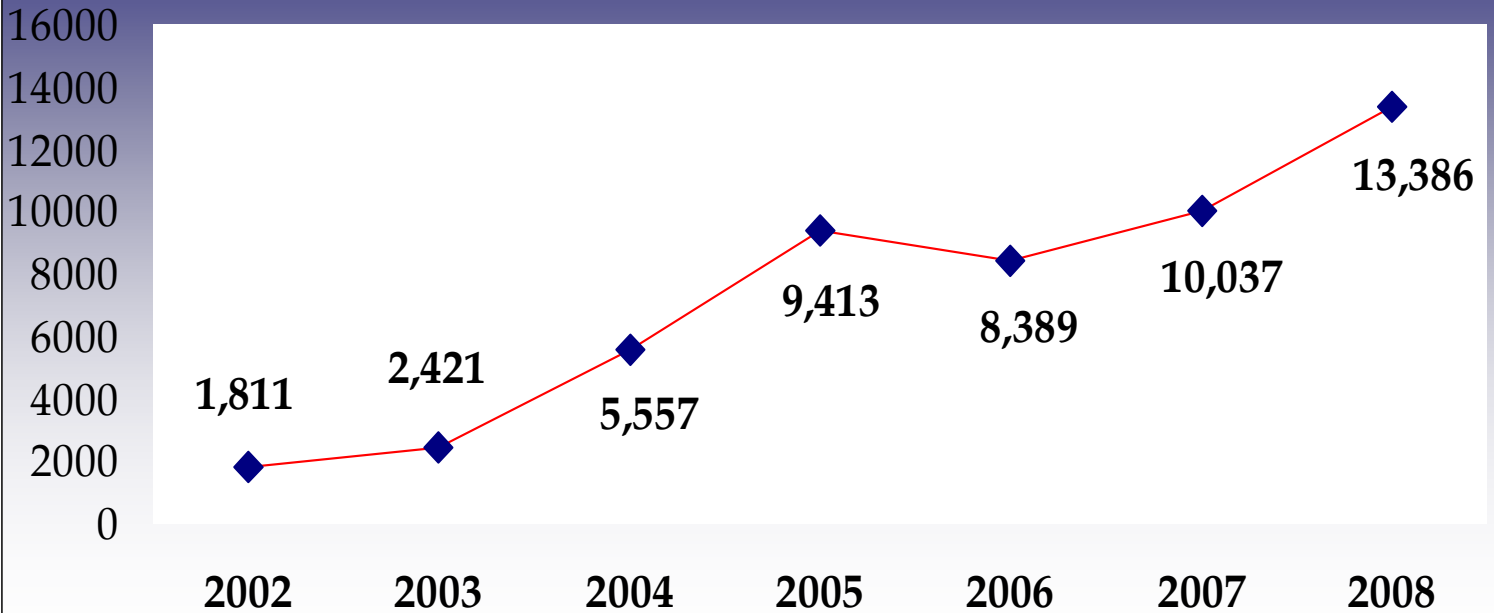




CALL 2-1-1
First Quarter Data Report
October - December 2008



First Quarter-Call Volume Trendline
October, November and December



Effectively Connecting People and Services-Our lakeshore region has felt the impact of Michigan's continued economic challenges. Increased need, combined with expanded community education about the 211 service, has led to a dramatic increase in the number of individuals assisted by our call center staff. CALL 211 has seen a 33% increase in overall call volume in the year's first quarter. Changes in demand have been consistent across all counties served. Along with a greater number of requests comes a greater ability for CALL 211 to help more families make the critical connection with essential community programs designed to meet their needs. CALL 211's staff is helping more and more first time callers. One such caller is Tina Flores. Tina is a Twin Lake woman in her late 40's and the mother of two teenage boys. After her hours were cut at work, Tina started to fall behind on her mortgage payments. Although her family was not yet facing foreclosure, Tina called 211 trying to be proactive and hoping to find financial assistance to keep her from falling further behind. Marlene Hager, a Call Specialist with 211 for more than six years, talked with Tina about her concerns. Tina did not qualify for mortgage payment assistance since she was not yet in legal foreclosure, but Marlene was able to help her link to a local non-profit foreclosure prevention program. Tina called us back several weeks later to gratefully explain how she had contacted the Neighborhood Investment Corporation and to share, "They worked it out so we can stay in our home. Thank you!!!" Tina was just one of 199 families referred for mortgage payment or foreclosure assistance this quarter.



Marlene Hager, BSW
 Certified I & R Specialist (CIRS)





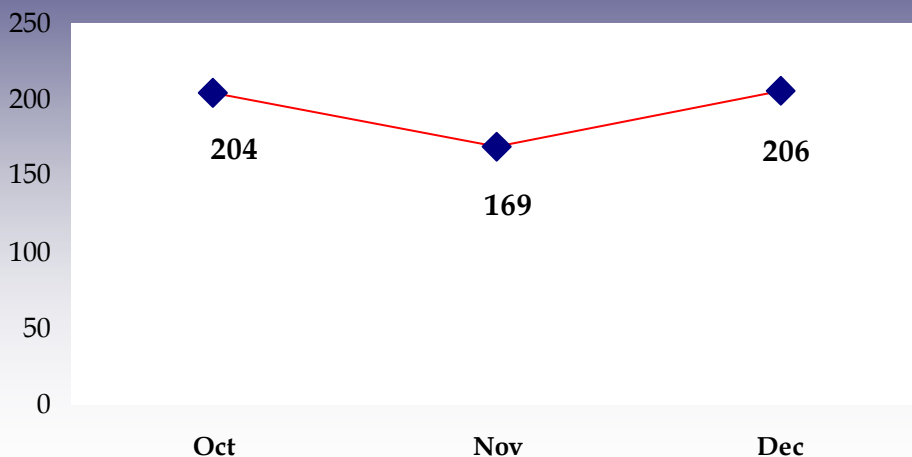
Individual, Family, and Community Support-

Our Call Specialists responded to 3,014 service requests this quarter that fell within the category we label *Individual, Family, and Community Support*. This category includes requests for care management, child care, civic groups, animal control, adult day services, support groups, personal enrichment, voting related referrals, and more. It also includes community service programs such as holiday assistance. This year, many of our local agencies posted and distributed flyers that encouraged callers to dial 2-1-1 to learn about holiday assistance programs. Not only did this allow our staff to review eligibility criteria with callers and to make appropriate referrals, it also allowed us the opportunity to provide additional Information and Referral services to individuals who could most benefit from other community programs. CALL 211 helped 1,215 families connect with programs that would enable them to give holiday gifts/toys to their children. This was a 56% increase in referrals from the previous year. CALL 211 also responded to more than 1,000 requests for Thanksgiving and Christmas Baskets, which was more than double the number of individuals our staff spoke with the previous year.

This fall, the 2-1-1 Call Centers around the state worked with the Michigan Participation Project to help promote voter turnout by providing information and removing barriers to the voting process. CALL 211's staff spoke with 96 callers about voting related issues. The majority of the calls were from individuals looking for information about polling locations. Other referrals connected our callers to voter registration options and absentee ballots.



Call Volume
Mason and Oceana County
October - December 2008



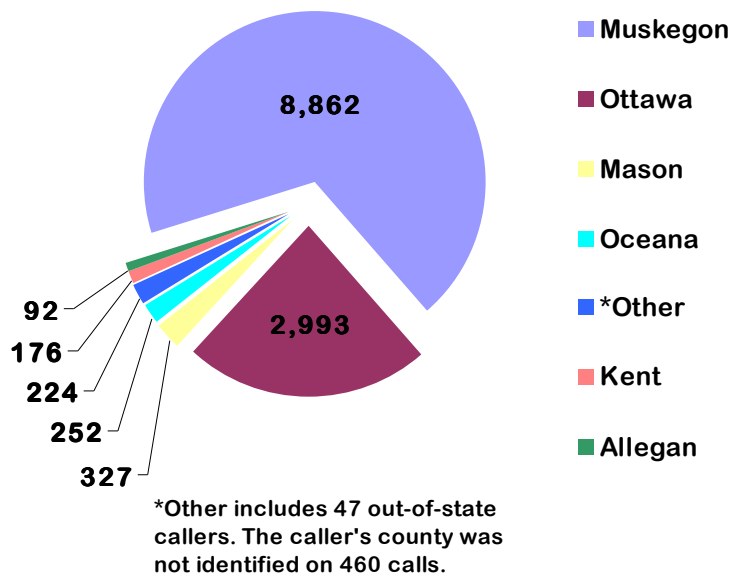
Mason/Oceana:

The 2-1-1 dialing code was activated for landlines and cell phones in Mason and Oceana Counties effective March 2008.

The ability to dial the simple three digit number has expanded the use of the 24/7 I & R Hotline, with 3.5% of the population for these two counties now utilizing 211.

The call volume for the first quarter of this fiscal year was more than triple the call volume for the same time frame last year.

Call Volume by Caller's County



Call Volume by County:

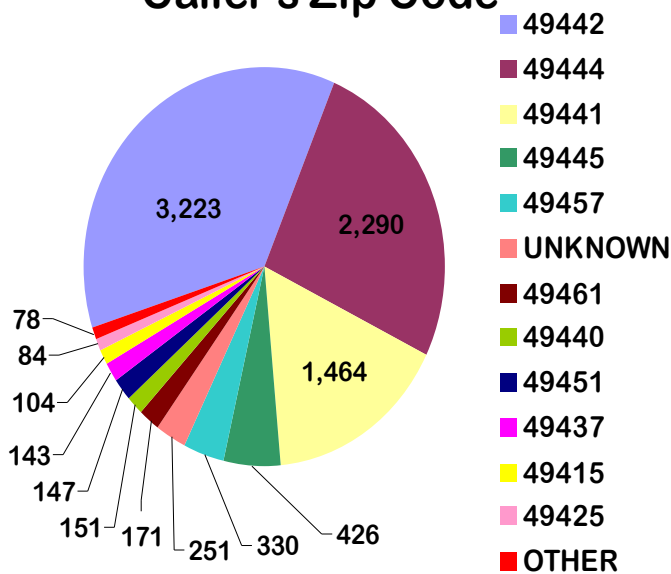
This pie chart breaks out call volume for each county. Calls from Allegan, Kent, and other adjacent counties were previously embedded in the total numbers reported for either Ottawa or Muskegon Counties. Call volume differs dramatically by county. This is reflective of overall population size, differences in socioeconomic need, as well as how 2-1-1 is utilized in each community. As more and more people learn about 2-1-1, we have seen increases in call volume within each county. **Calls originating in Ottawa County were up 25%** this quarter compared to the first quarter of last year. **Calls originating in Muskegon County were up 30%.**

*It is interesting to note that the "Other" category includes 47 calls received from caller's outside of the state of Michigan.

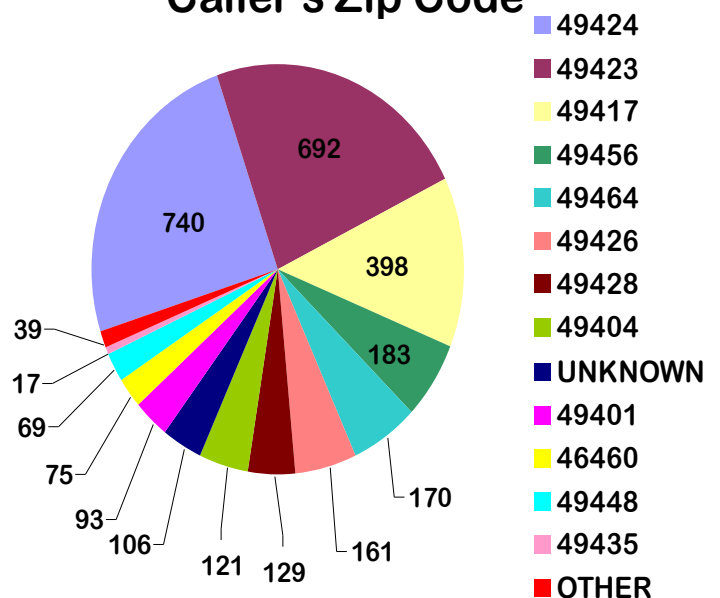
Calls by Zip Code:

13,386 callers were assisted with information and referral services over the past 3 months. The majority of these calls originated in Muskegon and Ottawa Counties. The chart below depicts call volume for the 11 Muskegon County Zip Codes and 12 Ottawa County Zip Codes with the highest number of calls. Specific information regarding service requests, referrals made, and unmet needs are available by Zip Code upon request, please contact Stacey Gomez at 231-733-8605.

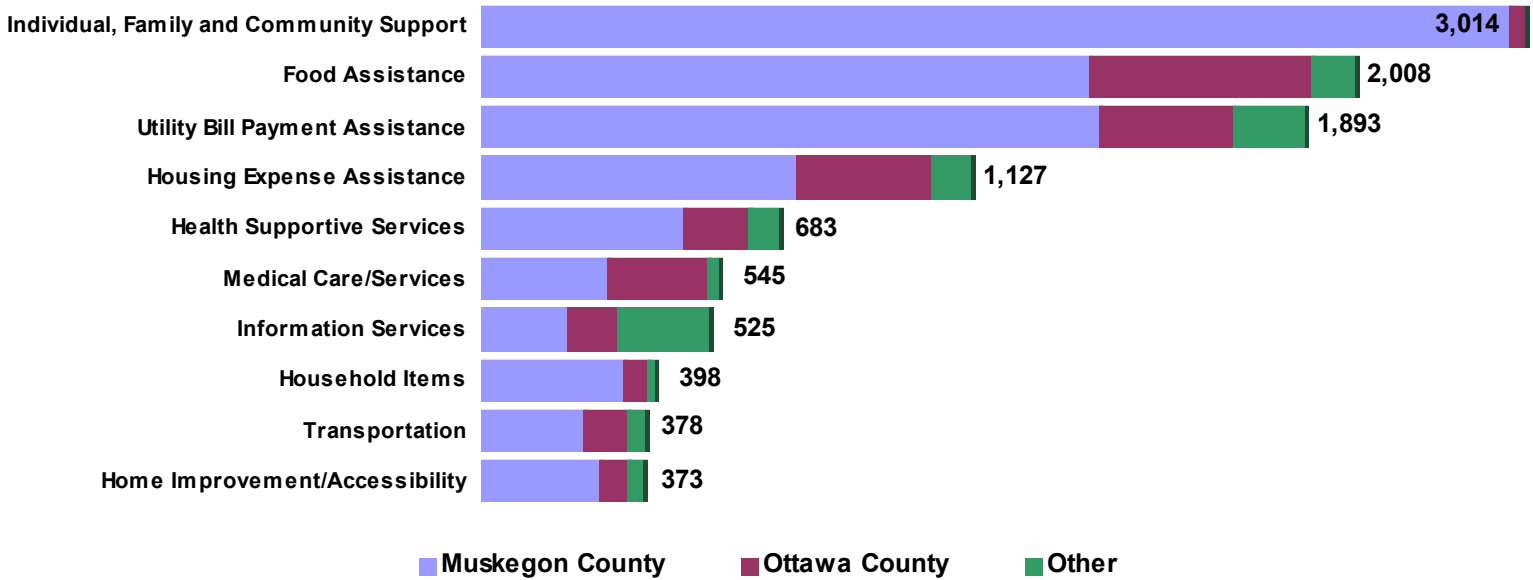
Muskegon County Call Volume by Caller's Zip Code



Ottawa County Call Volume by Caller's Zip Code



Top Ten Service Requests Categories



Service Requests & Unmet Needs: In an ongoing effort to present call data in a manner that is meaningful to the largest group of readers, CALL has created reporting categories by combining related service terms under a broader service label. This is consistent with the direction being given to CALL by Michigan 2-1-1. For example, all requests for Gas Bill Payment, Electric Bill Payment, Water Bill Payment, and Telephone Bill Payment have been combined under Utility Bill Payment. All requests for Mortgage Payment Assistance, Rent Payment Assistance, Rental Deposit Assistance, and Property Tax Assistance have been combined under Housing Expense Payment Assistance. The service terms included in the Individual, Family, and Community Support category are explained on page 2. Please note that categories are ranked according to CALL’s overall regional coverage, and the Top Ten of a specific county may look slightly different. For a full listing of service terms included in these categories or for further explanation as to how CALL’s Top Ten is determined, please do not hesitate to contact us.

Top Ten Unmet Needs Categories

