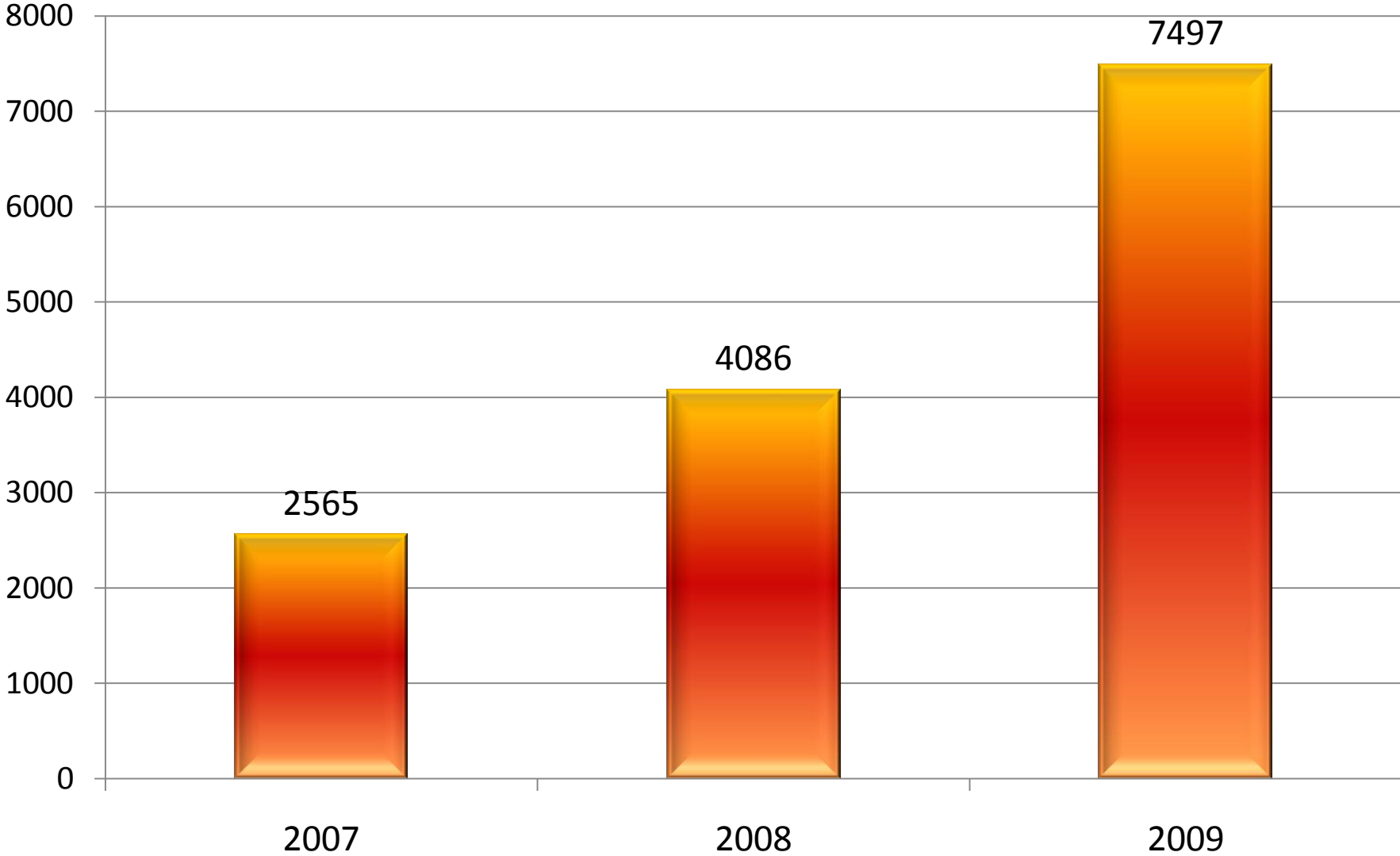
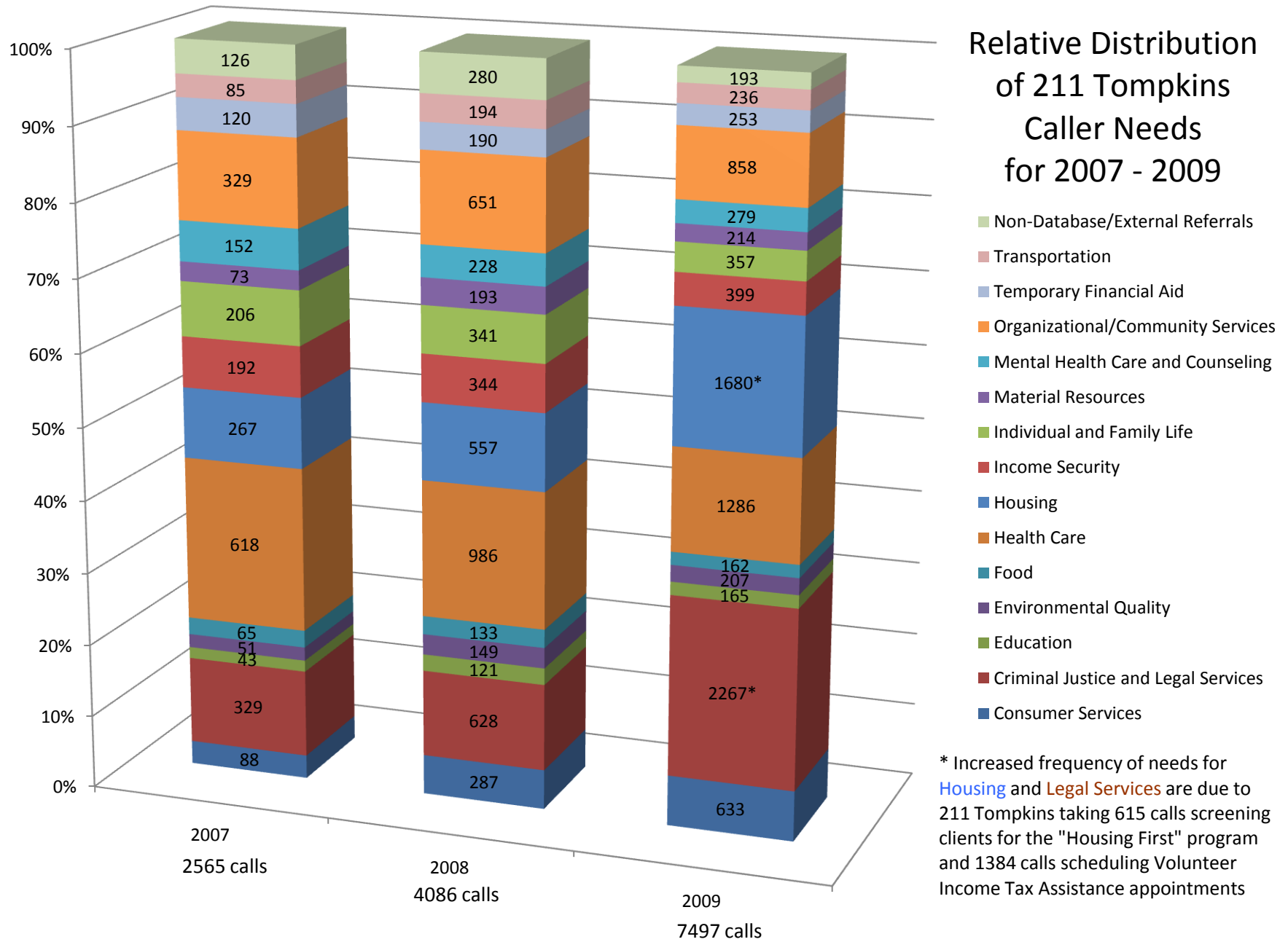


Total 211 Contacts by Year

(includes Calls, Walk-ins, E-mail & Internet Chat)



Relative Distribution of 211 Tompkins Caller Needs for 2007 - 2009



211 Tompkins Call/Web Statistics for 2007-2009

	<u>2007</u>	<u>2008</u>	<u>2009</u>		<u>2007</u>	<u>2008</u>	<u>2009</u>
Total Calls:	2565	4086	7497	Awareness:			
				<i>211 Info Card</i>	0	0	114
Calls By Age:	<u>2007</u>	<u>2008</u>	<u>2009</u>	<i>Agency or Organization</i>	590	994	2655
<i>18 and Under</i>	13	26	56	<i>Awareness Not Given</i>	498	333	875
<i>19-59</i>	2145	3450	6665	<i>Banner</i>	5	136	231
<i>Over 60</i>	202	340	454	<i>Billboard</i>	2	41	57
<i>N/A</i>	205	270	322	<i>Bookmark</i>	0	21	50
				<i>Brochure</i>	78	100	0
Total:	2565	4086	7497	<i>Bus Ads</i>	4	45	61
				<i>Directory Assist/411</i>	68	71	96
Calls By Sex:	<u>2007</u>	<u>2008</u>	<u>2009</u>	<i>Food/Shelter Card</i>	0	0	8
<i>Female</i>	1899	3013	5349	<i>Fridge Magnet</i>	25	145	137
<i>Male</i>	466	803	1839	<i>Friend/Other Person</i>	186	466	960
<i>Organization</i>	200	270	309	<i>Internet</i>	38	104	143
				<i>Newspaper</i>	71	87	111
Total:	2565	4086	7497	<i>Other</i>	163	196	320
				<i>Outreach Event</i>	3	36	21
Calls By Location:	<u>2007</u>	<u>2008</u>	<u>2009</u>	<i>Phone Book Ads</i>	418	372	252
<i>Caroline</i>	61	104	162	<i>Poster</i>	31	42	47
<i>Cayuga County</i>	17	22	33	<i>Presentation</i>	8	25	14
<i>Chemung County</i>	10	16	18	<i>Radio</i>	34	197	133
<i>Cortland County</i>	19	26	31	<i>Repeat Caller</i>	332	646	1185
<i>Danby</i>	39	74	92	<i>Television</i>	11	29	27
<i>Dryden</i>	142	289	526				
<i>Enfield</i>	48	83	158	Total:	2565	4086	7497
<i>Groton</i>	55	133	248				
<i>International</i>	9	8	22	Main Needs:	<u>2007</u>	<u>2008</u>	<u>2009</u>
<i>Ithaca City</i>	921	1682	3120	<i>Consumer Services</i>	88	287	633
<i>Ithaca not specific</i>	228	190	627	<i>Criminal Justice and Legal Services</i>	329	628	2267
<i>Ithaca Town</i>	187	452	726	<i>Education</i>	43	121	165
<i>Lansing</i>	73	157	233	<i>Environmental Quality</i>	51	149	207
<i>Location not given</i>	382	272	486	<i>Food</i>	65	133	162
<i>Newfield</i>	97	167	364	<i>Health Care</i>	618	986	1286
<i>NYS non-neighboring county</i>	45	76	110	<i>Housing</i>	267	557	1680
<i>Schuyler County</i>	18	50	65	<i>Income Security</i>	192	344	399
<i>Seneca County</i>	26	21	46	<i>Individual and Family Life</i>	206	341	357
<i>Tioga County</i>	41	46	71	<i>Material Resources</i>	73	193	214
<i>Ulysses</i>	102	173	300	<i>Mental Health Care and Counseling</i>	152	228	279
<i>United States</i>	45	45	59	<i>Organizational/Community Services</i>	329	651	858
				<i>Temporary Financial Aid</i>	120	190	253
Total:	2565	4086	7497	<i>Transportation</i>	85	194	236
				<i>Out of Database/Misc</i>	126	280	193
Source of Contact:	<u>2007</u>	<u>2008</u>	<u>2009</u>	Total:	2744	5282	9189
<i>211</i>	63	2597	5813				
<i>607-272-9331</i>	34	689	404				
<i>877-211-8667</i>	1	86	158				
<i>607-273-8686</i>	0	178	153				
<i>Not Given</i>	2462	282	612				
<i>Chat</i>	0	10	67				
<i>E-Mail</i>	0	48	149				
<i>Postal Mail</i>	0	0	6				
<i>Fax</i>	0	0	1				
<i>Walk-In</i>	0	30	103				
<i>Not Applicable</i>	5	166	31				
Total:	2565	4086	7497				

Report prepared by Mike Brutvan
 211 Tompkins IT Manager
 22-Feb-10

Top 10 Caller Needs by Category, 2009

Consumer Services		Criminal Justice and Legal Services		Education	
Consumer: General/Misc	315	Income Tax Assistance	1380	Education: General/Misc	40
Referral to Business	161	Eviction Assistance	154	School Info	28
Credit Counseling	25	Tax Info	97	Adult/Continuing Education	21
Complaints re: General/Misc	14	Free Legal Assistance	62	Tutoring	10
Consumer Protection	12	Legal Counseling	59	Higher Education	9
Birth/Death Records	11	Landlord/Tenant Problems	53	GED Info	9
Drivers License Info	11	Court Info	36	ESL Classes	9
Passport/Visa Info	8	Lawyer Referral: Non-Criminal	34	Vocational Education	8
Complaints re: Businesses	8	Child Support Assistance	25	Student Financial Aid	7
Vehicle Registration	7	Local Police	24	Literacy Tutoring	6
Environmental Quality		Food		Health Care	
Animal Services	76	Free Food	82	Health Insurance	183
Environmental: General/Misc	27	Free Meals/Soup Kitchens	21	Community Health Clinics	156
Recycling	17	Food/Nutrition: General/Misc	17	Health Clinics	156
Garbage Collection Info	12	Food/Meal Vouchers	17	Health: General/Misc	130
Air Quality	10	Home-Delivered Meals	11	Medicaid Info	66
Fire Protection	10	Senior Nutrition	5	Referral to Doctor	63
Pest Control	8	Farmer's Market	3	Dental Care	56
Housing Inspection/Code Enforcement	7	Community Gardens	3	Prescription Drugs	45
Public Health	6	Food Co-ops	1	Immunizations	34
Water Testing	5			Diagnostic Services/Health Screening	30
Housing		Income Security		Individual and Family Life	
Affordable Housing	816	Social Security/SSI	67	Volunteer Opportunities	41
Eviction	154	Food Stamps	66	Youth Services	38
Emergency Shelter	79	Employment: General/Misc	58	Senior Support	34
Housing: General/Misc	63	Unemployment Benefits	34	Child Day Care	26
Home Rehabilitation	26	Public Assistance	30	Community Event Info	16
Home Buying Assistance	21	Job Referrals/Placement	28	Child Care/Parenting Info	16
Utilities Connection/Repair	20	Job/Career Counseling	26	Child Protective Services	16
Low Cost/Public Housing	20	Job Training	12	Phys.Disabled Support	14
Homeless Shelter	19	Income Maintenance Programs	11	Recreational Activities	12
Weatherization	17	Career Development	11	Parenting Education/Support	12
Material Resources		Mental Health Care & Counseling		Organizational/Comm Svcs	
Furniture	68	Mental Health: General/Misc	55	* I&R Resources	193
Clothing	35	General Counseling	43	Human Services: General/Misc	118
Household Goods	32	Support Groups	36	Directory Assistance/411	106
Baby Furniture/Stroller	24	Crisis Counseling	22	County Govt. Related	59
Computers & Equip	13	Referral to Therapist	18	Post Office #	53
Personal Care Items	8	Family Counseling	16	Donations: Miscellaneous	46
Automobiles	7	Couple/Marriage Counseling	13	Community Groups	42
Appliances	7	Day Treatment Programs	11	City Govt. Related	38
Tools/Equipment	6	Youth Counseling	10	Civic/Neighborhood Associations	32
Baby Clothing	5	Anger Management	9	Volunteer Coordination	31
Temporary Financial Aid		Transportation		* I&R Resources indicates an "out-of-database" referral: We googled something for the caller...	
Utility Assistance	299	Transportation: General/Misc	68		
Financial Assistance: General/Misc	77	Disabled Transportation	47		
Rent Supplements	56	Medical Transportation	40		
Heat Assistance	44	Public Transportation	39		
Bill Payment Assistance	37	Dept. of Motor Vehicles #	23		
Rent Deposit Assistance	25	Car Rentals	8		
Transportation Assistance	14	Mass Transit Passes	4		
Mortgage Assistance	9	Airport Info	4		
Personal Loans	7	Taxi/Shuttle Services	3		
Medical Expense Assistance	6				