

United Way 2-1-1 Budget and Performance Measures February 3, 2017

Goal	Description/Action	Performance Measure?	Charged to Appropriation
Technology			
Maintain compatible phone systems	UWSL and UWUC will pay for and technically support phone systems that interact with one another efficiently and seamlessly in order to provide services as conveniently as possible to the consumer.	NA	NA
Maintain software to support a database for all resource and referral information	<p>2-1-1 currently contracts with Bowman Systems to provide a cloud database and online searchable software to house our resource and call record information.</p> <p>The three UW's all share this database as well as Take Care Utah, Utah Department of Health, Intermountain Health, Association for Utah Community Health and Department of Child and Family Services. The database is also accessible to everyone online.</p>	Total number of sessions on the web site, length of average session and average number of page views as well as partner usage	\$15,000
Maintain a cloud based training software to maximize efficiency and cohesiveness statewide	In order to ensure cohesive training and streamline communication about expectations with all system participants, a learning management system is utilized to house all trainings.	NA	\$2,000

Access and support for texting and mobile apps	In 2016 2-1-1 launched the ability to text resource and referral information. Utilization of this service has continued to grow. Additionally, 2-1-1 has developed a mobile app to create greater access to information and referrals for individuals and direct service providers.	# of texts # of app searches	\$10,000
			\$27,000
Disaster Preparedness			
Build, maintain and improve relationships with the emergency response network.	Representatives from 2-1-1 will attend trainings, conferences and other regularly scheduled meetings specific to emergency management and disaster response preparation. These include the state SERT, regional and state VOAD meetings, and PIO meetings among others.	MOU's will be established with each major jurisdiction to become the public information support line during times of emergency or crisis (ongoing).	\$25,000
Train 150 non2-1-1 staff and volunteers to respond to a call surge in response to a disaster or emergency	2-1-1 will train 150 additional staff and volunteers who do not currently work in the 2-1-1 call center in preparation for a call surge in case of a disaster or emergency response. These will be conducted quarterly and available staff tracked and shared with the state upon request.	Maintain an annually trained volunteer corps of 150 or more individuals to respond in time of crisis.	\$25,000
			\$50,000
Public Outreach			
Conduct community based outreach statewide, attending 80 events per year	Strengthen 2-1-1's relationship with communities across the state by attending local events where we can discuss needs with individuals in the community and with partners who are working with them. Efforts will increase utilization of 2-1-1, ensure 2-1-1 can meet the needs of the community, and ensure available resources are included in the database.	# of events attended and # of individuals reached # of unique callers each year and how they hear about 2-1-1. This information will be used to refine outreach efforts.	\$70,000

Create and distribute materials on 2-1-1 services	Materials will be created for utilization at general tabling events and at organizations that provide direct services.	# of materials created and distributed at which locations	\$20,000
			\$90,000
Information Provision			
Provide information to callers in an efficient and holistic manner.	<p>We have between 7 and 12 dedicated staff to answer phones depending on the time of year (staffing is increased to respond to high volume months). Additional staff members provide support in whole or in part to information specialists through training, coaching, quality monitoring, scheduling and other activities that support the role of the information specialist and the phone system as a whole.</p> <p>Quality is measured on how well we manage our workforce on the phones, as well as customer feedback through a post call survey, internal quality monitors that check process and procedure, and external independent auditors who mystery call our agents 10 times a month to assess their skill and service provision over the phone. Ongoing coaching is provided through the results of these measures.</p>	<p># of interactions where information was provided including calls, emails and chats.</p> <p>80% of calls to referral line answered within 90 seconds (Management of workforce and IVR)</p> <p>70% occupancy rates where staff are always busy or engaged and not waiting for calls (Management of workforce productivity)</p> <p>95% of callers who participate in post call survey will express that they are satisfied with the service they received.</p> <p>90% average or higher or Internal Quality Monitoring</p> <p>80% or higher External Independent Auditing Scores</p>	\$265,000

Provide follow up services to all assessment and referral calls	With consent, we will do follow up calls with individuals to know whether the caller got to the place they needed to be the first time AND if their needs were met/did they get services. Additional referrals will be provided if needed.	85% percent of all callers who receive a follow up will indicate that they received the proper referral. Additional data analyzed and reported reflecting barriers callers experience receiving services and measures of how needs are resolved outside of access to services will also be reflected.	\$16,000
Provide services 24/7	Contract with United Way of Greater Kansas City to provide service overnight, weekends and holidays to facilitate a live 24/7 answer.	# of calls received overnight, on weekends and on holidays	\$32,000
			\$313,000
Resource Database			
Maintain a database of health, human and social resources that is current, relevant, concise and accessible to everyone through multiple channels	7 people throughout the state are committed to maintain a resources database of nearly 10,000 services – keeping that information as relevant, clear and concise as possible.	95% + providers and resources updated at the close of each quarter 40 peer record audits per month with goal scores above 90% accuracy	\$85,000
			\$85,000

Non Profit and Government Organizational Support			
Provide 80 free training to all nonprofit and government providers in the state per year	<p>2-1-1 is a tool to increase the efficiency of interagency connections, and to support the frontline social service worker. Trainings increase the understanding and utilization of 2-1-1 services.</p> <p>Trainings also provide a feedback loop to ensure 2-1-1 is effectively meeting the needs of every social service provider in the state.</p>	<p>We will track which locations we provide training at, when we provided training, and how many people were in attendance.</p> <p>Post training surveys will be conducted to assess effectiveness, utilization, and need.</p>	\$50,000
Custom Reporting and Ongoing Access to Need and Usage Data	<p>Currently 2-1-1 provides broad aggregate data about the caller including their needs, referrals made and demographic information. We collect but do not have the capacity to pull or analyze data at the city, zip, or demographic level. We hope to create a custom website that allows users to search by location, demographic, and need.</p> <p>Service providers and some state agencies would like information on a granular level to help them make programmatic decisions. We will respond to these requests and be proactive in providing information to policy makers, state departments, and service providers.</p>	<p>Accessible granular data via website that is updated daily</p> <p># of reports requested, by which organization, and what type of report was generated</p>	\$35,000
			\$85,000
		TOTAL	\$650,000*

*This budget represents the state investment which is one third of 2-1-1's total budget.