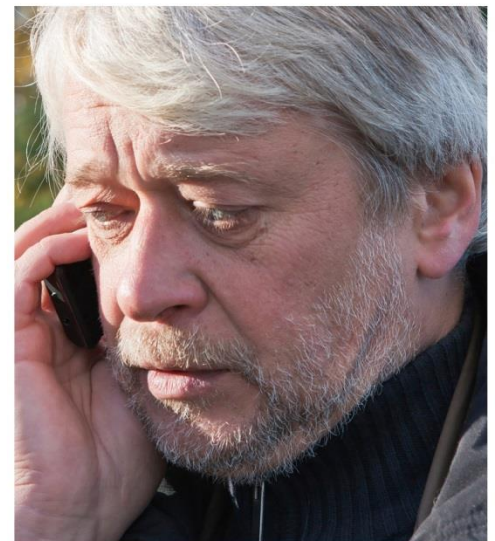


PENNSYLVANIA 2-1-1 EAST

ANNUAL REPORT 2014

BERKS | LANCASTER | LEHIGH | NORTHAMPTON





United Way of Berks County



United Way of Lancaster County



United Way of the Greater Lehigh Valley



County of Northampton

Lancaster General Health 

ANNUAL REPORT 2014

Pennsylvania 2-1-1 East is proud to present our 2014 Annual Report. This report includes call volumes, reasons for why individuals called 2-1-1, top agency referrals, and more. The report covers our service area which currently includes Berks, Lancaster, Lehigh, and Northampton counties.

Highlights for 2014 include:

- Contracted with Lancaster County Housing and Redevelopment Authority to provide central intake for Lancaster County's housing and homeless services
- Highest call volume in the history of our Information and Referral program
- A 5th team member received the national AIRS (Alliance of Information and Referral Systems) Specialist Certification
- Expanded coverage to Northumberland County for 7 months to help with the transition of the PA 2-1-1 Central Region
- Created a social media presence on Twitter (in addition to Facebook which was launched in late 2013)
- Expanded to 24/7 coverage for all areas in our region in partnership with PA 2-1-1 South Central Region
- Created an emergency preparedness resource template to be used state-wide by PA 2-1-1 during times of disaster recovery

We would like to thank the following organizations for their continued support, for without their financial contributions, PA 2-1-1 East would not exist: United Way of Berks County, United Way of Lancaster County, United Way of the Greater Lehigh Valley, County of Northampton, and Lancaster General Health.



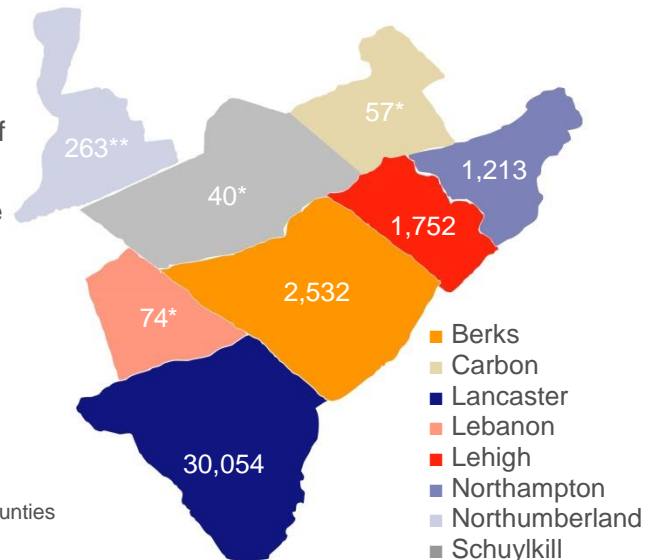
Pennsylvania 2-1-1 East is a proud member of the national information and referral organization AIRS.

PENNSYLVANIA 2-1-1 EAST

2014 ANNUAL REPORT | REGIONAL DATA

► REGIONAL ANNUAL CALL VOLUME | Total calls received by county

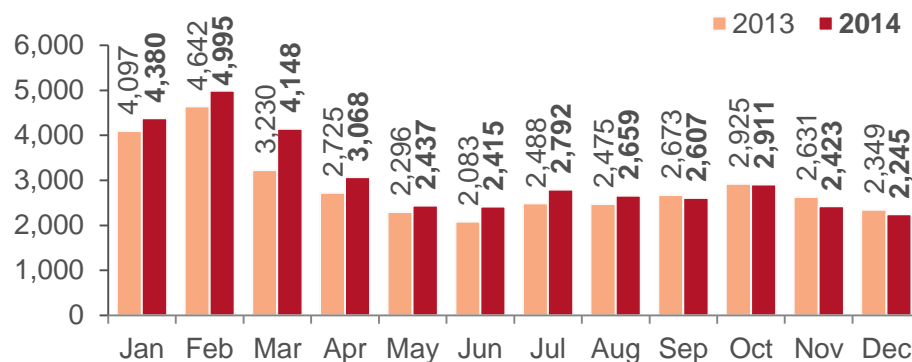
During 2014, Pennsylvania 2-1-1 East experienced a 7.1% increase in calls from 2013. The 37,080 calls received this year are attributed to a greater awareness of 2-1-1 throughout the service area and special projects such as appointment scheduling for the Volunteer Income Tax Assistance and the continuation of a centralized intake system for housing and homelessness services in Lancaster County called CHART (Community Homeless Assessment and Referral Team).



Regional Total: **37,080**

*2-1-1 services not yet fully available in Carbon, Lebanon, and Schuylkill counties
 **From January 1-July 31, our region covered Northumberland County
 Note: An additional 1,095 calls were received from other areas

► REGIONAL MONTHLY CALL VOLUME | 2013/2014 comparison of total contacts



During 2014, Pennsylvania 2-1-1 East experienced a 7.1% increase in calls.

► REFERRAL SOURCE | Top 15 ways callers heard about 2-1-1

Prior Use	5,890	Business/Employer	335	Media/TV/Radio	218
Agency/Organization	5,769	2-1-1 Publication	257	Newspaper	179
Friend/Relative	2,165	Direct Mail	252	Blue Pages	161
Flyer/Brochure/Poster	898	Church/Faith Based Org.	232	School	112
Electronic Media	425	Billboard	230	Medical Services	106

► PUBLICATIONS DISTRIBUTED | Total 2-1-1 print and web publications distributed

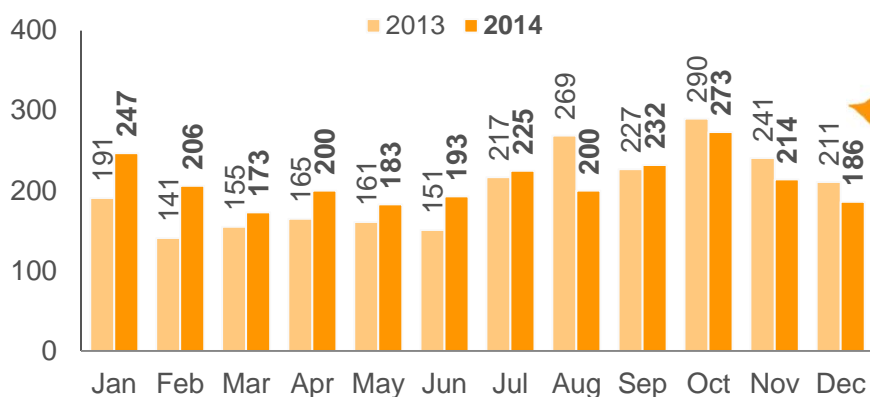


A total of **25,941** publications were distributed in print and online.

PENNSYLVANIA 2-1-1 EAST

2014 ANNUAL REPORT | BERKS COUNTY DATA

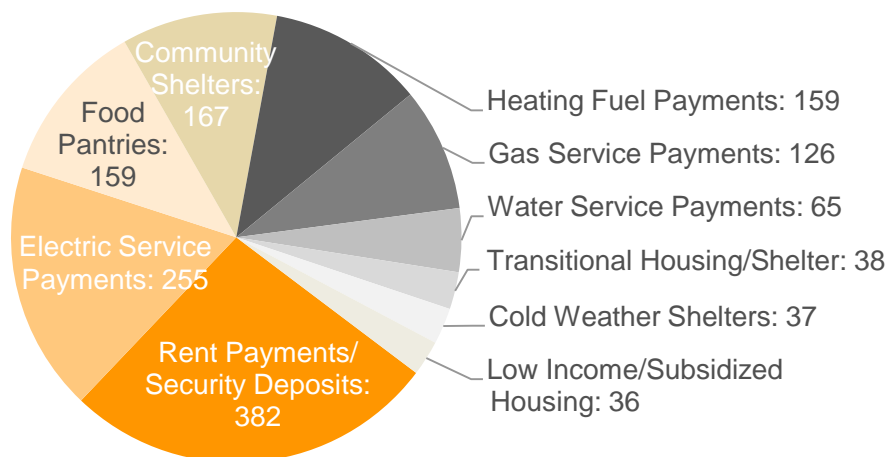
► BERKS MONTHLY CALL VOLUME | Monthly comparison of total contacts



► ZIP CODES | Top 10 zip code locations in Berks County

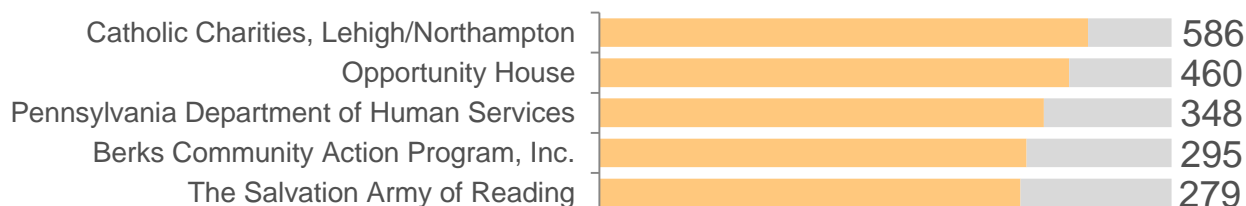
Zip Codes	19601	19602	19604	19606	19605	19611	19607	19560	19508	19608
Total	772	488	334	160	76	63	62	48	47	45

► PROBLEMS AND NEEDS | Top 10 requests for resources



In Berks County, **these top 10 requests represented 42%** of the total (3,364) reported problems and needs.

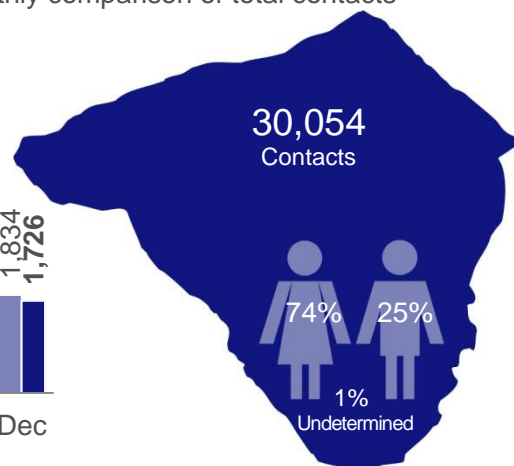
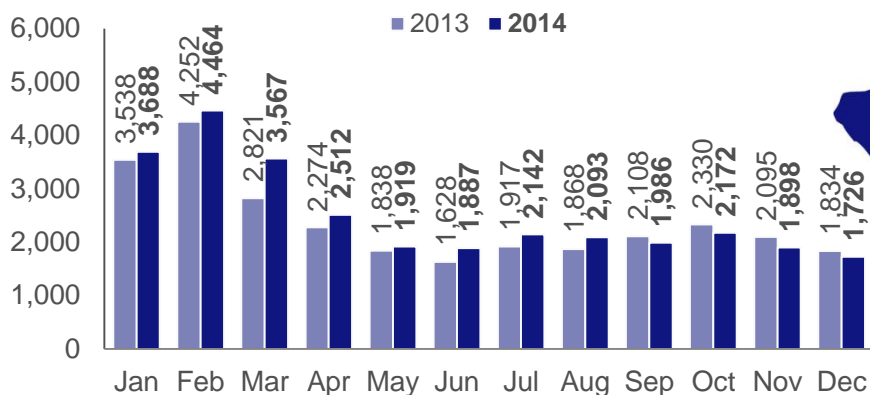
► AGENCY REFERRALS | Top 5 agencies information and referral specialists referred to



PENNSYLVANIA 2-1-1 EAST

2014 ANNUAL REPORT | LANCASTER COUNTY DATA

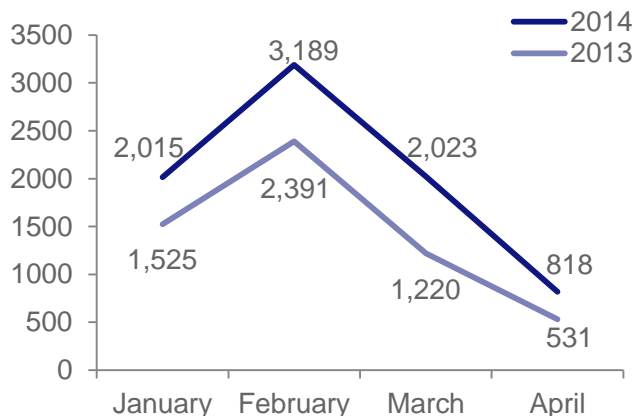
▶ LANCASTER MONTHLY CALL VOLUME | Monthly comparison of total contacts



▶ ZIP CODES | Top 10 zip code locations in Lancaster County

Zip Codes	17603	17602	17601	17522	17512	17543	17022	17552	17545	17517
Total	8,060	7,001	1,782	1,246	1,204	840	606	489	419	302

▶ VITA CALL VOLUME | Volunteer Income Tax Assistance appointments are set by 2-1-1



8,045 calls for tax assistance were answered from January to April. This allowed VITA to complete **4,850** tax returns, creating a total economic impact of **\$6,655,004**.

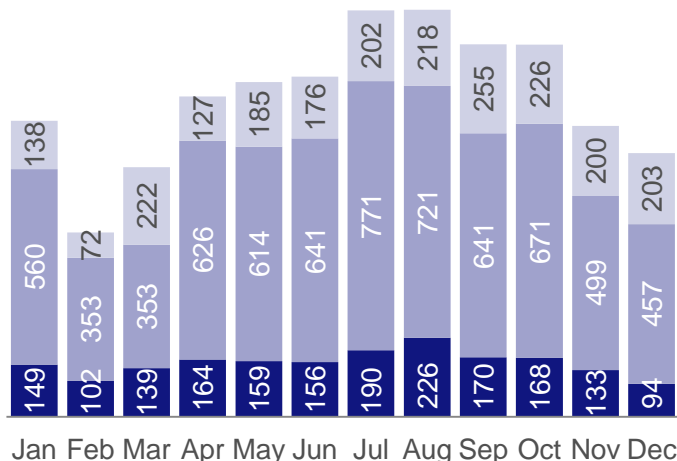
▶ AGENCY REFERRALS | Top 5 agencies information and referral specialists referred to



PENNSYLVANIA 2-1-1 EAST

2014 ANNUAL REPORT | LANCASTER COUNTY DATA

► HOUSING & HOMELESSNESS CALL VOLUME | Total housing related calls received

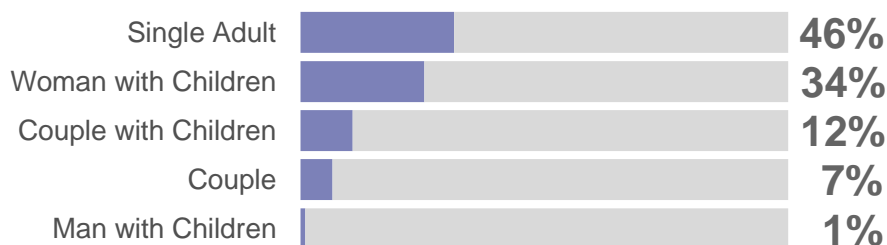


6,907 callers who reported they were homeless or at risk for homelessness were pre-screened for Tabor Community Service's CHART program. Of those pre-screened, **1,850** were referred to CHART for further assessment of their housing situation. Those not eligible were referred to other resources.

■ Total Other Housing Related Calls ■ Total Calls Prescreened for CHART ■ Total Calls Referred to CHART

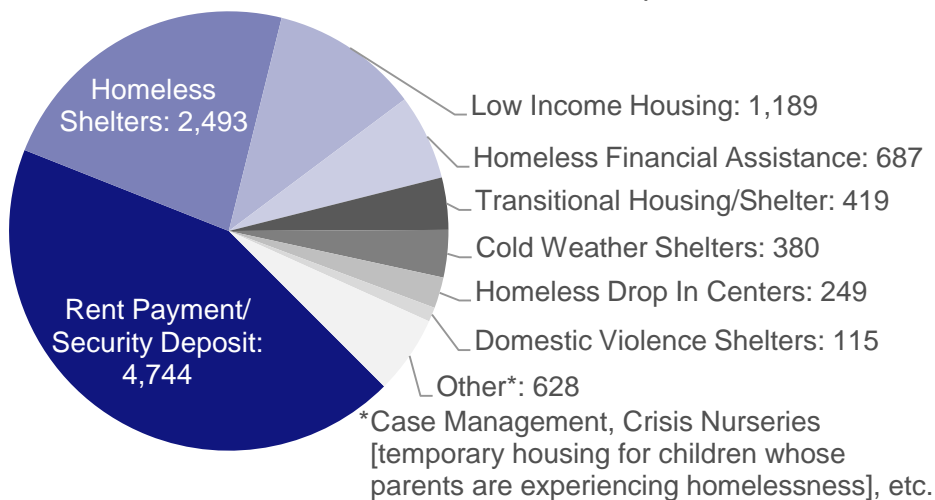
Note: 2-1-1 acts as the centralized intake system for housing and homelessness related inquiries. In addition, upon pre-screening, eligible callers are referred to CHART for a comprehensive assessment.

► HOUSEHOLD TYPE | Comparison of household make-up



47% of callers who reported they were homeless or at risk for homelessness **had children** in their household.

► HOUSING-RELATED REQUESTS | Total housing-related problems and needs



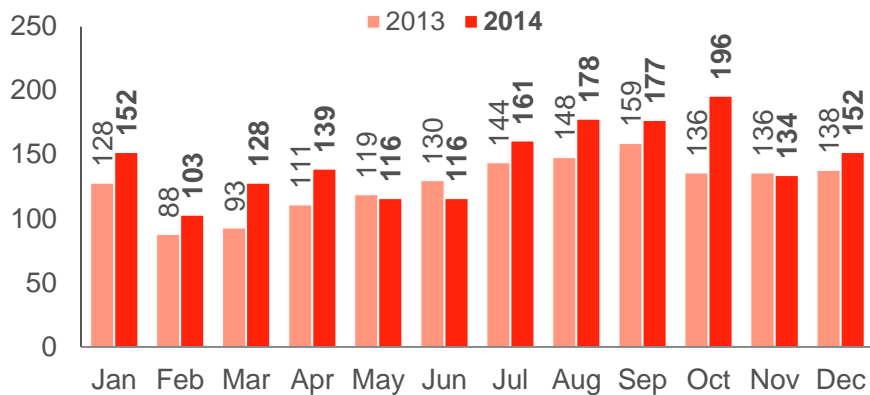
In Lancaster County, **housing-related requests represented 35%** of our total (31,278) problems and needs.

Included in these totals are **184 referrals** to two local **Supportive Services for Veteran Families (SSVF)** programs for housing-related activities.

PENNSYLVANIA 2-1-1 EAST

2014 ANNUAL REPORT | LEHIGH COUNTY DATA

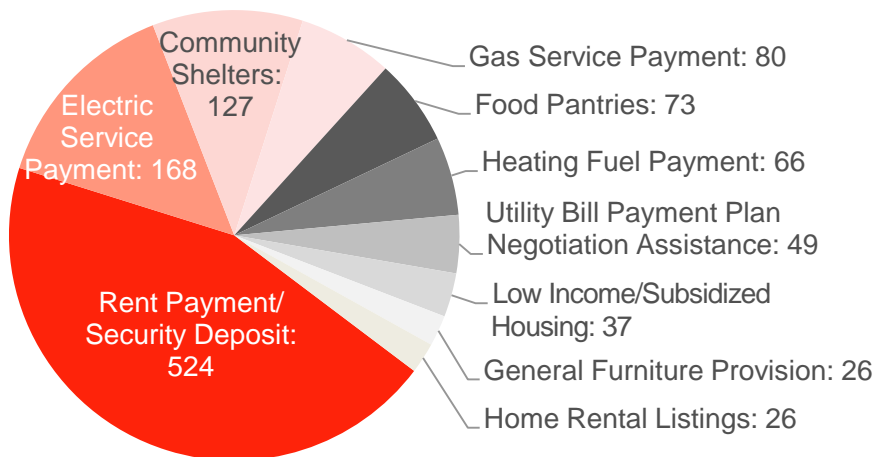
▶ LEHIGH MONTHLY CALL VOLUME | Monthly comparison of total contacts



▶ ZIP CODES | Top 10 zip code locations in Lehigh County

Zip Codes	18102	18103	18101	18109	18104	18052	18018	18049	18032	18062
Total	785	199	131	116	105	84	44	37	36	27

▶ PROBLEMS AND NEEDS | Top 10 requests for resources



In Lehigh County, these top 10 requests represented 47% of the total (2,512) reported problems and needs.

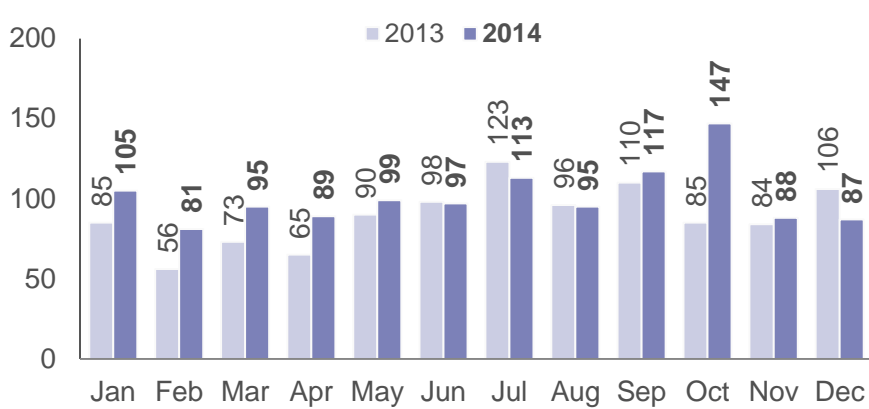
▶ AGENCY REFERRALS | Top 5 agencies information and referral specialists referred to



PENNSYLVANIA 2-1-1 EAST

2014 ANNUAL REPORT | NORTHAMPTON COUNTY DATA

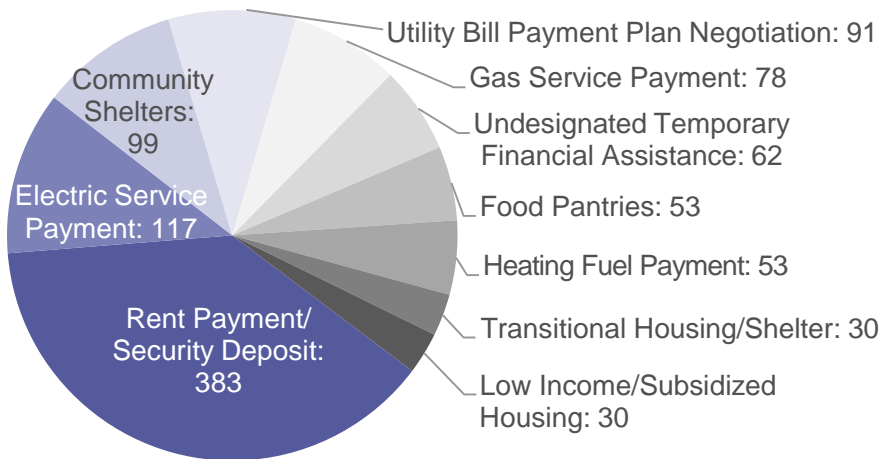
▶ NORTHAMPTON MONTHLY CALL VOLUME | Monthly comparison of total contacts



▶ ZIP CODES | Top 10 zip code locations in Northampton County

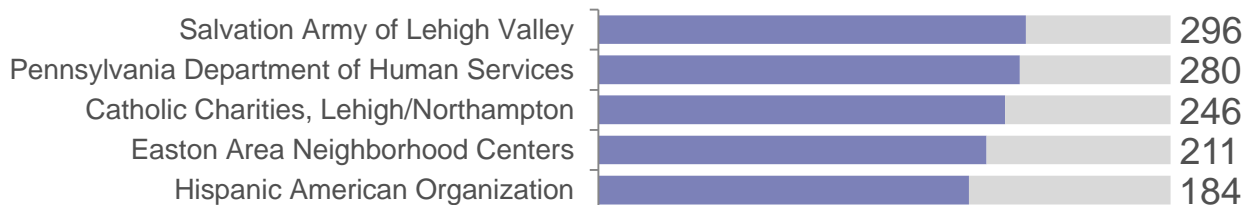
Zip Codes	18042	18015	18018	18017	18013	18020	18064	18067	18045	18072
Total	332	158	158	139	64	53	51	43	37	35

▶ PROBLEMS AND NEEDS | Top 10 requests for resources



In Northampton County, these top 10 requests represented 52% of the total (1,927) reported problems and needs.

▶ AGENCY REFERRALS | Top 5 agencies information and referral specialists referred to



Questions? Problems? Don't know where to turn?
Pennsylvania 2-1-1 East can help.
Dial 2-1-1 or visit www.PA211East.org.



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**United Way
of Lancaster County**