



Office of the City Manager

November 29, 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 October 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 October, 5,291 calls were handled by 2-1-1 Resource Specialists and 8,447 health, housing and human service referrals were provided. Of the unduplicated callers, 72% were female, 23% were single mothers with minor children, and 38% 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 October they received 19,048 pageviews and 6,231 sessions.

On October 20, at 10:20am, the entire staff of Eden I&R participated in the 2016 Great Shakeout, an international event promoting earthquake safety and teaching the critical core concept of "Drop, Cover, and Hold On!". After practicing this response to the alert, staff then did a practice evacuation to the agency's primary rally point, and a presentation was given by the Deputy Director and the Disaster Preparedness Coordinator. Following up on the lessons learned by participation in the Great ShakeOut, the Disaster Preparedness Coordinator conducted two preparedness trainings later in the month for staff using the popular curriculum previously offered by CARD - Collaborating Agencies Responding to Disasters, "Create a SKIP (Safety Kept in Place) Kit." This was not only for the direct benefit of staff, but to also help educate them about the kind of fear-free, empowered disaster preparedness trainings that can be offered by Eden I&R.

Eden I&R is pleased to announce the appointment of Alison DeJung as Barbara Bernstein's successor as Executive Director. Alison served as the agency's Deputy Director from 2012 to 2015, and has been working in a consulting role since early this year. Having worked for foundations and operating nonprofits for nearly 20 years, Alison has a breadth of experience including financial analysis and budgeting, organizational development, fundraising, and program management. Alison holds a Master of Nonprofit Administration from the University of San Francisco. Alison will assume the Executive Director role on January 1. Until then, Barbara and Alison are continuing to work together closely on the transition.

Call Information

Call Examples

~ A Spanish speaking resident of Oakland called for assistance with domestic violence-related issues. The caller informed 2-1-1 that her husband was a substance abuser who was extremely abusive towards her. The caller had applied for a U-Visa for her son and herself, but it had to be renewed. In addition, she was in need of family counseling, support group, and assistance with immigration issues. She was referred to The Community Wellness Department, Native American Health Center for family counseling; to Sanando el Alma Mujeres Unidas y Activas-support groups for a women's support group that is Spanish speaking; and to Crisis Response and Support Network-Catholic Charities of the East Bay for immigration and Deferred Action information and assistance.

~ A Spanish speaker called from Hayward for a brown bag lunch because she had forgotten to renew her CalFresh and could not afford to buy food. During the call, she informed 2-1-1 that she had safety concerns for her teen daughter who was friendly with older teens living elsewhere in the County, and she feared were a bad influence. She had already contacted the Sheriff's Department to request that the friends not be allowed to contact her daughter. She asked 2-1-1 if there was counseling available for her daughter. In the process of ascertaining program eligibility, the caller was asked if her daughter had insurance coverage. The caller informed 2-1-1 that her daughter's custody was shared and her father he was supposed to be providing the insurance coverage. 2-1-1 referred the caller to Salvation Army's USDA Food Program for a brown bag lunch; and to The Alameda County Community Food Bank for food and in order to apply for CalFresh. For counseling, the caller was referred to La Familia Counseling Service, and in case her teen did not have medical coverage the caller was referred to Alameda County Social Services to apply for Medi-Cal.

~ Kaiser Hospital in Fremont called for shelter information for the day for a male patient who was homeless. 2-1-1 provided a referral to Bay Area Rescue Mission's Men's Shelter.

~ A single mother with children who was residing in Livermore called for assistance with counseling. The caller informed 2-1-1 that she had mental health/Dual Diagnosis issues. The caller was asked and confirmed that she had Medi-Cal. The caller was referred to Axis Community Mental Health, and to Alameda County Behavioral Health Care Services (ACCESS) for acute crisis evaluation and system-wide services.

~ A Dublin resident called to obtain contact information for Community Resources for Independent Living (CRIL), and furniture for her 87-year-old mother. 2-1-1 provided the caller with information on CRIL's benefit's assistance and housing assistance programs, as well as with a referral to the Society of St. Vincent De Paul for its Emergency Assistance and Referral Program for furniture.

Call Examples	~ A San Leandro resident with severe health problems called for information on transportation and Medi-Cal as her social worker had encouraged her to call 2-1-1. The caller informed 2-1-1 that she could no longer drive and needed help to get to appointments. Her son had also suggested that she might want to move into an assisted living facility as he could not care for her adequately. During the call, 2-1-1 ascertained that the caller could use many more services such as home-delivered meals and in home support services. 2-1-1 referred the caller to ADA Paratransit Program; Dial A Ride VIP Ride; and VIP Rides (LIFE ElderCare) for assistance with transportation. The caller was informed about In Home Support Services and provided a referral to Alameda County Social Services Agency to apply for IHSS services. For food the caller was provided referrals to Meals on Wheels. The caller was also provided a referral to the Senior Community Center of San Leandro for information on the Fixed Route Shuttle/Taxi Program and taxi vouchers, as well as hot meals.
Caller Feedback	~ "I just used your resources for 211, which was absolutely wonderful! But, I absolutely need to tell you this. The representative that helped me is absolutely excellent in this program. She took her time and went through everything with me, and even gave me other resources that I can use to find out about my SSI that I haven't gotten. I've been homeless for two years, absolutely a joy to talk to her. You know, you all need to keep her, have her train with other people or something. My experience with 2-1-1 wasn't always the greatest in the past, but she had made up all of that! It was just a wonderful, wonderful conversation I had with her, she gave me a lot of hope in finding a place, and I'm almost about to cry! She is just wonderful and she is a keeper and I do appreciate 2-1-1, thank you so very much." ~ "I live in Dublin. And I just spoke with someone over the phone about what was happening, and she really did a good job. She took her time, I wanted to work with her again if I can. I am looking for a place to live. She took her time and she was just really, really nice." ~ "I'm calling from Alameda. (Name of Resource Specialist) referred me to quite a few places for my issues, and she was very, very helpful, and I really appreciate her. She also offered a follow up call, which means quite a bit for me. Thank you very much, and I would like to talk to her again. Bye, bye." ~ "I live in Oakland. The information that I got from 2-1-1 was excellent. They went out their way to help, and to get me as much information that I possibly needed it. So thank you very much."
Staff Inservice Training Sessions	~ Ruby's Place in-Service Presentation ~ 2-1-1 Staff Meeting: Best Practice in 2-1-1 Call Documentation & handling Challenging Calls ~ FESCO In-Service Presentation

Resource Information And Technology Updates

Services Database	~ Two new agencies and four new programs were added to the service database this month. ~ The services database contains 1,154 agencies and 2,935 programs.
Housing Database	~ 105 new units were added to the housing database this month. ~ The Housing database contains 85,713 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 19,048 pageviews and 6,231 sessions/visitors.
Website Updates	~ Sponsors for Eden I&R's 40th anniversary were recognized on Eden I&R's website with their corresponding logo.
Technology	~ Eden I&R's Director of Information Technology participated in the CAIRS summit in Sacramento. ~ Eden I&R's Info Management Department participated in the Great ShakeOut Drill. The team simulated entry of test disaster drill information into the iCarol system for resource specialist training purposes.

Outreach/Public Information Activities

	~ The Executive Director, Director of Information Technology, and the 2-1-1 Phonenumber Supervisor attended the California Alliance of Information and Referrals Services (CAIRS) annual conference held in Sacramento. There was a Star Trek theme and much enthusiasm about taking I&R beyond where it has gone before. Best practices were shared statewide.
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Meetings	<p>~ The Executive Director and 2-1-1 Phonenumber Supervisor attended the 2-1-1 California Network' Annual Summit held in Sacramento. The primary discussion topic this year was the passage of Senate Bill 1212 which authorizes the ability to move into areas of the state that do not as yet have access to 2-1-1 services. This major step forward was, in part, due to the many fires that have been occurring in rural areas that cannot support their own 2-1-1 systems. 2-1-1 CA will be working hard in 2017 to move forward in its goal of complete 2-1-1 statewide coverage.</p>
Meetings	<p>~ California State Senator Bob Wieckowski and two of his staff visited Eden I&R's facility in order to see first-hand the variety of services provided by the agency. Senator Wieckowski had been familiar with the 2-1-1 program due to his prior position as a Fremont City Council member.</p> <p>~ The Executive Director met with the newly appointed Interim HUD Regional Administrator for Region 9 regarding a portion of leveraged sustainable funding for 2-1-1s throughout California.</p> <p>~ The Executive Director and Deputy Director gave a tour to County Probation Chief, Wendy Still, and Adult Division Director, Marcus Dawal. Among the topics discussed were a review of the service objectives of the Probation Department's current contract with 2-1-1, and additional potential ways in which the agency might serve formerly incarcerated individuals and those on probation.</p> <p>~ The Executive Director represented the agency at the annual EveryOne Home meeting held in San Leandro. Elaine de Coligny very graciously honored Eden I&R's Barbara Bernstein and city of Oakland's Susan Shelton on their work with the homeless community and wished them much happiness as they embark upon their retirements at the end of the year. Beautiful flower bouquets were also distributed and much appreciated.</p> <p>~ The Deputy Director attended the ALCO EMA meeting in Dublin.</p> <p>~ The Deputy Director and the Disaster Preparedness Coordinator were part of a panel at the quarterly Alameda County VOAD meeting, discussing roles, expectations, and details of a response to a major event.</p> <p>~ The agency had its quarterly Board meeting during which new officers were elected, the bylaws and mission statement were reviewed, and the Executive Director transition was discussed.</p> <p>~ Members of the agency's Executive Team met with San Leandro's City Manager and Recreation and Human Services Director. Discussions included the possibility of additional 2-1-1 funding on a multi-year (instead of an annual) funding cycle. San Leandro has been a strong supporter of 2-1-1 since before it was implemented and its residents are consistently the 3rd highest call volume of all Alameda County cities.</p> <p>~ The Housing Outreach Coordinator attended a meeting of the South Hayward Collaborative.</p> <p>~ The Succession & Sustainability Planning Consultant attended a Hayward City Council meeting at which recommendations from the city's Community Services Commission for FY18 funding priorities were reviewed and discussed.</p> <p>~ The Succession & Sustainability Planning Consultant participated in a 211 US National Network webinar. Topics discussed included a "Text2Know" program launched by a 2-1-1 in South Dakota, and examples from other 2-1-1s around the country and their participation in coordinated intake systems.</p> <p>~ Eden I&R staff gave a tour of the call center and a presentation about 2-1-1 to a group of nursing students from Cal State University East Bay.</p>
Fairs/Events/ Outreach	<p>~ Eden I&R staff tabled and provided 2-1-1 outreach material to participants at the Ashland-Cherryland FamFest; the Parent University/Resource Fair at the Castro Valley Adult and Career Education Center; Laney College Fall 2016 Resource Fair; 2016 Senior Info Fair at the Dublin Senior Center; a "Hire Event" at the Hayward Eden One Stop Center at which resource referrals were provided onsite to attendees; and the Chabot Student Health Center Health and Wellness Fair at Chabot College.</p> <p>~ Two 2-1-1 presentations were given to employees at Paramedics Plus.</p> <p>~ Outreach materials were distributed by request to Ecclesiastical District of Northern California in Hayward; Hayward Unified School District; Fremont Food Bank; Family Services Counseling and Community Resource Center in San Leandro; Our Lady of Grace in Castro Valley; Swords to Plowshares; and St. Charles Borromeo Health Ministry in Livermore.</p> <p>~ In summary, Eden I&R distributed 4,598 pieces of outreach materials to service providers and residents of Alameda County during the month of October.</p>

Alameda County Summary By City

10/1/2016 Through 10/31/2016; 2-1-1

City	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	90	54	36	45	24	14	27	6	9	169
Albany	10	7	3	7	3	0	6	2	3	39
Berkeley	270	141	129	122	55	34	85	20	16	404
Castro Valley	62	34	28	29	8	2	24	5	8	91
Dublin	26	14	12	12	4	3	9	1	2	46
Emeryville	72	52	20	38	18	5	31	5	11	106
Fremont	233	147	86	109	49	28	77	23	22	381
Hayward	624	415	209	317	117	66	235	83	82	1156
Livermore	58	35	23	25	12	5	19	10	7	94
Newark	41	28	13	27	11	6	19	6	5	84
Oakland	2202	1353	849	1032	392	221	747	241	265	4134
Piedmont	0	0	0	0	0	0	0	0	0	0
Pleasanton	28	19	9	17	3	5	11	6	3	52
San Leandro	282	205	77	156	62	37	117	45	31	616
San Lorenzo	24	17	7	16	4	2	13	4	4	37
Union City	66	41	25	28	13	4	23	10	10	100
Other	1203	240	963	203	44	44	131	23	23	938
Grand Total:	5291	2802	2489	2183	819	476	1574	490	501	8447

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 10/31/2016; 2-1-1

City	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	385	213	172	149	70	25	114	33	35	970
Albany	45	24	21	21	10	8	12	4	3	124
Berkeley	968	465	503	338	130	94	229	48	52	1916
Castro Valley	197	95	102	79	21	12	60	15	17	373
Dublin	103	64	39	54	19	11	39	6	9	227
Emeryville	237	152	85	103	41	16	80	17	25	531
Fremont	881	497	384	339	134	87	233	71	63	1890
Hayward	2204	1278	926	911	288	191	647	267	221	5045
Livermore	233	122	111	95	31	21	68	32	23	445
Newark	171	102	69	82	24	20	55	23	25	441
Oakland	7605	4135	3470	2972	1067	653	2076	686	676	17058
Piedmont	10	2	8	2	0	0	2	0	0	7
Pleasanton	118	69	49	63	14	14	44	22	16	225
San Leandro	972	620	352	425	164	94	313	107	77	2383
San Lorenzo	124	75	49	60	22	13	40	15	13	259
Union City	248	157	91	107	38	32	68	31	21	452
Other	6890	831	6059	663	129	143	399	79	68	6260
Grand Total:	21391	8901	12490	6463	2202	1434	4479	1456	1344	38606

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