

# Michigan 211 Report

(FY2017 Appropriation Act - Public Act 268 of 2016)

**September 30, 2017**

Sec. 307. (1) From the funds appropriated in part 1 for demonstration projects, \$950,000.00 shall be distributed as provided in subsection (2). The amount distributed under this subsection shall not exceed 50% of the total operating expenses of the program described in subsection (2), with the remaining 50% paid by local United Way organizations and other nonprofit organizations and foundations.

(2) Funds distributed under subsection (1) shall be distributed to Michigan 2-1-1, a nonprofit corporation organized under the laws of this state that is exempt from federal income tax under section 501(c)(3) of the internal revenue code of 1986, 26 USC 501(c)(3), and whose mission is to coordinate and support a statewide 2-1-1 system. Michigan 2-1-1 shall use the funds only to fulfill the Michigan 2-1-1 business plan adopted by Michigan 2-1-1 in January 2005.

(3) Michigan 2-1-1 shall refer to the department any calls received reporting fraud, waste, or abuse of state-administered public assistance.

***(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, the senate and house appropriations subcommittees on the department budget, and the senate and house fiscal agencies, including, but not limited to, call volume by 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 Status Report: October 1, 2016 – September 30, 2017

**211 Database:** Figures reflect a point-in-time count as of September 30, 2017

- **7,058 active agencies at 14,187 sites across Michigan**
  - 132 new agencies added with 391 new service delivery sites
  - 528 inactive agencies at 993 sites
- **5,577 agencies were fully updated in the past 10 months**
  - 80.5% of all agency records received a full annual review and update, including all programs and services offered, in accordance with the national standard established by the Alliance of Information and Referral Systems.
- **28,519 active programs and services aka “Service Groups” (5,672 inactive)**
  - 1,373 new programs and services added
  - 5,672 inactive programs and services

**Note:** Active agencies and sites are those that are providing services and assistance as of September 30, 2017. Inactive records indicate services are not being provided on September 30, 2017. This includes seasonally active services like Holiday Meal programs and free tax preparation sites, or those that have reached their capacity or used all available funding and have asked 2-1-1 to temporarily suspend providing referrals to new clients.

**Calls and Referrals:** 329,922 calls were handled by 2-1-1 partners compared to 400,981 (17.7% decrease) for the same time period in the previous fiscal year. This significant decrease in the volume of calls was paralleled by a drop in the number of phone-based referrals to 568,761 from 663,540 referrals (14.3% decrease) the previous year.

This drop in phone-based referrals is almost entirely offset by a dramatic increase in visits to the MI211 website for assistance. Visits increased 52% from 260,097 to 395,293 and visitors completed a total of 317,514 searches for services. Overall, the combined call and web referral totals decreased only slightly, a mere 1.4% from 899,329 to 886,275 contacts. This difference is most likely a decrease in Flint-water response referrals.

### Web site Usage

The shift in demand from calls to online-search reflects changing national patterns in how customers choose to access 2-1-1 services.

Increasingly, people prefer to search online for services rather than dial 2-1-1 to talk with an agent. The Michigan 2-1-1 database is available for the public to search at [www.mi211.org](http://www.mi211.org). Each of the regional 2-1-1 service providers also has its own web site that also provides a link to the statewide database. Web analytics reveal in FY 2016-17 there were:

<b>Site visits to Michigan 2-1-1 state and local 2-1-1 partner sites:</b>	395,293	52% increase
<b>Total online database searches:</b>	317,514	22% increase
<b>Unique visitors to Michigan 2-1-1 web sites:</b>	129,827	41% increase
<b>Average time spent on site per visit:</b>		10.7 minutes

The decrease in time spent on the web site, combined with the increase in online searches, could indicate users are becoming more familiar with the site and finding it easier to navigate to find the resources they need.

**Unmet Needs:** Michigan 2-1-1 partners track callers’ needs using a problem need code. This allows the system to track unique needs and can be considered a more accurate reflection of overall demand for services than the number of referrals provided to callers. For example, a caller may call about both a utility shutoff notice and a lack of food. If they receive one referral for utility assistance and two for food pantries, the reporting system would count:

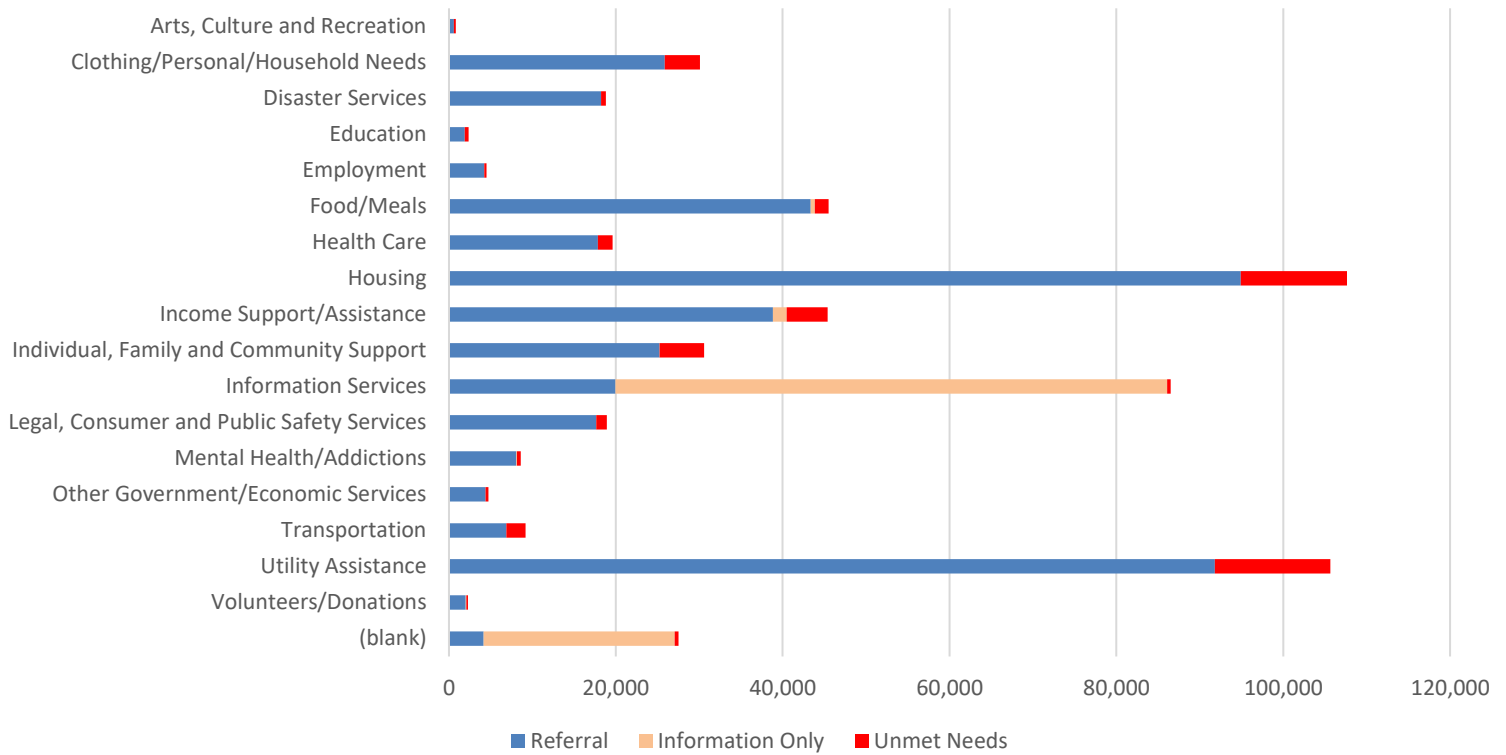
1 call, 2 Problem needs (utility assistance and food/meals), 3 referrals. When there is not a program or service to address a problem need, this is recorded as an unmet need.

Unmet needs record when a program or service is not available to assist a caller. Reasons for unmet needs include:

- Does not meet eligibility requirements
- Lack of transportation to access
- Service is not available when needed (e.g. outside regular business hours)
- There are not services available.

48,764 unmet needs were recorded in FY2016-17 or 10.2% of the 476,003 problem needs recorded, a slight decrease in the percentage of unmet needs from the past year.

### FY 2016-17 Unduplicated Problem Needs and Unmet Needs N= 425,890 Needs with referrals/91,306 Information Only/51,565 Unmet Needs



### **Text Messaging**

As of September 30, 2017 all Michigan 211 centers have implemented text messaging as a new option for accessing information and referral services. Any resident can text their zip code to 898211 (TXT211)

### **Integrated Services Delivery Pilot**

In the summer of 2017, Michigan 2-1-1 and MDHHS entered a strategic partnership to utilize the 2-1-1 platform and resource database to support a pilot of the Integrated Service Delivery project in Muskegon County. Through this work, Michigan 2-1-1 will be migrating records management from the previous database vendor, InContact to VisionLink software. In early September, Michigan 2-1-1 met the first major deliverable for the pilot implementation, which involved providing the ISD system access to northwest Michigan and the statewide resource database and then using an Application Program Interface (API) to share information between the systems. The system is expected to go statewide in March 2018.

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**Disaster and Crisis Response**

**Includes Zip Codes 48420, 48423, 48458, 48502, 48503, 48504, 48505, 48506, 48507, 48509, 48532**

Michigan 2-1-1 has continued to play an active role in responding to the Flint Water Crisis helping local residents find water and other aid. In FY 2017 Central Michigan 2-1-1 handled 17,488 requests for water-related needs from Flint residents. The ongoing response to resident needs has been integrated in to daily services at Michigan 2-1-1.

During the fiscal year Central Michigan 2-1-1 provided 49,522 referrals to Flint residents, including 18,173 for water-related needs. The top water related requests in Flint were for:

- **Disaster-related drinking water**                      Referrals: 15,731    Unmet Need: 262
- **Water filters**    Referrals: 1,149    Unmet Need: 74
- **Disaster-specific home repairs**                      Referrals: 488    Unmet Needs: 8
- **Water quality information**                      Referrals: 129    Unmet Needs: 4
- **Water Heaters**    Referrals: 128    Unmet Needs: 12
- **Recycling programs**    Referrals: 119    Unmet Needs: 0
- **Water testing**    Referrals: 114    Unmet Needs: 3

**Midland:**

On July 21, 2017, Governor Rick Snyder requested a major disaster declaration due to severe storms and flooding during the period of June 22-27, 2017. The Governor requested a declaration for Individual Assistance four counties and Hazard Mitigation statewide. On August 2, 2017, President Trump declared that a major disaster exists in the State of Michigan. This declaration made Individual Assistance requested by the Governor available to affected individuals and households in Bay, Gladwin, Isabella, and Midland Counties and the Saginaw Chippewa Tribe within Isabella County.

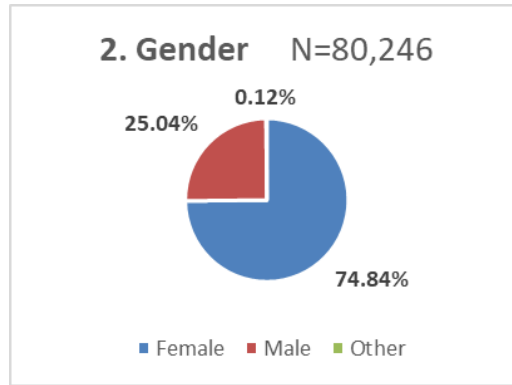
Seven Michigan 211 Centers Participating in the flood Response fielding over 1,192 calls making referrals for disaster services (34.17%), government services (12.10%), housing (7.04%), clothing/personal items (5.22%) and much more. 2-1-1 directly registered 422 callers for reimbursement assistance for damaged appliances or mattresses, and entered 755 damage claims in crisiscleanup.org. Registered volunteers (117) were entered into the resource database, assisting hundreds of callers in being paired with needs such as debris clean-up. The greatest unmet needs were for government/economic services (1.87%) and clothing/personal/household needs (1.028%).

**2-1-1 Demographic Data Collection FY 2016-17 (Oct. 1, 2016 – Sept. 30, 2017)**

The Michigan 2-1-1 partners used randomizing software embedded in the inContact call management platform to flag a 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 10,341 responses yielding a Margin of Error (MOE) of less than 1% with a confidence level of 99%.

**1. Age**

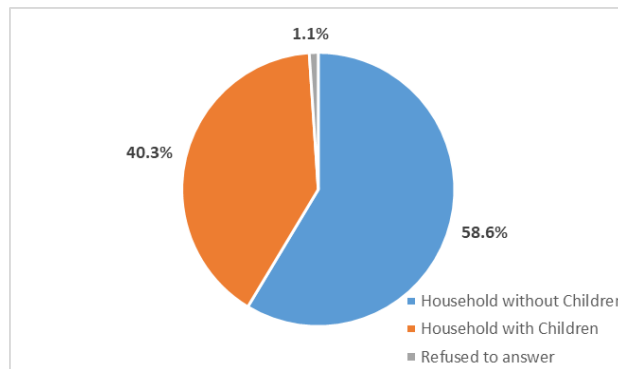
<b>N=16,182</b>	
18 & under	0.9%
19-24	8.0%
25-34	17.9%
35-44	14.5%
45-54	17.3%
55-64	22.1%
65+	19.4%
<b>Average Age</b>	<b>48.7</b>



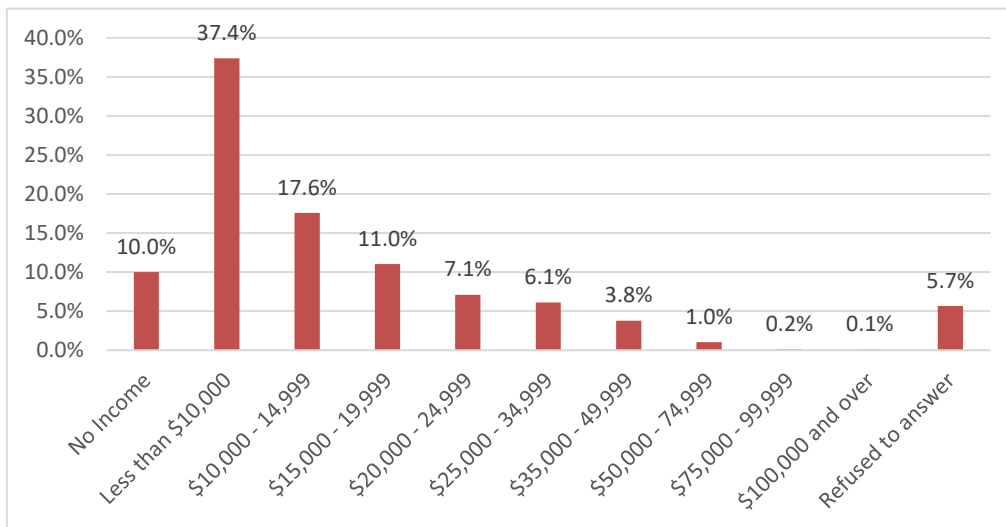
**3. Household composition**

**N=16,836**

Married no children	7.2%
Married with children	8.6%
Partners no children	2.2%
Partners with children	4.0%
Single Person Household	43.5%
Single with children	27.7%
Nonfamily household	5.8%
Refused/No answer	1.1%



**4. Income N = 12,525**



**5. DHHS Client Status**

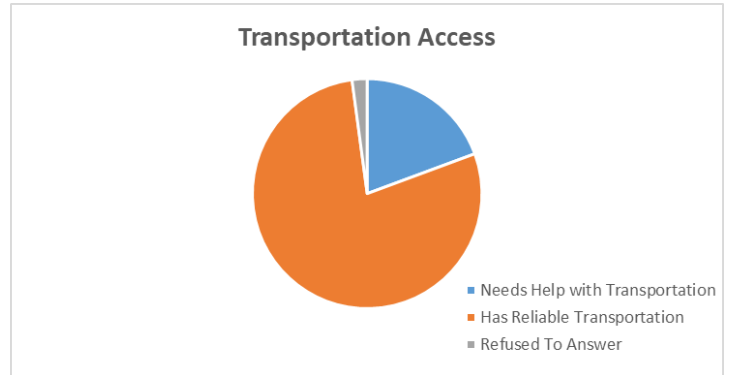
**N=22,567**

Current DHS client	77.8%
Former DHS client	3.3%
Current foster care	0.08%
Former foster care	0.28%
Not applicable	17.1%
Refused to answer	1.4%

**6. Transportation Access**

**N=15,661**

I am unable to use available transportation options	1.8%
I do not have access to transportation	17.6%
I get help from family or friends for transportation	9.3%
I have transportation	69.2%
Refused to answer	2.11%



**7. Medical insurance/Healthy Michigan?**

**N=17,298**

Yes	89.9%
No	7.5%
Referral given	1.0 %
Refused to Answer	1.3%

