

Michigan 211

(FY2020 Appropriation Act - Public Act 67 of 2019)

October 31, 2020

Sec. 307. (1) *From the funds appropriated in part 1 for demonstration projects, \$950,000.00 shall be distributed as provided in subsection (2). The amount distributed under this subsection shall not exceed 50% of the total operating expenses of the program described in subsection (2), with the remaining 50% paid by local United Way organizations and other nonprofit organizations and foundations.*

(2) *Funds distributed under subsection (1) shall be distributed to Michigan 2-1-1, a nonprofit corporation organized under the laws of this state that is exempt from federal income tax under section 501(c)(3) of the internal revenue code of 1986, 26 USC 501, and whose mission is to coordinate and support a statewide 2-1-1 system. Michigan 2-1-1 shall use the funds only to fulfill the Michigan 2-1-1 business plan adopted by Michigan 2-1-1 in January 2005.*

(3) *Michigan 2-1-1 shall refer to the department any calls received reporting fraud, waste, or abuse of state-administered public assistance.*

(4) Michigan 2-1-1 shall report annually to the department and the house and senate standing committees with primary jurisdiction over matters relating to human services and telecommunications on 2-1-1 system performance, the senate and house appropriations subcommittees on the department budget, and the senate and house fiscal agencies, including, but not limited to, call volume by health and human service needs and unmet needs identified through caller data and number and percentage of callers referred to public or private provider types.





Michigan 2-1-1 FY 2020 Report
to the
Michigan Department of Health
and Human Services on
Infrastructure, Data and
Activities

Michigan 2-1-1

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BACKGROUND

About 2-1-1

2-1-1 connects people to information, resources and services when they need or want to give help. 2-1-1 provides local, statewide and national resources that range from employment, family support, food, government services, health, housing, public benefits, to volunteerism, youth services and more. People in need of assistance can access help by calling 2-1-1, visiting www.mi211.org or texting their zip code to 898-211.

About Michigan 2-1-1 (MI 211)

The Michigan 2-1-1 (MI 211) state office is the coordinating body for a network of seven regional contact centers that help people in need of assistance to access services. MI 211 supports statewide collaboration and service delivery among regional partners through shared infrastructure, funding assistance, and best practice guidance. MI 211 is financially supported by public and private funds at the local, state and federal level.

Through a combination of donations, grants and contracts, MI 211 provides regional partners with support in the following areas:

- Advocacy
- Data, analytics and reporting
- Legal and regulatory support
- Quality assurance
- Technical support
- Training

The 2-1-1 Network

Seven regional contact centers provide services statewide. These regional centers are:

- 211 Northeast Michigan
- Community Access Line of the Lakeshore (CALL) 2-1-1
- Central Michigan 2-1-1
- Gryphon Place 2-1-1
- Heart of West Michigan United Way 2-1-1
- UPCAP 2-1-1
- United Way for Southeastern Michigan 2-1-1

ANNUAL ACTIVITIES AND DATA REPORT

Background

Each year, MI 211 prepares an annual performance report for the Michigan Department Health and Human Services (MDHHS). The 2020 report contains information on the status of the MI 211 Infrastructure, caller and demographic data, as well as activities related to and required to be reported under the MDHHS General Fund (GF) and Integrated Service Delivery (ISD) project contract. This report covers the period from October 1, 2019 - September 30, 2020.

In 2017, MI 211 worked hand-in-hand with MDHHS in the development and deployment of the Michigan ISD project. This relationship opened the door for several infrastructure improvements including a move to a new resource database platform, increase in staffing, enhanced analytics and reporting and upgraded contact and communication options. Successful demonstration of coordination and capacity by the MI 211 state office and regional partners has led to new opportunities for statewide, scalable projects which have the potential to be replicable for other (nongovernmental) industries as well as to be a source of ongoing revenue for the system. In addition, spurred interest from new potential MI 211 partners which has solidified a long-held belief that there is substantive value to the 2-1-1 database, and that if effectively maintained and promoted the potential is endless.

During this reporting period, MI 211 assisted residents, community organizations and state infrastructure in a variety of ways in the response to the COVID-19 pandemic. MI 211's COVID-19 response efforts are described throughout this report. For general information related to the coronavirus COVID-19, expressed interest in volunteer opportunities and/or needs as a result of COVID-19 (ex: employment, school, program closures, etc.) view the dashboard here: <https://tinyurl.com/rz8m7vd>.

Reports

Infrastructure

In FY 2018, MI 211 increased staffing levels to meet the demand of the ISD project and prepare for additional growth. Funding from the State of Michigan allowed MI 211 to bring on needed capacity in the form of a project manager, an analytics and reporting director, development and training director, quality assurance manager, resource specialists and a technology manager. These roles were filled with seasoned 2-1-1 veterans, knowledgeable in the operational capabilities of MI 211 and regional partners, and familiar with the potential for growth and expansion. This added capacity has enhanced the ISD contract, and supported implementation of statewide standards of quality that will serve MI 211 well into the future.

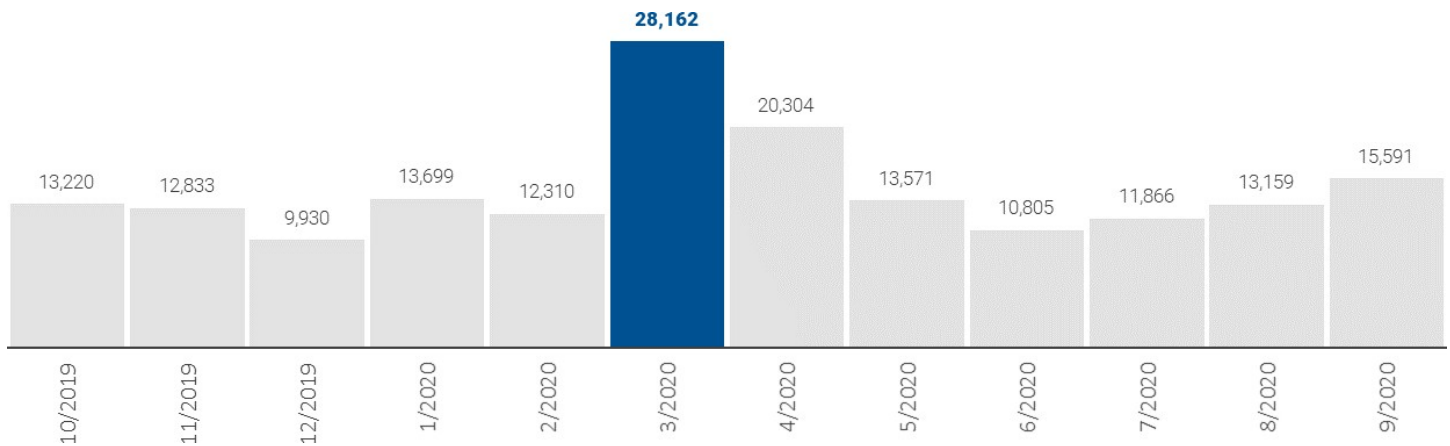
In FY 2019, the MI 211 Network completed a migration to a new database software platform. As a result of multiple software conversions there is added complexity for combining data from multiple platforms and year-year comparison. While staff is working diligently to refine functionality and integration of the new system, some limitations exist in terms of data consistency and the ability to present this report as a year-to-year comparison.

Public Searches Report (mi211.org Online Searches Report)

The mi211.org website had significant visual and programming changes in FY 2020, including migrating the online search function to a new software vendor. As a result, these metrics are not consistent with the previous search functionality, thus a year-year comparison cannot be provided. As the programming needs resulting from the software migration has stabilized, attention is focused on implementing more advanced reporting and full analytics are expected to be available for FY 2020.

The snapshot below provides the number of web searches captured by RTM Designs for the period October 1st, 2019 - September 30th, 2020.

Total **Web Searches increased by 129%** in March 2020 at the start of the COVID-19 pandemic in Michigan.



As of September 30th, 2020, there were 133,353 unique sessions that searched for 175,450 services/resources in our Michigan Resources Database (include searches in all 2-1-1 Michigan Centers websites and the MI 211 website).

Date	Unique Sessions	Unique Searches	Searches per User
Total	133,353	175,450	1.3
10/2019	10,905	13,220	1.2
11/2019	10,758	12,833	1.2
12/2019	8,495	9,930	1.2
1/2020	11,101	13,699	1.2
2/2020	10,068	12,310	1.2
3/2020	21,681	28,162	1.3
4/2020	13,391	20,304	1.5
5/2020	9,635	13,571	1.4
6/2020	7,669	10,805	1.4
7/2020	8,631	11,866	1.4
8/2020	9,592	13,159	1.4
9/2020	11,427	15,591	1.4

Total Number of Resources Searched: **175,005**

By taxonomy term: **154,206**

By Category or Subcategory only **16,831**

By name of program, service, agency only: **3,968**

*445 searches dropped due to inconsistencies in the term used.

Source: 2020 Michigan 2-1-1

As part of the migration to a new software vendor for online web search, a unique online search webpage was created for each of the seven 2-1-1 Centers and MI 211. In order to account for all web searches, the searches conducted on the previous vendor's webpage (October 2019-February 2020) were integrated with the seven 2-1-1 Centers website resources (early 2020-present).

The following are the top services/terms searched from October 2019 - September 2020.

Top Services Searched	2-1-1 Centers Websites	Michigan 2-1-1 Website	Total
Total	39,708	17,435	57,143
Rent Payment Assistance	6,372	3,590	9,962
Food Pantries	6,669	1,837	8,506
Electric Service Payment Assistance	5,199	2,482	7,681
Homeless Motel Vouchers	3,121	1,331	4,452
Low Income/subsidized Private Rental Housing	2,938	947	3,885
Food Banks/food Distribution Warehouses	3,001	522	3,523
Mortgage Payment Assistance	1,391	1,175	2,566
Commodity Supplemental Food Program	2,183	349	2,532
Diapers	1,843	637	2,480
Automobile Payment Assistance	1,166	1,088	2,254
Rental Deposit Assistance	1,188	1,003	2,191
Gas Money	1,021	1,151	2,172
Home Rehabilitation Grants	1,645	139	1,784
Home Delivered Meals	1,531	208	1,739
Moving Expense Assistance	440	976	1,416

During the COVID-19 pandemic, new services were created, existing human services adapted or utilized more frequently, etc. which impact the volume of web searches for this reporting year. For instance, Home Delivered Meals experienced an increase of 636% in searches conducted from 2-1-1 Centers websites, largely conducted throughout the pandemic.

MI 211's software vendor also created a direct webpage to focus online searching of COVID-19 related specific services. While some COVID-19 related searches are included in the table above, the top COVID-19 related searches on the separate webpage are highlighted in the table below.

Top COVID-19 Services Searched	2-1-1 Centers Websites
Total	2,993
Rent Payment Assistance	679
Electric Service Payment Assistance	563
Disaster Related Cash Grants	434
Brown Bag Food Programs	299
Websites * Covid-19	215
Food Pantries	212
Unemployment Insurance	172
Covid-19 Diagnostic Tests	153
Disaster Related Monetary Fund Management	139
Mortgage Payment Assistance	127

Resource Management Database Report

The ISD partnership supported additional resource management capacity across the MI 211 Network in FY 2018, providing additional resource engagement efforts and dedicated staffing. During FY 2020, full functionality of the formal update tools were available, and new resources continued to be identified and included into the database. Ongoing quality assurance efforts are continuing to be performed to adjust to a different software platform, functionality, etc. which explains the number of inactive program/service groups. As of September 30, 2020, the MI 211 resource database contained the following agencies and services:

Resource Database Management Statistics	FY: 2019	FY: 2020
Active Agencies	6,928	7,029
Active Sites	13,875	13,769
Active Programs/Service Groups	36,565	26,893
Inactive Program/Service Groups[1]	3,645	3,125
New Agencies	242	344
New Services	1,431	1,941
Updated Agencies (Formal Updates)	5,348	5,227
Percentage of Agency Records Receiving Full Annual Review and Update	78%	74%

Source: 2020 Michigan 2-1-1

Contacts Report

352,956 contacts were handled by 2-1-1 partners in FY 2020, compared to 324,312 for the same time period in the previous fiscal year. Contacts include phone (97.3% of contacts), email, chat, text, mail, social media and in-person visits. The table below describes the top reasons people contacted 2-1-1 in FY 2019 and FY 2020.

Top Reasons for Contacting 2-1-1 in FY 2019	Pct. FY 2019	Top Reasons for Contacting 2-1-1 in FY 2020	Pct. FY 2020
Housing	25.9%	Housing	23.5%
Utility Assistance	21.4%	Utility Assistance	15.6%
Income Support/Assistance	11.4%	Food/Meals	13.8%
Food/Meals	11.1%	Income Support/Assistance	10.8%
Clothing/Personal/Household Needs	7.2%	Health Care	7.7%

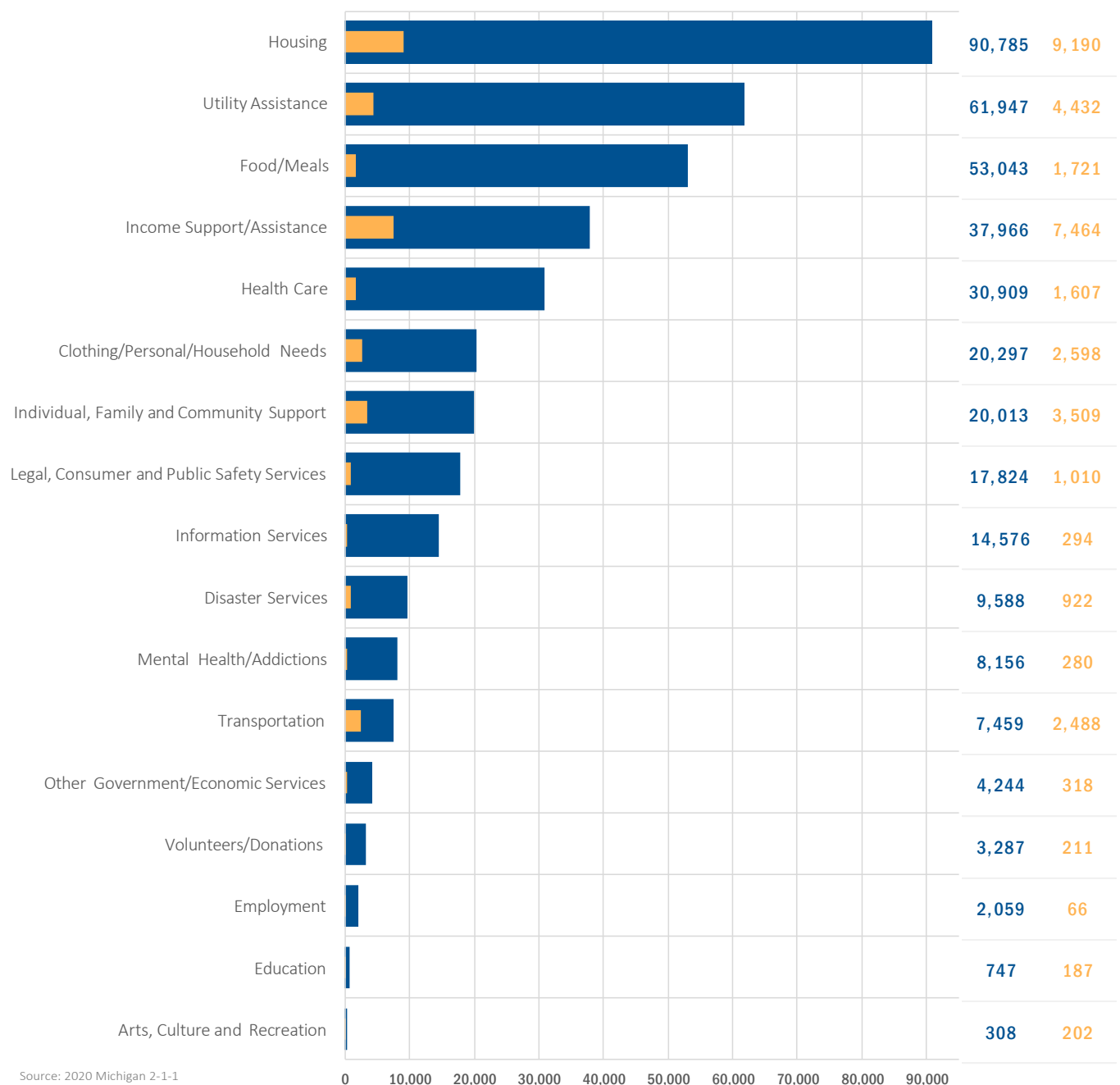
Source: 2020 Michigan 2-1-1

Referrals and Unmet Needs by AIRS Problem Needs Category

2-1-1 partners track callers' needs using both specific services and broader problem need categories. This allows the system to track the total number of actions associated with a caller's problems, in addition to the number of referrals provided to callers. For example, a caller may call about both a utility shutoff notice and food insecurity. If they receive one referral for utility assistance and two for food pantries, the reporting system would count: 1 **call**, 2 **problem needs** (utility assistance and food/meals), 3 **referrals**. When there is not a program or service to address a problem need, or the information does not meet the caller's need, this is recorded as an **unmet need**. The chart below depicts the ratio of referred and unmet needs by Alliance of Information and Referral Systems (AIRS) Problem Needs Category. See AIRS Problem/Needs Category and Definitions in the Appendix for more information about each category.

Total Referred and Unmet Needs by AIRS Problem Need Categories, FY 2020

Data Period: October 1st, 2019 - September 30th, 2020



Source: 2020 Michigan 2-1-1

Of the services referred, the table below shows the total number of referrals made for each problem need. Housing and utility assistance needs accounted for nearly 44% of all referrals. On average, each need received 1.6 referrals for assistance.

AIRS Problem Needs Category	Total	Percent of Total
Total service referrals made by AIRS Problem Needs	581,876	100.0%
Housing	143,703	24.7%
Food/Meals	110,027	18.9%
Utility Assistance	107,416	18.5%
Health Care	41,842	7.2%
Income Support/Assistance	40,771	7.0%
Clothing/Personal/Household Needs	32,757	5.6%
Individual, Family and Community Support	24,787	4.3%
Legal, Consumer and Public Safety Services	20,447	3.5%
Information Services	15,073	2.6%
Mental Health/Addictions	12,390	2.1%
Disaster Services	10,357	1.8%
Transportation	8,794	1.5%
Other Government/Economic Services	4,443	0.8%
Volunteers/Donations	4,372	0.8%
Employment	3,269	0.6%
Education	1,067	0.2%
Arts, Culture and Recreation	361	0.1%

Source: 2020 Michigan 2-1-1

Housing and Income Support/Assistance needs were the top two needs unmet when seeking assistance through 2-1-1. In relation to all needs, the top reasons for unmet needs include:

- A service was not available for the caller's need (33.8%)
- The caller had an immediate need and no resource was available (16.8%)
- Client refused referral (9.0%)
- Client was ineligible for service due to documentation requirements (8.3%) or for some other reason other than documentation, income or being previously assisted (7.6%)
- Service registration was full or caller contacted 2-1-1 past registration deadline (6.3%)

Annual Analytics Report

Numerous statewide and customized reports have been produced to help regional 2-1-1 partners understand service trends, and information and referral service provision in communities as well as internal quality improvement opportunities. The MI 211 network continues to address opportunities for standardization, adding consistency and further refining processes and data collection. MI 211 continues to work with the new software vendor to improve custom reporting needs and deepen the understanding of specific data points. Additionally, MI 211 is currently planning to develop an external data warehouse which will provide additional flexibility and integrations for data analysis. A list of current reports and reporting tools include:

- Embedded Reporting Module within software platform
- Query Builder associated with software platform
- Data Mart associated with software platform
- Resource Database Analytics associated with software platform
- Re-occurring Resource Database Quality Reports
- Customized Reports for statewide and regional 2-1-1 center projects and initiatives
- Microsoft Power BI Dashboard

Demographic Reports

Information on these questions have been compiled from data provided by regional 2-1-1 partners. All demographic data covers the period between October 1st, 2019 and September 30th, 2020.

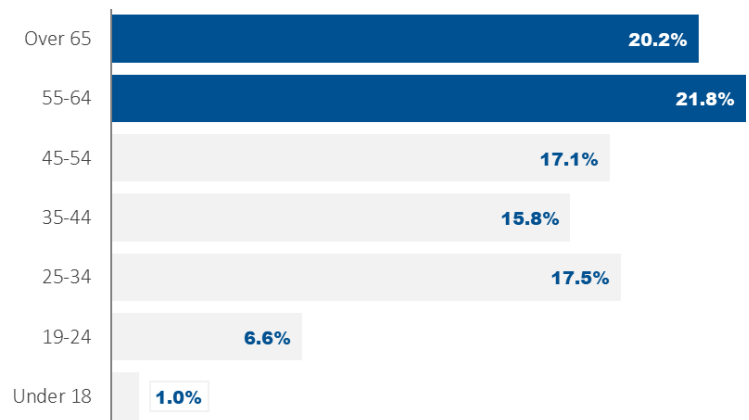
Age & Gender

When an individual contacts 2-1-1, they are asked to provide their age and gender as part of the call intake process.

Forty-two percent of contacts that reported Age were 55 or older (compared to 36% last fiscal year)

Contact's Age	Pct. Of Total	Total
Total reported		109,592
Under 18	1.0%	1,057
19-24	6.6%	7,200
25-34	17.5%	19,249
35-44	15.8%	17,332
45-54	17.1%	18,784
55-64	21.8%	23,895
Over 65	20.2%	22,075

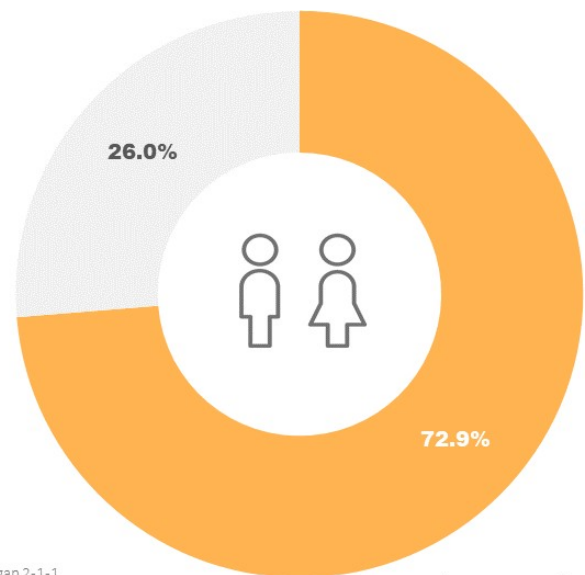
Source: 2020 Michigan 2-1-1



Most of those reporting gender were **female**

Contact's Gender	Pct. Of Total	Total
Total reported		213,144
Female	72.9%	155,399
Male	26.0%	55,306
Could not be Determined	1.1%	2,297
Declined to Answer	0.0%	80
Transgender/Intersex/Oth.	0.0%	62

Source: 2020 Michigan 2-1-1



Sources:
2020 Michigan 2-1-1
Image created by Chanut is Industries from Noun Project

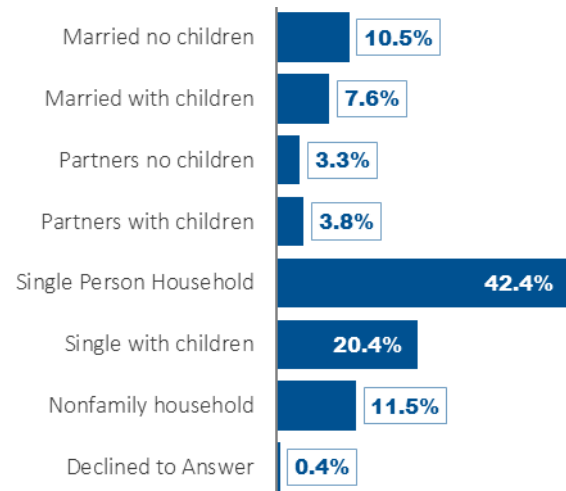
Female Male

Other demographic information is provided to MI 211 by regional partners through a survey process, because not everyone who contacts 2-1-1 wishes to provide identifying information. Regional 2-1-1 centers complete a minimum of 10,000 demographic surveys of willing callers each year, and results are reported to form a statewide caller profile. In completing a survey, callers can choose to respond to as much or as little information as they are comfortable providing--meaning that data can be extrapolated within the category, but not across categories.

Distribution of Household Composition

MDHHS Survey: Household Composition	Pct. Of Total	Total
Total reported		1,377
Married no children	10.5%	145
Married with children	7.6%	104
Partners no children	3.3%	46
Partners with children	3.8%	53
Single Person Household	42.4%	584
Single with children	20.4%	281
Nonfamily household	11.5%	158
Declined to Answer	0.4%	6

Source: 2020 Michigan 2-1-1



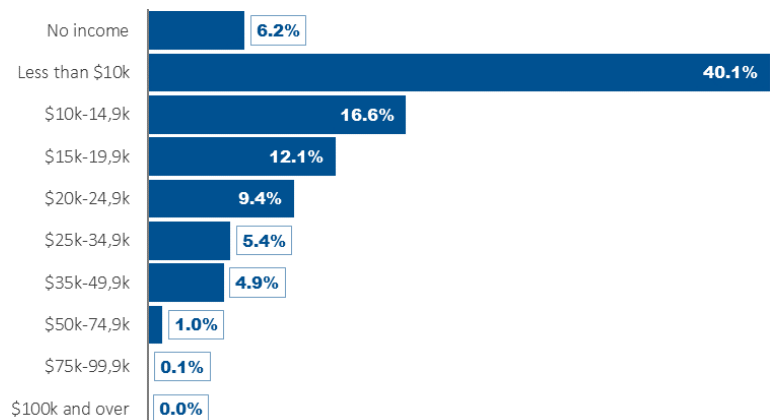
Source: 2020 Michigan 2-1-1

Household Income

75% of those reporting income were **under \$20,000**

MDHHS Survey: Household Income	Pct. Of Total	Total
Total reported		1,236
No income	6.2%	77
Less than \$10k	40.1%	494
\$10k-14,9k	16.6%	206
\$15k-19,9k	12.1%	150
\$20k-24,9k	9.4%	117
\$25k-34,9k	5.4%	66
\$35k-49,9k	4.9%	61
\$50k-74,9k	1.0%	12
\$75k-99,9k	0.1%	1
\$100k and over	--	--
Declined to Answer	4.2%	52

Source: 2020 Michigan 2-1-1

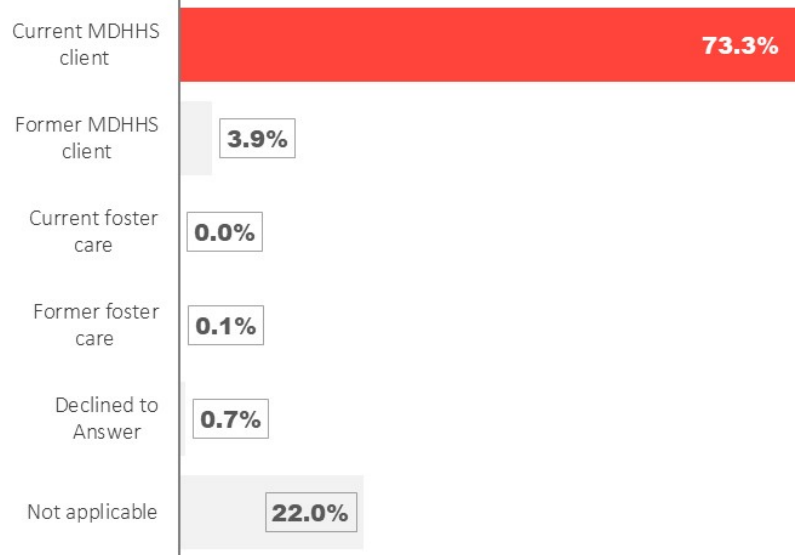


MDHHS Client Status

Most of those reporting MDHHS status were **MDHHS Clients**

MDHHS Survey: Status	Pct. of Total	Total
Total reported		1,888
Current MDHHS client	73.3%	1,383
Former MDHHS client	3.9%	74
Current foster care	--	--
Former foster care	0.1%	2
Declined to Answer	0.7%	14
Not applicable	22.0%	415

Source: 2020 Michigan 2-1-1

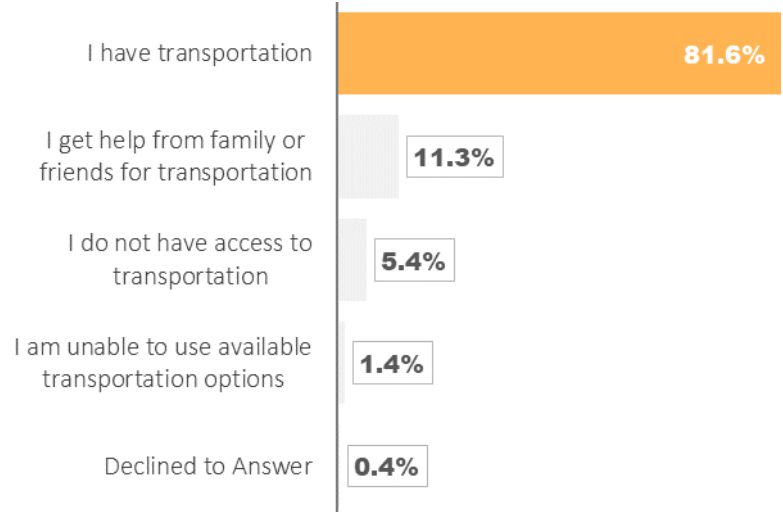


Transportation Access

Most of those surveyed reported **having access to transportation**

MDHHS Survey: Access to Transportation	Pct. of Total	Total
Total reported		2,022
I have transportation	81.6%	1,650
I get help from family or friends for transportation	11.3%	228
I do not have access to transportation	5.4%	108
I am unable to use available transportation options	1.4%	28
Declined to Answer	0.4%	8

Source: 2020 Michigan 2-1-1

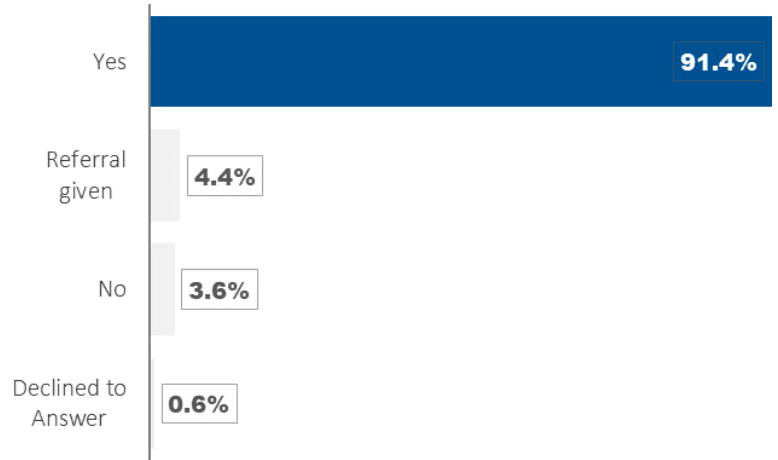


Access to Health Insurance

Most of those surveyed reported **having health coverage**

MDHHS Survey: Health Insurance Coverage	Pct. Of Total	Total
Total reported		1,507
Yes	91.4%	1,378
Referral given	4.4%	66
No	3.6%	54
Declined to Answer	0.6%	9

Source: 2020 Michigan 2-1-1

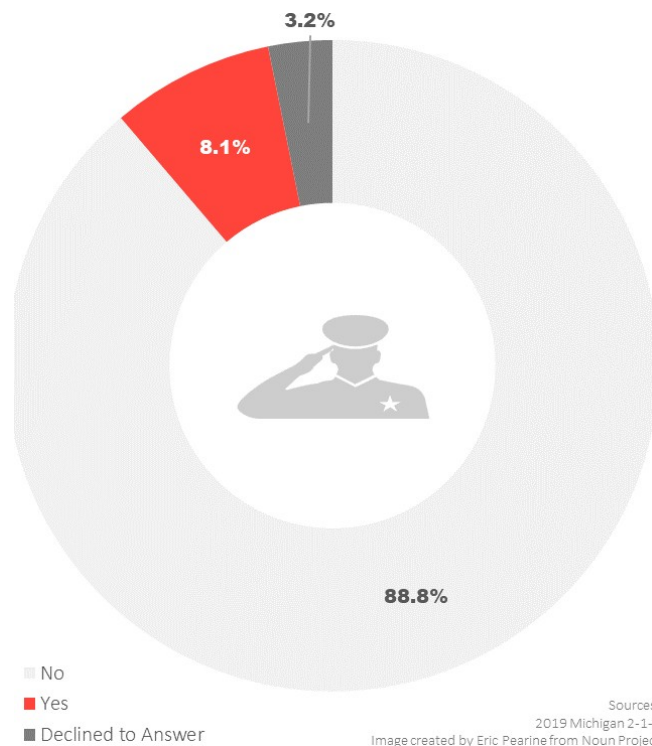


Veterans

Regional 2-1-1 partners also collect information on contact's Veterans' status. Only about **8.1%** reported that someone in their immediate family ever **served in the U.S. Armed Forces**

Contact's Veteran Status	Pct. Of Total	Total
Total reported		197,767
No	88.8%	175,608
Yes	8.1%	15,944
Declined to Answer	3.2%	6,215

Source: 2020 Michigan 2-1-1



Sources:
 2019 Michigan 2-1-1
 Image created by Eric Pearline from Noun Project

Coronavirus COVID-19 Response

At the onset of the pandemic, MI 211 stood ready to assist individuals seeking support, inform development and implementation of COVID-19 programming and curate new and changing resource information. 2-1-1 also contracted with MDHHS to assist Michigan residents in locating and/or scheduling a COVID-19 test site, maintain resource information for COVID-19 test site finder tool and provide benefit navigation assistance for individuals quarantined or isolated. Below is detailed information about 2-1-1's response.

COVID-19 Response in Numbers: *(March 5th, 2020 – September 30th, 2020)*

Total number of COVID-19 related connections: **68,735**

Total number of COVID-19 related resource database additions: **1,947 agencies, sites and services**

Total number of COVID-19 related resource database updates: **over 10,000 changes occurred**

COVID-19 Test Site Navigation: *(June 23rd, 2020 – September 30th, 2020)*

Total number of COVID-19 test sites added to the database: **703**

COVID-19 Test Site Navigation Assistance Type	Pct. Of Total	Total
Total contacts		11,875
Provided information about the State's test site locator only or referrals using information from the State's test site locator (site information not yet in the 2-1-1 Resources DB)	47.4%	5,626
Provided referral information to a COVID-19 Diagnostic test site from the 2-1-1 Resources DB	51.7%	6,140
Provided referrals and assisted caller in scheduling an appointment with a COVID-19 testing site	0.6%	76
Request for Antibody Testing Site information Only	0.3%	33

Source: 2020 Michigan 2-1-1

COVID-19 Quarantine & Isolation (Q&I) Navigation: *(July 27th, 2020 – September 30th, 2020)*

2-1-1 received a total of 197 Q&I Navigation contacts. Of those, a total of 121 assessments have been completed. Below is the breakdown of the assessments completed by domain:

COVID-19 Q&I Navigation Domains	Needs Met	Needs Unmet	Total
Totals:	213	148	361
Employment/Unemployment	5	31	36
Food	53	28	81
Health Care	21	12	33
Housing	15	12	27
Mental Health	10	7	17
Safety	0	1	1
PPE Cleaning	36	22	58
Utilities	28	17	45
Transportation	0	8	8
Secondary Needs	45	10	55

CONCLUSION

2020 has been a year of refining practices, evolving partnerships and adaptability for MI 211. Our commitment to quality--both internally and when working with external stakeholders remains unwavering. The MI 211 Network remained agile to meet the needs of our communities, both in traditional health and human services and pivoting to respond to various needs that emerged due to the COVID-19 Pandemic, as well as massive flooding that devastated the Midland region in May. Each year of this partnership, we have committed to capitalizing on lessons learned to make the system stronger and better, and believe we continue to institute structures and processes, and nurturing community relationships necessary to do so. We thank MDHHS for the opportunities, support and encouragement of our work and look forward to a robust partnership in the years to come.