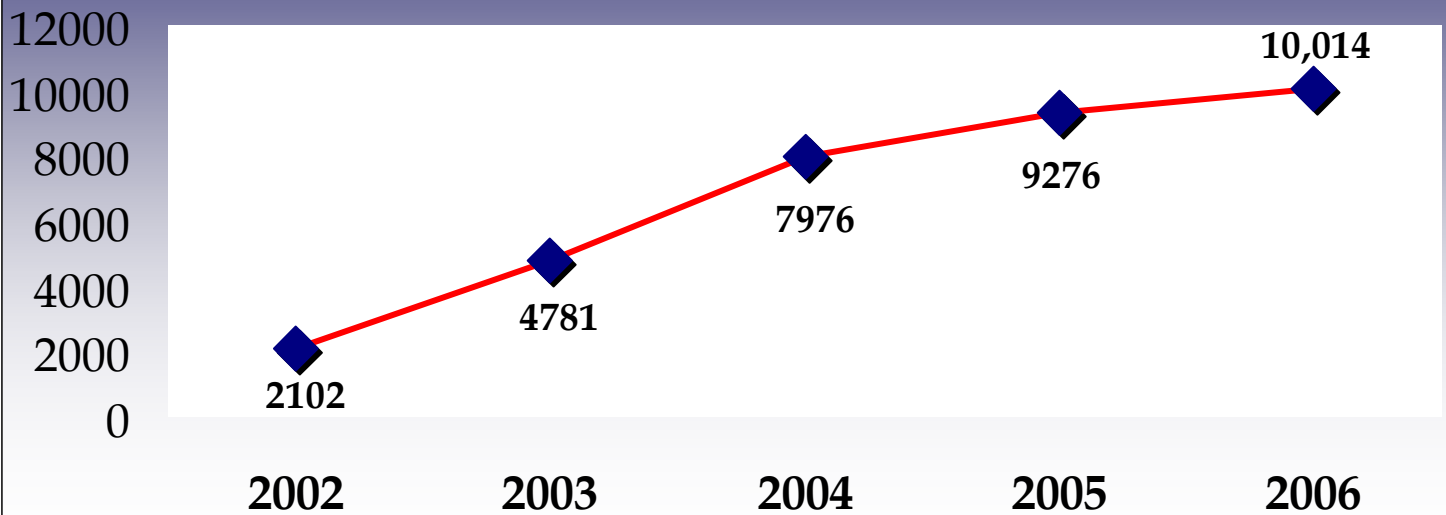




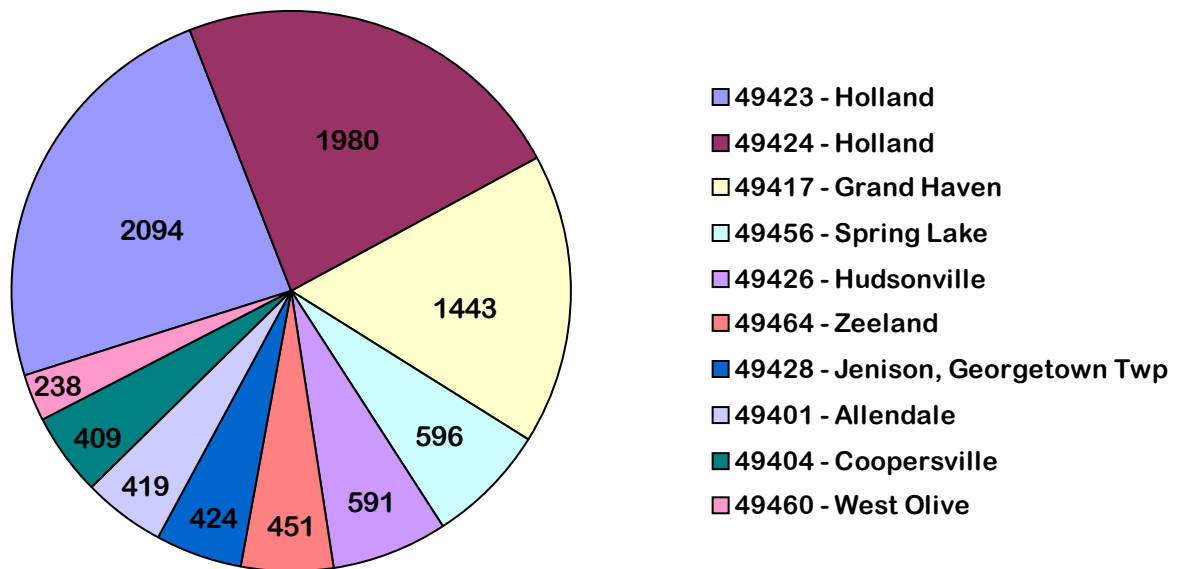
**2-1-1 of Ottawa County
Annual Report
January 2006 - December 2006**



**2-1-1 of Ottawa County
Annual Call Volumes
2002 - 2006**



Call Distribution by Top 10 Zip Codes



2-1-1 of Ottawa County was able to collect zip codes on 94% of calls this year.



Nothing endures but change.

Heraclitus 540-480 BC

2006 was certainly a year of ongoing changes for 2-1-1 of Ottawa County. The first half of the 2006 calendar year was devoted to conducting a merger feasibility study with the Community Access Line of the Lakeshore (CALL), an organization providing 2-1-1 services to Muskegon County. My special thanks go to the joint feasibility team who spent countless hours with merger facilitator, Gordon Ritter, reviewing the impact of such a merger on area residents, restructuring a governing body, creating a transition plan and addressing key issues and stumbling blocks. Key members from the Ottawa 211 Advisory Board included Dan Martin, Carol McFall, Chuck Michele, Sarah Hochhuth, Kelli Perkins, Sherry Miller, and Sue Boes. Key members from CALL included Tom Schmiedeknecht, Gail Kraft, Paula Kelson, Maggie Jensen, Dee Scott and myself. In late June, after receiving firm financial commitments from Ottawa County stakeholders and the Greater Ottawa County United Way, both entities agreed to a merger of Ottawa's 211 service with the Community Access Line of the Lakeshore and to house the combined call center in the Muskegon office at 255 W. Sherman Blvd.

The successful merger of 2-1-1 of Ottawa into CALL will create a more cost-effective approach to serving our neighboring communities. This strategic alliance reflects the Michigan 2-1-1 Business Plan which calls for the Regionalization of 2-1-1 services. Board members from both Ottawa and Muskegon counties have been working hard to facilitate a seamless transition for the residents of Ottawa. In the fall of 2006, we intensified recruitment efforts to increase the number of Ottawa County Board members to ensure equal representation. Recruitment will continue into 2007. The Call Center staff, previously housed in Grand Haven, moved up to the Muskegon office in late November. The telephone and database transfer went smoothly, and staff is quickly becoming acclimated to their new work environment.

2-1-1 of Ottawa saw two familiar faces leave mid-year. Sherry Miller, the former Director, accepted a position in late spring as the new director of Michigan 2-1-1. We are pleased that Sherry's skills, talents, and commitment are now being used at the state level to promote the development of coordinated and sustainable statewide coverage for 2-1-1. Sue Boes, our former Call Center Supervisor, relocated to Virginia with her husband. Sue brought a lot of enthusiasm, knowledge, and heart to the program.

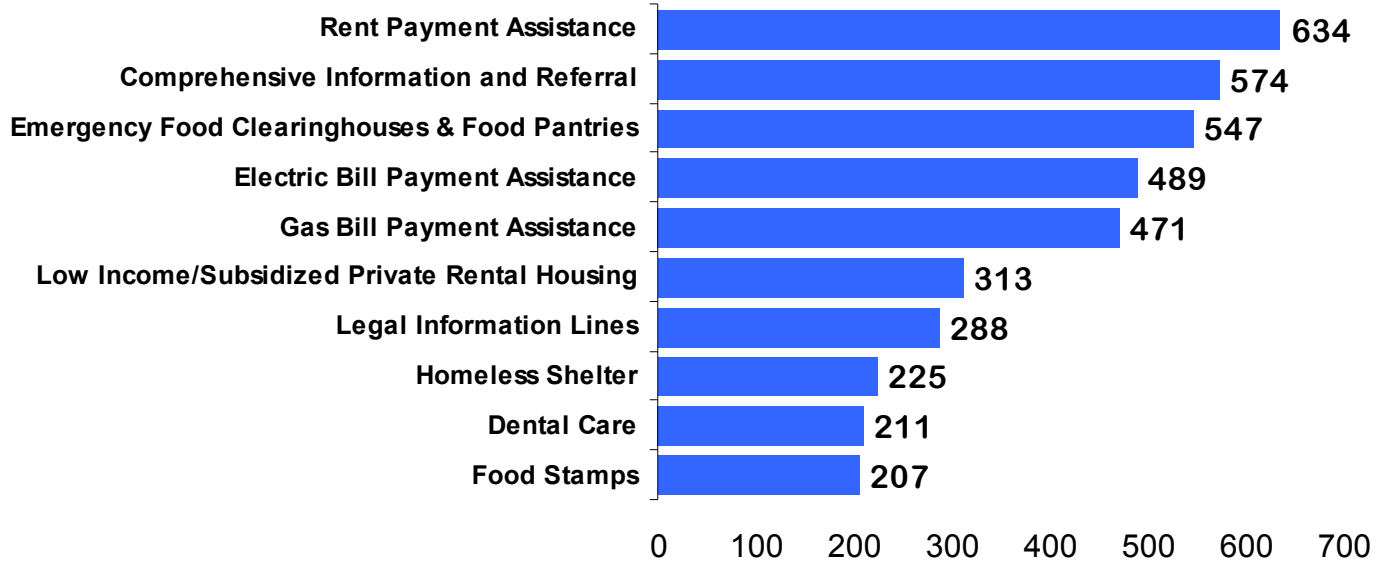
Even more opportunity presented itself when in July 2006; the Michigan Department of Community Health awarded West Michigan a \$9.15 million Long Term Care Single Point of Entry Demonstration Grant. The Area Agency on Aging of West Michigan, HHS Health Options, and Senior Resources helped to develop the project titled, West Michigan Long Term Care Connections, with the goal of providing one phone number to access comprehensive information on long term care services, including those funded by Medicaid, for the 12 county area of: Allegan, Ionia, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola and Ottawa counties. The Community Access Line of the Lakeshore received a sub-contract to serve as the call center and first point of contact for West Michigan Long Term Care Connections. This means that residents of Ottawa County will have access to 2-1-1, Specialized Senior Information and Referral, and Long Term Care Counseling through one centralized call center. A separate toll free number has been assigned to the long term care single point of entry demonstration project: 1-866-MICHLTC.

In closing, there is something that I hope never changes ... and that is your ongoing commitment to the Community Access Line of the Lakeshore and its mission of assured access to community resources through compassionate and effective information and referral services! Your continued support is very much appreciated!

Susan Howell, Director - 2-1-1 of Ottawa County

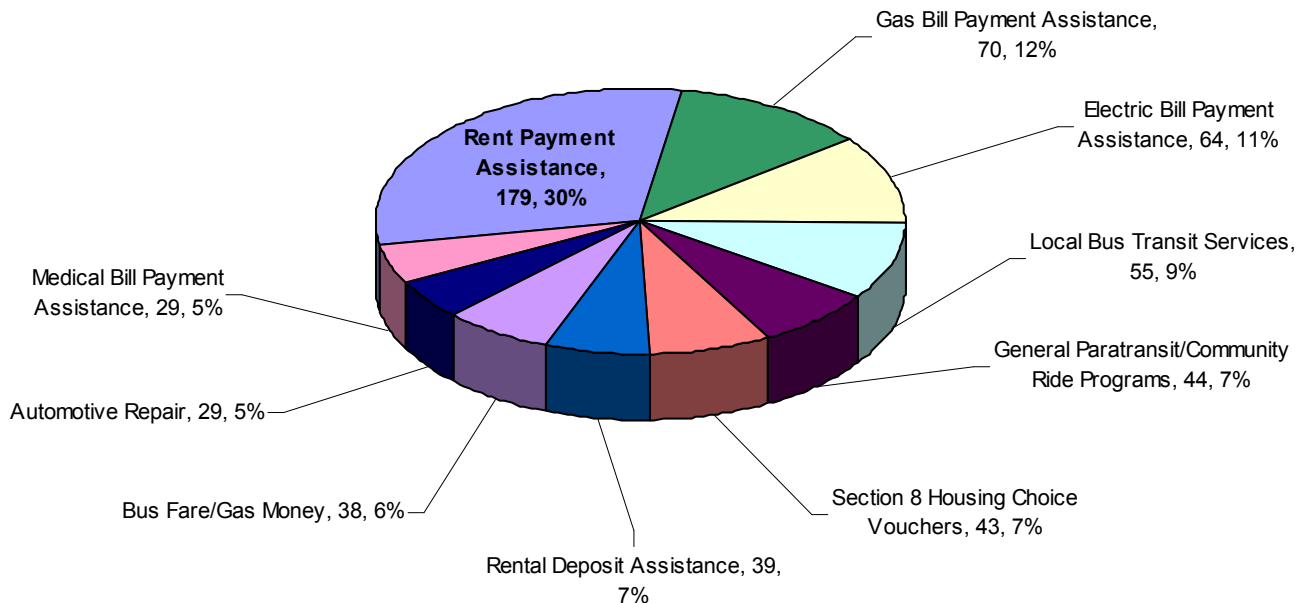
Service Requests- In 2006, 2-1-1 of Ottawa County modified the way requests for utility assistance are recorded in the database. Collecting more specific information on service requests has allowed us to examine inquiries about payment assistance for electric, natural gas, heating fuel, and water separately. Due to this change, rent payment assistance replaced utility bill payment assistance at the top of the 2006 list, but electric bill and gas bill payment assistance remain in the top 5. Requests for Food Pantries and Homeless Shelters both increased 17% last year. Requests for Low Income/Subsidized Housing increased 13%. These increases represent both the growth of the 2-1-1 call volume as well as an increase in individuals within our county looking for help meeting their basic daily needs.

Top 10 Service Requests



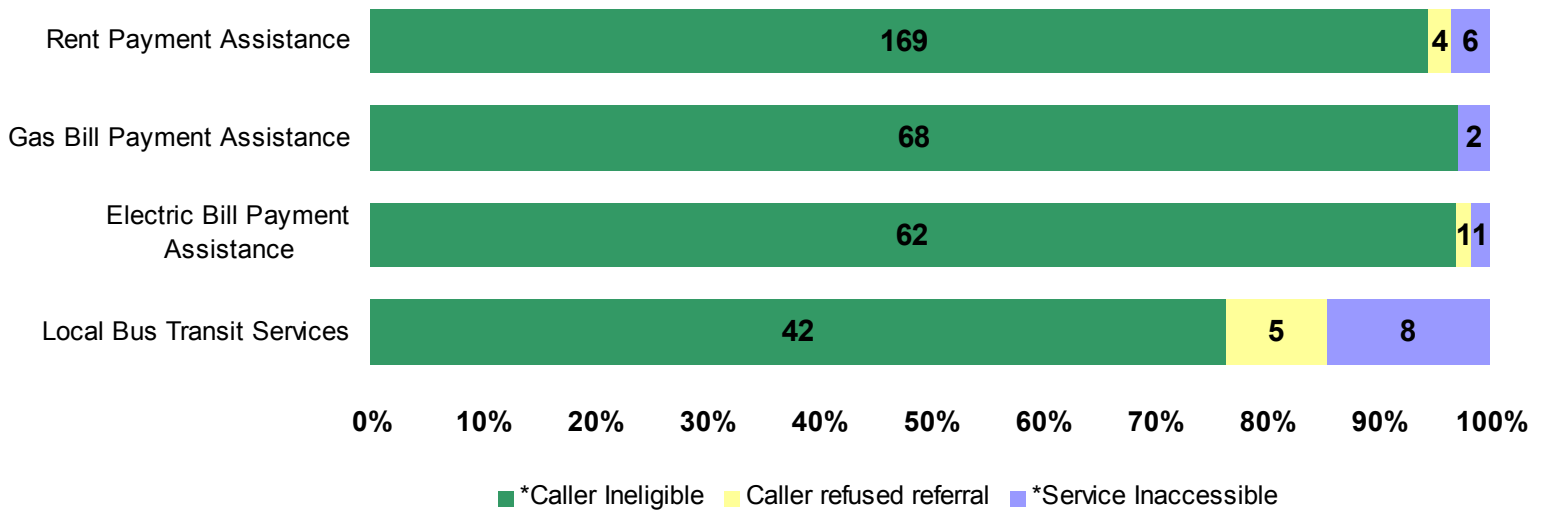
Unmet Needs- An unmet need is defined as a request from a caller that cannot be met, either because the resource he/she was referred to was unable to immediately resolve his/her issue or because there were no referrals available to meet that request. Overall, the call center recorded a 40% increase over last year in the number of unmet needs. This included a 35% increase for rent payment assistance, a 29% increase for rental deposit assistance, a 32% increase for medical bill payment assistance, and a 12% increase for bus fare/gas money. Most often, these needs went unmet because the caller did not meet current eligibility requirements for the service requested. This information is distributed to organizations and community planners for the purpose of tracking and responding to specific areas of need. For example, Walk for Warmth used statistics regarding unmet needs for utility assistance as part of their marketing campaign to promote fundraising for winter heat assistance.

Top 10 Unmet Needs

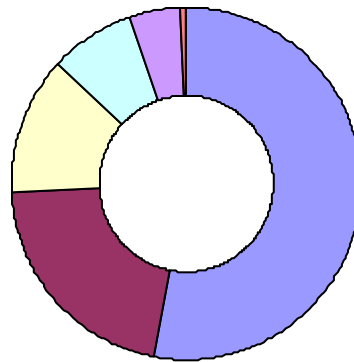


Unmet Needs Reasons- The primary reason for the Top 4 Unmet Needs listed is because the caller does not meet the eligibility requirements for available services.

Unmet Need Reasons Summary

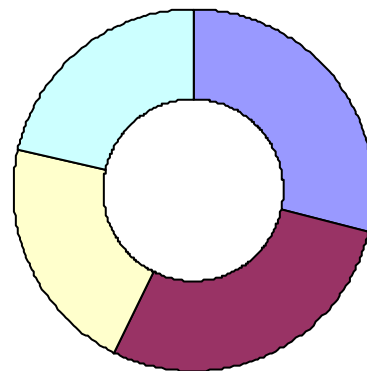


Caller Ineligible- The most common reason a caller is ineligible for rent or utility assistance is because they do not have the proper documentation to qualify for services. This could include a notice of legal eviction, a shutoff notice from their utility company, or a decision notice from the Department of Human Services. Although many callers will seek preventative help, hoping to resolve their issue before they reach the point of crisis, many assistance programs help only in an emergency when the caller is at immediate risk of losing their housing or having a utility disconnected. Frequently callers are ineligible due to a lack of sustainable income. Many service providers want to know that if they help resolve the caller’s current emergency that they will have sufficient income in subsequent months to better meet their own needs. The most common reason for a caller to be ineligible for transportation in Ottawa County is because they live outside the service area of available transit systems.



- No proper documentation, 180
- Income, 72
- Outside service area, 44
- Prior assistance, 26
- Bill exceeds amount available, 16
- Target population requirement, 2

Service Inaccessible- Occasionally callers are unable to access a service due to location, hours of operation, cost, or program capacity.



- All Programs Full, 4
- Hours, 4
- Cost, 3
- Ineligible Residence, 3