

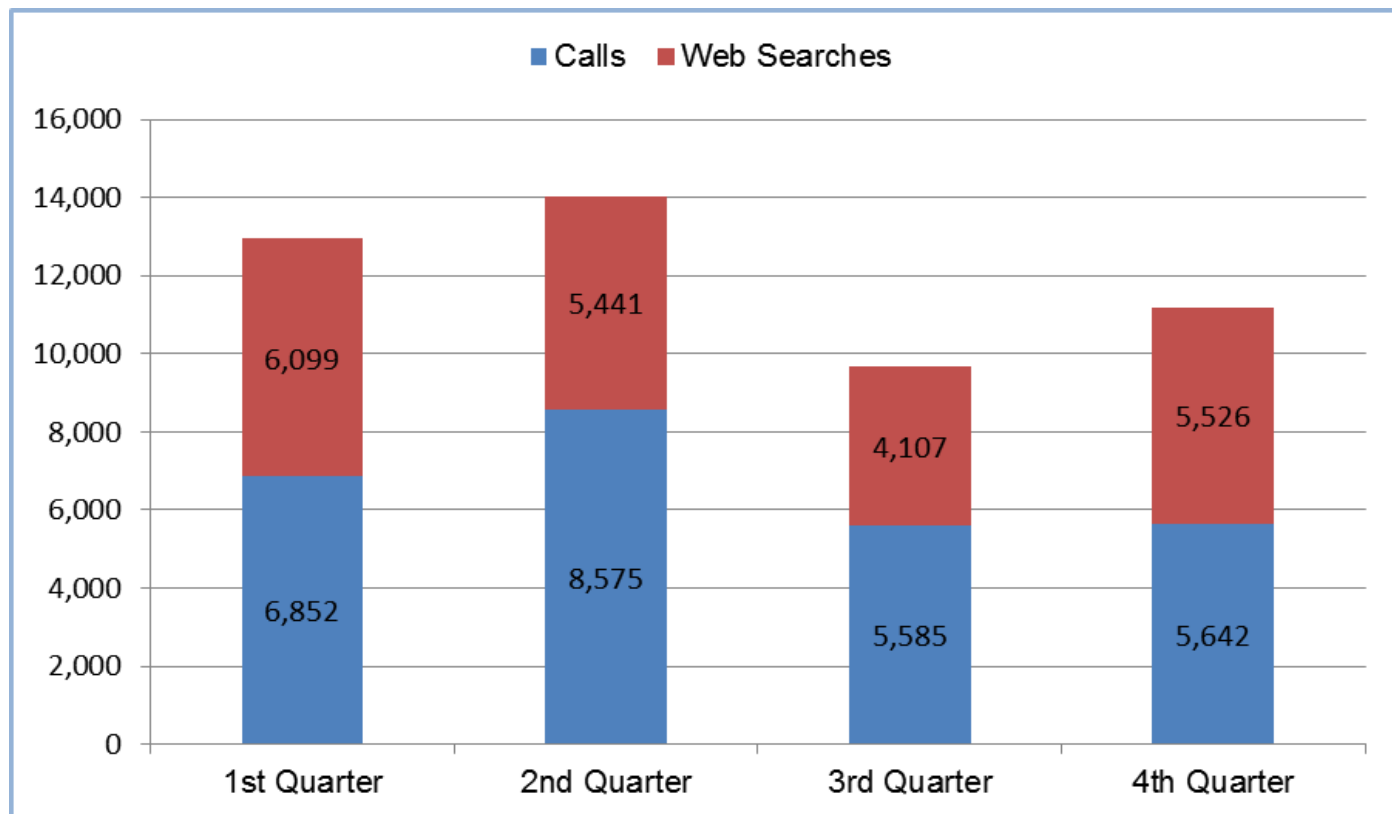
Community Access Line of the Lakeshore, Inc. (CALL) is a 501(c)3 nonprofit agency whose **mission is to increase access to community resources through compassionate and effective information and referral services.** CALL’s staff is committed to respecting the dignity and value of each individual who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

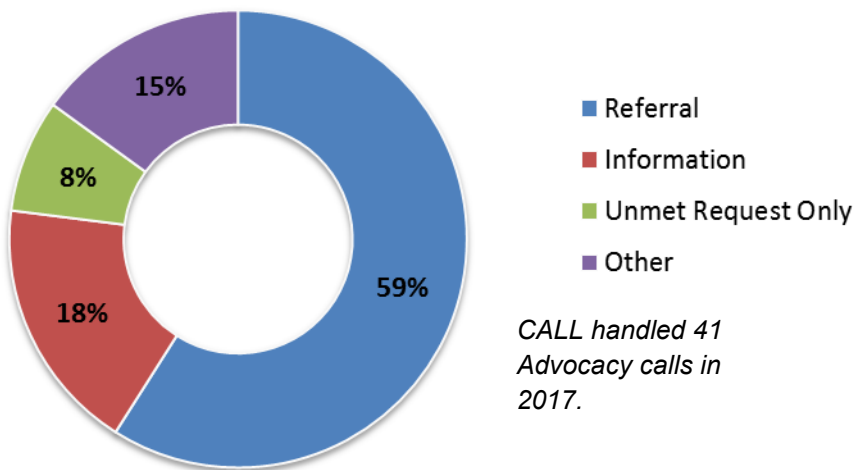
In addition to CALL’s busy 2-1-1 contact center, over **21,000** searches for services were performed online using our 2-1-1 resource database . In addition, thousands more accessed the Feeding America mobile food pantry schedules available on CALL’s website at [www.call-211.org](http://www.call-211.org).

*Stacey Hachmann-Gomez, Executive Director*

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



## Call Types



CALL handled 41 Advocacy calls in 2017.

### 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.

### How Does 2-1-1 Make A Difference?

"2-1-1 gave me a referral to get a new furnace and I was able to get the help I needed." - Muskegon County resident

"2-1-1 is thorough, kind and approachable. I can ask whatever I need to ask." - Ottawa County resident

"You went above and beyond to get help for my kids." - Ottawa County resident

"Sometimes I don't even know what to ask for and you still give help." - Muskegon County resident

"2-1-1 service rates an A+ every time I call." - Muskegon County resident

### 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.

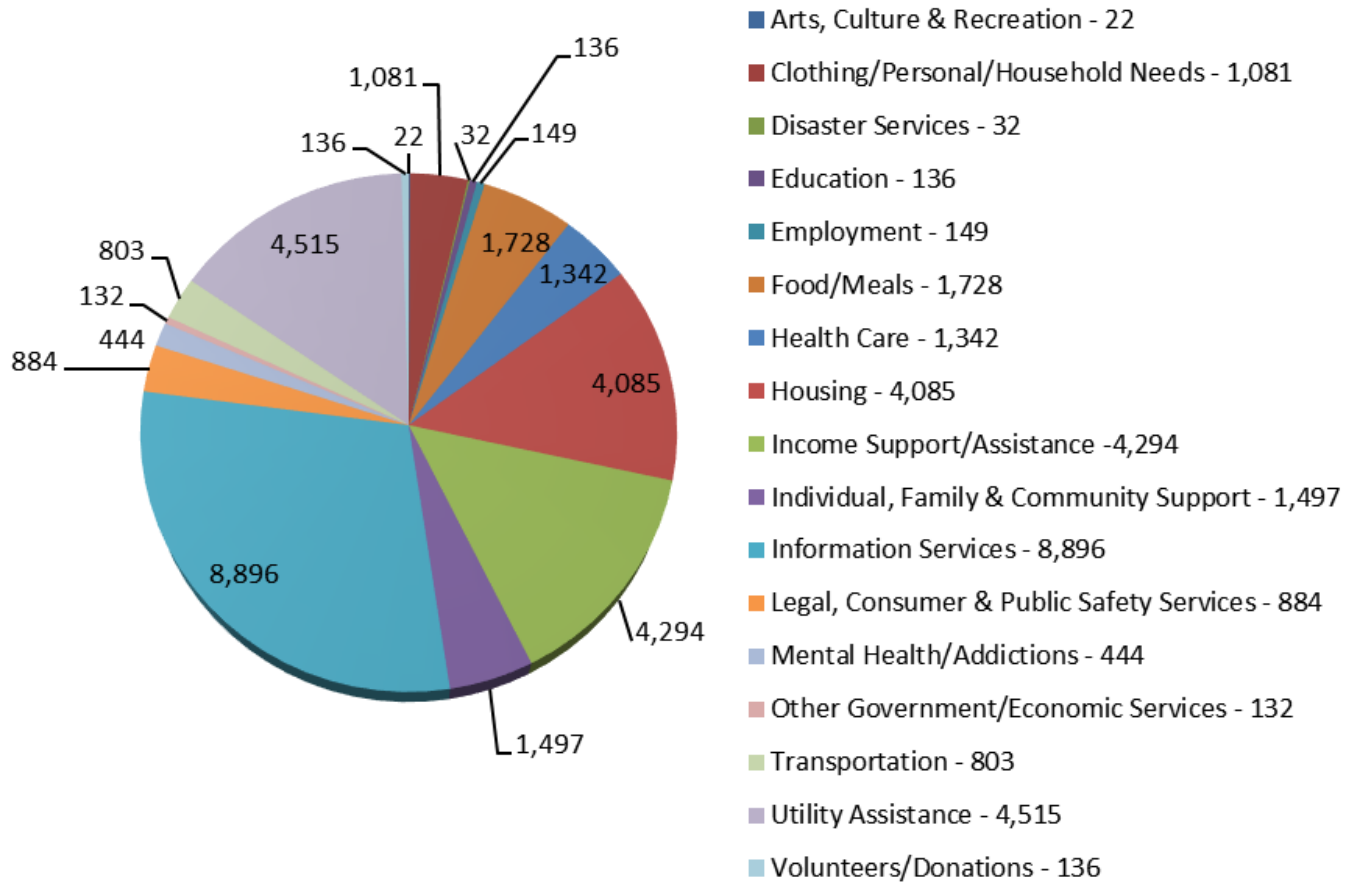
In the last year, 2-1-1 followed up with 10.6% of the individuals we served by phone. We attempt follow-up with at least 10% of our callers each year in an effort to complete follow-up with at least 5%. The results of our follow-up surveys for fiscal year 2017 are as follows:

- *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**

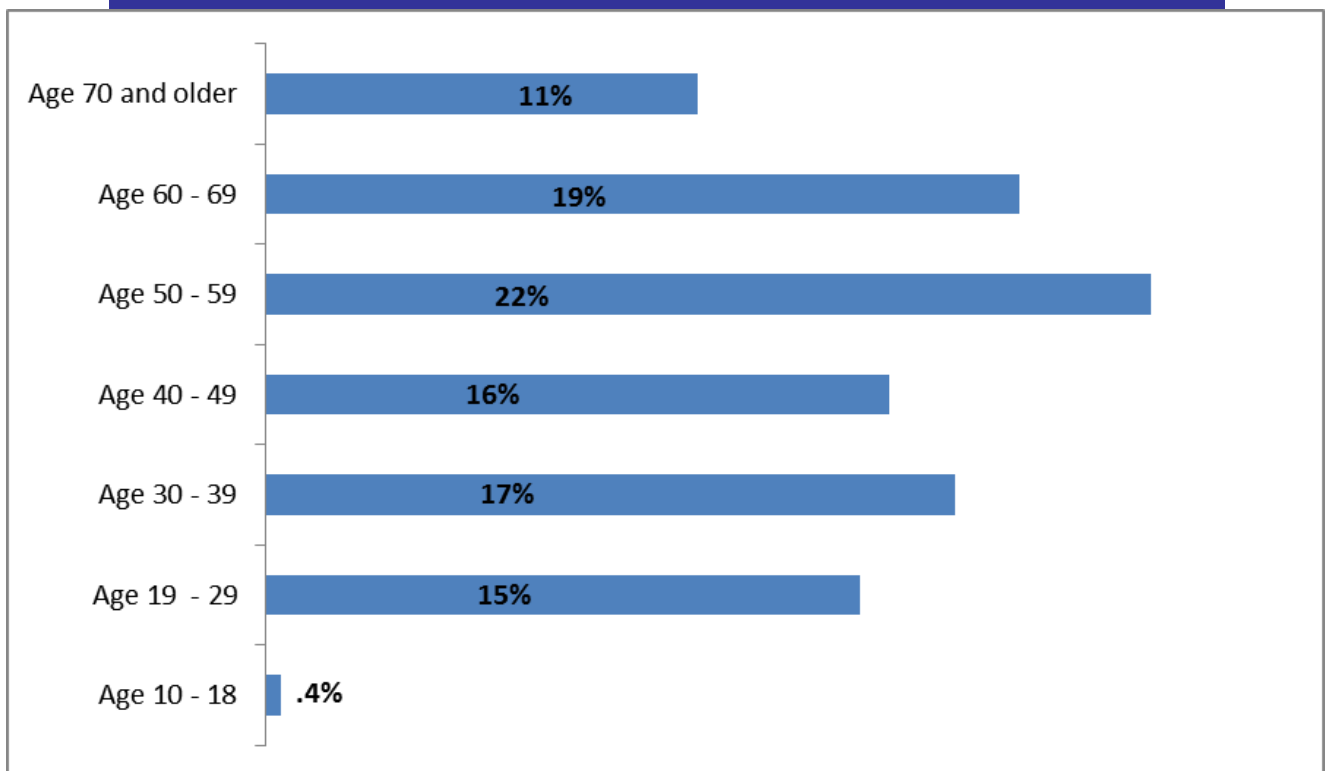
# Regional Overview

## 26,654 Contacts

### Service Requests by Category



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



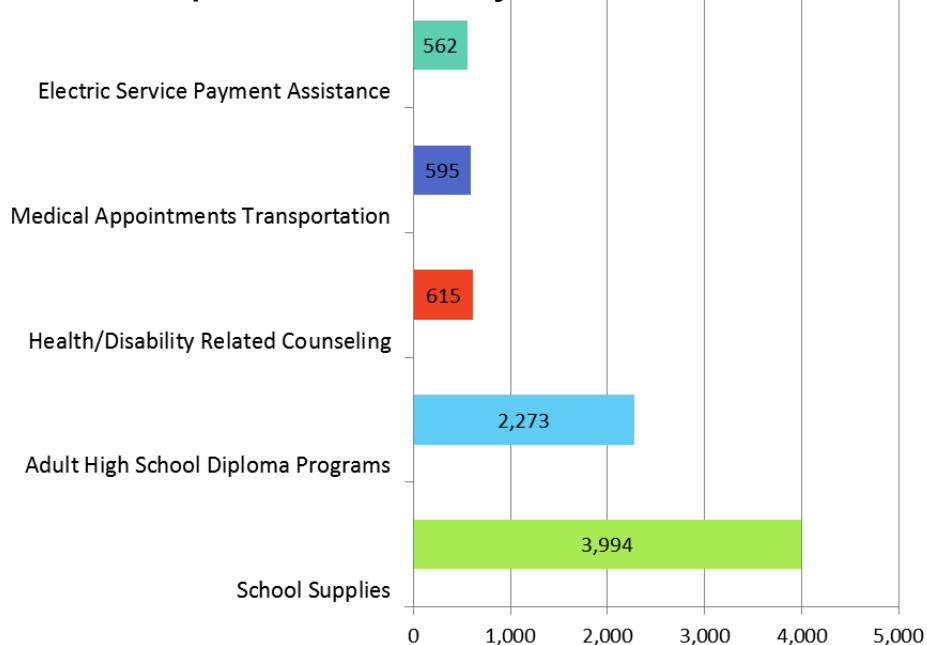
## Top 10 Referred Services for CALL 2-1-1 Region

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

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

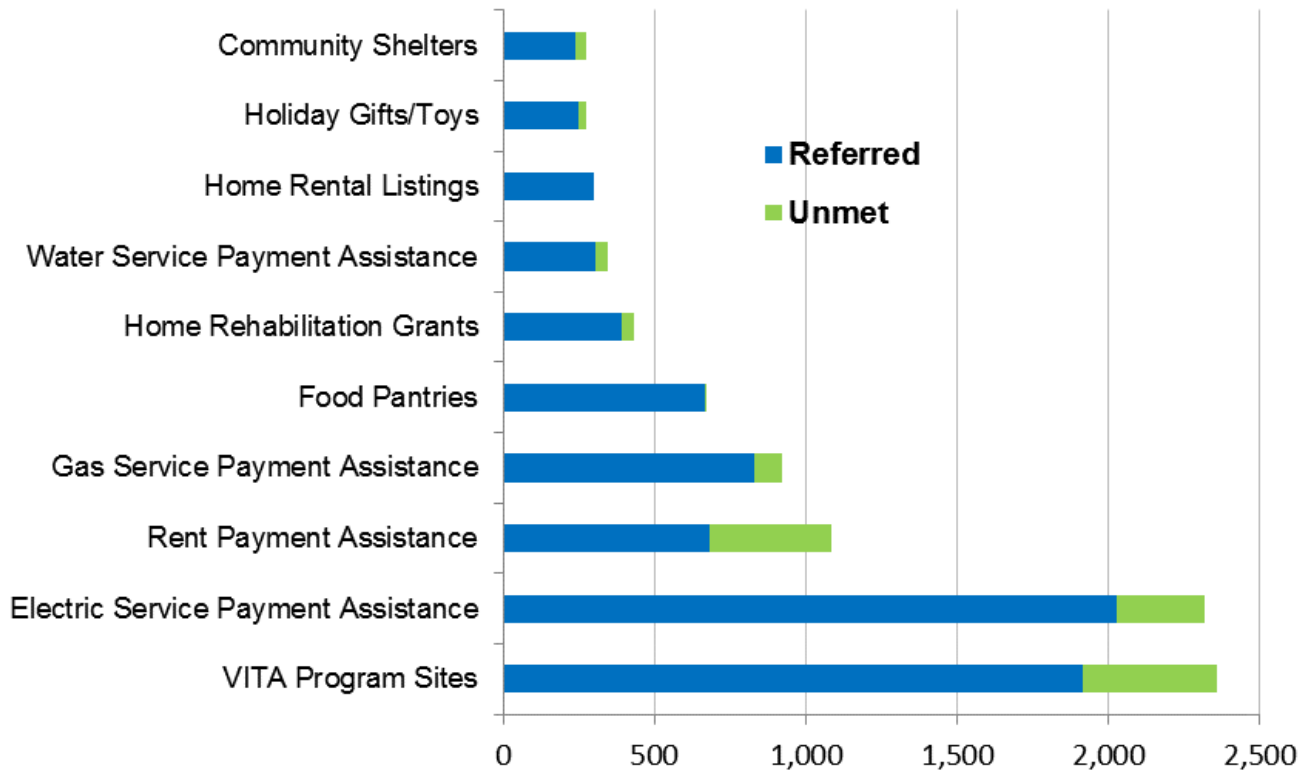
Many people choose to search for services independently using the online CALL 211 resource database. The 2-1-1 database is available at [www.call-211.org](http://www.call-211.org) and is updated immediately as our 211 Resource Manager makes changes to eligibility criteria, the availability of funds, 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



# Muskegon County Community Data - 19,076 Connections

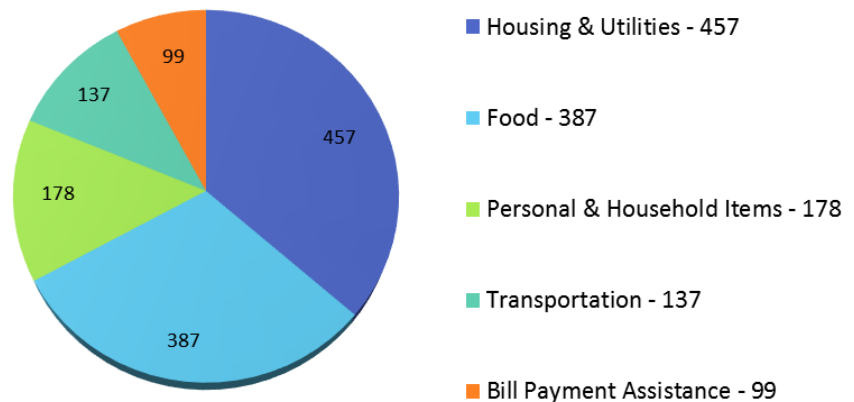
## Top Ten Service Requests



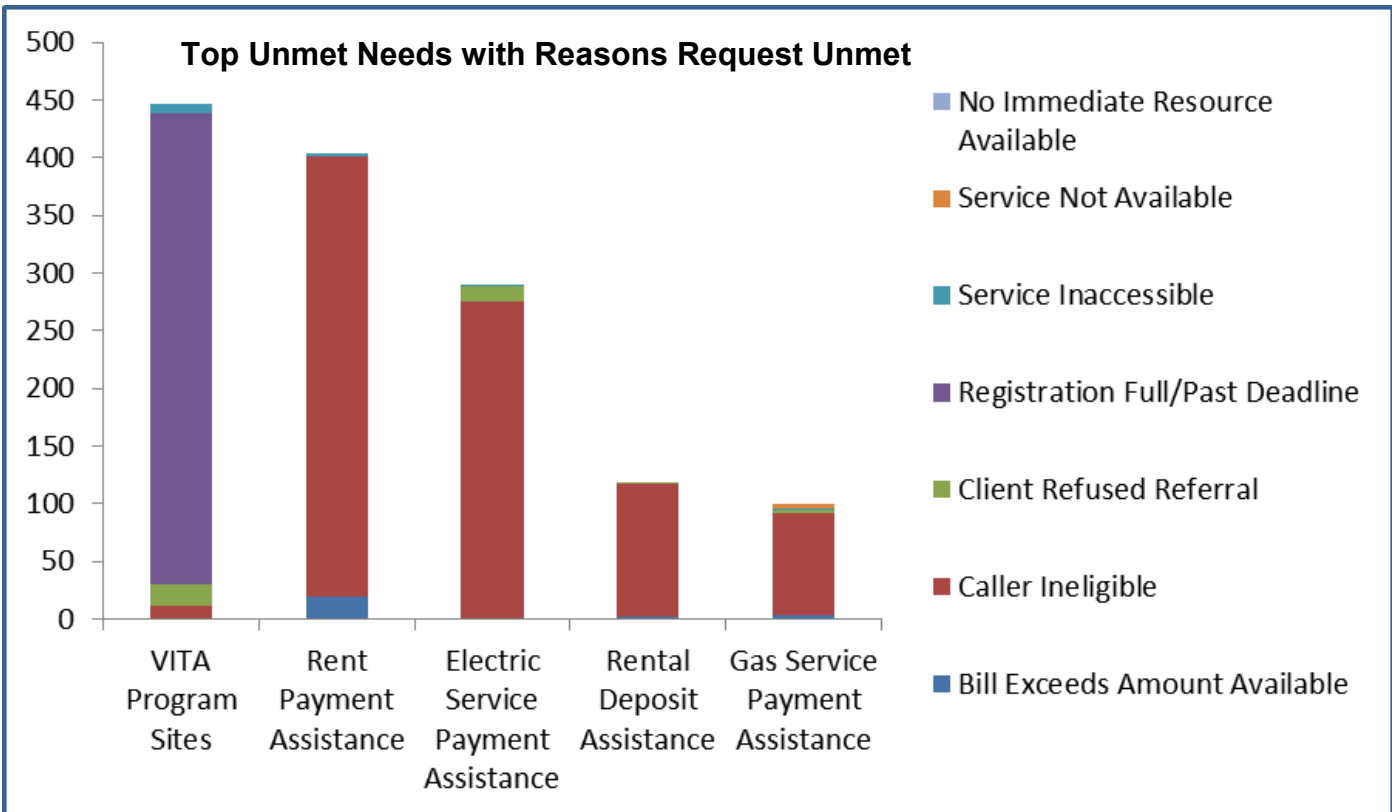
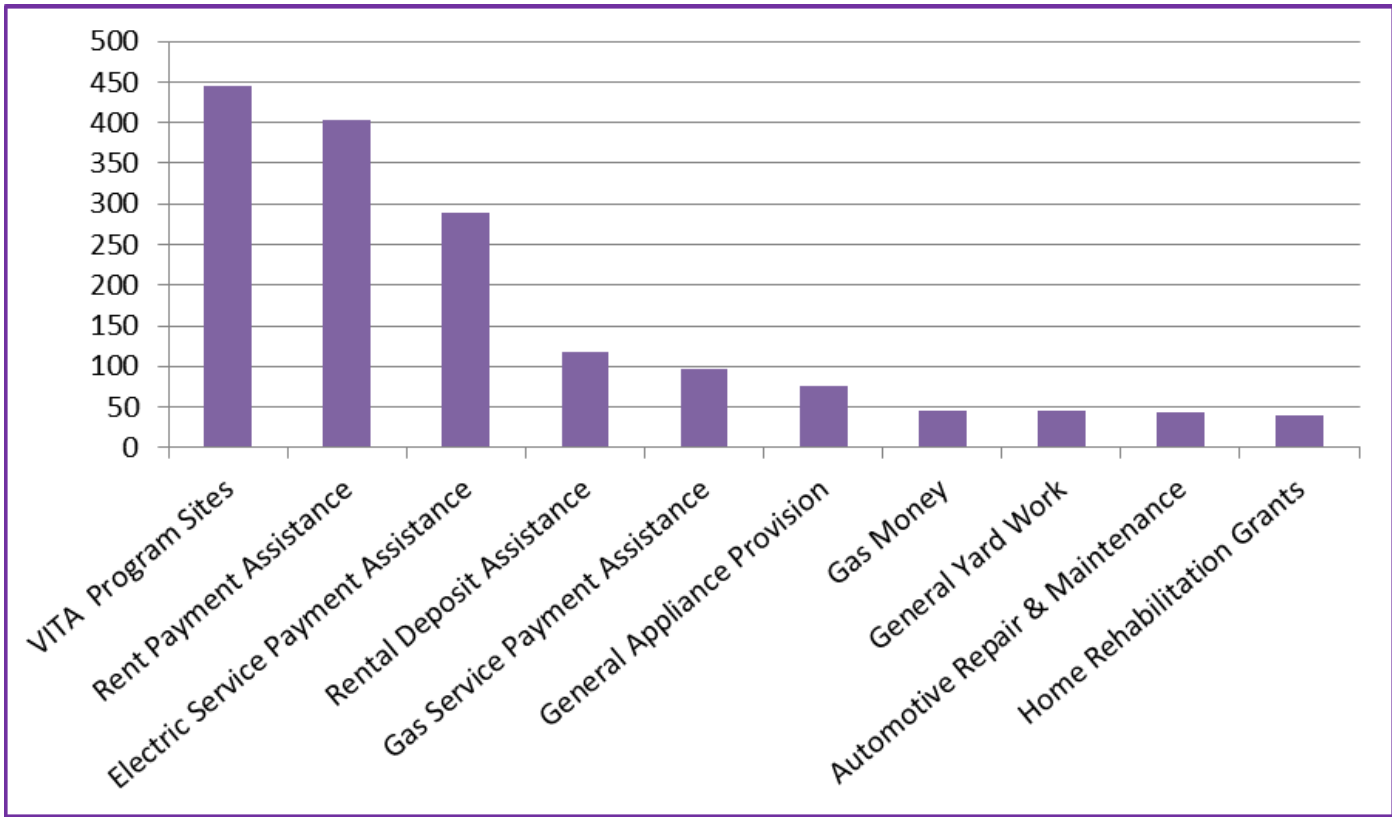
### Top 5 Referred Agencies

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



## Top 10 Unmet Requests



# Ottawa County Community Data - 6,191 Connections

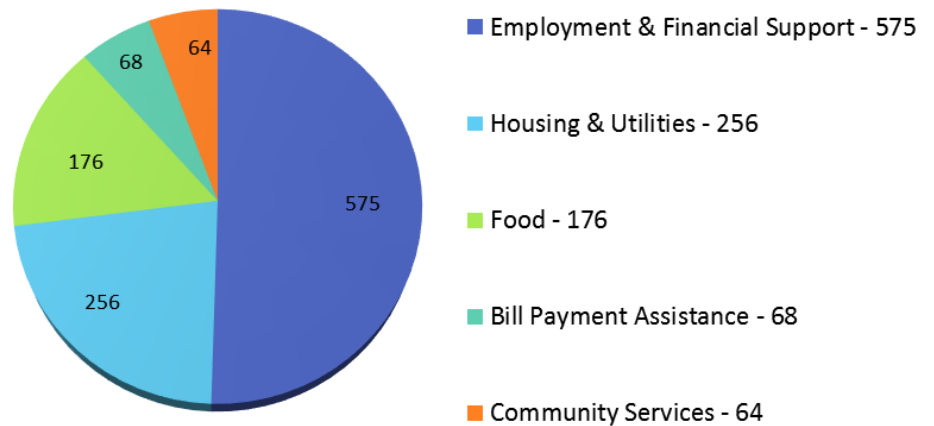
## Top Ten Service Requests



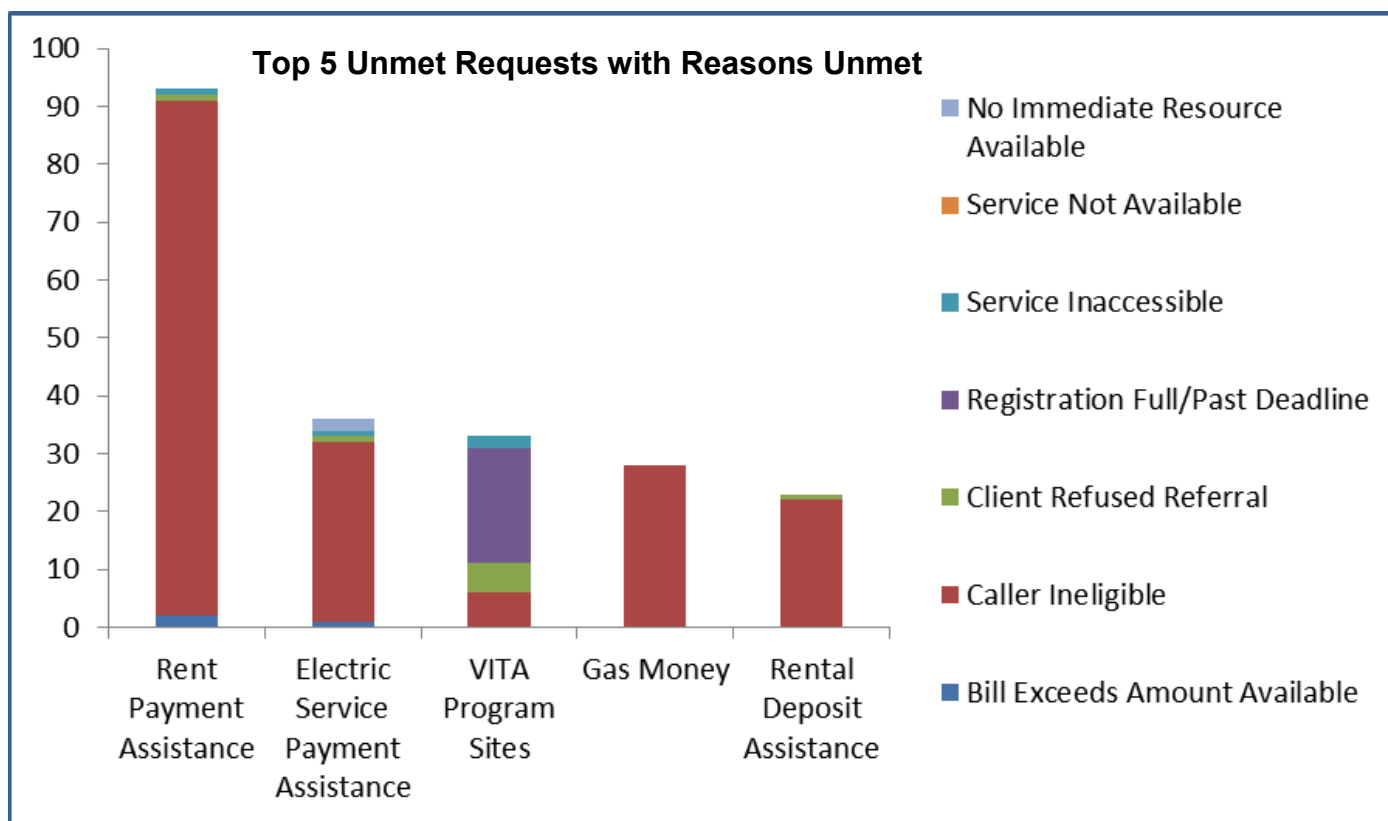
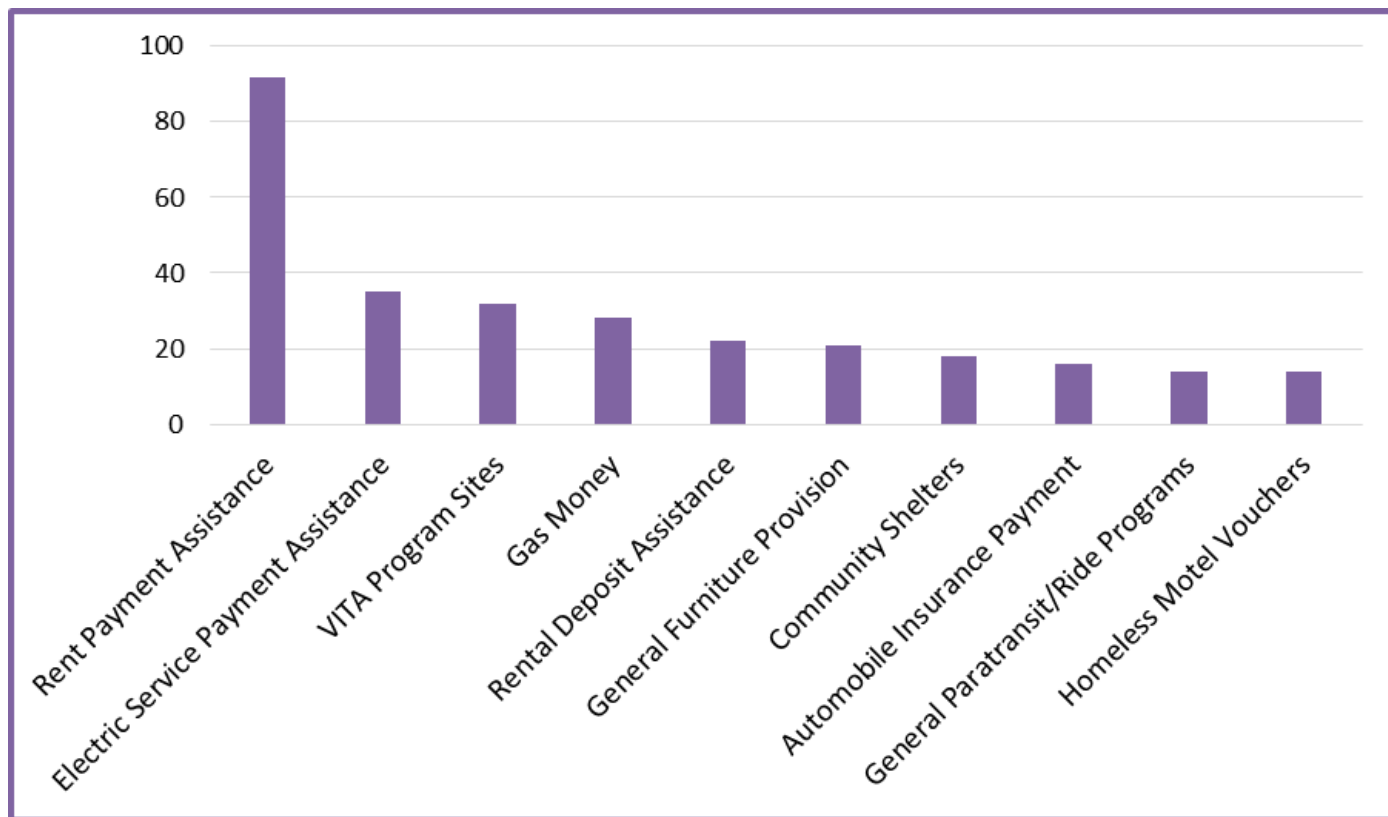
### Top 5 Referred Agencies

Ottawa County Community Action Agency	652
Michigan Dept. of Health and Human Services	518
Good Samaritan Ministries	394
Salvation Army - Holland	369
Salvation Army - Grand Haven	242

## Top 5 Web Searches by Category



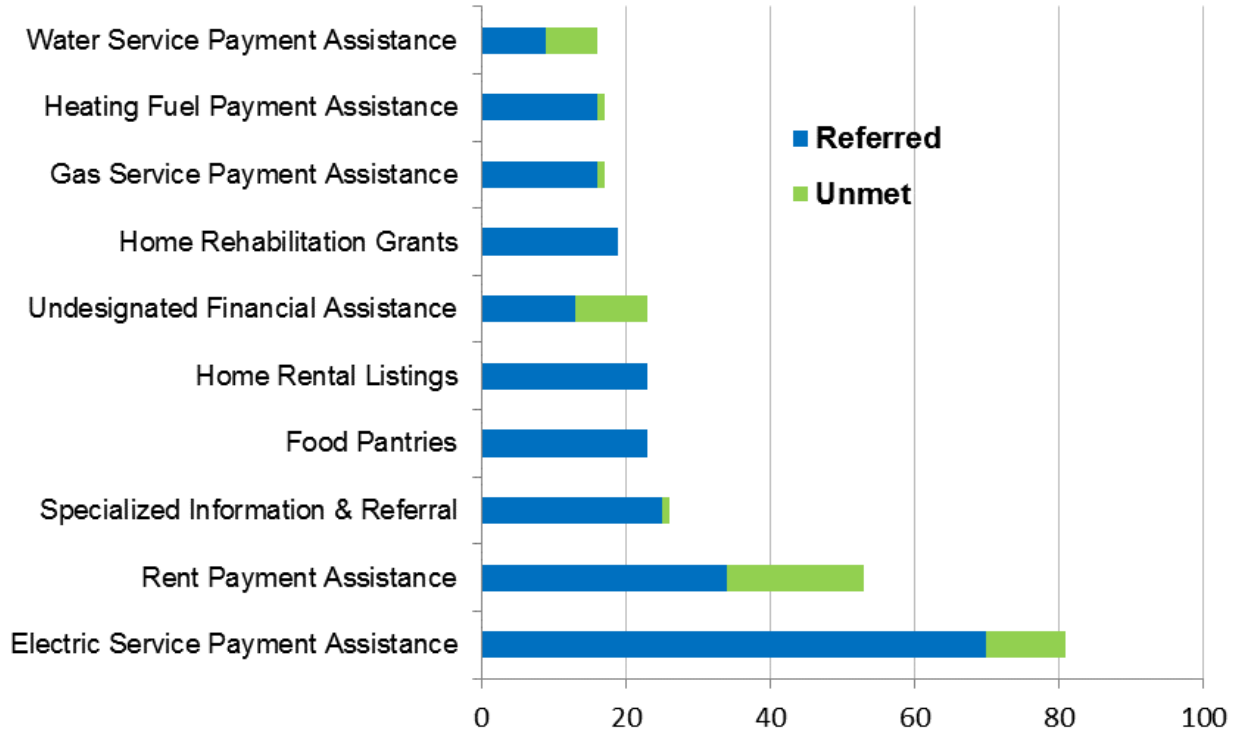
## Top 10 Unmet Requests





# Manistee County Community Data - 636 Connections

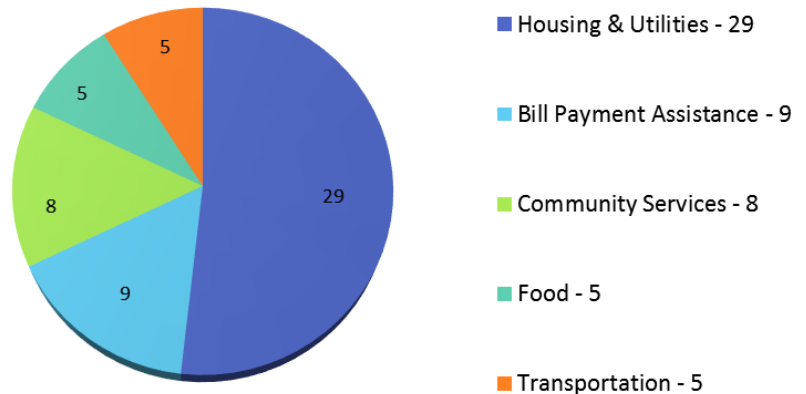
## Top Ten Service Requests



### Top 5 Referred Agencies

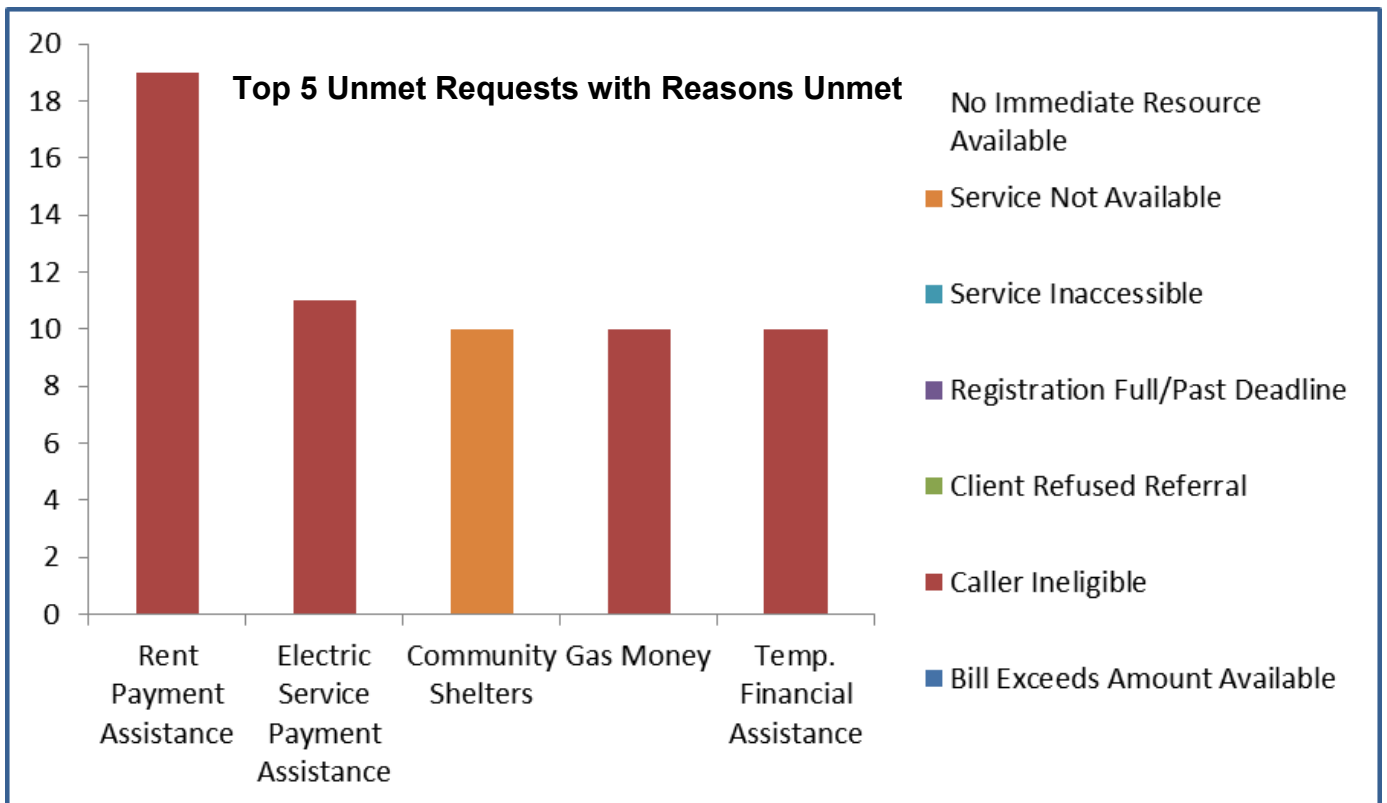
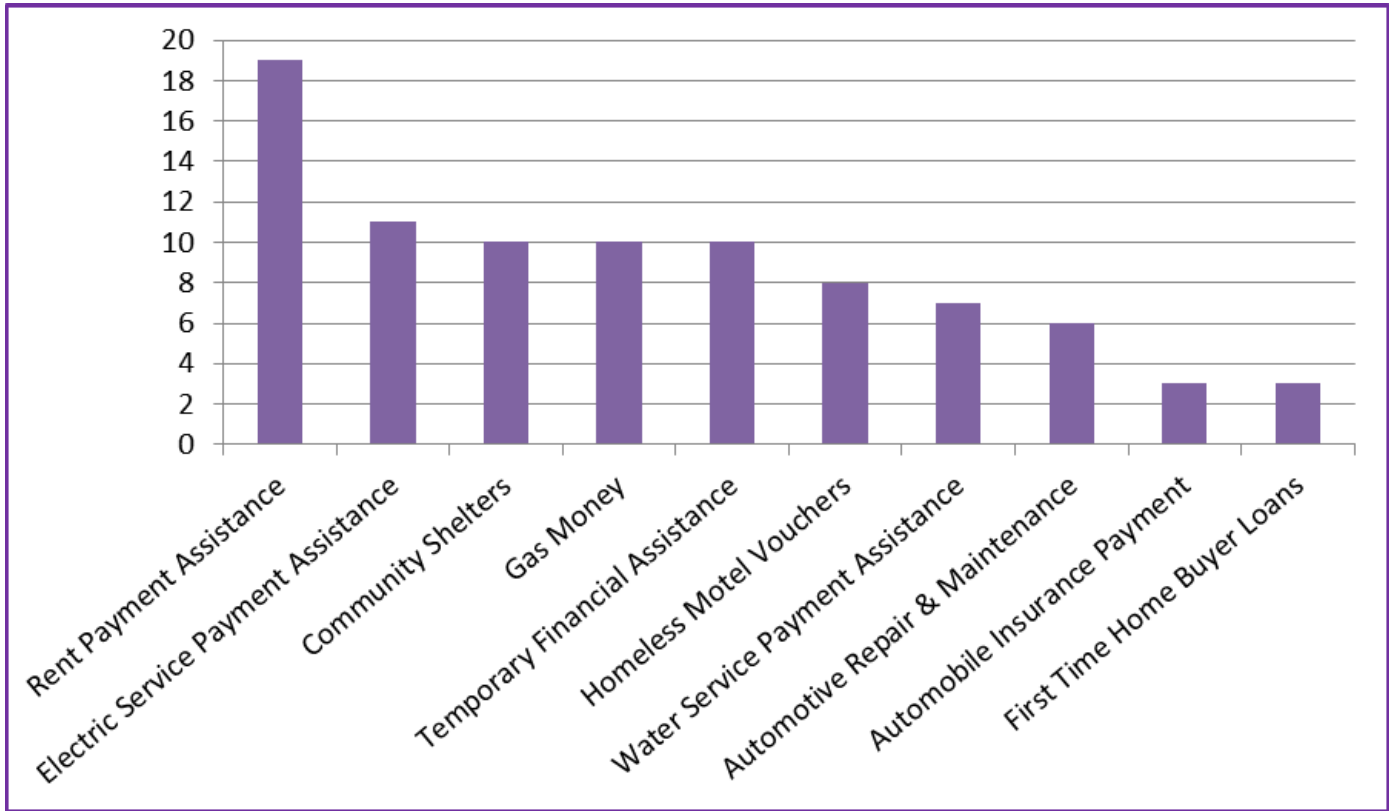
Michigan Dept. of Health and Human Services	86
Salvation Army - Manistee	85
Five CAP	84
Michigan State Housing Development Authority	36
TrueNorth Community Services	24

### Top 5 Web Searches by Category



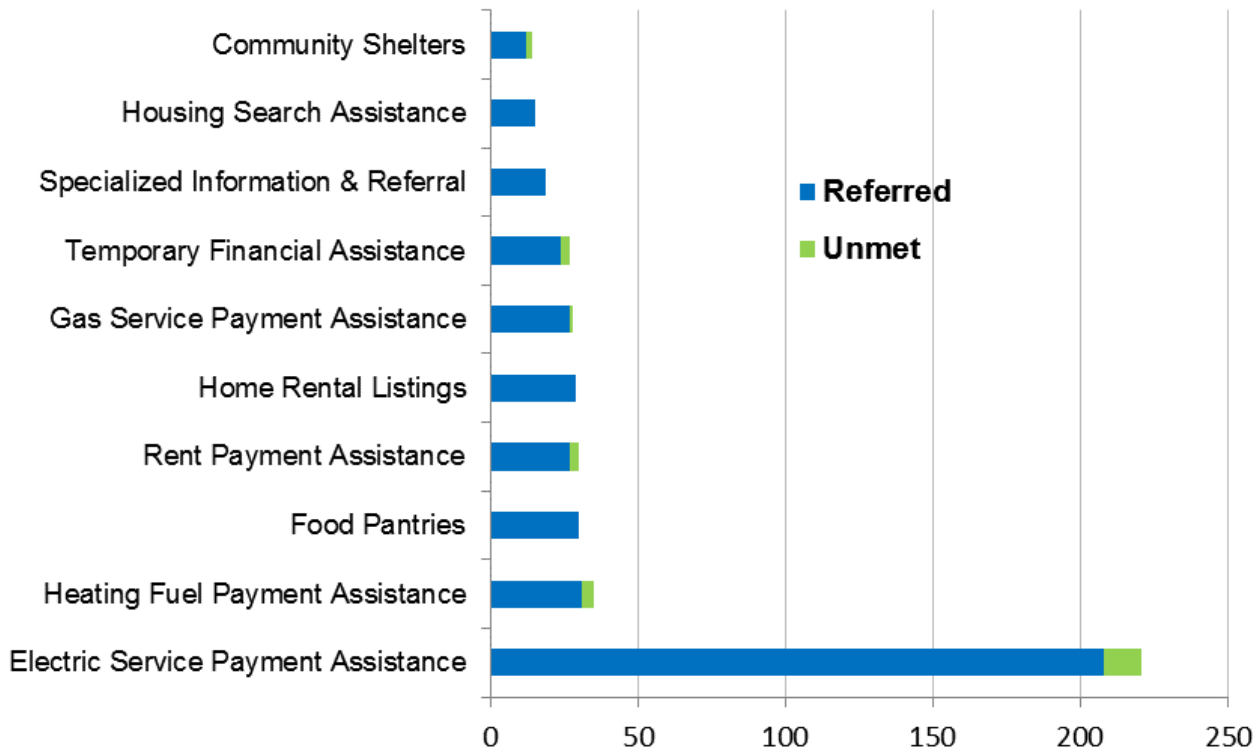
# Manistee County Community Data

## Top 10 Unmet Requests



# Wexford and Missaukee Counties Community Data - 719 Connections

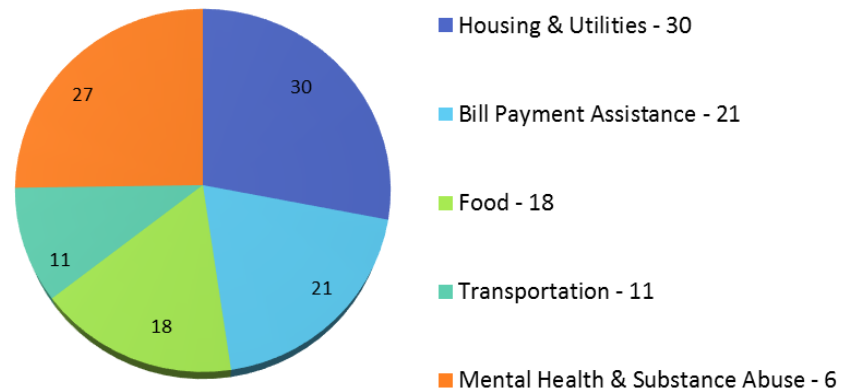
## Top Ten Service Requests



### 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



## Top 10 Unmet Requests

