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of Kentucky

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Kevin Middleton  
Director of Member Services

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SEP 23 2013

PUBLIC SERVICE  
COMMISSION



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

September 20, 2013

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

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

Dear Mr. Derouen:

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

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

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

Sincerely,

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

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

Enclosure



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

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

**September 20, 2013  
(Submission date extended based on request dated August 28, 2013)**

## **Introduction**

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

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

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

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

## **Kentucky's 2-1-1 Business Plan**

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

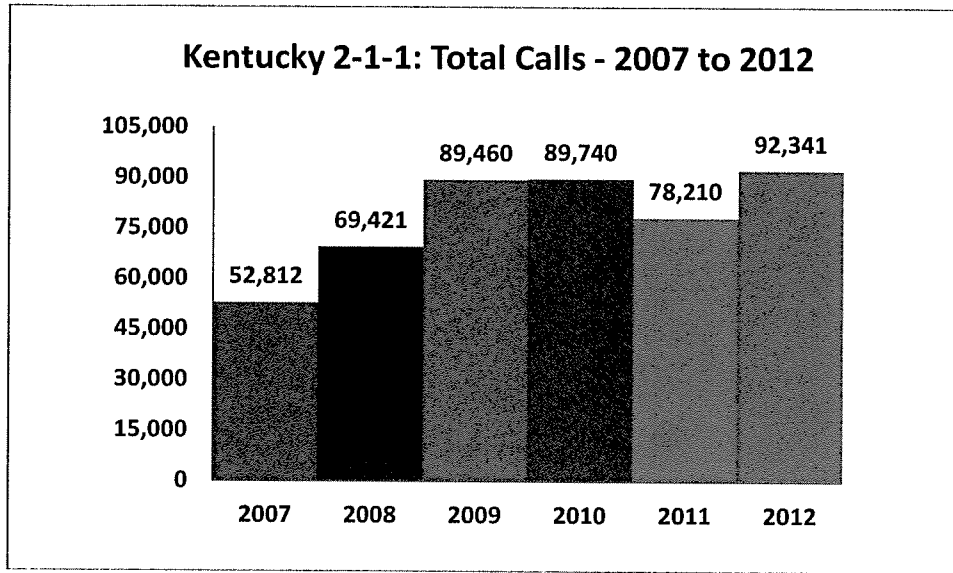
While the expansion of 2-1-1 has been slower than originally anticipated due to the lack of available funding to support the project, we continue to believe that statewide implementation is critical to the Commonwealth. Today, UWKY is pursuing new avenues, in association with the Cabinet for Health and Family Services and Department of Emergency Management, to develop a public/private partnership in support of statewide 2-1-1. We will also continue to seek a legislative champion at both the Federal and State level to identify funding opportunities for expansion. Additional 2012-2013 expansion efforts have focused on seeking partnership with the AmeriCorps Vista program, Department of Military Affairs and Kentucky Emergency Management.

## **A Tool for Tough Times and Recovery**

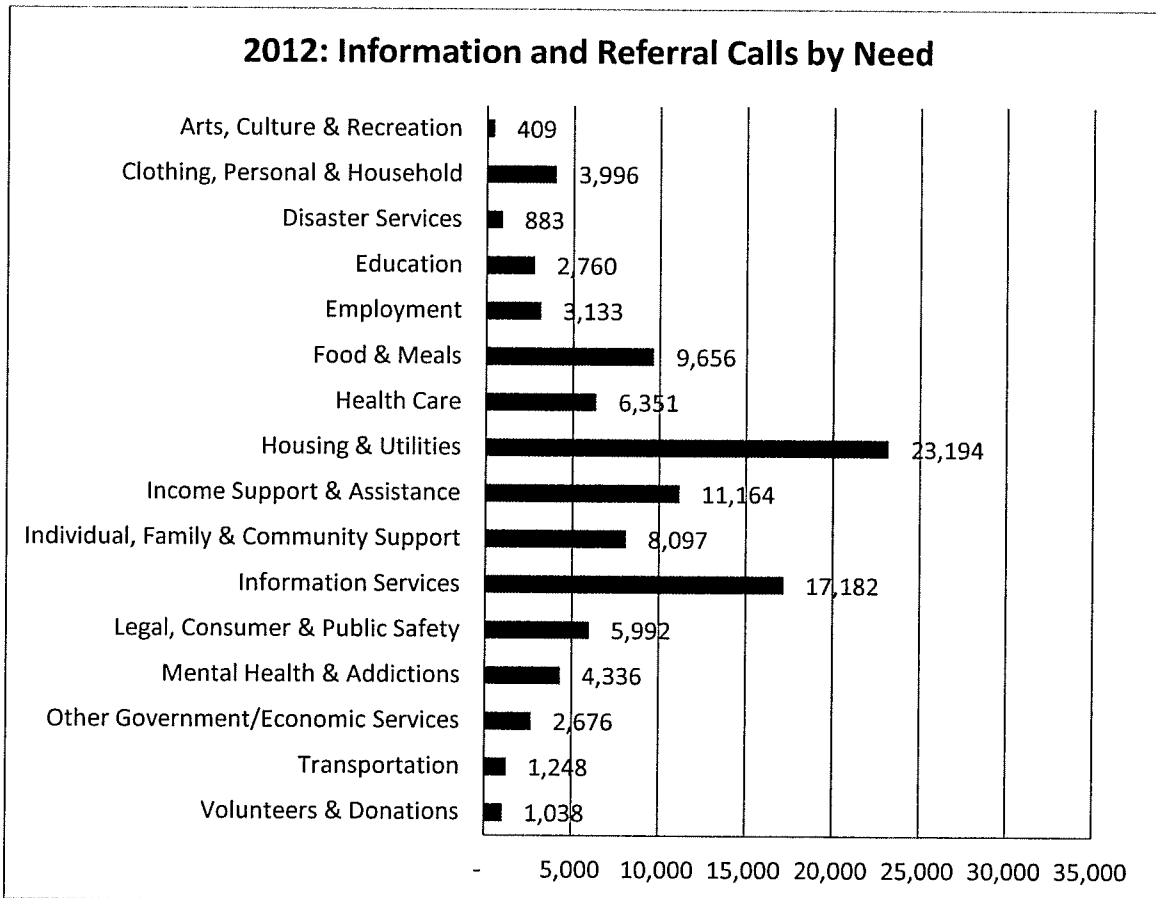
There has been a steady increase in call volume since implementation, particularly during the economic downturn from 2008 to 2010. In 2012, as the economic recovery has continued to develop, call volume in Kentucky has still shown an increase. Figure 1 below shows statewide call volume, which remains higher than 2008 levels. This can largely be attributed to greater public awareness of United Way 2-1-1 and the ongoing recovery of the troubled economy, as struggling individuals and families (facing continuing unemployment, foreclosures, etc.) look to United Way 2-1-1 to get connected to community resources to help meet their basic needs.

In 2012, calls for basic needs, such as income assistance, housing, utilities, food, clothing and household assistance made up over 55% of all calls for services (see Figure 2 below).

**FIGURE 1**



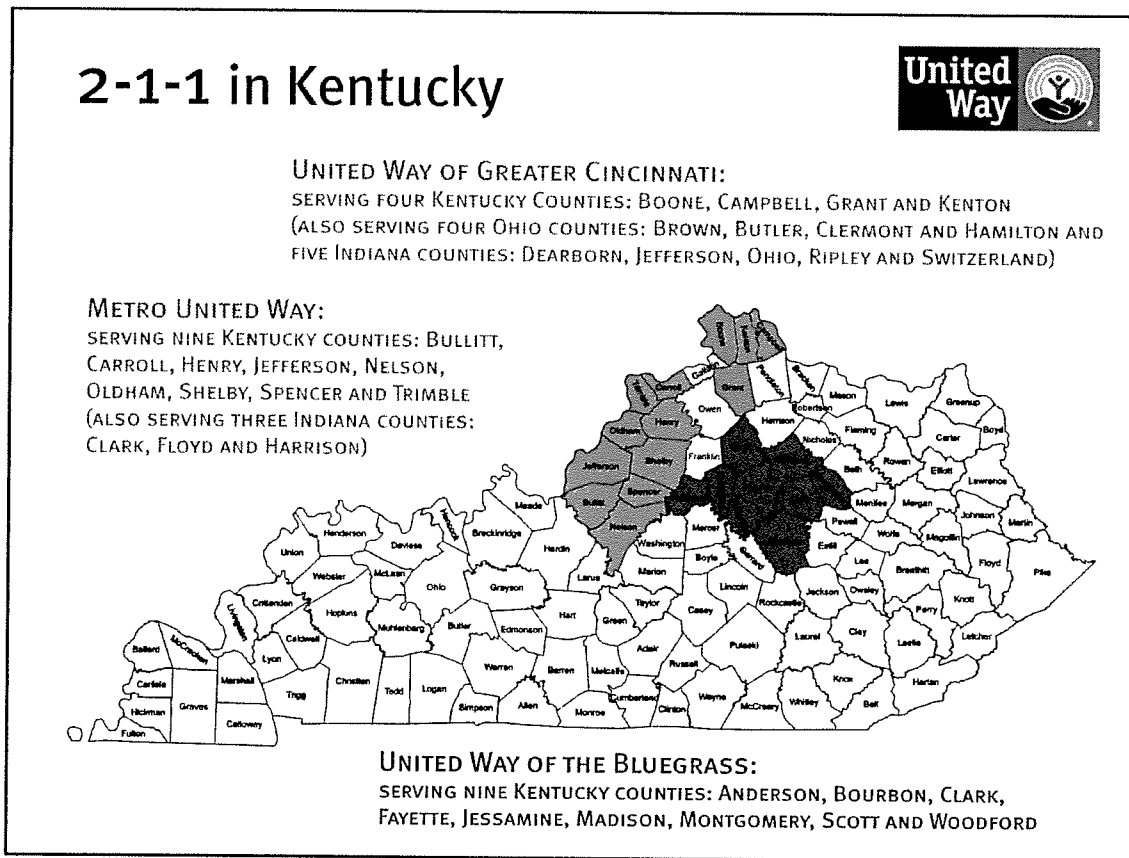
**FIGURE 2**



## Service Delivery

Until 2009, 2-1-1 services in Kentucky were provided by three call centers, one in each of the three major metropolitan areas of the state, Louisville, Lexington and the Greater Cincinnati/Northern Kentucky area. As was noted in the last report to the Public Service Commission, a significant change in the method of delivering 2-1-1 occurred in September of 2009. Metro United Way in Louisville contracted with United Way of Greater Cincinnati/Northern Kentucky to answer all Metro Louisville 2-1-1 calls. Consequently, the Cincinnati/Northern Kentucky call center now answers calls for 25 counties in 3 states (see Figure 3 below). In Kentucky, calls for 33% of the population are answered in a single location. This has provided efficiencies for both Metro United Way and United Way of Greater Cincinnati/Northern Kentucky. It has also provided an excellent opportunity to demonstrate that calls can effectively be answered remotely, with no negative impact on the quality of the service. The provider database for Greater Louisville is still maintained in Louisville. This is consistent with the model for service delivery proposed in the updated statewide Business Plan.

**FIGURE 3**



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

## **Community Partnerships and Special Projects**

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

Some of the special uses include:

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

**Earned Income Tax Credit (EITC) and Volunteer Income Tax Assistance (VITA)** – United Way 2-1-1 provided low income individuals and families with information about free tax assistance sites throughout the Commonwealth. In greater Lexington, United Way 2-1-1 schedules the appointments with tax preparers. In 2012, the two call centers answered nearly 29,000 calls regarding free tax preparation.

**Disaster and Crisis Response** – United Way 2-1-1 plays a vital role in responding to natural and man-made disasters. In addition to connecting people to services such as shelter, volunteer feeding services, etc., United Way 2-1-1 has been used to recruit volunteers to assist in clean up after ice storms and floods. United Way 2-1-1 supports Emergency Management operations and has signed memorandums of understanding in many counties. In the current year, 2-1-1 was a vital resource for community members and emergency management during the tornado disaster of March 2012.

**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.

## **Federal and State Legislative Initiatives**

The federal "Calling for 2-1-1 Act" was introduced in both the U.S. Senate and House of Representatives in 2010. Kentucky secured a record number of co-sponsors for the legislation – Ed Whitfield, Brett Guthrie, John Yarmuth and Ben Chandler. In partnership with its national 2-1-1 partner, United Way Worldwide, UWKY supported the passing of the Calling for 2-1-1 Bill. The Bill did not pass in the 111th Congress, despite securing a bi-partisan majority of sponsors in both Chambers, and was not reintroduced in the 112th or 113th Congresses.

State legislation introduced in 2010 to assess the impact of 2-1-1 service and make recommendations to the General Assembly regarding the means for securing financial support for 2-1-1 service in a public-private partnership was not reintroduced in 2011 or 2012.

Alternative efforts are currently underway to champion public support for statewide 2-1-1 service outside of the Kentucky legislature, including a developing discussion of partnership with the AmeriCorps VISTA program, Kentucky Emergency Management and the Department of Military Affairs.

## **National View**

2-1-1 service is available to more than 86% of the population of the United States. Kentucky lags far behind, serving only 47% of our population. In states without full coverage, as in Kentucky, those lacking access to 2-1-1 services tend to be in rural areas.

A national public opinion poll in early 2012 showed that in 2011, awareness of United Way 2-1-1 increased to its highest level ever, with over 14% of the general public recognizing the service. The percentage can be attributed to increasing 2-1-1 visibility through leveraging special project media campaigns, grass roots outreach efforts, and consistent community engagement.

## **Summary**

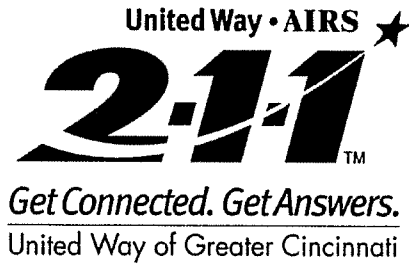
In the 13 years since the FCC assigned the 2-1-1 number for health and human services information and referral, it has repeatedly proven its impact and value. In Kentucky, United Way 2-1-1 is committed to maintaining the highest standards in the information and referral industry. In addition, we will continue to work to make 2-1-1 available to all Kentuckians.



## Addendum

### Community Reports





## Northern Kentucky Update for 2012-2013

United Way of Greater Cincinnati continues to make progress against the goals of **Impact 2020**, our strategic direction, which focuses us on leadership, collaboration and engagement as we strive to help children and youth succeed, individuals and families achieve financial stability, and people achieve maximum independence. Now in the second full year of **Impact 2020** implementation, we've accomplished much, in partnership with agency and community partners throughout the region.

Currently, there are more than 225 businesses, nonprofit organizations, educational institutions, health care providers and government entities that have formally endorsed our community **Bold Goals (see Figure A)**. This reflects these organizations understanding of the need for partnerships among the nonprofit, private and government sectors to tackle the biggest problems facing our community- youth dropping out of high school, unemployment, and long-term health care needs, to name a few. By endorsing the community Bold Goals, they have made a declaration of their commitment to work collectively to help the community accomplish these goals.

**FIGURE A: BOLD GOALS**

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

United Way of Greater Cincinnati also gained traction in 2012 toward our Agenda for Community Impact, our framework that ensures the greatest impact in support of the Bold Goals by investing nearly \$51 million in programs, initiatives and lasting community change efforts.

***Our Vision remains resolute to help lead and mobilize the caring power of individuals and organizations to help people measurably improve their lives.***

A critical, foundational initiative of United Way of Greater Cincinnati is the 2-1-1 call center. United Way of Greater Cincinnati's helpline, started in 1976, transitioned to a full service 2-1-1 center February 11, 2003 answering live calls 24 hours/day using the three digit number. We are the first designated 2-1-1 in Kentucky. In keeping with commitment to quality standards, United Way 2-1-1 (UWGC/NKy) received national accreditation through the Alliance of Information and Referral Systems AIRS in July 2007. As regulations require, nationally accredited centers need to reaccredit every 5 years. In May of this year, we submitted required documentation to the AIRS national review committee and are in the consultation phase of the process.

### **Celebration of Milestones:**

UWGC/NKy 2-1-1 celebrated two significant milestones in 2013. The first milestone was celebrated in February for our 10th Anniversary. The second milestone occurred on August 2, as our call specialist answered our millionth 1,000,000 call for service. UWGC/NKy 2-1-1 has been in the business of serving community needs for over 37 years and has grown to provide services to a total of 25 counties across three states- Kentucky, Ohio and Indiana.

### **Population in Geographical Area Served:**

As of August 2013, UWGC/NKy 2-1-1 provides coverage 24 hours a day, 7 days a week to residents in 25 counties across 3 states (Kentucky, Ohio and Indiana). Total population of this service delivery area is 3,198,842. United Way of Greater Cincinnati 2-1-1 provides 2-1-1 services for Metro Louisville United Way (MUWL) service delivery area which comprises 9 counties in Kentucky and 3 counties in Indiana (see chart below).

**Kentucky:** Boone, Bullitt, Campbell, Carroll, Grant, Henry, Jefferson, Kenton, Nelson, Shelby, Spencer, Oldham and Trimble (*13 counties, or 33% of the Kentucky state population*).

**Ohio:** Butler, Brown, Clermont and Hamilton (*4 counties or 12% of the Ohio state population*).

**Indiana:** Clark, Dearborn, Floyd, Harrison, Jefferson, Ohio, Ripley and Switzerland (*8 counties or 5% of the Indiana state population*).

**FIGURE B: COUNTY POPULATION GRID**

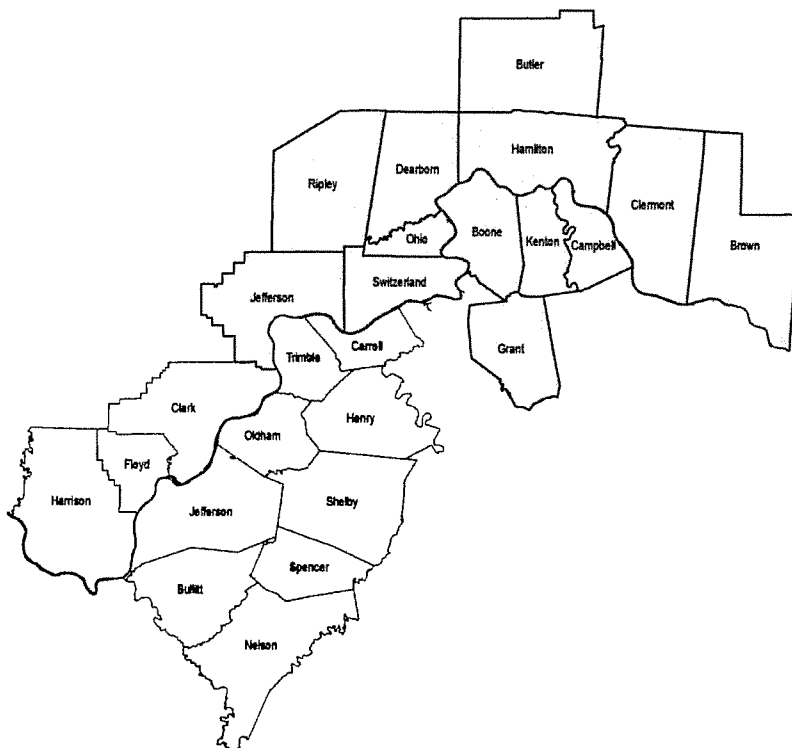
Kentucky	Population
Boone	123,316
Bullitt*	75,896
Campbell	90,908
Carroll*	10,900
Grant	24,485
Henry*	15,318
Jefferson*	750,828
Kenton	161,711
Nelson*	44,319
Shelby*	43,614
Spencer*	17,416
Oldham*	61,412
Trimble*	8,787
<b>Kentucky Total:</b>	<b>1,428,910</b>

\* denotes county is part of Metro United Way (Louisville) vendor contract.

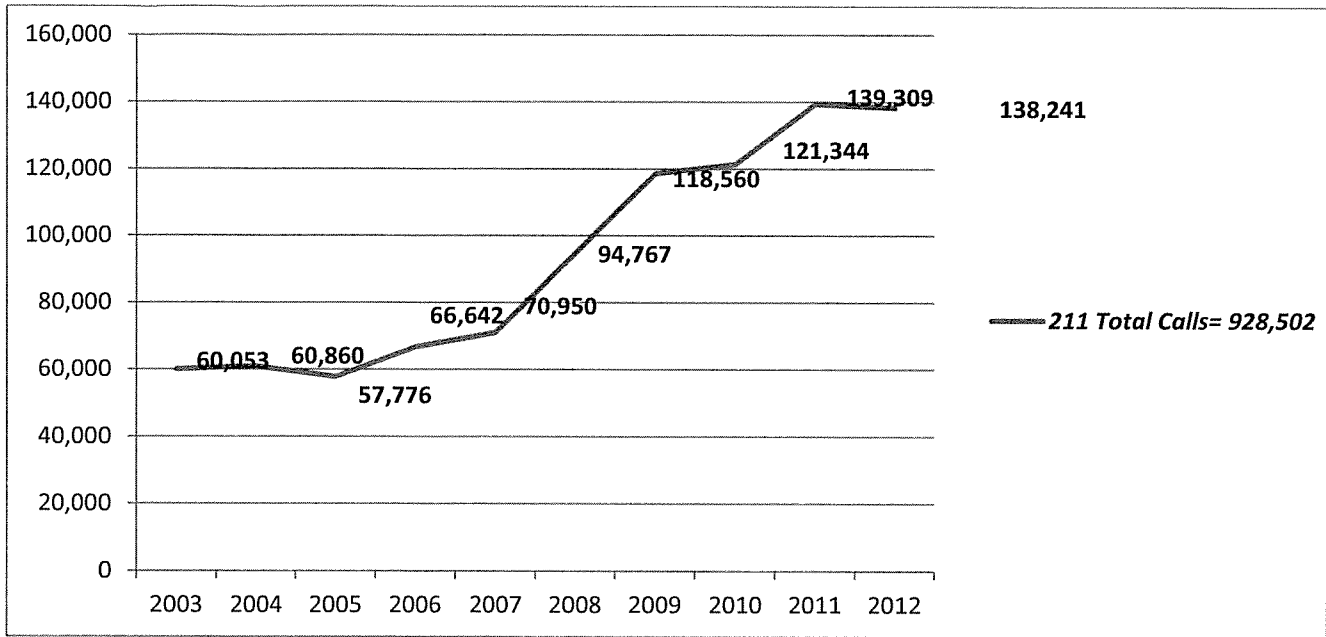
Ohio	Population
Brown	44,381
Butler	370,589
Clermont	199,085
Hamilton	802,038
<b>Ohio Total:</b>	<b>1,416,093</b>

Indiana	Population
Clark*	111,951
Dearborn	49,831
Floyd*	75,283
Harrison*	39,134
Jefferson	32,554
Ohio	6,079
Ripley	28,583
Switzerland	10,424
<b>Indiana Total:</b>	<b>353,839</b>

**FIGURE C: UWGC 2-1-1 SERVICE DELIVERY COVERAGE MAP**



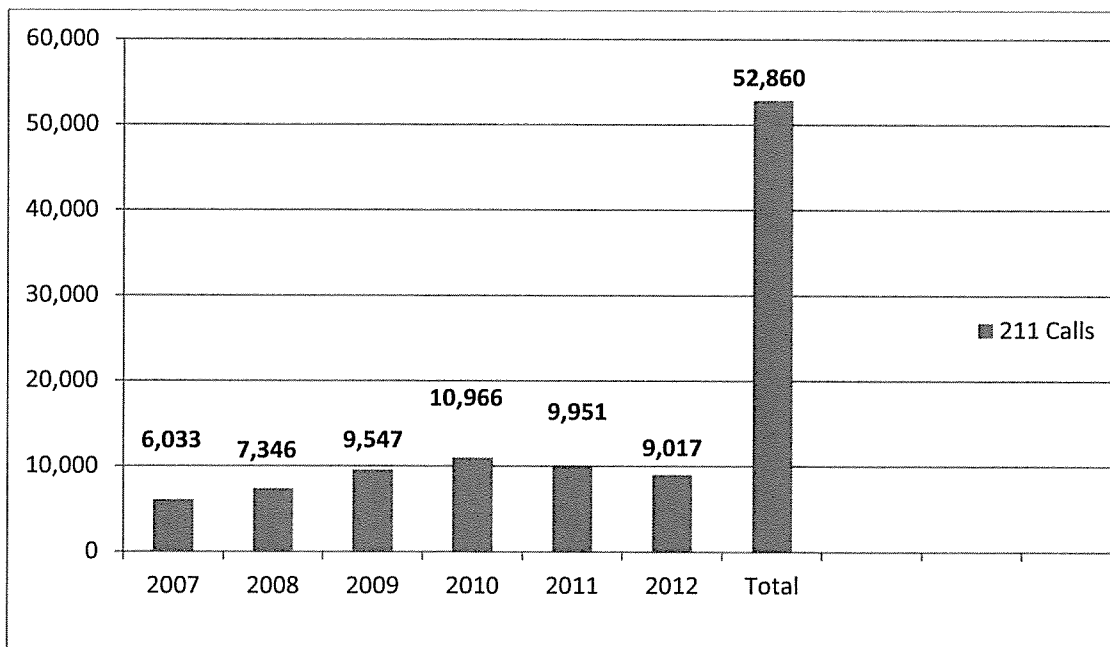
**FIGURE D: UWGC 2-1-1 CALL VOLUME GROWTH\***



\*Figure D includes entire UWGC service area.

United Way of Greater Cincinnati 2-1-1 has responded to over 1,000,000 calls since launch February 11, 2003. While the call volume decreased slightly from 2011 (139,309), this is more than double the call volume (60,000) over a decade ago in 2003 when call center launched. There has been a 10% increase to 112,641 visitor searches on 2-1-1's on-line database.

**FIGURE E: NORTHERN KENTUCKY CALL VOLUME GROWTH**



United Way of Greater Cincinnati 2-1-1 has responded to approximately 53,000 calls from Northern Ky counties since 2007.

**FIGURE F: NORTHERN KENTUCKY CALL VOLUME BY COUNTY**

<b>NKy Counties</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Total by county</b>
Boone	1,511	1,769	2,270	2,369	1,753	1,597	11,269
Campbell	1,327	1,622	2,027	2,390	2,553	2,178	12,097
Kenton	230	315	439	576	334	366	2,260
Grant	2,965	3,640	4,811	5,631	5,311	4,876	27,234
<b>Annual Total</b>	<b>6,033</b>	<b>7,346</b>	<b>9,547</b>	<b>10,966</b>	<b>9,951</b>	<b>9,017</b>	<b>52,860</b>

United Way of Greater Cincinnati 2-1-1(UWGC/NKy) is well known as a centralized, comprehensive primary connection for information and referral. Many organizations have general information and referral in the area specialized to their particular core service. UWGC/NKy 2-1-1 works closely with numerous agencies to help ensure consumer connection to needed human services. Our close ties with specialized I&R's helps to augment the critical work that they do. To highlight a few local: Council on Aging, Domestic Violence Help Line, Mental Health Crisis Line, Child Care Resource and Referral Line, 911, libraries, Job and Family Services, Community Action Commission, County and municipal government, Military, Family and Children First Council, Mental Health and Developmental Disabilities, Volunteer Connection.

As a generalized, comprehensive service, the common theme is “**connection**”. We have been involved in special projects as well with many collaborative partners that involve elements such as pre-screening intake to help callers navigate the human service delivery system more effectively. A vendor partnership was established in 2009 with Metro United Way Louisville. Under this partnership, UWGC/NKy 2-1-1 is a full service 2-1-1 (24/7) for their designated 13 counties (9- Ky, 3-Indiana).

UWGC/NKy 2-1-1 strives to maintain and build cooperative relationships with I&R services in order to coordinate service delivery, avoid duplication, make information and referral broadly available to all inquiries, and encourage service integration. Established memorandums of understanding document our working relationship, mutual I&R service, and responsibilities.

**Child Care Resource and Referral - 4C for Children** is the region's pioneering leader, advocate and resource for high quality early childhood education and care. They are the specialized I&R which links parents to child care service options. UWGC/NKy 2-1-1 has a signed MOU with 4C to refer callers who are seeking child care or information about being a child care provider.

**Mental Health/Crisis Services** - UWGC/NKy 2-1-1 has a signed MOU with Talbert House/281-CARE that establishes our cooperative working relationship regarding Crisis/Mental Health calls.

It should be noted that UWGC/NKy 2-1-1 also has cooperative working relationships with the libraries as well as 911 service centers. UWGC/NKy 2-1-1 has a common element involved in all cooperative relationships. That element being we are viewed as a credible generalized information and referral information source. Local law enforcement and communications supervisor (911) participated in a training video to help promote the use of 2-1-1 in non-emergencies. Libraries have allowed us to do outreach as well as provide community information on their public bulletins. We work in partnership with the volunteer connection center here locally. Our 2-1-1 not only connects people to help, but also connects those who want to help to meaningful opportunities.

Through our **Financial Fitness Collaborative** we have formed a tight, productive regional coalition whose core focus is on helping those in the community reach financial stability. Many events initiated

and executed by the Collaborative involve financial literacy education geared toward lifting people up and out of poverty. A major event is Financial Fitness Day. UWGC/NKy 2-1-1 has played a key role for the past three years for this now annual event. We convene and organize resource tables (comprised of non-profit, for-profit, governmental and faith based) for this well publicized event. A wealth of resource information is distributed to participants. The events included informative workshops, one-on-one meetings with finance and housing experts, and free tax preparation services. Attendees were able to register for sessions on topics including credit reports, identity theft, job searches, energy savings, retirement and more. Free tax preparation is also provided by trained volunteers. Overall satisfaction of participants rates high. Participants maintain that they are able to get answers to help get their financial matters in order, grow their assets and work toward financial stability.

UWGC/NKy 2-1-1 has also long realized that there was a very valuable resource available that many of our callers did not utilize. Part of the non-utilization of this valuable resource was (in earlier days) due to people/callers not being aware resource existed. UWGC/NKy 2-1-1 joined forces with numerous partners (public, private, community-based, faith-based organizations) years back and established the **Regional Earned Income Tax Credit Coalition (EITC)**. The key focus of this group is to help more low-income wage earners claim the tax credit thereby giving them more money in their pocket that could be used for things such as savings, retirement, house, and schooling- all things that would help improve quality of life. UWGC/NKy 2-1-1 has been involved with the **EITC Collaborative** over ten years. In that time-frame the initiative has scaled to new heights. Consistent and collective marketing have increased awareness and thousands through UWGC/NKy 2-1-1 have been connected to free volunteer tax preparation sites in the area simply by dialing 2-1-1. **\$21.3 million in tax credits** were returned to 18,207 families who filed at the free tax assistance sites of the **Regional Earned Income Tax Credit (EITC) Collaborative, a 287% increase since 2007.**

Collaborative partnerships with **AARP of Southwest Ohio and Northern Kentucky** and Ohio Benefit Bank joined with VITA sites to deliver the free tax services in the community. In addition over two dozen partners in Hamilton, Clermont, Butler counties in Ohio, Dearborn County in Indiana and Boone, Campbell and Kenton Counties in Northern Kentucky participated. Regional Partners include: **Bank On, Brighton Center, Inc. Butler County Commissioners, Butler County United Way, Center for Great Neighborhoods in Covington, City of Cincinnati, Ernst & Young, Internal Revenue Service, The Kroger Co., Legal Aid Society of Greater Cincinnati/Legal Aid Society of Southwest Ohio, PNC Bank, SC Ministry Foundation, United Way of Greater Cincinnati, United Way of Greater Cincinnati 2-1-1, United Way of Oxford, U.S. Bank, Wal-Mart and Xavier University.**

These concerted efforts had significant impact. At the 2-1-1 level, we are connecting callers to not only free tax prep sites, but many other elements such as financial literacy and stability. UWGC/NKy 2-1-1 has fielded and connected over **21,310 callers** to EITC sites.

## **Disaster**

### **Background**

It has been over a year since the March 2, 2012 tornado disaster that greatly impacted families and communities in around Clermont and Brown counties in Ohio, and Kenton, Campbell and Grant counties in Kentucky. Along with United Way, three foundations and 4 individual donors invested nearly \$140,000 into a funding pool to support documented, unmet needs of the affected families and communities.

### **Long Term Recovery Committees (LTRC)**

United Way 2-1-1 is an active partner at the table with Ohio and NKY Long Term Recovery Committees. The goal of the LTRC is to address unmet needs and return individuals and families

back to pre-disaster conditions, addressing those issues surrounding gaps between assistance provided and what the client needs. United Way 2-1-1 is a number to call to get help and give help which connected over 1,000 callers to needed services and volunteer opportunities.

Throughout the past year, the Long Term Recovery Committees in Ohio Valley and Northern Kentucky continued to meet weekly in Moscow, Ohio and Latonia, Kentucky to address unmet needs of tornado victims. United Way 2-1-1 staff participated in the weekly LTRC meetings and in community-wide recovery events. Also, United Way 2-1-1 staff attend monthly meetings and are active members of the Tri-state COAD (Community Organizations Active in Disasters). The purpose of COAD is to bring organizations in Indiana, Kentucky and Ohio together to collaborate, communicate, coordinate and cooperate before, during and after a disaster.

### Ohio

More than 56 families and individuals met with the case worker to develop a Recovery Plan and determine unmet needs. Needs of those cases have been met and their cases closed. The LTRC continued to operate until all of the cases were closed.

***"The tremendous outpouring from citizens, the private sector, non-profit agencies, and the faith-based community has brought great healing. The volunteer hours, financial contributions, and donated goods have helped to rebuild lives, homes and families"***  
***(Ohio Valley Long term Recovery Committee newsletter, September 2012)***

### Kentucky

Case managers contacted 500 families from the FEMA list to assess their status, determine possible sources for gaps in resources, establish and verify need for case management services. Of those families, caseworkers worked with 128 cases to develop a Recovery Plan and address unmet needs. On November 3, 2012, a continued partnership involving United Way, the Brickman Group, Piner Baptist Church, and volunteers installed trees with the affected residents of Piner and Peach Grove, KY.

United Way of Greater Cincinnati (UWGC/NKy) continues to be actively involved in the long term recovery committees and continues to find opportunities to be involved in providing resources to get the communities and families back to pre-disaster conditions.



## Metro Louisville Update for 2012

**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.

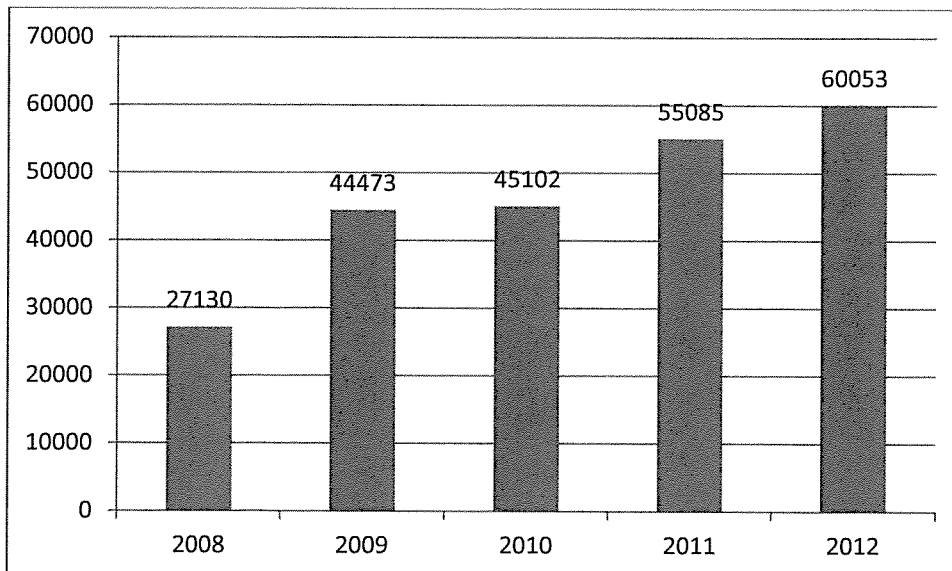
### MUW 2-1-1 Service Delivery/Coverage Area

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

### Call Volume/Growth

In 2012, MUW 2-1-1 assisted 60,053 individuals find the help they needed. That is more than 8% increase in the number of people than were helped in 2011. Since its beginnings in 2006, MUW 2-1-1 has helped 284,078 people get connect to the help they need.

**FIGURE A: METRO LOUISVILLE CALL VOLUME**



\* As of July 2013, MUW 2-1-1 has helped **284,078** individuals find the help they needed throughout the Louisville Metro area, surrounding counties and across the Commonwealth.

As notated in chart, there has been a steady upswing in call volume since implementation. This can be attributed to the state of the economy, as more struggling individuals and families (facing



unemployment, foreclosures, etc.) are turning to 2-1-1 to get connected to community resources to help meet their basic needs.

## **Community Partnerships/Special Projects**

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

### **Disaster/Crisis Response**

MUW 2-1-1 has been there for the community during several nature disasters and crisis incidents over the past. MUW 2-1-1 continues to support Emergency Management operations in Louisville and Jefferson County, Oldham County, Shelby County and Trimble County with signed Memorandums of Agreement to directly work with and in support of the communities in these Counties during any crisis incident in those communities as well. By providing needed non emergency information about what is happening during and after a disaster, 2-1-1 helps maintain the integrity of the 911 system to receive only emergency calls and allow EMA and first responders to focus on the job at hand. Metro United Way is working with the State Emergency Management Agency's Private Sector Working Group. The 2-1-1 Director completed the FEMA EMI Professional Development Series.

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

MUW 2-1-1 and its partners, Louisville Asset Building Coalition (LABC) and Louisville Metro Government continue to increase awareness of and access to the Earned Income Tax Credit (EITC). At a time when many families are struggling to make ends meet, EITC dollars can be used to reduce debt. LABC and other partners are helping families determine whether they can claim the EITC. MUW 2-1-1 has worked with this program for the past five years. 2-1-1 directs the callers to the VITA sites that offer trained volunteers who offer free help preparing the caller's tax return. A person dialing 2-1-1 can speak with a specialist and learn about EITC/VITA site locations, dates, times and general eligibility requirements. During the 2012 tax season, MUW 2-1-1 answered 3,418 calls for information directly relating to EITC and VITA Site locations from individuals across the Metro Louisville and surrounding counties.

### **Health & Education**

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

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.

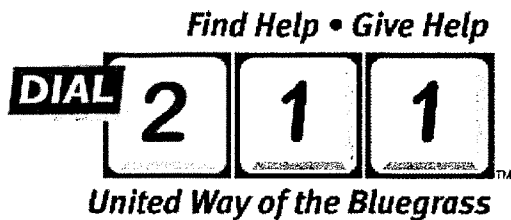
### **Volunteerism/Community Information/Additional Disaster Support**

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

The staff at 2-1-1 has developed a response plan for a Volunteer Reception Center (VRC) as a result of the March 2012 tornado that struck Henryville Indiana in Clark County. 2-1-1 regularly shares aggregate data with local government agencies such as family services, non-profit organizations and recently began working with the Veterans Affairs facilities in Louisville and other agencies that serve VETS to improve the access to Veterans programs. During the March 2012 tornado, Metro United Way 2-1-1 was the primary access point for services for individuals affected by that storm

### **Summary**

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



## Lexington/Central Kentucky Update for 2012

### Introduction

United Way of the Bluegrass launched their 2-1-1 service in June of 2005. Clark County was chosen as a pilot site and coverage soon expanded to all counties served by United Way of the Bluegrass in subsequent years. United Way 2-1-1 serves nine counties in Central Kentucky: Anderson, Bourbon, Clark, Fayette, Jessamine, Madison, Montgomery, Scott and Woodford.

United Way 2-1-1 provides information and referral services from 7:30am to 6pm, Monday through Friday with a voicemail set up to catch calls received during off-hours. 100% of call center staff are Certified Information and Referral Specialists, a certification received from the Alliance of Information and Referral Systems, a national organization for information and referral centers. United Way 2-1-1 can assist calls who speak a variety of languages thanks to a partnership with a translation service that can accommodate for over 170 languages.

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

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

In 2012 United Way 2-1-1 received 26,232 calls for assistance and provided 28,467 referrals for a variety of needs. The top five caller needs for the year were Food and Meals (27.25%), Tax Preparation and Professional Support (15.38%), Government Surplus Food Distribution (11.34%), Housing Expense Assistance (6.83%), and Electric Service Payment Assistance (6.41%). Other needs represented 32.79% of calls with needs ranging from getting a Thanksgiving Basket to contacting an attorney for legal advice to getting help with intake/assessment for substance abuse problems. The chart below shows a breakdown of calls over 2012. As seen, a substantial number of the calls fall within the top five caller needs. The other needs have been included but are shown separate from the top five caller needs.

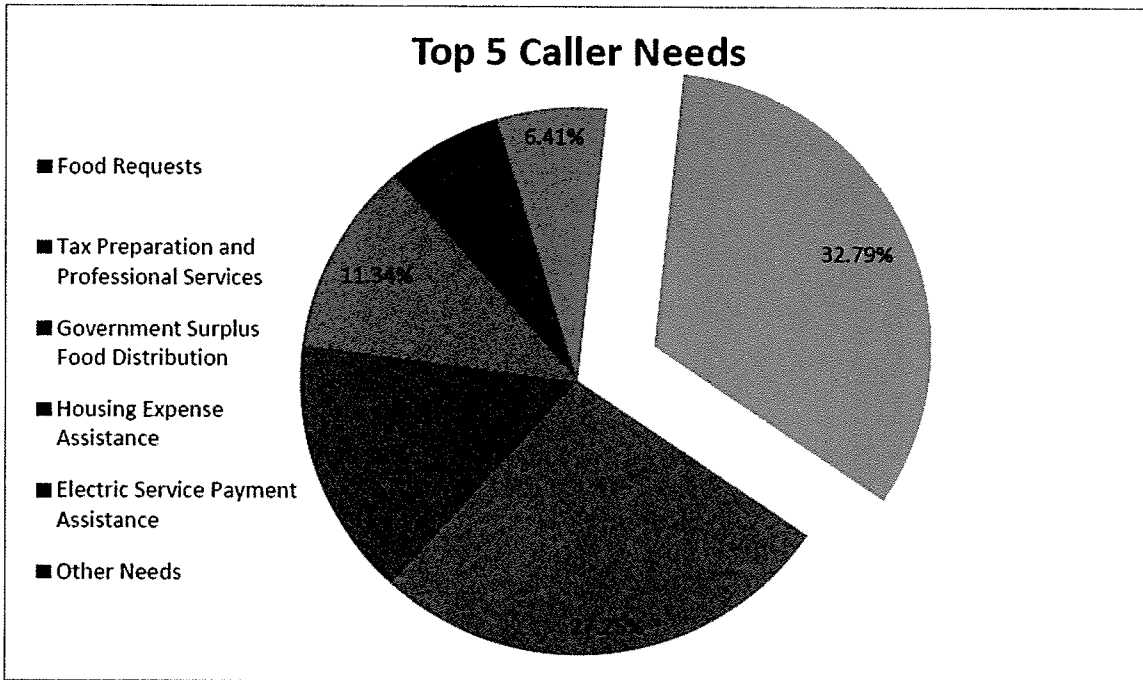
### Data

#### United Way 2-1-1 Call Statistics

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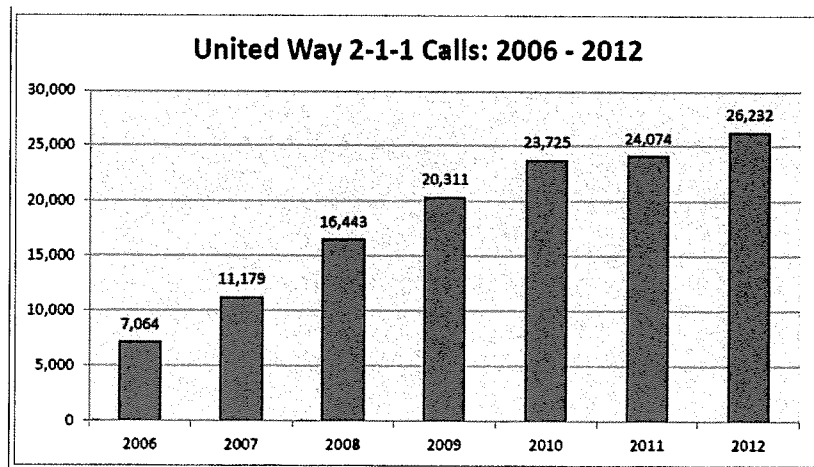
the calls fall within the top five caller needs. The other needs have been included but are shown separate from the top five caller needs.

**FIGURE A: CALLER NEEDS**



Since United Way 2-1-1 began in June of 2005, each year has seen a remarkable call volume increase. In 2006, the first full year 2-1-1 was operational, 7,064 calls were taken. In 2007 that number grew by 58% to 11,179 calls. 2008 saw another 47% increase in calls to 16,443. In 2009, the number grew to 20,311, a 24% increase. In 2010 there was a 17% increase to 23,725. In 2011 there was a 1.5% increase to 24,074 calls. In 2012 there was an 8.9% increase to 26,232 calls. The chart below shows the growth throughout the years. United Way 2-1-1 has experienced a 271% increase in calls since being implemented.

**FIGURE B: LEXINGTON/CENTRAL KENTUCKY CALL VOLUME**



## **Customer Service**

A percentage of those who called United Way 2-1-1 during 2012 received a follow-up phone call to measure client satisfaction. When an individual called United Way 2-1-1 for resources, the call specialist who took the call would ask if that person could be contacted in the next two weeks to determine if the need that prompted the call was met and to see if the caller was pleased with the way he or she was treated by 2-1-1 staff. Callers were asked to rate their experience calling 2-1-1 on a scale from Poor, Fair, Good and Excellent. Ninety-eight percent of callers rated their experience as excellent or good. Additionally, 97.63% of callers said they would utilize 2-1-1 again.

## **Partnerships**

### **EITC - Earned Income Tax Credit**

United Way of the Bluegrass is committed to helping families and individuals become financially stable. The promotion of the Earned Income Tax Credit (EITC) is one important way United Way of the Bluegrass 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.

United Way 2-1-1 has scheduled free tax appointments for the local VITA coalition, CKEEP, since 2006. In 2012 United Way 2-1-1 answered over 4,037 calls inquiring on tax assistance and made appointments for over 2,769 of those. This resulted in a total of \$2,271,636 in EITC returns and \$5,716,876 in total tax returns going back to Central Kentucky families.

### **Back On Track**

United Way of the Bluegrass was awarded an Assets for Independence grant from the U.S. Department of Health and Human Services' Office of Community Service. The program, entitled Back On Track, is designed to help hardworking individuals succeed by matching their savings 2-to-1 for home ownership or 4-to-1 for starting a small business or going back to school. Individuals working toward these goals save \$2,000 dollars for homeownership and \$1,000 for starting a small business or going back to school and are matched with \$4,000 to put toward their asset.

United Way 2-1-1 was advertised as the number to call for more information or to be pre-screened for the Back On Track program. As participants continue in the Back On Track program they can use United Way 2-1-1 to connect to local resources that provide the needed classes and seminars required to complete the program. Those clients calling 2-1-1 that qualify and could benefit from Back On Track are also given information regarding the program.