


Office of the City Manager

November 14, 2013

To: Honorable Mayor and
Members of the City Council

From: Christine Daniel, City Manager 

Subject: **2-1-1 Phone Service Annual Report for FY 2013**

Attached is the FY 2013 Annual Report for the 2-1-1 Phone Service. If you have any questions, please contact Butch Lavin, Network Operations Manager in the Information Systems Department, at 981-6557.

Attachment

cc: William Rogers, Deputy City Manager
Mark Numainville, City Clerk
Ann-Marie Hogan, City Auditor
Donna LaSala, Information Technology (IT) Director
Butch Lavin, Network Operations Manager, IT
Teresa Berkeley-Simmons, Budget Manager



2-1-1 Annual Report Fiscal Year 2013

Eden I&R completed its sixth year of providing 2-1-1 services in Alameda County. During Fiscal Year 2013 (July 2012-June 2013), 2-1-1 Resource Specialists handled 105,569 calls and these callers were provided 189,081 health, housing and human service referrals.

Highlights from the year include:

- ❖ Eden I&R continued to maintain its core service of 24/7 information and referral, twice daily calls for shelter bed availability, and maintenance of the Health, Housing and Human Service databases.
- ❖ 2-1-1 received a greater number of calls from people who have never had to seek assistance before. Due to job loss, home foreclosure, and other hardship, formerly middle class people found themselves in need of food, rental and utility assistance, and job placements.
- ❖ 2-1-1 provided a variety of services during the holiday season to assist low-income individuals and their families by handling 726 calls requesting information about holiday programs and providing 1,426 referrals. 2-1-1 also registered 292 households for the City of Berkeley's Toys for Tots program.
- ❖ For the fifth year, 2-1-1 played a role in the California Free tax assistance events sponsored by the Intuit Financial Freedom Foundation. 2-1-1 Resource Specialists answered a record total of 1,356 calls about the program, an increase of nearly 40% over last year. Over 684 appointments were booked to enable eligible taxpayers to prepare and electronically file their taxes.
- ❖ 1,720 referrals were made to Earned Income Tax Credit sites throughout Alameda County for lower income people this tax season.
- ❖ Eden I&R worked with Community Services staff in Dublin, Pleasanton and Livermore on strategies to enhance and intensify 2-1-1 outreach efforts in the Tri-Valley communities.
- ❖ Eden I&R investigated the ways it can play a key role in helping callers navigate healthcare eligibility and enrollment for the thousands of County residents who now have more health insurance options resulting from the Affordable Care Act.
- ❖ Eden I&R's launched its Facebook Page that kept followers aware of public events such as food and clothing giveaways, health fairs, and updates on programs provided by agency partners.

"Prior to calling 2-1-1, I searched the Internet but was unable to come up with anything. 2-1-1 was able to not only look up the information, but also got the information across to me...and your Resource Specialist was absolutely polite and professional." - 2-1-1 Feedback Line Caller

• Staffing and Training:

The 2-1-1 call center is staffed 24/7/365 to assist callers. To keep up with the changing countywide programs and services, 2-1-1 Phone Line Resource Specialists attended weekly in-service trainings in which pertinent updates to services were shared, technological changes to the databases were discussed, and representatives from various organizations presented information about their agency's programs and services. Examples of agencies and programs that presented include:

<i>A Hand 'N Hand Career Center</i>	<i>Legal Assistance for Seniors</i>
<i>AIDS Legal Referral Panel</i>	<i>Money Management International</i>
<i>Axis Community Health</i>	<i>Oakland Housing Assistance Center</i>
<i>BART</i>	<i>Portia Bell Hume Behavioral Health Center</i>
<i>Bay Area Community Services</i>	<i>Planned Parenthood Mar Monte</i>
<i>Bay Area Rescue Mission</i>	<i>Partnership for Affordable Housing's Making Changes</i>
<i>Behavioral Health Care Services</i>	<i>Phatt Chance Transitional Housing</i>
<i>Building Futures for Women & Children</i>	<i>Public Health Clearinghouse</i>
<i>Building Opportunities for Self-Sufficiency</i>	<i>Rubicon Programs</i>
<i>Crisis Support Center</i>	<i>Shelter Plus Care</i>
<i>East Bay Community Law Center</i>	<i>Team Homeless Action Center</i>
<i>Earn It! Keep It! Save It!</i>	<i>Tri-Valley Haven</i>
<i>Geriatric Assessment Response</i>	<i>Turbo Tax</i>
<i>Kaiser Permanente's Child Health Program</i>	<i>Turning Point Transitional Housing</i>

• Health, Housing and Human Services Data Resources:

Eden I&R's Housing Database increased by 3,968 units for a total of 79,615 rental housing units (e.g., subsidized, Below Market Rate, Market Rate, residency hotel rooms, SROs, and shared rental housing). In addition, the Information Management Department contacted over 1,100 agencies to update the over 2,800 programs in its Health and Human Services Database. The comprehensive information was also used to update the 2013 Edition of *The Big Blue Book: Directory of Human Services for Alameda County*, and the data was also accessed for free online at www.211alamedacounty.org and www.edenir.org.

• Technology Capacity:

The agency completed installation of new computer equipment purchased with funding from Philanthropic Ventures Foundation and The San Francisco Foundation. Aging and outdated technology systems including the virtual database server, accounting software, backup power supplies and phone systems, were replaced. The new equipment will help ensure that Eden I&R's systems are available to serve the public 24/7 and in a disaster situation.

Eden I&R's updated website went live in January, 2013. The updates make the site more user friendly, easier to read, and client centric. Visitors can now search for countywide resources by key word or agency name directly from the website's home page at www.211alamedacounty.org.

I've used 2-1-1 more than one time, and I have gotten great information and referrals every time...I greatly appreciated you asking me questions that are related to my situation and what I am going through and giving me referrals...I don't know what I would have done without 2-1-1."-2-1-1 Feedback Line Caller

Eden I&R continued to pursue various outreach methods to inform and remind the Alameda County community about 2-1-1. As a result, **2-1-1 Alameda County handled 105,569 calls, and provided 189,081 referrals** to health, housing, and human service programs throughout the County. Of the unduplicated callers, **38% were disabled and 31% were female head of households with minor children**. Approximately half of the calls to 2-1-1 sought emergency shelter, housing and housing-related services.

The Top 10 Countywide Service Needs remained similar to recent years. 82% of the service requests received by 2-1-1 were for the following:

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| 1. Housing/Shelter | 4. Food Assistance | 8. Material Goods (furniture, clothing, holiday items) |
| 2. Information Services (specialized I&R, libraries, on-line resources) | 5. Public Assistance Programs | 9. Substance Abuse Services |
| 3. Legal Services | 6. Utility Assistance | 10. Employment Services |
| | 7. Individual & Family Support Services | |

The following are examples of 2-1-1 calls from Alameda County residents and employees:

- A single mother with a mental disability living in low-income housing in the City of **Alameda** called for help with her large electricity bill. The caller, who has two young children, informed the Resource Specialist that her utilities had been shut off and she was worried about caring for her infant without power. The caller was referred to HEAP, St. Vincent de Paul, Project EASE, and Season of Sharing.
- An **Albany** resident called seeking resources for breast cancer victims and assistance with transportation. She was referred to The Women's Cancer Resource Center of Oakland and to East Bay Paratransit.
- A **Berkeley** resident with a physical disability became homeless due to a domestic violence situation and called 2-1-1 for financial resources. The caller, who is a single parent of three children, was referred to CalWorks and CalFresh for benefits, and for immediate food she was referred to the Mary Ann Wright Foundation, the Alameda County Community Food Bank, and three soup kitchens: Open Door Mission, St. Vincent de Paul Dining Room, and Word Assembly Baptist Church.
- A **Dublin** resident called for assistance with subsidized child care, job training, employment assistance, adult education and food. The caller was referred to Child Care Links for subsidized childcare and The Trustline Registry for other child care referrals. Additionally, the caller was provided referrals to The East Bay Works One-Stop Career Center, East Bay Professional Experience Network and Centro De Servicios for job training and placement assistance. Referrals to Livermore Valley and Hayward School Districts for adult education were provided. The client was also prescreened for CalFresh and referred to Alameda County Social Services for application assistance.
- An **Emeryville** resident supporting herself on unemployment benefits called for information and assistance with a sewage problem in her rental unit that her landlord was not acting on. The caller was referred to East Bay Community Law Center, Centro Legal de la Raza and Bay Area Legal Aid for tenant rights counseling and Alameda County Environmental Health Department for reporting hazardous waste.

"I just had the most wonderful experience with 2-1-1...I called to see if I could get assistance with food and your employee was diligent in locating programs that can help me...people like me depend on 2-1-1 to be able to live month to month. I am so grateful to your employee and the 2-1-1 service." - 2-1-1 Feedback Line Caller

- A formerly incarcerated male with a mental disability on General Assistance called from **Fremont** for resources that might benefit him. The caller was referred to Tri-City Health Center for medical care, Tri-City Volunteers food pantry, Centerville Free Dining Room, Hayward Community Action Network for bus fare, the Fremont Main Library for internet access, Kevin Grant Consulting's Criminal Intervention Workshops for re-entry support, and the Hayward Day Labor Center for immediate employment. He was also referred to the Fremont Family Resource Center for additional services and referrals.
- A case manager from Kaiser in **Hayward** called requesting information on housing for a patient who has a mental disability, and was living with his brother in San Leandro. The brothers had come to Kaiser for services, but did not have health insurance. The patient later came on the phone and spoke directly with the Resource Specialist. He was to be released within a few days following a suicide attempt, which he made when he learned that he and his brother were being evicted from their home. They were provided referrals to Building Futures for Women and Children Emergency Solutions Grant Program for rental assistance, Season of Sharing, and Center for Independent Living. Other referrals included: ACCESS for mental health evaluation and assistance in applying for health care, and to HealthPac; and ECHO Housing and Bay Area Legal Aid for tenants' rights. 2-1-1 pre-screened the caller for CalFresh and referred him and his brother to Alameda County Social Services to apply for both CalFresh and General Assistance as they had no source of income. When the caller was satisfied with his referrals, he handed the phone back to the case manager who then had three other individuals in need of 2-1-1 services. Intakes were completed for each person and appropriate referrals provided.
- A veteran from **Livermore** called for information on rental assistance and food. The caller was referred to Operation Dignity. The caller was screened for CalFresh and referred to Alameda County Social Services. For the caller's immediate food needs, 2-1-1 provided him with referrals to the Tri-Valley Haven Food Pantry in Livermore and the Alameda County Community Food Bank.
- A homeless individual in **Newark** called for shelter and food for herself and her teen daughter who has a mental disability. The caller and her daughter both receive SSI. The caller was referred to Tri-Valley Haven and Berkeley Food and Housing for shelter, and Shepherd's Gate for transitional housing.
- A pregnant **Oakland** resident with mental disabilities called seeking assistance with tenants rights for repair issues. Her rental unit had no hot water. The caller was referred to Centro Legal de la Raza, Oakland Tenants Union and Just Cause for tenant rights counseling. She was also interested in moving and was given referrals to a market rate rental listing and a low-income rental listing that met her needs. The caller was also referred to the Homeless Action Center and the Mental Health Association of Alameda County for benefits assistance as she had recently found out that someone was collecting SSI on her behalf and had done so since her childhood without her knowledge. The caller was referred to St. Elizabeth' Parish, Robert Allen Mercy House, Mount Zion Church, Telegraph Community Center, and Alameda County Community Food Bank for food.
- A homeless female youth called from **Piedmont** for shelters and was referred to Covenant House and Dream Catcher.
- A resident of **Pleasanton** called seeking information on financial assistance and any additional support services to meet basic needs. The caller identified herself as a domestic violence victim. The Resource Specialist asked about the safety of the caller and was informed that the caller is no longer living with the perpetrator and she has custody of her two minor children. She was screened for and found eligible for Cal Fresh, and referred to Alameda County Social Services for CalFresh and CalWorks. The caller was also referred to the Alameda County Department of Child Support Services for assistance with financial support for the children and to prevent homelessness.

- A single male, with a mental disability, called from **San Leandro** for information on job training and anger management. The caller was referred to Terra Firma, Second Chance, and Allen Temple Baptist Church for anger management. He was also provided referrals to Goodwill Job Placement Center and to St. Vincent de Paul's Champion Workforce program for job training and placement.
- A **Union City** resident who is a single parent of two young children and is dependent solely on child support and living with family, called for job leads and child care information. The caller was referred to the Fremont Family Resource Center, Kidango, Child Care Links and 4 C's. In addition, the caller was provided information on job openings and job fairs received from agency partners throughout Alameda County. The caller was pre-screened for CalFresh and was referred to Alameda County Social Services to apply for food and Medi-Cal benefits.

Marketing Outreach and Publicity

Throughout the year, Eden I&R maintained and enhanced key partnerships with:

Alameda County:

*Area Agency on Aging
Social Services Agency
Emergency Managers Assn.
Workforce Investment Board
Housing & Community Devel.*

*Health Care Services Agency
Probation Department
Criminal Justice Community
Corrections Partnership*

*American Red Cross
East Bay Rental Housing Association
Oakland Housing Authority
United Way of the Bay Area
Tri-Valley Housing Scholarship*

In addition to these project-specific partnerships, Eden I&R continued to have a strong presence in the community and actively worked to inform all Alameda County residents and employees about 2-1-1. Eden I&R's outreach activities included: conducting information briefings or in-service trainings for other community based agencies; hosting booths at senior/health/career/emergency preparation fairs; posting and making 2-1-1 materials available at local agencies; submitting press releases to local publications; placing 2-1-1 materials with other agency giveaways (e.g., food baskets and participant goodie bags); and seeking assistance from other agencies and departments in helping inform the public about 2-1-1 (e.g., posting a logo/article on their website and/or newsletter.)

Agency staff and volunteers participated in and distributed over **74,000 pieces of marketing materials at 104 events**. These events included health, senior, youth, career, veterans, emergency preparedness, and other resource fairs, as well as presentations to service organizations, social service agencies, schools, and senior and low-income housing facilities. Included in the agency's outreach was a strategic initiative to increase visibility of 2-1-1 in the Tri-Valley. The following is just a sampling of the multitude of events at which Eden I&R provided outreach:

Housing:

*City of Oakland Housing and
Community Development
Housing Resource Fair
Project Access Resource Fair
County Housing Authority
Healthy Families Fair*

Health:

*City of Fremont Four
Seasons of Health Expo*

*City of Livermore Health &
Safety Fair*

*Commission on Aging's
Health Aging Fair
Kaiser Permanente Family
Wellness Festival*

Youth:

*4C's of Alameda County
Resource Fair*

*Education Summit for First
Generation Students*

*Valley Alternative High
School Back to School Night*

Veterans:

*East Bay Stand Down
Senator Ellen Corbett's
Veterans Resource Fair
Veterans Collaborative Meeting*

Senior Services:

Assemblymember Mary Hayashi's Senior Fair
Senior Resource Fairs in Dublin, Hayward, Pleasanton, Berkeley, Albany
United Seniors of Oakland
Healthy Living Festival

Preparedness:

American Red Cross Preparedness Classes

Kaiser Permanente Emergency Preparedness Fairs
Lawrence Berkeley Lab Preparedness Fair

Career:

County Mental Health Consumer Job Fair
EC Reems Community Services Job/Health Fair
ITT Technical Institute Resource Fair

Other Resource Fairs:

Alameda Health Services Social Work Resource Fair
Ashland-Cherryland Together Street Party
Asian American Heritage Festival
Bike to Work Day
Make A Difference for Pleasanton Festival

2-1-1 Partnerships

Eden I&R collaborates with various community agencies and organizations, as well as government departments, on a number of programs designed to empower vulnerable populations and increase economic achievement.

- **CalFresh-** Eden I&R subcontracts with 2-1-1 San Diego to conduct outreach to eligible individuals and families about the CalFresh food assistance program. Thanks to technological innovations and staff training, the second half of FY2013 saw a dramatic increase in the number of 2-1-1 calls in which Resource Specialists conducted outreach/pre-screenings for CalFresh eligibility. CalFresh outreach/pre-screenings occurred in 7,213 calls to 2-1-1, a 36% increase over last year.
- **California Free Tax Events-** For the fifth consecutive year, Eden I&R was contracted by the Computer and Communications Industry Association and the Intuit Financial Freedom Foundation to provide information and refer callers to nine free tax assistance events held throughout California. 2-1-1 Resource Specialists handled a total of 1,356 calls about this year's program—an increase of nearly 40% from last year. 684 appointments were scheduled for lower-income taxpayers and those on active military duty.
- **Earn It! Keep It! Save It!-** Led by the United Way of the Bay Area, Earn It! Keep It! Save It! provided free tax preparation at over 200 Bay Area locations to low-income households. Eden I&R again successfully participated in the program with 2-1-1 Resource Specialists explaining to 871 callers the eligibility guidelines for the Earned Income Tax Credit (EITC) program and giving 1,720 referrals to the tax preparation sites closest to the callers.
- Eden I&R maintained its long-term partnerships with **Alameda County's Social Service Agency, Workforce Investment Board, and Housing and Community Development Department.** In addition, a new partnership was developed with the **Alameda County Probation Department** to explore ways 2-1-1 can provide information and referrals to the re-entry population for successful integration back into society and to reduce the rate of recidivism.

Regional 2-1-1 Partnerships

Eden I&R continued to meet monthly with other Bay Area 2-1-1 providers (including Volunteer Center of Sonoma, United Way of Silicon Valley, United Way of the Bay Area, and Contra Costa Crisis Center) to create a seamless and coordinated regional 2-1-1 system. Additionally, the 2-1-1 California Network has been working statewide to support all 2-1-1 centers. In FY 2013, example efforts from these collaborations have included:

New healthcare-related systems: Discussions through the California Alliance of Information and Referral Services (CAIRS), the 2-1-1 CA Network, and the Alameda County Healthcare Services Agency about the ways in which 2-1-1 can most effectively serve low-income families as healthcare reform takes shape over the next five years.

Assisting Re-entry Populations: On a statewide level, discussions included how 2-1-1 call centers can: assist offenders within and outside of prison with on-the-job training and possible employment as 2-1-1 resource specialists; manage emergency shelter bed reservation systems; provide outgoing court notification systems and client and specialized re-entry data collection. The Criminal Justice Community Corrections Partnership met monthly to discuss processes and partnerships related to re-entry realignment, successful integration back into society and reducing the rate of recidivism in Alameda County.

Disaster Response: The 2-1-1 California statewide collaborative included discussions of mutual agreements of understanding as they relate to disaster response. The United Way of the Bay Area, Eden I&R, and Contra Costa Crisis Center met on a regular basis and discussed the ways in which we support one another, especially during a local disaster.

2-1-1 Disaster Response and Preparedness

In order to ensure that Eden I&R can provide services before, during, and after a disaster, staff continued to participate in a variety of disaster drills annually, and remained an active member in numerous disaster preparation groups and meetings including Alameda County Emergency Managers' Association, Collaborating Agencies Responding to Disaster (CARD), 2-1-1 Bay Area Partnership, and Northern California and Alameda County Voluntary Organizations Active in Disaster (VOAD).

During FY 2013:

- Eden I&R participated in a variety of disaster preparedness related activities including: an Emergency Volunteer Center exercise and participation in the Great ShakeOut earthquake drill during which staff practiced the agency's Incident Command System (a standardized on-scene incident management concept designed specifically to allow responders to adopt organizational structure to meet the demands of the incident). The Executive Director again participated in the multi-day Urban Shield activities. Urban Shield is a comprehensive, full-scale regional preparedness exercise assessing the overall Bay Area Region's response capabilities related to multi-discipline planning, policies, procedures, organization, equipment and training. Urban Shield continues to test regional integrated systems for prevention, protection, response and recovery in our high-threat, high-density urban area. The exercise evaluates Eden I&R's existing level of preparedness and capabilities, identifying not only what the agency does well, but also areas in need of improvement. It was an opportunity to network and educate first responders about 2-1-1, as well as how nonprofit agencies work in concert with government departments during emergency situations.
- Eden I&R staff updated the agency's business contingency plan so that the agency is prepared for disaster recovery.
- The entire agency staff participated in the annual statewide Golden Guardian disaster drill. The Executive Director and Deputy Director were stationed at the Emergency Operations Center in Dublin where they relayed the most current and comprehensive information back to the rest of the staff. At the agency's offices, staff practiced incident command operations. 2-1-1 Resource Specialists were presented test calls about issues such as whether the water was safe to drink, open transportation routes, and operational hospitals. At the end of the five-hour drill, the agency did an After Action Report which summarized what went well, and what needs to change to be more efficient.

- Staff provided information about 2-1-1's role in the event of a disaster at a variety of emergency preparedness fairs including: Lawrence Berkeley Labs, City of Livermore, and Kaiser Permanente.

Funding Successes

Thanks to funding support from both the public and private sectors, Eden I&R was able to empower the most vulnerable in Alameda County to become more self-sufficient. 2-1-1 Alameda County received funding from generous individual donors, as well as:

<i>Various Alameda County Depts.</i>	<i>Fremont Bank</i>	<i>Safeway Foundation</i>
<i>Alameda County Cities</i>	<i>Hitachi High Technologies</i>	<i>SanDisk Corporation Fund,</i>
<i>The United Way of the Bay Area</i>	<i>Intuit (Turbo Tax)</i>	<i>An advised fund of the Silicon</i>
<i>Comerica Bank</i>	<i>Kaiser Permanente</i>	<i>Valley Community Foundation</i>
<i>Crescent Porter Hale Foundation</i>	<i>Thomas J. Long Foundation</i>	<i>San Francisco Community Foundation</i>
<i>Eden Area Foundation.</i>	<i>Office Depot</i>	<i>Walter & Elise Haas Fund</i>
<i>Eden Township Healthcare District</i>	<i>Pacific Gas & Electric Co.</i>	<i>Wells Fargo Bank</i>
<i>Firedoll Foundation</i>	<i>Philanthropic Ventures</i>	<i>Western Digital Foundation</i>
<i>First Five/Every Child Counts</i>	<i>Foundation</i>	

Eden I&R staff and Board of Directors thank and truly appreciate all of the support we have received from city, county and private sector officials and staff, business leaders, as well as our individual donors. We look forward to our continued partnership efforts next fiscal year.

"This is the first time I used your service....what a joy...usually when you call places, you get a message that tells you to push this button or that button....no one provides customer service anymore...but [The Resource Specialist] took the time to really listen and help me with what I needed and he went beyond...he knew just what I needed. People like him are rock stars. You are providing such a great service for people that really need it...few people take the time to say thank you, but I want you to know that [The Resource Specialist] is doing a phenomenal job...please tell him that, he needs to hear it from his supervisor... and give him a pat on the back from me. I feel like writing a letter to the mayor to tell him how wonderful you are and what great service you are providing." -m-2-1-1 Feedback Line Caller
