Community Access Line of the Lakeshore, Inc. (CALL) is a 501(c)3 nonprofit agency whose mission is to increase access to community resources through compassionate and effective information and referral services. CALL’s staff is committed to respecting the dignity and value of each individual who contacts our agency.

Through the 2-1-1 service CALL helps residents in the communities we serve connect with critical health and human services and opportunities to engage within their community. In 2017 we handled nearly 27,000 contacts including phone calls, in-person assistance and emails.

In addition to CALL’s busy 2-1-1 contact center, over 21,000 searches for services were performed online using our 2-1-1 resource database. In addition, thousands more accessed the Feeding America mobile food pantry schedules available on CALL’s website at www.call-211.org.

Stacey Hachmann-Gomez, Executive Director

### 2-1-1 Total Regional Contacts for Fiscal Year 2017

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Calls</th>
<th>Web Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>6,852</td>
<td>6,099</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>8,575</td>
<td>5,441</td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>5,585</td>
<td>4,107</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>5,642</td>
<td>5,526</td>
</tr>
</tbody>
</table>
DEFINITIONS OF CALL TYPES

Crisis/Advocacy: Offering immediate assistance to people in acute emotional distress to defuse the critical nature of their situation and to ensure the person’s safety. Interceding on behalf of an individual to ensure that they receive the benefits and services for which they are eligible.

Information: Providing descriptive information about a service provider, sharing details about how programs work, and explaining agencies’ policies and procedures for application.

Referral: Determining the specific nature of the individual’s needs and exploring specific solution options to resolve it.

Unmet Request: Individual instances where no resources are available to meet an inquirer’s assessed needs and no referrals can be made.

QUALITY ASSURANCE

In Fiscal Year 2017, CALL 2-1-1 served 26,654 callers with an average call length of 7 minutes per call. The length of an average Information call is 5.7 minutes. The length of an average call that includes Referrals is 8.7 minutes.

In the last year, 2-1-1 followed up with 10.6% of the individuals we served by phone. We attempt follow-up with at least 10% of our callers each year in an effort to complete follow-up with at least 5%. The results of our follow-up surveys for fiscal year 2017 are as follows:

- Did we listen and understand your need? 99.5% responded YES
- Did we provide you with sufficient information? 97.7% responded YES
- Was the referral we made appropriate to address your need? 97% responded YES
- Did you contact the agencies you were referred to? 87% responded YES
- Would you contact 2-1-1 again for help? 99.8% responded YES
Regional Overview
26,654 Contacts
Service Requests by Category

Of 2-1-1 callers whose gender was identified, 76% were female and 24% male

<table>
<thead>
<tr>
<th>Category</th>
<th>Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts, Culture &amp; Recreation</td>
<td>22</td>
</tr>
<tr>
<td>Clothing/Personal/ Household Needs</td>
<td>1,081</td>
</tr>
<tr>
<td>Disaster Services</td>
<td>32</td>
</tr>
<tr>
<td>Education</td>
<td>136</td>
</tr>
<tr>
<td>Employment</td>
<td>149</td>
</tr>
<tr>
<td>Food/Meals</td>
<td>1,728</td>
</tr>
<tr>
<td>Health Care</td>
<td>1,342</td>
</tr>
<tr>
<td>Housing</td>
<td>4,085</td>
</tr>
<tr>
<td>Income Support/ Assistance</td>
<td>4,294</td>
</tr>
<tr>
<td>Individual, Family &amp; Community Support</td>
<td>1,497</td>
</tr>
<tr>
<td>Information Services</td>
<td>8,896</td>
</tr>
<tr>
<td>Legal, Consumer &amp; Public Safety Services</td>
<td>884</td>
</tr>
<tr>
<td>Mental Health/Addictions</td>
<td>444</td>
</tr>
<tr>
<td>Other Government/Economic Services</td>
<td>132</td>
</tr>
<tr>
<td>Transportation</td>
<td>803</td>
</tr>
<tr>
<td>Utility Assistance</td>
<td>4,515</td>
</tr>
<tr>
<td>Volunteers/Donations</td>
<td>136</td>
</tr>
</tbody>
</table>

Age Distribution:
- Age 70 and older: 11%
- Age 60 - 69: 19%
- Age 50 - 59: 22%
- Age 40 - 49: 16%
- Age 30 - 39: 17%
- Age 19 - 29: 15%
- Age 10 - 18: .4%
### Top 10 Referred Services for CALL 2-1-1 Region

<table>
<thead>
<tr>
<th>Service Term</th>
<th># of Requests</th>
<th>% of Total</th>
<th># of Referrals Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Service Payment Assistance</td>
<td>3,246</td>
<td>12.2%</td>
<td>6,077</td>
</tr>
<tr>
<td>VITA Program Sites</td>
<td>2,703</td>
<td>10.1%</td>
<td>2,302</td>
</tr>
<tr>
<td>Gas Service Payment Assistance</td>
<td>1,144</td>
<td>4.3%</td>
<td>2,104</td>
</tr>
<tr>
<td>Rent Payment Assistance</td>
<td>1,537</td>
<td>5.8%</td>
<td>1,545</td>
</tr>
<tr>
<td>Food Pantries</td>
<td>930</td>
<td>3.5%</td>
<td>1,935</td>
</tr>
<tr>
<td>Comprehensive Information and Referral</td>
<td>796</td>
<td>3%</td>
<td>796</td>
</tr>
<tr>
<td>Home Rental Listings</td>
<td>563</td>
<td>2.1%</td>
<td>1,021</td>
</tr>
<tr>
<td>Home Rehabilitation Grants</td>
<td>565</td>
<td>2.1%</td>
<td>760</td>
</tr>
<tr>
<td>Specialized Information and Referral</td>
<td>415</td>
<td>1.6%</td>
<td>441</td>
</tr>
<tr>
<td>Community Shelters</td>
<td>470</td>
<td>1.7%</td>
<td>592</td>
</tr>
</tbody>
</table>

### Connecting to 2-1-1 Resource Information Online

Many people choose to search for services independently using the online CALL 211 resource database. The 2-1-1 database is available at [www.call-211.org](http://www.call-211.org) and is updated immediately as our 211 Resource Manager makes changes to eligibility criteria, the availability of funds, and more. Last year the community conducted 21,173 online searches. Thousands more visited the site looking for the current Muskegon, Newaygo and Ottawa County Feeding America Food Truck schedules.

### Top 5 Web Searches by Service Term

<table>
<thead>
<tr>
<th>Service Term</th>
<th># of Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Service Payment Assistance</td>
<td>562</td>
</tr>
<tr>
<td>Medical Appointments Transportation</td>
<td>595</td>
</tr>
<tr>
<td>Health/Disability Related Counseling</td>
<td>615</td>
</tr>
<tr>
<td>Adult High School Diploma Programs</td>
<td>2,273</td>
</tr>
<tr>
<td>School Supplies</td>
<td>3,994</td>
</tr>
</tbody>
</table>
Muskegon County Community Data - 19,076 Connections

Top Ten Service Requests

- Community Shelters
- Holiday Gifts/Toys
- Home Rental Listings
- Water Service Payment Assistance
- Home Rehabilitation Grants
- Food Pantries
- Gas Service Payment Assistance
- Rent Payment Assistance
- Electric Service Payment Assistance
- VITA Program Sites

Top 5 Referred Agencies
- Muskegon-Oceana Community Action Partnership: 3,108
- Goodwill Industries of West Michigan: 2,315
- Michigan Dept. of Health and Human Services: 2,040
- Salvation Army—Muskegon: 2,035
- Community encompass: 857

Top 5 Web Searches by Category

- Housing & Utilities: 457
- Food: 387
- Personal & Household Items: 178
- Transportation: 137
- Bill Payment Assistance: 99
Ottawa County Community Data - 6,191 Connections

Top Ten Service Requests

- Housing Search Assistance
- Home Rehabilitation Grants
- Specialized Information & Referral
- Community Shelters
- Gas Service Payment Assistance
- Food Pantries
- Home Rental Listings
- VITA Program Sites
- Rent Payment Assistance
- Electric Service Payment Assistance

Top 5 Referred Agencies

Ottawa County Community Action Agency
Michigan Dept. of Health and Human Services
Good Samaritan Ministries
Salvation Army - Holland
Salvation Army - Grand Haven

Top 5 Web Searches by Category

- Employment & Financial Support - 575
- Housing & Utilities - 256
- Food - 176
- Bill Payment Assistance - 68
- Community Services - 64
Manistee County Community Data - 636 Connections

Top Ten Service Requests

- Water Service Payment Assistance
- Heating Fuel Payment Assistance
- Gas Service Payment Assistance
- Home Rehabilitation Grants
- Undesignated Financial Assistance
- Home Rental Listings
- Food Pantries
- Specialized Information & Referral
- Rent Payment Assistance
- Electric Service Payment Assistance

Top 5 Referred Agencies

- Michigan Dept. of Health and Human Services - 86
- Salvation Army - Manistee - 85
- Five CAP - 84
- Michigan State Housing Development Authority - 36
- TrueNorth Community Services - 24

Top 5 Web Searches by Category

- Housing & Utilities - 29
- Bill Payment Assistance - 9
- Community Services - 8
- Food - 5
- Transportation - 5
Manistee County Community Data

Top 10 Unmet Requests

- Rent Payment Assistance
- Electric Service Payment Assistance
- Community Shelters
- Gas Money
- Temporary Financial Assistance
- Homeless Motel Vouchers
- Water Service Payment Assistance
- Automotive Repair & Maintenance
- Automobile Insurance Payment
- First Time Home Buyer Loans

Top 5 Unmet Requests with Reasons Unmet

- Rent Payment Assistance
- Electric Service Payment Assistance
- Community Shelters
- Gas Money
- Temporary Financial Assistance

Legend:
- No Immediate Resource Available
- Service Inaccessible
- Registration Full/Past Deadline
- Client Refused Referral
- Caller Ineligible
- Bill Exceeds Amount Available
Wexford and Missaukee Counties Community Data - 719 Connections

Top Ten Service Requests

- Community Shelters
- Housing Search Assistance
- Specialized Information & Referral
- Temporary Financial Assistance
- Gas Service Payment Assistance
- Home Rental Listings
- Rent Payment Assistance
- Food Pantries
- Heating Fuel Payment Assistance
- Electric Service Payment Assistance

Top 5 Referred Agencies

- Salvation Army - Wexford/Missaukee/Kalkaska 242
- Northwest Michigan Community Action Agency 176
- Michigan Dept. of Health and Human Services 115
- TrueNorth Community Services 58
- Cooperative Ministry 43

Top 5 Web Searches by Category

- Housing & Utilities - 30
- Bill Payment Assistance - 21
- Food - 18
- Transportation - 11
- Mental Health & Substance Abuse - 6
Wexford and Missaukee Counties Community Data

Top 10 Unmet Requests

- Electric Payment Assistance
- Heating Fuel Payment Assistance
- Holiday Gifts/Toys
- Gas Money
- Homeless Motel Vouchers
- Rent Payment Assistance
- Temporary Financial Assistance
- Automobile Payment Assistance
- Motor Vehicles
- Bus Fare

Top 5 Unmet Requests with Reasons Unmet

- Electric Service Payment Assistance
- Heating Fuel Payment Assistance
- Holiday Gifts/Toys
- Gas Money
- Homeless Motel Vouchers

- No Immediate Resource Available
- Service Not Available
- Service Inaccessible
- Registration Full/Past Deadline
- Client Refused Referral
- Caller Ineligible
- Bill Exceeds Amount Available