

# Michigan 211

(FY2018 Appropriation Act - Public Act 107 of 2017)

**October 31, 2018**

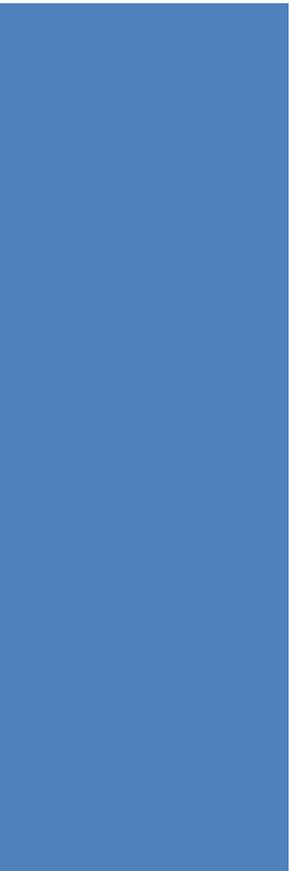
**Sec. 307.** (1) *From the funds appropriated in part 1 for demonstration projects, \$950,000.00 shall be distributed as provided in subsection (2). The amount distributed under this subsection shall not exceed 50% of the total operating expenses of the program described in subsection (2), with the 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, 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 2-1-1 FY 2018 Report  
to the  
Michigan Department of Health  
and Human Services on  
Infrastructure, Data and  
Activities**

## **Michigan 2-1-1**

Website: [mi211.org](http://mi211.org)

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# BACKGROUND

## About 2-1-1

2-1-1 connects people to information, resources and services when they need or want to give help. 2-1-1 provides local, statewide and national resources that range from employment, family support, food, government services, health, housing, public benefits, to volunteerism, youth services and more. People in need of assistance can access help by calling 2-1-1, visiting [www.mi211.org](http://www.mi211.org) or texting their zip code to 898-211.

## About Michigan 2-1-1 (MI 211)

The Michigan 2-1-1 (MI 211) state office is the coordinating body for a network of seven regional contact centers that help people in need of assistance to access services. MI 211 supports statewide collaboration and service delivery among regional partners through shared infrastructure, funding assistance, and best practice guidance. MI 211 is financially supported by public and private funds at the local, state and federal level.

Through a combination of donations, grants and contracts, MI 211 provides regional partners with support in the following areas:

- Advocacy
- Data, analytics and reporting
- Legal and regulatory support
- Quality assurance
- Technical support
- Training

## The 2-1-1 Network

Seven regional contact centers provide services statewide. These regional centers are:

- 211 Northeast Michigan
- CALL 2-1-1
- Central Michigan 2-1-1
- Gryphon Place 2-11
- Heart of West Michigan United Way 2-1-1
- UPCAP 2-1-1
- UWSEM 2-1-1

# ANNUAL ACTIVITIES AND DATA REPORT

## Background

Each year, MI 211 prepares an annual performance report for the Michigan Department Health and Human Services (MDHHS). The 2018 report contains information on the status of the MI 211 Infrastructure, caller and demographic data, as well as activities related to and required to be reported under the MDHHS General Fund (GF) and Integrated Service Delivery (ISD) project contract. This report covers the period from October 1, 2017 - September 30, 2018.

In 2017, MI 211 worked hand-in-hand with MDHHS in the development and deployment of the Michigan Integrated Service Delivery (ISD) project. This relationship opened the door for several infrastructure improvements including a move to a new resource database platform, increase in staffing, enhanced analytics and reporting and upgraded contact and communication options. Successful demonstration of coordination and capacity by the MI 211 state office and regional partners has led to new opportunities for statewide, scalable projects which have the potential to be replicable for other (nongovernmental) industries as well as to be a source of ongoing revenue for the system. In addition, spurred interest from new potential MI 211 partners which has solidified a long-held belief that there is substantive value to the 2-1-1 database, and that if effectively maintained and promoted the potential is endless.

## Reports

### *Infrastructure*

In FY 2018, MI 211 has increased staffing levels to meet the demand of the ISD project and prepare for additional growth. Funding from the State of Michigan for general funds as well as the ISD project allowed MI 211 to bring on desperately needed capacity in the form of a statewide database director, an analytics and reporting director, statewide training and quality assurance coordinators, resource specialists and a technology support specialist. These roles were filled with seasoned 2-1-1 veterans, knowledgeable in the operational capabilities of MI 211 and regional partners, and familiar with the potential for growth and expansion. This added capacity has enhanced the ISD contract, and supported implementation of statewide standards of quality that will serve MI 211 well into the future.

As is frequently the case when technology and operations undergo conversion and scaling, some challenges have presented themselves. For example, in the fall of 2017, Michigan 211 initiated a database conversion from the existing database software of RTM Designs ReferNET to VisionLink Community OS2 software. Shortly thereafter, MI 211 also began transitioning the mi211.org website platform from existing vendor, Boxcar, to a new, more dynamic website platform and content management system through vendor Gravity Works. Both the database and website are critical elements for annual data reporting and analytics, and unfortunately, both systems experienced conversion disruptions resulting in losses of data and information. While staff is working diligently to revise and refine functionality of the new system, some limitations exist in terms of data consistency and the ability to present this report as a year-year comparison.

### *Public Searches Report (Mi211.org Online Searches Report)*

As mentioned above, the mi211.org website has undergone a visual and programming overhaul which spanned the first six months of 2018. The website is now operational, with tracking and reporting restored, however, critical user data during the conversion was lost. In July of 2018, vendor Visionlink begin reporting limited metrics on website activity from July 2018 - September 2018. These metrics are not consistent with the legacy software, and a year-year comparison cannot be provided. With the launch of the new Gravity Works site in 2018, more advanced reporting has been initiated and full analytics are expected to be available for FY 2019.

The snapshot below provides user activity as captured by Visionlink for the period July 1, 2018-September 30, 2018.

Page Type	Unique Views
/211guided-search	4,052
/websearch (keyword)	3,821
/advancedsearch	2,014

### Resource Management Database Report

The ISD partnership supported additional resource management capacity across the MI 211 Network in FY2018, providing additional resource engagement efforts and dedicated staffing. Though formal update process has declined in large part to software limitations, new resources have been identified and included into the database. As of September 30, 2018, the MI 211 resource database contained the following agencies and services:

Resource Database Management Statistics	FY: 2017	FY: 2018
Active Agencies	7,058	7,709
Active Sites	14,187	13,530
Active Programs/Service Groups	28,519	36,773
Inactive Program/Service Groups <sup>1</sup>	5,672	2,629
New Agencies	132	133
Updated Agencies (Formal Updates)	5,577	3,088 <sup>2</sup>
Percentage of Agency Records Receiving Full Annual Review and Update	80.5%	40.0%

Source: 2018 Michigan 2-1-1

### Contacts Report

382,292 contacts were handled by 2-1-1 partners in FY 2018, compared to 399,026 for the same time period in the previous fiscal year. Contacts include phone (99.5% of contacts), email, chat, text, mail, social media and in-person visits. The table below describes the top reasons people contacted 2-1-1 in FY2017 and 2018.

Top Reasons for Contacting 2-1-1 in FY 2017	Top Reason for Contacting 2-1-1 in FY 2018
<ul style="list-style-type: none"> <li>Utility Assistance (23.7%)</li> </ul>	<ul style="list-style-type: none"> <li>Utility Assistance (24.5%)</li> </ul>
<ul style="list-style-type: none"> <li>Housing (19.6%)</li> </ul>	<ul style="list-style-type: none"> <li>Housing (20.9%)</li> </ul>
<ul style="list-style-type: none"> <li>Income Support &amp; Assistance (10.1%)</li> </ul>	<ul style="list-style-type: none"> <li>Food/Meals (11.1%)</li> </ul>
<ul style="list-style-type: none"> <li>Food/Meals (9.7%)</li> </ul>	<ul style="list-style-type: none"> <li>Income Support &amp; Assistance (11.0%)</li> </ul>
<ul style="list-style-type: none"> <li>Individual, Family &amp; Community Support (6.2%)</li> </ul>	<ul style="list-style-type: none"> <li>Individual, Family &amp; Community Support (6.2%)</li> </ul>

Source: 2018 Michigan 2-1-1

<sup>1</sup> Inactive records indicate services are not being provided on September 30, 2018. 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 services.

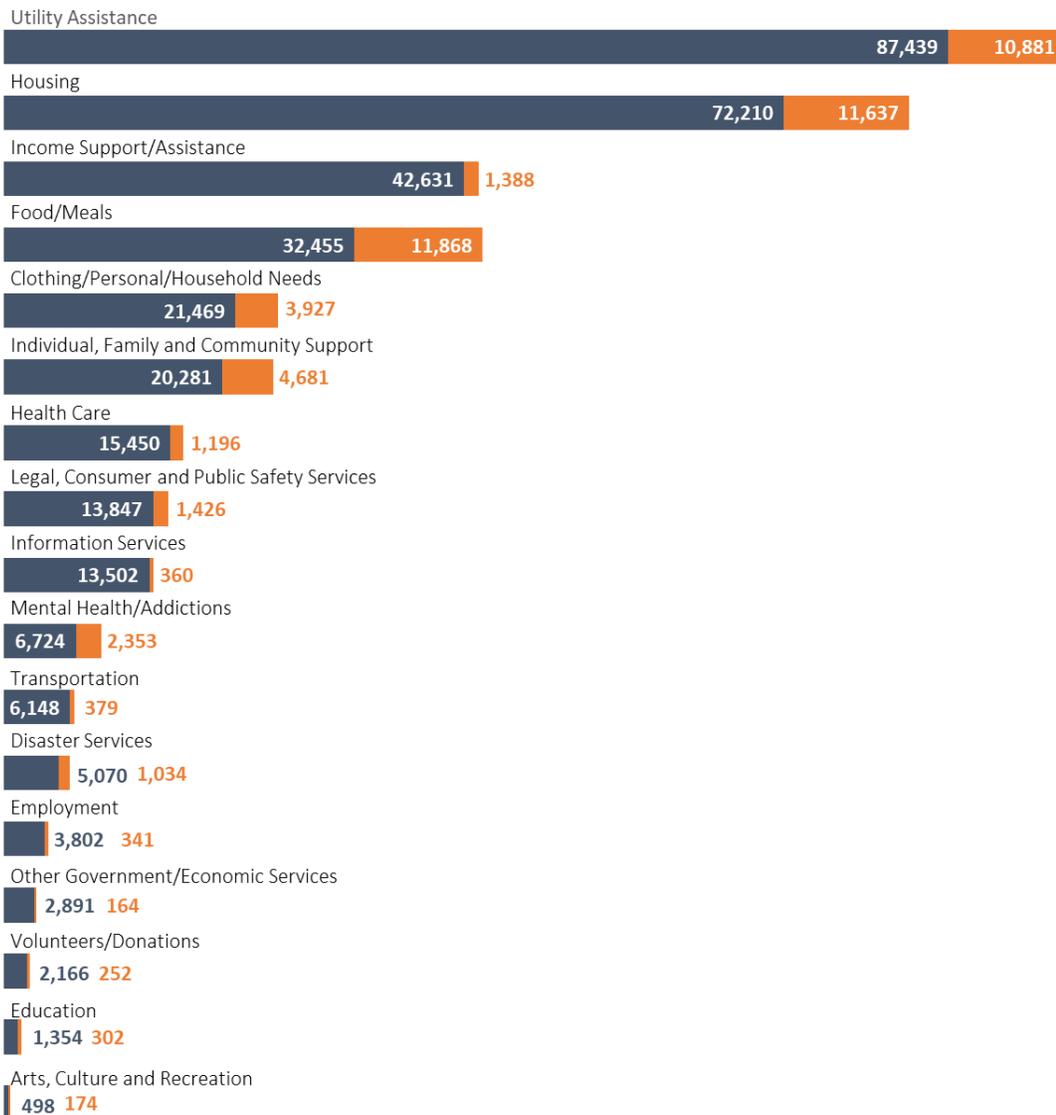
<sup>2</sup> The formal update tools required by vendor Visionlink software were found to be missing significant functionality and centers were forced to implement work-arounds to update records. This task is a high-priority update, currently under development/resolution with Visionlink.

## Referrals and Unmet Needs

2-1-1 partners track callers' needs using problem need categories. This allows the system to track the total number of actions associated with a caller's problems, in addition to the number of referrals provided to callers. For example, a caller may call about both a utility shutoff notice and food insecurity. 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**. The chart below depicts the ratio of referrals and unmet needs for each problem needs category. See AIRS Problem/Needs Category and Definitions in the Appendix for more information about each category.

## Referrals and Unmet Needs by AIRS Problem Need Categories in Michigan, FY 2018



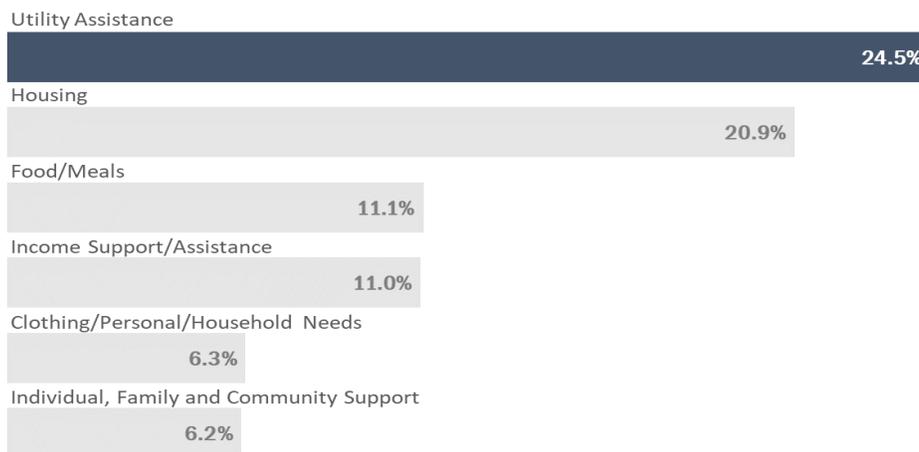
When there is not a program or service to address a problem need, or the information does not meet the caller's need, this is recorded as an **unmet need**.

In FY18, the top reasons for unmet needs include:

- A service was not available for the caller's need (28.2%)
- The caller had an immediate need and no resource was available (15.4%)
- Service registration was full or caller contacted 2-1-1 past registration deadline (13.1%)
- Client refused the referral, though a service was available (7.1%)
- Client was ineligible for service due to documentation requirements (7.0%)

The top referrals for MI 211 contacts in 2018 were:

**Utility Assistance** was the highest need among those contacting 2-1-1 for resources in Michigan



### **Annual Analytics Report**

Numerous statewide and customized reports have been produced to help regional 2-1-1 partners understand service trends, and information and referral service provision in communities as well as internal quality improvement opportunities. MI 211 continues to work with the new software vendor to improve reporting accessible and available on platform. Current reports developed include:

- Statewide Client data
- Statewide Interaction data
- Nearly 70 Customized Reports for regional 2-1-1 centers
- Resource Database Quality Reports

### **Annual Training Activities Report**

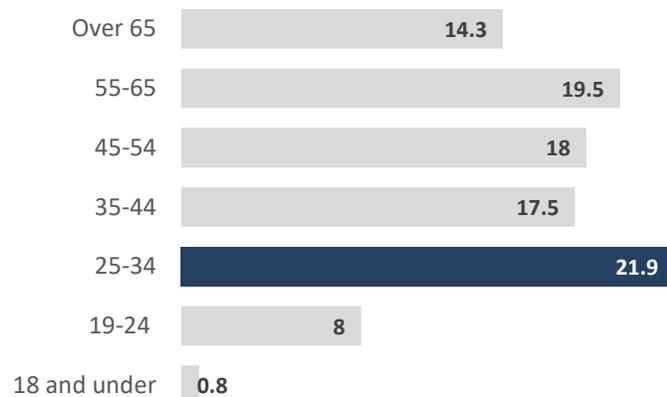
A "Resource Specialist 101" training content and checklist (guide) was created for new resource management staff to promote fidelity and consistency of training. This training covers both software and AIRS resource database-related content. Training was delivered on May 7, 2018 to Gryphon Place resource management staff. Trainings have been offered to other regional partners, but no additional trainings have been requested to date.

## Demographic Reports

When an individual contacts 2-1-1, they are asked to provide their age and gender as part of the call intake process. Information on these questions have been compiled from data provided by regional 2-1-1 partners.

### Age

Age	Percentage of Contacts Sampled
18 and under	0.8
19-24	8.0
25-34	21.9
35-44	17.5
45-54	18.0
55-65	19.5
Over 65	14.3



### Gender Identification

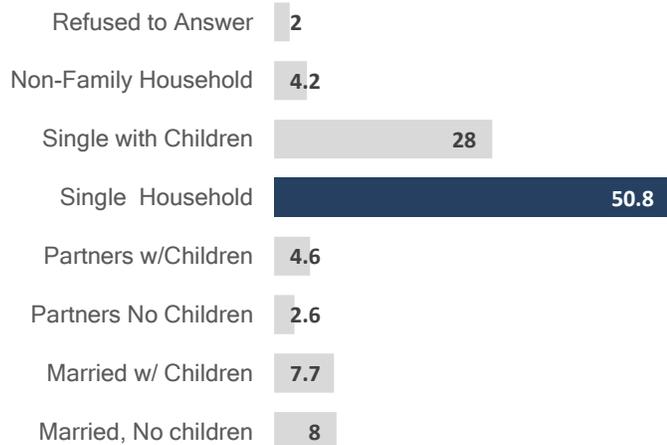
Descriptor	Percentage of Contacts Sampled
Male	24.5
Female	75.1
Don't Know	0.2
Refused	0.1
Other	0.1



Other demographic information is provided to MI 211 by regional partners through a survey process, because not everyone who contacts 2-1-1 wishes to provide identifying information. Regional 2-1-1 centers complete a minimum of 10,000 demographic surveys of willing callers each year, and results are reported to form a statewide caller profile. In completing a survey, callers can choose to respond to as much or as little information as they are comfortable providing--meaning that data can be extrapolated within the category, but not across categories.

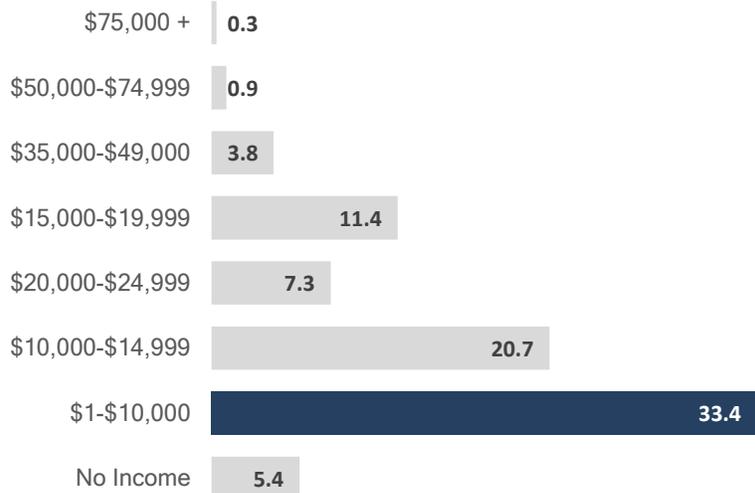
## Household Composition

Descriptor	Percentage of Contacts Sampled
Married - No Children	8.0
Married with Children	7.7
Partners - No Children	2.6
Partners with Children	4.6
Single Person Household	50.8
Single with Children	28.0
Non-Family Household	4.2
Refused to Answer	2.0



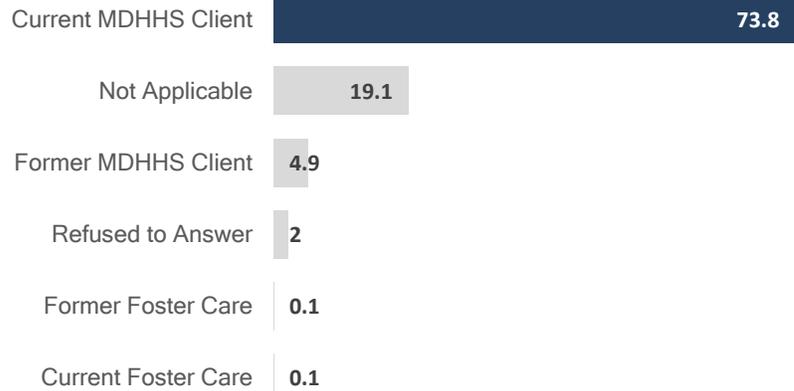
## Household Income

Range	Percentage of Contacts Sampled
<\$10,000	33.4
\$10,000-\$14,999	20.7
\$15,000-\$19,999	11.4
\$20,000-\$24,999	7.3
\$25,000-\$34,999	6.4
\$35,000-\$49,000	3.8
\$50,000-\$74,999	0.9
\$75,000 +	.3
Refused	10.8
No Income	5.4



## MDHHS Client Status

Client Status	Percentage Of Contacts Sampled
Current MDHHS Client	73.8
Not Applicable	19.1
Former MDHHS Client	4.9
Refused to Answer	2.0
Current Foster Care	0.1
Former Foster Care	0.1



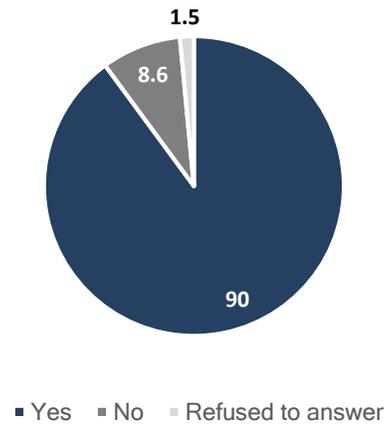
## Transportation Access

Transportation Access	Percentage of Contacts Sampled
I have transportation	75.2
I do not have access to Transportation	10.9
I get help from family/friends for transportation	8.4
Refused to answer	4.5
I am unable to use available transportation options	1.0



## Access to Medical Insurance/Healthy Michigan

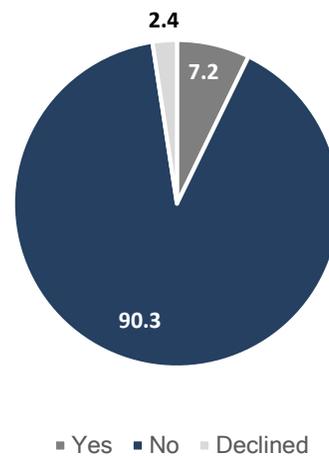
Access	Percentage of Contacts Sampled
Yes	90.0
No	8.6
Refused to Answer	1.5



Regional 2-1-1 partners also collect information on contact's Veterans' status:

## Veterans

Veteran	Percentage of Contacts Sampled
No	90.3
Yes	7.2
Declined	2.4



## Conclusion

2018 has been a year of transition and growth for MI 211. Our commitment to quality--both internally and when working with external stakeholders remains unwavering. Transitioning the 2-1-1 database and website in the same year was a heavy lift for our organization, and one that presented many lessons-learned in the process. In 2019, we are dedicated to capitalizing on those lessons to make the system stronger and better than before. We thank MDHHS for the opportunities, support and encouragement of our work and look forward to a robust partnership in the years to come.