



Monroe County Summary

Annual

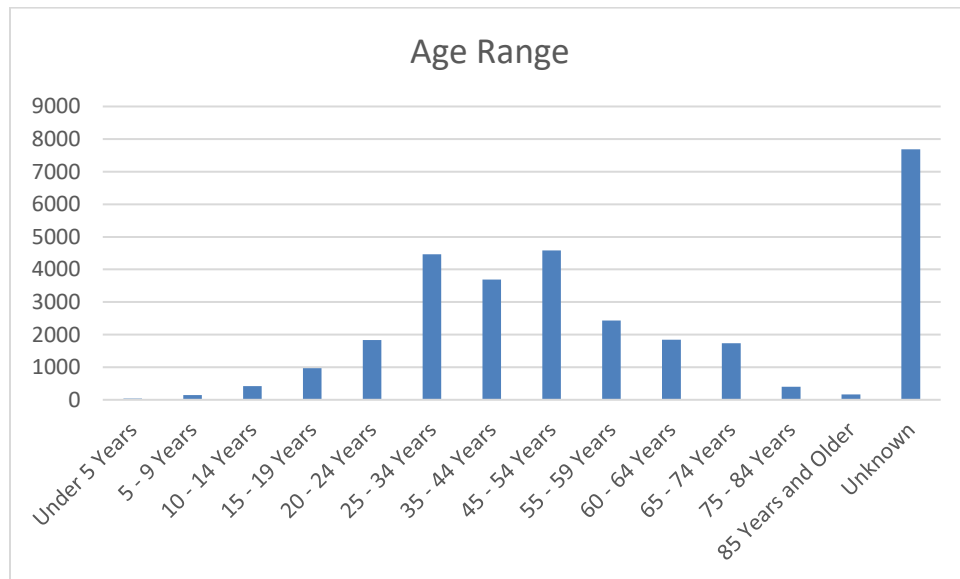
Custom Report

2018

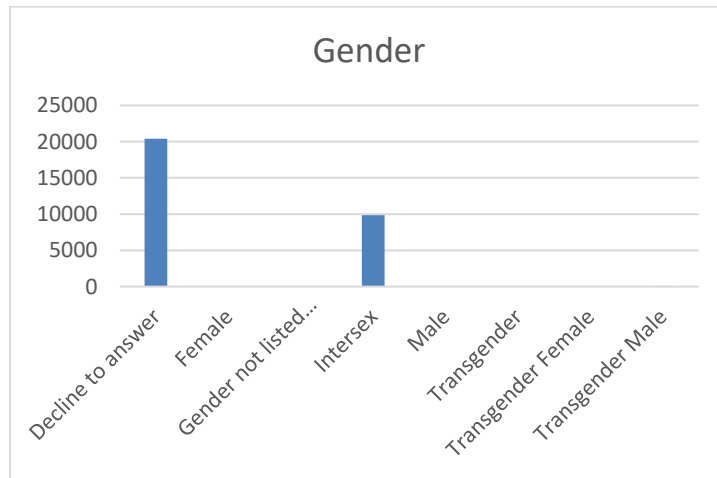


Total Number of Calls = 30,403

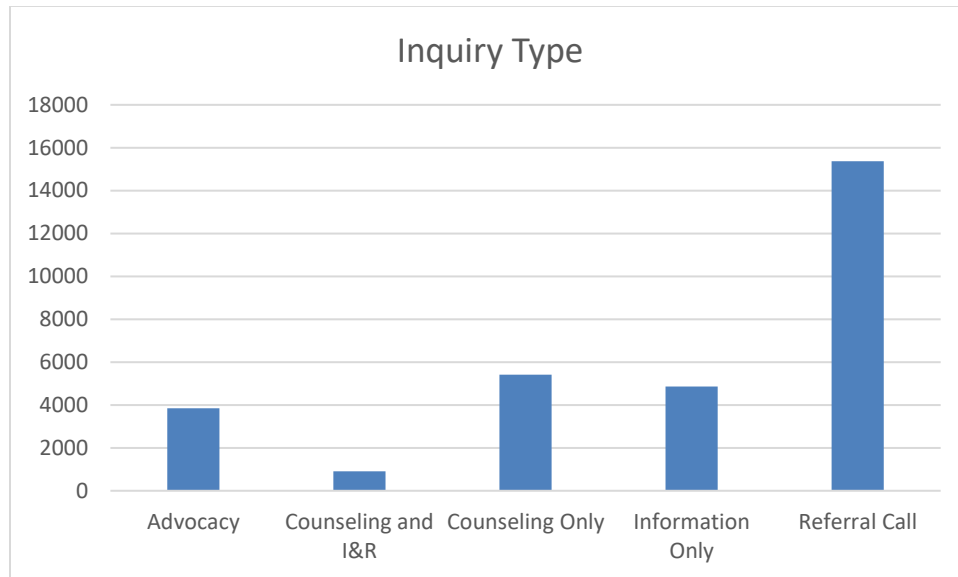
Age Range	# of Callers
Under 5 Years	35
5 - 9 Years	145
10 - 14 Years	418
15 - 19 Years	971
20 - 24 Years	1834
25 - 34 Years	4468
35 - 44 Years	3687
45 - 54 Years	4586
55 - 59 Years	2436
60 - 64 Years	1848
65 - 74 Years	1731
75 - 84 Years	397
85 Years and Older	164
Unknown	7683
Total	30,403



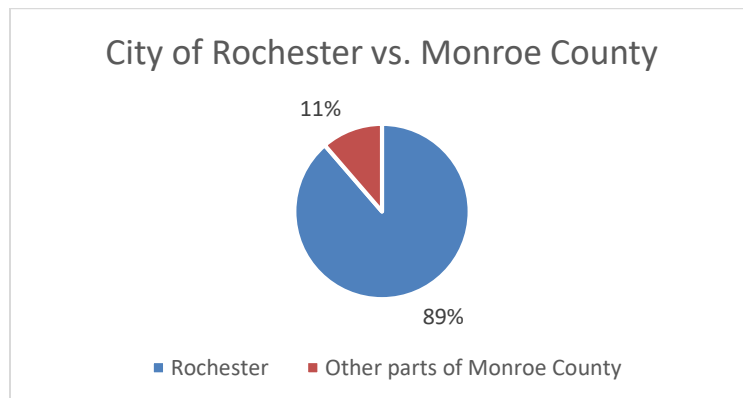
Gender	# of Callers
Decline to answer	1
Female	20427
Gender not listed here	3
Intersex	2
Male	9851
Transgender	0
Transgender Female	17
Transgender Male	12
Unknown	90
Total	30403



Inquiry Type	# of Callers
Advocacy	3854
Counseling and I&R	914
Counseling Only	5408
Information Only	4862
Referral Call	15365
Total	30,403



City	# of Callers
Brighton	178
Brockport	216
Churchville	78
Clarkson	2
Chili Clifton	5
E Rochester	46
East Rochester	181
Fairport	414
Gates	283
Greece	1020
Hamlin	50
Henrietta	175
Hilton	116
Honeoye Falls	49
Irondequoit	503
Macedon	0
Mendon	2
Morton	0
Mumford	6
North Chili	85
North Greece	2
Ogden	11
Penfield	108
Pittsford	87
Ridgemont	3
Rochester	25,757
Rush	22
Scottsville	60
Spencerport	104
Webster	638
Westgate	48
West Henrietta	88
Wheatland	2
Unknown	64
Total	30403



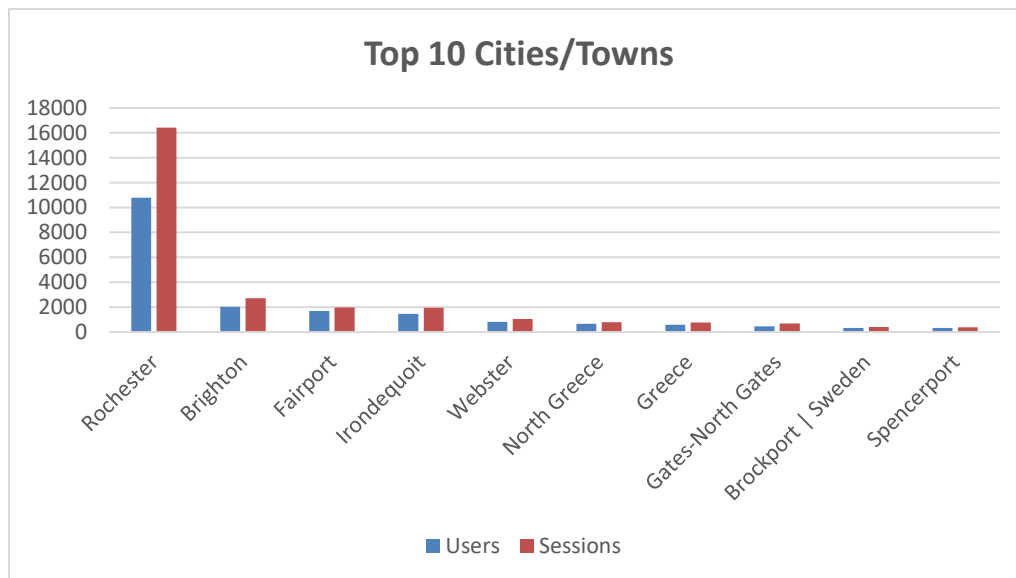
Top 25 Services Requested ****	
Food Pantries	10507
General Crisis Intervention Hotlines	8089
Homeless Shelter	5481
Psychiatric Mobile Response Teams	3206
Information and Referral	2592
Rent Payment Assistance	1260
Soup Kitchens	756
Electric Service Payment Assistance	670
Christmas Baskets	604
Landlord/Tenant Dispute Resolution	528
Legal Counseling	462
General Clothing Provision	455
911 Services	410
Eviction Prevention Legal Assistance	407
Thanksgiving Baskets	406
Case/Care Management	394
311 Services	389
Low Income/Subsidized Rental Housing	388
Detoxification	348
Diapers	324
Domestic Violence Shelters	302
Low Cost Home Rental Listings	283
Inpatient Substance Use Disorder Treatment Facilities	278
Directory Assistance	276
Suicide Prevention Hotlines	256

*** A complete breakdown of service requests is available upon request.

Website Usage*

City	Users	Sessions
Brighton	2029	2712
Brockport (Sweden)	334	413
Churchville/Chili	262	308
Clarkson	15	15
East Rochester	177	207
Fairport	1684	1964
Gates-North Gates	453	678
Greece	598	774
Hamlin	18	20
Henrietta	249	292
Hilton	187	220
Honeoye Falls	151	214
Irondequoit	1466	1947
Mendon	25	29
North Greece	653	803
Spencerport	324	381
Penfield	0	0
Pittsford	229	255
Rochester	10788	16423
Rush	10	11
Scottsville (Wheatland)	19	19
Webster	825	1053
West Henrietta	84	98
Monroe County Total	20580	28836

*Towns not listed here were unavailable in Google Analytics



Outreach Plan and Goals

2-1-1/LIFE LINE's outreach plan currently focuses on creating and maintaining awareness of its services through community organizations working directly with community members. We plan outreach goals and activities for both the program's general services, as well as for specific strategic projects that aim to enhance or leverage our services in collaboration with other agencies, such as our work with Finger Lakes Performing Provider System (FLPPS) to provide enhanced referral and follow-up services for certain callers.

Our core outreach plan aims to:

- Increase hits to our [website](#), where people searching for less urgent services may access information as a potentially faster alternative to calling.
- Increase overall contact from more suburban and rural areas in our coverage area.
- Improve general understanding of services we offer among individuals receiving services and providers.
- Increase responses to verification attempts with agencies through clear and effective communication.

Our outreach methods include:

- Regular attendance and interaction with local provider coalitions, committees, and groups.
- Frequent participation in events offering tabling opportunities.
- Maintaining updated materials, including bilingual (English/Spanish) content.
- Ongoing distribution of materials to agencies, particularly in areas where we are aiming to increase contact.
- Tracking outreach events and approximate number of individuals reached.
- Maintaining strong social media presence, particularly Facebook, where we have seen increased engagement.

**all our current materials can be access through our website 211lifeline.org for printing.*

2018 Changes that will Impact 2019

Over this past year, we have seen a dramatic increase in our national suicide prevention calls due to the recent celebrity suicides, which impacted our answer rates and service levels for our I & R contracts. With this information, we were able to reevaluate our capacity needs. Although this program has functioned with paid staff, we made the decision to hire a full-time Volunteer Coordinator to assist with recruitment of volunteers wishing to be trained to help individuals having thoughts of suicide. We anticipate this will only benefit our program by having a strong base of volunteers to help meet the growing demand for crisis support and therefore keep the lines open for our 2-1-1 I & R calls.

We were very fortunate to receive a grant to re-do our website, increase access to our community with an easy-to-search and -navigate database. In 2018, we increased our website usage by 200%. This also helped motivate and jump-start our efforts to get involved with the 898-211 texting platform, allowing individuals to reach us via text. In November 2018, we started taking basic I&R inquires via text and anticipate being able to handle more contacts through texting, making it easier for community members to seek assistance.

Top 10 Cities/Towns Website Usage		
City	Users	Sessions
Rochester	10788	16423
Brighton	2029	2712
Fairport	1684	1964
Irondequoit	1466	1947
Webster	825	1053
North Greece	653	803
Greece	598	774
Gates-North Gates	453	678
Brockport Sweden	334	413
Spencerport	324	381

Current initiatives we are a part of:

2-1-1/LIFE LINE works hard to be an engaged partner in our coverage areas community initiatives and networking with key partners. We encourage our United Way Partners to keep us up to date and invite us to community events and conversations to better support the programs making an impact.

County	Meetings/ Initiatives
Monroe	Community Health Improvement Workgroup (CHIW) Coordinated Entry Workgroup - Monroe County Emergency Committee Meeting Finger Lakes CPEP Advisory Committee Finger Lakes Performance Provider System (FLPPS) Homeless Service Network (HSN) Integrated Systems Workgroup Monroe County Long Term Care Council Meeting Naturally Occurring Care Networks (NOCN) No Wrong Door Meeting Opioid Taskforce Partners for Suicide Prevention RMCOC Health & Housing Committee Rochester Monroe Anti-Poverty Initiative (RMAPI) Rochester Regional Voluntary Organizations Active in Disaster (RRVOAD)

Goodwill of the Finger Lakes Thanks You for Your Partnership & Support!