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Manager
Telecommunications Department
Missouri Public Service
Commission Governor Office
Building
200 Madison St.
Jefferson City, MO 65102-0362

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UTILITY OPERATIONS
DIVISION

*Records
Public Service Commission*

Re: Annual Report for Fiscal Year July 1, 2013 through June 30,

2014 Greetings:

On January 13, 2014, The United Way of Greater Kansas City, Inc., (UWGKC) f/k/a The Heart of America United Way, Inc. was re-authorized by the Commission in Case No. AO-2014-0093 to serve as a Missouri Information and Referral (I&R) Provider. The provisions of 4 CSR 240-32.200 require the filing of an annual report with your office. Pursuant to that rule we submit the following and trust that this form will be acceptable. As noted in the report submitted for FY July 1, 2009 through June 30, 2010, HAUW merged with three other metropolitan United Ways to become the United Way of Greater Kansas City (UWGKC).

Operational Statistics

The following is a summary of operational statistics between July 1, 2013 and June 30, 2014

- Total calls offered, 160,067, calls answered 114,220, total % answered live 71%, abandoned 32,144, abandon rate 20%, overflow to voicemail (people leaving messages for a call back) 1057 calls and rate 1%, average wait time 2:06, average connect time 4:56, TSF 50.2%.
- In addition, United Way 2-1-1 provides afterhours service to United Way of the Plains in Wichita Kansas with 8,568 calls and United Way 2-1-1 of United Way of Greater St. Louis with 7,643. These are contracts for after-hours, weekends and holidays. In the evenings, weekends and holidays, United Way 2-1-1 provides coverage for the entire State of Missouri and Kansas.
- In 2013 we experienced our largest turnover. The attrition was for various reasons, 1 Specialist was promoted at work at her full time job, 1 Specialist moved to Texas, 1 moved to St. Louis, 1 was terminated for poor performance, 1 was promoted to our full time resource specialist here at 2-1-1. During the time of these vacancies, we struggled to meet capacity. I will actually say that our staff did a phenomenal job considering the shortages and call volume. As mentioned earlier, we have increased the number of Specialists with budget approval and our Call Center Manager has been

identifying intensive case management. United Way 2-1-1 is expected to resume the program once the community homelessness providers have produced a process to accept referrals.

- United Way 2-1-1 is currently involved in community discussions in the Metro area concerning homelessness, diversion, and information sharing. Currently The Homeless Coalition of Greater Kansas City is inviting vendors to submit an RFB (request for bid) to move towards a comprehensive HMIS (homeless management information system) which is part of HUD. The United Way 2-1-1 ServicePoint software has been identified by a national consultant to the Task Force as the best solution for HMIS information. United Way has been asked to submit an RFB. United Way's community position is to collaborate and work alongside our partners. 2-1-1 will have a seat at the table to seek out the best solution/s. This means that United Way 2-1-1 may or may not participate in the RFB but will certainly actively participate in discussions. The people in Kansas City who are homeless need access to the best services available to them. Having live bed counts in ServicePoint as well as a CDCA are important to provide the best referrals. Another solution would be to have two systems or more, communicate and share information and resources back and forth. In each scenario, 2-1-1 would conduct the CDCA and have access to a live bed count. Another part of this discussion is how to best share resource information between systems in the Kansas City Metro area. This is quite an undertaking that requires community input, decisions on which data systems should share data and a consultant to provide the path forward. In 2015, we will report on the progress of 2-1-1s involvement in HMIS.
- *Operational:* The Call Center Manager of United Way 2-1-1 provides oversight of the day to day operation of United Way 2-1-1. This includes the front-line Call Specialists, call management equipment, phones and telephony systems, computers, scheduling/workforce management, reporting on all call activity, supervision, emergency response and quality assurance.
- United Way of Greater Kansas City convened leaders from governmental, non-profits and businesses to discuss the difficulty that many returning veterans and their families have in connecting to available services. United Way of Greater Kansas City established an initiative "The Veterans Alliance". Members of the Alliance are from Veteran specific agencies such as the VA, non-profits providing services to Veterans and their families and businesses in the Greater Kansas City Community. United Way 2-1-1 will take a lead role as the easy-to-remember number to help Vets and their families find the resources available to them. Finding help is difficult when you are maneuvering through the health and human services system. It is

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- The EMC maintains emergency and disaster related services in the resource data base such as cooling and warming centers, emergency shelters, relief centers, and mass immunization sites. Because of the close working relationships with governmental agencies the EMC also maintains government entries in the data base. The EMC also locates new resources for entry into the database.
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- The EMC is involved in planning for continuity of operations for the 2-1-1 call center. This includes both daily and emergency operations. During the past year there have been telephone problems that have impacted the 2-1-1 service. The EMC conducted a comprehensive testing of the 2-1-1 telephone translations by calling 2-1-1 from multiple locations throughout the service area using cell phones from the different areas. A significant problem was found with AT&T where calls were either being sent to the St Louis 2-1-1 incorrectly or not being sent through at all. With the assistance of technicians at the AT&T N11 compliance center, these problems were corrected. Another problem developed with customers of different phone companies receiving calls that appeared to be coming from the 2-1-1 call center. When a person answered their phone, they would hear the 2-1-1 greeting message. Again, with the help of AT&T technicians working with a United Way team, the problem was solved. This turned out to be a case of "spoofing" where someone disguises the source of their phone calls by making it look like they are coming from a different number. AT&T contacted the identified companies telling them to stop. AT&T continues to work with 2-1-1 when there are new occurrences.
- Keeping the 2-1-1 call center open under emergency conditions has been another aspect of operation where the EMC is involved. When major winter storms threatened the 2-1-1 service area, the EMC tracked the weather and assisted in developing and implementing backup plans for continuous operations. Remote terminals were distributed and selected staff were able to work from home when streets were impassable. During one 24 hour period the call center operated entirely from remote locations. The EMC has been involved in planning and the installation of a 100K backup generator to provide power to the call center in a disaster or emergency. Contingency plans were also developed to relocate the call center to a back-up location if necessary and this was tested during the generator installation. The 2-1-1 call center now has several layers of resiliency and the EMC is responsible for maintaining the plans.
- In 2014, the EMC was promoted to Call Center Manager. In his position, he still maintains complete EMC duties as in attending all local, regional and state meetings. He is also affiliated with the American Red Cross Chapter of Greater Kansas City. He responded in the community of Orrick, MO both representing United Way 2-1-1 and the Red Cross in 2014. It is more common than not to have emergency roles as part of 2-1-1 Call Center

and it is valid for 5 full years until October 2016.

United Way 2-1-1 is an affiliate member of the bi-state regional Metropolitan Emergency Managers Committee (MEMC).

United Way 2-1-1 is a member of the local AIRS affiliate MAK-AIRS (Missouri, Arkansas, and Kansas – AIRS). The current United Way 2-1-1 Call Center Manager serves as the Treasurer of MAK-AIRS.

United Way 2-1-1 currently has MOUs with: State of Missouri Emergency Management, The Family Conservancy Child Care Source, City of Kansas City Missouri Office of Emergency Management, and AFL-CIO Community Services in St. Joseph, Missouri Association of Community Action, 3-1-1 Action Center in Kansas City, Missouri, Kansas City Metropolitan Crime Commission for Cass, Clay, Jackson and Platte counties in Missouri. The Whole Person, The Coalition of Independence, Mid America Regional Council Department of Aging, Northwest Missouri Area Agency on Aging, District III Area Agency on Aging, Rediscover Mental Health Care, Comprehensive Mental Health Services, Community Network for Behavioral Healthcare, Tri-County Mental Health Care, Healing Heart Dogs Crisis Team, Johnson County Government and many in the Kansas counties served by United Way 2-1-1. The United Way 2-1-1 Call Center Manager is currently securing MOUS with every EMC in all 16 Missouri counties and larger cities with emergency management served by United Way 2-1-1.

Opportunities for Statewide Missouri I&R Provider Efficiencies

- With the active operation of Missouri 2-1-1 by the United Way of Greater St. Louis, opportunities for statewide operating efficiencies are presented. The two Vice Presidents, Regina Greer from St. Louis and Scott Jones from Kansas City are collaborating to identify areas for improved operational efficiencies.
- Missouri 2-1-1 and United Way 2-1-1 have completed a memorandum of understanding and mutual aid agreement which outlines processes and procedures for call overflow and call switch-over in time of emergency or disaster. AT&T routing is available for switching. Both organizations share one database and now United Way 2-1-1 takes the after-hours calls for 2-1-1 St. Louis in addition to United Way 2-1-1 in Wichita.
- Jointly, Missouri 2-1-1 and United Way 2-1-1 have a memorandum of understanding with the State Emergency Management Agency (SEMA) to reflect the change in administration at SEMA. This agreement is currently active. However, since Director Parmenter has left this position, both United Way 2-1-1s in Missouri will secure an updated agreement.

1. KC CASH Coalition to direct individuals to no cost tax preparation sites and access to the Earned Income Tax Credit (EITC).
2. The Missouri and Kansas Attorneys' General, the Federal Reserve Bank, the FDIC and the Foreclosure Prevention Task Force to direct individuals facing mortgage crises to HUD certified housing counselors.
3. The Kansas City metropolitan area health departments to participate in the Heat Task Force compile and maintain the listing of Cooling Centers and direct callers to those centers during periods of extreme heat.
4. Kansas City Regional VOAD (KCVOAD) to direct callers to appropriate resources in time of emergency or disaster. United Way of Greater Kansas City is a lead agency in KC Regional VOAD.
5. Safe Haven – Safe Haven laws are on the books in all 50 states. United Way 2-1-1 has collaborated with Safe Haven for over 5 years to provide information to callers, and to direct callers to the proper Safe Haven locations. Hospitals, Fire Departments, and Police Departments, in the State of Missouri. United Way 2-1-1 is prominently featured on all metal Safe Haven signs affixed on Fire Stations, Hospitals and Police Departments. Without the support of United Way 2-1-1, there would be no phone number for Safe Haven. Call Specialists explain to new mothers that they do not have to abandon their babies, but can hand them over to a staff member at any Safe Haven location according to the statutes of the law.
6. Aim 4 Peace; a program to reduce homicides and crimes against persons in urban core, Kansas City, Missouri zip codes; directing callers to resources available. United Way 2-1-1 assists callers referred by AIM 4 Peace to find needed resources, thus providing a necessary component of information & referral to this vital program.
7. CAP (Citizen Assist Program). This program is a collaborative work between the Kansas City, Missouri Fire Department and United Way 2-1-1. CAP is currently funded by The REACH Healthcare Foundation and The Health Care Foundation of Greater Kansas City. United Way 2-1-1 provides information and referral for the nurse and social worker who perform home assessments on

- All phone carriers should provide 2-1-1 service to their customers including pay for service cell phones. Many low income residents seek assistance on locating needed services, yet are not able to connect to 2-1-1 on their pre-paid cell phones. As cell phones are becoming primary phones for many people, access to 2-1-1 from these cells becomes crucial. *Cricket is an example of a service used by many low income individuals, who added 2-1-1 service in the last year.* This has resulted in increased access to 2-1-1 for these cell phone customers in the Greater Kansas City area.
- A significant percentage of callers continue to present financial assistance needs, exacerbated by the overall economic conditions. The non-profit and faith-based assistance programs often have no emergency assistance, or run out of funds prior to the end of the month. Call Specialists are trained to seek for secondary needs which could improve the situation. Example: Electric bill payment assistance was not available, but after talking with the caller, it was discovered that the family was almost out of food. By providing a referral to a nearby food pantry, the family was able to meet that need, possibly freeing-up funds.
- Continuing challenges for low income and middle income residents in paying electric utility bills. Demand for emergency assistance most times exceeds the supply of emergency funds thus increasing the amount of residents who will face disconnection of their electric service.
- Transportation to services following referral continues to be a major barrier for urban core low-income callers as well as those in outer areas of Greater Kansas City such as Independence for example.
- United Way 2-1-1 conducts outreach when possible to the Hispanic community through resource fairs and health functions. It is hard to determine how many Hispanic households call United Way 2-1-1, since many times an English speaking member of the family places the call. We currently have 4 bilingual English/Spanish at United Way 2-1-1, plus we have the Phone Interpreter services.
- There are still a number of needs presented for traveler's assistance and burial assistance. There are few if any resources in the service area
- To reiterate, United Way 2-1-1 in Greater Kansas City is a valuable part of the community. We collaborate with many organizations and provide information & Referral in times of disaster. We also have relationships with our local health departments in the event of an outbreak of pandemic event. We have specialty parts of 2-1-1 such as the Citizen Assist Program (CAP) – receives referrals from fire fighters and paramedics for people who call 911 but do not have a life threatening

12% or 6,685 pre-screens will be conducted during the October – January timeframe. The typical 2-1-1 call averages 7 minutes per call. It is expected that 5 additional minutes will be added to properly pre-screen a caller and offer a referral to a CAC and/or a Navigator.

- e) It is anticipated that 96% of pre-screens will result in referrals, for a total referral number of 6,418.
- f) To assist and prepare a person in the enrollment process, United Way will send out materials and a list of documents required. This can be distributed through email or regular mail.
- g) 10% of referrals, or 642, will receive a follow-up call for quality assurance purposes and to assess the outcome.
- h) For callers who can't afford Marketplace based insurance or don't qualify for Medicaid, the I & R process will continue. In more complicated situations surrounding health and insurance, the call will be transferred to the Health Care Advocate.
- i) United Way 2-1-1 will maintain the website "coverkc.org", which includes maintaining adding/updating and deleting community healthcare outreach and enrollment events. It is estimated that 12 hours per week will be spent on updating the calendar.
- j) Reports will be issued identifying resources, needs, gaps, and trends.
- k) 211 staff will participate in relevant meetings with Navigators and Certified Application Counselors to share reports and work toward a better coordinated and more effective process.
- l) 2-1-1 will collaborate with Next Step KC (VITA sites) to obtain client authorization for follow-up contact with individuals with a tax penalty for not having insurance. 2-1-1 will utilize ServicePoint to gather contact information so 2-1-1 staff can conduct follow-up calls to pre-screen and refer at the appropriate time (fall 2015)

Outcomes & Evaluation:

To determine the success of the United Way 2-1-1 Marketplace Awareness, Outreach and Enrollment initiative in 2014 – 2015, several elements will be measured.

- a) The number of callers to United Way 2-1-1 and how many listened to the hold messaging concerning health insurance on the marketplace.


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Telecommunications Manager
Missouri Public Service Commission
August 19, 2014
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Please contact me if there are any questions about this report. Thank you very much. United Way 2-1-1 is pleased to be authorized as a Missouri 2-1-1 Comprehensive I&R Provider.

Sincerely,

United Way 2-1-1
United Way of Greater Kansas City, Inc.

By: _____


Scott Jones
Vice President,
Community Services

Enclosures:

United Way 2-1-1 Snapshot during reporting period
United Way 2-1-1 flyer – new
Citizen Assist Program flyer
Health Care Advocate flyer
Quality assurance form used to grade calls
Current United Way 2-1-1 Organizational Chart
United Way 2-1-1 disaster materials