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United Way
of Kentucky



VIA E-MAIL AND U.S. MAIL

August 31, 2018

Gwen R. Pinson
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 Ms. Pinson:

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 for 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

RECEIVED

SEP 10 2018

PUBLIC SERVICE
COMMISSION



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

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

August 31, 2018

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 2017 - 2018

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 2016-17 report, new investment in the Lexington-based United Way of the Bluegrass (UWBG) contact center, covering the Bluegrass Area Development district and five additional counties in and around the Ashland community, has allowed for not only 2-1-1 infrastructure and call routing translations to be completed for 100% of the state's population, but also the creation and development of a fully resourced information and referral database for the remaining "uncovered" counties. With the launch in Ashland last year, 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, chat, text, email and web (See Figure 3). However, thanks to the above noted investment, as of now, our network has the structure developed to launch the 2-1-1 service in every community across the Commonwealth.

Because of the significant step forward in routing, and now, thanks to the database development for the unserved counties, new consideration for potential partnerships with state government and other vendors to utilize the service to efficiently provide contracted center operations is now a reality. Throughout 2017 and particularly in 2018, 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, particularly within the Cabinet for Health and Family Services to explore the system's capacity for contracted service to the Commonwealth.

In 2018, UWKY leadership, with support from UWBG, also met with representatives from the UK Center for Health Services Research, Consortium for Accountable Health Communities. This collaborative seeks to bridge the divide between the clinical health care delivery system and community service providers to address these health-related social needs. Over the next five years, UK CHSR is partnering with Kentucky Primary Care Association, Appalachian Regional Healthcare, KY Homeplace, and Community Action Kentucky, to focus on unmet social needs that impact health across 27 counties in Appalachia. The core social needs being addressed include housing, transportation, food insecurity, utilities, and interpersonal violence. Naturally, the 2-1-1 network is a critical partner in covered communities for connecting individuals and families to services that address these specific social determinants of health. We will continue to engage with this Consortium and other partners to best utilize 2-1-1 services in support of existing efforts to improve health outcomes for all Kentuckians.

The western Kentucky communities of Owensboro, Henderson, and their surrounding counties are also actively exploring potential contract services to bring 2-1-1 services to the Green River Area Development District. Most recently, representatives from each of Kentucky's four 2-1-1 contact centers met on August 1, 2018 in Louisville to discuss the future of 2-1-1 service provision in the Commonwealth, with an emphasis on:

- Exploring the potential of a collective, consistent approach for supporting contract services, including assistance for Medicaid recipients affected by KY HEALTH.
- Discussing and addressing barriers to consistency in service delivery and user experience, as well as data sharing, in the context of:
 - national quality standards,
 - efficiency of delivery, and
 - increasing interest from state agencies and other partners.
- Provide a platform for Kentucky's 2-1-1 Centers to discuss existing challenges, opportunities and network expectations.

By proactively creating efficiencies in service delivery, as well as a consistent, high-quality client experience, 2-1-1 services in Kentucky will continue to be the gold standard for information and referral, health and human service contact centers. 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 2017, call volume in Kentucky was 51,815, a 7.4% increase over 2016. However, web visits to 2-1-1 services recorded in Kentucky totaled to 130,500 in the last calendar year up 22% from 102,800 in 2016, and we are happy to report over 1,500 connections through chat, text and email. Figure 1 below shows statewide call volume. In 2017, calls for basic needs, such as housing, utilities, food, and income assistance made up over 81.8% of all calls for services (see Figure 2 below).

FIGURE 1

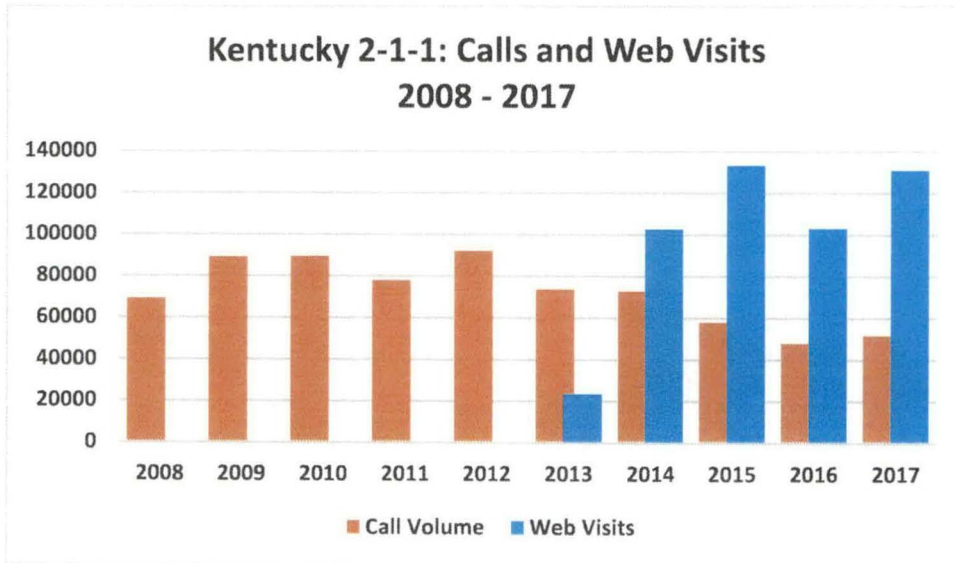


FIGURE 2

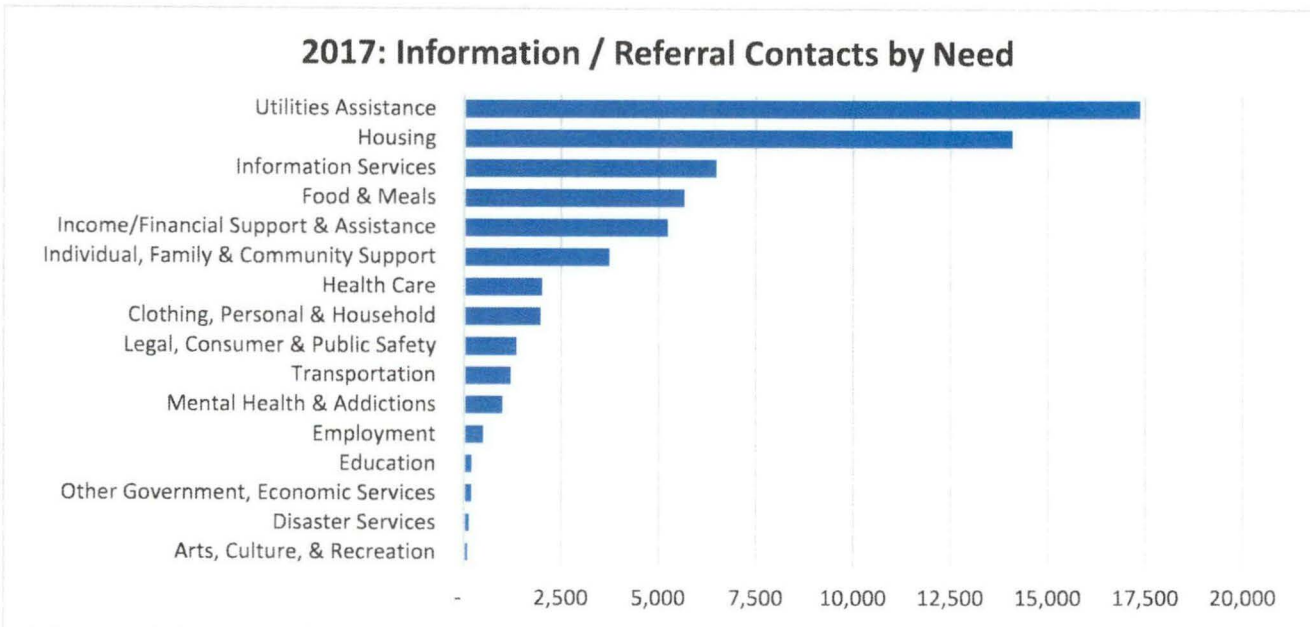


FIGURE 3



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 several 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 partnership with the Kentucky Diabetes Prevention Network and the YMCA’s Diabetes Prevention Program developed in 2016.

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. This partnership lasted through Spring 2017, and was then restructured into primary funding for database development for the unserved counties in the Commonwealth.

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 2017, the local United Way 2-1-1 answered over 1,539 calls inquiring on tax assistance. CKEEP appointments resulted in over \$775,000 in savings on tax preparation services and \$4,980,000 in total tax returns going back to Central Kentucky families alone.

Disaster and Crisis Response – United Way 2-1-1 remains a vital partner 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 KY HEALTH Community Engagement component and workforce development services, as well as the Kentucky Consortium for Accountable Health Communities.

National View and Summary

2-1-1 service is available to more than 94% of the population of the United States - over 306 million individuals, and contact centers across the nation answered over 13.4 million calls last year, and connected over 16.5 million web searches. Kentucky currently serves 66% of our population, with 19% added over the last 2 years. In states without full coverage, as in Kentucky, those lacking access to 2-1-1 services tend to be in rural areas.

In the 17 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 – and now throughout the Commonwealth – have built momentum for sustainable statewide coverage.

Additional detail is available in the community reports below.



Addendum

Community Reports

Summary of 2017-2018

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 2017 and 2018

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 and the Department of Aging and Independent Living has allowed UWBG to move towards reaching their Big Bold Goal by giving all citizens access to 2-1-1. 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 2017 UWBG was able to:

- In partnership with United Way of Northeast Kentucky (UWNEK), launch 211 services in the five-county area that UWNEK serves
- Continue updating and expanding the existing 2-1-1 database
- Begin taking calls for the state of Mississippi
- Hire 1 additional Resources Specialist and 2 additional Health and Human Services Navigators

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

- Began working on a plan to build a database for the 69 counties in KY with no 2-1-1 coverage, made possible through funding from the Department of Aging and Independent Living
- Hired 5 remote part-time Resources Specialist located across the state
- Begin work on the AIRS Accreditation packet
- Met with all levels of government for sustainability funding which are ongoing;

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 third year in a row;
- Began working on creating the database for the 69 counties with no 2-1-1 coverage
- Met with all levels of government for sustainability funding which are ongoing;
- Conducted strategic planning meetings for the Georgetown/Scott County 2-1-1/3-1-1 initiative
- Submitted the packet for AIRS Accreditation packet

Usage Volume

Calls

Calls remain the primary way that individuals reach 2-1-1. This past year UWBG 2-1-1 took 15,499 calls. The top requested needs were rent and utility assistance.

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. This number increased to 2,438 during the 2017-2018 fiscal year.

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 11,967 times with 7,741 unique users. Android and iOS downloads of the app were similar at 1,439 for Android and 1,256 for IOS.

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?"

89% ranked 2-1-1 Navigators 5 out of 5.

"Overall, were you satisfied with the help you received?"

90% ranked their call 5 out of 5.

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

96% would

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

97% would

Some quotes:

"2-1-1 has great customer services"

"2-1-1 is a good program. I wasn't able to get help, but it was nice having someone who cared to talk to."

"I think 2-1-1 is a great resource."

"2-1-1 helped me figure out who to call to get help."

Partnerships and Special Projects

Department for Aging and Independent Living Aging and Disability Resource Center

Inquiries: 904

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 through June 30, 2017. For 2017-18 fiscal year, we still tracked the number of inquiries we received for services for individuals 60 and older and still worked to connect those individuals with the services available to them. DAAL was so impressed with the work we completed that they renewed the contract for the 2017-18 fiscal year and requested that we begin work on a statewide resources database that includes information for the aging population as well as the typical resources we include in our 2-1-1 database. The relationship has allowed us to move one step closer in offering 2-1-1 coverage to all Kentuckians.

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.

Earned Income Tax Credit (CKEEP)

Inquiries: 2,986

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 answered 2,986 calls related to tax appointments and general tax inquirers

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



United Way of the Bluegrass 2-1-1

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.



Metro Louisville Update for 2017

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.

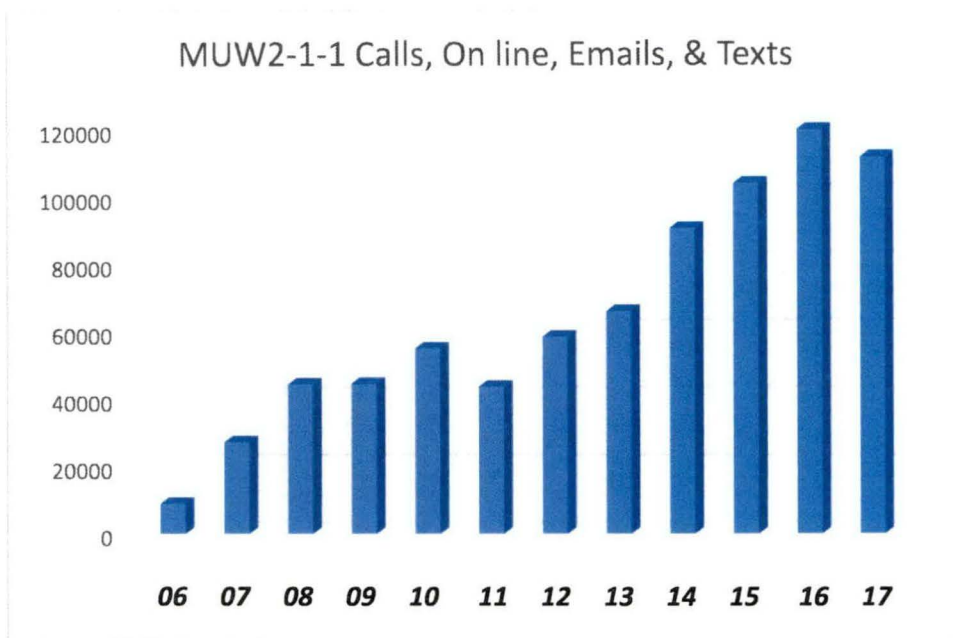
In fall of 2016 MUW 2-1-1 entered an agreement with the United Way of Central Kentucky to begin providing 2-1-1 service January 2017 for Breckinridge, Grayson, Hardin, LaRue, and Meade Counties in Kentucky. This new service area increased MUW 2-1-1's service's population by an additional 195,000 people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

Call Volume/Growth

In 2017, MUW 2-1-1 received **111,325** calls, texts, emails and online searches from individuals seeking programs and services information. There were **125,872** referrals to local agencies and organizations. That is more than 5% increase in the number of referrals in 2016.

Since its beginnings in September 2006, MUW 2-1-1 has been used by **795,925** people to get connect to the help they need. There have been **979,063** referrals to local agencies and organizations in the past 12 years.

FIGURE A: METRO LOUISVILLE CALL VOLUME



* As of April 3, 2018, MUW 2-1-1 has been used by 795,925 individuals to find the programs and services they needed throughout the Louisville Metro area, surrounding counties, Central Kentucky and across the Commonwealth..

As notated in chart, there was a small reduction in usage however there continues to be an upswing in referrals. Individuals are using 2-1-1 to find resources for multiple issues and problems that face them and their families. 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 continues to work 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. 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 2017 tax season, MUW 2-1-1 provided for information directly relating to EITC, AARP and VITA Site locations from **678** 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 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. 2-1-1 created and supported a texting survey that asked the needed questions to educate participants to their risks of being pre-diabetic. All the individual had to do was text "My Risk" to 898211 and answer the following questions. The results were then calculated, and the appropriate information was proved to the texter. 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

2-1-1 began with the phone service in 2006. 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 **359,000** 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. 2-1-1 supported extreme cold weather information on several occasions during 2017 and provided an avenue for volunteers to sign up for clean after a flood incident.

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.

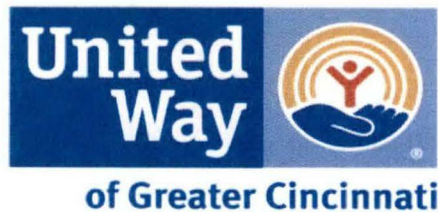
The staff at 2-1-1 continues to work with Jefferson County EMA on the development of a plan for a Volunteer Reception Center (VRC) as well as a Donation of goods and Services Plan – Emergency Support Functions. 2-1-1 regularly shares aggregate data with local government agencies such as family services,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

Summary

For past twelve 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 standards. Metro United Way 2-1-1 continues to expand and improve its ability to service individuals seeking assistance, and the community 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.

United Way of Greater Cincinnati/ N Ky 211

Kentucky Services Commission Update: 2017



Submitted by: Jennifer Bieger, Senior Manager
United Way of Greater Cincinnati 211
August 10, 2018

UNITING COMMUNITIES TO CHANGE LIVES

One need look no further than the heading to understand **who we are** and **what we do**. However, we ask that you take a few minutes to read through the rest of the story. United Way of Greater Cincinnati/ N Ky 211 is proud to present this 2017 report to the Kentucky Public Service Commission. You will quickly understand the significant impact made and the excitement surrounding our new directional work that we know will ultimately help us to reach more people and propel us toward transformational change that ultimately betters Kentucky resident's lives.

United Way of Greater Cincinnati/ N Ky 211 has tirelessly worked since launch in 2003 (and as an I&R since 1976) to meet the needs of those who struggle. This has been done through offering the broadest connection to community services, network collaboration and system building to name just a few areas. We hold fast to the same determined commitment we held upon becoming a full-fledged 211 center (2003) and practice daily our quality standards. We hold both national accreditation and re-accredited status through the national Alliance of Information and Referral Provider system and the honor of being the first 211 implemented in the state of Kentucky. We are 3 states strong covering a service population area of **1,602,007**. We have learned much on our journey and continue to do so in our valiant effort to "serve".

Our work to catalyze innovation and learning, invest in solutions that work, build collaboration across sectors build community will, advocate policy change and connect services seamlessly while focusing on "family-centric and poverty" work continues in earnest with a multitude of community partners and supporters surrounding and engaging efforts in numerous ways. Poverty is holding back our community and we are challenging the status quo and leading the charge.

We hope you will take time to read and learn more about our special projects highlighted in the following pages as that is "where our true work and impact shines through".

You will see ground breaking numbers ...**1,540,000 Connections** made since launch. For the United Way of Greater Cincinnati/N Ky 211, what sets us apart is that it not just about the numbers. It is about the people behind the numbers who reach out to us every minute, of every hour, of every day, 365 days a year and our ability as a multi-faceted contact center to empower, understand and assist these individuals and families in meaningful ways.

Jennifer Bieger

Geographical Area Served & Population Coverage

United Way of Greater Cincinnati 211 (UWGC/NKy) provides coverage 24 hours a day, 7 days a week to residents in 12 counties across 3 states (*Kentucky, Ohio and Indiana*). As of August , 2018, total population of this service delivery area is **1,602,007**

State	Population
Kentucky	
Boone	130,728
Campbell	92,488
Kenton	165,399
Grant	24,984
Total	413,599 (9%)
State	
Ohio	
Brown	43,576
Clermont	204,214
Hamilton	813,822
Total	1,061,612
State	
Indiana	
Dearborn	49,741
Jefferson	32,089
Ohio	5,828
Ripley	28,442
Switzerland	10,696
Total	126,796 (.40%)
Total Population for 12 counties	1,602,007

Figure A: UWGC (NKY) 211 County Population

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

Brown, Clermont and Hamilton (9% of Ohio state population). Also, provide sponsorship and support to Butler County, Ohio- Middletown area.

Dearborn, Jefferson, Ohio, Ripley and Switzerland (.40% of Indiana state population).

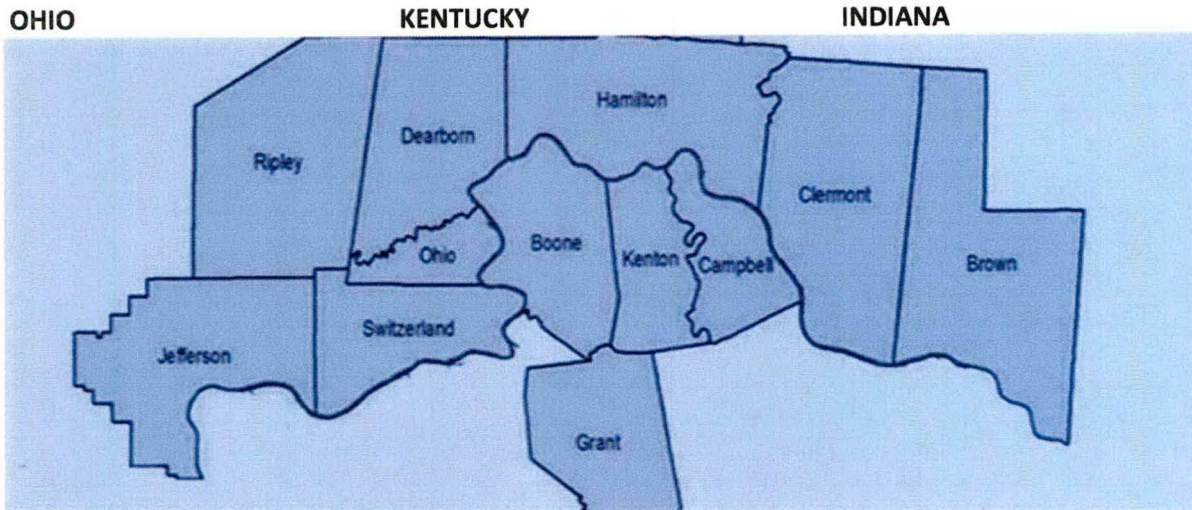


Figure B: UWGC (NKY) 211 Service Delivery Map

Over **ONE MILLION 540,000** calls were fielded by United Way of Greater Cincinnati 211 (UWGC/NKy) since launch, February 11th of 2003. In 2017 there were **60,652** calls to the contact center. Additionally, 58,766 visitors searched our website www.uwgc.org/211.

Year to date (2018) there have been **32,479** visitor searches which is **4,000** higher than the same time-period last year.

WEB SEARCHES AND AVERAGE LENGTH OF VISIT		
2015	2016	2017
58,742	72,435	57,766
17 minutes	20 minutes	16 minutes

Figure C: UWGC (NKY) 211 Web Searches and average visit length

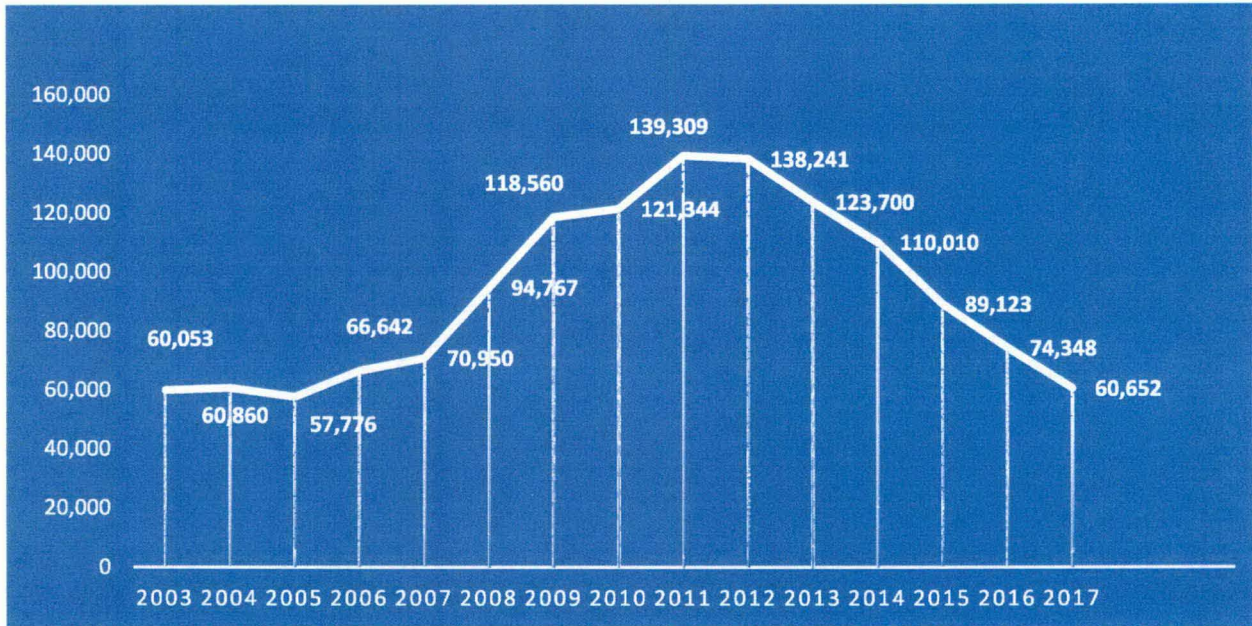


Figure D: UWGC/ NKy Call Volume since Launch

Note:

United Way of Greater Cincinnati 211 has served since 2003 as the hotline to call to GET OR GIVE HELP, 24 hours a day, 7 days a week. Since our 211 launch, United Way of Greater Cincinnati/N Ky has fielded approximately 5,500 calls from individuals wanting to volunteer and give back to the community.

	2012	2013	2014	2015	2016	2017	Total
Boone	1,597	1,302	1,120	883	789	724	6,415
Campbell	2,178	1,882	1,659	1,176	1,004	811	8,710
Kenton	4,876	4,399	3,663	2,933	2,438	2,097	20,406
Grant	366	325	233	157	171	169	1,421

Figure E: UWGC (NKY) 211 Calls

Since launch (2003), approximately 81,000 calls fielded by UWGC /NKy 211 for the primary N Ky counties.

United Way of Greater Cincinnati N Ky 211 is fully committed to quality service. The accumulative average of overall satisfaction to United Way 211 (UWGC/NKy) in the past 13 years and reflected in **Figure F** below has been **96%**. In 2017, 62% reported receiving help at an agency level after being connected by 211.

211 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%
2016	93%	2016	72%
2017	95%	2017	62%
Accumulative Average	96%	Accumulative Average	66%

Figure F: UWGC 211 (NKY) Caller Satisfaction/ Received Help

2-1-1 IMPACT

UNITED WAY OF GREATER CINCINNATI/ N KY

----- 2017 -----

60,652 Thousand
phone requests for help

56,766 Thousand
website searches for help

MAKING CONNECTIONS FOR HEALTHIER COMMUNITIES

When more people are thriving, our communities are stronger.

29,911 K
Connections to housing
or utility assistance

7,155 K
Connections to
food assistance

1,206 K
Connections to help with
finances or finding a job

5,785 K
Connections to physical or mental health services

3,209 K
Connections to homeless shelters

HELPING CHILDREN & FAMILIES

838
Connections to educational resources

318
Connections to early childhood education
and literacy programs or child care providers

1,397
Connections to veteran or
military family resources

200
Connections to requests for disaster
related help

UNITED WAY OF GREATER CINCINNATI/ N KY 2-1-1 IMPACT

PARTNERSHIPS IN ACTION

PARTNERS FOR CHANGE

The critical work we have the privilege to do every day would be non-fruitful if not for the collaborative, all-in, approach that is held by so many involved in the work. In past updates to the Kentucky Public Services Commission we have reported on our successful special project initiatives. Special is a word that resonates... as it is through these initiatives that we have the ability to **delve deeper, increase connection and access to services** as well as work to **close the gap**. We are excited to again highlight a few below:

CRADLE CONNECTIONS

United Way of Greater Cincinnati/ N Ky 211 continues to fight to help reduce the infant mortality rate that regionally remains higher when nationally compared. The larger goal (s) is to further reduce the rate through newly enhanced systems to address areas such as spacing, smoking cessation, safe sleep and other drivers of infant death. The local, strategic work of multiple partners involves a focus on evidenced based strategies that among other things zeros in on community health workers, home visitors and centering pregnancy. The work has expanded to twenty targeted zip codes and has in the last year also expanded the number of community health workers and home visitors.

Other areas of focus : to identify and engage moms early in pregnancy and help integrate services while utilizing innovative approaches to best meet moms and moms –to-be needs and engage in authentic ways. Additionally, part of the focus is to create and build out resource tools to help support moms in the community with tangible resources. United Way 211 developed an on-line resource directory for this particular targeted population.

United Way of Greater Cincinnati/ N Ky 211 was chosen by Cincinnati Children’s Hospital Medical Center, Cradle Cincinnati and numerous other collaborative partners to be the centralized intake for this valuable project. Over a year and a half in, 211 has successfully identified and triaged over 300 moms and moms-to-be into supportive, wrap-around services. 211 has also been involved in call-to-action promotion to help ensure moms are connected to services. One of the latest reports from Cradle point out that “infant mortality rates are a telling

indicator of overall community health, education and poverty. Communities with high infant mortality rates have substantially higher medical care costs, education cost and workforce costs. The work of this collaborative has been successful to date, but more work is yet to be done. United Way of Greater Cincinnati/ N Ky 211 is part of the learning collaborative as well as participates in the ALL Children Thrive summits which have helped share best practices and increase cohesiveness in efforts to streamline delivery of services.

VETERANS

United Way of Greater Cincinnati/ N Ky 211 continues work in its' collective efforts to organize and execute plans surrounding identifying and meeting veteran's needs, strengthening support networks and helping facilitate creative solutions to barriers facing our nation's most deserving. In 2017 alone, 211 made close to **1,400** veteran related connections to services. We have heightened our partnership as mentioned in past reports with our local Tri State Community Veterans Alliance which reaches (16 counties) in Ky, Ohio and Indiana and centers on helping connect and work with those veterans transitioning to civilian life. We at 211 continue our triage to TVCA as well as Easter Seals and others for a personalized "connection" that strives to meet the needs of each and every particular caller.

Work is happening with the existing partnerships to continue to refine and make "finding services" easy for the veteran and family members. A committee is working to showcase a veteran resource event later this fall which will center on health and wellness among other pertinent resource areas. United Way of Greater Cincinnati / N Ky 211 was instrumental in working with TVCA and Deloitte and Touche on the bi-annual project report that was released in July. The collective report looks at progress made, areas to strengthen and insights gained through the eyes of local service organizations, employers, health care institutions, universities and more across the tristate.

It is a given that it is not enough to talk or identify "needs" , but to look for solutions which the collaborative is building on by expanding the network to improve the service portfolio, partner engagement, and veterans' options.

OP.O.D. CRISIS

A recent article highlighted startling information with the headline reading Northern Kentucky counties led state in overdose deaths in 2017. The numbers are cited from the Ky Office of Drug Policy and show Kenton counties and Campbell counties led the state in overdose deaths per capita in 2017. Both counties, the article also states, along with Boone County, make the top five for heroin and fentanyl –related deaths. There seems to be no letup regarding the continuing devastating hold this has on individuals, families and communities. United Way of Greater Cincinnati/ N Ky 211 maintains partnership with the local Addiction Services Council hotline to ensure anyone calling 211 gets connected seamlessly to ASC to get the information, support and treatment they require. Last year, United Way of Greater Cincinnati /N Ky 211 connected near **700 people** to substance abuse services and **129** people triaged directly to Addiction Services Council.

BACK-TO-SCHOOL

United Way of Greater Cincinnati/N Ky 211 was a resource again last year for individuals and families to call to learn about where to locate free back to school supplies. Close to **200** callers were connected

EITC INITIATIVE

Another successful EITC year has passed with United Way United Way of Greater Cincinnati/N Ky 211 at the fore-front. Since inception of the collaborative, our 211 has helped over **31,000** locate free tax preparation sites. In 2017, nearly **3,000** contacted us. This long-standing special project is multi-tiered and made up of numerous partners ... all concentrated on bringing money back into the pockets of hard working wage-earners. In the decades that we have been involved, millions have come back into the communities through this special project.

POVERTY

100,000

Families in our region
are in poverty

1 in 3

Children in our region
are in poverty

One of our major shifts as a United Way has been to more directly help children and families in our region who are in poverty. We have a new family-centered learning initiative that brings nearly 100 partners together to rethink the way we assist families who are struggling. A major focus is to “together” create long-term solutions and system changes for families in poverty. The larger goal is to holistically help the family unit and engage them in the “change”. Work is happening to break the cycle of racial disparities. We know the “must” is to offer help in stronger, faster, more collaborative ways to help move families out of poverty for good. We are centered on “partnering” with families and hearing their “voice” It is a “new era” of learning that will ultimately change results for the better.

United Way of Greater Cincinnati/N Ky 211 is involved in this work on many levels and supports foundationally the work of Community Impact and The Poverty Collaborative. This happens not just through connection, but also real-time data sharing among other areas. We are catalyzing learning, building more collaboration across sectors, community will and advocating policy /system change where needed with focus **on families at the center.**

SHELTER

United Way of Greater Cincinnati /N Ky 211 has been there as a referral source and to answer the call for those out in inclement weather (extreme heat or cold) that are seeking shelter.

SUMMER FEEDING SITES

A very important special project from our 211 is our summer feeding site resource. Too many children go hungry in our region. When they are let out of school for the summer, we give them a place to turn. United Way of Greater Cincinnati/ N Ky 211 makes sure to help providers and those in need know where to go to engage in a summer feeding site (s) as well as socialize and be a “kid” for the summer.

HOLIDAY CONNECTIONS

United Way of Greater Cincinnati/ N Ky 211 stands as an important resource during the holidays to connect those who need help to community services that assist with such things as holiday toys, dinners, adopt-a-family or angel tree services, etc.,

DISASTER

United Way of Greater Cincinnati/ N Ky 211 continues its work to help individuals recover from disaster. We maintain our active participation and collaboration with our emergency management, Red Cross, local COAD and VOAD organizations among others. We have been involved in numerous unmet needs committees.



of Greater Cincinnati



**Our impact is big, our hearts and passion are bigger!
2-1-1: Together we are changing lives**