

United Way
of Kentucky

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Kevin Middleton
Director of Member Services

RECEIVED

SEP 2 2015

PUBLIC SERVICE
COMMISSION



VIA E-MAIL AND U.S. MAIL

August 28, 2015

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 United Way 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 United Way 2-1-1 initiative.

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

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

Sincerely,

A handwritten signature in blue ink, appearing to read "Kevin Middleton", with a long, sweeping flourish 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**

August 28, 2015

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 and New Expansion Efforts in 2015

UWKY remains committed to implementing a statewide plan for United Way 2-1-1 in Kentucky (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 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 March 2015, new expansion activities through the United Way of the Bluegrass contact center have allowed for additional services to be provided through 2-1-1. Through a generous contribution from the Kenan Trust, contracted through United Way of North Carolina, as well as through contractual agreements with state and local government, more Kentuckians than ever are now able to utilize the 2-1-1 dialing code and 2-1-1 online features to obtain information and referral to needed services. *See the addendum report for the United Way of the Bluegrass Contact Center for more information.*

Additionally, since our last report, United Way of Kentucky launched a newly formed 2-1-1 Planning Committee to identify opportunities for our current call centers to develop efficiencies, eliminate siloed operations, and develop expansion efforts with a unified voice. Through our work with this planning committee, United Way of Southern Kentucky has vetted a proposal to be brought to the UWKY Board of Directors for approval in September 2015 to launch new 2-1-1 service in 10 additional counties. UWKY will continue its work with this committee and our 2-1-1 contact centers to seek sustainable funding through contractual services provided on behalf of the Kentucky Cabinet for Health and Family Services, the Kentucky Housing Corporation, through legislative avenues and other agencies, and to seek public/private partnerships in support of statewide 2-1-1.

Usage Volume

In 2014, call volume in Kentucky remained stable at 72,826, still showing an increase over pre-recession levels. However, web visits to 2-1-1 services in Kentucky continue to increase, totaling to

101,718 in the last calendar year. Figure 1 below shows statewide call volume. This increase can largely be attributed to greater public awareness of United Way 2-1-1 and the period of economic instability, which brought heightened awareness of the service to families calling United Way 2-1-1 to get connected to community resources to help meet their basic needs.

In 2014, calls for basic needs, such as income assistance, housing, utilities, food, clothing and household assistance made up over 64.5% of all calls for services (see Figure 2 below).

FIGURE 1

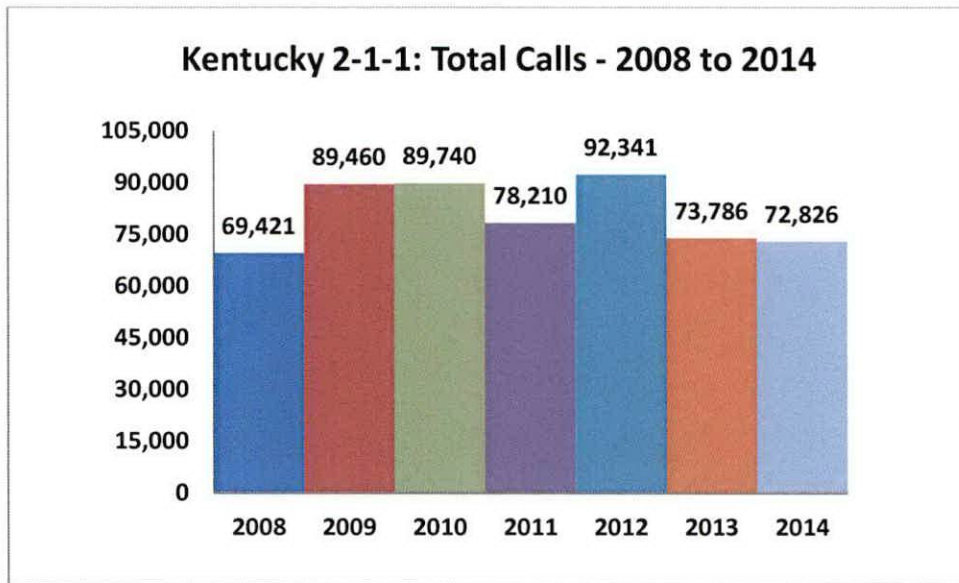
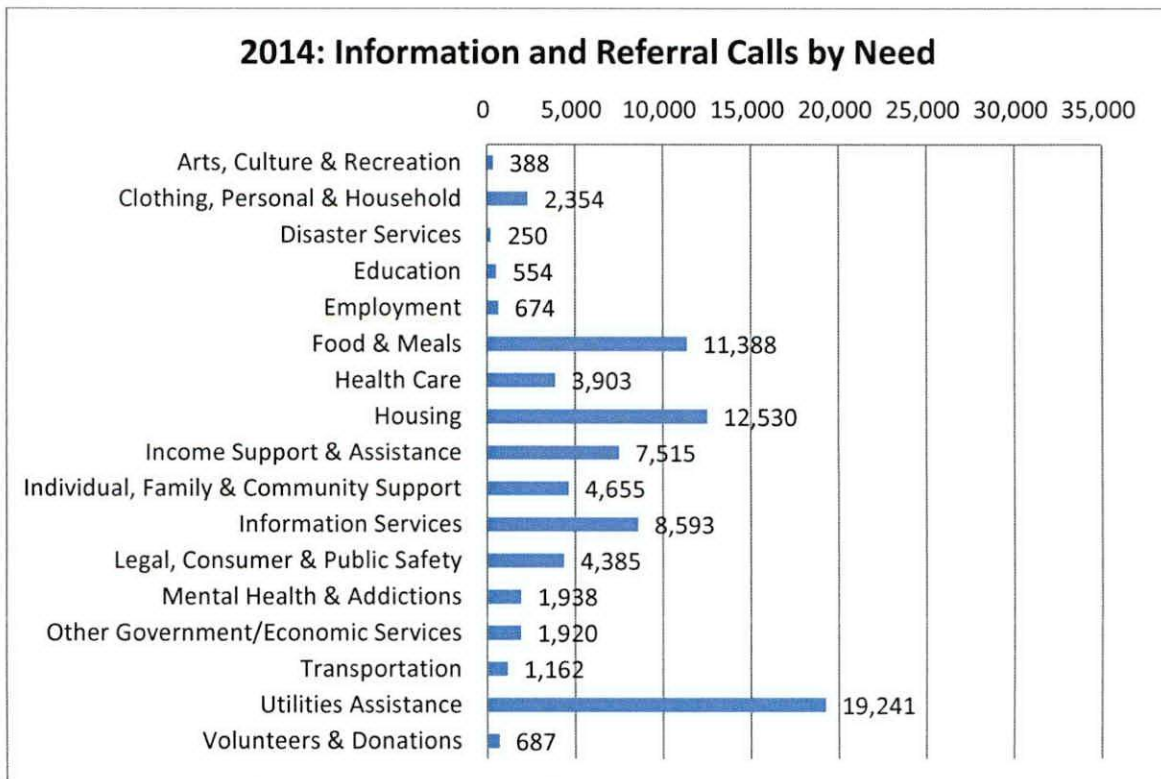


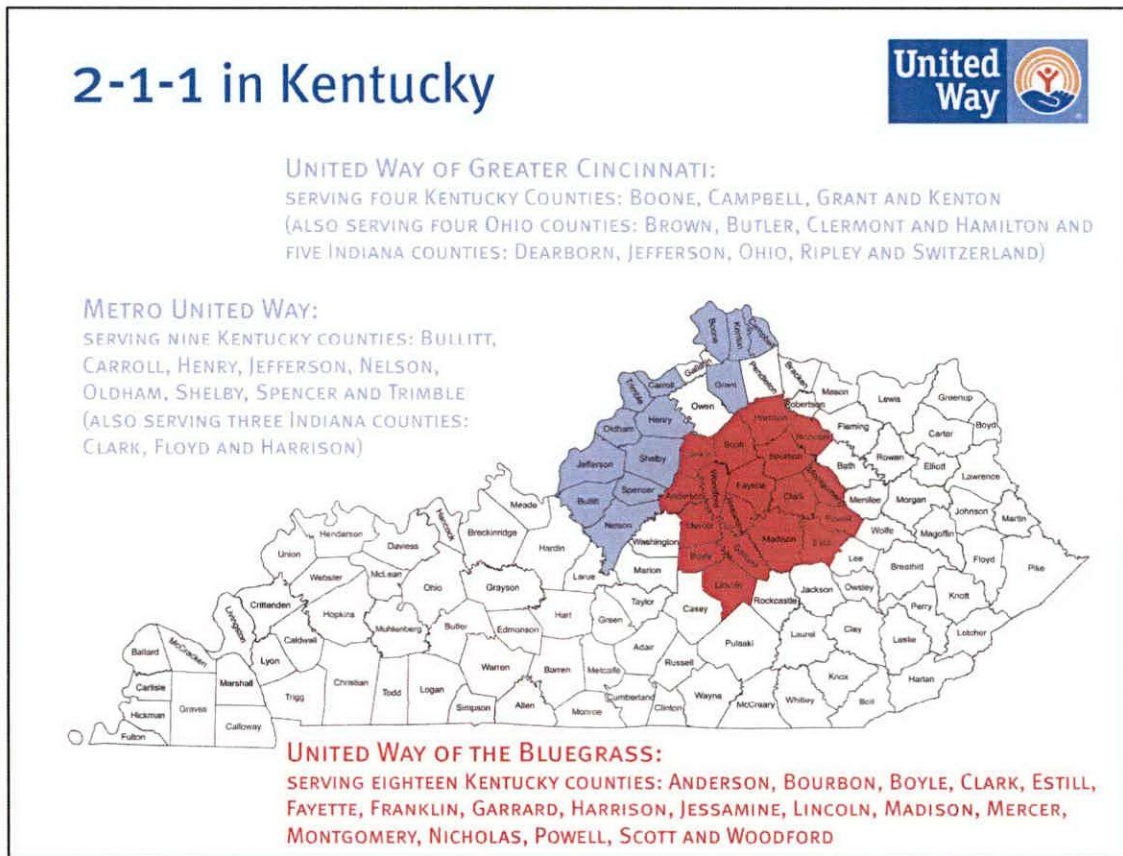
FIGURE 2



Service Delivery

Metro United Way in Louisville is contracted with United Way of Greater Cincinnati/Northern Kentucky to answer all Metro Louisville 2-1-1 calls. Consequently, the Cincinnati/Northern Kentucky contact center provides services 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 statewide Business Plan.

FIGURE 3



Combined with the center based in Lexington, which, as of July 2015, now serves 18 Kentucky counties, these two contact centers provide 2-1-1 services for about 52% of the population of Kentucky. The Lexington-based contact center, provided by United Way of the Bluegrass, houses its provider database and contact center specialists on site.

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

Some of the other special uses include:

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

Disaster and Crisis Response – United Way 2-1-1 plays a vital role in responding to natural and man-made disasters. In addition to connecting people to services such as shelter, volunteer feeding services, etc., United Way 2-1-1 has been used to recruit volunteers to assist in clean up after tornadoes, floods and other devastating weather events. United Way 2-1-1 supports Emergency Management operations and has signed memorandums of understanding in many counties.

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

Federal and State Legislative Initiatives

Unfortunately, federal legislation, despite overwhelming bipartisan support in the 111th Congress, has not been reintroduced. 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 Cabinet for Health and Family Services, which has resulted in support for expanded efforts in Central Kentucky, as well as the Kentucky Housing Corporation, the AmeriCorps VISTA program, the Department of Military Affairs, and local United Way community support.

National View and Summary

2-1-1 service is available to more than 92% of the population of the United States - over 270 million individuals, and in 2014, contact centers across the nation answered over 14.9 million calls, and connected over 11.6 million web searches. Kentucky serves 52% 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.

In the 15 years since the FCC assigned the 2-1-1 number for health and human services information and referral, it has repeatedly proven its impact and value. In Kentucky, United Way 2-1-1 is committed to maintaining the highest standards in the information and referral industry. In addition, we continue to work to make 2-1-1 available to all Kentuckians. Expansion efforts in Central, Eastern and Southern Kentucky are building momentum for sustainable statewide coverage.



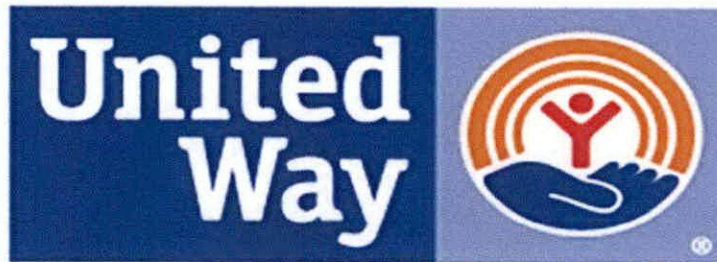
Addendum

Community Reports

Kentucky Public Service Commission

United Way of Greater Cincinnati/ Northern Kentucky

2-1-1 Report 2014



**United Way
of Greater Cincinnati**

Submitted: August 21st, 2015

Jennifer S. Bieger

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



Northern Kentucky Update 2014-2015

Transforming lives for the better while creating real and lasting change is the core of what we do. United Way of Greater Cincinnati (UWGC) has been doing this since 1915, when the first group of community leaders came together to raise funds to support agencies providing critical services to those in need. We carry forward the determination of the community leaders before us and work everyday to collaboratively and vigorously tackle the tough human service issues that face individuals and families today. 2015 marked an exciting year as UWGC celebrated our 100th Anniversary of transforming lives. While we are aware that much progress has been made, we also realize much work remains to be done.

A key strategy to assist in accelerating our progress is a foundational initiative of UWGC, the 2-1-1 contact center. Started in 1976, UWGC's helpline transitioned to a full service 2-1-1 center on February 11, 2003 answering live calls 24 hours/day using the three digit number. UWGC/NKy 2-1-1 was the first designated 2-1-1 in the state of Kentucky. We have a long history of responding to human service needs and focusing on a better quality of life for all through connecting those in need to critical community services.

In keeping with commitment to quality standards, UWGC/NKy 2-1-1 received national accreditation through the Alliance of Information and Referral Systems AIRS in July, 2007. UWGC/NKy 2-1-1 is recognized as a part of a select group of 150 information and referral organizations within the United States and Canada that has demonstrated competence in meeting highest standards in the field dedicated to bringing people and services together.

The AIRS Accreditation Program is operated in alignment with the standards developed by the Institute of Credentialing Excellence. The multi-phase, intensive process assesses more than 200 distinct components of an operation with emphasis on review of areas such as: Service Delivery/Quality, Resource Database, Reports and Measures, Cooperative Relationships, Disaster Preparedness, Community Involvement and Organizational Effectiveness.

Our continued commitment to meeting the highest standards was once again demonstrated in 2014 by receiving our national re-accreditation status from the National Joint Accreditation Commission of Alliance of Information and Referral Systems. This objective evidence of accreditation is a significant achievement in which we have great pride and sets us apart as leaders in the 2-1-1 industry. We routinely strive to exceed quality standards to enable us to better serve our callers and enhance our impact on those we serve.

Population in Geographical Area Served:

As of August, 2015, 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 million, 235, 238**. 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).

Counties covered:

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

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

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

Figure A: UWGC 2-1-1 County Population Grid

State	Population	
KY		
Boone	126,413	
Bullitt	77,955	MUWL
Campbell	91,833	
Carroll	10,815	MUWL
Grant	24,875	
Henry	15,572	MUWL
Jefferson	760,026	MUWL
Kenton	163,929	
Nelson	44,812	MUWL
Shelby	44,875	MUWL
Spencer	17,668	MUWL
Oldham	63,490	MUWL
Trimble	8,786	MUWL
Total	1,452,049	

State	Population	
Ohio		
Brown	44,116	
Butler	374,158	
Clermont	201,560	
Hamilton	806,631	
Total	1,426,465	
State		
Indiana		
Clark	114,262	MUWL
Dearborn	49,506	
Floyd	76,179	MUWL
Harrison	39,299	MUWL
Jefferson	32,494	
Ohio	6,035	
Ripley	28,497	
Switzerland	10,452	
Total	356,724	
Total Population for 25 counties	3,235,238	

(Listed in 3rd column, MUWL denotes county is part of Metro Louisville United Way vendor contract).

FIGURE B: UWGC 2-1-1 Service Delivery Area Map

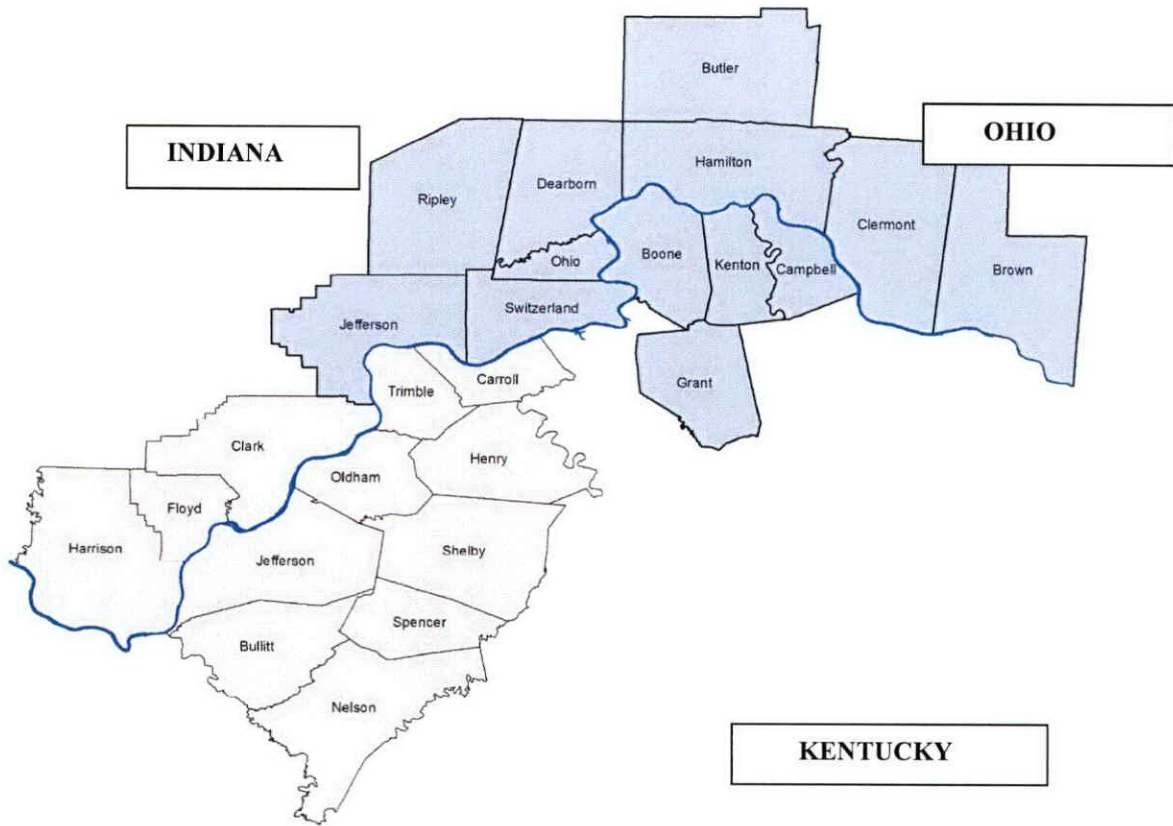


FIGURE C: 2014 UWGC 2-1-1 Snapshot

CONNECTING PEOPLE WITH SERVICES

Get Connected. Get Answers.
United Way of Greater Cincinnati

United Way of Greater Cincinnati

1 MILLION+ PHONE CALLS SINCE 2003

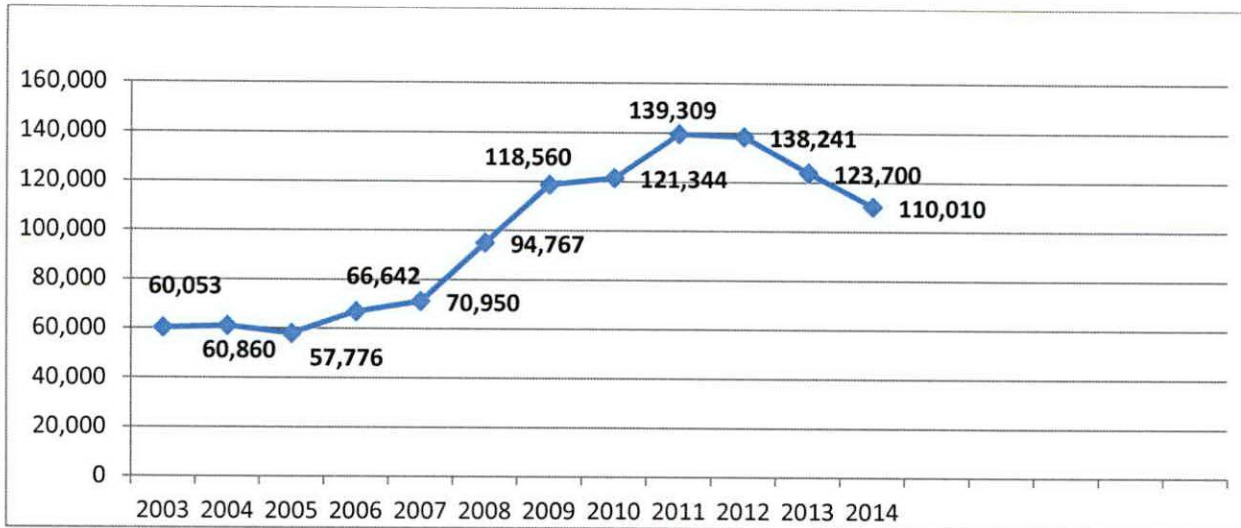
In 2014: 110,010 Contacts • 51,423 Web Searches

SERVICE REQUESTS

<p>83% from females</p>	<p> 38,338 HOUSING & UTILITIES</p>
<p>17% from males</p>	<p> 13,950 FOOD & MEALS</p>
<p>94%</p> <p>WOULD RECOMMEND United Way 211 to family or friends in need of service</p>	<p> 10,785 HEALTHCARE SERVICES</p>
	<p> 9,537 LEGAL, CONSUMER & PUBLIC SAFETY</p>
	<p> 9,230 INDIVIDUAL FAMILY & COMMUNITY SUPPORT</p>

TELL A FRIEND. DIAL 2-1-1 OR VISIT UWGC.ORG/211

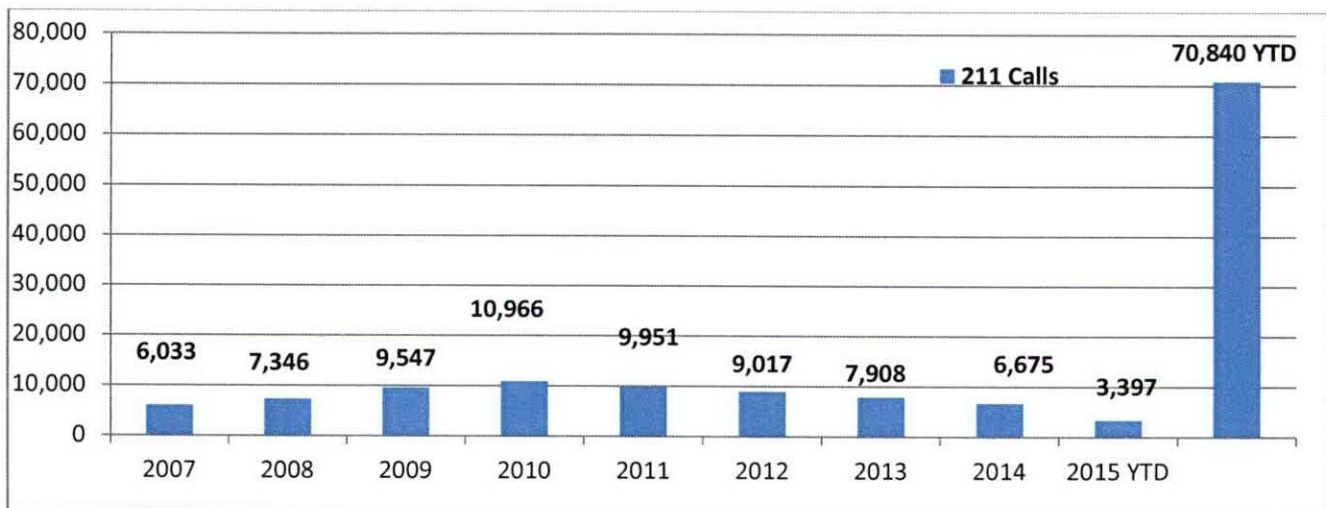
Figure D: 2003-2014 UWGC/NKY 2-1-1 Call Volume Growth



UWGC/NKY 2-1-1 has responded to more than **1,215,273** calls for connection to community services since launch February 11th of 2003. In addition to **110,010** calls handled in 2014, there were a total of **51,423** visitor searches to our website www.uwgc.org/211. Total contact hits to UWGC/NKY 2-1-1 total **161,433** from Jan 1, 2014 to December 31, 2014. The total search average visit length was 18 seconds. Year to date, there has been **53,061** calls fielded with **26,816** visitors to our website with an average visit length lasting 22 minutes. Data shows that Covington, Ky web searches among top five zip code searches.

United Way of Greater Cincinnati 2-1-1 Web-site Searches
 2014: 51,423
 2015: 26,816 YTD

Figure E: UWGC/NKy 2-1-1 Call Volume Growth in Northern Ky Counties

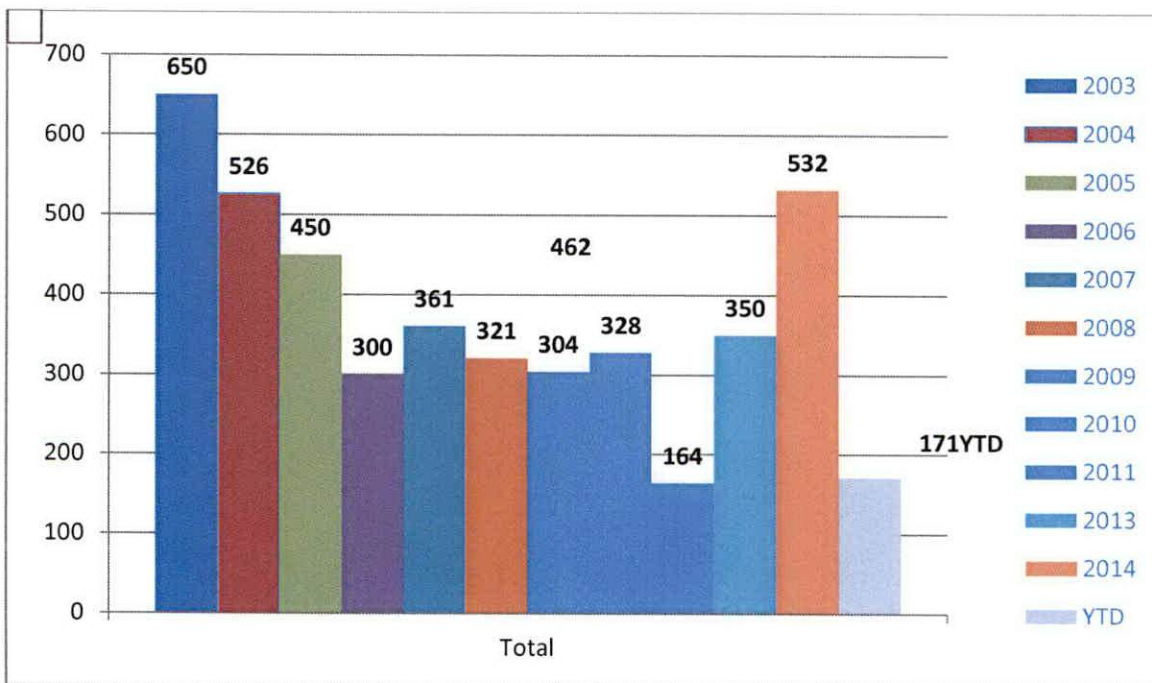


In Northern Kentucky counties, UWGC/NKY 2-1-1 has responded to more than **70,840** calls since 2007.

Figure F: Total Call Volume Northern Kentucky Counties

NKy Counties	2007	2008	2009	2010	2011	2012	2013	2014	2015 YTD	County Total
Boone	1,511	1,769	2,270	2,369	1,753	1,597	1,302	1,120	567	14,258
Campbell	1,327	1,622	2,027	2,390	2,553	2,178	1,882	1,659	776	16,414
Kenton	2,965	3,640	4,811	5,631	5,311	4,876	4,399	3,663	1,948	37,244
Grant	230	315	439	576	334	366	325	233	106	2,924

Figure G: UWGC/NKY 2-1-1 Total Volunteer Call Volume



Since implementation, thousands have turned to United Way of Greater Cincinnati 2-1-1 for connection to volunteer opportunities for meaningful ways to give back to the community. UWGC/NKy 2-1-1 call specialists, in conjunction with our UWGC Volunteer Connections department, have helped callers choose opportunities for meaningful engagement.

Caller Satisfaction / Connection Data

UWGC/NKy 2-1-1 has had an independent auditor, H&H Data Services, conduct field customer satisfaction surveys. UWGC/NKy 2-1-1 has consistently held ratings of 94% or above in overall satisfaction. The **2014** customer satisfaction survey shows **94%** satisfaction. Callers that followed through with referrals given by 2-1-1 show **59%** reported receiving help at an agency level after being connected by 2-1-1. The accumulative average of overall satisfaction to UWGC/NKy 2-1-1 in the past 10 years has been **96%**.

Caller Satisfaction / Received Help once referred to agency

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

Caller Satisfaction			Received Help After Referral	
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%
Accumulative Avg	96%		Accumulative Avg	67%

Figure I: UWGC/NKY 2-1-1 Caller Satisfaction 10 Year View

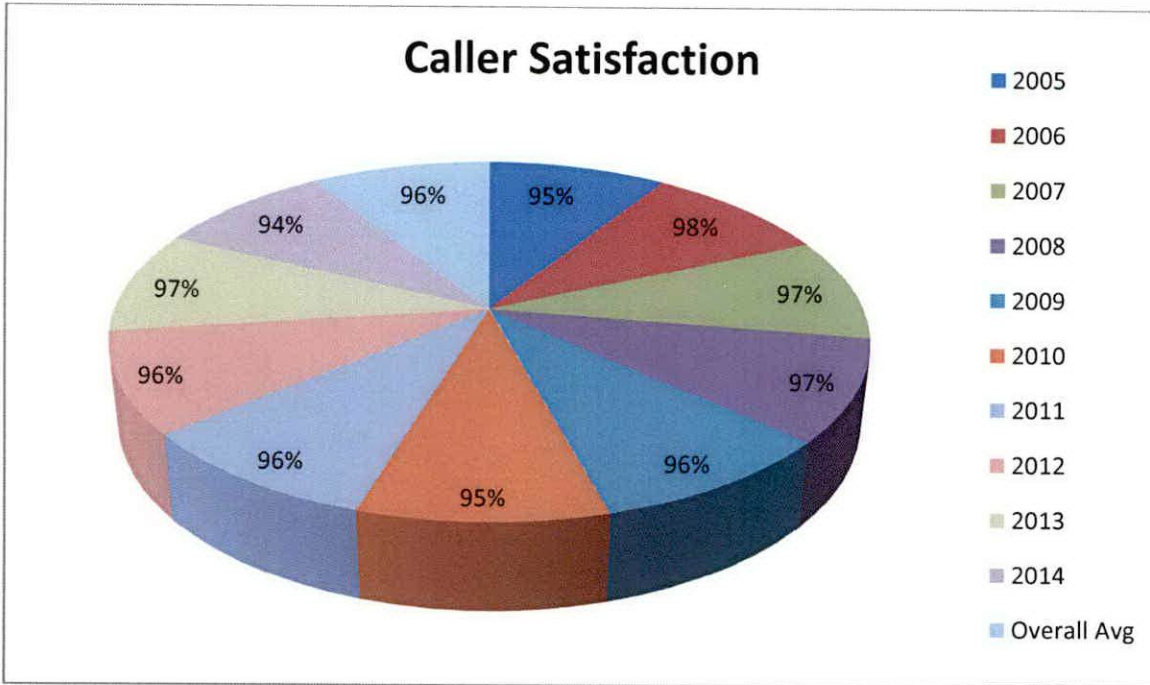
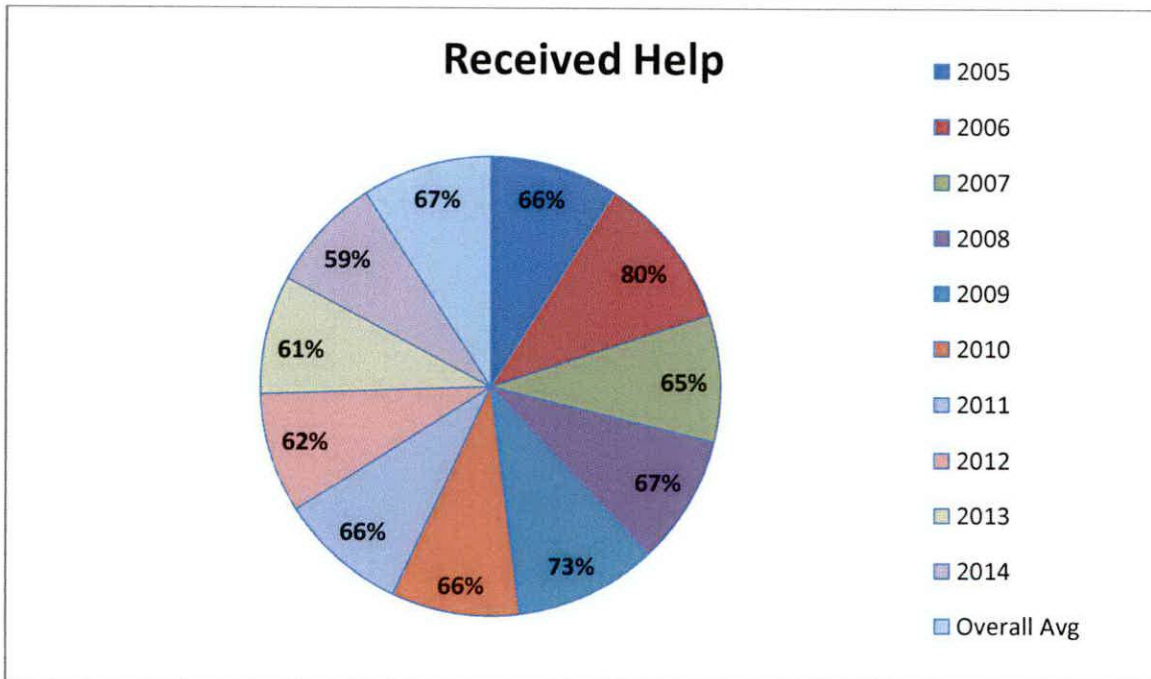


Figure J: UWGC/NKY 2-1-1 Callers- Received Help 10 year View



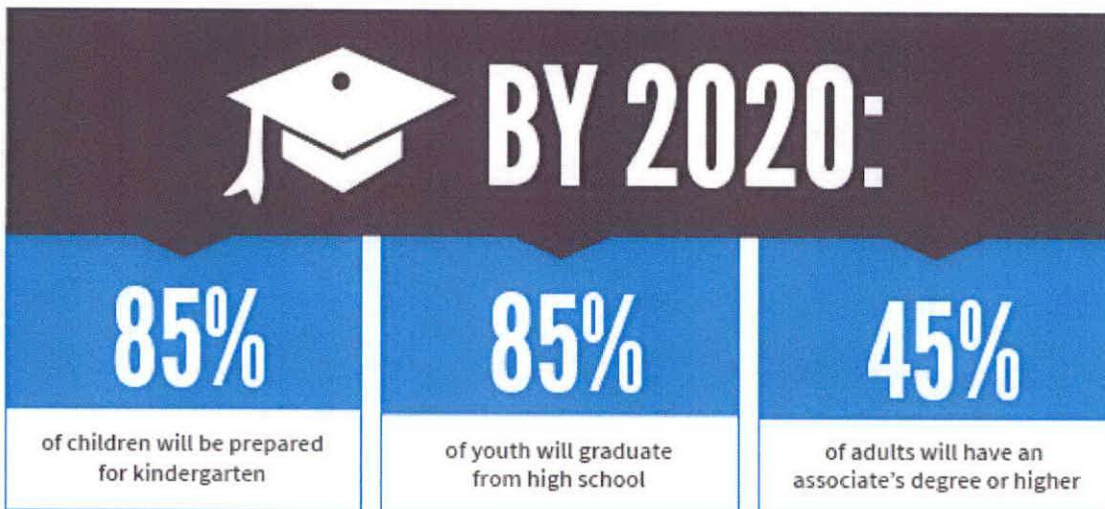
Callers Surveyed reporting received help from agency direct providers once referred

BOLD GOALS

Together, we make our whole region more vibrant and successful. Our transformation work to increase the quality of life for all looks toward getting more kids ready for school, more families stable and self-sufficient, and more people healthy.

It's about lasting change. And it's why we brought partners who share that vision together to create the Bold Goals for Our Region, which we believe can help us create a better quality of life for all. Below shows United Way of Greater Cincinnati (NKy) **community goals** focused on **Education, Income and Health**.

Education = The Foundation



Kids who are ready for kindergarten are more likely to stay on track and in school. And teens who finish high school are more likely to be employed. When we help kids prepare for school, finish school and pursue higher education, we lay the foundation for a brighter future for us all.

Financial Stability = A Building Block



A struggling economy has taught us all some valuable lessons. Whether or not our neighbors have jobs that can support their families matters. A stable Income is one of the building blocks to a good quality of life. When more people are gainfully employed, the brighter our economic outlook will be. A main goal in the Income area is to see 90% of the labor force gainfully employed by 2020.

Health = The Cornerstone



Kids can't learn when they're sick. And good health is key to maintaining financial stability, and, later in life, independence. Education, income and health – it's all interconnected. By working together, we improve people's health and happiness.

United Way of Greater Cincinnati, working with leading community organizations and partners, has been working to accelerate the pace of change to help us to meet the ambitious goals set for 2020. Each of the bold goals is trending in the right direction and important progress made. UWGC/NKy 2-1-1 is recognized as a visible, tangible and valued link to the core work. Key strategies are in place to deal with a growing poverty rate and too few of our high school graduates college and career ready. We are committed for the long haul.

PARTNERING FOR TRANSFORMATION

UWGC/NKy 2-1-1 helped connect (2014) more than **110,000** callers to needed services and played a vital role in launching new strategic partnerships. UWGC/NKy 2-1-1 continues to be a critical support system for the work of community partner initiatives that demonstrate desired positive results for the community. 2-1-1 continues to expand and support the strategic impact work that is a focused, innovative approach to having greater impact on the major human service issues facing our region. Additionally, UWGC/NKy 2-1-1 has worked to help build a coordinated I&R system that ensures broad access to information and referral services that encourages seamless access to community resource information for all. *Below describes some of our strategic partnerships*

For Children: Cradle Cincinnati / Success by 6 / Every Child Succeeds

UWGC/NKy 2-1-1 has taken steps to guard against infant mortality in our community through our partnership with Cradle Cincinnati. Currently, the infant mortality rate is 50% higher than the national average. Work is being done to get at root of the problem, support educational outreach around the importance of safe sleeping and health practices. UWGC/NKy 2-1-1 works to connect moms and moms-to-be to services such as prenatal care, home visitation, mental health care, and more.

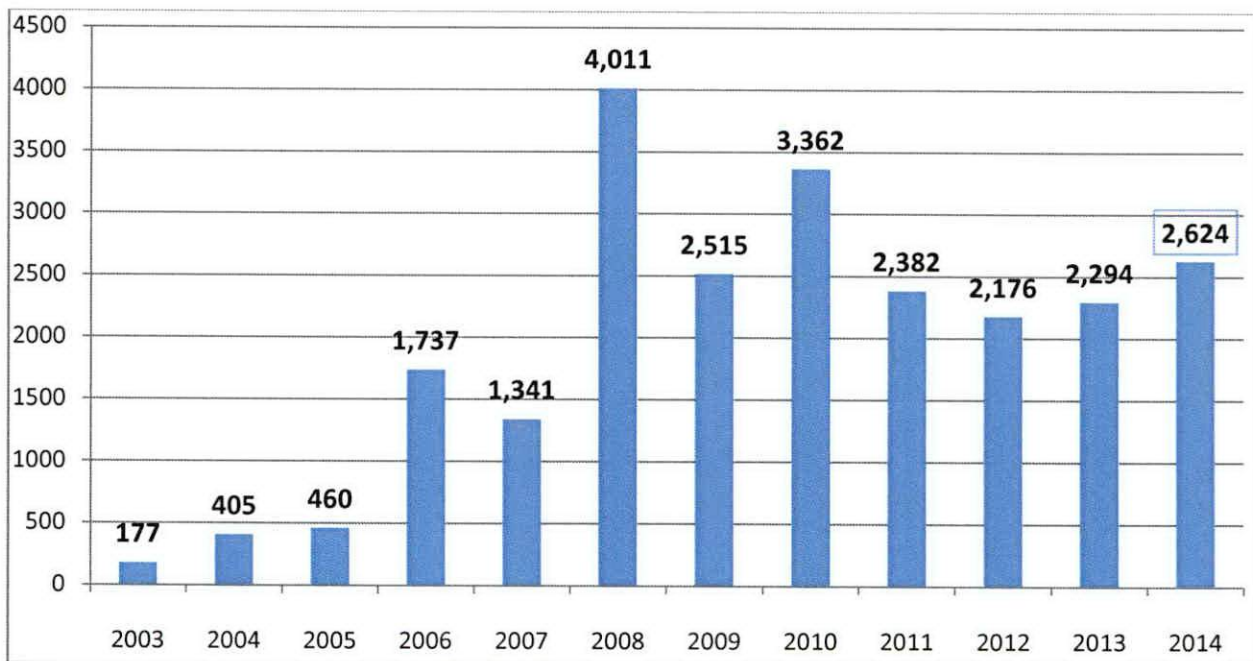
UWGC/NKy 2-1-1 supports and works with other initiatives such as Every Child Succeeds and Success by 6 which are fundamental to school readiness, academic success and healthy parenting. UWGC/NKy 2-1-1, through its offering of community resources, helps parents navigate the difficult challenges their children face physically, cognitively and socially.

For Families: EITC (Earned Income Tax Credit)

Filing taxes can be complicated and confusing. For those who cannot afford to hire a professional to assist them, they can be leaving hundreds, if not thousands, of dollars on the table. The free service by certified volunteers provides tax preparation and Earned Income Tax Credit (EITC) outreach. In 2014, \$21 million in refunds was returned to local families. There were 753 volunteers who prepared taxes for free around the region equaling 900 volunteer hours. **19,000** local families saved almost **\$21** million in tax refunds thanks to the Earned Income Tax Credit (EITC) and free tax preparation services provided by United Way of Greater Cincinnati, the IRS Volunteer Income Tax Assistance, AARP and the Benefit Bank.

UWGC/NKy 2-1-1, helped found and has supported (since 2003) the regional coalition of business, nonprofit and government partners who came together to help eligible wage earners in Southwestern Ohio, Northern Kentucky, and Southeastern Indiana receive quality tax preparation. UWGC/NKy 2-1-1 has assisted over **23,000** individuals and families in connection to free tax preparation services and wealth-building opportunities to strengthen their financial stability.

Figure K: Total Earned Income Tax Credit Call Volume for UWGC/NKy 2-1-1



For Veterans: Veterans Community Alliance

Many times veterans experience unsettling transition when they return to civilian life after deployment. UWGC/NKy 2-1-1 is pleased to work with the Tristate Veterans Community Alliance to bring together groups that service veterans throughout the region to help veterans among other things- obtain and retain employment. The geographic scope of the Tristate Veterans Alliance covers a 15 county area including the Kentucky counties of Boone, Bracken, Campbell, Gallatin, Grant, Kenton and Pendleton.

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

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

There have been a total number of **1,017 veteran** related calls this year alone who have contacted UWGC/NKy 2-1-1 to be connected to community services. UWGC/NKy 2-1-1 understands the importance and has worked to streamline a coordinated access network to help community support efforts reach veterans earlier and more efficiently for a successful transition experience.

For a Competitive Workforce: UWGC/NKy 2-1-1 supports the goal of Partners for a Competitive Workforce (PCW) to ensure employers have the talent they need to compete, and people have the skills they need to get good jobs and advance in their careers. UWGC/NKy 2-1-1 offers a wide array of community resources to help those contacting 2-1-1 learn where to connect to services such as employment readiness/ job search assistance, transportation assistance, id's, child-care and more.

Duke Energy and United Way of Greater Cincinnati: Once again, this partnership brought relief to those in need. Duke Energy provided a \$25,000 grant to buy fans for area older adults, low-income residents and people with disabilities. United Way of Greater Cincinnati administered the program, distributing funds to non-profit agencies that serve the needs of those populations. Fans were made available in Duke Energy's service territory of Southwestern Ohio as well as Northern Kentucky. UWGC/NKy 2-1-1 was made available as a call to action number.

Disaster Relief: United Way of Greater Cincinnati 2-1-1 has both formal and informal roles during times of disaster. We are involved in key stages: planning for disaster, assisting during times of disaster and working through relief, recovery and rebuilding efforts. Our role as a 24/7 comprehensive information and referral 2-1-1 center is to augment and enhance the existing emergency response structure in place to help expand response capacity. In our supportive role we:

- Provide information and referral on disaster related resources 24 hours a day, 7 days a week
- 2-1-1 collects, verifies and disseminates disaster resource information as appropriate to residents of affected communities, providers and others

- 2-1-1 provides a built in surge capacity for public information during disasters
- Connects victims of disasters quickly with emergency related human services
- Help to mobilize volunteers as appropriate
- Links those offering help during emergencies to the appropriate response
- Collaborate with other voluntary agencies, law enforcement, fire departments and emergency managers to assure coordinated response during community emergencies (Inclusive of EMA, COAD, VOAD, FEMA, Red Cross, Salvation Army and many others).
- Identify, assess, manage and respond to unmet community needs
- Serve on Long-Term Recovery Group Committees

The above addresses what we do during the disaster. However, our experience with disaster shows that the preparedness component is equally important. To that point we were successful in establishing a local Community Organizations Active in Disaster that has been in existence for a few years. This group, 175 strong, is made up of faith groups, nonprofit, community and government organizations, represented by 235 individuals, with new organizations joining each month.

COAD is focused on ensuring that communities collaborate, communicate and work together in a cooperative and coordinated effort to respond to the needs of the community after a disaster. COAD is also responsible for establishing a Long Term Recovery Group after a major disaster. COAD brings in groups (both emergency responders and non-traditional agencies and groups who might have role in disaster) to share and educate others on the services they can provide. There is also a social media as well as spiritual & emotional care, finance and Long Term Recovery group committee active within the local COAD.

Understanding how important information is, especially in times of disaster, UWGC/NKy 2-1-1 devotes effort to ensuring verification and dissemination of resource information. Through the years of our 2-1-1 existence we have dealt with many disasters (i.e., 9/11, Katrina/Rita, Wind-storms, Ice-Storms, Power Outages, Train De-Railments, Heat and Cold Emergencies). One of the most destructive involves the devastating tornados that struck a large population within our service delivery area .This disaster had catastrophic affects for many residents. Response had many different tiers. Immediate response involved UWGC/NKy 2-1-1 working closely and collaborating with other voluntary agencies, law enforcement, fire departments and emergency managers to assure coordinated response during community emergencies (Inclusive of EMA, COAD, VOAD, FEMA, Red Cross, Salvation Army and many others). We worked diligently to obtain, verify and disseminate critical resource information. UWGC/NKy 2-1-1 ramped up appropriately and fielded phone calls 24/7 while working diligently to assess and connect individuals to needed services. As mentioned above, the local COAD was established and we took full advantage of leveraging this network. Long Term Committees for Indiana, parts of Northern Kentucky and Moscow, Ohio were also formed. UWGC/NKy 2-1-1 is an active participant with the LTRG's in effort to identify, assess and help communities rebuild. (The LTRG's fall under auspices of COAD and COAD is an arm of the state VOAD.) Through the LTRG's we have been able to monitor and meet community needs and help communities work to restore, as much as possible, back to pre-disaster conditions. Our role within disaster has changed since our launch in 2003. Our cooperative relationships have broadened through the years and our impact has been substantial positively impacting numerous lives.

Free School Supplies/Back-to-School: With school just around the corner many families struggle with how to pay for the necessary supplies whose cost can add up quickly. In alignment with United Way of Greater Cincinnati goal of helping more children achieve academic success for a "brighter future", UWGC/NKy 2-1-1, again this year, partnered with area agencies to connect families with free school supplies and help ease their burden. **336** families contacted UWGC/NKy 2-1-1 for connection.

Summer Feeding Sites: Nearly 100,000 children in our Tri-State area are at risk of hunger. Research shows that hungry children are more likely to be vulnerable to illness, lack focus and energy, and score lower on achievement tests. There are many programs aimed at tackling the issue of childhood hunger and ensuring kids receive the proper nutrition and the other issues mentioned above they need to succeed. However, sometimes people don't know about those programs. That's where UWGC/NKy 2-1-1 comes in to help educate about **"where to turn"**.

Additionally, summer break can be an exciting time for children, but for some students, summer can be a challenge. The meals they can rely on through the free/reduced lunch program aren't available when school is out.

UWGC/NKy 2-1-1 recognizes and is responsive to these needs. In an effort to help these children and families we work in coordination with providers (i.e., Children Hunger Alliance) and maintain a listing of summer feeding sites to refer families so children do not go hungry. Often these sites provide structured activities in addition to nutritional sustenance which helps children remain healthy.

Children's Hospital Medical Clinic: UWGC/NKy 2-1-1 continues its' ongoing successful partnership with Children's Hospital (PPC) primary clinic. A dedicated phone line exists in the clinic that gives patients and families direct access to 2-1-1, 24 hours a day, 7 days a week. This provides an invaluable service offering hope and comfort for struggling parents and family members.

Summary:

As it has for many years, United Way of Greater Cincinnati (UWGC/NKy 2-1-1) continues our long-standing investment and commitment to 2-1-1. We are proud of accomplishments such as our exceptional infrastructure that supports high-quality, consistent, national standards-based, information and referral services and our strategic, collaborative relationships that have produced impactful results. This report does not cover the entirety of our work. We know the needs of the community user are still great and constantly changing. UWGC/NKy 2-1-1 works hard to evolve to those changing needs. We are a credible resource to turn to (i.e., resource database contains thousands of updated agencies, plus recently added mobile application) and will continue to work and lend our expertise to help further the efforts of efficiently moving 2-1-1 forward so that more lives can be transformed and greater impact for good occurs.



Metro Louisville Update for 2014

Metro United Way 2-1-1 (MUW 2-1-1) provides full service 2-1-1 coverage (24/7 coverage 365 days a year), continuing its' role in helping individuals, families and the community better manage their lives by providing access to reliable and accurate information and referral resources they need as well as distributing non-emergency informati2-1-1on during local disaster or crisis incidents.

MUW 2-1-1 Service Delivery/Coverage Area

In September 2009, MUW entered into a "vendor partnership" with United Way of Greater Cincinnati to provide 2-1-1 services for the Louisville Metro Area which are the counties of: Bullitt, Carroll, Henry, Jefferson, Nelson, Shelby, Spencer, Oldham and Trimble in Kentucky, and Clark, Floyd and Harrison counties in Indiana. In January 2011, MUW launched a 2-1-1 online search engine of the 2-1-1 Community Resources Database that has been very well received by the professional community. The usage of that service has grown dramatically. To accommodate local professionals, such as Case Workers, Counselors, Program Administrators, and others who deal with individuals every day that are struggling to make ends meet, MUW released a Mobile Application in 2013 that took online access to resources to a new level. Many of the case workers had stated that they needed such an app for when they were out in the field dealing with clients. The Kentuckiana211 mobile app produces 48% of our 2-1-1 online search activity annually. These two online services compliment the call center service and are available for the nine MUW Kentucky service counties which alone represent a population of **1,227,512** million Kentuckians. While this is approximately 30% of Kentucky's population, the two services are available to the entire state and are regularly used by every county in the Commonwealth. MUW 2-1-1 maintains detailed files on all state government services and the programs of non profits and federal services that can be accessed anywhere in the state. The entire MUW 2-1-1 service area including the Southern Indiana Counties population is over a 1.5 million people.

Call Volume/Growth

In 2014 MUW 2-1-1 assisted 90,513 individuals in finding the help they needed. That is more than 50% increase in the number of people than were helped in 2013. Since its beginnings in 2006, MUW 2-1-1 has helped **a half a million** people get connected to the help they need. While there are hundreds of different types of requests for assistance in 2014, 45% of all callers sought out assistance with utility service payments during their calls as well. This couples with 26% of all callers who, even if they ask for other assistance, also seek help with rent, and the 12 % of all callers who ask for help with food while seeking other assistance, indicating that basic needs are not being met.

*(As of July 2015, MUW 2-1-1 has assisted 501,401 individuals using the 2-1-1 service to find the help they needed throughout the Louisville Metro area, surrounding counties and across the Commonwealth.)

Community Partnerships/ Special Projects

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

Disaster/Crisis Response

MUW 2-1-1 has been there for the community during several nature disasters and crisis incidents. MUW 2-1-1 continues to support Emergency Management operations in Louisville and Jefferson County, Oldham County, and Trimble County, with signed Memorandums of Agreement to directly work with and in support of these during any crisis incident. By providing needed non emergency information about what is happening during and after a disaster, 2-1-1 helps maintain the integrity of the 9-1-1 system to receive only emergency calls, allowing EMA and first responders to focus on the job at hand. MUW is working with the State Emergency Management Agency's Private Sector Working Group. MUW's 2-1-1 Director has 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), Louisville Metro Government continue to increase awareness of and access to the Earned Income Tax Credit (EITC). At a time when many families are struggling to make ends meet, EITC dollars can be used to reduce debt. LABC and other partners are helping families determine whether they can claim the Earned Income Tax Credit (EITC). MUW 2-1-1 has worked with this program for the past three years. 2-1-1 directs the callers to the VITA sites that offer trained volunteers who offer free help preparing the caller's tax return. A person dialing 2-1-1 can speak with a specialist and learn of EITC/VITA site locations, dates, times and general eligibility requirements. During the 2014 tax season MUW 2-1-1 answered **1,742** 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 aligns with the organization's key strategy of good health/healthy lifestyles by facilitating access to community resources and educational support programs. MUW 2-1-1 connects individuals and families to information regarding the Success by 6 "Ages and Stages" Survey that enables parents to determine their child's level of mental development. 2-1-1 directs parents how to have an ASQ Developmental Assessment form sent directly to them. 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. In 2014, 2-1-1 staff made 33 face to face educational presentations on 2-1-1 and how to use it to the public at large. 2-1-1 partnered with and is directly supporting the Jefferson County Public School System in the development of their Louisville Linked initiative to connect students and their families with community-based organizations that could work with them outside of school. The initiative houses data from the area's resources that helps 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 individuals using the online 2-1-1 search looking for assistance.

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 and human services, community support during disasters/crisis, and collection of data on areas of need. The staff at 2-1-1 has developed a response plan supporting local EMAs during a disaster and for launching a Volunteer Reception Center (VRC). 2-1-1 regularly shares aggregate data with local government agencies such as information on family services and non-profit organizations. Presently, 2-1-1 staff is working with the MUW Basic Needs Manager to examine access to programs and services. 2-1-1 also works with the Veterans Affairs facilities in Louisville and other agencies that serve veterans to improve the access to veterans programs.

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

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

Caller Satisfaction	2010	2011	2012	2013	2014
Caller gave overall rating of 5 or above for call	98%	90%	95%	94%	99%
Caller gave a rating of 5 or above for professional/pleasant presentation	95%	96%	96%	99%	97%

MUW strives to make all experiences with 2-1-1 as easy, simple and pleasant as possible. MUW 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. MUW 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 **standards of excellence** in service delivery.



Public Service Commission Report

United Way of the Bluegrass

2014

Introduction

United Way of the Bluegrass 2-1-1

United Way of the Bluegrass launched their 2-1-1 service (UWBG 2-1-1) 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. Through 2014, UWBG 2-1-1 served nine counties in Central Kentucky: Anderson, Bourbon, Clark, Fayette, Jessamine, Madison, Montgomery, Scott and Woodford.

United Way of the Bluegrass was awarded a \$500,000 grant from the Kenan Foundation in April 2015 for expansion of 2-1-1 in Kentucky. In June 2015, United Way of the Bluegrass was awarded a \$166,500 grant from the Department for Aging and Independent Living to administer 2-1-1 services in the Bluegrass Area Development District.

On July 1, 2015 the UWBG 2-1-1 expanded the 2-1-1 coverage area to include all of the Bluegrass Area Development District as well as maintaining coverage to Montgomery County. UWBG 2-1-1 now serves 18 counties in Central Kentucky: Anderson, Bourbon, Boyle, Clark, Estill, Fayette, Franklin, Garrard, Harrison, Jessamine, Lincoln, Madison, Mercer, Montgomery, Nicholas, Powell, Scott and Woodford.

UWBG 2-1-1 provides information and referral services from 7:30am to 6pm, Monday through Friday with a voicemail set up to take calls received during off-hours. 100% of call center staff are Certified Information and Referral Specialists and/or Certified Resource Specialists, certifications received from the Alliance of Information and Referral Systems, a national organization for information and referral centers. UWBG 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.

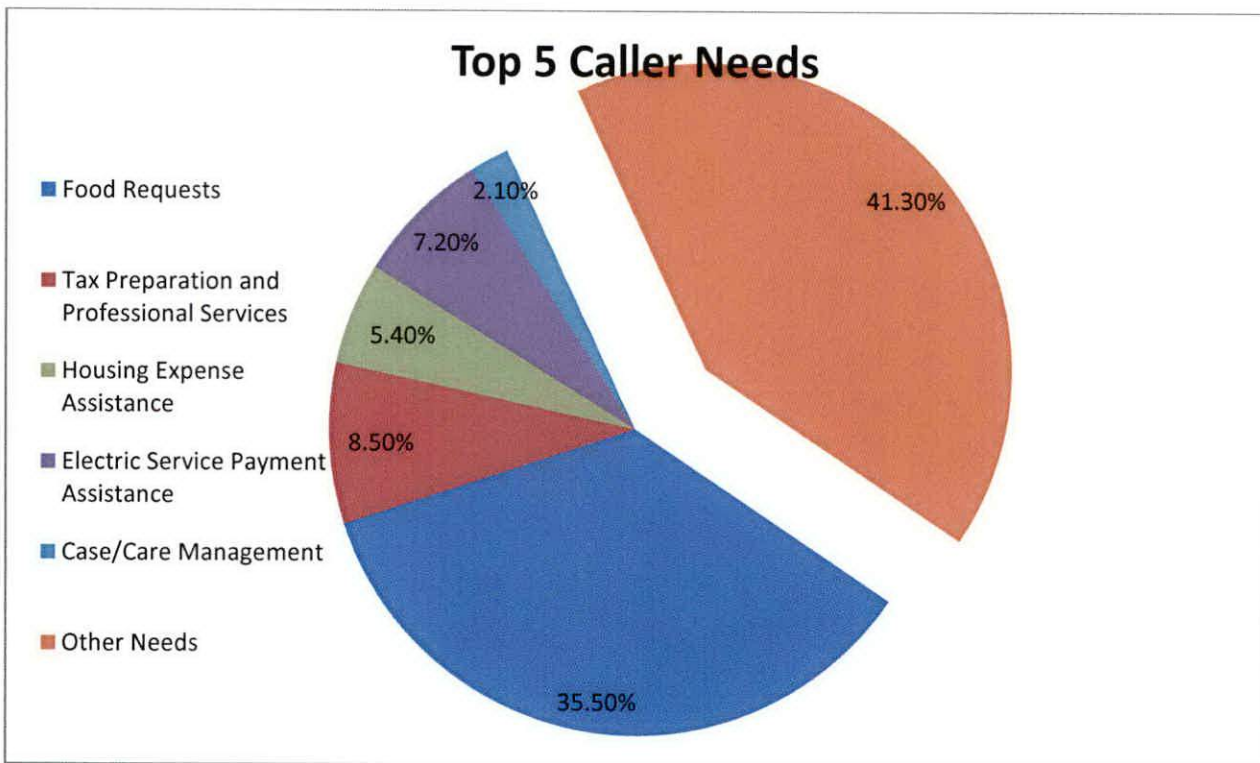
UWBG 2-1-1 has an advisory council that consists of representatives from the 18 counties served. This advisory council assists in promoting 2-1-1 and advising 2-1-1 as it takes on new roles and positions within the community.

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

Section One: Data

UWBG 2-1-1 Call Statistics

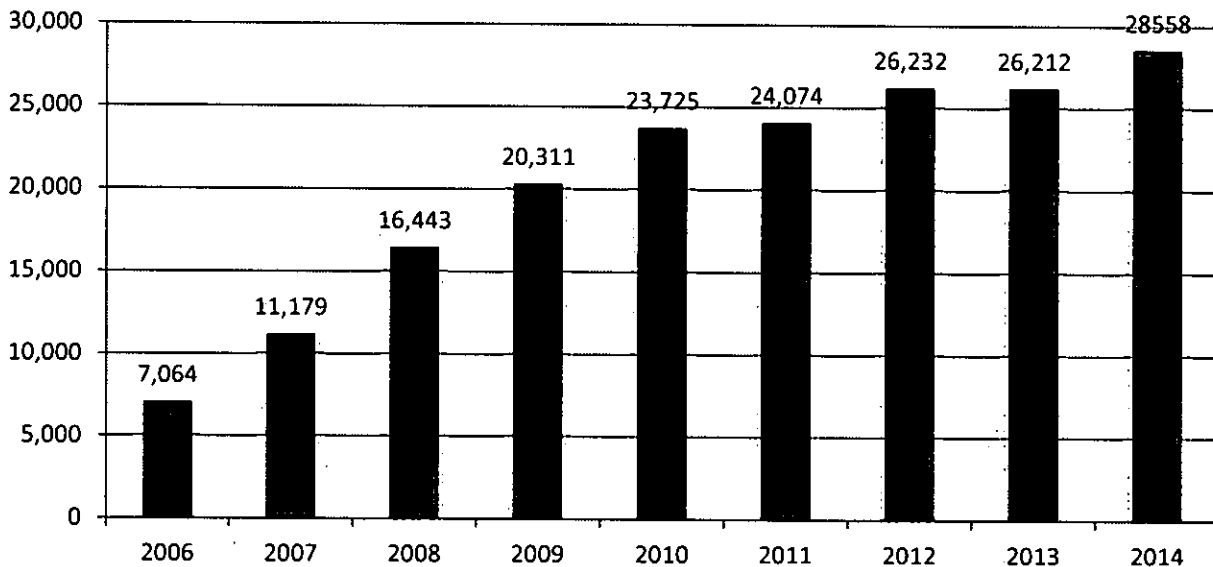
In 2014, UWBG 2-1-1 received 28,558 calls for assistance and provided 29,759 referrals for a variety of needs. The top five caller needs for the year were Food and Meals (35.5%), Tax Preparation and Professional Support (8.5%), Electric Service Payment Assistance (7.2%), Housing Expense Assistance (5.4%), and Case/Care Management (2.1%). Other needs represented 41.3% of calls, with needs ranging from requesting 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 2014. 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.



Since UWBG 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. In 2013, there was a 0.08% decrease to 26,212 calls. In 2014, there was a 9% increase to 28,558 calls. The chart below

shows the growth throughout the years. UWBG 2-1-1 has experienced a 304% increase in calls since being implemented.

United Way 2-1-1 Calls: 2006 - 2014



Customer Service

A percentage of those who called UWBG 2-1-1 during 2014 received a follow-up phone call to measure client satisfaction. When an individual called UWBG 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. 99% of callers rated their experience as excellent or good. Additionally, 98% of callers said they would utilize 2-1-1 again.

Section Two: Partnerships

God's Pantry

God's Pantry Food Bank is a regional food pantry in the state of Kentucky whose goal is to reduce hunger in Kentucky through community cooperation making the best possible use of all available resources.

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.

UWBG 2-1-1 has scheduled free tax appointments for the local VITA coalition, CKEEP, since 2006. In 2014, UWBG 2-1-1 answered over 2,572 calls inquiring on tax assistance and made appointments for over 2,300 of those. This resulted in a total of \$1,774,423 in EITC returns and \$4,149,143 in total tax returns going back to Central Kentucky families.

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.

UWBG 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 UWBG 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.

Department for Aging and Independent Living

The Kentucky Department for Aging and Independent Living (DAIL) oversees administration of statewide programs and services on behalf of Kentucky's elders and individuals with disabilities.

In partnership with Kentucky's Area Agencies on Aging and Independent Living, community mental health centers, Centers for Independent Living, and other community partners, UWBG 2-1-1 assists callers by linking them to the accurate community resource saving them time and stress. Because locating, understanding, and accessing public programs and services can be difficult, UWBG 2-1-1 helps streamline processes and provides one-on-one assistance by phone.

This partnership began July 2015. First year data will be reported under the 2015 report.

Lexington Fayette Urban County Government

Mayor Gary's Task Force on Homelessness identified a lack of a "Unified System of Entry" as a key finding and recommendation in the final report. Collaboration between LFUCG and local service providers is critical in developing this system. Given United Way's long history of partnering with many of these organizations and its strong relationship with the Office of Homelessness and Prevention, an excellent partnership emerges. 2-1-1's capacity is strong as it connects central Kentuckians to needed services seamlessly.

UWBG 2-1-1 provides a single dynamic process for assessment, record keeping, information exchange, and comprehensive data analysis on the gaps and needs in Fayette County.

This partnership began July 2015. First year data will be reported under the 2015 report.

The William R. Kenan Jr. Charitable Trust: The Kenan Center

In January 2015, United Way of the Bluegrass was approached to form a partnership with the Kenan Foundation to bring 2-1-1 services to those areas in Kentucky unserved. At that time, 2-1-1 services reached only 22 out of 120 counties in Kentucky. United Way of the Bluegrass was awarded \$500,000 to expand the coverage of 2-1-1 to unserved areas.

As a product of this partnership, United Way of the Bluegrass was also able to participate in the development of *2-1-1 Counts*. This powerful tool will help leverage 2-1-1 data to improve the efficiency and impact of health and human service in communities across Kentucky.

Expansion efforts have been underway since June 2015, and additional phone translations are potentially scheduled to begin around October 2015.

All data and reporting for the Kenan Foundation and *2-1-1 Counts* will be included in the 2015 report.