

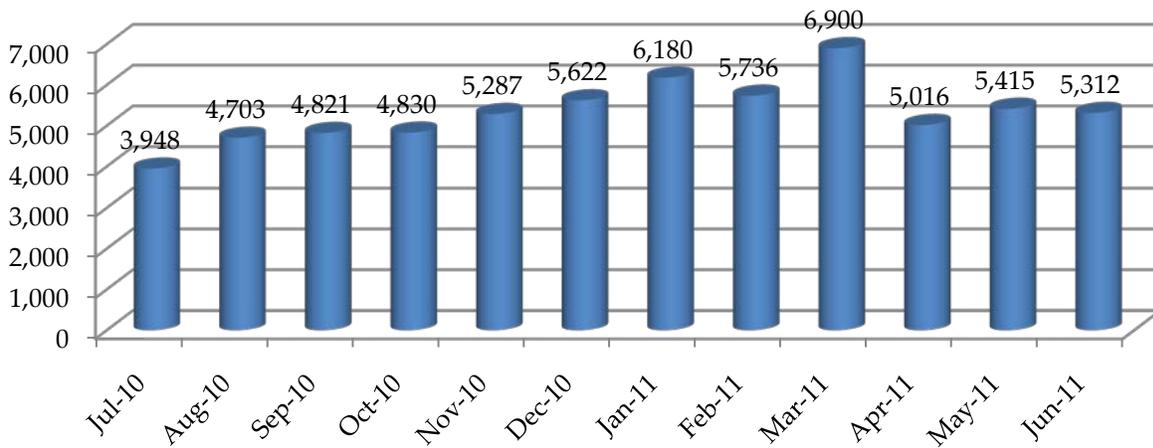
# Multnomah County Year-End Report: July 1, 2010 – June 30, 2011



211info has greatly expanded its reach throughout Oregon. The 211 phone service now covers 75% of the state's population. However, the majority of our activity still comes from Multnomah County. Last fiscal year, 211info made more than 100,000 client contacts on the phone and online to Multnomah County residents.

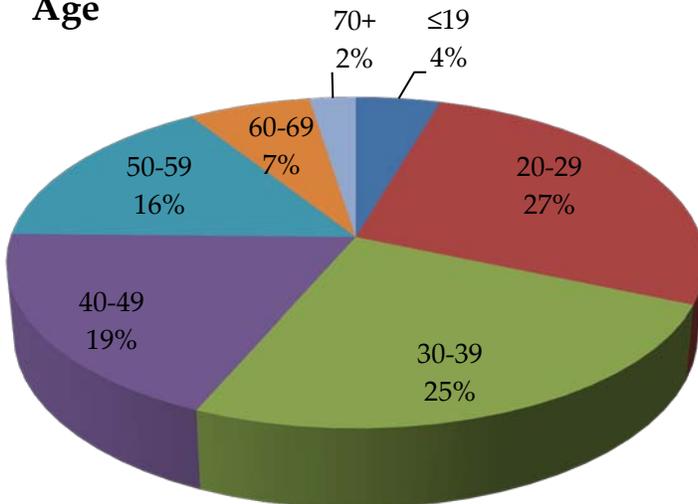
## How many people call 211info?

Multnomah County accounted for more than half of 211info's overall call volume. There was a total of 63,770 calls this fiscal year, compared to 58,002 in FY 09-10, a 10% increase.

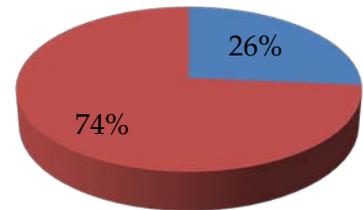


## Who's calling 211info?

Age



Gender



■ Male ■ Female



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The chart below shows the ethnic and racial makeup of Multnomah County compared to 211info's callers.

Race & Ethnicity	211info Callers	Multnomah County
White	63.5%	76.5%
Black or African American	23.3%	5.6%
American Indian or Alaska Native	1.8%	1.1%
Asian	2.5%	6.5%
Native Hawaiian or other Pacific Islander	1.9%	0.5%
Two or more	3.8%	4.6%
Other	3.3%	5.1%

Hispanic	12.8%	10.9%
Non-Hispanic	87.2%	89.1%

We assisted over 1,200 callers in ten different languages, 95% of whom where Spanish speaking.

Federal Poverty Level	211info Callers	Multnomah County
At or below poverty level	82.6%	14.1%
Above poverty level	17.4%	85.9%

The chart below shows Multnomah County population by zip code according to the 2010 census. City population is then compared to the location of 211info callers.

**\*Note:** At times, 97205 is used as a default zip code if the caller is homeless or is in Portland but does not know their zip code.

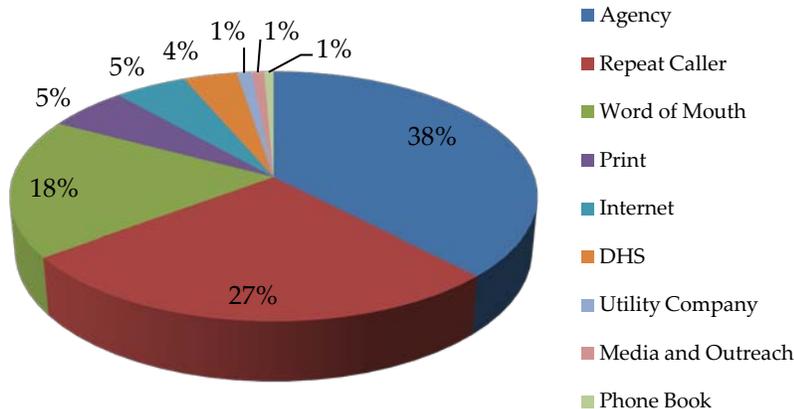
Zip Code	211info Calls	Population
97205*	12.1%	0.9%
97233	8.8%	5.0%
97236	6.2%	4.8%
97230	6.1%	5.1%
97266	5.8%	5.5%
97030	5.8%	4.7%
97206	5.7%	6.5%
97203	5.5%	4.0%
97211	4.6%	4.5%
97220	4.6%	4.0%
97217	4.1%	4.3%
97213	3.2%	4.2%
97202	3.0%	5.4%
97214	2.5%	3.3%
97218	2.4%	2.1%
97080	2.4%	5.0%

Zip Code	211info Calls	Population
97216	2.0%	1.9%
97212	2.0%	3.4%
97209	1.9%	1.2%
97219	1.9%	5.3%
97060	1.8%	2.6%
97201	1.6%	3.6%
97024	1.2%	1.2%
97215	1.0%	2.4%
97232	0.8%	1.5%
97227	0.7%	0.5%
97210	0.7%	1.5%
97239	0.6%	2.7%
97221	0.4%	1.7%
97204	0.3%	0.2%
97231	0.2%	0.6%
97019	0.1%	0.4%

The majority of Multnomah County callers who reported income level were at or below the federal poverty level (FPL). In 2010 the poverty level for a family of four was \$22,050 gross annual income.

## Where do people hear about 211info?

Last year, the majority of callers in Multnomah County heard about 211info from an agency or had called 211 before.



### What needs do 211info callers have?

Top Caller Needs FY 10-11	Total Calls
Housing & Utilities	29,562
Food & Meals	9,568
Health Care	8,739
Legal, Consumer & Public Safety	4,591
Mental Health & Addictions	3,260
Income Support & Assistance	2,345
Clothing, Personal & Household Needs	1,721
Holiday Assistance	1,358
Transportation	1,026

- Electric Service Payment Assistance (9,234)
- Rent Payment Assistance (7,984)
- Community Shelters (2,004)
- Transitional Housing/Shelter (1,727)
- Housing Search Assistance (1,184)



- Foreclosure (522)
- Medicaid (513)
- Free Tax Prep (293)
- Unemployment (200)
- Social Security Disability (109)



### What agencies are 211info callers referred to?

Top 10 Agencies FY 10-11	Referrals
Impact NW	8,187
St. Vincent de Paul of Portland	7,897
Human Solutions, Inc.	7,511
Self Enhancement, Inc.	6,926
IRCO	6,203
Neighborhood House, Inc.	5,236
DHS-District 2 Office	4,487
Transition Projects, Inc.	4,102
Salvation Army Cascade Division	3,255
NARA	3,035

Housing Services	4,329
Energy Assistance	2,517
Dancing Tree Family Center	1,250
Parent Child Development Services	32
Brentwood Darlington Comm. Center	26
Healthy Start	19
SE Multicultural Center	11
Money Management Services	3



\*Note: Further breakouts for any of the agencies listed are available upon request. The one listed here serves as an example.

### Follow-up calls



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In the past year, we followed up with 314 Multnomah County 211info callers. Below are the answers to the follow-up survey questions and comments made by follow-up participants.

1. As a result of the referrals we provided, did you get the help you needed?	
Yes	49%
No	51%

2. If you did not get the help you needed, what was the reason?	
The referral was inaccurate	2%
Caller was not eligible	15%
Funds were gone or services were full	65%
Agency hasn't called back	8%
Barriers to access	8%
Other	2%

### Unmet needs

There were 2,994 calls last year where the service the caller needed was not available or did not exist. The largest unmet need category was payment assistance for utilities and rent (59% of total unmet needs). In this case, there are agencies that provide this type of assistance, but community need greatly outweighs the help available.

Unmet needs also occur because some services simply do not exist in a community. For example there were 19 requests for free/low-cost burial/funeral/cremation services. To our knowledge, there is no agency/entity to assist with this need.

Top Unmet Needs FY 10-11	
Housing & Utilities	1,756
Holiday Assistance	262
Health Care	256
Transportation	99
Legal, Consumer & Public Safety	90

3. As a result of calling 211info, do you have a better understanding of what resources may be available to you?	
Yes	93%
No	7%

4. If the agencies were not able to provide the help you needed, were you able to get your needs met another way?	
Yes	57%
No	43%

5. If yes, how?	
Family/friends	63%
Church	5%
Payment plan or extension	8%
Circumstances changed	14%
Other	11%

"The woman I spoke to at 211 was wonderful! I ended up borrowing \$300 from my neighbors and St. Vincent paid the rest."  
-Portland caller 5/26/11

### 211info Online Services

"I just got a job and I'm so grateful for your help."  
Portland caller 3/24/11

**211info.org**  
More people are looking online for information about health and

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community resources than ever before. Last year, 211info.org saw significant gains in every major web statistic showing people are coming to the website more and staying longer. More than 58,000 web visitors to 211info.org came from Multnomah County, by far our most active online population.

### 134, 572 visits

Previous: 106, 237 (increase 26.67%)

### 359,750 pageviews

Previous: 210,871 (increase 70.6%)

### 02:30 Average time on site

Previous: 01:30 (increase 67.14%)

### Top searches for services

- 1) Housing and Shelter
- 2) Financial Assistance
- 3) Food/Clothing/Personal Goods

## Let's get social

The social web is playing an increasingly large role in service delivery. During the winter, 211info collaborated with community partners to post breaking news on our blog during severe weather our efforts on Twitter, in one instance, helped produce more than 1000 blanket donations in less than 24 hours.



## Blog

The 211info blog which had almost 20,000 visits last year, has been a central source of up-to-date information for the community. Posts about shelters, DHS cuts and school supplies have been among the most popular posts.

## Other services

211info has more than 3,800 email subscribers, 900 Twitter followers and 900 Facebook fans who get frequent updates about breaking community service news.

## Future of online services

Online and mobile use will only continue to trend upward. In FY 11-12, 211info will implement email, live chat and text messaging (SMS) information referral services that we expect will broaden our reach to youth populations and population who are not comfortable calling the 211 number.

