



Office of the City Manager

December 21, 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 November 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 November, 2,053 calls were handled by 2-1-1 Resource Specialists and 7,792 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 33% were single mothers with minor children, and 48% 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 services resource directory; in November they received 18,213 page views and 6,033 sessions.

On November 10, Eden I&R marked a number of milestones with a fabulous celebration. The agency's 40th anniversary was commemorated as well as the upcoming retirement of Executive Director Barbara Bernstein, who has led the agency for nearly 28 years, and Board Member Ilene Weinreb, who tirelessly served on our board for 36 years. In the beautiful Hayward City Hall Rotunda, guests viewed a rotating slide show depicting staff and volunteers through the years, Eden I&R events, and client testimonials; partook in a selection of food and donated beverages; enjoyed jazz music played by a live trio; and perused a variety of silent auction items. The event's program included a welcome from Hayward Mayor Barbara Halliday; remarks and commendations read by state Assemblymember Bill Quirk; an introduction of Barbara's successor, Alison DeJung, as the incoming Executive Director, by Board President Chris Low; and remarks given by Barbara and Ilene. Eden I&R's staff and board are grateful to all those who attended the event, our event Host Committee members, and all of the event sponsors. We are happy to report the evening was not only a wonderful party but a successful fundraiser for the agency's critical programs.

**Call Information**

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| <b>Call Examples</b> | ~Sanctuary Bay Churches contacted 2-1-1 in late November to offer to "adopt" a family for Christmas. 2-1-1 staff identified a family in need and connected them to the church who supplied the family with a Christmas dinner and gifts.  |
|                      | ~An Oakland youth called for shelter space availability. The caller informed 2-1-1 that she was the victim of domestic violence and that the case against her abuser was pending. The caller was provided a referral and encouraged to visit the Alameda County District Attorney's Family Justice Center for support services for victims of domestic violence. The caller was also referred to Ruby's Place for shelter.                        |
|                      | ~A Berkeley resident in her final trimester of pregnancy called for Christmas toys for her toddler and soon to be born second child. 2-1-1 registered the caller for Toys for Tots. 2-1-1 informed the caller about Help Me Grow, a program of First 5 in Alameda County which helps support families with child development and also offers information for new parents.   |
|                      | ~A senior from Castro Valley called for food resources. She was single and housed but had very little income. The caller was encouraged to apply for CalFresh and provided a referral to the Alameda County Community Food Bank to apply and for immediate food assistance. She was also informed that she could sign up for a Thanksgiving food basket at the Alameda County Community Food Bank.  |
|                      | ~A Dublin resident called for assistance with paying a PG&E bill and her water bill. 2-1-1 referred the caller to Season of Sharing; the Home Energy Assistance Program-HEAP with Spectrum Services, Inc.; Customer Assistance Program-CAP with EBMUD; and because the caller had indicated she had extremely low income, 2-1-1 also referred her to the Alameda County Community Food Bank so she could register for a Thanksgiving food basket. |
|                      | ~A Fremont resident called for assistance purchasing a car. The caller was provided a referral to Ways to Work, a program that can help provide low-income families with low-interest car loans offered through the Community Housing Development Corporation.  |
|                      | ~A Hayward case manager called for a single male client who had undergone severe emotional trauma and was in need of counseling services that accept Medi-Cal. The caller also requested the phone number to Ruby's Place. In addition, the caller was provided referrals for counseling to ACCESS; Community Counseling Center through CSUEB; Hayward Wellness Center (AHS); La Familia Counseling Service; and Tiburcio Vasquez Health Center.  |
|                      | ~A Public Health worker called for a client in the Tri-Valley area who was a victim of domestic violence needing immediate shelter. The caller informed 2-1-1 that the victim was looking for shelter specifically in the Tri-Valley area. 2-1-1 provided the caller with a referral to Shiloh Domestic Violence Shelter and Services offered through Tri-Valley Haven.   |



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| <b>Call Examples</b>                     | ~A female resident of the City of Alameda called for emergency shelter on behalf of a person who was pregnant. The caller did not share any details on the age, relationship or situation of the pregnant individual. 2-1-1 provided referrals to Building Futures for Women and Children and to the Berkeley Food and Housing Coordinated Entry System line.   |
| <b>Caller Feedback</b>                   | ~"I just spoke with your operator. I'm calling from Alameda. She referred me to quite a few places for my issues, and she was very, very helpful, and I really appreciate her. She also offered to follow up with me, which means quite a bit to me. Thank you very much, and I hope the next time I need help, I get to talk to her again."<br>~ "I live in the city of Oakland. And I am giving comment for your staff, (name of Resource Specialist). She was very helpful, gave me more information than I thought I would get. I definitely would recommend 2-1-1 to others. Thank you!"<br>~"I live in Oakland. The information that I got from 2-1-1 was excellent. You go out of your way to help, and to get me as much information that I possibly need. Thank you very much."<br>~"I just got off the phone with 2-1-1. ABSOLUTELY WONDERFUL SERVICE!" |
| <b>Staff Inservice Training Sessions</b> | ~International Institute of the Bay Area In-Service Presentation<br>~2-1-1 Training on iCarol for 2-1-1 Back-up Team<br>~2-1-1 Staff training on Best Practices on iCarol   |

| <b>Resource Information And Technology Updates</b> |   |
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| <b>Services Database</b>                           | ~No new agencies, and 5 new programs were added in the services database (iCarol) this month.<br>~The services database (iCarol) contains 1,154 agencies and 2,936 programs.  |
| <b>Housing Database</b>                            | ~156 New Units were added to the housing database this month.<br>~The Housing Database contains 84,855 total housing units.<br>~ Housing Subscriptions (mail, PDF & OHIP) were sent to community-based organizations in Alameda County and San Francisco County.  |
| <b>Online Services Website</b>                     | ~ 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 18,213 pageviews and 6,033 sessions/visitors.  |
| <b>Website Updates</b>                             | ~ Website Updates included Pics/Press Release from 40th Anniversary Celebration and Links added for 2016 Holiday Programs (Baskets, Toys, Meals)  |
| <b>Technology</b>                                  | ~Conducted a training of the Automated Verification Tool in iCarol for Eden I&R's Housing Department.<br>~Implemented the necessary changes in iCarol to enable the tracking of information for Berkeley Toys for Tots.<br>~Participated in the Statewide Medical and Health Disaster Simulation Drill.<br>~Began work on the evaluation of a new website design and editor for the edenir.org website. |

| <b>Outreach/Public Information Activities</b> |   |
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| <b>Meetings</b>                               | ~The Executive Director, the Succession & Sustainability Consultant, and other members of the Management Team met frequently to continue discussions about the ways in which executive tasks will be transferred from the current Executive Director to the new director, as well as various approaches to current and new funding strategies.<br>~The Executive Director reached out to many current and prior elected officials and funders to alert them of the agency's 40th Anniversary event, as well as to thank them for their many years of financial and programmatic support.<br>~The Executive Director met with potential new Eden I&R Board members as a first step in expanding and further enriching the skill sets/backgrounds/networking being represented on the agency's Board of Directors.<br>~The Deputy Director participated in an Al Co EMA workgroup that focused on revisions to the mission statement and discussion about goals and objectives for the remainder of the term. |

Monthly Narrative Report: November 2016

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| <p><b>Meetings</b></p>                   | <p>~The Executive Director and Deputy Director attended an Alameda County Emergency Manager's Association meeting at the Dublin Office of Emergency Services. As Barbara's last Al Co EMA meeting, Barbara was thanked for her long-term service related to disaster preparedness and response, and she thanked those in attendance for all that she has learned over the years, especially as it relates to the necessity of accurate and swift communication between supportive partners.</p>   |
|  | <p>~The Succession and Sustainability Planning Consultant attended a bidders conference to learn about the funding guidelines and proposal process for the city of Hayward for FY18.</p>  |
|  | <p>~The Succession and Sustainability Planning Consultant attended the city of Hayward's Community Services Commission meeting to introduce herself as Eden I&amp;R's next Executive Director, starting in January 2017, and to learn more about the FY18 funding process.</p>  |
|  | <p>~The Succession and Sustainability Planning Consultant, the Executive Director, and one of the agency's board members continued meeting about the creation of Eden I&amp;R's new strategic plan. Meetings will continue with the rest of the management team and the full board to review and approve the new plan by spring 2017.</p>   |
| <p><b>Fairs/Events/<br/>Outreach</b></p> | <p>~As described in the Noteworthy Section of this report, Eden I&amp;R celebrated its 40th Anniversary this month along with the retirement of its long term Executive Director, Barbara Bernstein, and longer term Board member Ilene Weinreb. Staff, volunteers, Board members, agency &amp; government partners, elected officials, and funders all mingled, enjoyed great food and drinks, and heard some glowing remarks about Eden I&amp;R's work over four decades. Here's to 40 more years of serving those most in need throughout our community!</p> |
|  | <p>~Two Eden I&amp;R Housing Department staff attended a Home Stretch Meeting in Oakland.</p>   |
|  | <p>~Eden I&amp;R Housing Department Staff attended East Bay Regional Case Managers Meeting at the Allen Temple Family Life Center in Oakland.</p>   |
|  | <p>~The Disaster Preparedness Coordinator attended a post-event webinar debriefing the Urban Shield Yellow Command PIO (Public Information Officer) exercise in held September, and reviewing the draft of the After Action Report and Improvement Plan.</p>  |
|  | <p>~The Disaster Preparedness Coordinator represented Eden I&amp;R at the Ashland Cherryland Healthy Community Collaborative meeting. There was a debrief of the September Ashland-Cherryland FamFest, among other items on the agenda.</p>   |
|  | <p>~Eden I&amp;R Housing Department staff and AHIP (AIDS Housing Information Program) staff represented the agency at the Bridge HIV Prep and Vogue Event, which was co-hosted by Bridge HIV, the East Bay AIDS Center, House of Energy, House of Infiniti, House of Mizrahi, and House of Prolific.</p>  |
|  | <p>~Eden I&amp;R participated in Alameda County's portion of the 2016 Statewide Medical And Health Exercise. The Director of Information Technology acted as the on-site controller, and the Disaster Preparedness Coordinator was on-site at the Alameda County Emergency Operations Center (EOC). Several "injects" tested the capabilities of the call center in responding to a mass casualty scenario, which this year was a simulated train derailment in Jack London Square.</p>   |
|  | <p>~The Disaster Preparedness Coordinator attended the "DPHC Exercise Debriefing" Meeting in San Leandro, assessing Alameda County's participation in the November 17 Statewide exercise.</p>   |
|  | <p>~ 2-1-1 staff conducted informational presentations to Paramedics Plus in Livermore and San Leandro, the Health Nutrition Advisory Committee in Union City, and the 2-1-1 Program Manager was invited to be a "showcase presenter" at the First 5 Alameda County Learning Communities Connection Event in San Leandro. 2-1-1 staff also hosted a booth and provided resource referrals to participants at the First 5 Alameda County Learning Communities Connection Event in San Leandro.</p>   |
|  | <p>~Outreach materials were distributed to attendees of the First 5 Alameda County Learning Communities Connection Event in San Leandro; the attendees of the presentations to Paramedics Plus (both Livermore and San Leandro), and the Health Nutrition Advisory Committee in Union City; and by request to the South Hayward Collaborative, the Center for Independent Living in Berkeley, Building Opportunities for Self Sufficiency (BOSS) in Oakland, and Swords to Plowshares in Oakland.</p>   |
|  | <p>~ In summary, for November 2016, Eden I&amp;R served 430 people at events and presentations and distributed 5,229 pieces of outreach materials to service providers and residents of Alameda County.</p>   |

**Alameda County Summary By City**

**11/1/2016 Through 11/30/2016; 2-1-1**

| City                | <sup>1</sup> Total Calls | <sup>2</sup> Client Calls | <sup>3</sup> General Calls | <sup>4</sup> Un-duplicated Clients | Disabled Clients | Male Clients | Female Clients | <sup>5</sup> Youth Under 18 | Single Mom W/Minor Children | Referrals   |
|---------------------|--------------------------|---------------------------|----------------------------|------------------------------------|------------------|--------------|----------------|-----------------------------|-----------------------------|-------------|
| Alameda             | 128                      | 84                        | 44                         | 66                                 | 33               | 10           | 52             | 14                          | 19                          | 226         |
| Albany              | 11                       | 2                         | 9                          | 2                                  | 1                | 0            | 2              | 0                           | 1                           | 13          |
| Berkeley            | 313                      | 185                       | 128                        | 144                                | 51               | 26           | 109            | 70                          | 42                          | 462         |
| Castro Valley       | 52                       | 31                        | 21                         | 25                                 | 9                | 5            | 19             | 2                           | 2                           | 105         |
| Dublin              | 25                       | 16                        | 9                          | 13                                 | 4                | 2            | 10             | 5                           | 8                           | 42          |
| Emeryville          | 47                       | 32                        | 15                         | 28                                 | 10               | 6            | 21             | 7                           | 7                           | 109         |
| Fremont             | 174                      | 97                        | 77                         | 77                                 | 32               | 14           | 59             | 15                          | 21                          | 264         |
| Hayward             | 579                      | 362                       | 217                        | 286                                | 98               | 46           | 223            | 78                          | 79                          | 1147        |
| Livermore           | 54                       | 21                        | 33                         | 18                                 | 3                | 4            | 13             | 4                           | 5                           | 61          |
| Newark              | 43                       | 22                        | 21                         | 21                                 | 7                | 6            | 15             | 6                           | 6                           | 67          |
| Oakland             | 2055                     | 1185                      | 870                        | 919                                | 330              | 160          | 687            | 210                         | 253                         | 3718        |
| Piedmont            | 1                        | 0                         | 1                          | 0                                  | 0                | 0            | 0              | 0                           | 0                           | 1           |
| Pleasanton          | 39                       | 21                        | 18                         | 15                                 | 6                | 4            | 11             | 2                           | 2                           | 81          |
| San Leandro         | 288                      | 200                       | 88                         | 151                                | 57               | 33           | 108            | 37                          | 34                          | 524         |
| San Lorenzo         | 31                       | 22                        | 9                          | 16                                 | 7                | 4            | 12             | 5                           | 4                           | 64          |
| Union City          | 63                       | 39                        | 24                         | 32                                 | 9                | 6            | 24             | 15                          | 12                          | 122         |
| Other               | 1084                     | 153                       | 931                        | 240                                | 22               | 28           | 85             | 14                          | 14                          | 786         |
| <b>Grand Total:</b> | <b>4987</b>              | <b>2472</b>               | <b>2515</b>                | <b>2053</b>                        | <b>679</b>       | <b>354</b>   | <b>1450</b>    | <b>484</b>                  | <b>509</b>                  | <b>7792</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 11/30/2016; 2-1-1

| City                | <sup>1</sup> Total Calls | <sup>2</sup> Client Calls | <sup>3</sup> General Calls | <sup>4</sup> Un-duplicated Clients | Disabled Clients | Male Clients | Female Clients | <sup>5</sup> Youth Under 18 | Single Mom W/Minor Children | Referrals    |
|---------------------|--------------------------|---------------------------|----------------------------|------------------------------------|------------------|--------------|----------------|-----------------------------|-----------------------------|--------------|
| Alameda             | 513                      | 297                       | 216                        | 199                                | 92               | 34           | 151            | 43                          | 50                          | 1196         |
| Albany              | 56                       | 26                        | 30                         | 22                                 | 11               | 8            | 13             | 4                           | 3                           | 137          |
| Berkeley            | 1281                     | 650                       | 631                        | 457                                | 168              | 116          | 319            | 112                         | 90                          | 2378         |
| Castro Valley       | 249                      | 126                       | 123                        | 104                                | 30               | 17           | 79             | 17                          | 19                          | 478          |
| Dublin              | 128                      | 80                        | 48                         | 64                                 | 22               | 12           | 47             | 10                          | 16                          | 269          |
| Emeryville          | 284                      | 184                       | 100                        | 121                                | 46               | 20           | 94             | 24                          | 29                          | 640          |
| Fremont             | 1055                     | 595                       | 460                        | 394                                | 155              | 99           | 275            | 84                          | 81                          | 2154         |
| Hayward             | 2783                     | 1642                      | 1141                       | 1123                               | 354              | 222          | 813            | 328                         | 281                         | 6192         |
| Livermore           | 287                      | 144                       | 143                        | 111                                | 33               | 26           | 78             | 36                          | 28                          | 506          |
| Newark              | 214                      | 124                       | 90                         | 95                                 | 28               | 24           | 64             | 27                          | 28                          | 508          |
| Oakland             | 9659                     | 5330                      | 4329                       | 3684                               | 1310             | 778          | 2602           | 87                          | 868                         | 20776        |
| Piedmont            | 11                       | 2                         | 9                          | 2                                  | 0                | 0            | 2              | 0                           | 0                           | 8            |
| Pleasanton          | 157                      | 90                        | 67                         | 77                                 | 20               | 18           | 54             | 24                          | 18                          | 306          |
| San Leandro         | 1260                     | 820                       | 440                        | 543                                | 208              | 392          | 123            | 137                         | 104                         | 2907         |
| San Lorenzo         | 155                      | 97                        | 58                         | 71                                 | 27               | 16           | 48             | 19                          | 16                          | 323          |
| Union City          | 311                      | 198                       | 113                        | 138                                | 45               | 38           | 91             | 47                          | 33                          | 574          |
| Other               | 7974                     | 984                       | 6990                       | 782                                | 144              | 167          | 473            | 90                          | 78                          | 7046         |
| <b>Grand Total:</b> | <b>26377</b>             | <b>11389</b>              | <b>14988</b>               | <b>7987</b>                        | <b>2693</b>      | <b>1987</b>  | <b>5326</b>    | <b>1089</b>                 | <b>1742</b>                 | <b>46398</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.
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- 5. Youth Under 18:** The total number of households with youth under the age of 18 in the household.