

DRAFT

211 San Diego

Follow-Up Survey Results
August 2009 – January 2010



"I've spoken with friends from other cities who don't have services like 2-1-1 so I really appreciate that this kind of assistance is being offered in San Diego."

- Respondent

harder+company
community research

Report Highlights

DRAFT

This section includes key findings and recommendations based on the results presented in the report. Key findings are included for all respondents as well as for respondents who had financial and food needs (the two most common need categories).

Key Findings

- **Almost all respondents contacted the referral agency.** Those who did not reported time as the main barrier. Compared to all respondents, more food needs respondents reported transportation and availability during service hours as barriers to contacting services. This may be a reflection of the availability (both in terms of location and hours of operation) of food services in San Diego County.
- **About half of all respondents received services or reported that services were pending.** The most common barriers to receiving services were ineligibility, unavailability of services, and agency unresponsiveness. Compared to all respondents, more financial needs respondents noted that the agency was not accepting new clients. This suggests that financial services in San Diego County have reached capacity.
- **Satisfaction with 211 services was high** with respondents reporting the most satisfaction with 211 customer service and the least satisfaction with the referral they received. Clients who received services were more likely to be satisfied than clients who did not receive services. However, a small number of respondents who were dissatisfied with the referral reported receiving services.
- **Respondents reported the greatest impact in being helped by the referral services** and the least impact around feeling in control of the situation they called about. This was especially true of respondents with financial needs. Because only 1-2 weeks passed between the initial call and the follow-up survey, it may have been too soon for respondents to feel the impact of 211 services.

Recommendations

- **Continue to provide a high level of customer service.** Respondents were most satisfied with the customer services provided by 211 specialists.
- **Continue to provide accurate referral contact information.** Very few respondents reported that the contact information was incorrect.
- **Conduct additional research on agency eligibility requirements and add screening questions to intake.** Respondents often reported that they were ineligible for the services they were referred to.
- **Track service availability throughout the County.** Respondents often reported that the referral agency was not accepting new clients.
- **Notify callers of possible barriers to receiving services, such as eligibility and agency capacity, encouraging them to call 211 if they are unable to receive services.** Given that respondents who did not receive services were less likely to be satisfied with 211 services, it may benefit 211 to prepare clients for the possible barriers to receiving services.

Introduction

211 is the national dialing code for free, 24-hour community, health and disaster information. 211 San Diego (211) hired Harder+Company Community Research (Harder+Company) to analyze data collected through their follow-up survey, which was revised by Harder+Company and implemented in August 2009. The survey gathers information on referral outcomes, satisfaction with services, and the impact of 211 services. One of the challenges 211 faces is that they work within a larger system, and although they might provide an accurate referral, agencies may not always be able to provide services. The follow-up survey asks questions to identify areas where 211 may be able to improve their services, as well as areas that 211 may not have control over.

This report includes data collected over a six month period from August 2009 – January 2010. In August 2010, Harder+Company will prepare a second report, analyzing the follow-up data for the entire year.

Methods

Data for this report was collected through a telephone survey conducted by 211 volunteers. Volunteers inputted data into Survey Monkey. The survey was conducted in both Spanish and English beginning in August 2009. Data was collected for both clients and agency workers, who call on behalf of their clients. This report only includes data from clients because there were only twenty-three completed surveys from agency workers. Agency worker surveys will be analyzed in August 2010.

When callers call 211 for services, they are asked if they are interested in participating in a follow-up survey. Exceptions include callers who are suicidal, homeless, victims of any form of violence, abuse or neglect. This survey is conducted about one week after the initial call to 211, except for the crisis calls noted above which are conducted within 72 hours of the initial call. Volunteers attempt to contact callers up to three times. Between August 2009 and January 2010, 3,074 clients volunteered to participate in the follow-up survey. Of this, 774 surveys were conducted (751 client surveys and 23 agency worker surveys).

The analysis of the survey data included finding overall frequencies or percentages of each answer choice for each question. In some cases, the answers were further broken down between those who had received services and those who had not and a chi-square analysis was conducted to determine statistical significance. Additionally, deeper analysis was conducted for responses broken down by category of need for the top two need categories (financial and food).

Respondent Characteristics

The following results show the respondent characteristics, including household make-up, age, language, and the type of need respondents had when they initially called 211.

Household Make Up

Over half (54.0%) of respondents lived in households with less than four members and over 90% lived in households with less than seven members. The data indicate that 9.3% of households had a member who is active duty military, retired, a veteran or in the military reserves.

Exhibit 1. Number of household member

Household Members (n=656)	Percent
1-3 members	54.0%
4-6 members	39.8%
7+ members	6.3%

Age

The majority of households had members that were six years old or under and 65.8% had members that were under 18 years old. Fewer clients, 12.5%, reported residing with a household member that was 65 years or older.

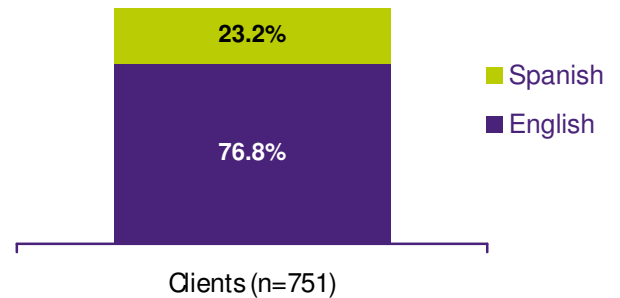
Exhibit 2. Age of household members

Household Age	Percent
17 and under (n=656)	65.8%
6 and under (n=432)	57.3%
65 and over (n=653)	12.5%

Language

About three-quarters, 76.8%, of the respondents were English-speaking while fewer, 23.2%, were Spanish-speaking.

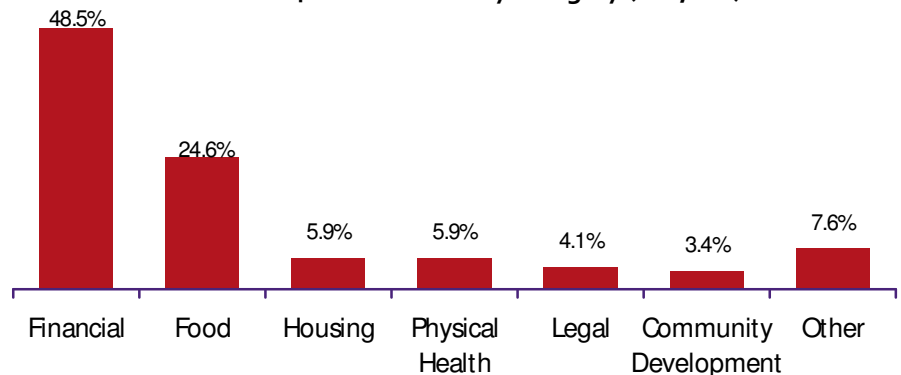
Exhibit 3. Language



Category Need

Up to three needs were reported for each respondent. Exhibit 4 shows the breakdown of the 1,168 needs reported by 751 respondents. Financial needs composed almost half of all needs (48.5%) and food needs made up close to a quarter of the needs (24.6%).

Exhibit 4. Client needs by category (n=1,168)



Note: Other includes categories abuse, animal, behavioral health, case management, education, employment, parenting, shelter, and transportation

Results for All Respondents

The following results include all respondents. A more in-depth analysis of clients who reported financial and food needs is provided in following sections (see page 7).

Services Received

Exhibit 5-6 report the percentage of respondents who contacted services and of those, the percentage who received services. Exhibits 7-8 report barriers to contacting and receiving service.

Respondents Contacting and Receiving Services

Although the majority, 89.5%, of respondents reported contacting at least one of the services 211 suggested, only 30.6% received services from the agency while 24.0% reported that services were pending. It is unknown whether clients ultimately received the services reported as pending.

Exhibit 5. Contacted services (n=706)

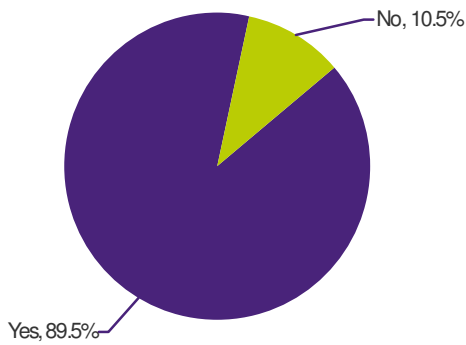
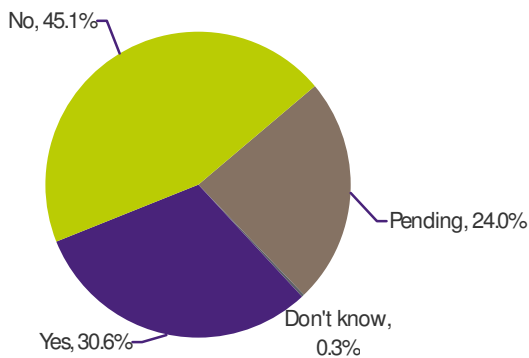


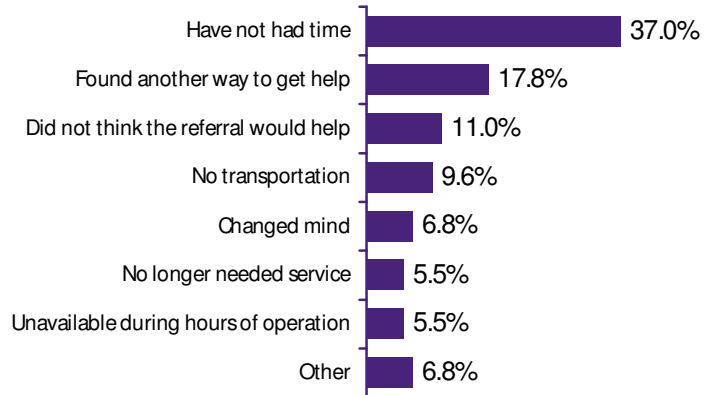
Exhibit 6. Received services (n=630)



Clients Who Did Not Receive Services

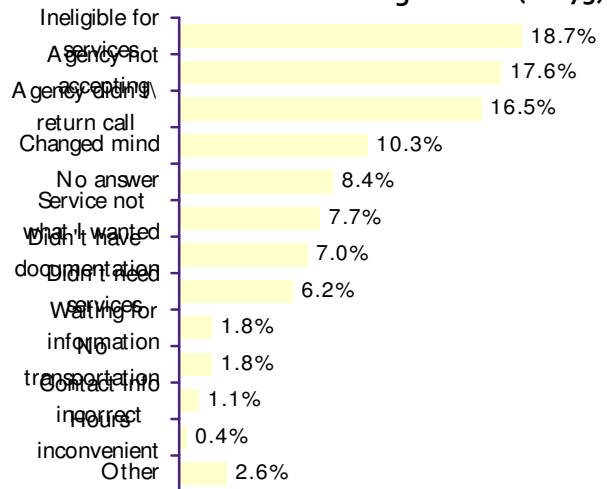
The most common barrier to contacting services was time. Other reasons respondents did not contact services were that they found another source of assistance or they did not think the referral would help them.

Exhibit 7. Reasons for not contacting services (n=73)



For respondents who contacted the agency but did not receive services, a variety of barriers were reported including ineligibility and agency availability. Only 1.1% of respondents said the contact information was incorrect. Due to the short amount of time between the initial call and the follow-up survey, it is possible that some of these clients eventually received services.

Exhibit 8. Reasons for not receiving services (n=273)



Satisfaction and Impact

Exhibits 9-10 report satisfaction with 211 referrals and customer service as well as the impact calling 211 had on respondents. Exhibits 11-12 report satisfaction based on whether or not respondent ultimately received services from the referral agency.

Satisfaction

Overall, respondents indicated a high level of satisfaction with both the referral he/she received and 211's customer service.

Additionally, most agreed that they would call 211 again and recommend 211 to someone else. Customer service satisfaction was higher than referral

satisfaction, with 70.0% of respondents saying they were *very satisfied* with the customer service, and only 35.3% of clients being *very satisfied* with the actual referral. In fact, about 20% of respondents reported dissatisfaction with the referral. Despite the percentage of clients dissatisfied with the referral, the majority noted that they would call 211 again and recommend 211 to someone else. It appears that client satisfaction is related to whether or not clients were able to receive services, as is discussed in the following section.

Exhibit 9. Satisfaction with referrals and customer service

Satisfaction with...	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Referral (n=660)	35.3%	36.4%	15.5%	4.7%	8.2%
Customer service (n=664)	70.0%	27.7%	1.1%	0.8%	0.5%
Client would...	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Call 211 again (n=671)	35.2%	60.2%	2.2%	0.9%	1.5%
Recommend 211 (n=671)	35.3%	60.5%	2.5%	0.6%	1.0%

Impact of 211 Services

Respondents expressed the greatest impact in being helped by the referral services, and the least impact in feeling in control of the situation. Over 95% of clients either *agreed* or *strongly agreed* that services helped and that they had a better understanding of community resources. However only 62.5% felt more in control of the situation, with 26.1% disagreeing with this statement and 12.0% having no opinion.

Exhibit 10. Impact of service

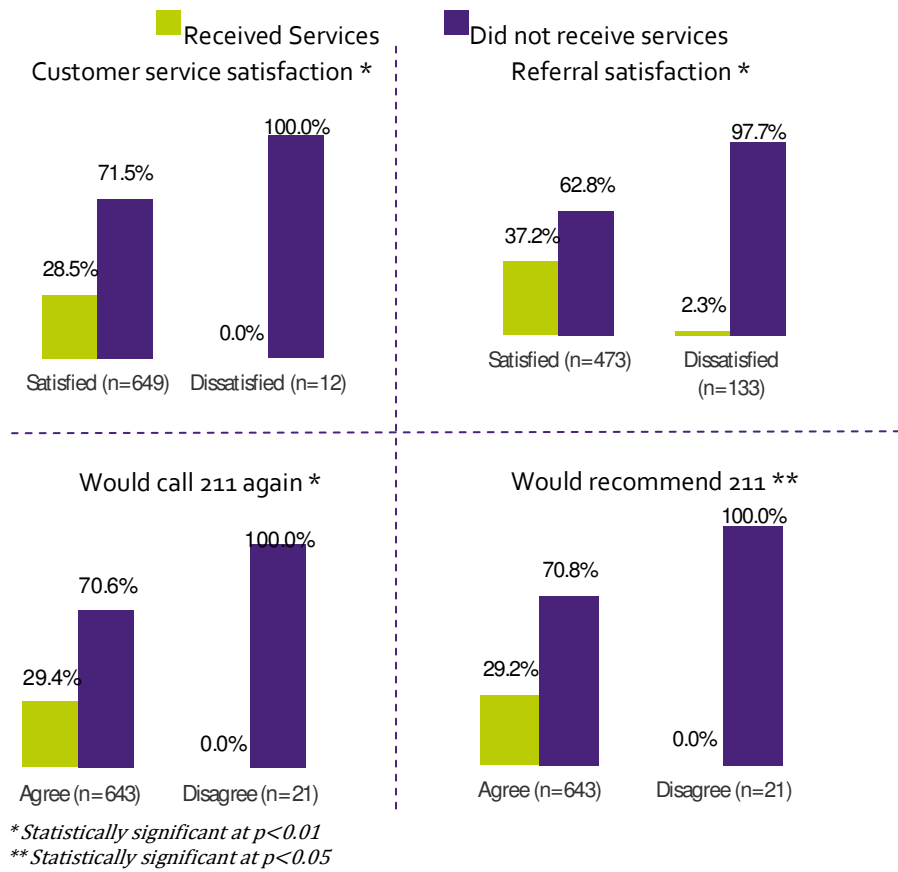
	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Referral Services helped caller (n=167) *	40.7%	56.9%	1.2%	0.0%	1.2%
Caller has better understanding of community resources (n=669)	25.0%	62.5%	7.6%	0.4%	4.5%
Caller feels more in control of the situation (n=668)	15.9%	46.1%	22.2%	3.9%	12.0%

* Only callers who reported receiving referral services were asked this question.

Satisfaction by Receipt of Referral Services

As was noted in the previous section, client satisfaction was high overall. However, client satisfaction appears to be related to whether or not the client received services. With the exception of *referral satisfaction*, all respondents who reported dissatisfaction had not received referral services.

Exhibit 11. Respondent Satisfaction by Receipt of Referral Services

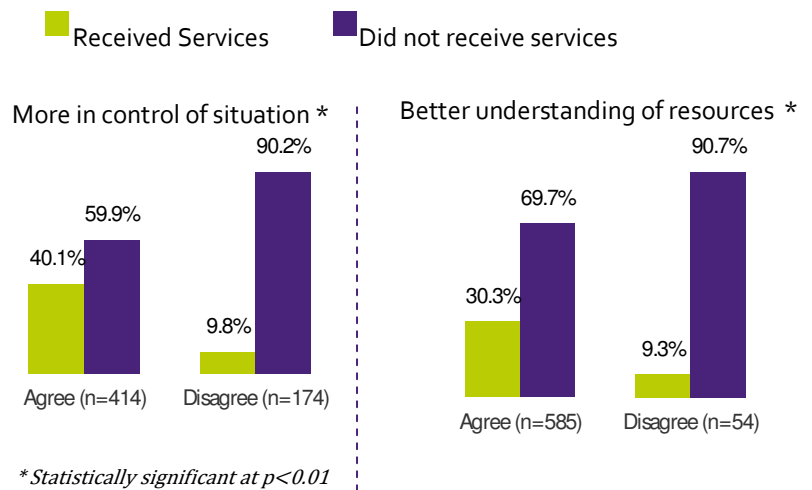


Impact by Receipt of Referral Services

Respondents who received services were more likely to agree that their interaction with 211 resulted in a positive impact. Of those who reported little impact, over 90% had not received services.

Note: For Exhibits 11-12 strongly agree/strongly satisfied and agree/satisfied responses were combined, strongly disagree/strongly dissatisfied and disagree/dissatisfied were combined, and no opinion was excluded. Clients were categorized as not receiving services if they called the services but didn't receive services, if they did not call the service or if services were pending.

Exhibit 12. Respondent Impact by Receipt of Referral Services



Results by Category: Financial

The following results are based on the 450 respondents who reported at least one financial need.

Services Received

Exhibits 13-16 report the percentage of financial needs clients who contacted and/or received services, as well as barriers to contacting and receiving services. It is important to note that, because respondents may have received referrals for more than one category, it is not possible to determine which type of services they contacted and/or received services from.

Respondents Contacting and Receiving Services

Almost all, 91.8%, of respondents with at least one financial need reported contacting at least one of the services 211 suggested and 28.6% of them received services from the agency. Results were similar to the results for the general survey population.

For clients whose first need was financial,* the most common specific needs were paying for utilities (69.3%) and rent/mortgage assistance (18.7%). Clients who had clothing/household needs were more likely to receive referral services compared to others, while those with rent/mortgage needs were the least likely to receive services.

Exhibit 13. Contacted services (financial) (n=450)

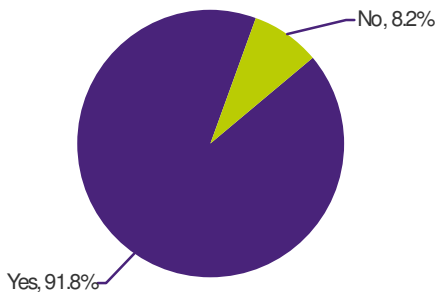
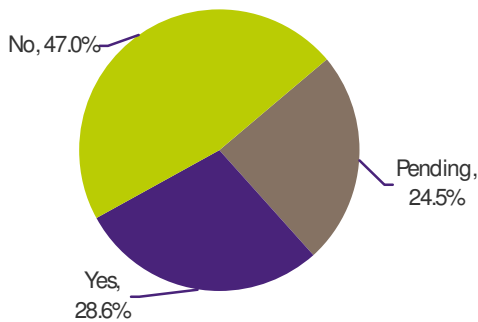


Exhibit 14. Received services (financial) (n=413)

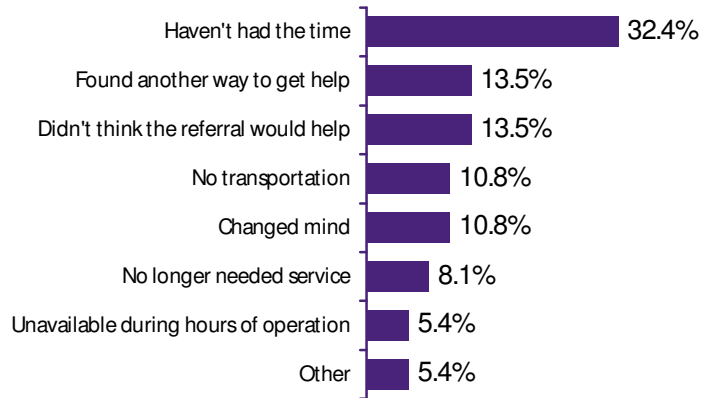


* In order to analyze needs by referral services received, one need was selected. The first need was chosen for two reasons: 1) All clients listed at least one need and 2) The assumption that the first need was the most urgent.

Respondents Who Did Not Receive Services

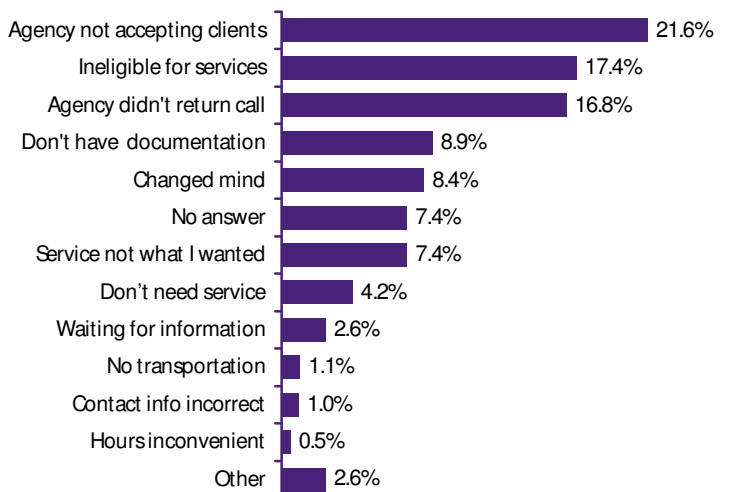
Similar to the general survey population, the most common barrier to contacting services was time (32.4%). The distribution of other reasons is comparable to all respondents as well.

Exhibit 15. Reasons for not contacting services (n=37)



Among respondents who contacted referral services, the top three barriers to receiving services were similar to the general population. However, slightly more financial needs clients noted that the agency was not accepting clients.

Exhibit 16. Reasons for not receiving services (n=190)



Satisfaction and Impact

Exhibits 17-18 report financial needs respondent satisfaction with referrals and customer service, as well as the impact 211 services had on these respondents.

Satisfaction

Satisfaction among respondents with financial needs was similar to that of the general population. It indicated slightly lower, although still high, levels of satisfaction in all areas. As was the case with the general population, referral satisfaction was the lowest and customer service satisfaction was the highest.

Exhibit 17. Satisfaction with referrals and customer service (financial)

Satisfaction with...	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Referral (n=421)	34.2%	34.7%	16.4%	5.5%	9.3%
Customer service (n=423)	69.0%	27.7%	1.4%	1.2%	0.7%
Client would...	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Call 211 again (n=424)	34.0%	59.7%	3.1%	1.2%	2.1%
Recommend 211 (n=424)	35.8%	59.0%	3.1%	0.9%	1.2%

Impact of 211 Services

The impact of services on respondents with financial needs was similar to that of the general population. Respondents expressed the most impact in being helped by the referral services, and the least impact in feeling in control of the situation.

Exhibit 18. Impact of service (financial)

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Referral Services helped caller (n=129) *	41.9%	55.8%	0.8%	0.0%	1.6%
Caller has better understanding of community resources (n=424)	24.1%	62.0%	8.0%	0.5%	5.4%
Caller feels more in control of the situation (n=423)	15.1%	44.7%	24.3%	4.0%	11.8%

* Only callers who reported receiving referral services were asked this question.

Client Results by Category: Food

The following results are based on the 243 respondents who reported at least one food need.

Services Received

Exhibits 19-22 report the percentage of food needs respondents who contacted services, received services, as well as reasons they may not have contacted or received services. Because many clients received referrals for more than one category, it is not possible to determine which type of services they contacted and/or received services from.

Respondents Contacting and Receiving Services

Almost all, 86.0%, respondents with food needs reported contacting at least one of the services 211 suggested, and 36.6% received services from the agency. Compared to all respondents and respondents with financial needs, respondents with food needs were least likely to contact services but most likely to receive services.

For the respondents whose first need was food,* almost all specific needs were for food stamps (50.4%) and emergency food needs (45.9%). Respondents with emergency needs were more likely to receive services (46.8% received services) than clients who needed food stamps (40.4% received services).

Exhibit 19. Contacted services (food) (n=228)

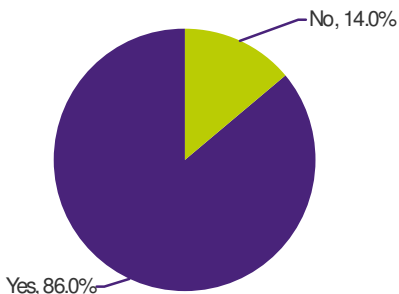
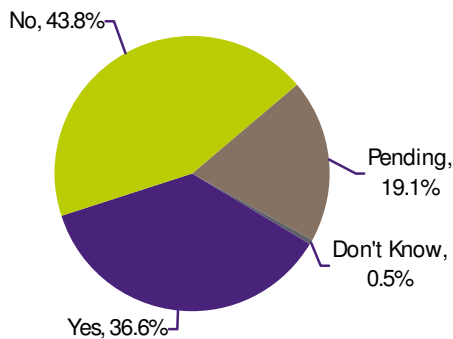


Exhibit 20. Received services (food) (n=194)

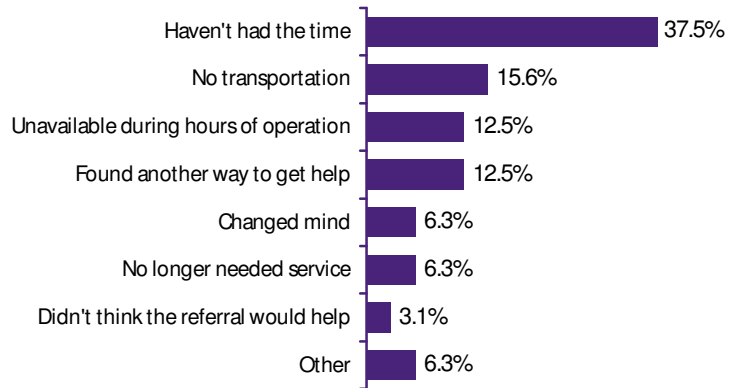


* In order to analyze needs by referral services received, one need was selected. The first need was chosen for two reasons: 1) All clients listed at least one need and 2) The assumption that the first need was the most urgent.

Respondents Who Did Not Receive Services

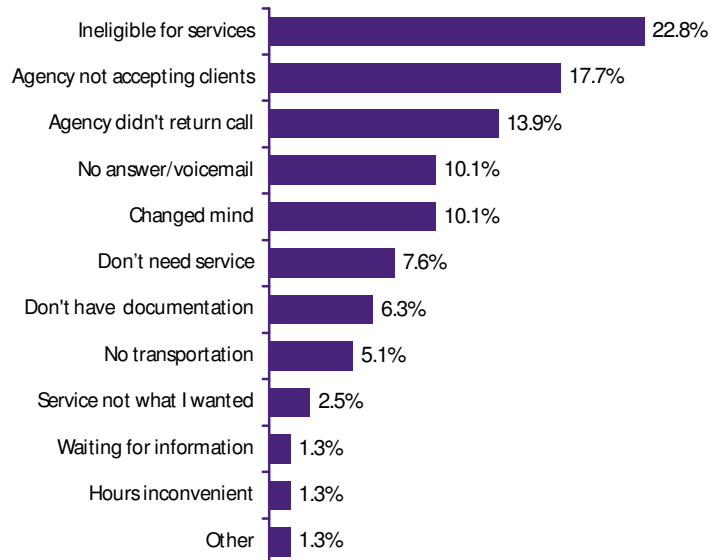
Similar to other groups, the most common barrier to contacting services was time. Other barriers varied, however, with food needs respondents reporting transportation and service hours as barriers to access more than other groups.

Exhibit 21. Reasons for not contacting services (n=32)



For those respondents who did call the agency, the most common barrier to receiving services was ineligibility. Clients also reported that the agency was not accepting clients or had not returned their call.

Exhibit 22. Reasons for not receiving services (n=79)



Satisfaction and Impact

Exhibits 23-24 report food needs respondents' satisfaction with referrals and customer services, as well as the impact services had on these respondents

Satisfaction

Satisfaction among respondents with food needs was similar or higher than that of the general population and clients with financial needs. This may be related to the fact that a higher percentage of respondents with food needs received services. Customer service satisfaction was very high with 98.2% of clients satisfied or very satisfied. As was the case with the general population and financial needs, referral satisfaction was the lowest; however, food need clients were not as dissatisfied as financial need clients.

Exhibit 23. Satisfaction with referrals and customer service (food)

Satisfaction with...	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Referral (n=213)	37.6%	37.6%	14.6%	4.2%	6.1%
Customer service (n=216)	71.8%	26.4%	0.9%	0.5%	0.5%
Client would...	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Call 211 again (n=218)	36.2%	59.6%	1.4%	0.9%	1.8%
Recommend 211 (n=218)	36.7%	61.0%	1.4%	0.5%	0.5%

Impact of 211 Services

Compared with the general population, a smaller percentage strongly agreed that referral services helped them (28.4% compared to 40.7% for overall and 41.9% for financial). As was the case with the general population, fewer respondents reported feeling more in control of their situation after calling 211 (24.0% disagreed or strongly disagreed).

Exhibit 24. Impact of service (food)

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Referral Services helped caller (n=81) *	28.4%	70.4%	1.2%	0.0%	0.0%
Caller has better understanding of community resources (n=218)	25.7%	63.8%	5.5%	0.5%	4.6%
Caller feels more in control of the situation (n=217)	14.3%	50.7%	20.3%	3.7%	11.1%

* Only callers who reported receiving referral services were asked this question.