

# Michigan 211

(FY2018 Appropriation Act - Public Act 207 of 2018)

**October 31, 2019**

*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 2019 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)

Tel: 517-664-9811  
330 Marshall, Suite 211  
Lansing, MI 48912



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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
- Community Access Line of the Lakeshore (CALL) 2-1-1
- Central Michigan 2-1-1
- Gryphon Place 2-1-1
- Heart of West Michigan United Way 2-1-1
- UPCAP 2-1-1
- United Way for Southeastern Michigan 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 2019 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, 2018 - September 30, 2019.

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.

After a difficult year, the MI211 Network undertook a thorough analysis of their software platform vendor and functionality needs of the system. This analysis resulted in an RFP process and migration to a different database software platform. As a result of multiple software conversions within the reporting period, some challenges have presented themselves. The disparate data structures of the platforms and integration of mi211.org website added complexity for combining data from multiple platforms and year-year comparison. While staff is working diligently to refine functionality and integration of the new system, some limitations exist in terms of data consistency and the ability to present this report as a year-to-year comparison.

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

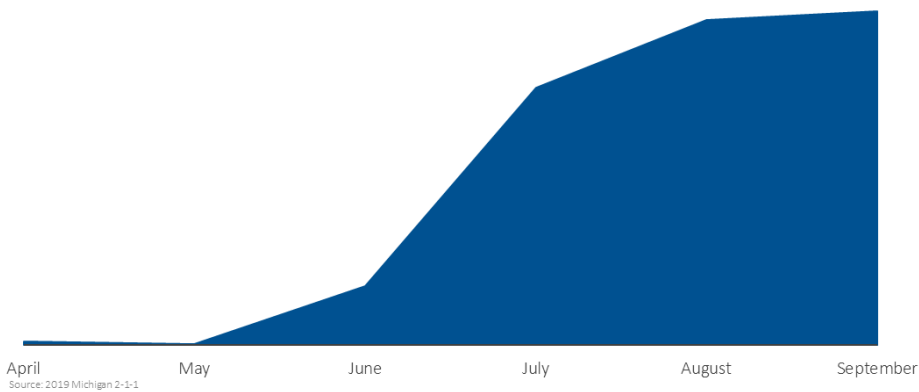
The mi211.org website had significant visual and programming changes in FY2018, including integration the 2-1-1 software platform. As such, programming revisions occurred as a result of the software migration to incorporate a new API, field functionality and database structure. The website is operational, however additional enhancements are scheduled, including enhanced reporting and analytics. The integrated analysis of public website searches is not yet available, however information related to the needs of public search users is available beginning April of 2019. These metrics are not consistent with the previous software, thus a year-year comparison cannot be provided. As the programming needs resulting from the software migration has stabilized, attention is focused on implementing more advanced reporting and full analytics are expected to be available for FY 2020.

The snapshot below provides the number of web searches captured by RTM Designs for the period April 15, 2019-September 30, 2019.

Year > Month	April	May	June	July	August	September	Total
Michigan 2-1-1.org	118	34	1,900	8,378	10,591	10,880	31,901

As of September 30th, 2019, the number of total web searches was 31,907. Of these, users are searching for MI211 resources using service names (e.g., Mortgage Payment Assistance). The MI211 website also provides searches by category and sub-categories or specific agency or program names.

Total **Web Searches** via mi211.org has consistently increased since its launch in April 2019



Total Number of Resources Searched: **31,901**

By taxonomy term: **21,449**

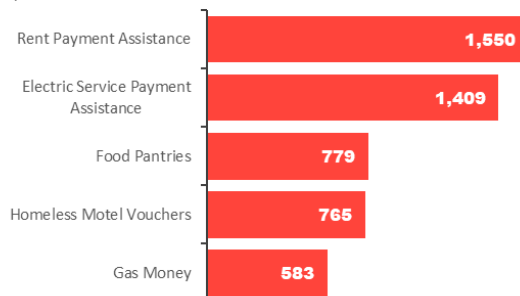
By category: **4,481**

By sub-category: **4,187**

By name of program, service, agency: **1,784**

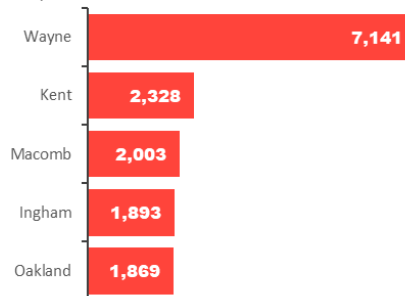
Although it is still early to analyze the impact for communities to access resources via the MI211 website, preliminary results show a growing interest for using this medium to access resources. In most cases, there is a correlation between communities that historically have high level of needs and high web searches.

#### Top 5 terms or services searched



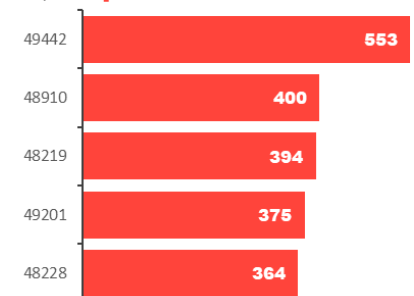
Source: 2019 Michigan 2-1-1

#### Top 5 counties searched



Source: 2019 Michigan 2-1-1

#### Top 5 zip-codes searched



Source: 2019 Michigan 2-1-1

The tables below show the top categories and sub-categories being used to search for resources in the website. In many cases, the user may just select a category providing limited information on the search. For instance, in Bill Payment Assistance, there were 5,151 searches, and of these, 1,202 were for Housing Expenses. However, there were 2,788 searches that could not be attached to a sub-category.

Top Categories and Sub-Categories	Total Searches	Top Categories and Sub-Categories	Total Searches
<b>Bill Payment Assistance</b>	<b>5,151</b>	<b>Food</b>	<b>779</b>
Not reported	2,788	Not reported	595
Housing Expenses	1,202	Emergency Food	131
Utility Expenses	520	Food Programs	38
Transportation Expenses	359	Meals	15
Other Expenses	152	<b>Housing And Utilities</b>	<b>687</b>
Medical Expenses	130	Not reported	251
<b>Community Services</b>	<b>618</b>	Emergency Shelter	140
Not reported	263	Home Improvement and Repairs	111
Holiday Programs	100	Housing Options	98
Individual Assistance	65	Housing Expense Assistance	46
Support Groups	63	Housing Support Programs	41
Parenting Support	63	<b>Transportation</b>	<b>345</b>
Animal Services	41	Not reported	207
Crime Prevention and Legal Services	23	Transportation Services	75
		Transportation Expense Assistance	63



## 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. The ability to conduct a formal update continued to be impaired, in large part to software limitations, however this functionality was restored the last quarter of FY2019. Despite this limitation, new resources continued to be identified and included into the database. Of note, the migration to a new software platform provided opportunities to restructure resource records which led to slight changes in the number of agency and site records. Ongoing quality assurance efforts are continuing to be performed to adjust to different programming, functionality, etc which explains the number of inactive program/service groups. As of September 30, 2019, the MI 211 resource database contained the following agencies and services:

Resource Database Management Statistics	FY: 2018	FY: 2019
Active Agencies	7,709	6,928
Active Sites	13,530	13,875
Active Programs/Service Groups	36,773	36,565
Inactive Program/Service Groups[1]	2,629	3,645
New Agencies	133	242
Updated Agencies (Formal Updates)[2]	3,088	5,348
Percentage of Agency Records Receiving Full Annual Review and Update	40.00%	78.00%

Source: 2019 Michigan 2-1-1

## Contacts Report

324,312 contacts were handled by 2-1-1 partners in FY 2019, compared to 382,292 for the same time period in the previous fiscal year. Contacts include phone (85.5% 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 FY2018 and 2019.

Top Reasons for Contacting 2-1-1 in FY 2018	Percent	Top Reasons for Contacting 2-1-1 in FY 2019	Percent
Utility Assistance	24.5%	Housing	25.9%
Housing	20.9%	Utility Assistance	21.4%
Food/Meals	11.1%	Income Support/Assistance	11.4%
Income Support/Assistance	11.0%	Food/Meals	11.1%
Individual, Family and Community Support	6.2%	Clothing/Personal/Household Needs	7.2%

Source: 2019 Michigan 2-1-1

## Referrals and Unmet Needs

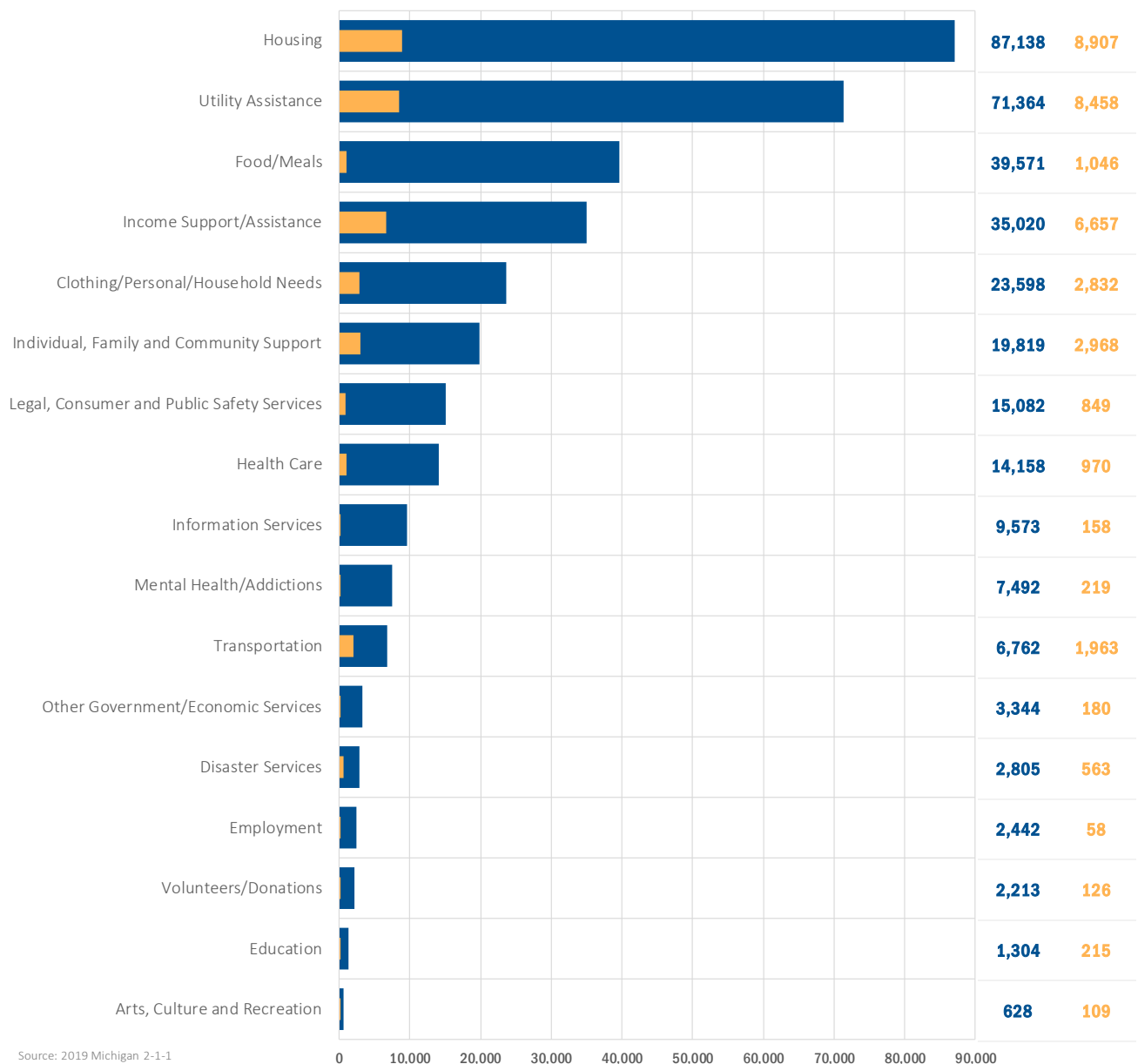
2-1-1 partners track callers' needs using problem need categories. This allows the system to track the total number of actions associated with a caller's problems, in addition to the number of referrals provided to callers. For example, a caller may call about both a utility shutoff notice and food insecurity.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

Of the services referred, the table below shows the total number of referrals made for each problem need. Housing and utility assistance needs accounted for nearly 50% of all referrals. On average, each need received 1.4 referrals for assistance.

### Total Referred Services and Unmet Needs by AIRS Problem Need Categories, FY 2019

Data Period: October 1st, 2018 - September 30th, 2019



Source: 2019 Michigan 2-1-1

AIRS Problem Needs	Total Service Referrals	Percent of Total
<b>Total Needs</b>	<b>508,207</b>	
Housing	133,348	26.2%
Utility Assistance	118,465	23.3%
Income Support/Assistance	76,028	15.0%
Food/Meals	38,178	7.5%
Clothing/Personal/Household Needs	35,353	7.0%
Individual, Family and Community Support	24,518	4.8%
Legal, Consumer and Public Safety Services	18,931	3.7%
Health Care	17,825	3.5%
Information Services	8,786	1.7%
Transportation	10,666	2.1%
Mental Health/Addictions	10,093	2.0%
Other Government/Economic Services	3,776	0.7%
Disaster Services	3,229	0.6%
Employment	3,499	0.7%
Volunteers/Donations	2,855	0.6%
Education	1,840	0.4%
Arts, Culture and Recreation	817	0.2%

Source: 2019 Michigan 2-1-1

As depicted above, Housing and utility assistance needs were also the top two needs unmet when seeking assistance through 2-1-1. In relation to all needs, the top reasons for unmet needs include:

- A service was not available for the caller's need (22.2%)
- Service registration was full or caller contacted 2-1-1 past registration deadline (14.8%)
- The caller had an immediate need and no resource was available (13.4%)
- Client was ineligible for service due to documentation requirements (9.2%)
- Client was ineligible for service for a reason other than documentation, income, or being previously assisted (8.3%)

## *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. The MI 211 network continues to address opportunities for standardization, adding consistency and further refining processes and data collection. MI211 continues to work with the new software vendor to improve custom reporting needs and deepen the understanding of specific data points. Additionally MI211 is currently planning to develop an external data warehouse which will provide additional flexibility and integrations for data analysis. A list of current reports and reporting tools include:

- Embedded Reporting Module within software platform
- Query Builder associated with software platform
- Data Mart associated with software platform
- Resource Database Analytics associated with software platform
- Customized Reports for statewide and regional 2-1-1 center projects and initiatives
- Re-occurring Resource Database Quality Reports

## 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. All demographic data covers the period between October 1<sup>st</sup>, 2018 and September 30<sup>th</sup>, 2019.

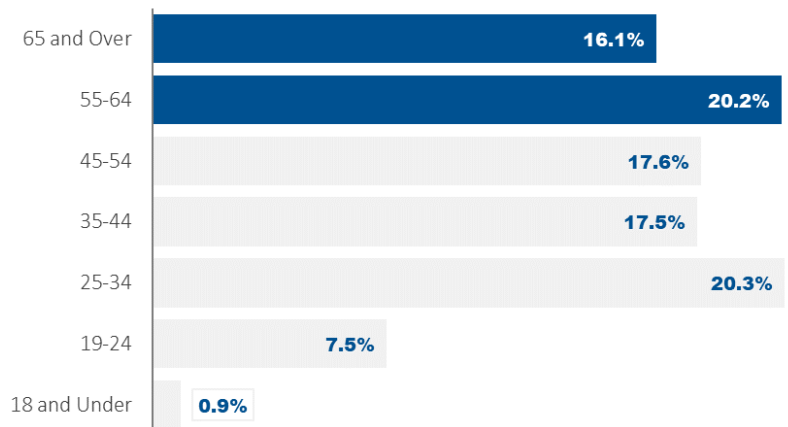
### Age & Gender

When an individual contacts 2-1-1, they are asked to provide their age and gender as part of the call intake process.

**Thirty-six percent** of contacts that reported Age were 55 or older

Contact's Age	Pct. Of Total	Total Contacts
<b>Total reported</b>	<b>100.0%</b>	<b>100,850</b>
18 and Under	0.9%	923
19-24	7.5%	7,576
25-34	20.3%	20,427
35-44	17.5%	17,604
45-54	17.6%	17,725
55-64	20.2%	20,322
65 and Over	16.1%	16,273

Source: 2019 Michigan 2-1-1

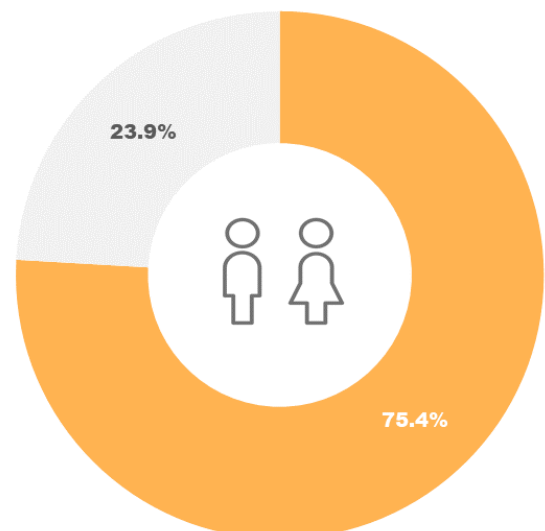


Source: 2019 Michigan 2-1-1

Most of those reporting gender were **female**

Contact's Gender	Pct. Of Total	Total Contacts
<b>Total reported</b>	<b>100.0%</b>	<b>189,042</b>
Female	75.4%	141,895
Male	23.9%	45,801
Could not be Determined	0.6%	1,161
Transgender/Intersex/Oth.	0.1%	103
Declined to Answer	0.0%	82

Source: 2019 Michigan 2-1-1



Sources:  
2019 Michigan 2-1-1  
Image created by Chanut is Industries from Noun Project

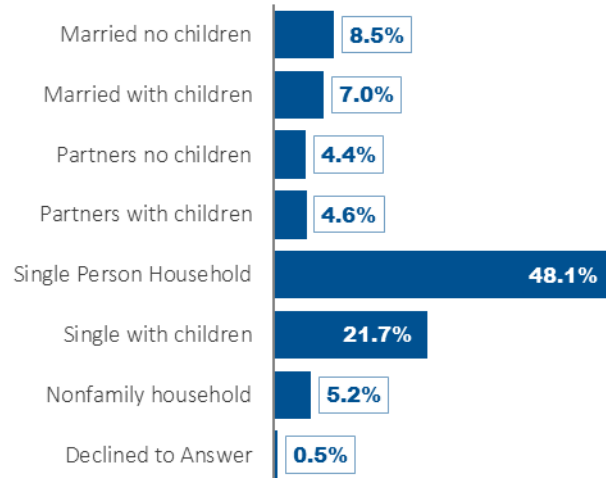
Female Male

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.

### Distribution of Household Composition

MDHHS Survey: Household Composition	Pct. Of Total	Total Surveyed
Total Surveyed	100.0%	5,523
Married no children	8.5%	567
Married with children	7.0%	392
Partners no children	4.4%	172
Partners with children	4.6%	187
Single Person Household	48.1%	2,822
Single with children	21.7%	1,147
Nonfamily household	5.2%	212
Declined to Answer	0.5%	24

Source: 2019 Michigan 2-1-1



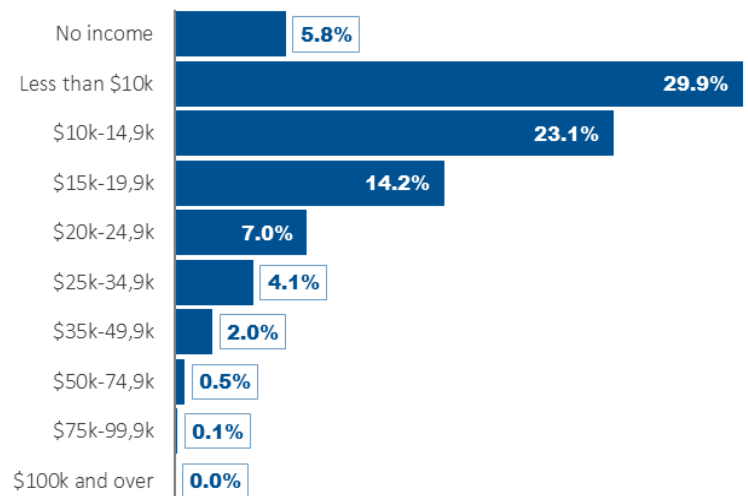
Source: 2019 Michigan 2-1-1

### Household Income

**73%** of those reporting **income** were under \$20,000

MDHHS Survey: Household Income	Percent of Total	Total Surveyed
Total Surveyed	100.0%	20,138
No income	5.8%	1,466
Less than \$10,000	29.9%	7,089
\$10,000 - 14,999	23.1%	4,112
\$15,000 - 19,999	14.2%	2,173
\$20,000 - 24,999	7.0%	1,546
\$25,000 - 34,999	4.1%	1,044
\$35,000 - 49,999	2.0%	592
\$50,000 - 74,999	0.5%	166
\$75,000 - 99,999	0.1%	27
\$100,000 and over	0.0%	14
Declined to Answer	13.2%	1,909

Source: 2019 Michigan 2-1-1



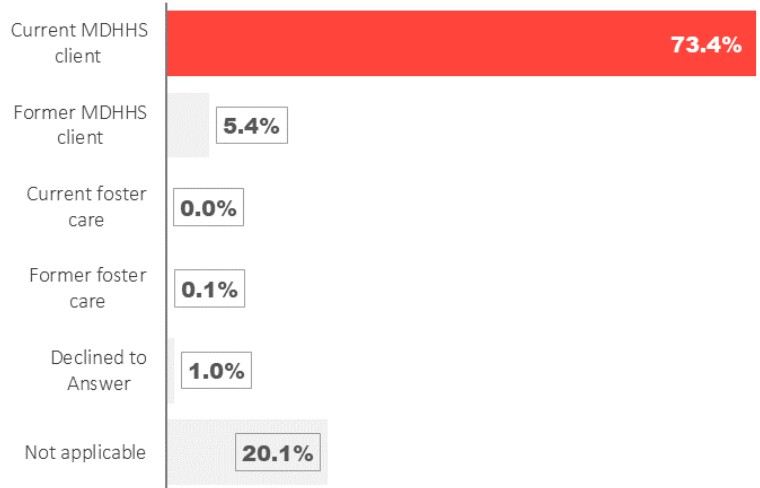
Source: 2019 Michigan 2-1-1

## MDHHS Client Status

Most of those reporting MDHHS status were **MDHHS Clients**

MDHHS Survey: Status	Percent of Total	Total Surveyed
<b>Total Surveyed</b>	<b>100.0%</b>	<b>5,993</b>
Current MDHHS client	73.4%	3,984
Former MDHHS client	5.4%	303
Current foster care	0.0%	5
Former foster care	0.1%	11
Declined to Answer	1.0%	45
Not applicable	20.1%	1,645

Source: 2019 Michigan 2-1-1



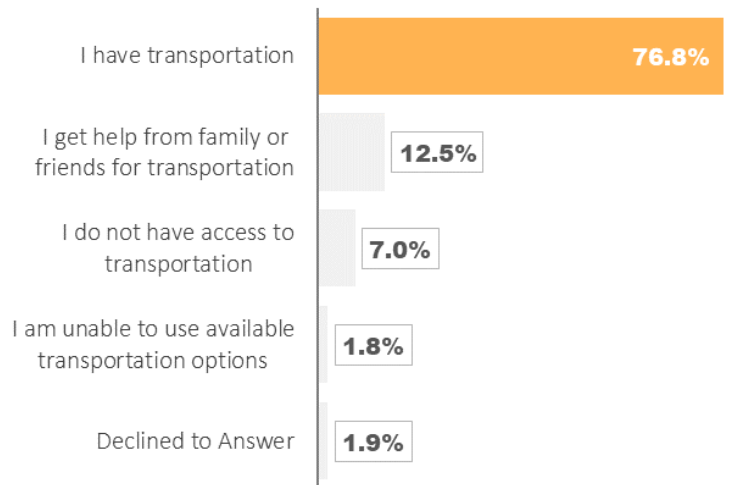
Source: 2019 Michigan 2-1-1

## Transportation Access

Most of those surveyed reported **having access to transportation**

MDHHS Survey: Access to Transportation	Percent of Total	Total Surveyed
<b>Total Surveyed</b>	<b>100.0%</b>	<b>6,219</b>
I have transportation	76.8%	5,057
I get help from family or friends for transportation	12.5%	705
I do not have access to transportation	7.0%	313
I am unable to use available transportation options	1.8%	72
Declined to Answer	1.9%	72

Source: 2019 Michigan 2-1-1



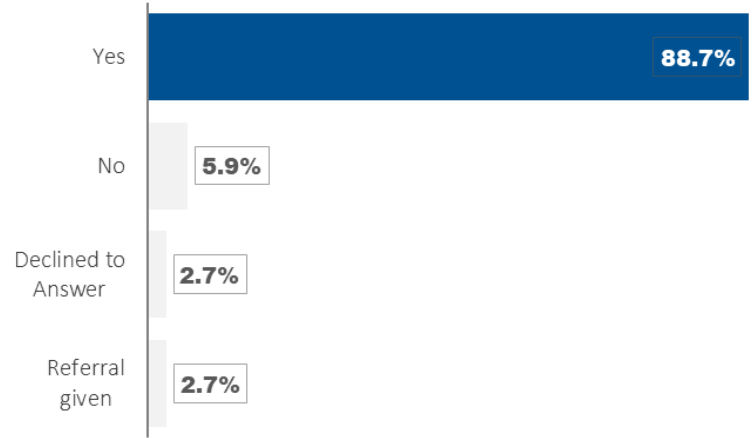
Source: 2019 Michigan 2-1-1

## Access to Health Insurance

Most of those surveyed reported **having health coverage**

MDHHS Survey: Health Insurance Coverage	Pct. Of Total	Total Surveyed
Total Surveyed	100.0%	5,483
Yes	88.7%	5,033
No	5.9%	284
Declined to Answer	2.7%	85
Referral given	2.7%	81

Source: 2019 Michigan 2-1-1



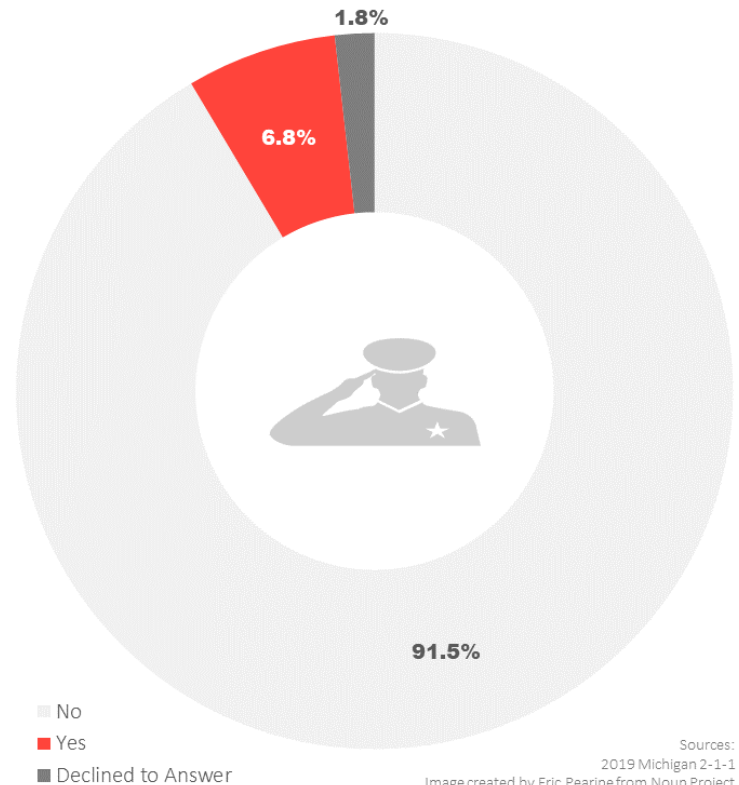
Source: 2019 Michigan 2-1-1

## Veterans

Regional 2-1-1 partners also collect information on contact's Veterans' status. Only about 6.8% reported that someone in their immediate family ever **served in the U.S. Armed Forces**

Contacts Veteran Status	Pct. Of Total	Total Contacts
Total Reported	100.0%	190,181
No	91.5%	171,836
Yes	6.8%	14,609
Declined to Answer	1.8%	3,736

Source: 2019 Michigan 2-1-1



■ No  
■ Yes  
■ Declined to Answer

Sources: 2019 Michigan 2-1-1  
Image created by Eric Pearline from Noun Project



## Conclusion

2019 has been a year of growth and refinement for MI 211. Our commitment to quality--both internally and when working with external stakeholders remains unwavering. Transitioning the 2-1-1 database and subsequent API partnerships, on the heels of a software migration was a heavy lift for our organization, and one that presented many lessons-learned in the process. Last year, we committed to capitalizing on lessons learned to make the system stronger and better, and believe we have instituted a structure and processes to do so. We thank MDHHS for the opportunities, support and encouragement of our work and look forward to a robust partnership in the years to come.

# APPENDIX A: ATTACHMENTS

- Michigan 2-1-1 Independent Quality Assurance Report
- Michigan 2-1-1 Resource Engagement Survey Results
- AIRS Problem/Needs Category and Definitions

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## Executive Summary

All MI centers are accredited by the Alliance of Information and Referral Systems (AIRS) – the national body which creates best practice standards and reviews database and call center adherence to said standards. Therefore, we do know that at the time of their Accreditation reviews, each center was adhering to AIRS standards and best practices.

Overall, Michigan 211 data is professionally organized and maintained. The resource data is organized in a more logical fashion than last year, due largely to the new software used. Automatic updates are available through the new software, so the updating process is working well and resources are being updated in a much more timely fashion. The inclusion policy is adhered to, as is the style guide. More details are found in the report.

## Goal

Michigan 211 is a health and human services based, state-wide hotline. This report touches on activities related to meeting Michigan 2-1-1 system contractual requirements with the Michigan Department of Health and Human Services (MDHHS). Database Quality Assurance Metrics for review:

- Annual Record Formally Updated
- Number of New Agencies Added in 2019
- Style Guide Adherence
- Program and Record Standardization
- Inclusion / Exclusion Criteria Policy Adherence
- Target Term Policy Adherence
- Duplicate Record Avoidance
- Correctly applied Geographic region(s) (Service Area Audits)

## Methodology

It was decided that 10 agencies per FTE at each call center would be chosen blindly by complexity. The number of agencies<sup>1</sup> to be audited per call center are contained in figure 1. We decided that using the complexity (difficulty) scale would be the best method to select organizations: a variety of simple, moderate, and complex agencies should be chosen. A list of the agency complexity was created, and the reviewer chose agencies blindly by agency key, not by name. Each center's records for audit would be about 1/3 simple, 1/3 moderate, and 1/3 complex.

<b>211 Center Positions</b>	<b>Database Management FTEs</b>	<b>10 Resource Records/FTE</b>
CALL	2.8	28
GRYP/HOBC	2.4	24
HWMI	2.1	21
NEMI	2.3	23
UPER	1.41	14.1
UWJC	3.8	38
UWSE	3.7	37
MICH positions (see below)	1.4	51.8

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<sup>1</sup> For the purpose of this document, the terms “agency,” “organization,” and “provider” are interchangeable. They mean the records in the database of the companies that provide service(s) to consumers.

## Issues Noted

### Software

MI 211 has returned to RTM Designs' software, ReferNet for their resources and Navigate for their call centers. This change came in early 2019. Benefits to using this software include being able to send out automated requests for update from providers; a consistent complexity score across the data centers; and a myriad of reports for quality assurance.

### Metrics

To be measured in this report are the following quality assurance metrics:

- Annual Records Formally Updated
- Number of New Agencies Added in 2019
- Style Guide Adherence
- Program and Record Standardization
- Inclusion / Exclusion Criteria Policy Adherence
- Target Term Policy Adherence
- Duplicate Record Avoidance
- Correctly applied Geographic region(s) (Service Area Audits)

We will touch on each of the metrics and discuss how well each center, and the system as a whole, have performed.

#### Records Formally Annually Updated

A "formal update" is defined by AIRS as an annual survey where the agency was contacted and all agency information verified. Annual updates are typically an ongoing process, with a portion of the records in the database being sent each month.<sup>2</sup>

In addition to formal updates, centers gather interim information by attending community meetings, monitoring social and traditional media, and by word of mouth.

MICH and UWJC seem to have the oldest records (see attached spreadsheet). There are currently 115 agencies with no formal update date (most are MICH; many are NEMI, UWJC, UPER, and UWSE).

#### Number of New Agencies Added in 2019

When there are new agencies opening in a community, obviously they should be included in the resource database. However, whether new agencies are opening or not is an external measure that has nothing to do with the 211 system. We should be asking how many agencies opened in the community, and what percentage of them were included in the database. That being said, more agencies have been deleted than added in 2019 in the MI system. This is likely a function of the migration from VL to ReferNet – duplicate agencies were created in the transition process that needed to be deleted. (See table below.) This metric can be checked at any time in the Resource Data Analytics.

Number of agencies added since 1/1/2019	203
Number of agencies deleted since 1/1/2019	241
Number of agencies added between 1/1/2019 - 6/30/2019	139
Number of agencies deleted between 1/1/2019 - 6/30/2019	203

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<sup>2</sup> Most centers query approximately 1/12 of the records in their database each month; some query 25% each quarter.

## Style Guide Adherence

Records generally adhered to the style guide. Some problems were noted, but none would impact the usability of the data. The biggest issue seen is in AKAs for names. Many organizations with the name “Saint X” do not have an AKA of “St” or “St.”. While this is not much of an issue in the call centers, as they generally search by taxonomy term and not name, it could be an issue for public searching via the website.

UWSE does not follow the naming convention of “City of X” – cities in that database are listed as X City. The other databases contain City of as listings. County organizations follow naming conventions in all.

Some narrative descriptions still need some clean up – an example is the spacing in lists of fees preceded with a dollar sign is off (one example UPER6964). Most of these spacing and character issues were a result of migration from software to software. These issues are being resolved as they are found (there was no easy way to find and correct them all).

## Program and Record Standardization

Some records of note: only GRYP, HWMI, and MICH had the Democratic and Republican Parties listed. HWMI and MICH indexed as Political Organizations; GRYP indexed each party with “Get out the Vote Drives” rather than Political Organizations. The Green, Working Families, etc. parties were not listed for the state or any county.

Religious studies groups are listed in GRYP, UWJC, CALL, NEMI, and HWMI. While it’s not incorrect to list these, we don’t think that all religious studies groups in each region are listed based on the number seen. The recommendation is to either find all and index or remove the term.

Pregnancy and abortion services are indexed inconsistently. These services are also lacking in philosophy description in the narrative. Because it can be such a sensitive issue, AIRS recommends being very specific in indexing and describing so that callers can be directed to the service they are looking for. We recommend coming up with standard descriptions for these services. Additional details can be added if necessary. We also recommend choosing which taxonomy terms should be used and re-indexing as necessary.

“Civic Participation / Political Volunteer Opportunities” is used in different manners by different centers. It also seems to be used inconsistently (HWMI uses it for neighborhood associations, but we’re sure they do not list all the neighborhood associations available in their catchment area).

## Inclusion / Exclusion Criteria Policy Adherence

The records reviewed all adhered to the inclusion policy (see Appendix X) We reviewed each type of organization listed to be included, and all are included.

Government offices from Federal to School District; religious organizations with services open to the public; professional associations (Bar Association, AMA, other “gateway” specialized I&Rs); clubs with services for the public were all seen.

Listings are impartial. When elected officials’ offices are listed, they are listed by the office, and not the person’s name. Religious organizations are indexed with services available to the public, and are consistent. Pro-choice and pro-life organizations both have services listed under Pregnancy Counseling. However, the philosophy is not always clearly explained in the narrative.

We reviewed many multi-site agencies. All are structured with agency, site, service, and are very consistent. There are two philosophies of creation: Larger organizations are arranged in a “true” fashion, meaning that a city will be the agency, each department will be a site, and then services and programs are attached to those sites. This results in very large records, but each of the large records has a staff member assigned who creates a relationship with the organization and often will perform site visits to update. They will also find individuals at each site (department) who can update their portion of the record.

The other philosophy is to create smaller, “artificial” organizations, breaking a large agency into multiples (department of transportation is an agency; department of health, etc.). In the databases that organize organizations this way, the method is used consistently. This method of data organization can help with updating: typically one or two people at an agency can provide updates.

### Target Term Policy Adherence

The policy is listed as Appendix B. The target policy states that several terms must always have a target population appended to it (generally a nebulous term which needs clarity). There were instances where the target policy was not followed. Issues noted:

Case/Care Management is untargeted - UWJC and NEMI.  
Disease/Disability Information – GRYP, UWSE, HWMI, UWJC, NEMI (one or two each)  
Health Related Advocacy Groups – HWMI, MICH, CALL (one each)  
Health/Disability Related Support Groups – NEMI, GRYP, UWJC, MICH  
Newsletters – NEMI, GRYP, MICH  
Outreach Programs – UPER (highest number), NEMI, UWSE, GRYP, HWMI, UWJC  
Peer to Peer Networking – MICH (highest number), HWMI, GRYP  
Printed Materials – UWJC, UWSE, MICH  
Speakers/Speakers Bureau – MICH\*  
Specialized Information and Referral terms not targeted – NEMI and MICH  
State Income Tax Information – UWSE, UWJC, CALL, MICH (not sure why this needs to be targeted)  
Subject Specific Public Awareness/Education – UWSE, HWMI (one each)  
Talklines/Warmlines – MICH, GRYP  
Undesignated Temporary Financial Assistance – GRYP, NEMI, UWJC, CALL, UPER, HWMI  
Websites – NEMI and MICH (one each)  
Workshops/Symposiums – GRYP, UWJC\*

\* We must mention that some of these numbers seem artificially high, as data conversion resulted in multiple repeated service groups, all with the same information (view MICH42020 as an example).

### Duplicate Record Avoidance

The Resource Data Analytics included in the RTM platform makes it easy to check for duplicates based on address or phone number. Checking by address can be a bit misleading, because multiple agencies can have the same street address.

The platform also has a duplicates check by phone number. While this is sometimes a better indication of a duplicate, several (8) agencies have a phone number of “(000) 000-0000” listed. [Therefore, they are listed as possible duplicates.] This is used when there is no phone (online resource only; very small food pantry, etc.). The GRYP database is the only one to use the zero phone number. Not sure of the best way around this issue, as the software does not allow putting in a phone note without a phone number. It’s not critical, but perhaps something to think about.

There are a number of duplicate agencies seen in HWMI and NEMI’s and HWMI and CALL databases – mostly departments of health. (Spreadsheet sent separately.). CALL and MICH also have duplicate records with slightly different names. MICH, CALL, and HWMI all have some internal duplicates – often a site of a larger agency has been broken off into its own record. The report used to check these records are accessible by each center and should be used on a regular basis to check for duplicates.

### Correctly applied Geographic region(s) (Service Area Audits)

Area served is found in a narrative field in the service group and also in a (more important) searchable field. The geographic regions reviewed (150+ service groups) matched from the narrative to the searchable area served. However, there was a database that did not conform. In NEMI the narrative area served was missing in most service groups. This is not considered a critical flaw if staff are alright with not needing to read the service area. However, it is not in keeping with the style guide.





#### I. Statement

The primary function of Michigan 2-1-1 is to collect, organize, and disseminate useful and accurate information about community resources that provide direct services or information about direct services to residents of Michigan. Michigan 2-1-1 also uses community resource data and referral transaction data to support community planning and research; the publication of area health and human service directories; host a searchable online resource database for public use; and participate in specialized programs, projects and committees, both at the state and local levels.

In order to be included in the statewide resource database maintained by Michigan 2-1-1 an organization must meet the following criteria.

#### II. Geographic Criteria

An organization must be located within or provide service to residents of Michigan.

#### III. Agency Type

Agencies appropriate for inclusion in the Michigan 2-1-1 database include:

- Government bodies that provide a health or human service, including elected officials, at the following levels:
  - Local
  - State
  - Federal
  - Special district
- Private nonprofit organizations, such as:
  - 501(c)3 organizations which provide a direct service or information about a direct service
  - Religious institutions that offer a human service available to the general public
  - Professional associations which offer a free or low-cost service to the general public
  - Labor organizations providing human services to their members
  - Clubs organized for the purposes of recreation
  - Support or self-help groups
  - Toll free hotlines that offer information about health and human services or direct assistance
- Educational institutions
  - Intermediate school districts
  - Trade schools
  - Community colleges
  - Special service components of schools or school districts
- For-profit businesses that offer a human service to the general public may be considered for inclusion if they meet one or more of the following criteria:
  - The service offered is a unique service or one that is otherwise unavailable from the nonprofit community
  - The service is available for free, low-cost, or on a sliding fee scale based on income, and the organization must have a documented policy for the provision of the service on a sliding fee scale and provide it at the time of application
  - The organization will accept payment for the service by another agency, government entity, or from Medicare or Medicaid
  - The agency or service is required under a specialized contract

**Note on licensing:** Where applicable, proof of current and valid licensure will be required for inclusion in the Michigan 2-1-1 database.

**Note on cost of service:** While most government, nonprofit, and educational health and human services are offered to the

public for free, at a low cost, or as payable by a third party (such as Medicare or Medicaid), if a service's cost is considered to be generally prohibitive the service may not be included in the Michigan 2-1-1 database.

#### **IV. Stability Criteria**

Agencies appropriate for inclusion in the Michigan 2-1-1 database must:

- Have at least one established service site that clients can physically visit should the service require it. This should not be construed to indicate the exclusion of Web- and telephone-based services that otherwise meet the inclusion requirements
- Employ at least one full-time staff person, either paid or volunteer, who is regularly available to communicate with 2-1-1 resource staff
- Have been in existence for at least one full year (365 days), or demonstrate substantial proof of viability to the satisfaction of the resource database managers

#### **V. Other Factors**

As needs vary, some communities may opt to prioritize the development of resource information based on the needs most urgent to their local population. The following factors may also be considered when evaluating organizations for inclusion in the Michigan 2-1-1 database:

- Degree of demand/need for the services offered in each community
- Number of agencies currently included in the database which already offer a particular service

#### **VI. Exclusion/Removal Criteria**

Approval for inclusion in the Michigan 2-1-1 database is a privilege, not a right. Approval for inclusion does not guarantee permanent inclusion. Michigan 2-1-1 reserves the right to exclude or remove an organization from the statewide community resource database at any time. Examples of reasons for exclusion or removal include:

- Organizations that do not meet the criteria outlined above
- Prolonged periods of service unavailability or agency inactivity
- Service non-delivery
- Complaints to regulatory bodies regarding agency practices
- Illegal activity, including fraud, discrimination, or misrepresentation
- Lack of agency response to repeated attempts to acquire updated service information
- An organizational philosophy that is contrary to the mission of 2-1-1, such as one that promotes hate or violence
- Lack of demand for a service

#### **VII. Statement of Responsibility**

Inclusion in the Michigan 2-1-1 database should in no way be construed to constitute endorsement of an organization or its services, nor should exclusion constitute disapproval. Michigan 2-1-1 provides referrals, not endorsements, recommendations, or ratings of potential service providers.

Michigan 2-1-1 reserves the right to edit information to meet software and database formatting requirements, and to utilize the information in community resource directories, in publicly searchable online databases, and for community planning purposes.

This Statement of Inclusion/Exclusion Criteria serves as a foundational document for the Michigan 2-1-1 community resource database, and may be slightly modified by each partner agency in order to reflect the needs of their local community.

Decisions to exclude or remove an organization from the Michigan 2-1-1 database may be appealed in writing to Michigan 2-1-1, provided that evidence can be presented showing that the decision for exclusion or removal was inaccurate.

## Appendix B: Target Policy

### TARGETING A POPULATION OR CONDITION

#### MI 2-1-1 Practice and Procedures

*Revised January 2017*

#### I. Statement

It is the practice of Michigan 2-1-1 to use the Y branch of the AIRS Taxonomy to identify services that target special populations. Michigan 2-1-1 understands that overuse of target terms may lead to a substandard database. Therefore, the use of target terms should be used sparingly and only to collocate or narrow services by population or condition.

**Note:** As a general rule, Basic Need terms will not be appended due to the inability to restrict these services by population or condition reliably throughout the database.

#### II. Purpose

The purpose is to provide a means to collocate or narrow services by population or condition when a taxonomy term is widely used throughout the database and whose search is inefficient without a target term attached. Target terms may be used in special initiatives to assist with reporting.

#### III. Procedure

1. Describe the target population in the service group name.

Examples:

“Therapeutic Camp for Children with Special Needs”

“Housing Search Assistance for Veterans”

2. Choose terms that include the target population when possible

Examples:

“Disability Related Support Groups” not “In Person Support Groups \* Disability Issues

“Veteran Home Loans” not “Conventional Home Loans \* Veterans”

3. Make sure the service group description and eligibility narrative effectively describe the targeted population to reinforce the significance of the service group name.
4. Only use terms authorized for targeting (see table on following page).
5. If the base term is not approved, the Michigan 2-1-1 Resource Managers Workgroup will review and reach a consensus on whether or not a term receives approval.
6. Consideration for adding a term to the approved list for targeting may include the following:
  - a. The target term must be chosen from the Y branch of the AIRS Taxonomy
  - b. The number of times the base term is used throughout the database
  - c. The base term is somewhat general in nature (“Specialized Information and Referral” or “Workshops/Symposiums”)
  - d. The base term can be logically targeted throughout the database, not just in a single instance.
  - e. The service is part of a special initiative (in some cases, special initiatives may require a target term in order to facilitate reporting).
7. Once a taxonomy term is approved for targeting, it should, in most cases, always have a target term. For example, “Specialized Information and Referral” should always have an appended target term. Any exceptions should be approved by the RMW.
8. Multiple target terms should not be appended to a single taxonomy term.
9. Exceptions to the above procedure will be allowed on a case-by-case basis as related to special initiatives.

**Incorrect:**

“Specialized Information and Referral \* Homeless People \*Substance Abusers”

**Correct:**

“Specialized Information and Referral \* Homeless People”

“Specialized Information and Referral \* Substance Abusers”

## MI 2-1-1 TERMS AUTHORIZED FOR APPENDING

Revised March 2018

<b>TAXONOMY TERMS APPROVED FOR APPENDING</b>	<b>CODE</b>	<b>Special Initiative</b>	<b>NOTES</b>
Adult State/Local Health Insurance Programs	NL-5000.8000-050	Yes	Family Planning Issues - PlanFirst Initiative only
Case/Care Management	PH-1000	No	
Disease/Disability Information	LH-2700.1700	No	
Health Related Advocacy Groups	TD-1600.2570	No	
Health/Disability Related Support Groups	PN-8100.3000	No	
Newsletters	TJ-6500.6000	No	
Outreach Programs	TJ-6500.6300	Yes	People Without Health Insurance - MPCA initiative only
Peer to Peer Networking	PH-1400.6500	No	
Printed Materials	TJ-6500.6700	No	
Speakers/Speakers Bureau	TJ-6500.8000	No	
Specialized Information and Referral	TJ-3000.8000	No	
State Income Tax Information	DT-8700.8000	Yes	Utility Issues - Home Heating Credit Initiative only
Subject Specific Public Awareness/Education	TJ-6500.8500	No	
Talklines/Warmlines	RF-8380	No	
Undesignated Temporary Financial Assistance	NT-8900	No	
Websites	TJ-1800.3300-950	No	
Workshops/Symposiums	TJ-6500.9500	No	

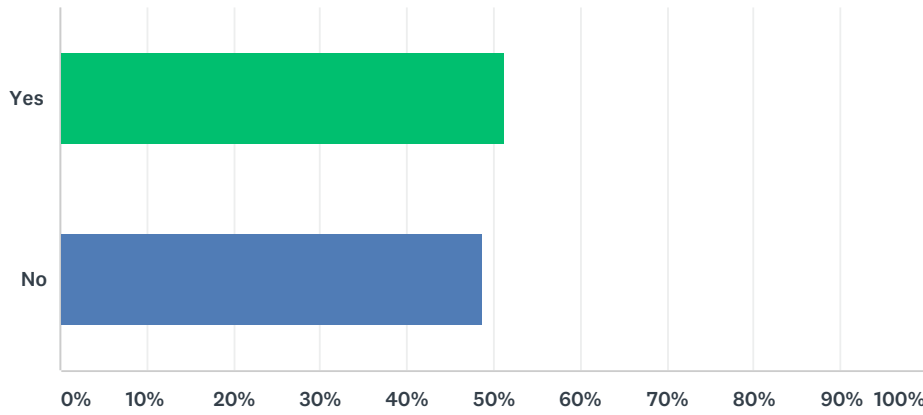
## Q1 Please enter your contact information:

Answered: 757 Skipped: 8

ANSWER CHOICES	RESPONSES	
Name	99.87%	756
Email Address	99.47%	753
County/Counties Served	98.81%	748

## Q2 Have you interacted with 2-1-1's Resource Department?

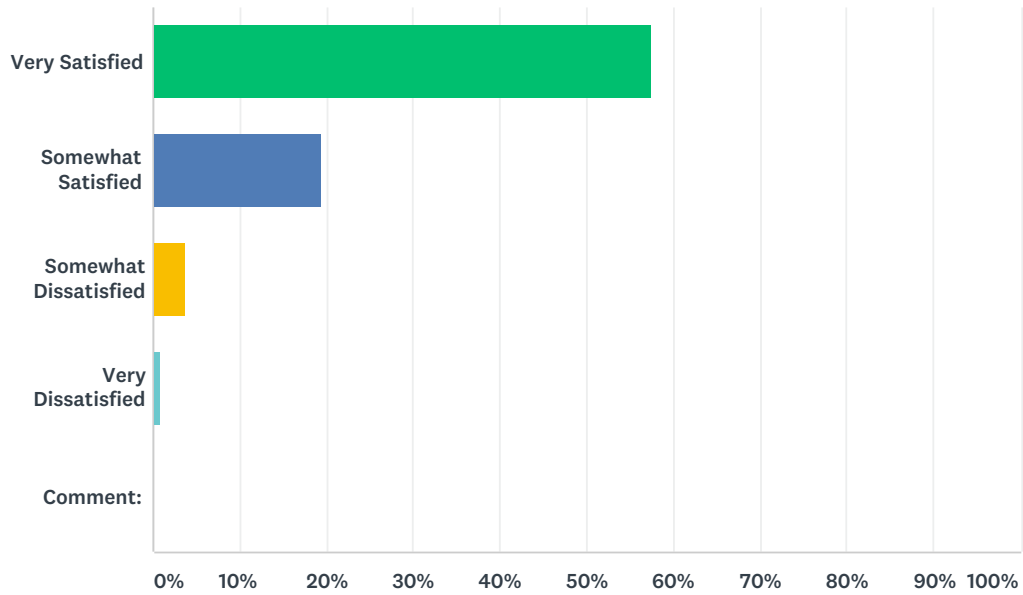
Answered: 765 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	51.24%	392
No	48.76%	373
TOTAL		765

### Q3 If yes, how satisfied were you with your communication?

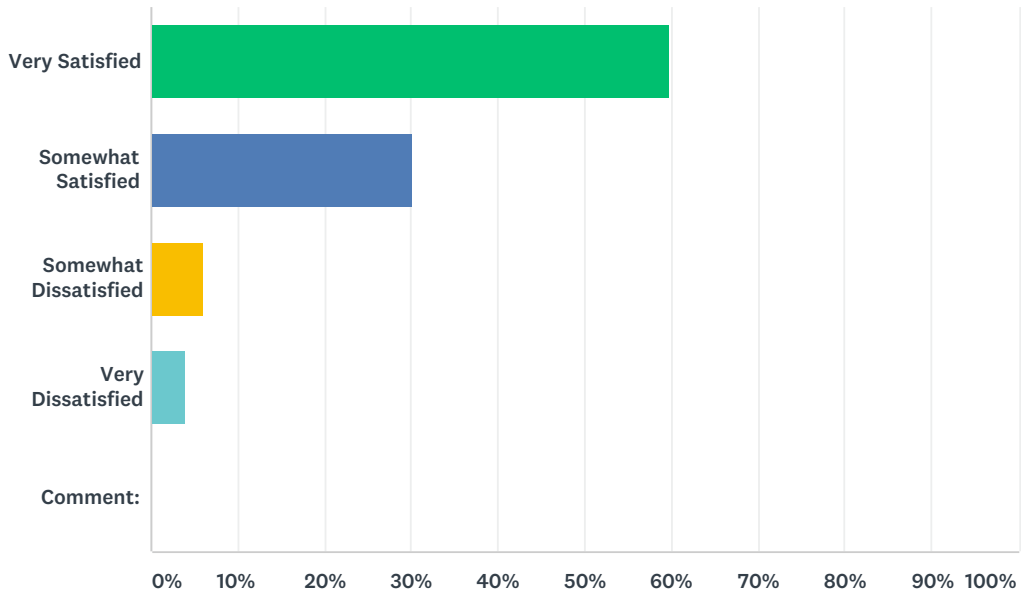
Answered: 515 Skipped: 250



ANSWER CHOICES	RESPONSES	
Very Satisfied	57.48%	296
Somewhat Satisfied	19.42%	100
Somewhat Dissatisfied	3.69%	19
Very Dissatisfied	0.78%	4
Comment:	0.00%	0
<b>TOTAL</b>		<b>515</b>

### Q4 How satisfied are you with the accuracy of your organization's information included in 2-1-1's database?

Answered: 765 Skipped: 0

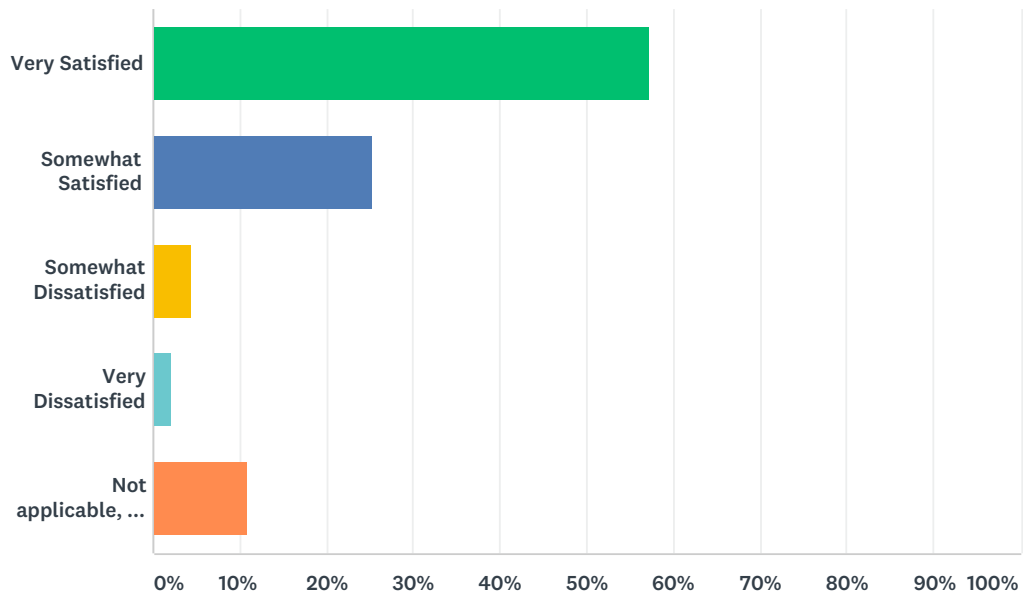


ANSWER CHOICES	RESPONSES	
Very Satisfied	59.87%	458
Somewhat Satisfied	30.07%	230
Somewhat Dissatisfied	6.01%	46
Very Dissatisfied	4.05%	31
Comment:	0.00%	0
<b>TOTAL</b>		<b>765</b>



### Q5 Please rate your overall satisfaction with the process of updating your organization's information with 2-1-1? (overall or ease of process?)

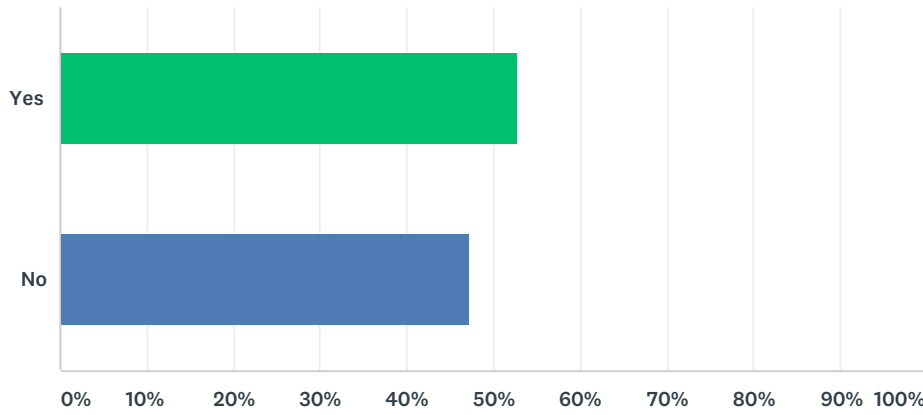
Answered: 765 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	57.25%	438
Somewhat Satisfied	25.36%	194
Somewhat Dissatisfied	4.44%	34
Very Dissatisfied	2.09%	16
Not applicable, not organization update contact	10.85%	83
<b>TOTAL</b>		<b>765</b>

### Q6 Have you visited or referred to 2-1-1's online searchable database?

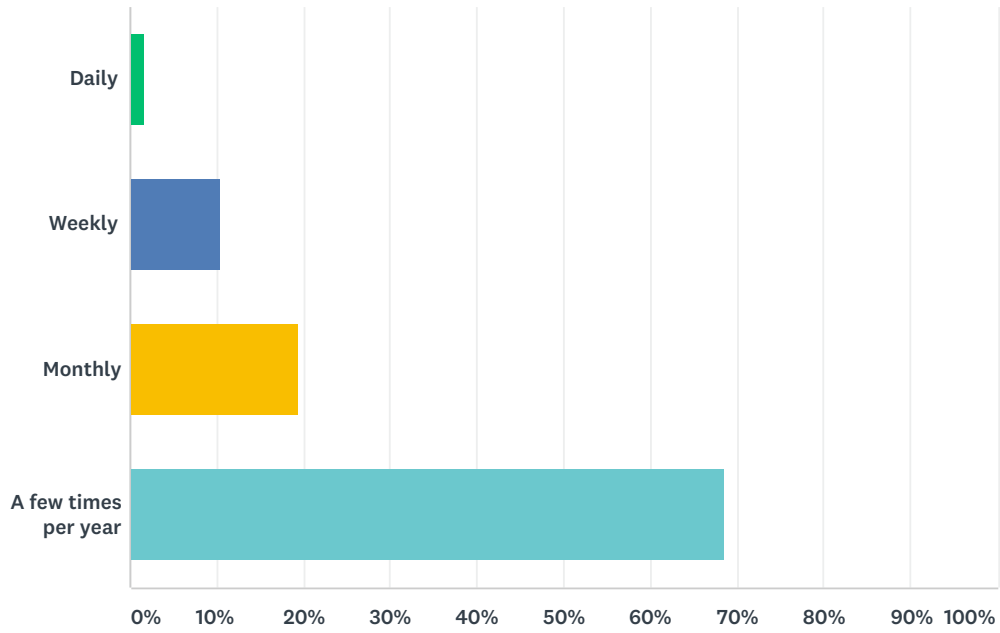
Answered: 765 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	52.81%	404
No	47.19%	361
TOTAL		765

### Q7 If yes, how often do you use or refer to 2-1-1's online searchable database?

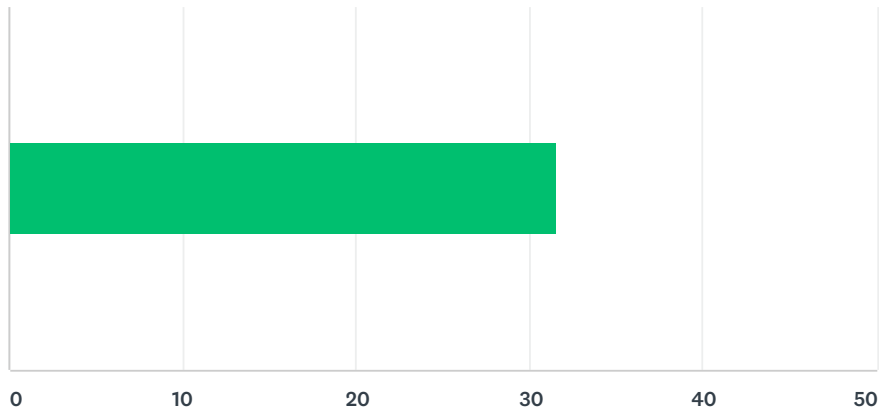
Answered: 502 Skipped: 263



ANSWER CHOICES	RESPONSES	
Daily	1.59%	8
Weekly	10.36%	52
Monthly	19.52%	98
A few times per year	68.53%	344
<b>TOTAL</b>		<b>502</b>

### Q8 Please rate your comfort level searching for resources using 2-1-1's online searchable database:

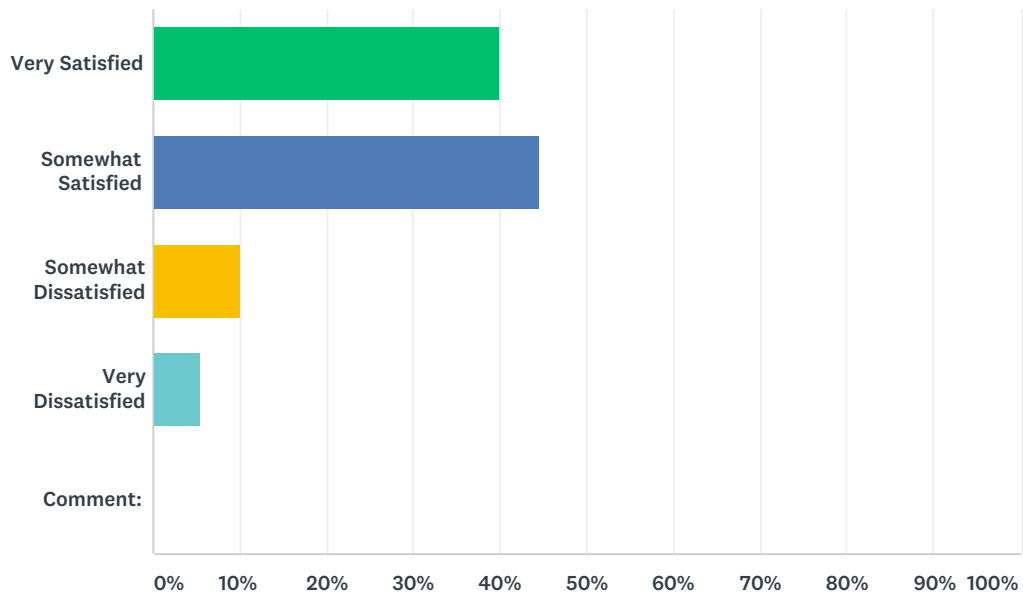
Answered: 610 Skipped: 155



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	32	19,243	610
Total Respondents: 610			

### Q9 Please rate your overall satisfaction with your experience using 2-1-1's online searchable database:

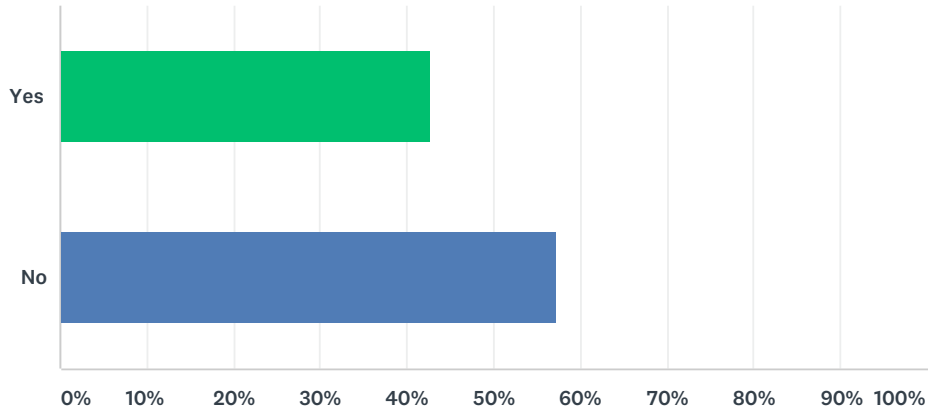
Answered: 765 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	40.00%	306
Somewhat Satisfied	44.58%	341
Somewhat Dissatisfied	10.07%	77
Very Dissatisfied	5.36%	41
Comment:	0.00%	0
<b>TOTAL</b>		<b>765</b>

### Q10 Are you interested in learning more about updating your organization's information or learning more about 2-1-1's online database?

Answered: 765 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	42.61%	326
No	57.39%	439
TOTAL		765

## Q11 Additional comments or suggestions?

Answered: 151 Skipped: 614

## Alliance of Information and Referral Systems (AIRS) I&R Problem/Needs National Categories

The AIRS list of national categories for I&R problem/needs is a means to organize the incredibly wide range of inquiries handled by I&R services and to provide for the consistent and credible reporting of community needs across jurisdictions. Below is the list and definition of 17 AIRS Problem/Need Categories:

**1. Arts, Culture and Recreation**

Programs that allow people to fully participate in and enjoy a variety of recreational, social, spiritual, artistic, cultural and intellectual opportunities.

**2. Clothing/Personal/Household Needs**

Programs that provide and/or repair basic household, work-related, and personal necessities for people who need them.

**3. Disaster Services**

Public and private programs that provide emergency planning, preparedness, mitigation, response, relief and/or recovery services prior to, during and after a major fire, flood, hurricane, earthquake, tornado, tsunami, volcanic eruption, landslide, mudslide, snowstorm, drought, famine, explosion or nuclear accident, the outbreak of civil unrest, or other large-scale emergency of natural or human origin that disrupts the normal functioning of a community; or a localized incident such as a house fire which has made residents homeless. There are four recognized phases of disaster work: preparedness, mitigation, response and recovery.

**4. Education**

Programs that provide opportunities for people to acquire the knowledge, skills, desirable qualities of behavior and character, wisdom and general competence that will enable them to fully participate in and enjoy the social, political, economic and intellectual life of the community.

**5. Employment**

Programs that provide employment opportunities for people who are searching for jobs; assist people who are able and willing to work by helping them prepare for, find, secure and retain suitable employment; provide work site evaluation and/or modification support; and/or seek to develop employment opportunities in various fields for people who need a position.

**6. Food/Meals**

Programs that seek to meet the basic nutritional needs of the community by providing access to food.

**7. Health Care**

Programs whose primary purpose is to help individuals and families achieve and maintain physical well-being through the study, prevention, screening, evaluation and treatment of people who have illnesses, injuries or disabilities; and the provision of family planning, maternity



and other services that relate to human reproduction and sexual health. Also includes the provision of public health services.

**8. Housing**

Programs that seek to meet the basic shelter needs of the community by providing temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and a variety of housing alternatives. This category includes rent assistance.

**9. Income Support/Assistance**

Programs that provide financial assistance in the form of emergency payments, cash grants or purchase of services for eligible low-income and indigent individuals and families to ensure that they have a basic income and access to essential medical and supportive services. Also included are social insurance programs that have been established by law and are generally compulsory in nature which provide cash income on a regular basis or payments to meet a designated need for people who are entitled to benefits based on their own or their employer's contributions to the program or their service to the country. This category also includes referrals for Earned Income Tax Credits, income tax assistance and money management programs.

**10. Individual, Family and Community Support**

Programs that support individuals, families and the broader community by providing services that replace, protect or supplement the care and support that is generally available through the family, assist with the settlement of new residents and advocate for changes that will have a beneficial effect on the community and its residents. Includes programs that provide for the humane care and protection of domestic animals.

**11. Information Services**

Programs that provide for the collection, classification, storage, retrieval and dissemination of recorded knowledge for the community. Included are electronic information resources, information and referral programs, information lines, library services, media services, public awareness/education campaigns, research data and rumor control activities. Also included in this category are referrals to an agency or services where no specific category of need can be detected (e.g. an information call where only the phone number of an organization is requested/provided and the need cannot be accurately discerned).

**12. Legal, Consumer and Public Safety**

Programs that promote and preserve the conditions that enable individuals to live in a safe and peaceful environment through the enforcement of laws that protect life and property; the operation of all aspects of the justice system; and the provision of public safety prevention and rescue programs. Also included are programs that protect consumers, and that issue licenses, certificates and permits for services that affect the public.

**13. Mental Health/Addictions**

Programs that provide preventive, diagnostic and treatment services in a variety of community and hospital-based settings to help people achieve, maintain and enhance a state of emotional well-being, personal empowerment and the skills to cope with everyday demands without

excessive stress or reliance on alcohol or other drugs. Treatment may include emotional support, introspection and problem-solving assistance using a variety of modalities and approaches, and medication, as needed, for individuals who have a physical and/or psychological dependency on one or a combination of addictive substances or for people who range from experiencing difficult life transitions or problems in coping with daily living to those with severe, chronic mental illnesses that seriously impact their lives.

#### **14. Other Government/Economic Services**

Programs that reflect the broader functions of governmental, economic and organizational development, including programs that address international issues and understanding; that promote the interests of a specific trade or profession; that provide technical assistance and support to organizations; or pursue academic research. Also included are public works projects and other activities involving the operation of basic government infrastructure services. Note that this will tend to reflect referrals for government programs that are not specific to other problem/needs categories.

#### **15. Transportation**

Programs that provide for the basic transportation needs of the community including the local and long-distance conveyance of people and goods, and special arrangements for older adults, people with disabilities and other community residents who have no personal transportation and are unable to utilize public transportation.

#### **16. Utility Assistance**

Organizations that provide electric, natural gas, home heating fuel, telephone, water, sewer or cable services for residential and business consumers; manage the connection and repair of utility services; and/or offer financial assistance or other forms of support for people who are at risk of having their utilities shut off.

#### **17. Volunteers/Donations**

Community organizations that are actively seeking individuals with the requisite knowledge, skills and experience who are willing to offer their services and work on a full or part-time basis without remuneration on projects or in positions that benefit the organization itself or the people it serves. Many agencies that provide volunteer opportunities also offer intensive training in the tasks that are required for the job. Also included are programs that accept donations of material goods and services or money to purchase them and which coordinate the distribution of donations to agencies, organizations and disadvantaged community residents.