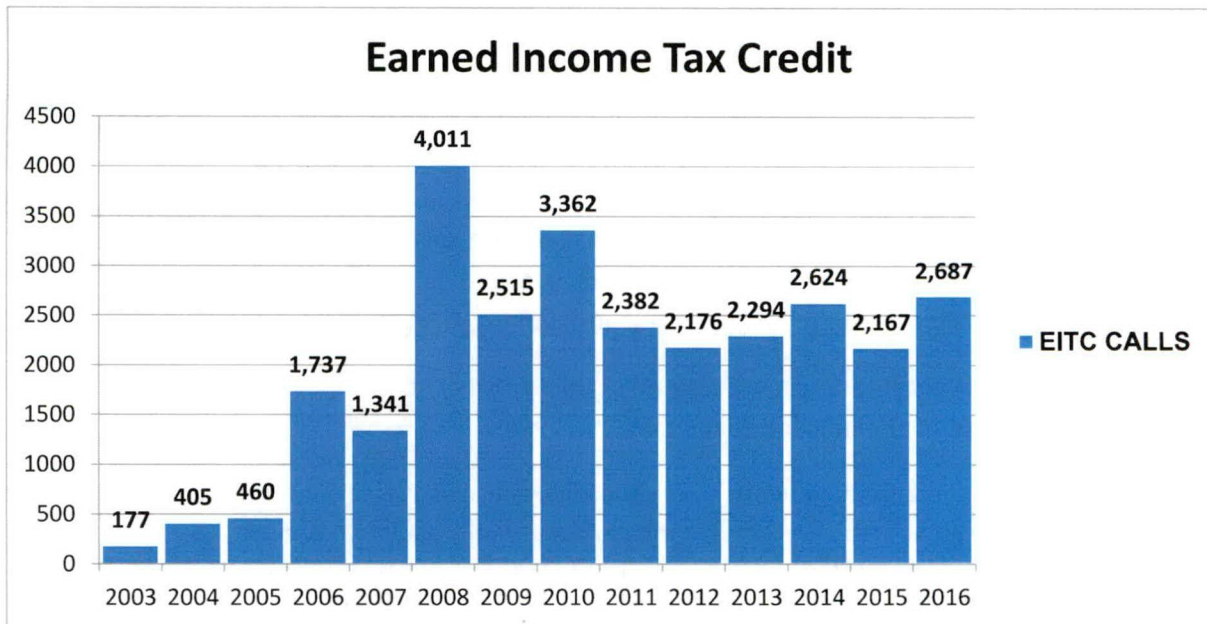
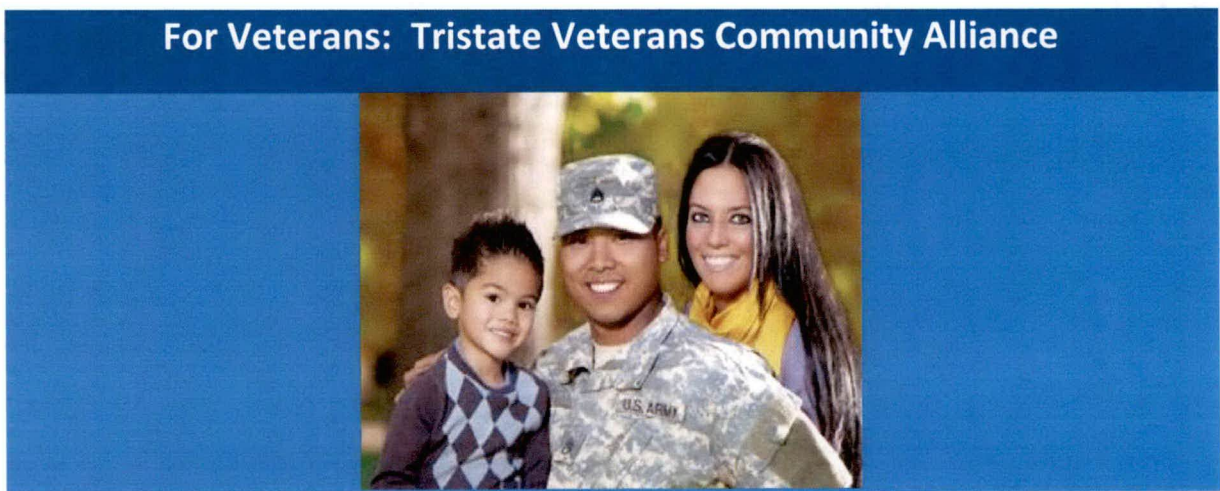


Figure K: Earned Income Tax Credit 2-1-1 Call Volume



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

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.

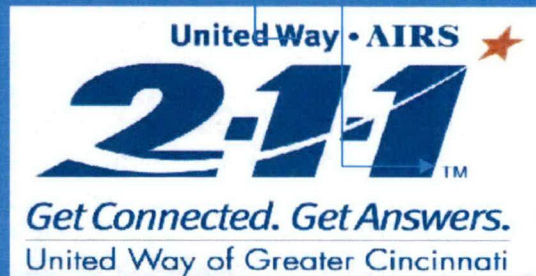
Too often veterans experience unsettling transition when they return to civilian life after deployment and sometimes face gaps in services. TVCA, in partnership with UWGC/NKy 2-1-1, focuses on bridging those gaps and building greater collaboration between providers to increase needed system support.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

Geographically, TVCA covers a 15 county area which is inclusive of Kentucky counties : Boone, Bracken, Campbell, Gallatin, Grant, Kenton and Pendleton.

UWGC/NKy 2-1-1 maintains its commitment to the importance of a streamlined access network to help community support efforts reach veterans, earlier and more efficiently to result in a more successful transition experience. UWGC/NKy 2-1-1 continues its expanded collaborative role with both TVCA& Easter Seals by identifying, offering and ensuring direct veteran "navigator" connections for those veterans experiencing more complex issues.

In 2016 UWGC/NKy 2-1-1 fielded **2,216** veteran related service calls. The top requested services show utility assistance, rental assistance, food assistance, temporary financial assistance and housing among the top five requested services.

Disaster Assistance: “ THERE WHEN IT COUNTS”



Talk to anyone who works with-in the disaster realm, they will tell you most certainly- *“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.”*

UWGC/NKy 2-1-1 has seen this up close and personal. UWGC/NKy 2-1-1 is proud to be a key partner in the overall process geared toward rebuilding and bringing communities back to a sense of normal. No stranger to this work, as previous reports to the PSC from us have highlighted, in detail, UWGC/NKy 2-1-1’s first-hand experience related to support work in the disaster assistance arena has helped communities during times of floods, storms, fires, tornados, etc., Our United Way and partners have and will be there when it counts. 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

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. In 2016, flooding was prevalent in our areas and recovery “unmet needs committees” were activated.

UWGC/NKy 2-1-1’s was 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, UWGC/NKy 2-1-1 is well established to render support as appropriate. 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. We continued our participation in exercise and drill training with representatives across various disciplines and sectors to plan for on-going coordination adding to bench-strength.

School Supplies/Back-to-School Assistance:



The expensive cost of school supplies can often add a burden to families already struggling to make ends meet. In 2016, UWGC/NKy 2-1-1 partnered with area agencies to connect families with free school supplies such as backpacks and other accessories help ease the burden. **189** families contacted UWGC/NKy 2-1-1 for connection.

Summer Feeding Sites/ Food Assistance:



Many think of summer and they think of fun and vacation. That however 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.

Childhood hunger and hunger in general is a reality, and it exists in our own neighborhoods. More than 94,000 children living in the 20 counties served by the Free Store Foodbank (our largest foodbank) are food insecure.

The summer food Service program gives the opportunity to serve children in need during the summer months when they are away from school. Kids ages 2-18 receive nutritious lunches. The following statement from a worker in the trenches at our local food bank says it well- "Food equals love, and we love our kids," said Lori, a site coordinator with Empower Youth. "We can continue our connections with our kids through the Summer Food Service Program. It feeds their bodies and also builds stability during the months that they are out of school. We are thrilled to provide steady relationships in unsteady environments. Consistent care let's kids be kids!"

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](#)".

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 2016 was general food assistance. In 2016, approximately **10,700** contacted UWGC/NKy 2-1-1 for connection to local food assistance in 2016 alone.

For Stability / Self-Sufficiency / Vibrant Workforce



For any region to be vibrant and have economic growth an educated, empowered and skilled workforce that meets employer needs is required. UWGC/NKy 2-1-1 knows businesses struggle to find qualified workers and workers struggle to match with an appropriate employer. At 2-1-1 we are also aware that a 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.

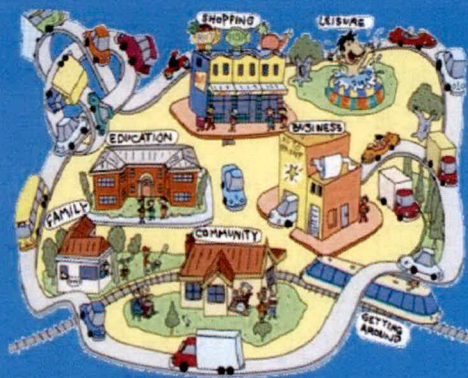
Partners for a Competitive Workforce, a partnership in the Ohio, Kentucky, and Indiana tri-state region is focused on meeting employer demand by growing the skills of our current and future workforce. PCW includes businesses, workforce investment boards, chambers of commerce, educational institutions, 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.

Shelter from the Heat / Shelter from the Cold / Housing



As UWGC/NKy 2-1-1, we also understand that critical information during times of extreme heat, or extreme cold, means a difference between someone sleeping on the streets either in, frigid temperatures or oppressive heat, or seeking refuge. 2-1-1 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. Unpredictability of inclement weather is a given and can have significant consequences for many. Additionally, unstable housing can have a ripple affect on our most vulnerable populations. Housing provider referrals in 2016 were among the top five requested services.

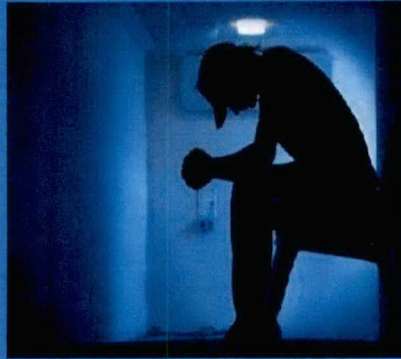
Serving , Understanding, Engaging



MAKING COMMUNITIES BETTER

Numerous community outreach efforts and events continued in 2016 by UWGC/NKy 2-1-1 focused on 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 and working to help engage them in community initiatives and efforts. “We want to **understand better, to serve better**”.

For those suffering from addiction:



What is left to be said, that has not already been said already about the plight of so many who are caught up in the binds of addiction? The stark reality is that the numbers seem to increase every day. For all the geographical areas we serve, none seem to be spared. Communities, individuals, families are suffering. We can continue to look at numbers, but numbers only tell part of the story. We have to look at the people behind the numbers.

This epidemic has made many who are in the provider field look to “out of the box” solutions . UWGC/NKy 2-1-1 knows that at the root is lack of knowledge for many of what direct providers they can turn to for assistance. We accelerated our continued efforts in a more intentional way in 2016 with our local Addiction Services Council. As 2-1-1, we have worked to ensure credible information is available for those who contact us. In 2016, UWGC/NKy 2-1-1 received hundreds of 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.



We stand united to ensure the critical fight for the health, education and financial stability of every person in our community continues. As you have read from UWGC/NKy 2-1-1's update, much was accomplished in 2016, and the momentum carries forward with the dedicated work of many.

From the special project updates you have read, incremental impact collectively and positively affecting individuals, families and communities at large is at play. We know the stakes are high. Our resolve is high to do our best to work toward integrated service delivery for maximum outcome.

United Way of Greater Cincinnati 2-1-1 knows that the impact of our work does not stop at the **146,783** contacts to the 2-1-1 center in 2016. That is why we continue "beyond the contact center call". We pushed to build upon our work to think differently *regarding changing systems to change results*. A main goal being to ensure individuals and families have the holistic support they need to achieve their goals and overcome challenges.

The world and network of 2-1-1 continues to vastly change. UWGC/NKy 2-1-1 believes in a flexible system that has the ability to adapt. In a region where one and three people struggle to meet basic needs, simply put --- **We believe in helping develop communities where everyone has an opportunity to thrive!**

