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United Way
of Kentucky



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JAN 03 2020

PUBLIC SERVICE
COMMISSION

VIA E-MAIL AND U.S. MAIL

December 31, 2019

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,

A handwritten signature in black ink, appearing to read "Kevin Middleton", with a long, sweeping horizontal line extending to the right.

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

Enclosure



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

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

December 31, 2019

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 2018-2019

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 2017-2018 report, new investment by the United Way organizations covering the Green River Area Development District (GRADD) has led to the launch of 2-1-1 services covering the GRADD by the Lexington-based United Way of the Bluegrass (UWBG) contact center, which also covers the Bluegrass Area Development District and five additional counties in and around the Ashland community. In addition to these active coverage areas, the UWBG contact center maintains 2-1-1 infrastructure, call routing translations, and a fully resourced information and referral database for the remaining "uncovered" counties. With the launch in the GRADD, approximately 71% 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 capability provided through UWBG, our network continues to maintain the structure to launch the 2-1-1 service in

every community across the Commonwealth. Increased capacity to field calls and market the service in the remaining uncovered counties is being explored through United Way and state investment.

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 and efficiently provide contracted operations is now a reality. Throughout 2018 and particularly since June of 2019, 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 support of the state's developing "resource engine" project, entitled BackYard. This project will bring "closed loop" referral services to 100% of the state's population, built by Deloitte on a Salesforce technology platform, and offer residents the opportunity, for the first time, to maintain their own records of referral and public benefits in a single, easy-to-use online system, while agencies assisting these individuals will have the capacity to review referral data to ensure that the most efficient provision of human services is provided to every Kentuckian. We will continue to engage with CHFS and other partners to best utilize 2-1-1 services to improve individual and community health outcomes.

Representatives from each of Kentucky's four 2-1-1 contact centers continue to meet 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.
- 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 2018, call volume in Kentucky was 52,095, a slight increase over 2017. However, web visits to 2-1-1 services recorded in Kentucky totaled to 103,800, and we are happy to report over 750 connections

through chat, text and email. Figure 1 below shows statewide call volume. In 2018, a significant increase was shown in requested employment services, however, calls for basic needs, such as housing, utilities, food, and income assistance made up over two-thirds of all calls for services (see Figure 2 below).

FIGURE 1

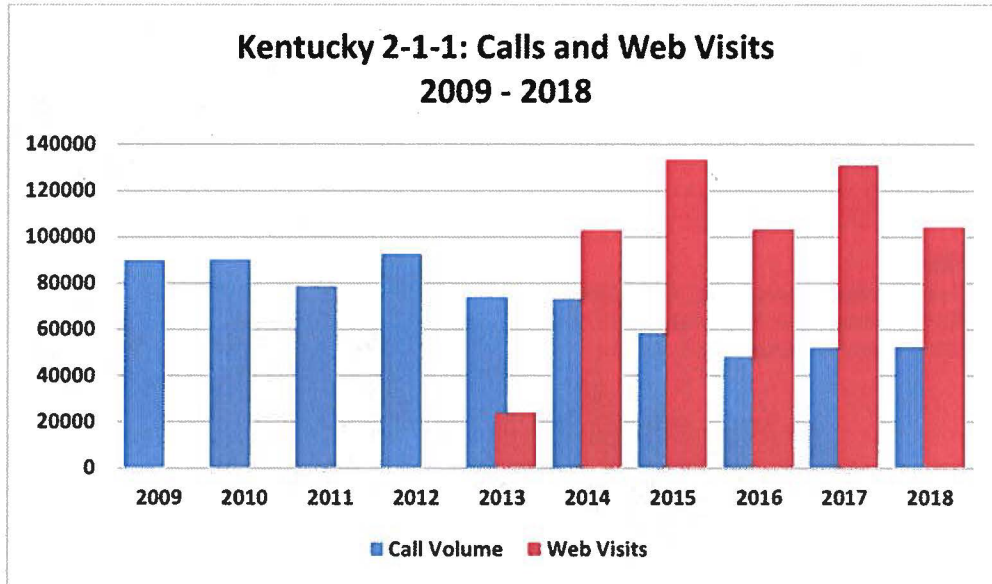


FIGURE 2

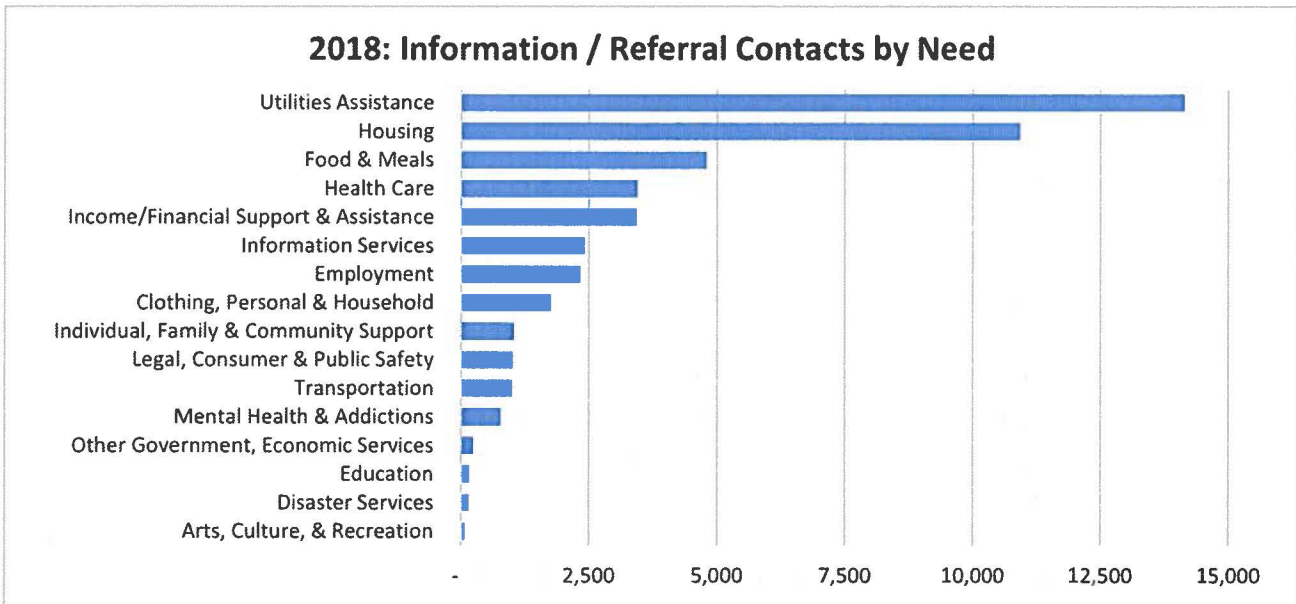
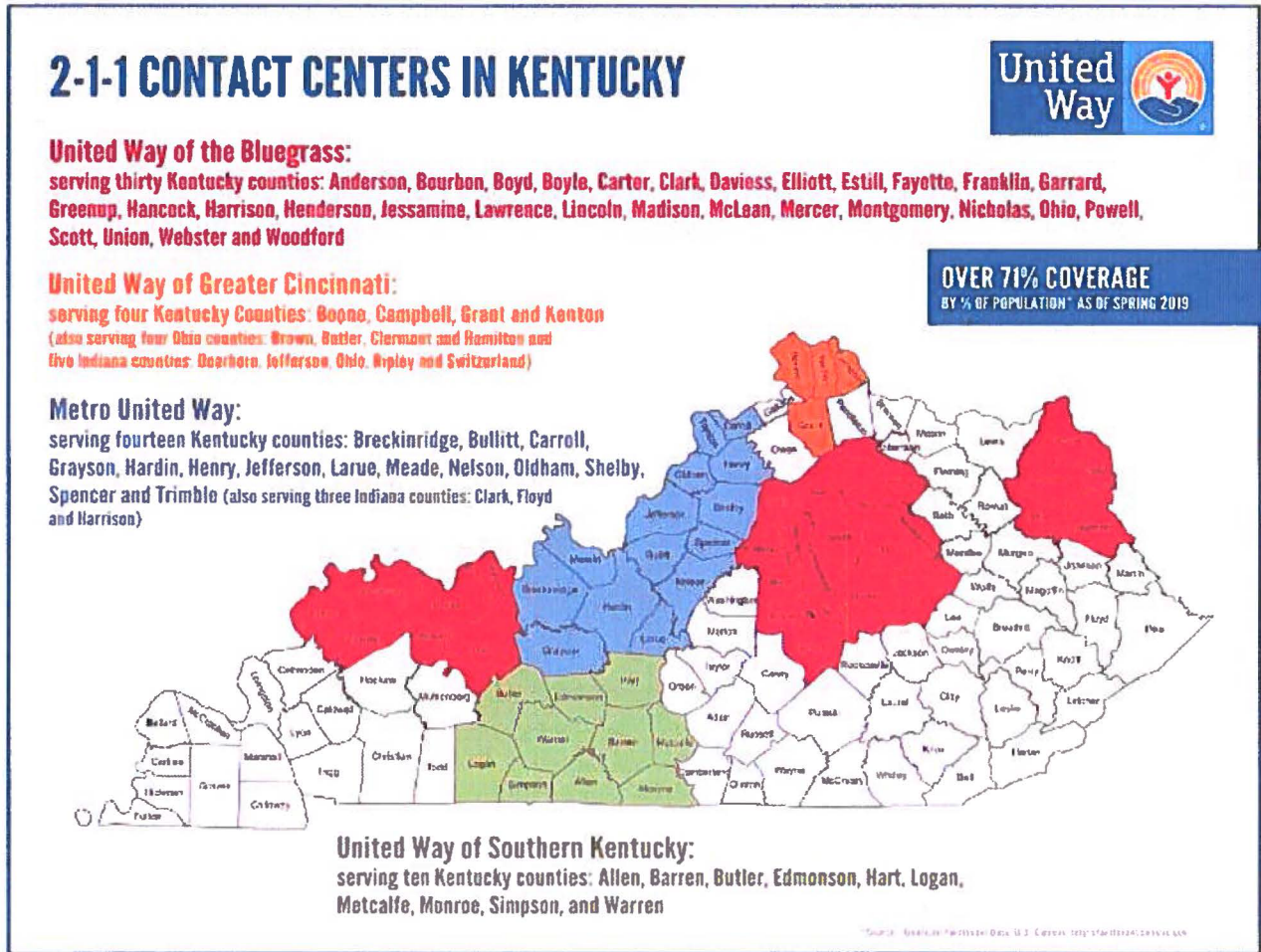


FIGURE 3



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 – 2-1-1 continues to connect individuals and families to information on accessing health resources, such as updates to MUW’s partnership with the Kentucky Diabetes Prevention Network and the YMCA’s Diabetes Prevention Program originally developed in 2016. MUW 2-1-1 created and supported a text-based survey that asked questions to educate participants on their risk of developing pre-diabetes. Individuals sent a text message – “My Risk” to 898211 – and answered the supplied questions. The results were then calculated, and the appropriate information was provided to the client.

Seasonally, MUW 2-1-1 supports Flu Shot Clinics, providing callers with locations, dates and hours of operations for these clinics. MUW 2-1-1 staff also makes presentations to senior citizen groups explaining how they can find resources on everything from health-related issues to transportation.

Further, in the months of January thru June 2019, UWBG 2-1-1 was awarded a national CDC Flu on Call project contract through United Way Worldwide for the fourth year in a row. See the UWBG addendum report below for more detail.

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. Since then, this contract, renewed in 2018 for two years, has been a critical asset supporting the expansion of the 2-1-1 service to the uncovered counties across the Commonwealth, particularly in 2018 and 2019 with the launch of services to the Fivco and GRADD areas.

Earned Income Tax Credit (EITC) and Volunteer Income Tax Assistance (VITA) – United Way 2-1-1 provides low income individuals and families with information about free tax assistance sites throughout the Commonwealth. In greater Lexington, United Way 2-1-1 has scheduled free tax appointments for the local VITA coalition, CKEEP, since 2006. In 2018, the local United Way 2-1-1 answered over 2,360 calls inquiring on tax assistance. CKEEP appointments resulted in \$4.2 million in total tax returns going back to Central Kentucky families alone, and saving Kentucky families hundreds of thousands of dollars in tax preparation fees.

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. In 2018, MUW 2-1-1 supported extreme cold weather information with “White Flag” info on available shelters.

Housing and Homelessness – United Way 2-1-1 provides support to homeless programs like the Single Point of Entry which tracks open shelter bed space, and has historically supported the point in time count to ensure adequate services can be provided to this at-risk population.

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 partnership with the Cabinet for Health and Family Services to provide ongoing support to the state’s “resource engine” closed loop referral system through the provision of up-to-date referral data and onboarding support for new agencies.

National View and Summary

2-1-1 service is available to more than 94.6% of the population of the United States - over 311 million individuals. Contact centers across the nation made more than 12.8 million connections to help, and connected over 13.1 million web searches. Kentucky currently serves 71% of our population, with 25% added over the last 3 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 18 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 Eastern and Western Kentucky – and continuing throughout the Commonwealth – have built momentum for sustainable statewide coverage and funding.

Additional detail is available in the community reports below.

Southern Kentucky



Get Connected. Get Answers.

2018 REPORT TO THE COMMUNITY



DIAL 2-1-1

TOTAL NUMBER OF CALLS: 7,113
January 1 – December 31, 2018



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

The Federal Communications Committee 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 community. Contact Specialists are trained to assess a caller's needs and provide information and referrals to best address those needs. Contact Specialists can also intervene in crisis situations, serving as an advocate for the caller and providing additional support.

Since its inception in 2016, Southern Kentucky 2-1-1 has served over 17,000 households demonstrating a definite need for an information and referral service in the ten county BRADD region. Call volume increased by 13% from 2017 to 2018 further solidifying the ever-present need in our community for current information concerning resource availability.

In order to maintain current information concerning resource availability in the area, 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 free, accurate and comprehensive information in a manner that is unbiased, confidential, nonjudgmental, and available 24/7/365.

**** Due to the confidential nature of the calls taken at Southern Kentucky 2-1-1, complete data on all 7,113 calls taken between January 1, 2018 – December 31, 2018 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.**

WHAT ARE THE NEEDS?

January 1 - December 31, 2018

TOP 10 PRESENTING NEEDS

	Total
1 Utility Service Payment Assistance	4044
2 Food Pantries	1272
3 Rent Payment Assistance	580
4 Emergency Shelter	384
5 Low Income/Subsidized Rental Housing	365
6 General Dentistry	136
7 Thrift Shops	131
8 Prescription Expense Assistance	114
9 Clothing Vouchers	87
10 Commodity Supplemental Food Program	71

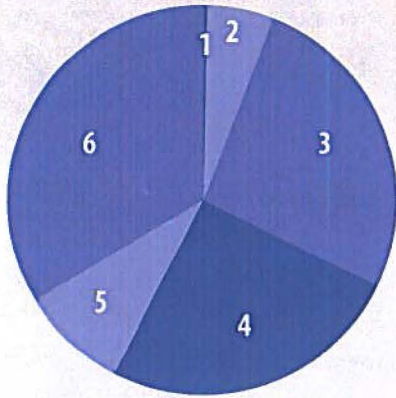
HOW ARE THEY BEING HELPED?

TOP 10 REFERRING AGENCIES

	Total
1 Bowling Green-Warren County Welfare Center	1083
2 Churches United in Christ Help Ministry	1081
3 Community Action of Southern Kentucky	889
4 Hope House	229
5 Next Step	221
6 Salvation Army of Bowling Green	178
7 Salvation Army of Glasgow	167
8 Jesus Community Center	151
9 LifeSkills, Inc.	137
10 Kentucky Legal Aid	120

WHO'S CALLING?

January 1 - December 31, 2018

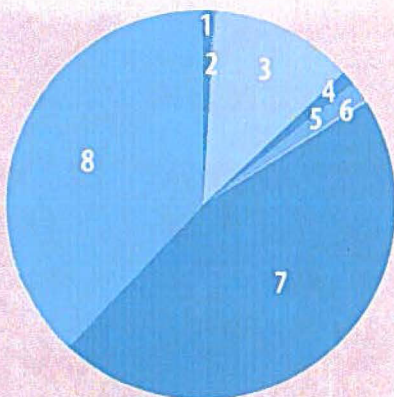
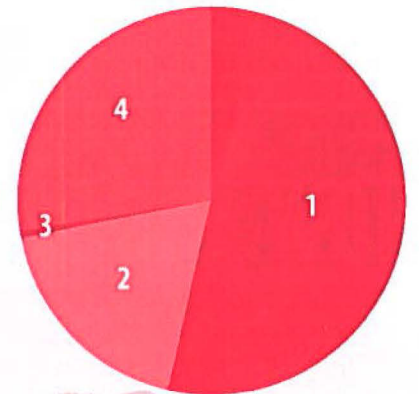


Age Group

	Totals	Percentage
1 Under age 18 years	14	0.2%
2 Age 18 to 24 years	401	5.6%
3 Age 25 to 44 years	1881	26.4%
4 Age 45 to 64 years	1792	25.2%
5 Age 65 years and older	640	9.0%
6 Unknown	2385	33.6%

Gender

	Totals	Percentage
1 Female	3841	54.0%
2 Male	1319	18.5%
3 Other	2	0.0%
4 Unknown	1951	27.4%

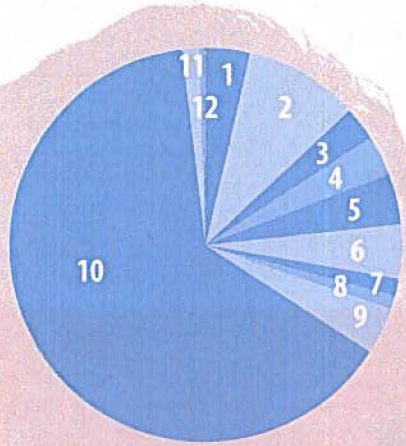


Race/Ethnicity

	Totals	Percentage
1 American Indian or Alaska Native	20	0.3%
2 Asian	3	0.0%
3 Black or African American	862	12.1%
4 Hispanic or Latino	75	1.1%
5 Multiracial	116	1.6%
6 Native Hawaiian or Other Pacific Islander	4	0.1%
7 White	3301	46.4%
8 Unknown	2732	38.4%

WHERE ARE THEY CALLING FROM?

January 1 - December 31, 2018

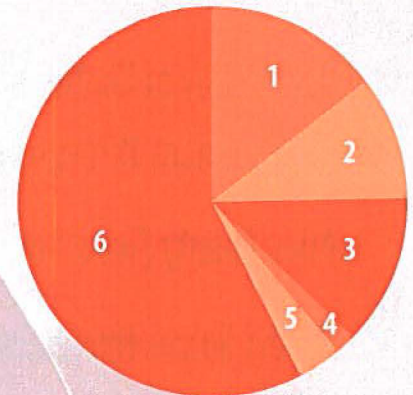


Counties

County	Totals	Percentage
1 Allen	269	3.8%
2 Barren	679	9.5%
3 Butler	195	2.7%
4 Edmonson	233	3.3%
5 Hart	298	4.2%
6 Logan	311	4.4%
7 Metcalfe	108	1.5%
8 Monroe	77	1.1%
9 Simpson	271	3.8%
10 Warren	4535	63.8%
11 Other	117	1.6%
12 Unknown	20	0.3%

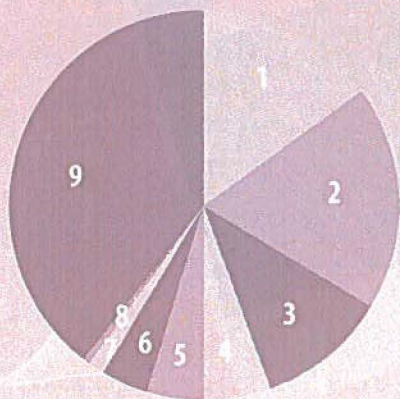
Household Composition

Category	Totals	Percentage
1 Single parent with one or more children	1043	14.7%
2 Two parents with child(ren)	727	10.2%
3 Two or more adults without children	893	12.6%
4 Grandparent(s) with child(ren)	119	1.7%
5 Other	257	3.6%
6 Unknown	4074	57.3%



Household Income

Category	Totals	Percentage (%)
1 No income	1100	15.5%
2 Less than \$10,000	1341	18.9%
3 \$10,000 to \$14,999	787	11.1%
4 \$15,000 to \$19,999	412	5.8%
5 \$20,000 to \$24,999	338	4.8%
6 \$25,000 to \$49,999	274	3.9%
7 \$50,000 to \$74,999	19	0.3%
8 \$75,000 and over	4	0.1%
9 Unknown	2838	39.6%



NEXT STEPS

LOOKING AHEAD

Southern Kentucky 2-1-1 will continue to increase availability of 2-1-1 services with the addition of text service in 2019 and chat service in 2020.



THANK YOU!

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

Allen County Fiscal Government

Bendix Spicer Foundation Brake

Butler County Fiscal Court

City of Bowling Green

City of Franklin

City of Glasgow

City of Scottsville

Hart County Fiscal Court

Warren County Fiscal Court



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 & LANGUAGE INTERPRETERS AVAILABLE
- FREE SERVICE
- CONFIDENTIAL



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Brought to you by United Way:
270.843.3205





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1110 College Street

Bowling Green, KY 42101

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LIVE UNITED



Metro Louisville Update for 2018

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 partial coverage through a working relationship with Indiana 2-1-1 in Clark, Floyd and Harrison Counties, Indiana. The 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.

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

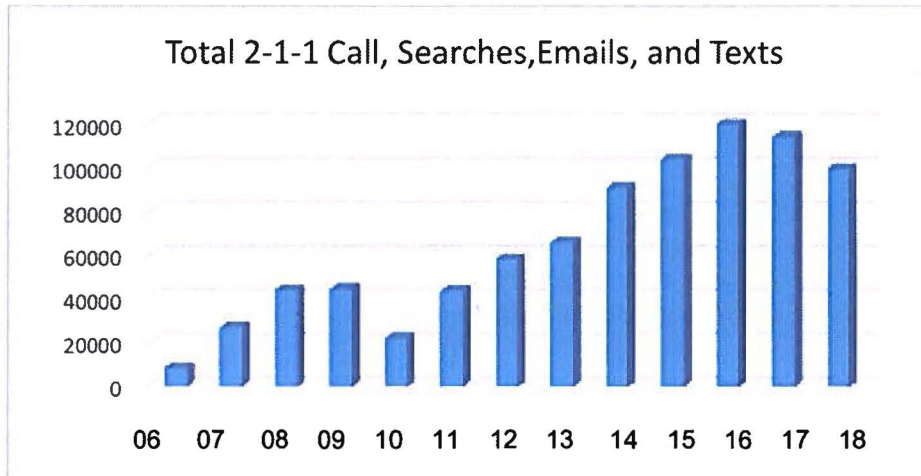
The new partnership has proved to be beneficial.

Call Volume/Growth

In 2018, MUW 2-1-1 received 99,502 calls, texts, emails and online searches from individuals seeking programs and services information. There were **102,729** referrals to local agencies and organizations. This is a slight decrease in the number of referrals from 2017.

Since its beginnings in September 2006, MUW 2-1-1 has been used by **873,697** people to get connected to the help they need. There have been **1,105,155** referrals to local agencies and organizations in the past 13 years.

FIGURE A: METRO LOUISVILLE CALL VOLUME



* As of Dec 31, 2018 the MUW 2-1-1 has been used by 873,697 individuals to find the programs and services they need throughout the Louisville Metro area, surrounding counties, Central Kentucky and across the Commonwealth.

As noted in the chart, there was a small reduction in usage in 2018, however, there continues to be a high level of 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 several similar specialized information and referral services in the Louisville area, and to the state of the economy, as more and 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 Volunteer Income Tax Assistance (VITA) sites that offer trained volunteers who provide 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 2018 tax season, MUW 2-1-1 provided information directly relating to EITC, AARP and VITA site locations to **328** individuals across the Metro Louisville area 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 connects 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 directs 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. The individual texted "My Risk" to 898211 and answered a set of questions. The results were then calculated, and the appropriate information was provided to the client. 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 senior groups explaining how they can find resources on everything 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 work with them outside of school. The program houses data 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 for 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 identifiable logos have been placed on the 2-1-1 web search to ID these agencies for people using the online 2-1-1 search.

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 resource database's online search capabilities. Since the 2-1-1 database search "went live" it has handled over **505,239** 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 available via any smart phone, with or without our app. And, in January 2017, MUW 2-1-1 launched and continues to support txt211 – a method of accessing community resources by texting your zip code to 898211 to get help.

Disaster/Crisis Response

MUW 2-1-1 continues to be there for the community it serves during nature disasters and crisis incidents. MUW 2-1-1 supports 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, during any crisis incident in those communities. 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 allows EMA and first responders to focus on the job at hand. Metro United Way is also collaborating with the State Emergency Management Agency's Private Sector Working Group. Finally, 2-1-1 supported extreme cold weather information with White Flag info on shelters during multiple occasions during the winter of 2018.

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.

2-1-1 regularly shares aggregate data with non-profit organizations, local government agencies such as family services, and continues to work with Veterans Affairs facilities in Louisville and other agencies that serve Vets to improve access to these critical programs.

Summary

For past thirteen years, Metro United Way 2-1-1 has demonstrated substantial impact and value as a full service 2-1-1 Information and Referral system, 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 as a whole during any type of crisis, through technological advances and creative partnerships. Metro United Way 2-1-1 is committed to maintaining the highest standards in the information and referral industry. Through our 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 standards of excellence in service delivery.

Summary of 2018-2019

Activity and Progress for the 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 2018 and 2019

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 conversations is leading to funding for sustainability and a business plan that expands 2-1-1 to all Kentuckians long-term.

2018 was a busy, UWBG 2-1-1 was able to:

- In partnership with United Way of the Ohio Valley and United Way of Henderson County, launch 211 services in the seven-county area served by those United Ways
- Sign a two-year contract with the Department of Aging and Independent Living to continue maintain the expansion resource database
- Completed and submitted the AIRS accreditation packet and had the onsite review
- Met with various government officials to update them on 2-1-1 expansion efforts and explore new funding opportunities
- Began searching for a new afterhours partner
- Revamp the UWBG 211 website (www.uwbg211.org) and add a live chat option

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 June 2019, UWBG 2-1-1 was:

- Awarded a national CDC Flu on Call project contract through United Way Worldwide for the fourth year in a row;
- Met with all levels of government for sustainability funding; negotiations which are ongoing
- Received accreditation from the Alliance of Information and Referral Systems or AIRS
- Assisted the United Way Financial Stability team with scheduling income tax appointment for UWBG's VITA program
- Signed a contract with Aiken County 2-1-1 Helpline to handle UWBG's afterhours service



Usage Volume

Calls

Calls remain the primary way that individuals reach 2-1-1. From January 2018 through June 2019, UWBG 2-1-1 responded to 24,190 calls. The top 5 requests were: Electric Service Payment Assistance, Rent Payments Assistance, Water Service Payment Assistance and Community Shelters.

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 2018-2019 fiscal year UWBG received and sent 8,779 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 was updated in 2018 and was clicked on 1,780 times with 881 unique users.

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 expectations. Customers are asked to rate the following questions from 1-5 with 1 being dissatisfied and 5 being extremely satisfied.

"Was our call specialist friendly?"

90% 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?"

95% would

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

98% would



Partnerships and Special Projects

Department for Aging and Independent Living

Inquiries: 1064

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 2018 and the first half of 2019, 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 though we are no longer the ADRC for the Bluegrass ADD.

DAIL 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. In July of 2018, DAIL committed to funding the work for the next two years. This has allowed us to continue maintaining the expansion database and was the catalyst that has allowed us to partner with other United Way of the Ohio Valley and United Way of Henderson County to form Green River 2-1-1.

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 gave seniors, their families, and their caregivers a one-stop shop of comprehensive health and human service information. This partnership strengthened the relationship between a single access point and direct service providers, ultimately helping citizens.

Earned Income Tax Credit (CKEEP)

Inquiries: 2,360

UWBG is committed to helping families and individuals become financially stable. The promotion of the Earned Income Tax Credit (EITC) is one important way UWBG helps those in the community achieve



financial stability. EITC provides families with children an average tax credit of \$2,240. This money can then be used toward savings, home repairs, bills, further education, or other needs that help families achieve greater stability. Volunteer Income Tax Assistance (VITA) sites prepare taxes free of charge for families and individuals who fall within the income guidelines. The VITA volunteers are also trained to ensure tax filers receive the maximum credits for which the client is eligible.

UWBG 2-1-1 has scheduled free tax appointments for the local VITA coalition since 2006. This year, the 2-1-1 Contact Center answered 2,360 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.

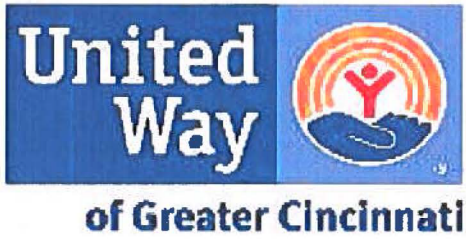
UWBG 2-1-1 also acts as an emergency number for housing/shelter during extreme heat or cold for Fayette County. Navigators are trained to link volunteer caravans with individuals or families needing a ride to shelters during these extreme temperatures. Media coverage and marketing is coordinated by the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

By providing this 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. 2019 was the fourth year UWBG was activated as a part of the Flu on Call project.



KY PSC REPORT: UPDATE 2018

Submitted By:
Jennifer Bieger, CIRS
UWGC 2-1-1, Senior Mgr.
September, 2019

We are the problem solvers, hand raisers and collective game-changers.

We go after our community's toughest challenges- it's who we are. We come up with new solutions to old problems. We work cross sectors with people from all walks of life to turn solutions into action. We don't focus on just one issue. We work to improve the financial stability, education, basic needs and health of every person in our community.

Our United Way has been the unifying force in our community for more than a century. We are there every day. It's not easy, but we don't lose hope. As long as our region needs us, we will always strive to unite this community to change lives.

Today, our United Way of Greater Cincinnati/NKY is made up of a workforce of over 100 committed individuals, tens of thousands of volunteers, 85,000 donors, more than 1,000 partner companies, and 140 best-in-class social service agencies- all united in building stronger communities.

Together we are making life better for more than 300,000 people across the region.

We are better together.

How we do it

- United Way's approach is based on a simple value proposition: we are better together. Through this approach we are uniquely able to drive our community's effort to tackle poverty. We do this in three ways:
- We understand community challenges: Through research and community engagement we develop a deep, data-driven understanding of our community's issues in the areas of financial stability, education, basic needs and health.
- We create new solutions to meet community needs: We focus on the most important strategies with a family-centered approach for reducing poverty and we invest in a portfolio of the best programs that deliver results.
- We bring organizations and communities together to do more: We build partnerships across all sectors that coordinate services for communities, drive change in the policies and systems that hold families back and get results at a scale that no organization can alone.

At the heart of all of this:
United Way of Greater Cincinnati/NKY 2-1-1

**Connecting individuals & families to critical social services
24 hours a day, 7 days a week, 365 days a year**

Our full-service, nationally accredited 2-1-1 has been in existence serving the needs of Kentuckians since 2003 (over 16 years). Prior to that it stood as United Way Helpline which started in 1976 and totals an accumulative 43 years' experience and results. We have a shared purpose of creating better lives for all in our region and work as a collective network.

We are pleased to submit the following :

2018—2-1-1 update to Kentucky Public Service Commission.

We believe in creating a community where everyone has an opportunity to thrive.



Like Monique, “getting a family back on their feet”.



Like Elizabeth, Mae and Larry...“Receiving educational, therapeutic, and vocational services”, and “Seeking companionship and support”.

UWGC/NKY 2-1-1 Geographical Area Served & Population Coverage

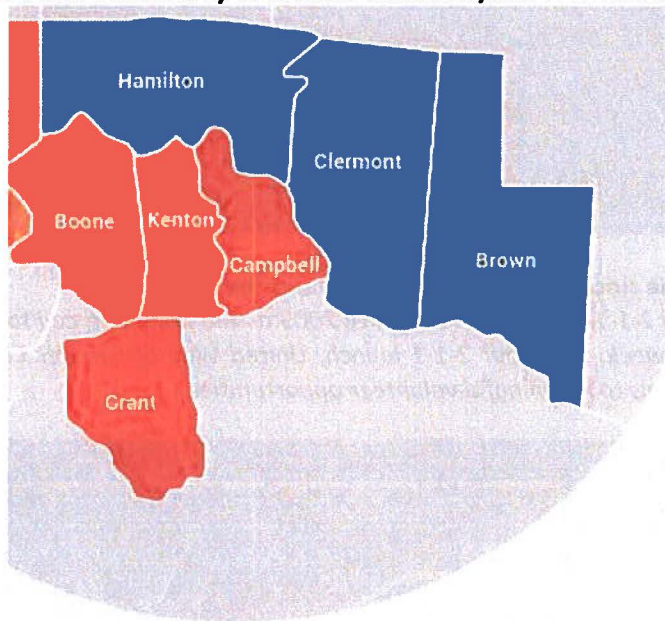
United Way of Greater Cincinnati/NKY 2-1-1 provides coverage 24 hours a day, 7 days a week to residents in 7 counties across 2 states (Kentucky and Ohio). As of August 2019, total population of this service delivery area is 1,475,211.

Figure A: United Way of Greater Cincinnati/NKY 2-1-1 County Population

State	Population
Kentucky	4,484,047
Boone	130,728
Campbell	92,488
Kenton	165,399
Grant	24,984
Total	413,599 (9% of Kentucky population)

State	
Ohio	11.69 million
Brown	43,576
Clermont	204,214
Hamilton	813,822
Total	1,061,612 (9% of Ohio population)
Total Population for 7 counties	1,475,211

Figure B: 2018 United Way of Greater Cincinnati/NKY 2-1-1 Service Delivery Map



Boone, Campbell, Kenton, Grant (9% of Kentucky state population).
Brown, Clermont and Hamilton (9% of Ohio state population).

Since launch, February 11th of 2003, approximately one and a half million calls were fielded by United Way of Greater Cincinnati/NKY 2-1-1. In 2018 there were 46,000 + calls to the contact center and an additional, 64,429 visitors searched our website at www.uwgc.org/2-1-1.

Year to date (2019) there have been 45,174 visitor searches which is 26 % higher than the same time-period (Jan-July) last year.

Figure C: UWGC 2-1-1/NKY Web Searches and average visit length

WEB SEARCHES AND AVERAGE LENGTH OF VISIT				
2015	2016	2017	2018	2019 YTD
58,742	72,435	57,766	64,429	45,174
17 minutes	20 minutes	16 minutes	4 minutes	4 minutes

Figure D: UWGC 2-1-1/NKY Call Volume since Launch (Feb, 2003 – December, 2018).

Note: United Way of Greater Cincinnati 2-1-1/NKY has served since 2003 as the hotline to call to GET OR GIVE HELP, 24 hours a day, 7 days a week. Since our 2-1-1 launch, United Way of Greater Cincinnati (NKY) has connected numerous individuals to meaningful volunteer opportunities.

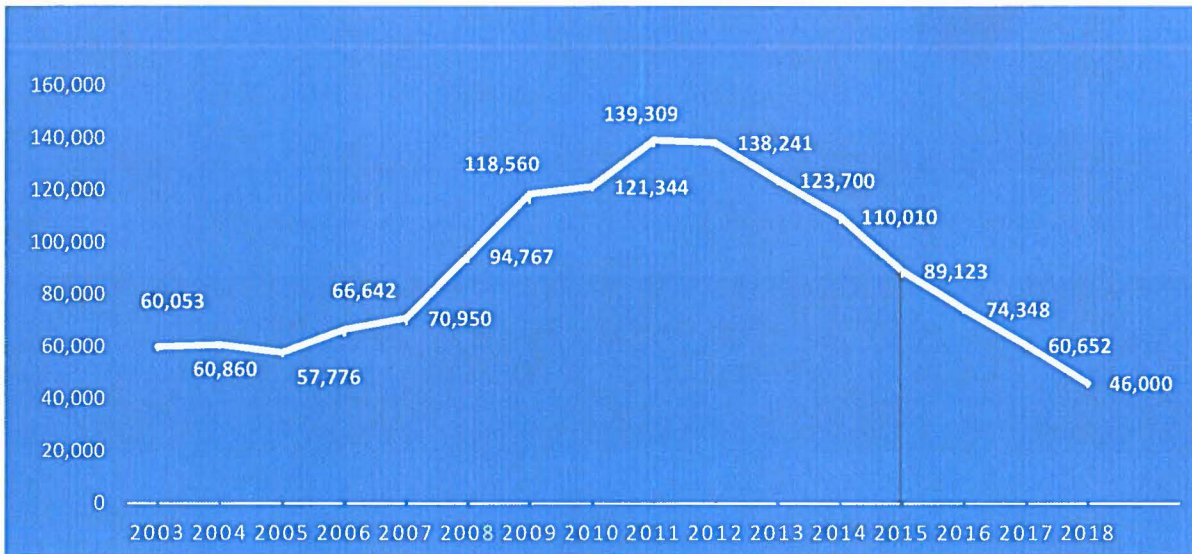


Figure E: UWGC 2-1-1 /NKY County Calls

Since launch (2003), over 100K calls fielded by UWGC /NKY 2-1-1 for the primary NKY counties.

	2012	2013	2014	2015	2016	2017	2018	2019 YTD	Total
Boone	1,597	1,302	1,120	883	789	724	620	376	7,411
Campbell	2,178	1,882	1,659	1,176	1,004	811	602	421	8,733
Kenton	4,876	4,399	3,663	2,933	2,438	2,097	1,753	1,024	23,183
Grant	366	325	233	157	171	169	150	75	1,646

Figure F: UWGC 2-1-1 /NKY Caller Satisfaction/ Received Help

2-1-1 Caller Satisfaction		Received Help (once referred to agency)	
2005	95%	2005	66%
2006	98%	2006	80%
2007	97%	2007	65%
2008	97%	2008	67%
2009	96%	2009	73%
2010	95%	2010	66%
2011	96%	2011	66%
2012	96%	2012	62%
2013	97%	2013	61%
2014	94%	2014	59%
2015	98%	2015	65%
2016	93%	2016	72%
2017	95%	2017	62%
2018	87%	2018	47%
Accumulative Average	95%	Accumulative Average	65%

As data (Figure F) shows, UWGC 2-1-1/NKY understands that consumer satisfaction is critical. UWGC 2-1-1/NKY has an overall accumulative average of 95% caller satisfaction from 2005 to date. The table tab on the right sided column also illustrates UWGC 2-1-1/NKY’s 2-1-1’s determination to work toward increased help received once caller is referred out to agency partner(s). For “received help”, the accumulative average is 65%. 2-1-1 desires to continually increase that specific rate with intensive agency and partner enhanced collaboration that is centered on capacity building to meet “gap needs”. All work aligned with “closing the gap” for those in need.

- 46,000 phone requests for help
- 64,429 website searches for help
- 22,145 connections to housing or utility assistance
- 5,829 connections to food assistance
- 683 connections to help with finding a job
- 5,062 connections to physical or mental health services
- 3,245 connections to homeless shelters

- 528 connections to veteran or military family resources
- 194 connections to requests for disaster-related help

A major shift as a United Way has been to more directly help children and families in our region in poverty. A new family-centered learning initiative is in place 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-NKY 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 key 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.

Impact in Action

At times, human service/ community work can be compared to a puzzle. All pieces----- partners/providers, community- voice, action, engagement, alignment, structure, durability, collaboration... *to name a few parts*, are critical to the overall big picture. In the nonprofit network, those that valiantly serve understand this every day in efforts to rise above challenges such as budget, capacity, and continuous quality service provision. Just as with the puzzle analogy, if key elements are missing or simply do not align well, challenges happen.

However, when committed organizations, entities, communities and people come to the table to share talents, skills and work extensively through co-collaborative efforts, especially with those they serve... that is when Real Change Happens as you will see as you read further.

The following are highlights from 2018 IMPACT IN ACTION- UWGC/NKY 2-1-1 collective work. It is through these special partnerships that we increase connection, access to services and create a more seamless delivery system. We share proudly UWGC 2-1-1/NKY results achieved through expanded network collaboration.

IT STARTS WITH BABY

It is no secret that Hamilton County, Ohio has an infant mortality rate significantly higher than the national average, especially prevalent among the African American population. In our neighboring counties of NKY- sleep related infant deaths are on the rise in 2019. Many factors contribute to this for moms and moms-to-be.

Some risk factors:

- lack of prenatal care
- lack of social support,
- lack of trust in providers
- no safe sleep practices,
- increased preterm births
- lack of access to basic services (i.e., transportation, employment, food insecurity, adequate housing)

Since late 2016, the Ohio Department of Medicaid has partnered, through Cradle Cincinnati, with a variety of Hamilton County partners to reduce infant mortality specifically in Hamilton County area. However, this effective network of partners has worked across sectors and counties to measurably improve preconception health, pregnancy health and infant health in order to reduce preterm birth and infant mortality in Hamilton County. And it has been working.

However, more work is to be done in hopes of continuing the progress made and breaking new ground for babies and maternal health.

United Way of Greater Cincinnati 2-1-1/NKY has been at the fore-front of this network fighting to help elevate its big goals (see below), 23 strategies and 6 core principles (all found on Cradle Cincinnati.org).

Two of our goals are:

1. Reduce the number of babies born before the end of the second trimester by 33% by 2023, bringing us to the national average.
2. Eliminate sleep-related infant deaths in Hamilton County by 2023.

History:

In 2016, UWGC 2-1-1 was chosen to provide central intake for moms in Hamilton County by coordinated community strategy collaboration. Since launch in 2016, there have been almost 500 moms and moms-to-be who through 2-1-1 were, identified, assessed and triaged into a caring network of community health works and home visitors who provide wrap around and case management services to help increase the odds for success and support.

UWGC/NKY 2-1-1 has been involved in core strategies and provided services such as safe sleep education, smoking cessation for pregnant women and referral directly to Health Department for free cribs (Cribs for Kids) among other supportive items.

UWGC/NKY 2-1-1 continues to be at the partner table and is looking to continue the network with hopes on expanded areas related to removing challenges of social determinants of health for consumers along with collaboratively working to remove racial disparities and inequity that contribute to high infant mortality rates. All work which dovetails nicely with UWGC/NKY's current Diversity, Inclusion and Equity work.

Earned Income Tax Credit/ 2-1-1 Partnership

- ✓ *Don't like doing your taxes?*
- ✓ *Need help filling out the forms & filing?*
- ✓ *Earn less than \$54,000?*
- ✓ *CALL 2-1-1*

You may qualify for free tax preparation services provided by trained volunteers at one of many VITA sites throughout the Greater Cincinnati region. More than half of all taxpayers pay a professional tax preparer to file their tax return. While this is great for those with complex tax issues, it can cost \$200 or more, and often involves additional fees for loans, cash advances and company cash cards.

VITA (Volunteer Income Tax Assistance) volunteers are highly trained and accurate; they never sell or charge you anything. Your return is filed electronically, and the IRS refund is deposited directly into a bank account in about 7 to 10 days. It's as simple as calling 2-1-1 to find out more and find a free tax preparation site near you.

The language above is used on our website (s) to make more people aware that there is help available to file taxes and learn more about the EITC credit through 2-1-1 associates.

Going on our 16th year, UWGC 2-1-1/NKY has successfully served as a centralized intake for this initiative bringing more money back into the hands of hard-working wage earners. 2018 saw 2,047 EITC callers connected with 221 being directly scheduled for appointments by 2-1-1 (An added enhancement to our work in 2018).

2018 saw the following results:

- Total EITC calls to 2-1-1= 2,047
- In 2018, United Way of Greater Cincinnati/NKY 2-1-1 began directly scheduling EITC appointments for certain sites.
- Total EITC calls scheduled by UWGC 2-1-1 for appointment = 221
- 211 of those were directly scheduled by 2-1-1 associates
- 10 calls were re-directed and needed complex handling

Note:

Over 33,000 have been connected to a free tax preparation site since our launch in 2003, and millions have been brought back into the communities into the pockets of hard working low-wage earners.

Back-to-School with United Way of Greater Cincinnati 2-1-1/NKY

Every year as summer winds down, the hectic work for parents to get their children prepared and ready to go back-to-school begins. UWGC 2-1-1/NKY, once again in 2018, continued to work to alleviate some of that chaos by provision of quality information to free and supportive services that help eliminate some of the expense and burden parents face. Those referrals often involve school resource fairs and back-pack giveaways along with other traditional referral resources. All total, 210 families were provided referrals/resources for back-to-school.

Summer Feeding Sites

Many children, when out of school for summer, often go hungry. As in the past, 2-1-1 in 2018 continued to assist callers in referrals to numerous summer feeding sites in the region. This helped to give families and children a secure place to go during the out of school months for a meal that might be their only meal of the day.

Along with summer feeding sites, UWGC 2-1-1/NKY made referrals to summer camps and recreational activities.

Opioids

The Opioid epidemic continues to hit our region hard and the effects are extremely detrimental to the health of the community and impacts us to the core. 2-1-1 associates responded to nearly 150 calls as well as triaged to our local Addiction Services Council during the 2018 time-frame to ensure those struggling accessed the care they so desperately needed in a timely manner.

Holiday Bureau

United Way of Greater Cincinnati 2-1-1/NKY is 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 and more.

Veterans

UWGC 2-1-1/NKY continues to be there for those who have so graciously served. 528 Veterans contacted 2-1-1 in 2018 and were triaged to our collaborative network (i.e., within the Tristate Veterans Community Alliance) with a primary focus on streamlining services for veterans and their family members. This is especially for those who may be returning from deployment and having difficulty in their transition. UWGC 2-1-1/NKY has been up close and in listening sessions with veterans to hear the real issues and what core needs are.

The preceding information captures only some of the impactful and innovative work that is happening. More information on the larger UWGC-NKY structure and partner updates can be found on our website at uwgc.org.

