

**Michigan 2-1-1 Report**  
(FY2015 Appropriation Bill - Public Act 252 of 2014)

**October 30, 2015**

*Sec. 307. (4) Michigan 2-1-1 shall report annually to the department and the house and senate standing committees with primary jurisdiction over matters relating to human services and telecommunications on 2-1-1 system performance, including, but not limited to, call volume by community health and human service needs and unmet needs identified through caller data and customer satisfaction metrics.*



Michigan Department of  
Health & Human Services

RICK SNYDER, GOVERNOR  
NICK LYON, DIRECTOR



## Michigan 2-1-1 Overview

2-1-1 provides easy access to information about community services. With data on providers, callers, community needs and unmet needs, 2-1-1 is a social barometer with real-time information to inform planning and policy development to ensure limited public and private resources are deployed efficiently and effectively. Michigan 2-1-1 is part of a national initiative that is available to **92% of the U.S.** population in all 50 states, D.C. and Puerto Rico.

### Michigan 2-1-1 Quick Facts

- Following consolidation of the Hands On Battle Creek and SW Michigan 2-1-1 providers, seven regional 2-1-1 Centers manage Michigan's most up-to-date, comprehensive health and human service database listing of **8,000 agencies offering over 30,000 services** in over 180 languages. There were **over 100,000 updates** to the database in FY 2014.
- Provided 677,179 phone-based referrals in FY 2014 and supported over 550,000 web-based searches of the online 2-1-1 database. In addition the system worked with callers to problem solve and identify their options with 48,883 requests for assistance where no service was available.
- Over 97% of Michigan's population has 2-1-1 access and online searchable resource databases are available statewide. Seven counties in NW Michigan have limited service due to local funding challenges. Michigan 2-1-1 continues to work with 2-1-1 providers and community partners to identify sustainable funding sources to support access for all Michigan residents.

### Recent Accomplishments

- December 2014 – The SE Michigan flood Response Coordination Center that was built on the 2-1-1 contact platform stands down after handling 20,490 calls for assistance from households affected by the August 2014 flooding. Early 2-1-1 data on flood calls shown to be useful indicator of overall demand for flood assistance. (See maps below)
- December 2014 – Michigan Association of United Ways secures a \$5 million two year grant through the Michigan Health Endowment Foundation, including \$1.1 million for Michigan 2-1-1 to help link families with children on Medicaid to enhanced assistance to address social determinants of health and support better health outcomes.
- February 2015 – MI 211 center leadership attended a contact center manager certification training to provide a common foundation for statewide performance tracking and quality assurance.
- May 2015 – MI 211 and MCSC present on the coordinated flood response partnership at the Great Lakes Homeland Security Training Conference.
- June 2015 – [www.211Counts.org](http://www.211Counts.org) web site launches, providing real-time updates on community needs based on 2-1-1 referrals. The site maps referrals and allows searches based on county, legislative and congressional district boundaries.
- June 2015 – Michigan Community Service Commission awards MI 211 a matching grant for ten AmeriCorps positions to expand outreach and support to veterans.
- Secured over \$1,600,000 in funding (including \$500,000 from State of Michigan) to support 2-1-1 services and the shared statewide technology platform in FY 2015-16.

### What's Next

- Proposals have been submitted to MPSC to designate NE Michigan 2-1-1 as the regional home for 2-1-1 service in Iosco and Ogemaw Counties. A proposal for St. Clair County is under development and will be



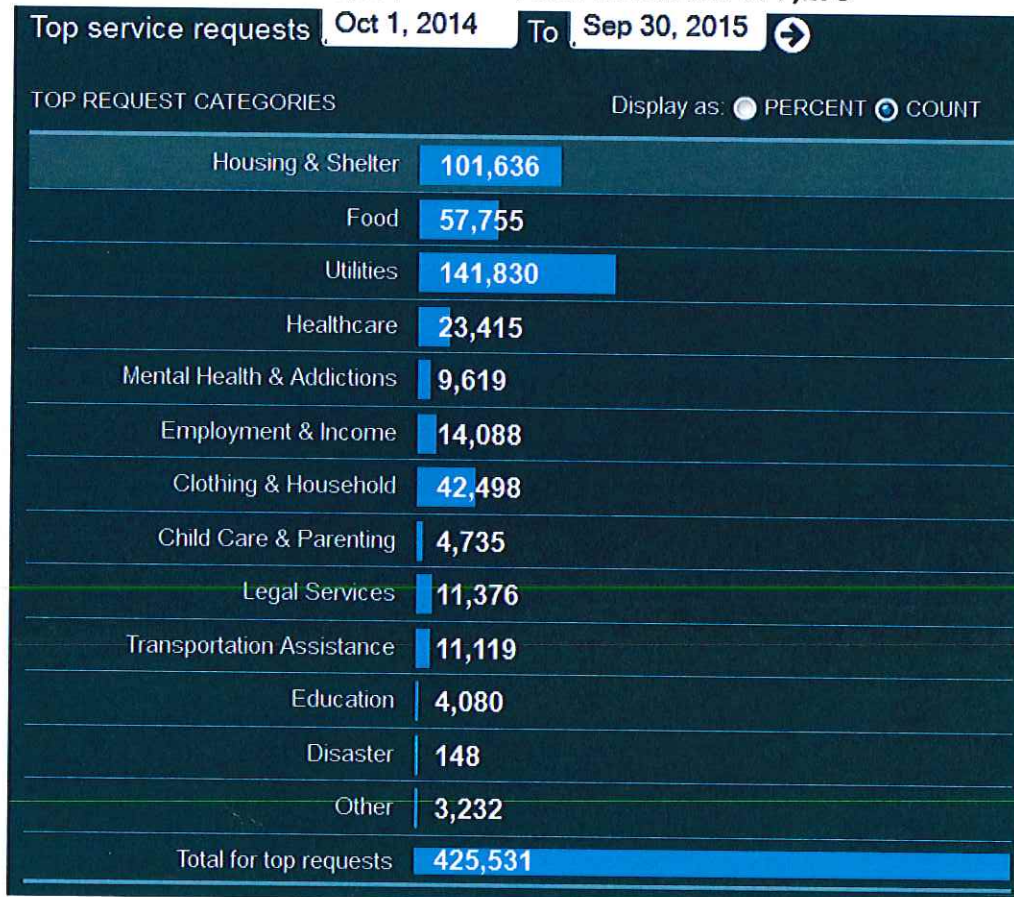
submitted in the first quarter of FY 2015-16. Implementing statewide quality assurance practices to track performance and improve the user experience with 2-1-1.

- Providing Veteran/Military Cultural Competency training to AmeriCorps and other 2-1-1 staff.
- Testing and deploying a mobile app for searching the 2-1-1 database of services.
- Expanding online chat access and testing text-based assistance.

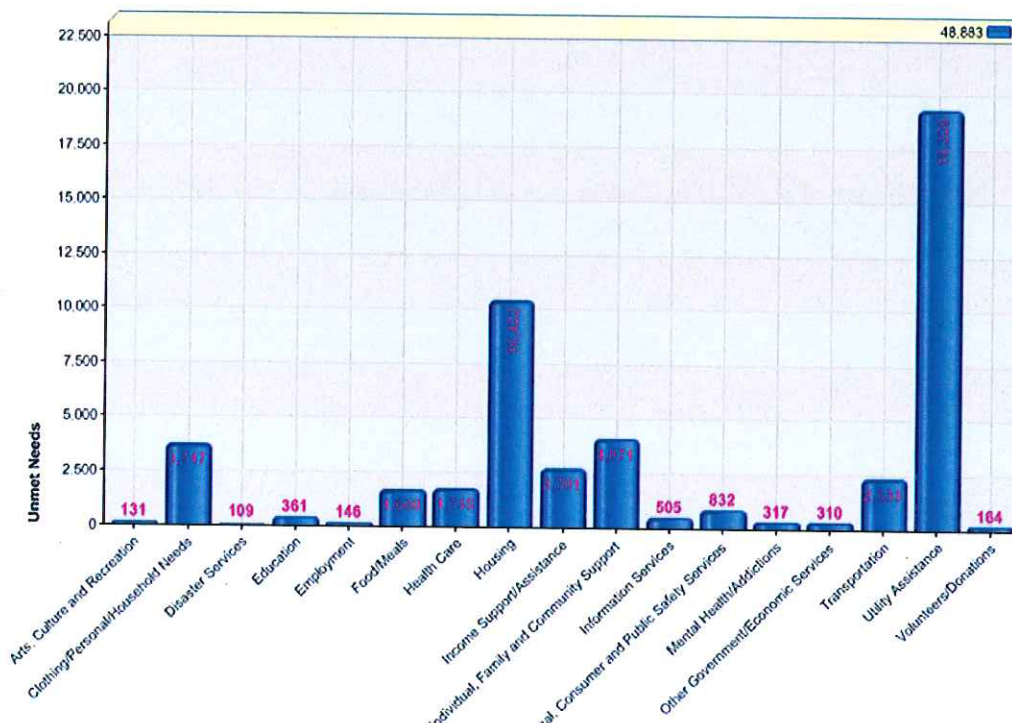
### Michigan 2-1-1 Callers Referrals by Need FY 2014 (Oct. 1, 2014 – Sept. 30, 2015)

Total Calls: 436,777

Total Referrals: 677,179



### Michigan 2-1-1 Unmet Caller Needs FY 2014-15



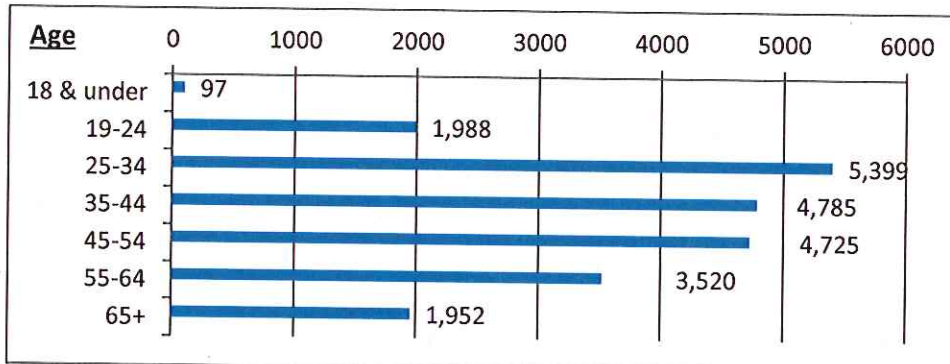
## 2-1-1 Demographic Data Collection FY 2014 (Oct. 1, 2015 – Sept. 30, 2015)

In FY 2014-15 the Michigan 2-1-1 partners used randomizing software embedded in the inContact call management platform to flag a random sample of callers for demographic data collection. Overall response rates to individual questions varied, but the data set for each category includes a minimum of 21,900 responses yielding a Margin of Error (MOE) of less than 1% with a confidence level of 99%.

### 1. Age

N=22,466

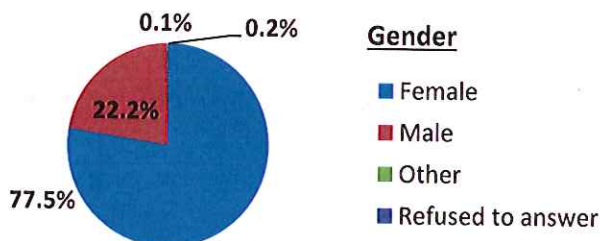
18 & under	0.4%
19-24	8.8%
25-34	24.0%
35-44	21.3%
45-54	21.0%
55-64	15.7%
65+	8.7%
<b>Average Age</b>	<b>43.3</b>



### 2. Gender

N=34,684

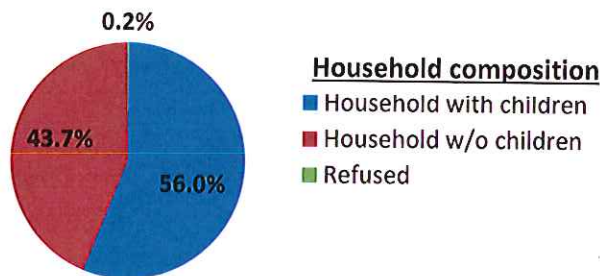
Female	77.5%
Male	22.2%
Other	0.1%
Refused to answer	0.2%



### 3. Household composition

N=24,152

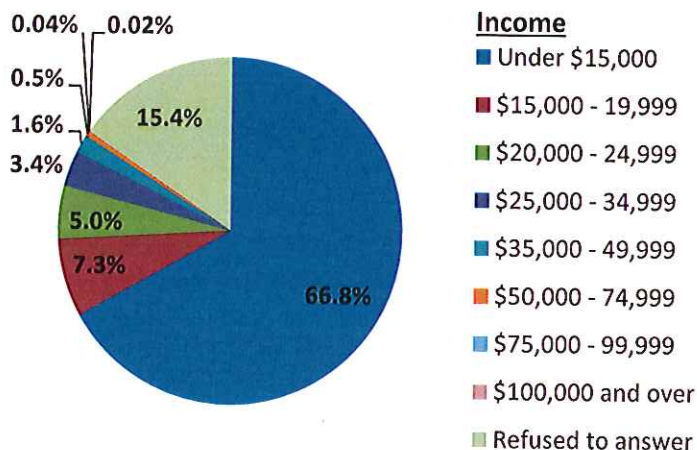
Married no children	4.5%
Married with children	10.8%
Partners no children	1.9%
Partners with children	3.9%
Single Person Household	34.5%
Single with children	41.3%
Nonfamily household	2.7%
Refused/No answer	0.2%



### 4. Income

N=21,502

No Income	10.9%
Less than \$10,000	42.5%
\$10,000 - 14,999	13.3%
\$15,000 - 19,999	7.3%
\$20,000 - 24,999	5.0%
\$25,000 - 34,999	3.4%
\$35,000 - 49,999	1.6%
\$50,000 - 74,999	0.5%
\$75,000 - 99,999	0.04%
\$100,000 and over	0.02%
Refused to answer	15.4%

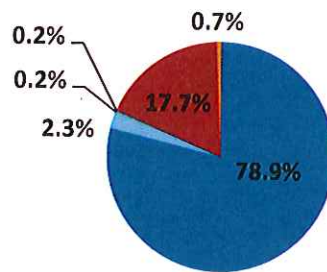




## 5. DHS Client Status

N=23,471

Current DHS client	78.9%
Former DHS client	2.3
Current foster care	0.2%
Former foster care	0.2%
Not applicable	17.7%
Refused to answer	0.7%

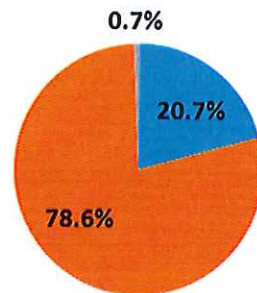


### DHS Client Status

- Current DHS client
- Former DHS client
- Current foster care
- Former foster care
- Not applicable
- Refused to answer

## 6. Transportation Access

I am unable to use available transportation options	0.5%
I do not have access to transportation	5.9%
I get help from family or friends for transportation	14.2%
I have transportation	78.6%
Refused to answer	0.7%



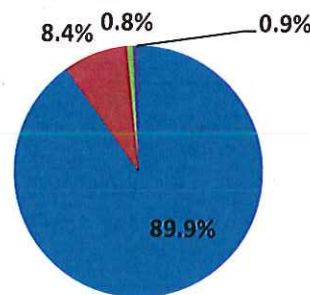
### Transportation Access

- Needs help with transportation
- Has reliable transportation
- Refused to answer

## 7. Medical insurance/Healthy Michigan?

N=23,572

Yes	84.5%
No	12.3%
Referral given	1.1%
Refused to answer	2.1%



### Insurance

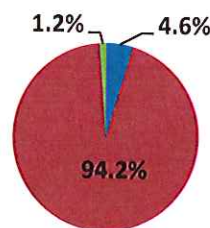
- Yes
- No
- Referral given
- Refused to answer

## 8. Veteran Status

Over the course of a call, most agents ask *"Have you or a member of your household ever served in the air force, army, coast guard, marines or navy?"*. Michigan 2-1-1 partners coordinate closely with Michigan Veteran Affairs Agency's 1-800-MICH-VET hotline to ensure veteran and military family callers receive all available assistance.

N=268,470

Yes	4.70%
No	70.5%
Declined to Respond	0.8%
Not Applicable	23.9%



### Veteran Status

- Yes
- No
- Declined to Respond

Top Five Referrals for Veteran Households	Count	Percent
Electric Service Payment Assistance Total	4,746	48.7%
Gas Service Payment Assistance Total	1,830	18.8%
Food Pantries Total	1,351	13.9%
Rent Payment Assistance Total	1,064	10.9%
Veteran Benefits Assistance Total	749	7.7%

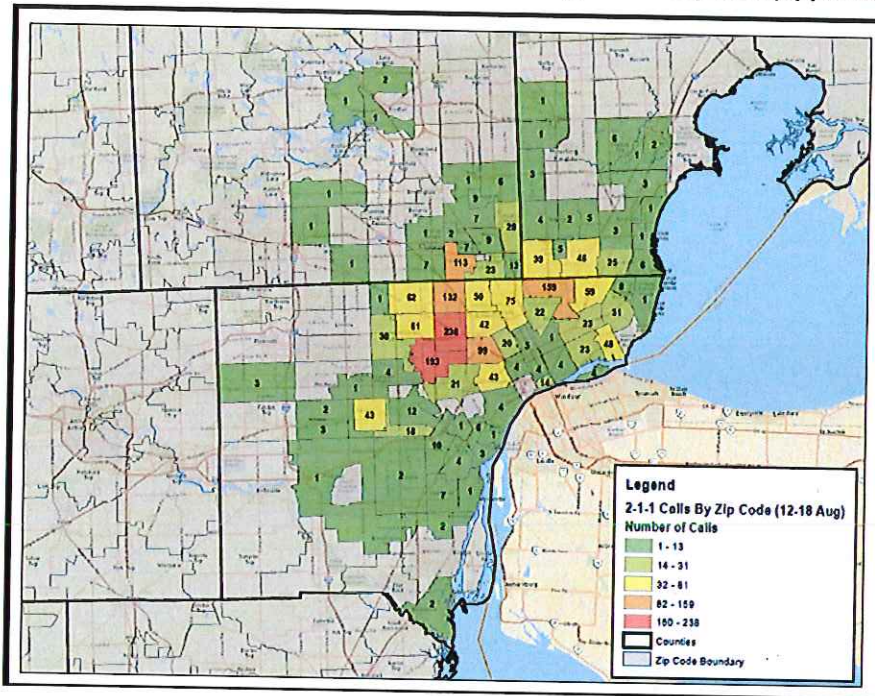
Top Five Unmet Needs for Veteran Households	Count	Percent
Electric Service Payment Assistance Total	239	42.8%
Gas Service Payment Assistance Total	123	22.0%
Rent Payment Assistance Total	113	20.3%
Water Service Payment Assistance Total	43	7.7%
Food Pantries Total	40	7.2%



## SE Michigan Flood Response Data

On Monday, August 11, 2014 Southeast Michigan was hit by severe rains that caused extensive flooding throughout the region. United Way of SE Michigan 2-1-1 began fielding calls from affected residents while the rain was still falling. Call data was shared with FEMA to map the pattern of demand for assistance. When comparing the initial pattern of 800 calls to 2-1-1 in the first week of the response to the final distribution of over 120,000 households that registered for FEMA assistance by mid-December (four months later), the correlation between zip codes was clearly evident. This indicates early 2-1-1 data could be a useful indicator for determining where to deploy resources in a disaster response.

**Map of flood assistance calls to 2-1-1 from August 12-18, 2014 (approximately 800 calls)**



**Map of FEMA Flood Assistance Registrations as of December 15, 2014 (125,000+ registrations)**

