



Community ACCESS Line
of the Lakeshore

2022 _____

ANNUAL REPORT

OCTOBER 2021-SEPTEMBER 2022

WWW.CALL-211.ORG



2022 REGIONAL 211 PROGRAM OVERVIEW

Community Access Line of the Lakeshore's (C.A.L.L.) mission is to increase access to community resources through compassionate and effective information and referral services. C.A.L.L.'s staff is committed and highly trained to respect the dignity and value of each individual who contacts our agency.

Our 211 service helps connect residents from the seven-county region we serve to critical health and human services and opportunities to engage within their local community. In 2022, we handled 30,598 contacts that included phone calls, chats, emails, texts and in-person assistance, a 27% decrease from the COVID-19 effect of 2021 but a 10.45% increase over 2020.

In addition to the contacts handled by C.A.L.L.'s staff, 34,167 searches for services were performed online using our 211 community resource directory. Hundreds more accessed the Feeding America mobile food pantry schedules available on C.A.L.L.'s website and social media platforms.

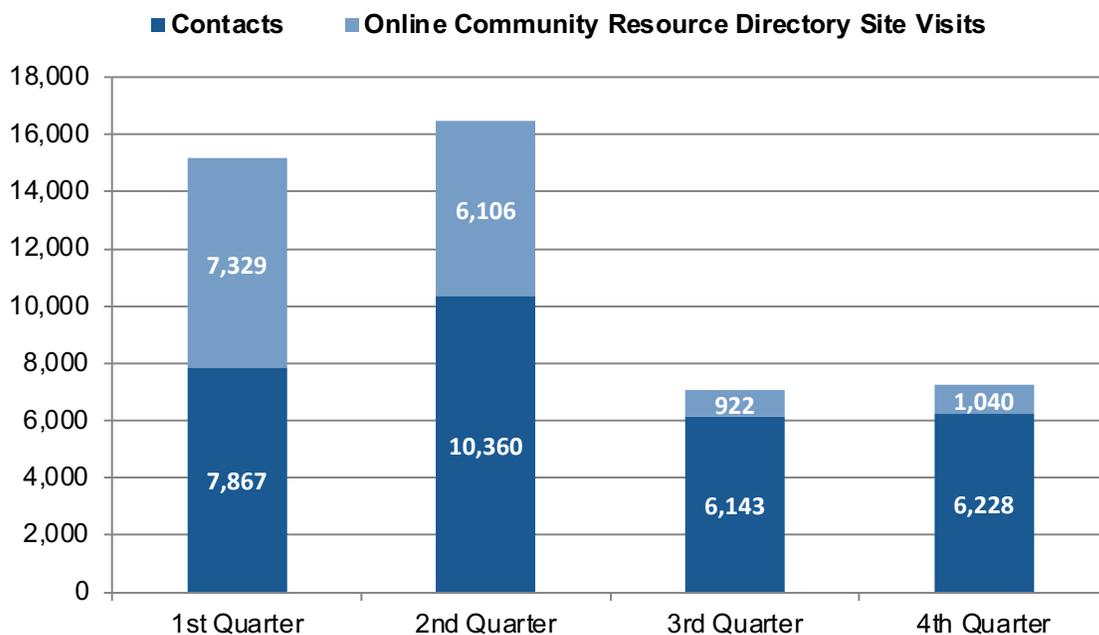
C.A.L.L. also continued to play a critical role in facilitating access to needed COVID-19 resources. In total, C.A.L.L. handled over 4,000 COVID-19 related contacts.

30,598
CONTACTS

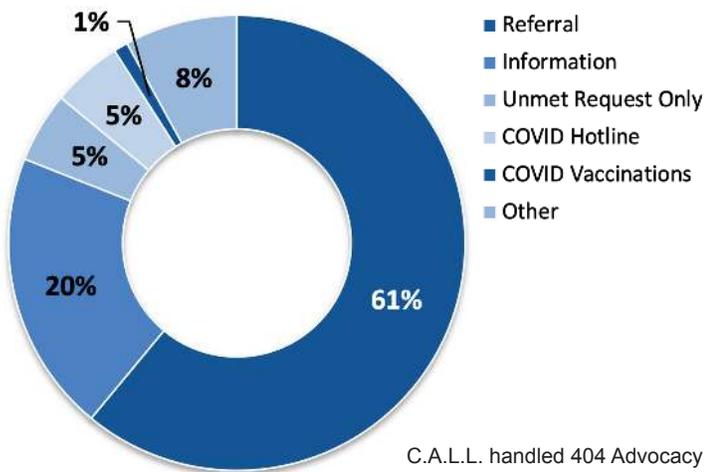
34,167
ONLINE SEARCHES

4,160
COVID-19 CONTACTS

Total Regional 211 Contacts



Contact Types



C.A.L.L. handled 404 Advocacy and 15 Crisis contacts in 2022

Advocacy Highlights

In fiscal year 2022, we had a 562% increase in contacts involving advocacy on behalf of an individual. In addition to the many instances in which we helped individuals and families access services when they experienced barriers, there were additional opportunities to advocate due to the pandemic. We performed advocacy by scheduling COVID-19 testing and vaccination appointments for individuals. Furthermore, we helped arrange emergency food delivery for older adults and persons with disabilities in Muskegon and Ottawa counties. We also assisted parents and guardians in completing the Muskegon Salvation Army's online holiday assistance registration. This was our third year offering that assistance to Muskegon County residents.

Definitions of Call Types

Advocacy: Interceding on behalf of an individual to ensure that they receive the benefits and services for which they may be eligible.

Crisis: Offering immediate assistance to people in acute emotional distress to defuse the critical nature of their situation and to ensure the person's safety.

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 individuals 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.

COVID-19 Hotline: In partnership with MI 211, CALL staff answered the Michigan Department of Health and Human Services' COVID-19 Hotline. Staff answered COVID-19 related questions and concerns and made referrals, as appropriate.

COVID Vaccinations: CALL staff fielded calls specifically regarding availability of the vaccine, provided referrals to vaccination clinics/sites and helped schedule appointments for individuals without access to the Internet.

“ 211 is always helpful; I was able to get supplies for cleaning and furnishing my home. ”
– Amber S.

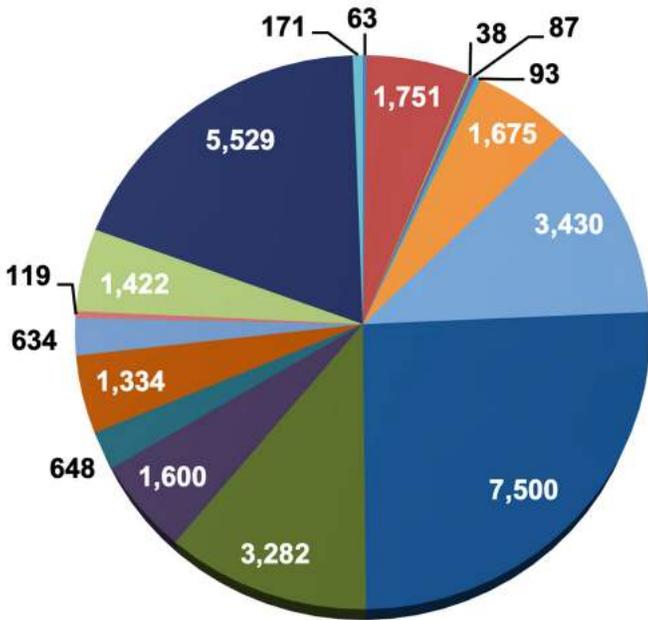
Quality Assurance

The results of our follow-up surveys for fiscal year 2022 are as follows:

- Did we listen and understand your need? 99.6% Responded Yes
- Did we provide you with sufficient information? 98% Responded Yes
- Did you contact the agencies to which you were referred? 92.5% Responded Yes
- Were you able to get the help you needed? 86% Responded Yes
- Would you contact 2-1-1 again for help? 100% Responded Yes



Service Requests by Category



30,598
CONTACTS

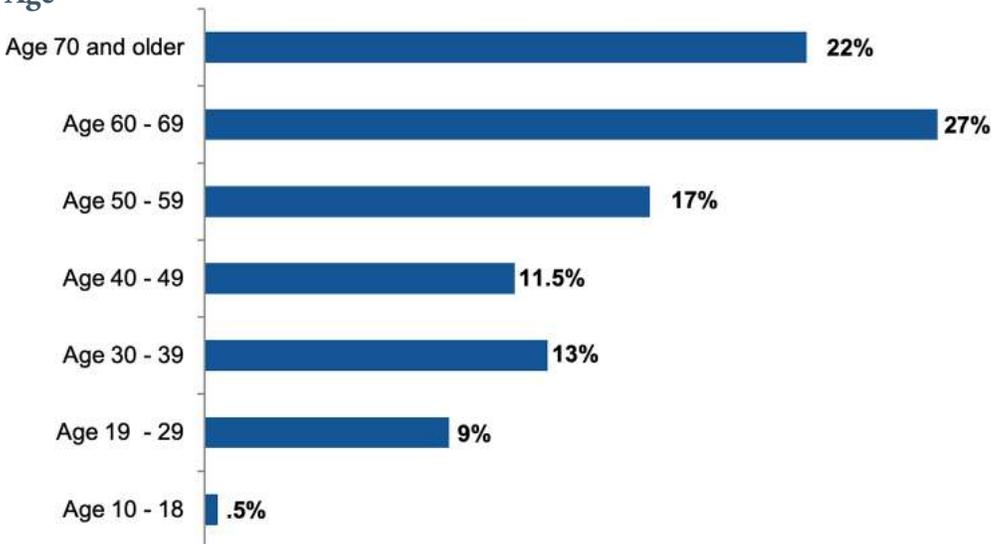
- Arts, Culture & Recreation - 63
- Clothing/Personal/Household Needs - 1,751
- Disaster Services - 38
- Education - 87
- Employment - 93
- Food/Meals - 1,675
- Health Care - 3,430
- Housing - 7,500
- Income Support/Assistance - 3,282
- Individual, Family & Community Support - 1,600
- Information Services - 648
- Legal, Consumer & Public Safety Services - 1,334
- Mental Health/Substance Use Disorders - 634
- Other Government/Economic Services - 119
- Transportation - 1,422
- Utility Assistance - 5,529
- Volunteers/Donations - 171

Demographics

Gender

Break down of callers into 211 who self-identified their gender:
70.9% female, 29% male and .007% non-binary and .007% transgender

Age



Connecting to 211 Resource Information

Our 211 service can be connected by phone, chat, email, text or in-person. Many choose to search for services independently using the online 211 community resource directory. The community resource directory is accessible at www.call-211.org. In fiscal year 2022, there were 15,397 site visits to the community resource directory with a total of 34,167 searches conducted. In addition, thousands more visited our website or social media postings seeking the current Muskegon and Ottawa County Feeding America mobile food pantry schedules.

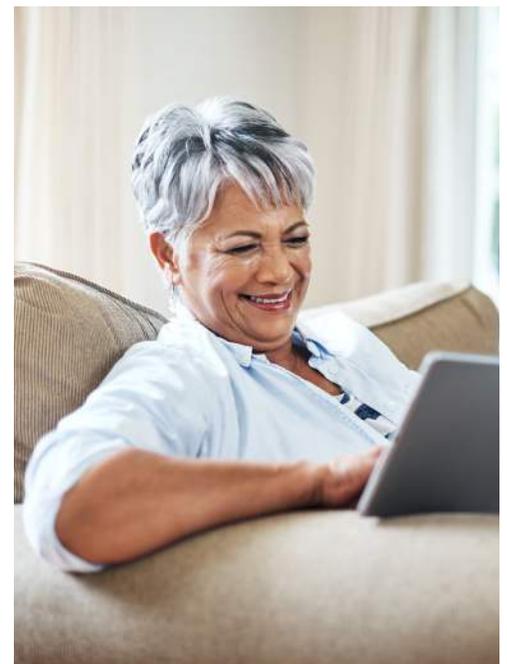
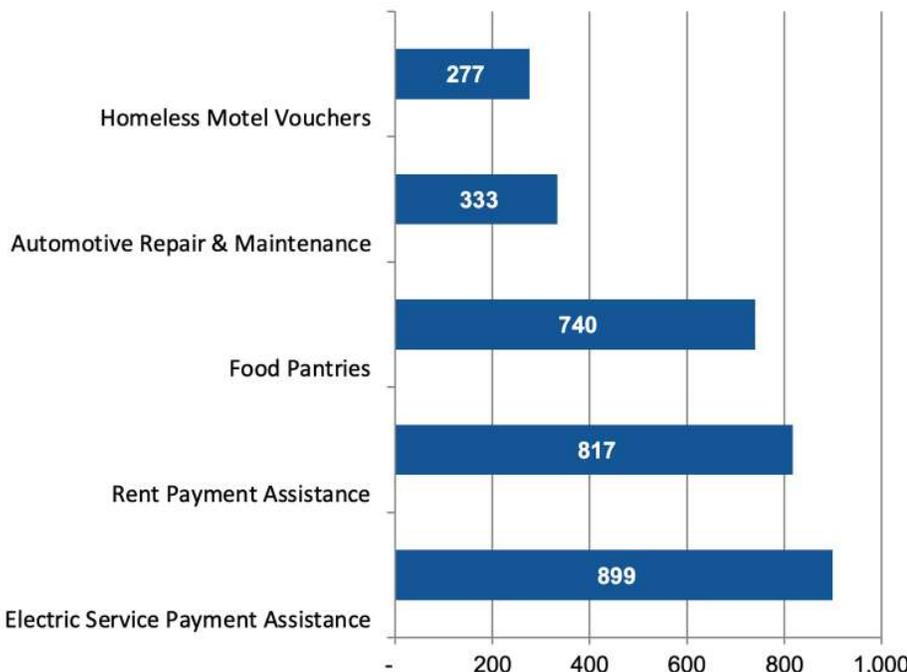
Regional Top 10 Service Requests

| Service Requested | Number Requests | Percent of Total Requests | Referrals Provided |
|--|-----------------|---------------------------|--------------------|
| Electric Service Payment Assistance | 3,198 | 11% | 5,932 |
| VITA Program Sites | 2,371 | 8% | 2,035 |
| COVID-19 Diagnostic Tests | 1,727 | 6% | 2,704 |
| Rent Payment Assistance | 1,513 | 5% | 1,879 |
| Gas Service Payment Assistance | 1,293 | 4% | 2,364 |
| Home Rehabilitation Grants | 1,016 | 3% | 1,886 |
| Community Shelters | 891 | 3% | 970 |
| Food Pantries | 828 | 3% | 1,994 |
| Home Rental Listings | 498 | 2% | 1,215 |
| Low Income/Subsidized Private Rental Housing | 262 | .9% | 1,067 |



“ 211 is an excellent tool for resources and I think everyone should use it. ”
 – Dominique J.

Top 5 Web Searches by Service Term





MUSKEGON COUNTY

Statistics

Population: 175,633 people making Muskegon County the 12th most populated county in the state.

Race and Ethnicity: The largest racial/ethnic groups are White (75.8%) followed by Black (13.0%) and Hispanic (5.9%).

Median Income: In 2021, the median household income of Muskegon County households was \$57,047. However, 9.4% of Muskegon County families live in poverty.

Median Age: 39.4 years old.

History

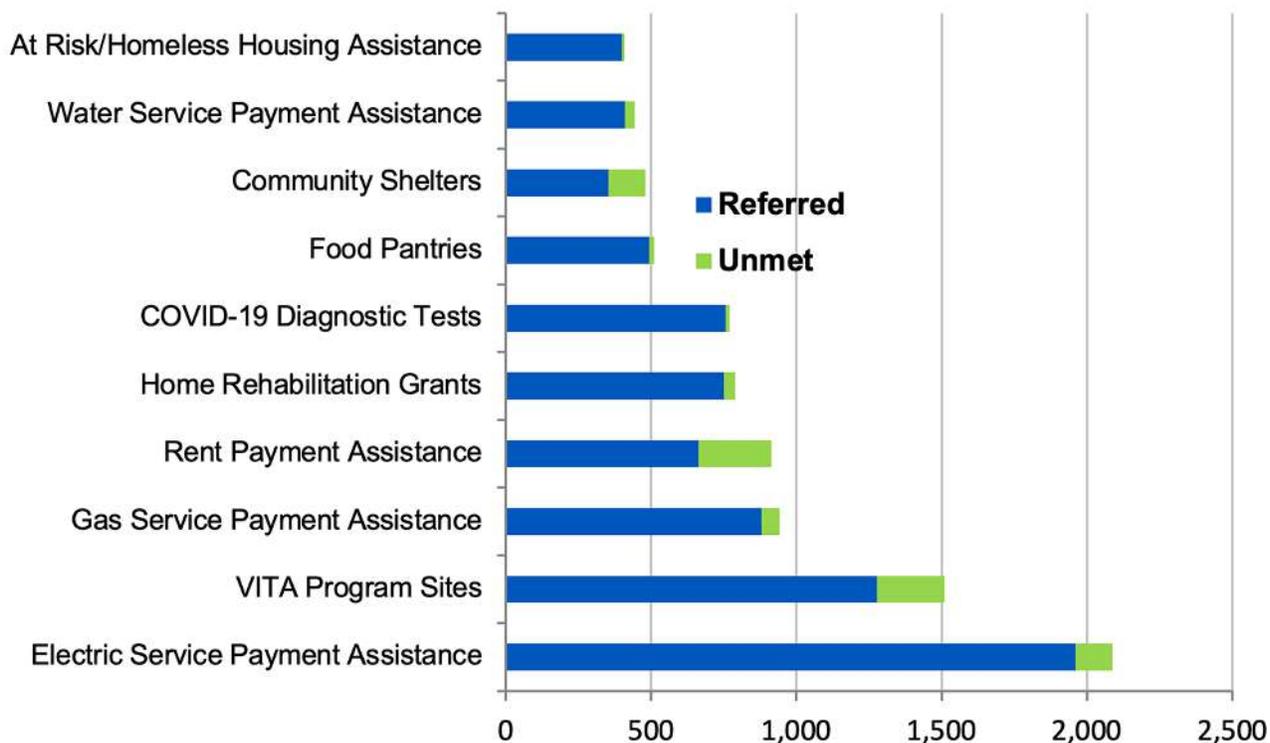
Muskegon is derived from the Ottawa word “Masquigon” which translates to “marshy river or swamp.” Father Jacques Marquette passed through the region in 1675. The first non-native to live in the county was a man named Edward Fitzgerald, a fur trader who arrived in 1748.

18,050
CONTACTS

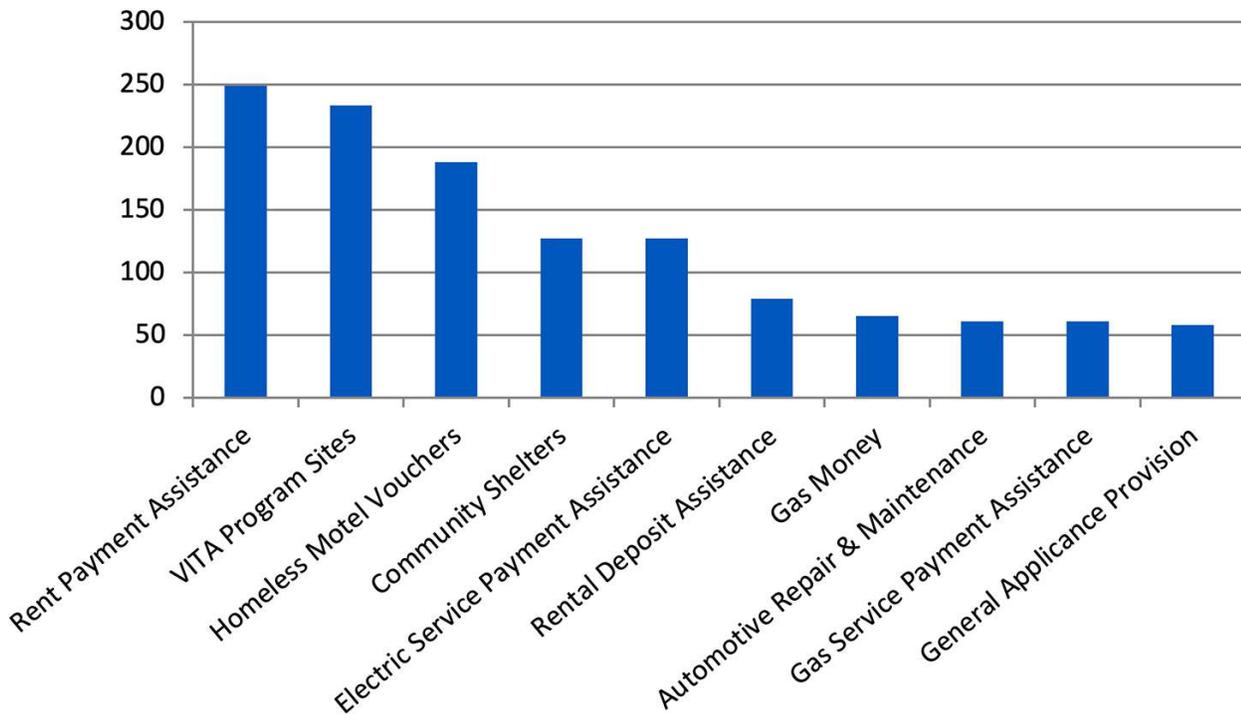
2,047
RESOURCE DIRECTORY
WEB SITE VISITORS

6,224
TOTAL RESOURCE
DIRECTORY WEB SITE
SEARCHES

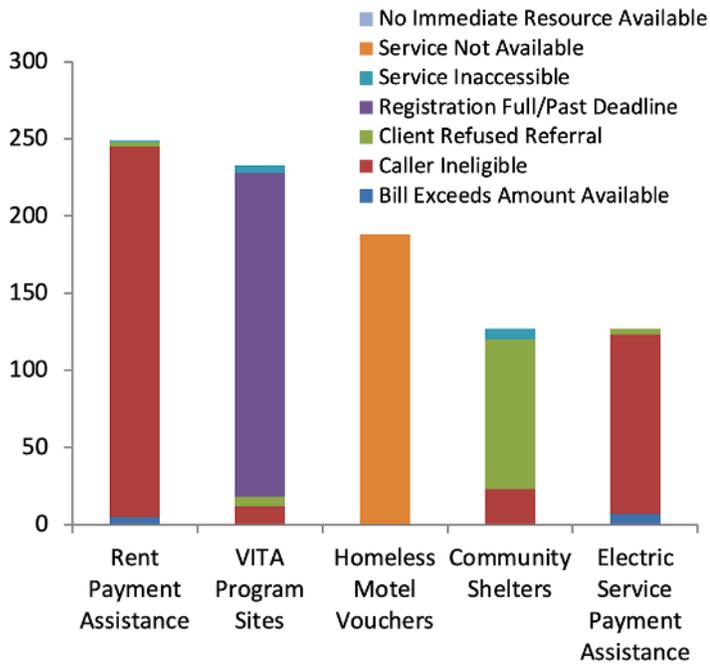
Top Ten Service Requests



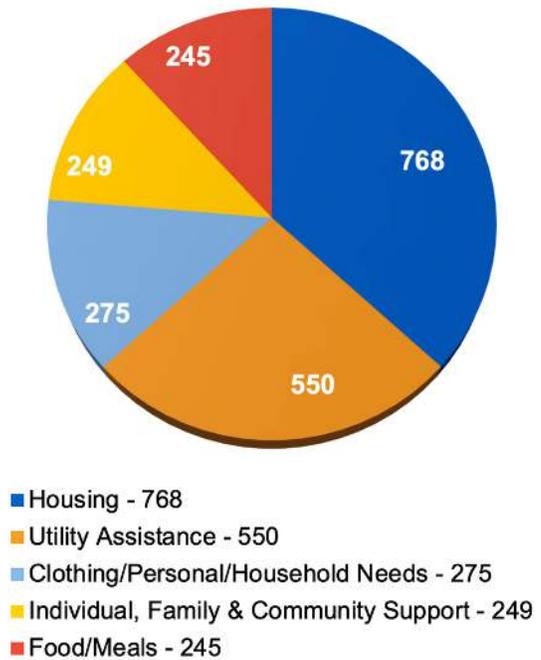
Top Ten Unmet Requests



Top Unmet Needs with Reason Request Unmet



Top Five Community Resource Directory Website Searches by Category



Top 5 Referred Agencies

| | |
|--|-------|
| Mid Michigan Community Action..... | 2,819 |
| Michigan Dept. of Health and Human Services..... | 2,652 |
| Muskegon-Oceana Community Action Partnership ... | 1,826 |
| Community enCompass..... | 1,315 |
| Salvation Army – Muskegon..... | 1,004 |



OTTAWA COUNTY AND CITY OF HOLLAND IN ALLEGAN COUNTY

Statistics

Population: 293,713 people making Ottawa County the 7th most populated county in the state.

Race and Ethnicity: The largest racial/ethnic groups are White (82.9%) followed by Hispanic (10.2%) and Asian (2.6%).

Median Income: In 2021, the median household income of Ottawa County households was \$77,288. However, 4.2% of Ottawa County families live in poverty.

Median Age: 35.6 years old.

History

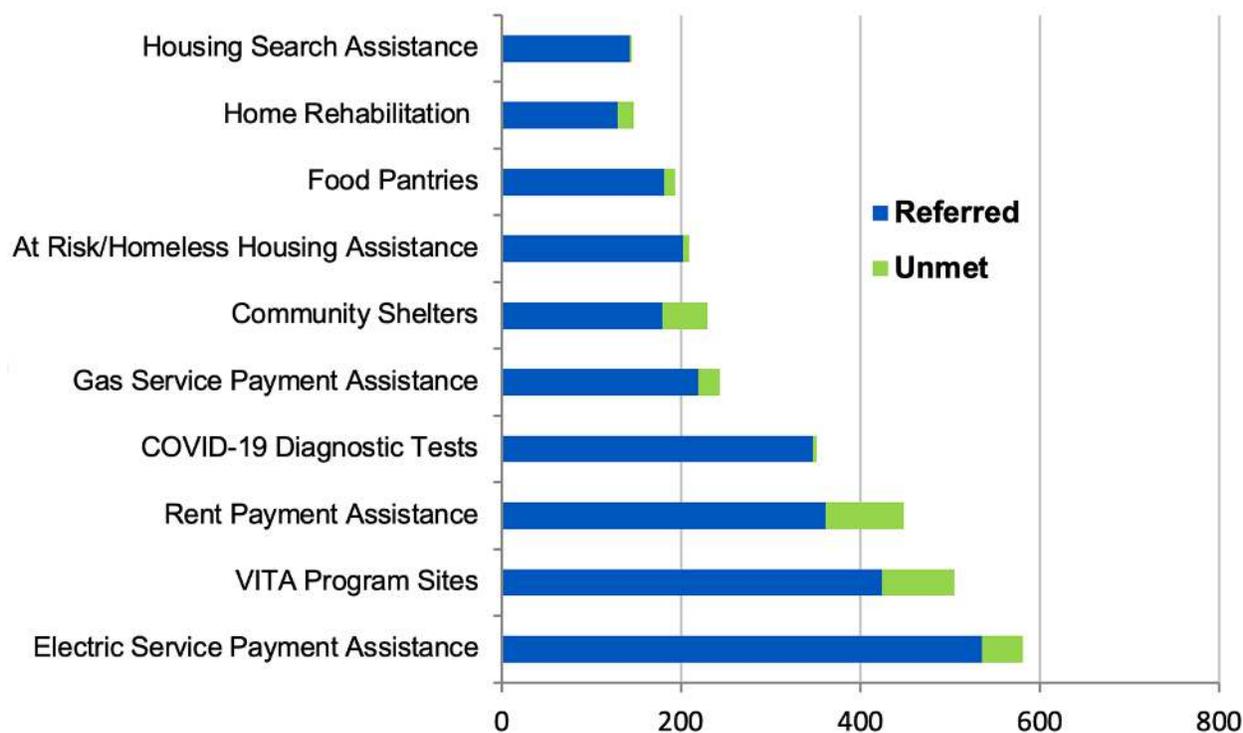
Before European settlers arrived, this area was home to the Potawatomi and Ottawa people for centuries. The Grand River was used as a trade route into the interior of Michigan. The first permanent settler of the County was a Presbyterian minister, William Montague Ferry, who settled in Grand Haven in 1834.

6,009
CONTACTS

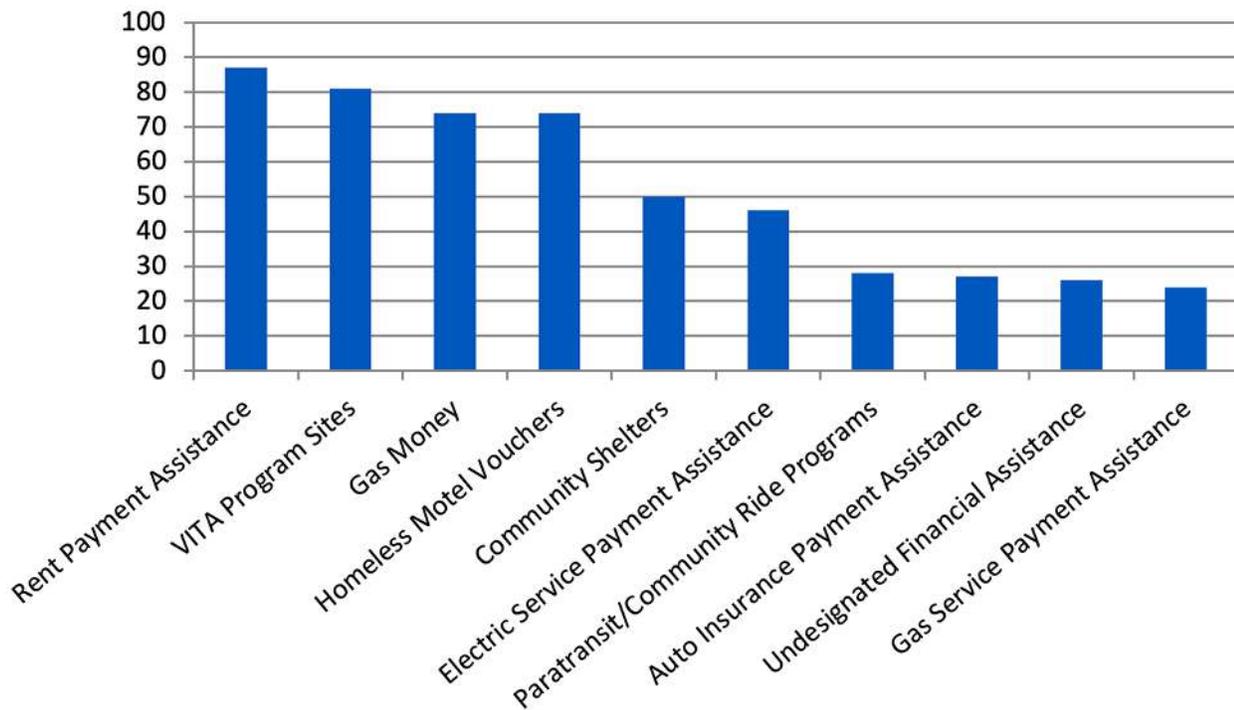
1,571
RESOURCE DIRECTORY
WEB SITE VISITORS

4,339
TOTAL RESOURCE
DIRECTORY WEB SITE
SEARCHES

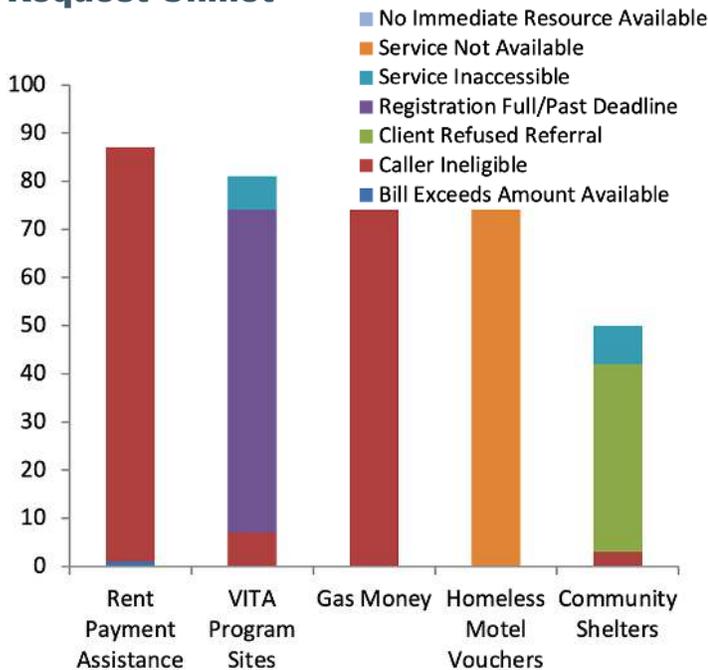
Top Ten Service Requests



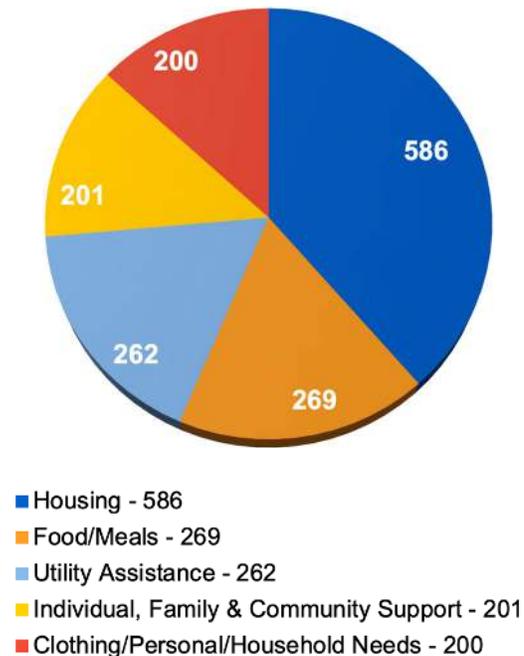
Top Ten Unmet Requests



Top Unmet Needs with Reason Request Unmet



Top Five Community Resource Directory Website Searches by Category



Top 5 Referred Agencies

| | |
|---|-----|
| Michigan Dept. of Health and Human Services | 865 |
| Good Samaritan Ministries | 564 |
| Ottawa County Community Action Agency | 484 |
| Salvation Army - Holland | 406 |
| West Michigan Collegiate Partnership | 321 |



MANISTEE COUNTY

Statistics

Population: 24,939 people making Manistee County the 58th most populated county in the state.

Race and Ethnicity: The largest racial/ethnic groups are White (88.2%) followed by Hispanic (3.5%) and Two or More (3.4%).

Median Income: In 2021, the median household income of Manistee County households was \$54,428. However, 6.8% of Manistee County families live in poverty.

Median Age: 49.6 years old.

History

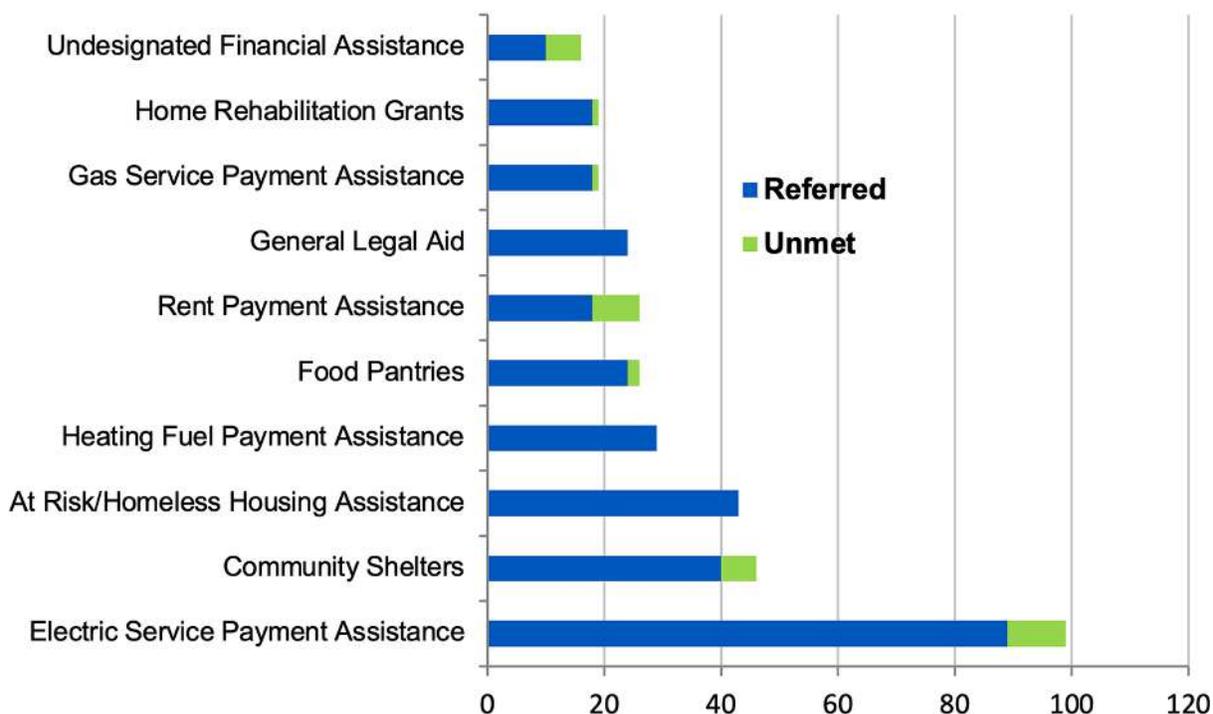
In 1751, a Jesuit Mission was established in Manistee. A mission house was built on the northwest shore of Manistee Lake in 1826. In 1832, a group of traders from Massachusetts built a log house up the Manistee River. However, they were driven off by the Odawa nation. Much of the Manistee River Valley was designated as an Odawa Reservation from 1836 to 1848. The first white settlement and sawmill was built in 1841.

635
CONTACTS

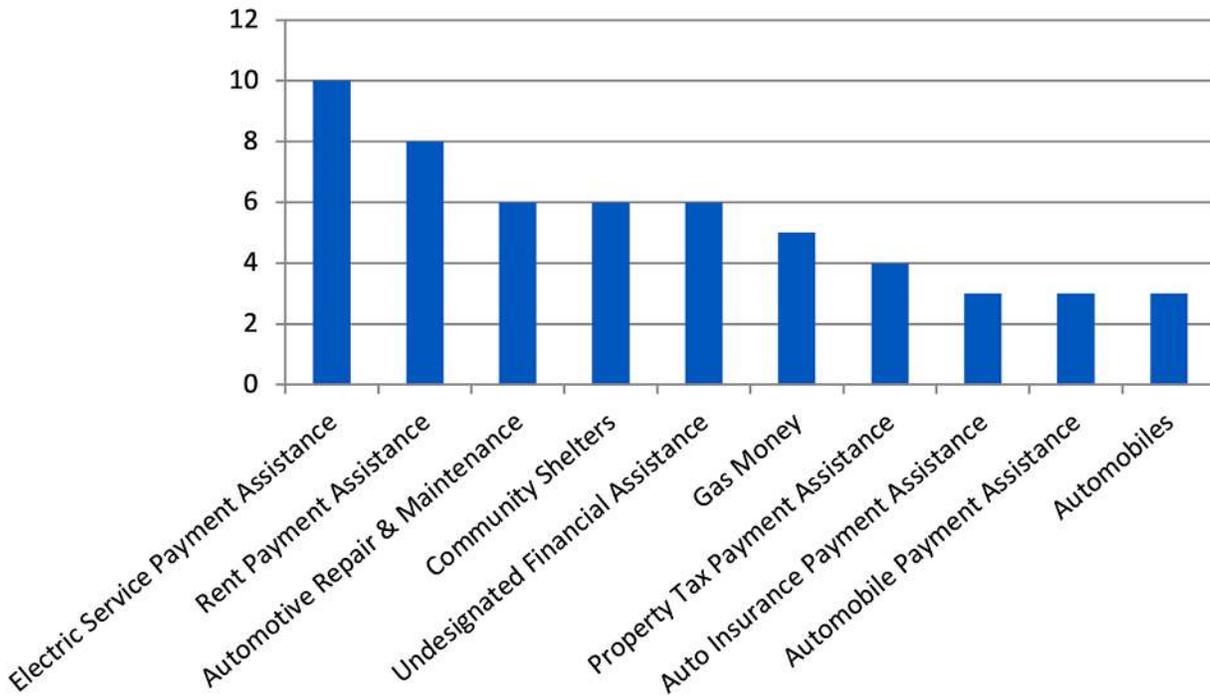
215
RESOURCE DIRECTORY
WEB SITE VISITORS

483
TOTAL RESOURCE
DIRECTORY WEB SITE
SEARCHES

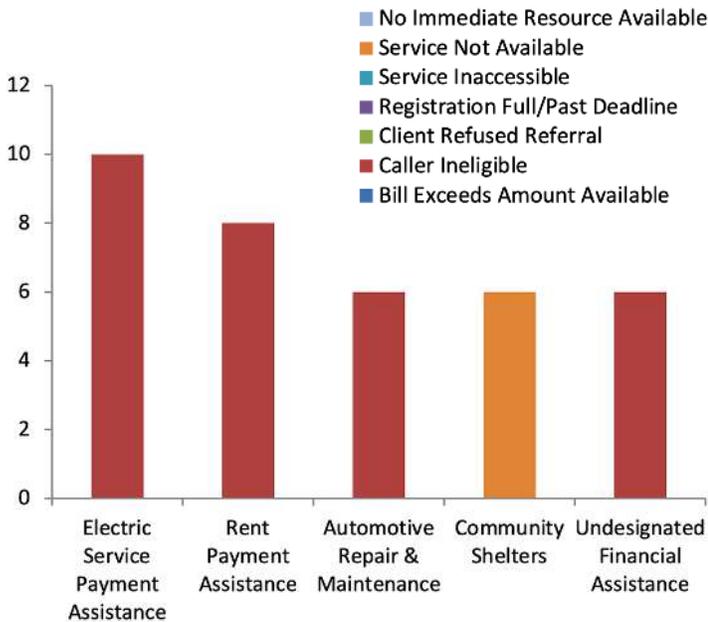
Top Ten Service Requests



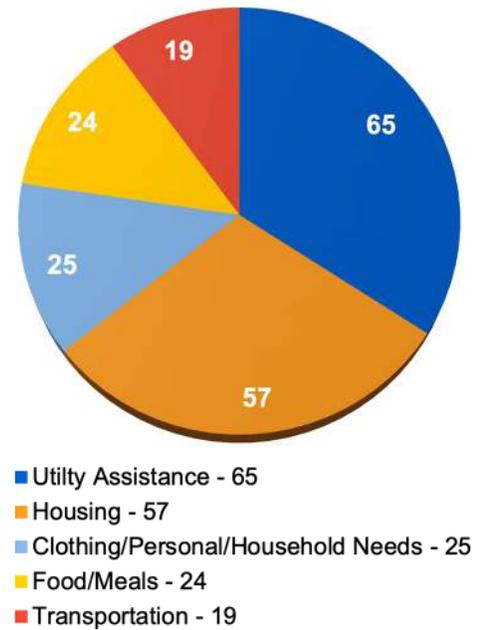
Top Ten Unmet Requests



Top Unmet Needs with Reason Request Unmet



Top Five Community Resource Directory Website Searches by Category



Top 5 Referred Agencies

| | |
|---|-----|
| Michigan Dept. of Health and Human Services | 111 |
| Five CAP | 105 |
| Northwest Michigan Community Action Agency | 96 |
| Echo His Love | 32 |
| Salvation Army - Mason/Oceana | 32 |



WEXFORD AND MISSAUKEE COUNTIES

Statistics

Population: *Wexford* - 33,552 people making it the 46th most populated county in the state. *Missaukee* - 15,038 people making it the 67th most populated county in the state.

Race and Ethnicity: *Wexford* - The largest racial/ethnic groups are White (92.8%) followed by Two or More (3.5%) and Hispanic (2.2%). *Missaukee* - The largest racial/ethnic groups are White (92.6%) followed by Hispanic (3.1%) and Two or More (3.1%).

Median Income in 2021: *Wexford* - \$54,114 with 8.1% living in poverty. *Missaukee* - \$50,695 with 7.0% living in poverty.

Median Age: *Wexford* - 41.7 years old. *Missaukee* - 42.5 years old.

History

Wexford - Established by the Michigan Legislature in 1840 as Kautawaubet County after a Potawatomi phrase meaning “broken tooth,” and the name of a local Potawatomi chief. In 1843, legislators renamed the county Wexford after County Wexford in Ireland.

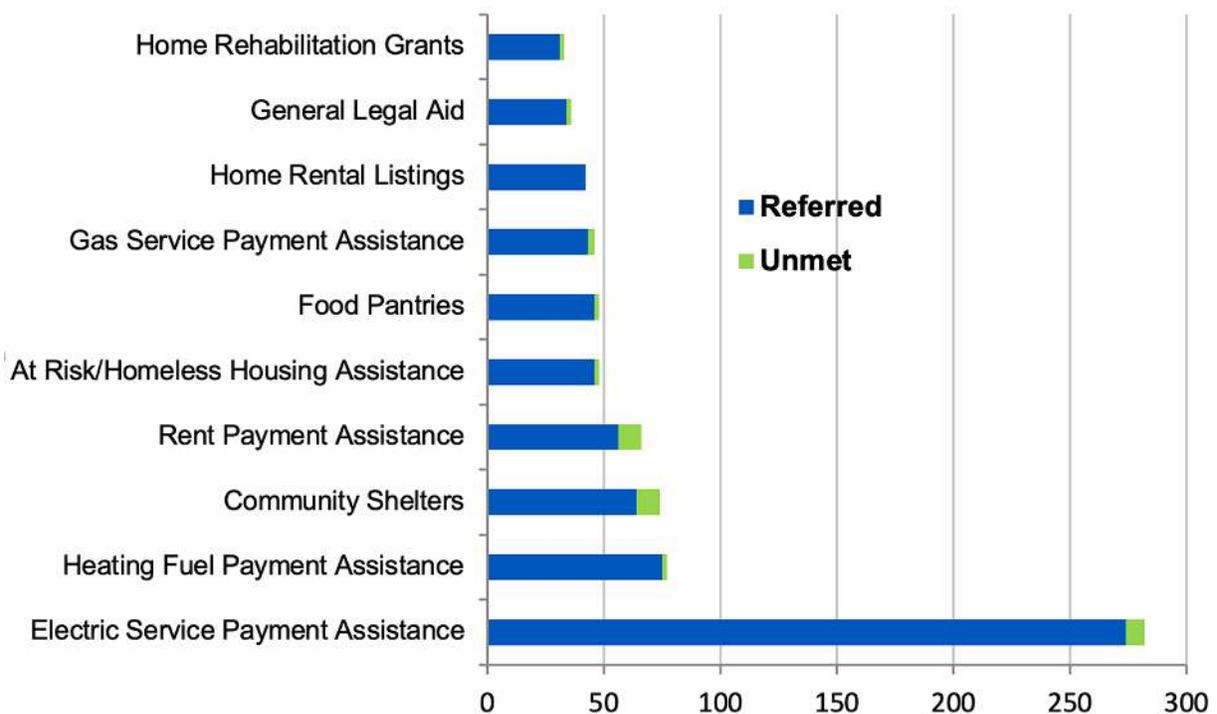
Missaukee - Established in 1871, may be named after a prominent Ottawa chief, Nesaukee, who signed the treaties of 1831 and 1833. It is also said that “Nesaukee” could be interpreted as ‘large mouth of the river.’

1,075
CONTACTS

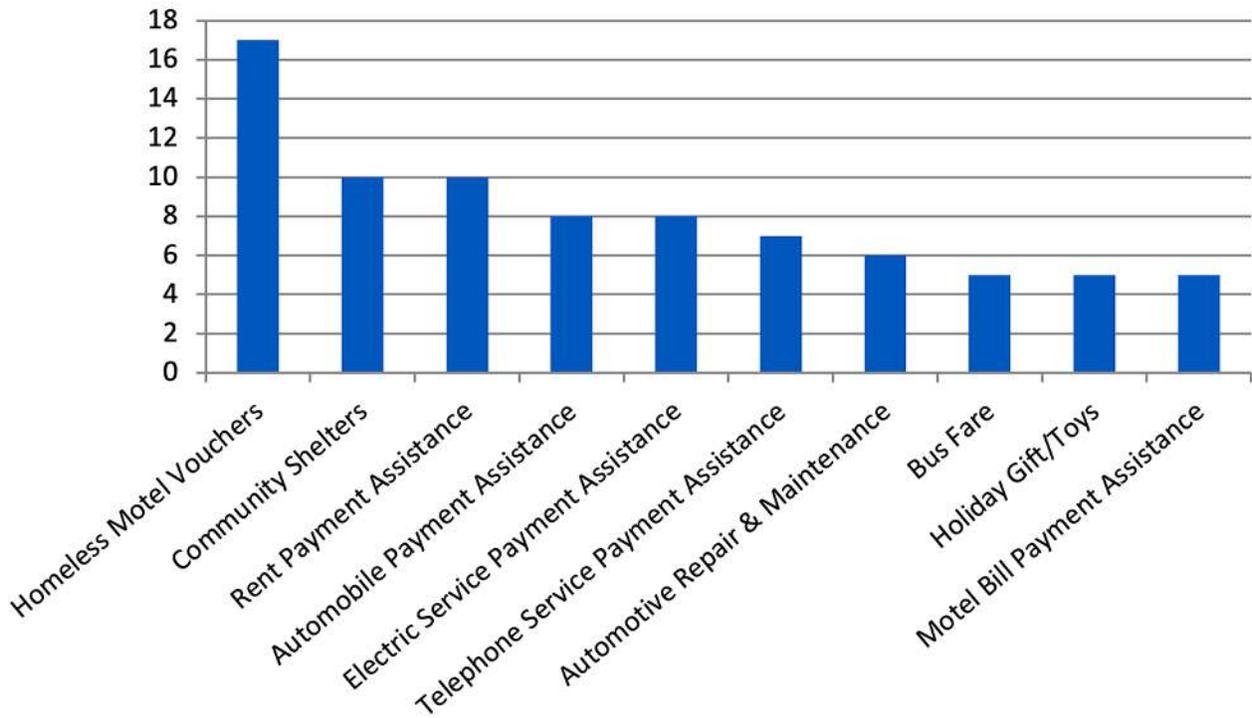
417
RESOURCE DIRECTORY
WEB SITE VISITORS

1,033
TOTAL RESOURCE
DIRECTORY WEB SITE
SEARCHES

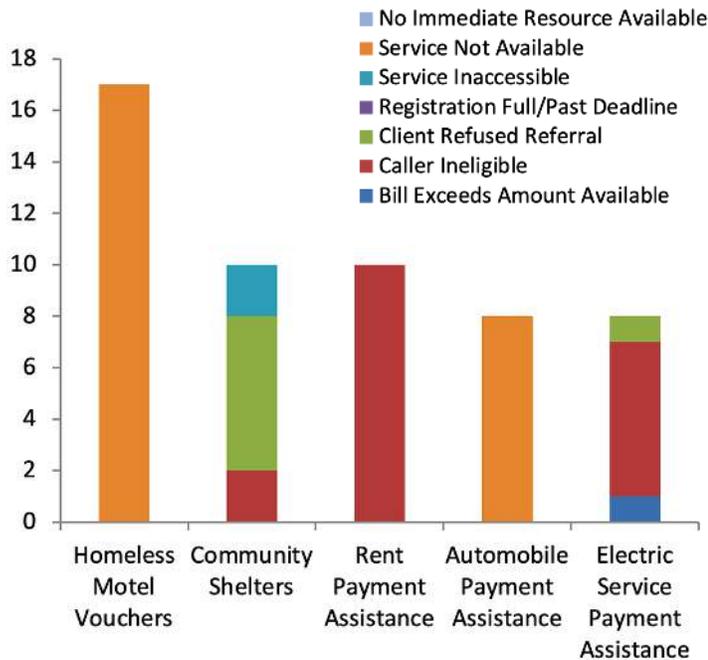
Top Ten Service Requests



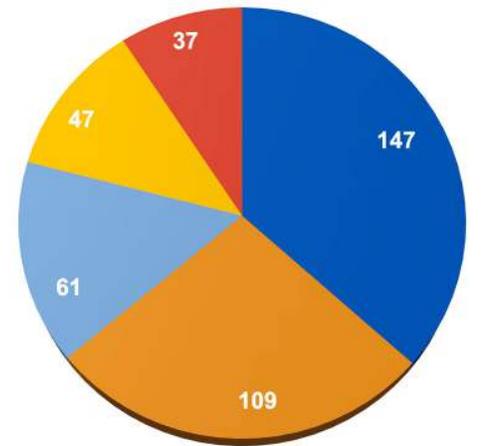
Top Ten Unmet Requests



Top Unmet Needs with Reason Request Unmet



Top Five Community Resource Directory Website Searches by Category



- Utility Assistance - 147
- Housing - 109
- Food/Meals - 61
- Clothing/Personal/Household Needs - 47
- Individual, Family & Community Support - 37



Top 5 Referred Agencies

| | |
|---|-----|
| Michigan Dept. of Health and Human Services | 266 |
| Love Inc. - Wexford and Osceola Counties | 256 |
| Salvation Army - Wexford/Missaukee/Kalkaska..... | 239 |
| Northwest Michigan Community Action Agency... | 208 |
| Cooperative Ministry | 69 |



CHARLEVOIX AND EMMET COUNTIES

Statistics

Population: *Charlevoix* - 26,109 people making it the 52nd most populated county in the state. *Emmet* - 33,946 people making it the 45th most populated county in the state.

Race and Ethnicity: *Charlevoix* - The largest racial/ethnic groups are White (93.1%) followed by Two or More (2.5%) and Hispanic (2.3%). *Emmet* - The largest racial/ethnic groups are White (89.4%) followed by Two or More (4.5%) and American Indian (2.5%).

Median Income in 2021: *Charlevoix* - \$63,508 with 5.8% living in poverty. *Emmet* - \$63,488 with 5.1% living in poverty.

Median Age: *Charlevoix* - 49.2 years old. *Emmet* - 45.6 years old.

History

Charlevoix - Organized in 1840 as Kesk-kauko in honor of a great chief of the Saginaw tribe, and was changed to Charlevoix County in 1843 for Pierre François Xavier de Charlevoix, a Jesuit missionary of the French colonial era. The Ironton Ferry began operation in 1876, and Ironton soon became a location for iron manufacture.

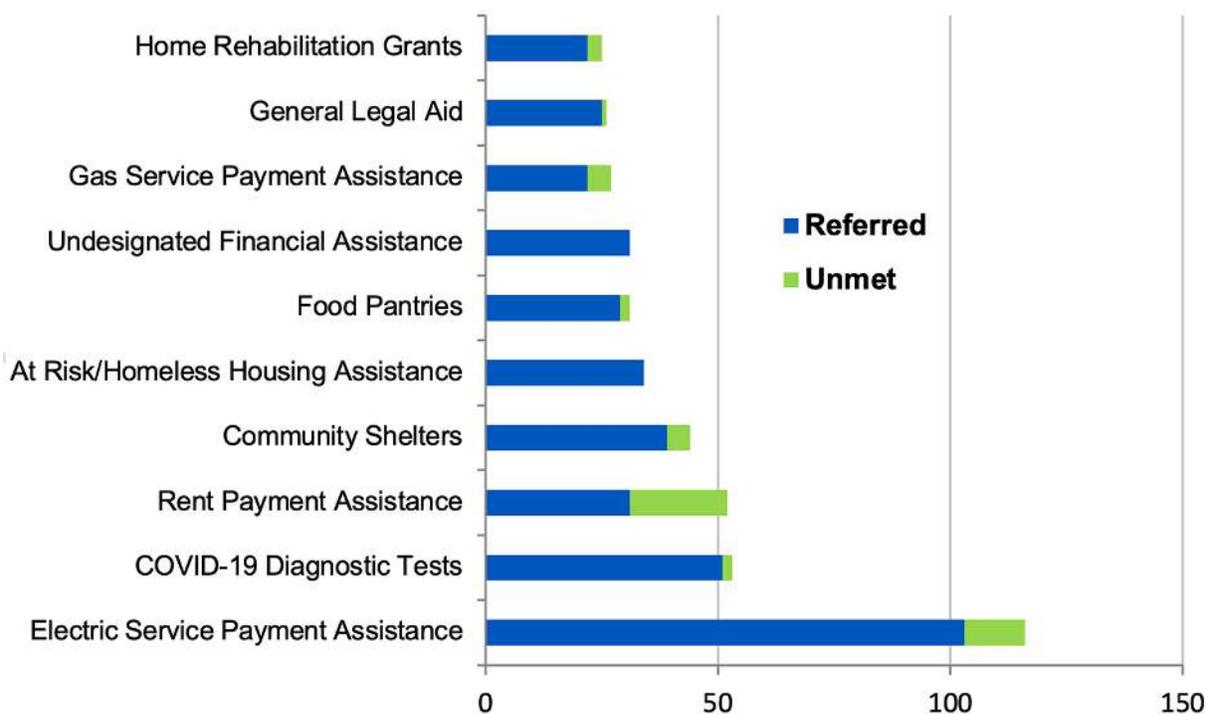
Emmet - In 1715, the French built Fort Michilimackinac on the Straits. For 66 years, the French and Indians relations were agreeably until 1761 when France lost the struggle to get control of the fur trade. British forces moved into Fort Michilimackinac when the French moved out in 1761.

786
CONTACTS

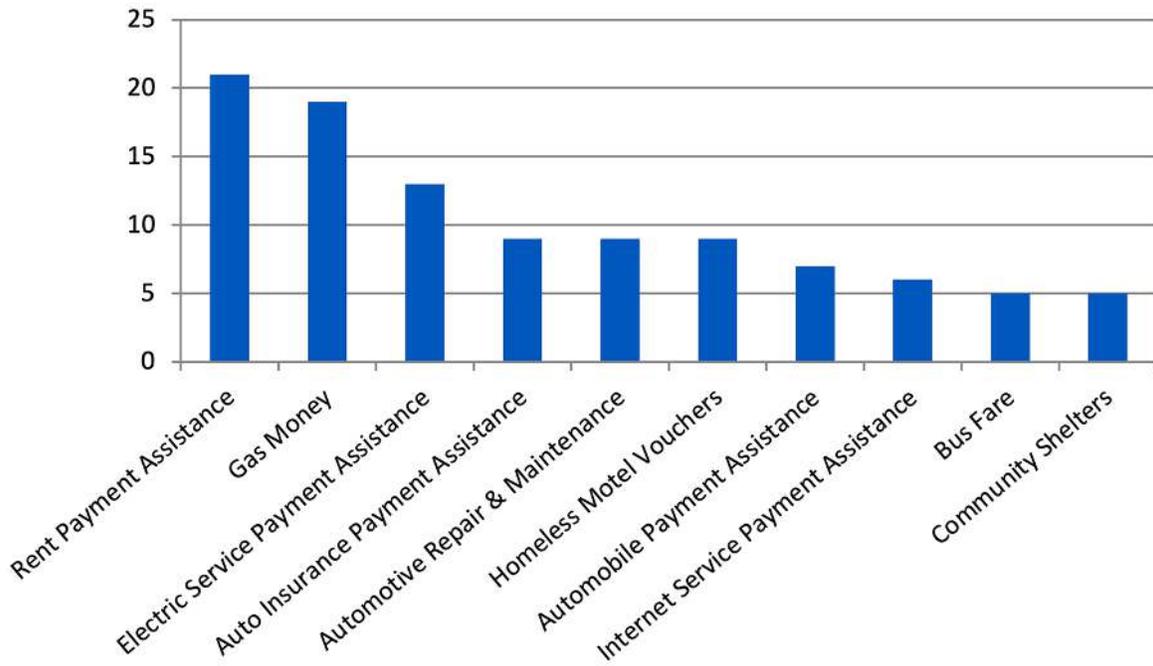
304
RESOURCE DIRECTORY
WEB SITE VISITORS

883
TOTAL RESOURCE
DIRECTORY WEB SITE
SEARCHES

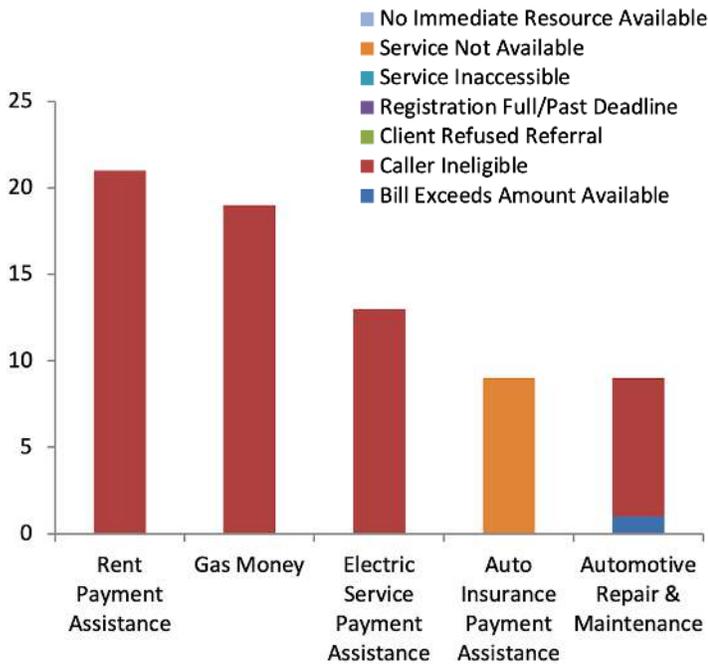
Top Ten Service Requests



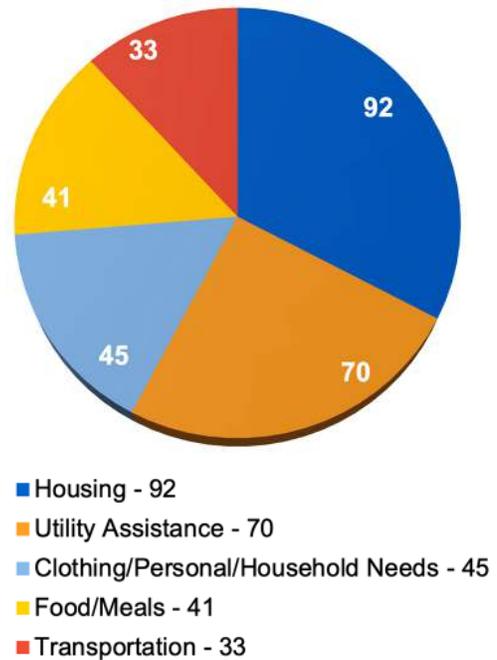
Top Ten Unmet Requests



Top Unmet Needs with Reason Request Unmet



Top Five Community Resource Directory Website Searches by Category



Top 5 Referred Agencies

| | |
|---|-----|
| Michigan Dept. of Health and Human Services | 170 |
| Northwest Michigan Community Action Agency... | 135 |
| Salvation Army - Petoskey | 117 |
| Health Dept. of Northwest Michigan..... | 42 |
| Michigan State Housing Development Authority..... | 32 |



TELEPHONE REASSURANCE PROGRAM

During the 2022 fiscal year, our Telephone Reassurance program participation stayed consistent with our staff and five volunteers making 1,394 calls to connect with 35 participants. In the last quarter of the year, a marketing program was conducted and received positive results gaining both program awareness and adding eight participants to the program through paid and social media as well as in partnership with AgeWell Services.

The program staff and volunteers are specially trained to connect with vulnerable older adults who may have experience setbacks or life transitions, that may become disconnected and isolated. Research has shown that chronic social isolation increases the risk of mental health issues like depression, anxiety and substance use, as well as chronic conditions like high blood pressure, heart disease and diabetes. It also raises the risk of dementia in older adults. Staying socially connected is key to reducing isolation and loneliness.

With the support of our funding partner and volunteers, we continue to offer this program free of charge to residents in the counties of Muskegon, Oceana, and the southern region of Ottawa.



The program has exceeded my expectations. I've grown very fond of my phone person.

I just don't know what I'd do without my caller.

I talk to Sara all the time and I enjoy talking to her.

Bonnie makes that someone cares. I have a lot to tell and she is very good with me. I wait for her calls every week. She does a good job.

– 2022 Annual Anonymous Survey Quotes





SENIOR INFORMATION & ASSISTANCE PROGRAM

With our organization's concentration on seniors, we continue to strengthen our free Senior Information & Assistance program. This program is designed for individuals 60 and older to ensure they connect to the community resource(s) to fulfill their need. If requested, we not only provide resource information but also conduct a follow-up to ensure the seniors needs were met or if they require additional help. This requires our staff to be specially trained and knowledgeable in the many senior-focused organizations, programs, benefits, and services in Muskegon, Oceana, and Ottawa counties.

We continued to promote our program by attending senior focused trade fairs and have created promotional literature and exhibit assets.



4 Pointes Center for Successful Aging "Living It Expo" exhibit

MARKETING & OUTREACH

In fiscal year 2022, our promotion and outreach increased substantially. We launched a redesigned, user-friendly website that was promoted through email marketing; uniformly branded and updated our literature including Spanish versions; produced branded exhibit materials; consistently posted social media on two platforms and attended 22 resource fairs.



Reading is Fun Literacy Carnival



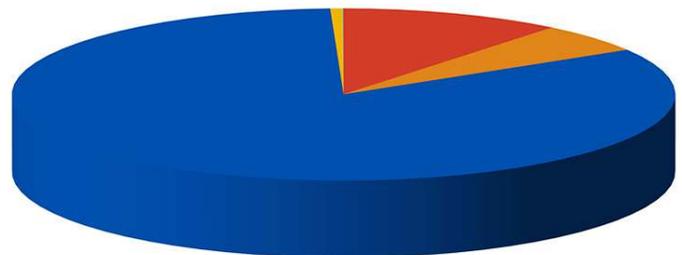
SafeSeniors of West Michigan Senior Symposium



FY22 FINANCIAL OVERVIEW

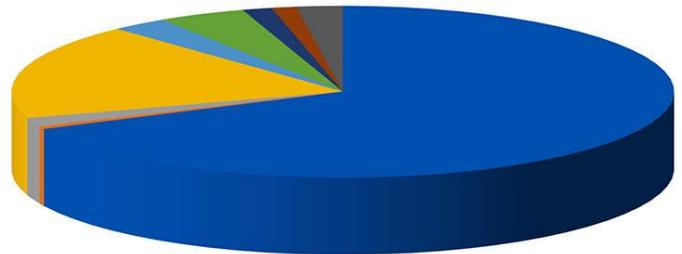
Summary Statement of Activities

| Support | |
|------------------------------|-------------------|
| United Way | \$ 99,413 |
| Board Memberships | 50,600 |
| Grants & Contracted Services | 762,107 |
| Donations | 5,588 |
| Other | 351 |
| Total Support | \$ 918,059 |



| | |
|------------------------------|------------------|
| United Way | \$ 99,413 |
| Board Memberships | 56,600 |
| Grants & Contracted Services | 762,107 |
| Donations | 5,588 |
| Other | 351 |
| Total Support | \$918,059 |

| Expenditures | |
|---------------------------|-------------------|
| Wages & Benefits | \$ 486,862 |
| Travel & Training | 3,676 |
| Occupancy | 11,760 |
| Contracted Services | 129,434 |
| Communications/IT | 19,686 |
| Supplies/Equipment | 30,916 |
| Professional Fees | 10,363 |
| Marketing | 8,564 |
| Other | 16,282 |
| Total Expenditures | \$ 717,543 |



| | |
|---------------------------|------------------|
| Wages & Benefits | \$486,862 |
| Travel & Training | 3,676 |
| Occupancy | 11,760 |
| Contracted Services | 129,434 |
| Communications/IT | 19,686 |
| Supplies/Equipment | 30,916 |
| Professional Fees | 10,363 |
| Marketing | 8,564 |
| Other | 16,282 |
| Total Expenditures | \$717,543 |

Excess Support (Expense) \$ 200,516

BOARD OF DIRECTORS AND MEMBER AGENCIES

C.A.L.L.'s Board of Directors is composed of representatives from a cross-section of businesses, agencies and organizations from the region who provide both guidance and/or financial support to help achieve the mission of our agency. We thank them for the experience they share, their time, dedication, and support they have given over the year.

| <i>Organization Represented</i> | <i>Member</i> |
|--|--|
| Trinity Health | Jennifer Bailey, President |
| Ottawa County Community Mental Health | Anna Bednarek, Vice President |
| Community Member | Elizabeth Johnson, Secretary/Treasurer |
| City of Muskegon | Oneata Bailey |
| City of Norton Shores | Anthony Chandler |
| Harbor Steel | Teresa Stevens |
| Health Project | Stevi Riel |
| HealthWest | Brandy Carlson |
| Muskegon County Health Department | Robin Semelbauer |
| Ottawa Area Intermediate School District | Heather Eizenga |
| Senior Resources | Lisa Tyler |
| Shape Corp. | Chuck Michele |
| Trinity Health EMS | Shawn Lazarock |

Supporting member agencies not seated on the Board of Directors:

- Hackley Community Care
- Muskegon Area Intermediate School District
- Ottawa County Community Action Agency
- Ottawa County Department of Public Health

THANK YOU



