



Office of the City Manager

May 16, 2016

To: Honorable Mayor and
Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Subject: **2-1-1 Phone Service (Social Services Hotline)**

Attached is the 2-1-1 Narrative Report for April 2016, including a summary of calls by city. If you have any questions, please contact Savita Chaudhary, Information Technology Director, at 981-6541.

Attachment

cc: Gil Dong, Interim Deputy City Manager
Mark Numainville, City Clerk
Ann-Marie Hogan, City Auditor
Savita Chaudhary, Information Technology (IT) Director
Teresa Berkeley-Simmons, Budget Manager
Matthai Chakko, Public Information Officer



2-1-1 Alameda County Monthly Narrative Report: April 2016

Noteworthy Updates

During the month of April, 7,689 calls were handled by 2-1-1 Resource Specialists and 13,286 health, housing and human service referrals were provided. Of the unduplicated callers, 78% were female, 30% were single mothers with minor children, and 44% had disabilities. The call examples below show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's websites, including our online health and human service resource directory; in April they received 19,452 pageviews from 6,364 sessions/visitors.

In April, Eden I&R thanked its volunteers by hosting various events during Volunteer Appreciation Week 2016. This annual celebration is the agency's way of showing appreciation to volunteers for their time and contributions. The week's events highlighted both current and past volunteers at an ice cream social on April 19th and at a barbeque on April 22nd. Volunteers also received a token of appreciation and a certificate. Every year volunteers contribute thousands of hours assisting with nearly every facet of Eden I&R's operations.

Eden I&R was invited to present at the Alameda County Voluntary Organizations Active in Disaster (AlCo VOAD) Quarterly Meeting, hosted by Alameda County Community Food Bank. The Deputy Director shared information about Eden I&R's programs, and focused on 2-1-1's value and service to the community before and after disasters.

A new report from the Salvation Army and Lilly Family School of Philanthropy at Indiana University finds, "The level of human need in the United States increased 15 percent on a year-over-year basis in 2015." The report tracked seven services commonly delivered by nonprofits and found that the level of need nationwide rose in 2015. Needs include: housing, meals, medical assistance, help with energy bills, clothing, and furniture. Read the report here: www.humanneedsindex.org

Call Information

Call Examples	<p>~ A senior called from Alameda for help with increasing her social circle, as she felt isolated being homebound. The caller was referred to the Mastick Center's Friendly Visitors Program and to Senior Center Without Walls which offers activities for homebound seniors through a telephone conference. This was a first-time caller to 2-1-1. 2-1-1 asked the caller if she might be interested to learn more about adult day care programs, home delivered meals, and senior transportation services offered through AC Transit. The caller asked for adult day care information and was provided information about the Program for All Inclusive Care for the Elderly offered through Center for Elders' Independence. She indicated that she is already signed up and receiving food through Meals on Wheels; and that she is still driving herself.</p>
	<p>~ A Berkeley resident called seeking shelter, food and immunizations and TB tests. The caller was homeless and had young children. She was referred to Salvation Army for shelter; to Prescott Joseph Center's Immunization Clinic, Alameda County Public Health Department, La Loma Medical Group, and Alameda Health Systems-Highland Campus' Same Day Clinic for medical needs. For food the caller was referred to the Society of St. Vincent de Paul's Visitation Center for Women and Children.</p>
	<p>~ A resident of Fremont who was on probation called for several resources. The Probation Office referred and was paying for his stay at a men's home in Fremont. He had a worker at the Alameda County Social Service Agency (SSA) office in Hayward where he was going that day to check on his Medi-Cal benefits and to apply for General Assistance (GA). The caller stated that he did not know for sure if his Medi-Cal benefits were active. He requested transportation information, such as who he would call for bus lines, and 2-1-1 referred him to 511. The caller stated that he was calling from someone else's phone so 2-1-1 referred him to LifeLine Mobile Phone Program, as he may be eligible for his own phone. The caller was concerned about whether or not he will receive GA when he applies and he is need of money for transportation. 2-1-1 encouraged the caller to speak to his SSA worker about not having funds for transportation as SSA might be able to provide a ticket or temporary pass based on its funding for clients. The 2-1-1 Resource Specialist conducted outreach for CalFresh and was informed the caller is receiving CalFresh.</p>



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Call Examples	~ A Hayward resident called for assistance in working with her landlord who was neglecting the rodent, mold, and electrical problems she was experiencing. The caller informed 2-1-1 that she had even had a small electrical fire in the rental unit. She was referred to ECHO Housing for assistance in working with her landlord; Alameda County Public Works Agency for inspection in unincorporated sections of Alameda County for possible code violations in order to safeguard her life, health, and property; to Causa Justa, Bay Area Legal Aid, and Alameda County Bar Association for tenants' rights information counseling; and to Alameda County Environmental Services health Department for vector control services.
	~ An Oakland resident called for assistance because she was having a problem with bed bugs in the residential motel at which she and her family were residing. The problem was of concern because it was impacting not just her but also her mother and her infant. The caller had no money to pay for other accommodation. 2-1-1 referred the caller to Alameda County Social services for the Homeless Assistance Program for help with motel vouchers, since she had not availed herself of this program before.
	~ A Livermore case manager called for psychiatric case management services for her client who was very depressed. The caller was referred to Alameda County Public Health Care Services for acute crisis care and evaluation for system-wide services.
	~ An Oakland resident called because she was the victim of extreme domestic violence. She had called 2-1-1 earlier and received information about victim support services through the Alameda County DA's Office but she had not written it down. The caller was in a different county with her young children away from her home and abuser in Oakland. Her spouse had tried to get her into legal trouble with Alameda County Social Services; continued to threaten her life if she filed for divorce; had her followed by his friends and made aggressive gestures. The caller was approved for victims of crime support several months ago but had not followed through due to her fear of being in Oakland near her abuser, as a result of which the file was closed as the DA's office had been unable to follow up with her. 2-1-1 helped the caller connect to the Family Violence Law Center to assist her with a restraining order, divorce, and a new Victims of Crime application for assistance.
Caller Feedback	~ "Your operator was very attentive to all my concerns, heard my ups and downs, and referred me to a place in Oakland. She is an angel with a heart of gold, I am in tears right now just thinking how glad I am that I called 2-1-1, and how blessed to be able to speak with someone who came to work this morning really wanting to do their job well and helping me. Thank you. Please tell your staff that I was able to get into the place she referred me to and I am so thankful to her. Thank you! Thank you! Thank you!"
	~ "I live in Oakland. I called 2-1-1 and spoke with your staff who was real good, very prompt, very understanding, a huge, huge help. I can't tell you how much I appreciate her assistance. She is really good. I really appreciate all the info she gave me. Thank you!"
	~ "I called last week from Hayward, very late in the night, and spoke with a 2-1-1 representative. I feel bad that I didn't write down her name but I didn't want to forget to call to say thank you so much, folks, for these programs to help people with good advice and who to call, and get more information. For that I will be forever grateful. I was really happy to get information right away from one of you. Again, thank you very, very much from the bottom of my heart."
Staff Inservice Training Sessions	~ Child Protective Services In- Service Presentation
	~ East bay Innovations In-Service Presentation
	~ 2-1-1 Staff Training on Best Practice with Intakes with focus on Medi-Cal Administrative Activities (MAA), AC Transit, and Probation referrals

Resource Information And Technology Updates	
Services Database	~ Two new agencies were added to the services database this month.
	~ The services database contains 1,142 agencies and 2,918 programs.
	~ The process of updating the 505 Non-Directory agencies in the services database continues. So far we have updated 277 agencies.
	~ 392 new units were added to the housing database this month.



Housing Database	~ The Housing database contains 83,492 total housing units.
	~ Housing Subscriptions (mail, PDF & OHIP) were sent to community-based organizations in Alameda County and San Francisco County.
Online Services Website	~ Eden I&R's health and human services data is provided free through the agency's publicly accessible websites at www.edenir.org and www.211alamedacounty.org, and www.alamedaco.info. This month the Online Services Directory received 19,452 pageviews from 6,364 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in April: Eden I&R Veteran Roving program successfully assisted a homeless veteran in finding housing after being homeless for 25 years, and 2-1-1 provides assistance in locating a VITA site that can help low-income taxpayers file their taxes.
Technology	~ During April we implemented changes in the database to provide for a pilot project in partnership with First 5's Help Me Grow program. The pilot will allow for more direct referrals of callers who are on the phone to the Help Me Grow program.
	~ Work has been conducted to plan for the upcoming migration to iCarol software.
	~ We implemented a new process to track the review of new agencies and new programs for evaluation of inclusion in the database.
	~ In partnership with Alameda County Behavioral Health Care and EveryOne Home, we added additional data fields into our Housing Database to track project based subsidies at the housing unit level.

Outreach/Public Information Activities	
Meetings	~ The management team, along with Alameda County VOAD executive members, Red Cross representatives, and the Alameda County Community Food Bank, met several times to discuss a multi-foundation proposal to try and fill the large gap left by Collaborating Agencies Responding to Disasters--CARD having to close its doors. Specifically, Eden I&R has been requested to provide disaster-related trainings for vulnerable populations and the agencies that serve them; develop and maintain a comprehensive VOAD Membership Roster; and develop and maintain a food distribution location list that Eden I&R would contact shortly after a disaster.
	~ The Executive Director has been meeting with other 2-1-1s across the state in support of Senate Bill 1212 which would provide the means to add 2-1-1 phone services to the rural counties still without the communication system. This is particularly important in case of disasters.
	~ The Eden I&R Board of Directors had a quarterly board meeting this month which focused on preparing for a Board Retreat that will develop an updated Strategic Plan now that the agency's current Executive Director is retiring in December after 27 years.
	~ Members of the management team met with a representative from a New York technology company that wants to partner with Eden I&R on a health-related pilot project.
	~ The Executive Director presented 2-1-1 updates before the Hayward City Council including the fact that their city remains the second highest call volume countywide.
	~ The Executive Director met with Gay McDaniel, Executive Director of FESCO, to discuss the many decades of partnership between the agencies.
	~ Management staff and the Board of Directors have begun in earnest to plan for Eden I&R's 40th Anniversary celebration in November 2016.
	~ The Executive and Deputy Directors attended the monthly Bay Area 2-1-1 Partnership meeting held in Oakland this month. Discussion items included the merging of the United Way of the Bay Area and The United Way of Silicon Valley.
	~ The Executive and Deputy Directors attended (by phone) the statewide 2-1-1 CA Network Board meeting during which many statewide topics were discussed including the need for SB1212 support letters, fundraising successes and challenges, and the AIRS and CAIRS Conferences.
	~ The Executive Director attended the statewide CAIRS Board Meeting (by phone) that focused on the preparations for the fall CAIRS Conference in Sacramento. Workshops were decided upon and potential sponsorships were assigned.



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Meetings	~ The Deputy Director attended the Alameda County Emergency Managers Association Meeting (EMA) at the American Red Cross, which highlighted security related preparedness measures that were in effect during the 2016 Super Bowl event and offered examples and best practices for multi-jurisdiction agency collaboration for future events.
	~The Deputy Director and 2-1-1 Program Manager participated in an online webinar that introduced the Organizational Capacity Assessment Tool (OCAT) that will be used to assess and identify areas to grow and strengthen agency capacity. This tool will be used at an Orientation and Training Convening, part of a planning grant received last year from the Alameda County Probation Department.
	~ The Deputy Director and 2-1-1 Program Manager attended the day-long Probation Department Community Capacity Fund Orientation and Training Day Convening where they attended workshops and focus sessions to discuss organizational capacity and opportunities for growth. Eden I&R will be working with a consultant from Hatchuel Tabernak & Associates to complete the next phase of the Community Capacity Fund application process.
	~ Members of Eden I&R's management team met with First 5 staff to finalize plans and processes for the upcoming Help Me Grow Alameda County pilot program. The pilot will run from May 2 until June 30. Families with a child age 0-5 are encouraged to call 2-1-1 to learn more about Help Me Grow Alameda County, a collaborative program designed to help ensure young children reach their optimal development.
	~ The Development Consultant attended the Community Corrections Partnership Executive Committee meeting during which a presentation was made by Resource Development Associates (RDA), the consultants hired to conduct a realignment evaluation for the county, and reports were given by the various workgroups.
	~ The Development Consultant attended a "boot camp" held at the East Bay Community Foundation in preparation for East Bay Gives, a 24-hour online giving event sponsored by the Foundation. This was Eden I&R's first year participating in East Bay Gives and the boot camp provided helpful tips and a step-by-step planning guide to assist staff and board members successfully raise money during the event.
	~ The Executive Director, Deputy Director, and Development Consultant met with a representative of Alameda County Health Care Services Agency to discuss possible partnership on the Whole Person Care Request for Proposals when it is released.
	~ Members of management team have been extremely busy attending individual city council meetings, county department meetings, and related meetings related to FY07 funding. The fact that 2-1-1 is primarily funded on an annual basis by most cities and the county departments necessitates numerous meetings during the months of April, May, and June. ~ The Development Consultant attended the Pleasanton City Council meeting during which the council approved the city's Human Services Commission's funding recommendations for FY17, including for Eden I&R/2-1-1.
Fairs/Events/ and Outreach	~ The Executive Director attended the Alameda County Labor Council's Awards dinner as a guest of PG&E. It was an enthusiastic gathering to honor many heroes throughout the community. It was also a fantastic networking opportunity that resulted in a minimum of several 2-1-1 presentations and outreach material distributions. Thank you PG&E!
	~ 2-1-1 staff hosted a booth and provided resource referrals to participants at Hayward Young Adult Job Fair, San Lorenzo Unified School District Fair, City of Pleasanton and Pleasanton Unified School District Health Fair, North Berkeley Senior Center Health Fair, Chabot Student Health Center Denim Day, Livermore Community Service Volunteer Fair, Merrit College Job Fair, Kids' Zone Kitayama Elementary Health Fair, and Dublin Pride Volunteer Day.
	~ Eden I&R outreach materials were distributed to attendees at the Kaiser Hospital Mended Heart Meeting, Union City Public Services Stakeholders Meeting, Help Me Grow Connection Café, Cal State East Bay Class Visits, AICo VOAD Quarterly Meeting, and by request to Hayward Promise Neighborhood, AM VETS, and City Serve Tri-Valley.
	~ In sum, this month Eden I&R served 598 people at events and fairs and distributed 6,118 pieces of outreach materials to service providers and residents of Alameda County.

Alameda County Summary By City

4/1/2016 Through 4/30/2016; 2-1-1

	¹ Total Calls	² Client Calls	³ General Calls	⁴ Un- duplicated Clients	Disabled Clients	Male Clients	Female Clients	⁵ Youth Under 18	Single Mom W/ Minor Children	Referrals
Alameda	153	71	82	60	31	12	48	27	18	325
Albany	9	4	5	4	3	2	2	0	0	21
Berkeley	429	223	206	134	67	34	100	54	31	798
Castro Valley	77	40	37	31	14	4	27	16	10	156
Dublin	52	29	23	17	9	3	14	6	4	108
Emeryville	46	29	17	19	10	1	18	5	3	84
Fremont	273	160	113	118	46	29	88	62	30	566
Hayward	883	477	406	334	126	61	272	185	110	1676
Livermore	120	76	44	44	17	8	36	26	15	234
Newark	78	47	31	25	10	2	23	19	10	146
Oakland	3416	1683	1733	1166	526	260	906	566	356	6856
Piedmont	10	5	5	4	2	0	4	2	2	31
Pleasanton	56	32	24	20	7	7	13	11	5	109
San Leandro	462	301	161	190	87	43	147	90	56	870
San Lorenzo	53	31	22	23	12	2	21	15	11	122
Union City	124	92	32	55	17	14	41	30	20	235
Other	1448	134	1314	114	46	25	89	47	29	949
Grand Total:	7689	3434	4255	2358	1030	507	1849	1161	710	13286

1. Total Calls: The total of Client Calls and General Calls for the reporting period.
2. Client Calls: The number of times Clients called during the reporting period.
3. General Calls: The number of callers who did not provide demographic information, birth date, and full address.
4. Unduplicated Clients: The number of unduplicated clients who called during the reporting period. These are callers willing to provide demographic information, birth date, and full address.
5. Youth Under 18: The total number of households with youth under the age of 18 in the household.

Alameda County Summary By City

7/1/2015 Through 4/30/2016; 2-1-1

	¹ Total Calls	² Client Calls	³ General Calls	⁴ Un-duplicated Clients	Disabled Clients	Male Clients	Female Clients	⁵ Youth Under 18	Single Mom W/ Minor Children	Referrals
Alameda	1848	1099	749	524	227	102	422	239	146	3796
Albany	168	81	87	48	28	19	29	13	7	354
Berkeley	4535	2397	2138	1000	490	257	743	361	251	8116
Castro Valley	978	546	432	305	121	67	238	123	76	1843
Dublin	413	204	209	124	52	22	102	55	32	806
Emeryville	431	285	146	132	43	29	103	54	37	807
Fremont	2840	1621	1219	928	325	235	692	412	226	5277
Hayward	9312	5300	4012	2657	995	540	2114	1354	779	17492
Livermore	1207	665	542	386	140	74	312	212	131	2155
Newark	864	458	406	263	94	49	214	162	90	1580
Oakland	38295	18648	19647	8593	3550	1957	6631	4082	2676	69802
Piedmont	67	11	56	9	4	3	6	3	2	96
Pleasanton	449	233	216	139	42	28	111	69	39	939
San Leandro	4493	2869	1624	1365	556	305	1059	647	385	8647
San Lorenzo	563	356	207	201	68	34	167	110	68	1142
Union City	1117	762	355	408	122	90	318	228	130	2171
Other	12445	1582	10863	1037	397	243	793	363	226	7106
Grand Total:	80028	37117	42911	18119	7254	4054	14054	8487	5301	132134

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