

Office of the City Manager

January 25, 2016

To: Honorable Mayor and  
Members of the City Council

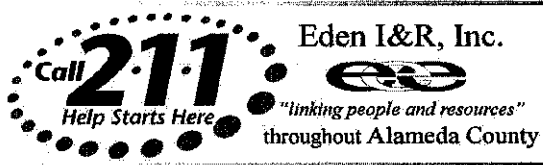
From: *DWR* Dee Williams-Ridley, City Manager

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

Attached is the 2-1-1 Narrative Report for December 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: Jovan Grogan, 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, Assistant to the City Manager/Public Information Officer



**Noteworthy Updates**

During the month of December, 4,729 calls were handled by 2-1-1 Resource Specialists and 6,681 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 31% were single mothers with minor children, and 49% reported they were living with disabilities. (These statistics exclude callers who opted to not provide demographic information during intake.) 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 services resource directory; in December they received 15,427 pageviews and 5,370 sessions.

++ Please note there was an error in the call volume reported in the November 2016 2-1-1 monthly report. The correct number of calls handled by 2-1-1 Resource Specialists in November is 4,987. 7,792 referrals were provided to these callers.

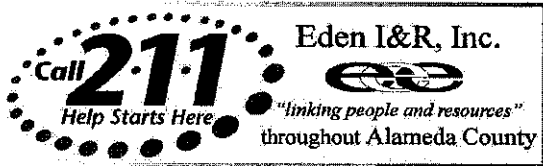
As the City of Oakland's Emergency Operations Center (EOC) activated in response to the tragic Ghost Ship Warehouse Fire on December 2, Eden I&R prepared to respond to fire related calls and inquiries. Early Saturday morning, 2-1-1 first learned about the disaster when a call came into 2-1-1 from someone who had been affected by the fire and was in need of emergency assistance. The Phone Resource Specialist (PRS) on duty provided resource information to the caller and advocacy. After completing the call intake, the PRS immediately contacted Eden I&R management staff to inform them of the situation.

A little later that morning, Eden I&R's Executive Director was alerted by Oakland City Staff about the fire. The ED reported to the Oakland EOC and also activated the agency's emergency phone tree so that within a matter of minutes key staff was on standby. Eden I&R's Disaster Preparedness Coordinator later relieved the ED in the afternoon while she maintained communication with management staff. The Disaster Preparedness Coordinator spent the better part of the remaining weekend at the EOC, making face-to-face connections with City Staff and other agency representatives, as well as relaying the most current information about the fire response to all Eden I&R staff. Additionally, he communicated to EOC staff about 2-1-1 and its various capabilities, including the program's readiness to handle calls should the EOC decide to route calls to 2-1-1. He forwarded both the local 2-1-1 and 888 phone number to staff at the Family Assistance Center to be sure that clients knew how best reach 2-1-1 from within Alameda County and beyond (since people were calling for resources from out of county and even out of country). Our Deputy Director, Information Management, and IT staff worked both remotely (one of the advantages to our new, cloud-based database system) and in the office to update the services database as information became available to share with callers and ensured that relevant public information was posted prominently on Eden I&R's website and Facebook page. The 2-1-1 Program Manager came into the office early Saturday afternoon to provide hands-on support to the PRS in anticipation of a possible peak in call volume from callers seeking information related to the fire.

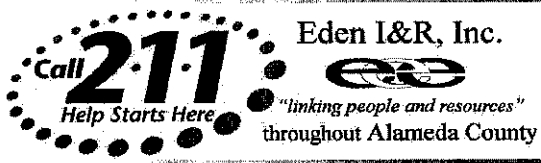
Over the weekend and continuing into the week, 2-1-1 handled several calls from people affected by the fire as well as from friends and families of fire victims. Management staff convened Sunday late afternoon for a conference call and met twice more later in the week to conduct an after action report, examine next steps for Eden I&R's disaster response, and discuss strengths and opportunities to better inform the organization's role in response to future disasters. A fourth meeting was scheduled to be held in January as the agency moved from the response phase into the recovery phase.

**Call Information**

<p><b>Call Examples</b></p>	<p>~ A single mother called from Berkeley for assistance with her teenage daughter who is on juvenile probation, has substance abuse issues, and has grown increasingly resistant to her mother's authority/guidance. The caller was referred to La Familia Counseling Service, an agency that runs an adolescent substance abuse treatment program and offers outpatient mental health services. She was also referred to the Native American Health Center, which provides substance abuse prevention services and therapy for families based on traditional healing practices.</p>
	<p>~ An Oakland woman called on behalf of a single father with dependents to request anger management and parenting classes, as well as affordable housing information. She was referred to Terra Firma Diversion/Educational Services for information on its domestic violence and anger management program, and to Family Paths' Positive Parenting Classes and 24-hour parent support hotline. For housing assistance, the caller was referred to Eden Housing and Satellite Affordable Housing Associates.</p>



<p><b>Call Examples</b></p>	<p>~ A female survivor of sexual assault who resides in Oakland contacted 2-1-1 to request the phone number for Volunteers of America and a sexual assault/crisis intervention hotline. The client was given the telephone number that she requested and was also referred to the 24-hour sexual assault hotline run by Bay Area Women Against Rape, an agency that offers both hotline and in-person counseling support for rape survivors, along with medical and court accompaniment services when needed.</p> <p>~ An adult male on Social Security disability residing in Livermore called for housing assistance. He was given information on a low-income/subsidized rental unit for persons with physical disability and was also referred to three organizations offering affordable housing in Alameda County: Eden Housing, Resources for Community Development, and Satellite Affordable Housing Associates. For more specialized information and referral services specific to persons with disabilities, the caller was referred to Community Resources for Independent Living.</p> <p>~ A female resident of Hayward requested assistance for her son, who has a substance abuse disorder, and also for herself as the parent of a son whose addiction issues have adversely affected her. The client specifically requested the phone number for Narcotics Anonymous, which was provided to her. To help the caller understand and cope with her son's substance abuse, she was referred to Nar-Anon Northern California, an agency that runs self-help support groups for families and friends of individuals experiencing a drug addiction disorder.</p>
<p><b>Caller Feedback</b></p>	<p>~ "I am calling from San Leandro. Your operator was so kind. I am so grateful for her being so helpful, listening to me, and trying to help. I hope I get to speak to the same person whenever I need help. Thank you very much and have a nice day, God bless."</p> <p>~ "I am from Oakland. Your service is very informative, and your staff gave me a lot of information, which was very helpful. I appreciate 2-1-1 for the excellent customer service, I really received great information. Thank you."</p> <p>~ "I live in Oakland and I was very pleased with the help that I received today. My son is disabled, and I am his advocate. I am very glad that I can call 2-1-1 to get information for housing and also for Christmas food, and food at other times. Thank you very much for the information and I greatly appreciate it."</p>
<p><b>Staff Inservice Training Sessions</b></p>	<p>~2-1-1 staff training on scheduling CA Free Tax Events for free tax filing assistance</p> <p>~ 2-1-1 staff training on referring Berkeley callers to Toys for Tots</p>
<p><b>Resource Information And Technology Updates</b></p>	
<p><b>Services Database</b></p>	<p>~ 2 new agencies, and 19 new programs were added in the Services Database this month.</p> <p>~The Services Database contains 1,156 agencies and 2,949 programs.</p>
<p><b>Housing Database</b></p>	<p>~ 506 new units were added to the housing database this month.</p> <p>~ The Housing database contains 85,228 total housing units</p> <p>~ Housing Subscriptions (mail, PDF &amp; OHIP) were sent to community-based organizations in Alameda County and San Francisco County.</p>
<p><b>Online Services Website</b></p>	<p>~ Eden I&amp;R's health and human services data is provided free through the agency's publicly accessible websites at <a href="http://www.edenir.org">www.edenir.org</a> and <a href="http://www.211alamedacounty.org">www.211alamedacounty.org</a>, and <a href="http://www.alamedaco.info">www.alamedaco.info</a>. This month the Online Services Directory received 15,427 pageviews and 5,370 sessions/visitors.</p>
<p><b>Website Updates</b></p>	<p>~ Updated our public facing website and internal iCarol system to summarize the information needed by our phone resource specialists to enable them to assist callers with resources provided as a result of the Oakland Ghost Ship Fire.</p>
<p><b>Technology</b></p>	<p>~ Began the implementation of Office 2016 on staff computers.</p> <p>~ Started a project to evaluate current phone infrastructure for areas of cost savings and redundancy.</p> <p>~ Completed transition to live data integration into our Resource Finder website from our new iCarol database.</p> <p>~ Prepared our iCarol system for Earn It – Keep It – Save It EITC program.</p> <p>~ Tested/Updated Desktop Disaster Equipment in disaster staging area</p>



Outreach/Public Information Activities	
<b>Meetings</b>	~ The Succession & Sustainability Planning Consultant attended a Tri-Valley Grant Application workshop in Pleasanton to learn about the processes and deadlines for FY18 funding by the cities of Dublin, Livermore, and Pleasanton.
	~ The Succession & Sustainability Planning Consultant attended both an orientation at the East Bay Community Foundation and an online webinar for the 2017 East Bay Gives 24-hour online giving event. East Bay Gives will take place on May 4.
	~ The Deputy Director attended the quarterly Program Operators Meeting for the Alameda County Workforce Development Board. The focused discussion invited attendees to plan for the year ahead and share opportunities for collaboration.
	~ The 2-1-1 Program Manager attended the quarterly OneStop Meeting and shared updates about Eden I&R and recent 2-1-1 outreach events.
	~ The Deputy Director helped to plan and host the annual Emergency Managers Association Holiday Lunch and December meeting. The event took place in Dublin at the Office of Emergency Services. The event was well attended by city, county, and non-profit representatives who shared updates related to disaster preparedness and response activities, including the Oakland Warehouse Fire response.
	~ Management staff participated in a website review meeting to discuss upgrades and changes to the www.edenir.org website as well as integration of the new database system, iCarol, into the existing public online resource directory, www.211alameda.org.
	~ 2-1-1 staff participated in an interactive training with representatives from California Free Tax Events. In preparation for tax season and the launch of the annual program, 2-1-1 staff reviewed how to search for statewide tax preparation events and how to schedule callers for the events.
	~ The 2-1-1 Program Manager attended the Probation Department's Program and Services Sub-Committee meeting to discuss steps to create a mobile response unit near Santa Rita Jail to assist people after release from jail to be connected with resources, i.e. transportation, food, clothing, shelter.
	~ The Housing Coordinator attended the Displacement in Alameda County meeting, organized by Alameda County Housing and Community Development. Participants shared input, findings, and statistics related to housing needs and displacement issues across the County. This was the first meeting of many with the goal of providing feedback to the Board of Supervisors around solutions for addressing displacement.
	~ The Deputy Director attended the Dublin Funding Grant Workshop, a meeting for potential grantees to learn about and prepare to apply for City of Dublin funding for Fiscal Year 2018.
	~ The Deputy Director participated in a conference call with other EMA Board Members to plan the January Emergency Managers' Association meeting.
	~ The Director of IT, Deputy Director, and 2-1-1 Program Manger participated in a working session to modify the 2-1-1 Call Form based on staff feedback to help streamline the 2-1-1 call assessment and intake process.
<b>Fairs/Events/ Outreach</b>	~ Eden I&R Housing Department representatives attended the 2016 HIV Community Service Awards event in Oakland.
	~ Eden I&R AIDS Housing Information Program (AHIP) representatives attended the Project Open Hand Open House in Oakland.
	~ The Disaster Preparedness Coordinator represented Eden I&R at the quarterly EMADPC (Emergency Management and Disaster Preparedness Council) meeting for the City of Oakland. The primary topic was the project updating all 52 of the City of Oakland's emergency operations plans. There was also discussion of the response to the Ghost Ship Warehouse fire.
	~ 2-1-1 staff hosted a booth and provided resource referrals to participants at the 2016 San Quentin World AIDS Day event.
	~ Outreach materials were distributed to attendees at the 2016 San Quentin World AIDS Day event in Marin, and by request to La Clinica in Oakland, United Indian Nations in San Leandro, and Community Child Care Council of Alameda County in Oakland.
	~ In summary, for December, Eden I&R served 200 people at events and fairs and distributed 870 pieces of outreach materials to service providers and residents of Alameda County.

**Alameda County Summary By City**

**12/1/2016 Through 12/31/2016; 2-1-1**

City	Total Calls	Client Calls	General Calls	<sup>4</sup> Unduplicated Clients	Disabled Clients	Male Clients	Female Clients	<sup>5</sup> Youth Under 18	Single Mom W/Minor Children	Referrals
Alameda	98	68	30	37	17	8	29	18	11	116
Albany	9	2	7	2	0	0	2	1	1	16
Berkeley	359	214	145	192	59	24	151	120	65	491
Castro Valley	44	21	23	19	5	0	18	9	4	72
Dublin	34	20	14	12	5	3	9	3	1	48
Emeryville	54	29	25	25	12	9	13	7	4	62
Fremont	196	96	100	83	31	18	61	32	20	267
Hayward	542	304	238	228	87	38	179	99	70	857
Livermore	66	32	34	27	8	5	20	12	9	117
Newark	40	23	17	20	9	1	19	8	4	65
Oakland	1854	979	875	791	300	167	572	296	200	3124
Piedmont	3	0	3	0	0	0	0	0	0	3
Pleasanton	25	7	18	7	1	2	4	3	1	24
San Leandro	253	147	106	115	45	28	81	41	26	507
San Lorenzo	39	23	16	19	9	2	17	7	6	71
Union City	54	29	25	25	6	4	20	12	7	86
Other	1059	127	932	108	24	24	69	17	13	755
<b>Grand Total:</b>	<b>4729</b>	<b>2121</b>	<b>2608</b>	<b>1710</b>	<b>618</b>	<b>333</b>	<b>1264</b>	<b>685</b>	<b>442</b>	<b>6681</b>

Monthly and year-to-date 2-1-1 statistics include all calls/intakes handled by 2-1-1 Resource Specialists, including incoming calls and quality assurance calls. Callers include individuals in need of resource referrals as well as service providers and advocates seeking resource referrals for clients.

- 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

7/1/2016 Through 12/31/2016; 2-1-1

City	Total Calls	Client Calls	General Calls	4 Unduplicated Clients	Disabled Clients	Male Clients	Female Clients	5 Youth Under 18	Single Mom W/Minor Children	Referrals
Alameda	611	365	246	224	101	42	169	77	56	1312
Albany	65	28	37	23	11	8	14	8	3	153
Berkeley	1640	866	774	618	211	135	447	252	145	2869
Castro Valley	293	147	146	116	32	17	91	36	23	550
Dublin	162	100	62	74	26	14	55	24	17	317
Emeryville	338	213	125	138	55	27	102	40	31	702
Fremont	1251	691	560	456	177	112	320	158	96	2421
Hayward	3325	1946	1379	1287	410	253	941	547	334	7049
Livermore	353	176	177	136	40	31	96	58	36	623
Newark	254	147	107	113	35	25	81	52	32	573
Oakland	11514	6319	5195	4267	1499	909	3010	1505	1012	23900
Piedmont	14	2	12	2	0	0	2	0	0	11
Pleasanton	182	97	85	82	21	20	56	30	18	330
San Leandro	1513	967	546	620	235	141	448	218	122	3414
San Lorenzo	194	120	74	89	35	18	64	33	22	394
Union City	365	227	138	158	50	41	107	73	39	660
Other	9032	1110	7922	872	161	189	530	148	88	7801
<b>Grand Total:</b>	<b>31106</b>	<b>13521</b>	<b>17585</b>	<b>9275</b>	<b>3099</b>	<b>1982</b>	<b>6533</b>	<b>3259</b>	<b>2074</b>	<b>53079</b>

Monthly and year-to-date 2-1-1 statistics include all calls/intakes handled by 2-1-1 Resource Specialists, including incoming calls and quality assurance calls. Callers include individuals in need of resource referrals as well as service providers and advocates seeking resource referrals for clients.

- 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.