



Helpline 2-1-1 Program February 2009 Service Snapshot

Call Frequency:

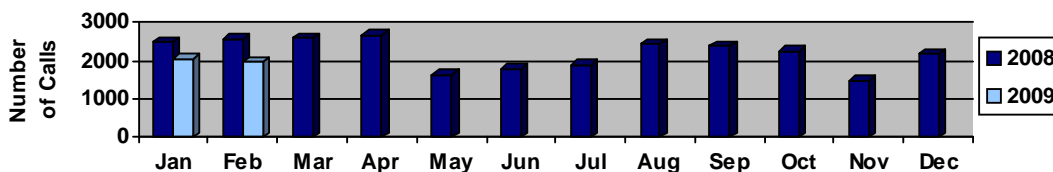
Midnight—8 a.m. 13%
8 a.m.—4 p.m. 64%
4 p.m.—Midnight 23%

Busiest Hour: 9 a.m.—10 a.m.

Total Calls in February:

1,968

Monthly Call Volume



Calls By County	
Franklin	3
Gadsden	129
Jefferson	31
Leon	1,224
Liberty	4
Madison	29
Taylor	24
Wakulla	67
Unknown	154
Outside Primary Service Area	303

Gender	
Female	76%
Male	23%
Unknown	1%

Age	
0-12	<1%
13-17	<1%
18-35	52%
36-59	41%
60+	5%
Unknown	1%

Race /Ethnicity	
African-American	45%
White	46%
Hispanic	4%
Haitian	<1%
Other	<1%
Unknown	4%

Top Referrals

2,574 Referrals made to
527 Programs

United Way BEST Tax Assistance	436
Community Action Agency	202
Catholic Charities	183
Salvation Army	114
ECHO Outreach Ministries	69
FL Dept. of Children & Families	49
St. Vincent de Paul Society	34
Good News Outreach	29
Legal Services of North Florida	29
Leon County Health Department	29
Big Bend Homeless Coalition	27
Refuge House	27
Neighborhood Health Services	20
Tallahassee Urban League	17
Volunteer Health Services	17
AARP Tax-aide Project	16
AHCA Medicaid Field Office	15

This represents 50% of all referrals given to our callers.

Most Common Needs Requests**

Category	# Calls
Tax Assistance (VITA/BEST Project)	464
Relationship Concerns	229
Health/Medical Needs	223
Utilities Assistance	211
Rent/Housing Assistance	158
Stress/Depression/Loneliness	155
Basic Financial Needs	109
Food Assistance	107
Emergency Shelter	97
Substance Abuse	95
Legal Assistance	90
Job Assistance	75

** Callers often have more than one concern

Notes:

- Calls for tax assistance referrals increase from January to April every year because of United Way B.E.S.T. Project promotions. In 2009 these promotions have been broadened to include the B.E.S.T. website resulting in 60% fewer calls to 2-1-1 for tax assistance during February 2009 compared to February 2008
- Utilities Assistance calls were up 35% from the February 2008 levels
- Food Assistance calls were up 32% from the February 2008 levels

2-1-1 Always Answers.
www.211bigbend.org