

# 2015 Community Needs & Trends Report

United Way for Greater Austin Navigation Center



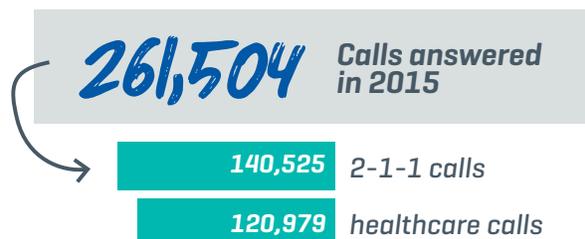
Since 1996, United Way for Greater Austin (UWATX) has helped residents navigate the complex system of health and human services in Central Texas through its Navigation Center: a simple, one-call access point to nonprofits and government resources.

The UWATX Navigation Center partners with 2-1-1 Texas through the Health and Human Services Commission (HHSC) to help individuals navigate more than 30,000 services statewide, and with Central Health to connect residents to healthcare resources such as Medical Access Program (MAP), Medicaid, Children's Health Insurance Program (CHIP), and other low-cost options.

## 2015 2-1-1 TRENDS

Top Needs for 2-1-1 Callers	2015 COUNT
Electric Service Payment Assistance	31,341
Rent Payment Assistance	27,303
Food Stamps/SNAP	25,658
Food Pantries	23,475
Medicaid Applications	16,781
Low-Income Housing	11,611
Adult State/Local Health Insurance	5,245
Prescription Expense Assistance	5,137
Homeless Shelters	4,870
Community Clinics	4,580

2-1-1 provided **318,544** referrals in 2015



## Demographics of Callers



Single-parent-headed households are more likely to live in poverty than any other demographic; many of our callers are working single mothers trying to make ends meet.

## HOUSING CALLS

**100,128** # of housing-related referrals taken in 2015

Top calls continue to be for housing-related needs. In 2015, the Navigation Center made 100K+ housing-related referrals, which made up 31% of total calls. Housing calls included calls for electric service payment assistance, rent payment assistance, low-cost home rental listings, homeless shelters, housing authorities and more. As housing costs increase in our community, people have less income left over to spend on other basic needs, like food and prescriptions, causing an increase in all basic needs-related calls.

## 2-1-1 AUSTIN APP



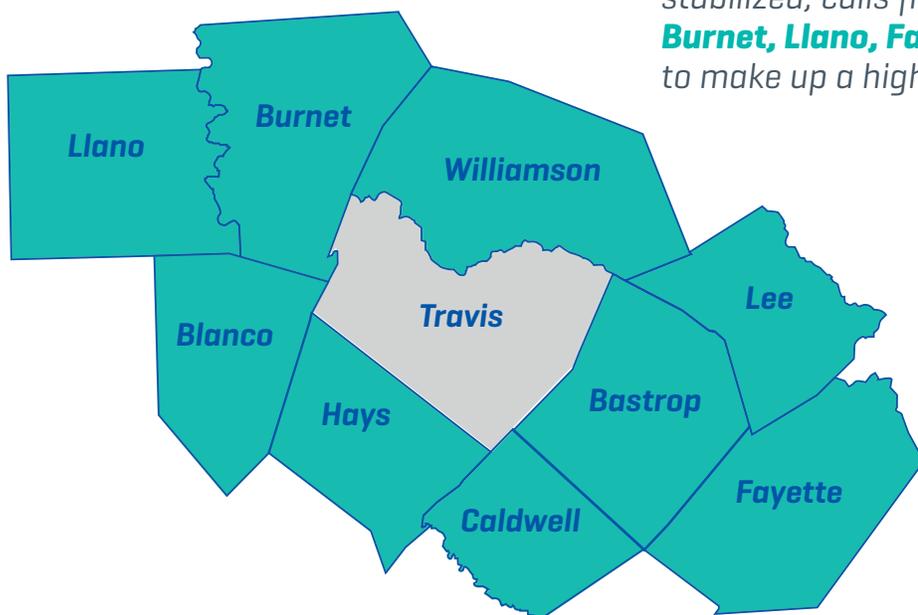
Download the 2-1-1

Austin app today!

The 2-1-1 Austin mobile app makes it even easier for residents to find the community resources they need and to do so anonymously. Users can enter their zip code to find services closest to them by category or using natural language. Each individual's unique situation is assessed and they are provided with information about the appropriate services using IBM's Watson cognitive technology. The launch of the 2-1-1 app is part of the Navigation Center's transition to a multi-channel contact center. Later this year, the UWATX Navigation Center will roll out chat and text services.

## CALLS BY COUNTY

2-1-1 calls continue to reflect demographic shifts in our community -- while calls from **Travis County** have stabilized, calls from **Hays, Williamson, Caldwell, Burnet, Llano, Fayette** and **Blanco** Counties continue to make up a higher percentage of call volume.



## 2-1-1: A COMMUNITY TOOL

2-1-1 is a great tool to find resources on other needs outside of the basic needs categories, such as legal assistance (will preparation, family/protective law, victims services), childcare, tax preparation assistance, mental health and substance abuse help, employment assistance, flu shots, senior services, veteran services, disability services and so much more!

In **2015**, the UWATX Navigation Center provided more than **13,000 follow-up calls**



The Navigation Center staff provides follow-up calls to explain benefits, ensure needs are met and to assess their experience with our services.

## HOW 2-1-1 CAN HELP YOU:

- 1** We can serve as a **referral source** for your clients, family, friends and community members.
- 2** 2-1-1 provides **customized reports for researchers, planners, grant writers and community members** to help determine community needs by demographic and geography. These reports can be used to assess community needs and help determine where to place community resources.
- 3** The Navigation Center offers **trainings to service providers and volunteers** on how to best utilize our services to connect people in need with community resources. The training includes a portion on how to use the 2-1-1 database on our website to search for services.

## PARTNERSHIPS

**IT'S TIME TEXAS:** UWATX partnership intended to create and deliver a Choose Healthier Coach Hotline to proactively recruit and support positive diet and activity choices for participants.

**Enroll ATX:** 2-1-1 serves as the community focal point in a public information campaign for Health Insurance Marketplace local resources.

**Clinic Support:** The Navigation Center successfully expanded regional healthcare support to provide "front door access" for clinic networks, including El Buen Samaritano and Bluebonnet Trails Community Services who provided mental health support services for multiple surrounding counties. To date, we have helped more than 25,000 clinic network clients access the help they need, when they need it.

For information about the UWATX Navigation Center's reporting capabilities or to schedule a 2-1-1 training, please **call 2-1-1 and select option 1** or email **211texas@uwatx.org**.