

211 Tompkins Call/Web Statistics for Q1 2010

Total Calls:	3755	Awareness:		Web Directory Users¹:	211
		<i>Agency or Organization</i>	1594	Web Directory Referrals²:	859
Calls By Age:		<i>Repeat Caller</i>	876	Offsite Referrals³:	636
19-59	3501	<i>Friend/Other Person</i>	439		
Over 60	166	<i>Awareness Not Given</i>	261		
N/A	78	<i>Other</i>	98	Website Visitors By Location:	
18 and Under	10	<i>211 Info Card</i>	89	<i>Location not given</i>	143
		<i>Internet</i>	62	<i>Ithaca City</i>	56
Total:	3755	<i>Banner</i>	54	<i>Ithaca not specific</i>	34
		<i>Radio</i>	49	<i>Ithaca Town</i>	16
Calls By Sex:		<i>Fridge Magnet</i>	46	<i>Lansing</i>	11
Female	2482	<i>Phone Book Ads</i>	40	<i>Groton</i>	9
Male	1204	<i>Newspaper</i>	37	<i>Caroline</i>	7
Organization	69	<i>Bus Ads</i>	29	<i>Dryden</i>	5
		<i>Poster</i>	29	<i>Newfield</i>	5
Total:	3755	<i>Bookmark</i>	14	<i>United States</i>	4
		<i>Directory Assist/411</i>	12	<i>Tioga County</i>	3
Calls By Location:		<i>Billboard</i>	9	<i>Danby</i>	3
<i>Ithaca City</i>	1686	<i>Outreach Event</i>	6	<i>Enfield</i>	3
<i>Ithaca not specific</i>	312	<i>Presentation</i>	4	<i>NYS non-neighboring county</i>	2
<i>Ithaca Town</i>	273	<i>Food/Shelter Card</i>	4	<i>Ulysses</i>	2
<i>Dryden</i>	273	<i>Television</i>	3	<i>Cortland County</i>	1
<i>Location not given</i>	187	<i>Brochure</i>	0	<i>Cayuga County</i>	1
<i>Newfield</i>	174	Total:	3755	<i>Schuyler County</i>	1
<i>Ulysses</i>	131	Main Needs:		<i>International</i>	1
<i>Lansing</i>	125	<i>Criminal Justice and Legal Services</i>	2087	<i>Chemung County</i>	0
<i>Groton</i>	118	<i>Housing</i>	705	<i>Seneca County</i>	0
<i>Caroline</i>	100	<i>Health Care</i>	279		
<i>Enfield</i>	87	<i>Organizational/Community Services</i>	231	Total Locations Given:	307
<i>Tioga County</i>	56	<i>Consumer Services</i>	207		
<i>Danby</i>	50	<i>Temporary Financial Aid</i>	147	¹ Visitors who completed Searches in our	
<i>NYS non-neighboring county</i>	45	<i>Income Security</i>	120	Web Directory	
<i>Schuyler County</i>	34	<i>Mental Health Care and Counseling</i>	67	² Total Programs retrieved by User	
<i>Cortland County</i>	27	<i>Transportation</i>	60	Searches	
<i>Seneca County</i>	20	<i>Individual and Family Life</i>	59	³ Number of times Web Users clicked on	
<i>International</i>	20	<i>Non-Database/External Referrals</i>	59	the link to an agency's web site	
<i>Cayuga County</i>	18	<i>Material Resources</i>	44		
<i>United States</i>	11	<i>Environmental Quality</i>	31		
<i>Chemung County</i>	8	<i>Education</i>	29		
		<i>Food</i>	21		
Total:	3755	Total:	4146		
Source of Contact:		Follow Up Calls:			
<i>Phone</i>	3697	<i>Individual Case</i>	110		
<i>Chat</i>	23	<i>Quality Assurance</i>	0		
<i>E-Mail</i>	17	Total:	110		
<i>Walk-In</i>	15				
<i>Postal Mail</i>	2				
<i>Not Applicable</i>	1				
<i>Fax</i>	0				
Total:	3755				

Report prepared by Mike Brutvan
211 Tompkins IT Manager
7-Apr-2010

Top 10 Caller Needs by Category, Q1 2010

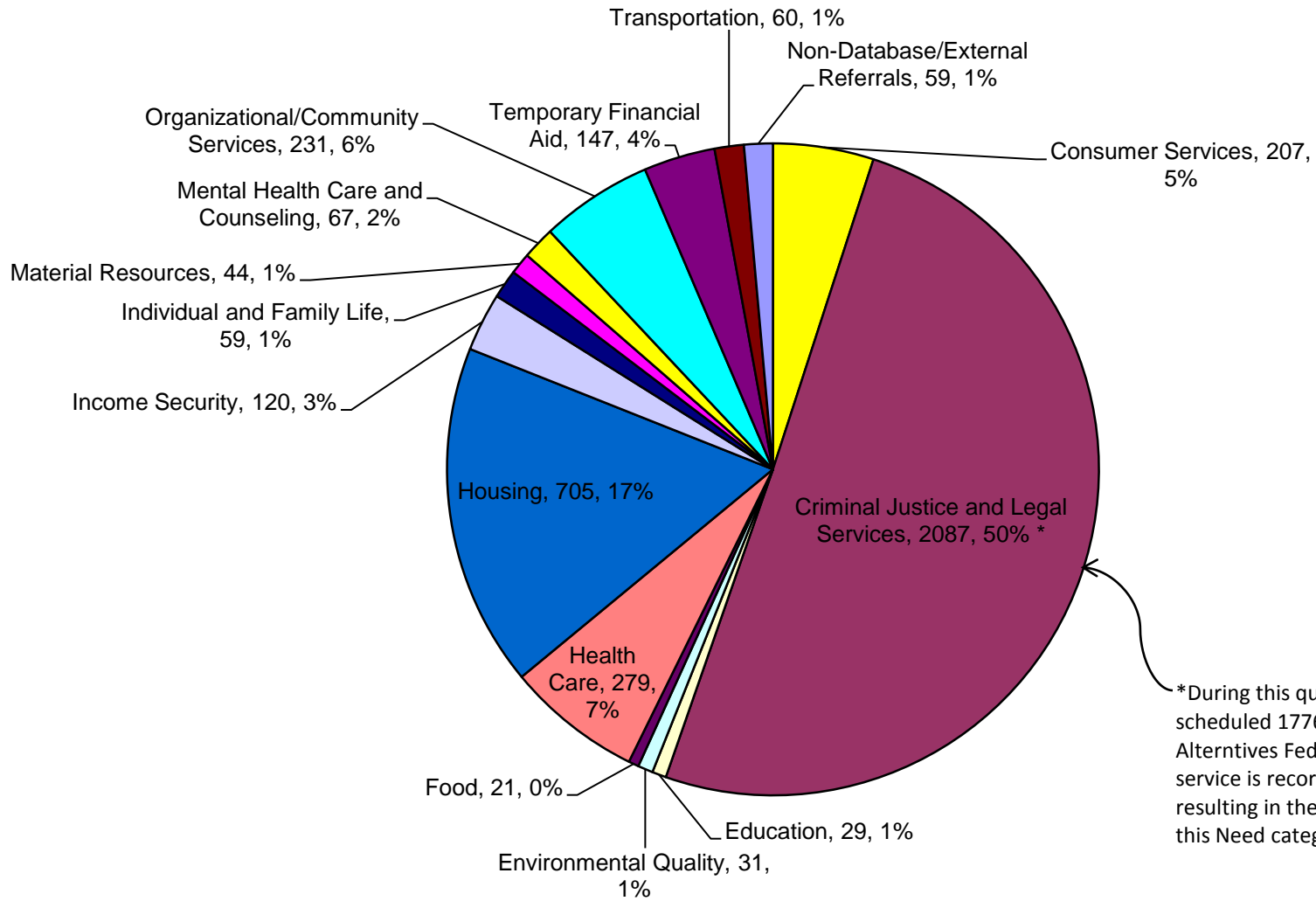
Consumer Services		Criminal Justice and Legal Services		Education	
Consumer: General/Misc	114	Income Tax Assistance	1795	Education: General/Misc	9
Referral to Business	66	Tax Info	57	Adult/Continuing Education	5
Credit Counseling	5	Eviction Assistance	41	Vocational Education	3
Vehicle Registration	4	Free Legal Assistance	35	Tutoring	2
Licenses/Permits: General/Misc	4	Court Info	25	Higher Education	2
Drivers License Info	3	Landlord/Tenant Problems	15	ESL Classes	2
Consumer Education	3	Legal Counseling	13	Literacy Tutoring	2
Police Records/Reports	2	Domestic Violence	12	Student Financial Aid	1
Consumer Protection	1	Child Support Assistance	8	Learning Disabled Resources	1
Birth/Death Records	1	Parole/Probation Info	8	Academic Counseling	1
Environmental Quality		Food		Health Care	
Animal Services	10	Free Food	14	Health Insurance	38
Environmental: General/Misc	4	Free Meals/Soup Kitchens	3	Community Health Clinics	32
Weather/Road Conditions	4	Food/M meal Vouchers	2	Health Clinics	32
Water Testing	3	Food/Nutrition: General/Misc	1	Health: General/Misc	19
Recycling	2	Home-Delivered Meals	1	Referral to Doctor	17
Housing Inspection/Code Enforcement	1			Dental Care	17
Public Health	1			Prescription Drugs	17
Protective Services for Animals	1			Medicaid Info	12
Agriculture	1			Home Health Aides/Nursing	8
Public Safety	1			Assistive Equipment	7
Housing		Income Security		Individual and Family Life	
Affordable Housing	374	Food Stamps	36	Volunteer Opportunities	10
Eviction	41	Employment: General/Misc	20	Senior Support	6
Emergency Shelter	40	Social Security/SSI	17	Youth Services	5
Housing: General/Misc	20	Job Referrals/Placement	9	Child Day Care	5
Utilities Connection/Repair	11	Unemployment Benefits	8	Parenting Education/Support	5
Crisis Shelter	10	Public Assistance	5	Caregiver Support/Assistance	4
Housing: Phys.Disabled	7	Job/Career Counseling	5	Dev.Disabled Support	4
Homeless Shelter	5	Phys.Disabled Employment	4	Domestic Violence Reporting	3
Weatherization	5	Income Maintenance Programs	3	Child Abuse/Neglect Reporting	3
Home Rehabilitation	4	Medicare	3	Child Care/Parenting Info	2
Material Resources		Mental Health Care & Counseling		Organizational/Comm Svcs	
Furniture	13	General Counseling	16	* I&R Resources	59
Clothing	8	Support Groups	11	Directory Assistance/411	37
Household Goods	6	Mental Health: General/Misc	9	County Govt. Related	27
Diapers	4	Crisis Counseling	7	Human Services: General/Misc	26
Baby Furniture/Stroller	3	Youth Counseling	5	Community Groups	16
Computers & Equip	3	Referral to Therapist	4	Senior Services	14
Baby Clothing	3	Family Counseling	4	US Govt. Related	14
Auto Repairs	2	Spouse/Partner Abuse Counseling	3	Civic/Neighborhood Associations	13
Personal Care Items	1	Day Treatment Programs	1	Donations: Miscellaneous	11
Appliances	1	Physical Abuse Counseling	1	Post Office #	10
Temporary Financial Aid		Transportation		* I&R Resources indicates an "out-of-database" referral: We googled something for the caller...	
Utility Assistance	134	Transportation: General/Misc	18		
Rent Deposit Assistance	34	Medical Transportation	15		
Financial Assistance: General/Misc	32	Public Transportation	9		
Heat Assistance	28	Dept. of Motor Vehicles #	7		
Rent Supplements	26	Disabled Transportation	5		
Tax Relief	12	Car Rentals	3		
Bill Payment Assistance	8	Mass Transit Passes	1		
Transportation Assistance	8	Airport Info	1		
Financial Assistance: Disabled	7	Taxi/Shuttle Services	1		
Moving Expense Assistance	6				

211 Tompkins Call/Web Statistics for Q1 2010

	Q1 2009	Q4 2009	Q1 2010		Q1 2009	Q4 2009	Q1 2010
Total Calls:	2442	2208	3755	Awareness:			
				<i>211 Info Card</i>	33	28	89
Calls By Age:	Q1 2009	Q4 2009	Q1 2010	<i>Agency or Organization</i>	1257	682	1594
<i>18 and Under</i>	10	9	10	<i>Awareness Not Given</i>	127	394	261
<i>19-59</i>	2229	2047	3501	<i>Banner</i>	58	44	54
<i>Over 60</i>	104	99	166	<i>Billboard</i>	10	9	9
<i>N/A</i>	99	53	78	<i>Bookmark</i>	14	17	14
				<i>Brochure</i>	0	0	0
Total:	2442	2208	3755	<i>Bus Ads</i>	4	16	29
				<i>Directory Assist/411</i>	39	12	12
Calls By Sex:	Q1 2009	Q4 2009	Q1 2010	<i>Food/Shelter Card</i>	2	0	4
<i>Female</i>	1847	1552	2482	<i>Fridge Magnet</i>	27	40	46
<i>Male</i>	498	608	1204	<i>Friend/Other Person</i>	235	354	439
<i>Organization</i>	97	48	69	<i>Internet</i>	49	36	62
				<i>Newspaper</i>	34	28	37
Total:	2442	2208	3755	<i>Other</i>	70	100	98
				<i>Outreach Event</i>	8	3	6
Calls By Location:	Q1 2009	Q4 2009	Q1 2010	<i>Phone Book Ads</i>	62	48	40
<i>Caroline</i>	57	37	100	<i>Poster</i>	17	7	29
<i>Cayuga County</i>	9	8	18	<i>Presentation</i>	5	1	4
<i>Chemung County</i>	9	0	8	<i>Radio</i>	42	24	49
<i>Cortland County</i>	6	12	27	<i>Repeat Caller</i>	338	357	876
<i>Danby</i>	40	14	50	<i>Television</i>	11	5	3
<i>Dryden</i>	184	150	273				
<i>Enfield</i>	48	41	87	Total:	2442	2208	3755
<i>Groton</i>	63	85	118				
<i>International</i>	6	9	20	Main Needs:	Q1 2009	Q4 2009	Q1 2010
<i>Ithaca City</i>	1071	843	1686	<i>Consumer Services</i>	104	208	207
<i>Ithaca not specific</i>	79	400	312	<i>Criminal Justice and Legal Services</i>	1466	291	2087
<i>Ithaca Town</i>	284	158	273	<i>Education</i>	40	41	29
<i>Lansing</i>	84	62	125	<i>Environmental Quality</i>	34	51	31
<i>Location not given</i>	141	128	187	<i>Food</i>	45	47	21
<i>Newfield</i>	139	110	174	<i>Health Care</i>	293	306	279
<i>NYS non-neighboring county</i>	27	28	45	<i>Housing</i>	160	1247	705
<i>Schuyler County</i>	25	7	34	<i>Income Security</i>	96	77	120
<i>Seneca County</i>	19	15	20	<i>Individual and Family Life</i>	74	66	59
<i>Tioga County</i>	34	12	56	<i>Material Resources</i>	54	54	44
<i>Ulysses</i>	102	79	131	<i>Mental Health Care and Counseling</i>	74	66	67
<i>United States</i>	15	10	11	<i>Organizational/Community Services</i>	188	252	231
				<i>Temporary Financial Aid</i>	72	69	147
Total:	2442	2208	3755	<i>Transportation</i>	42	72	60
				<i>Out of Database/Misc</i>	39	54	59
Source of Contact:	Q1 2009	Q4 2009	Q1 2010	Total:	2781	2901	4146
<i>Phone</i>	2341	2132	3697				
<i>Chat</i>	13	11	23				
<i>E-Mail</i>	45	22	17				
<i>Postal Mail</i>	0	3	2				
<i>Fax</i>	0	0	0				
<i>Walk-In</i>	31	34	15				
<i>Not Applicable</i>	12	6	1				
Total:	2442	2208	3755				

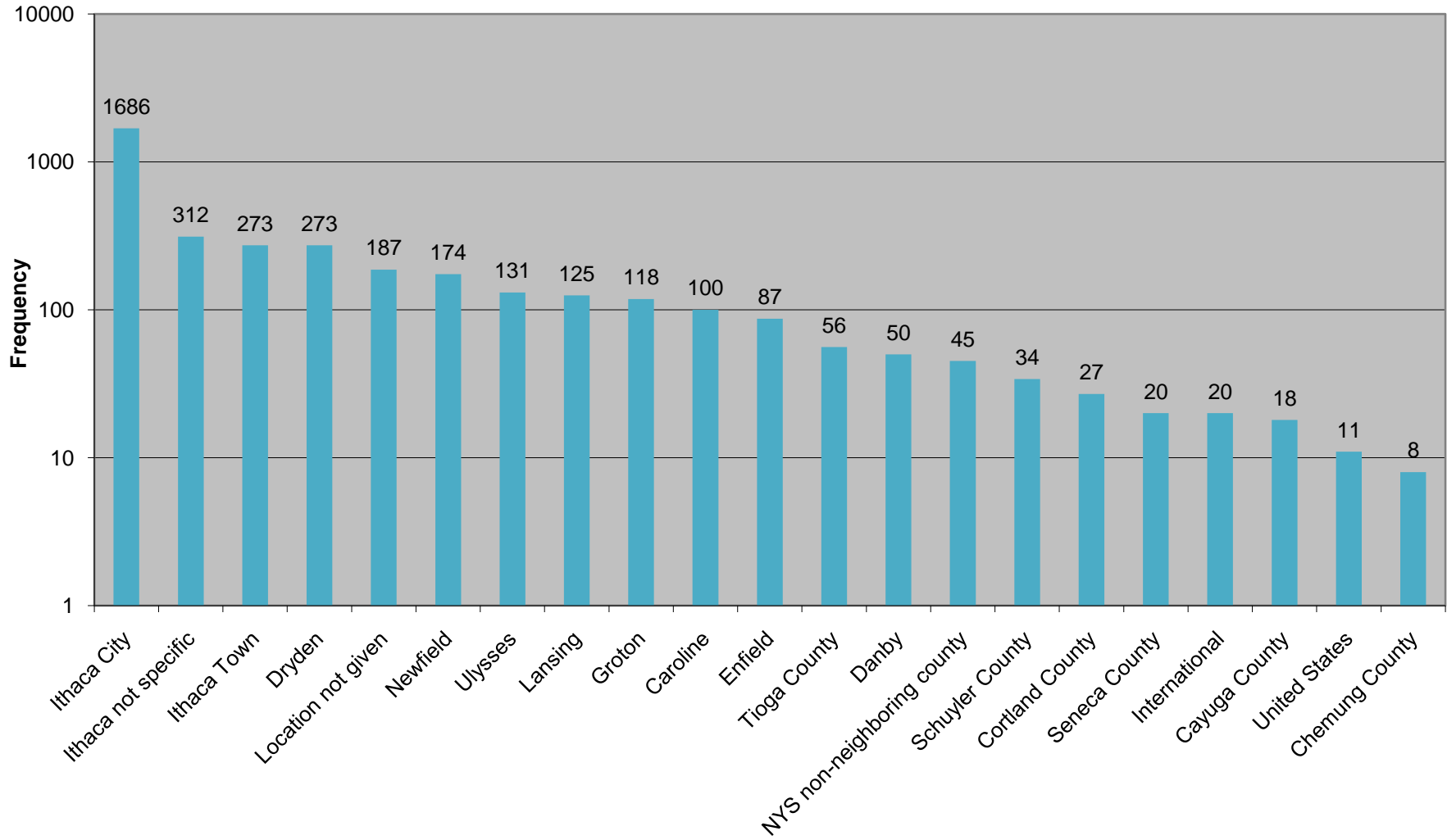
Report prepared by Mike Brutvan
 211 Tompkins IT Manager
 7-Apr-10

211 Main Caller Needs Q1 2010

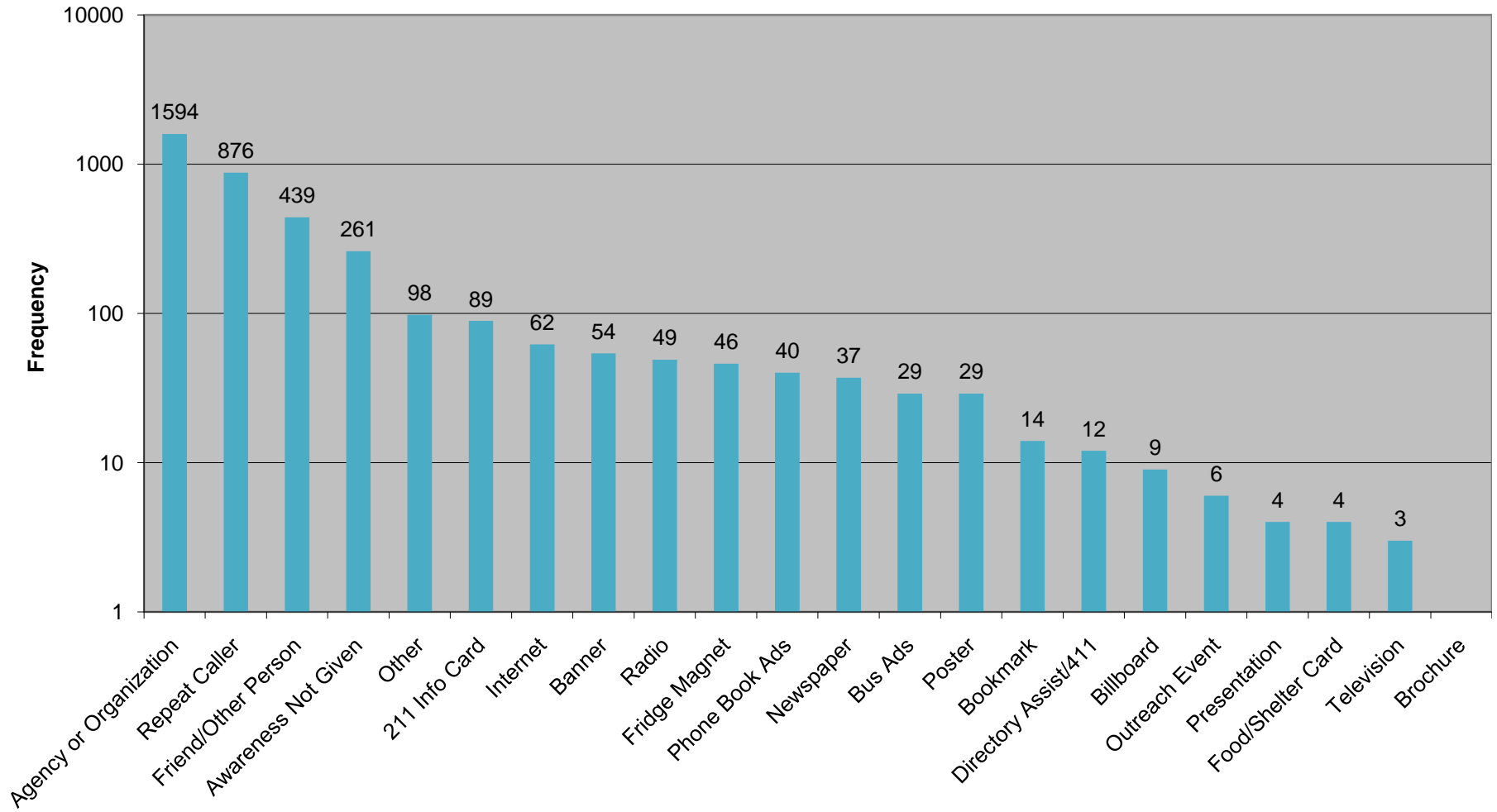


*During this quarter, 211 Tompkins scheduled 1776 tax appointments for Alternatives Federal Credit Union. This service is recorded as a "Legal Service" resulting in the high count we see for this Need category.

211 Caller Location Q1 2010

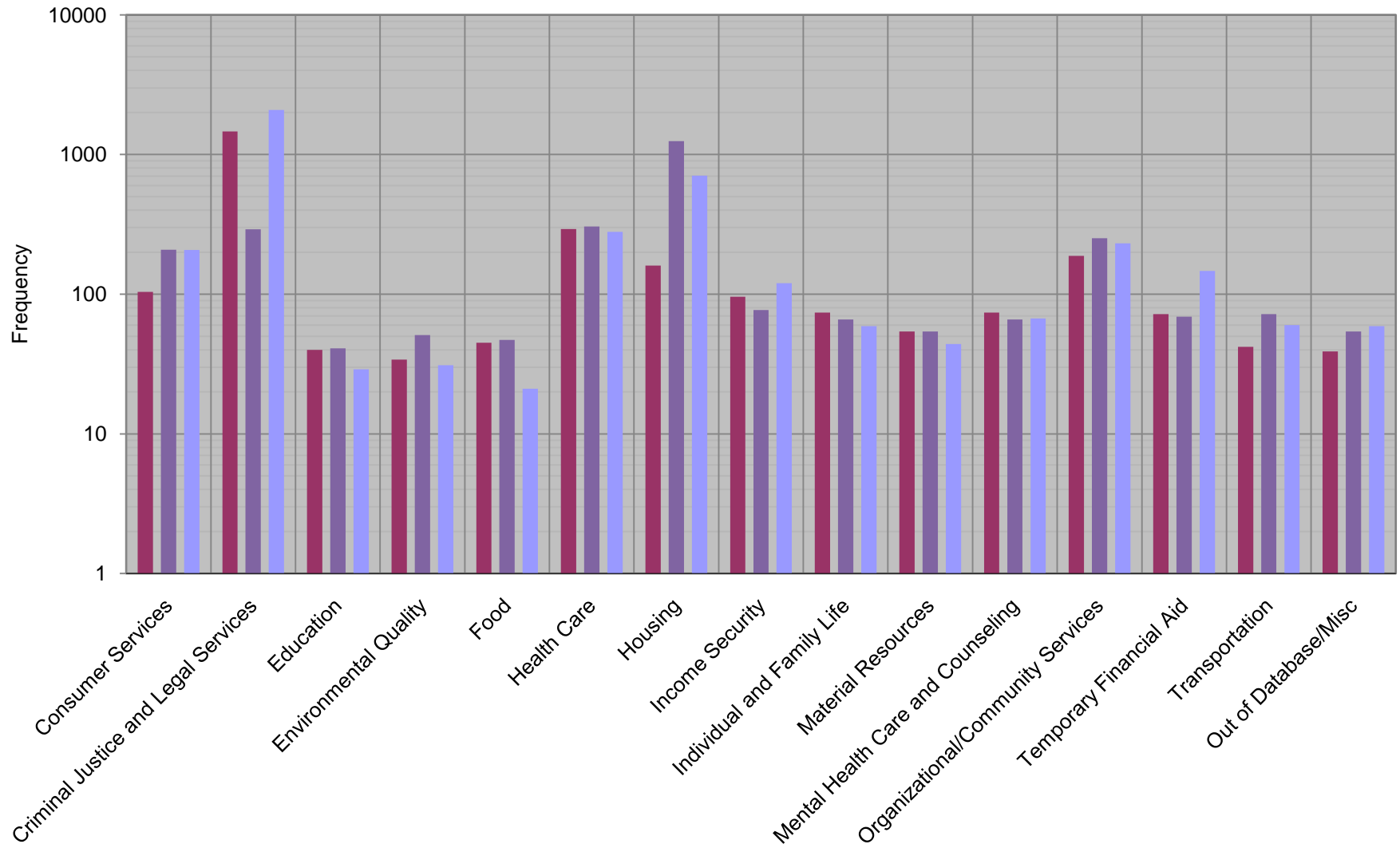


211 Caller Awareness, Q1 2010

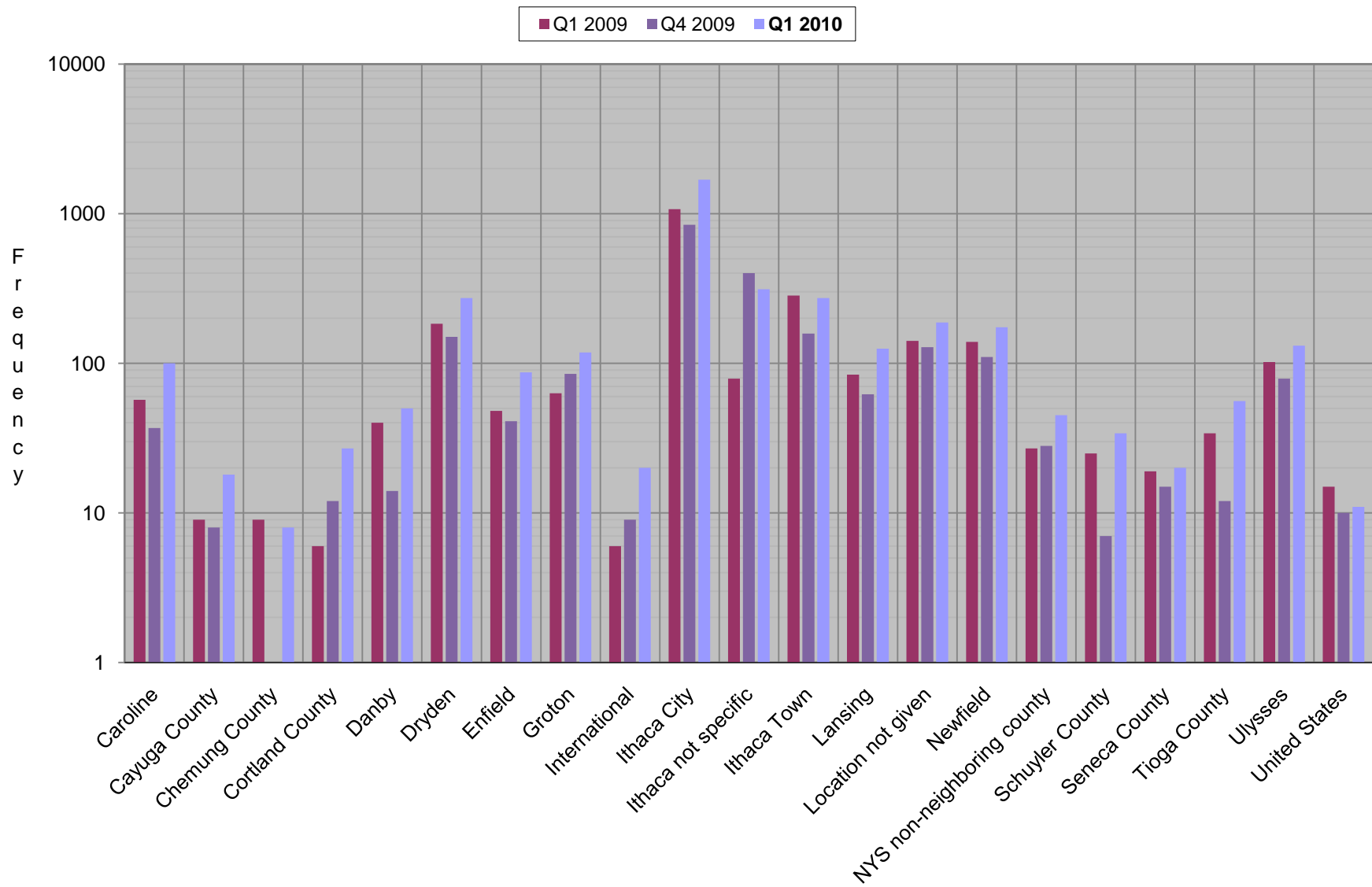


211 Tompkins Caller Needs, Comparison by Quarter

■ Q1 2009 ■ Q4 2009 ■ Q1 2010

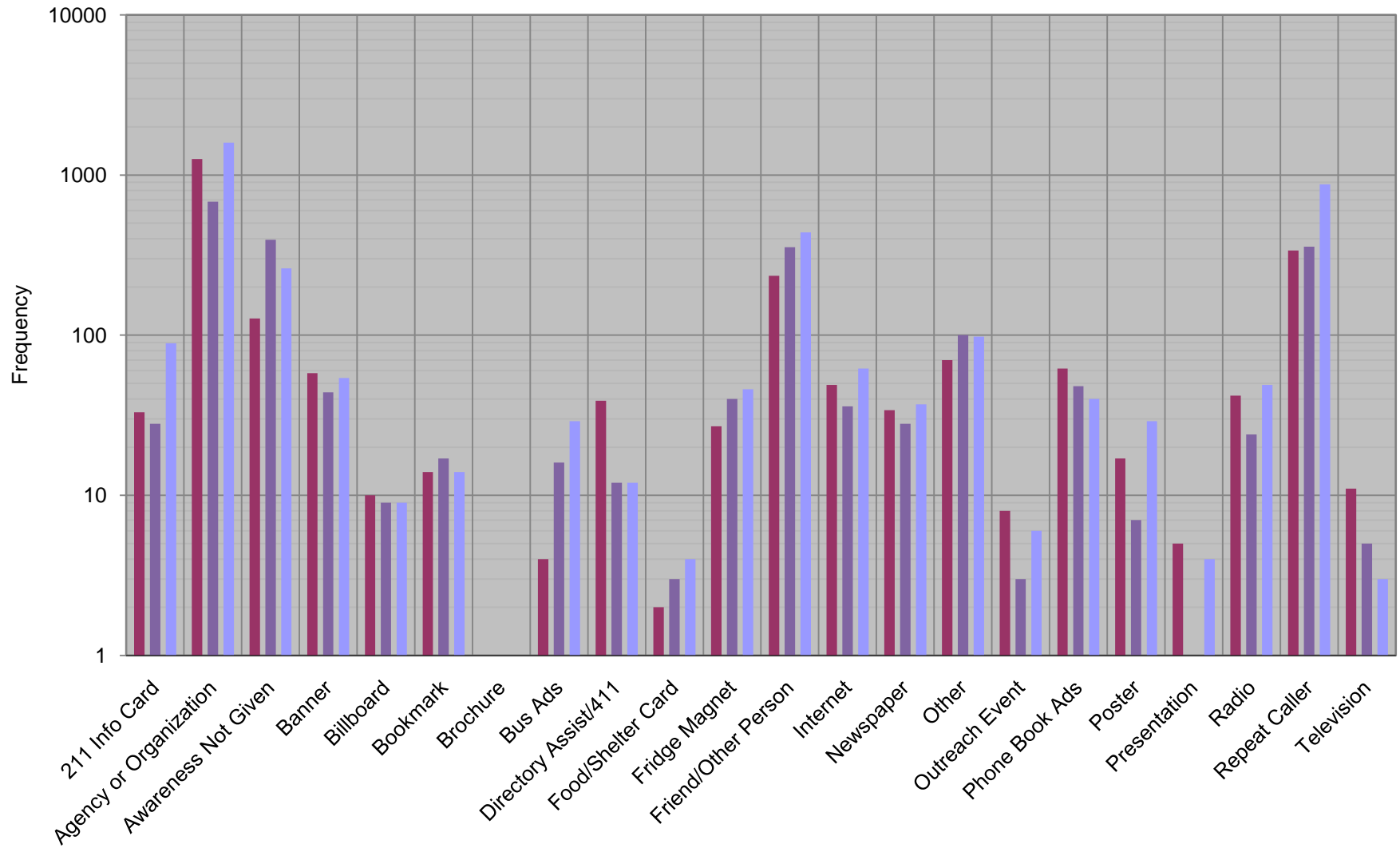


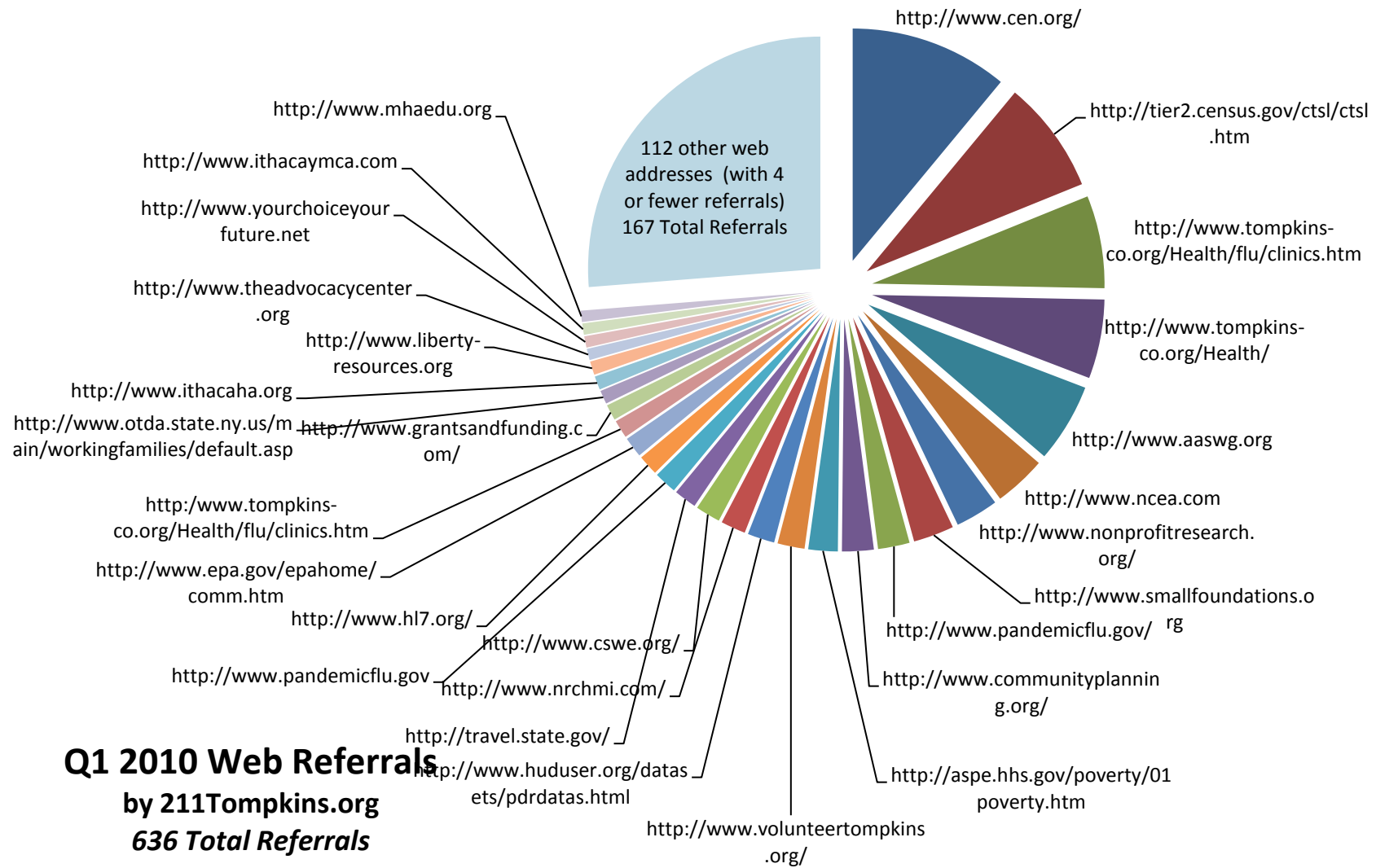
211 Tompkins Caller Location, Comparison by Quarter



Caller Awareness, Comparison

■ Q1 2009 ■ Q4 2009 ■ Q1 2010





Daily 211 Counts Q1 2010

On-line Directory Calls/Walk-ins

