



Office of the City Manager

July 19, 2016

To: Honorable Mayor and
Members of the City Council

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

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

Attached is the 2-1-1 Narrative Report for June 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: Zach Cowan, Interim Deputy City Manager / City Attorney
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

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

Noteworthy Updates

During the month of June, 14,079 calls were handled by 2-1-1 Resource Specialists and 12,683 health, housing and human service referrals were provided. Of the unduplicated callers, 78% were female, 29% were single mothers with minor children, and 43% reported they were living with 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 June they received 17,383 pageviews from 6,267 sessions/visitors.

This report marks the end of Fiscal Year 2015-16. Eden I&R staff and board are extremely proud of another successful year providing the critical 2-1-1 service to Alameda County. Over the past 12 months, 2-1-1 Resource Specialists handled 101,523 total calls, receiving 156,527 housing and service referrals. Additional people are also relying on Eden I&R's websites, including our online health and human service resource directory; in FY2016, they received 231,175 pageviews from 71,630 sessions/visitors. Also during FY 15-16, Eden I&R distributed 65,842 pieces of outreach materials to service providers and residents throughout Alameda County. Staff and volunteers hosted booths and made presentations at 88 events and delivered outreach materials to 63 community partners, including schools, universities, fire departments, churches, hospitals, county agencies, cities, and other nonprofits.

In preparation for the full migration to a cloud-based and real-time database system, Eden I&R staff continued training on iCarol throughout June. The 2-1-1 call center, After-Hour, Information Management Department, Housing Department, and Roving Department staff participated in live webinars, video tutorials, and weekly classroom trainings. The IT Director, Deputy Director, and IT Consultant met regularly with iCarol representatives to design and build out the new databases that will replace the current health and human services and housing resources databases. The full migration to iCarol for all departments and programs is planned to complete in the first quarter of FY 17. Throughout the next fiscal year, Eden I&R will continue to seek opportunities to advance technology and build upon its service delivery standards to provide the most current and relevant resources to Alameda County residents and service providers.

Eden I&R and First 5 of Alameda County met to review and discuss the final month of the Help Me Grow pilot project, a collaboration between the two agencies that helps connect families calling 2-1-1, who have children under 6, with helpful specialized information and referral for child development and life stages resources through a referral and transfer to the Help Me Grow call center. The pilot project ran through the end of June and has since launched as a year-long program and collaboration.

Call Information

Call Examples

~ An Alameda resident called seeking rent payment assistance on behalf of her elderly brother, who is a cancer patient. 2-1-1 referred the caller to Season of Sharing.

~ A Berkeley resident with three young children called for assistance in purchasing fresh fruits and vegetables for her family. The family currently receives CalFresh and WIC but was in need of additional food. The caller was referred to the Alameda County Community Food bank and the Berkeley Food Pantry. Since she had a child under age 5, 2-1-1 referred the caller to First 5 Alameda's Help Me Grow program to help support her with her young child's development.

~ A social worker from Tri-Valley Haven called on behalf of her client who had substance abuse issues and needed a shelter or transitional housing, since the client could not be housed at Sojourner House with drug abuse issues. Referrals were provided for Sunrise Village and Abode Services, and to the Livermore Police Department for motel vouchers. The caller was also referred to Ariel Outreach Mission for transitional housing and Jordan's House for sober living.

~ A Dublin social worker called on behalf of her client who is a recent high school graduate and seeking educational grants, as well as shelter/housing resources. 2-1-1 provided the caller with referrals to Progressions Inc. that provides free financial aid counseling for school; and to the US Department of Education's Federal Student Aid Program. Referrals were also provided to Alameda Family Shelter and Fred Finch Youth Center for shelter/housing; Youth Employment Partnerships for job training; and to NAACP South Alameda County Youth and College Division for summer employment referrals.

~ An Emeryville resident called on behalf of her grandmother for low-income housing referrals. The caller was referred to seven low-income subsidized housing facilities.

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Call Examples	~ A social worker from Eden Hospital in Castro Valley called for assistance with shelter for her client, a single male in recovery from substance abuse. 2-1-1 referred the caller to Tranquility House Alternative for its sober living program.
	~ A Fremont resident called in need of dental assistance. The caller informed 2-1-1 that he had applied for Medi-Cal, but that his application was still being processed. He was referred to Lifelong Medical Care, Chabot, and Las Positas Community College Dental Clinics, and Alameda Health System's Highland Campus Dental Clinic.
Caller Feedback	~ "Every person I have spoken with at 2-1-1 has been overwhelmingly positive. Having a resource like 2-1-1 is amazing; just having real life people not an automated system which rarely understands what you are saying makes all the difference. 2-1-1 has been the best part of my homeless experience, and I am just getting out of homelessness. I refer 2-1-1 to all the people I meet."
	~ "I really appreciate the information and referrals you gave my parents for mortgage and utility assistance. For the last couple of months my parents were struggling with making their mortgage payments. My father works on and off. They only have disability benefits from social security which they cannot afford to live on. I moved in with my parents to help them, especially my mom, she's going through chemo and radiation treatment for colon and uterine cancer. Thank you for helping my parents and thank you for following up. It shows that you guys really care. Please share this message with your agency."
	~ "Thank you for the referral, it helped out a lot. I had surgery but when I got home the water was already shut off. You referred me to Season of Sharing and they approved me for assistance."
	~ "Thank you 2-1-1 for the information for first time homeowners. I am in the process of purchasing a property."
Staff Inservice Training Sessions	~ La Familia Counseling Service In Service Presentation
	~ Weekly Transition Training for iCarol Database Part I, II, and III.

Resource Information And Technology Updates

Services Database	~ The services database contains 1,143 agencies and 2,918 programs.
	~ The process of updating the 503 Non-Directory agencies in the services database continues.
	~ The Information Management Department has been busy attending trainings, tutorials, and webinars related to the upcoming launch of iCarol, Eden I&R's new cloud-based technology system on which the services database will be housed.
Housing Database	~ 250 new units were added to the housing database this month.
	~ The Housing database contains 84,032 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 17,383 pageviews from 6,267 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in June: City of Alameda Announces Opening of Wait Lists.
Technology	~ Created a new internal SharePoint site for tracking proposals, contracts, and reports.
	~ Installed a new LED screen to allow for easier connectivity and display of digital materials during trainings, meetings and presentations.
	~ Migrated our prior version of QuickBooks Enterprise to the newest release of QuickBooks in a hosted environment.
	~ Discussed future reporting needs as part of new contract with the Help Me Grow Program from First Five Alameda County.
	~ The migration to the new iCarol database solution began during the month of June. The official transition date will be July 1, but work will continue into July and early August to complete the entire change over to the new system.

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Outreach/Public Information Activities	
Meetings	~ Management team members met with City of Hayward department staff to discuss future strategies related to city and county leveraged funding.
	~ The Executive Director discussed and met with a variety of funders regarding the void left when Collaborating Agencies Responding to Disasters (CARD) closed. Strategies were discussed about Eden I&R talking on some of the disaster related trainings that CARD had developed focused on vulnerable populations and the agency's that assist them. Support letters were written by the Red Cross, VOAD and the Alameda County Food Bank related to such disaster-related aspects as directories for countywide food sites and organizations available to assist during disaster events.
	~ Members of the Management Team have been meeting with a Sustainability and Succession Planning Consultant, funded by a long-term funder, in preparation for the retirement of the agency's long-term executive director at the end of the calendar year.
	~ Members of the Management Team and the Board of Directors have been meeting to organize Eden I&R's 40th Anniversary event and fundraising to be held Thursday November 10th, 2016 at Hayward's City Hall Rotunda.
	~ The Development Consultant attended an Alameda County RFP bidders conference for case management services for the re-entry population. Eden I&R was interested in exploring ways in which 2-1-1 might partner with another organization(s) on a proposal.
	~ The Deputy Director attended the Alameda County Probation Department's Programs and Services workgroup. Attendees reviewed the revised Employment Client Flowchart that will be used at the transition center at Santa Rita Jail. The group also received updates related to the Workforce Innovation Opportunity Act and news about the transition from Workforce Investment Board to Workforce Development Board.
	~ The Deputy Director participated in the HUD Continuum of Care Stakeholders Meeting at Oakland City Hall to weigh in on discussion related transitional housing, funding for Coordinated Entry, and performance criteria used to score projects and prioritize funding for homelessness service providers across the county.
Fairs/Events/and Outreach	~ The Deputy Director presented to partners at the June meeting of the Alameda County Emergency Managers Association, hosted by the American Red Cross. She shared ways that 2-1-1 programs have served communities when impacted by disaster and presented on Eden I&R's role in Alameda County before, during, and after disaster.
	~ The Deputy Director presented to Alameda County Public Health Home Visit Nurses and Community Health Workers and shared information about 2-1-1 and its value as an important resource to their clients and colleagues. She invited attendees to direct clients to call 2-1-1 to find health and wellness-related resources as well as health alerts and advisories during times of disaster.
	~ 2-1-1 staff hosted a booth and provided resource referrals to participants at 4 Seasons Health Expo, 29th Annual East Bay HIV Update, City of Livermore Health and Safety Fair, Episcopal Senior Communities Resources Health Fair, Hayward Naturalization Fair, E.C. Reems Health and Job Fair, Free Community Festival at Verdese Carter Park, WORLD Conference, South Hayward Family Celebration of Independence Day, and Oakland Community Block Party.
	~ Outreach materials were distributed to attendees at the Alameda County Emergency Managers Association Meeting, LIFE ElderCare Presentation, Alameda County Public Health Nurses and Community Health Workers Training, Tri-City Health Center Presentation to case managers, and Lake Merritt Independent Senior Living Luncheon and by request to San Leandro Hospital Case Management Department, City of Alameda Fire Department, Rising Sun Energy Center, and Mills College Department of Public Safety.
	~ In June, Eden I&R served 1,022 people at events and fairs and distributed 6,795 pieces of outreach materials to service providers and residents of Alameda County.

Alameda County Summary By City

6/1/2016 Through 6/30/2016; 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	325	261	64	196	95	32	164	105	70	270
Albany	44	30	14	17	9	5	12	7	5	69
Berkeley	801	576	225	385	207	93	292	132	88	785
Castro Valley	151	113	38	92	42	21	71	36	20	142
Dublin	92	74	18	52	23	10	42	21	11	117
Emeryville	81	69	12	52	23	13	39	17	11	95
Fremont	647	515	132	341	125	80	261	150	76	579
Hayward	1792	1433	359	1022	383	177	844	531	309	1574
Livermore	228	182	46	131	49	24	107	64	37	198
Newark	184	149	35	104	42	12	92	65	31	156
Oakland	6659	4941	1718	3437	1535	782	2653	1659	1082	6517
Piedmont	10	8	2	6	3	1	5	2	2	4
Pleasanton	67	51	16	46	15	9	37	23	13	62
San Leandro	991	830	161	536	247	127	409	229	152	896
San Lorenzo	117	100	17	72	31	15	57	36	23	107
Union City	238	198	40	151	53	41	110	86	46	207
Other	1652	468	1184	341	132	85	255	125	79	905
Grand Total:	14079	9998	4081	6981	3014	1527	5450	3288	2055	12683

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 6/30/2016; 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	2327	1443	884	587	252	110	477	267	167	4357
Albany	224	119	105	57	29	21	36	18	9	440
Berkeley	5743	3158	2585	1136	558	289	847	394	275	9619
Castro Valley	1202	698	504	335	132	75	260	138	84	2124
Dublin	541	295	246	144	57	26	118	63	35	994
Emeryville	556	376	180	153	49	35	118	59	40	989
Fremont	3779	2269	1510	1068	375	268	799	467	261	6366
Hayward	11976	7177	4799	3064	1124	625	2436	1557	881	20667
Livermore	1565	923	642	437	158	85	352	234	143	2566
Newark	1129	667	462	319	119	60	259	189	102	1906
Oakland	48362	25164	23198	9735	4001	2250	7479	4621	3019	82155
Piedmont	82	20	62	11	5	4	7	3	2	105
Pleasanton	551	295	256	157	49	31	126	76	44	1058
San Leandro	5966	3978	1988	1561	636	356	1204	718	436	10423
San Lorenzo	744	495	249	219	73	37	182	116	72	1352
Union City	1450	1016	434	475	152	107	368	257	139	2558
Other	15323	2200	13123	1227	461	287	938	434	269	8843
Grand Total:	101523	50293	51230	20685	8230	4666	16006	9611	5978	156527

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