

General Services Report

July 2013

Who We Are

2-1-1 Nevada County is a resource and information hub that connects people with many community programs and services. In the month of July, 2013, 2-1-1 Nevada County answered **243** information and referral calls and facilitated **2,139** database searches via our enhanced website.

How We Help

In July, 2-1-1 customer service representatives provided **361** agency/program referrals, averaging around **1.5** referrals per call. The most searched term on our website is housing, while the top referral was the Homeless Prevention Program of the Salvation Army.

2-1-1's Top Tens

Web Searches

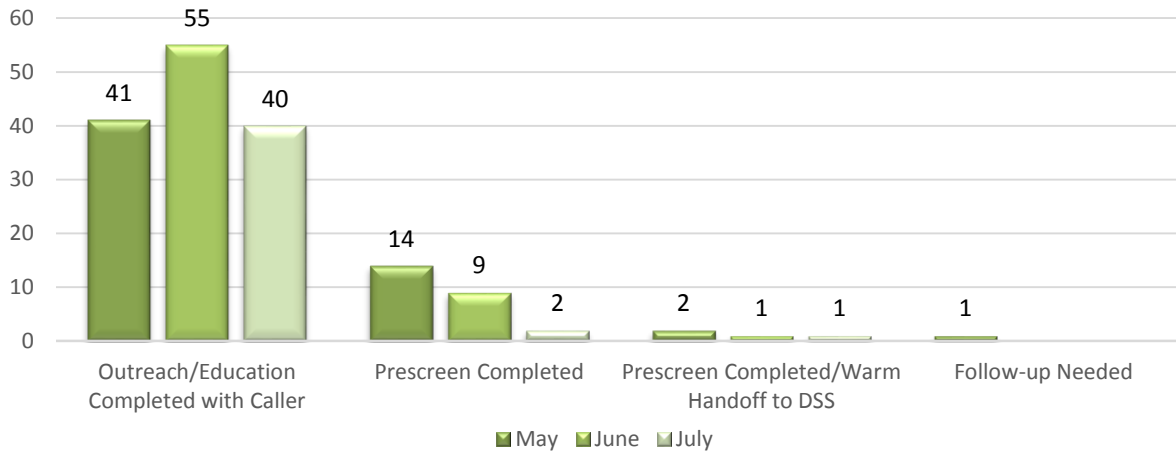
Term	Searches
Housing	107
Apartments	30
Medi-Cal Doctors	20
FREED	17
Medical	13
Emergency	12
Employment	11
Senior Services	11
Peer Support	10
Yoga	10

Caller Referrals

Agency	Searches
Salvation Army	14
Food Bank of Nevada County	9
Hospitality House	9
NevCo. Dept. of Social Services	9
NevCo. Housing and Development Corp.	9
Legal Services of Northern California	8
Interfaith Food Ministry	7
Sierra Family Medical Clinic	7
Benevolent and Protective Order of Elks of the USA	5
Nevada City United Methodist Church	5

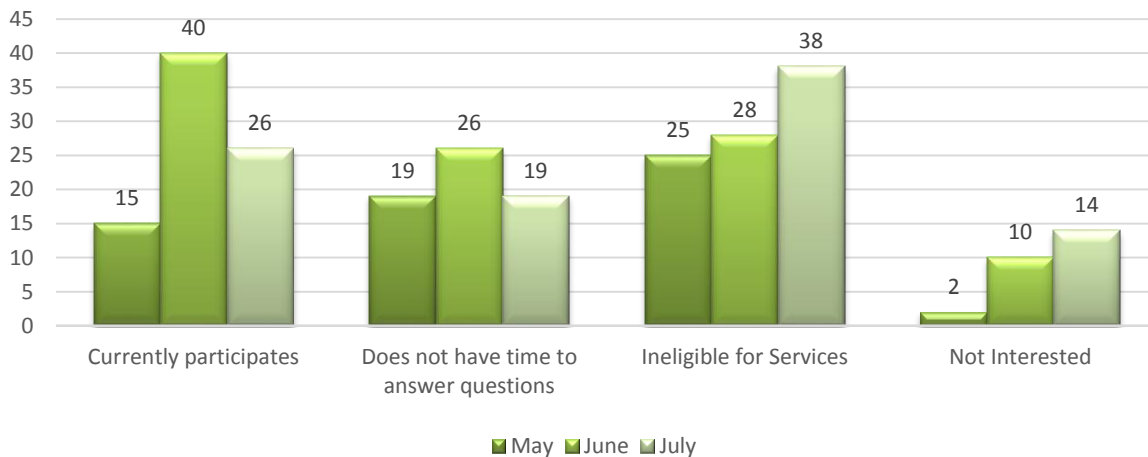
CalFresh

CalFresh Outreach



2-1-1 Nevada County provides consumers with additional information about the CalFresh program, including options in the County for applying and locations where you can apply and/or receive assistance with completing the application. In July, CalFresh outreach and education was completed with **16%** of the consumers who called. CalFresh was discussed with **97** other callers who were identified as having a possible need.

Reasons CalFresh Outreach Wasn't Completed



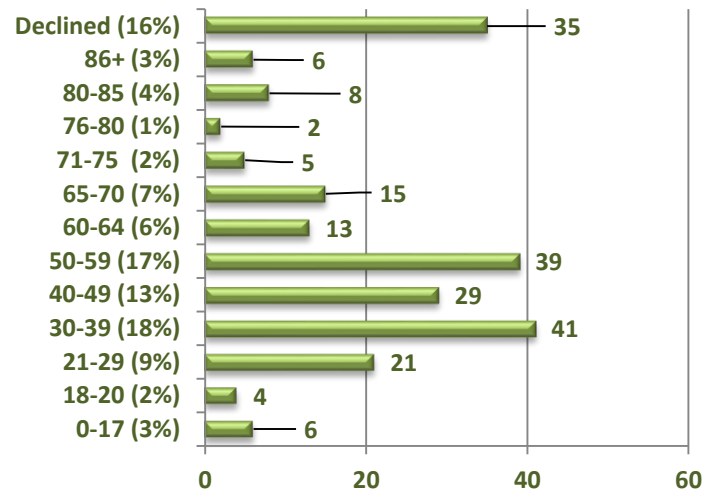
Who We Are Helping

The **30-39** age group had the largest amount of callers in July, followed closely by the **50-59** age group. Just over **72%** of callers are women. **17%** of the callers reported having children 5 and younger. In addition, **21** callers were experiencing homelessness and **60** callers identified as having a disability in relation to the call.

Age Groups

	Women	Men
Children 0-5	27	12
Children under 18	34	8
Homeless	13	8
Disability Related	43	17
Emergency Call	20	10

Partial breakdown of total callers

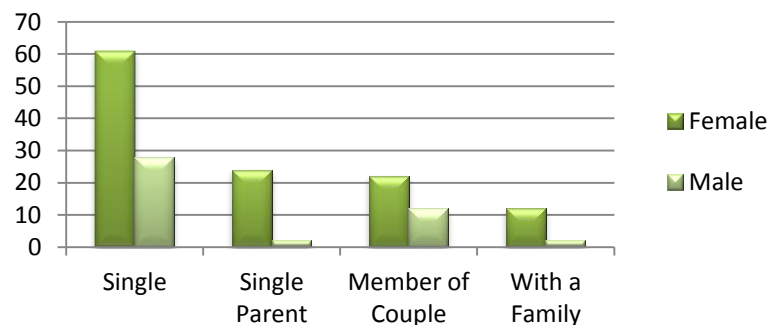


Income and Household

No Income accounted for the largest percentage of callers, at **23%**, while SSI, at **21%**, Employed, at **14%**, and Social Security measured in, at **13.5%**. In July, single females were identified **61** times, while the female demographics of single parent and part of a couple almost mirrored each other. Single males were identified **28** times, and as a part of a couple, **12** times.

Income Type	Total	Percentage
No Income	57	23%
SSI	50	21%
Job	34	14%
SS	33	13.5%

Partial breakdown of total callers



2-1-1 Website

During the month of July, the 2-1-1 Nevada County Website received a total of **2,857** page views and **2,139** database searches conducted through **305** unique IP addresses with **53%** of our users being new visitors.

Page	Page Views	Unique Views	Avg. Time on Page
	2,857 total	1,137 total	0:02:39 average
Home Page	1,271	414	0:01:50
Search Page	760	204	0:04:20
ADRC Focus Page	202	86	0:01:33
Resources Page	126	82	0:00:18
Basic Needs Focus Page	70	44	0:01:39
Who We Are	56	39	0:01:50
Update Your Listing	49	27	0:02:14
CMSP/Medi-Cal Focus Page	44	31	0:02:27
Reports Page	38	21	0:03:30
Emergency Services Page	30	26	0:24:21
CalFresh Focus Page	24	18	0:02:23
Health Care Changes Focus Page	24	13	0:00:28
Veterans' Services Focus Page	12	10	0:00:12

Partial breakdown of total viewers

Our Partners

2-1-1 Nevada County is a collaborative effort with the support of multiple organizations.

