



Office of the City Manager

January 2, 2018

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 2017, 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, 4,397 calls were handled by 2-1-1 Resource Specialists and 7,160 health, housing and human service referrals were provided. Of the unduplicated callers 75% were female, 32% were single mothers with minor children, and 57% 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 November they received 23,120 pageviews and 4,670 sessions.

As we draw closer to the end of the year and the holidays, Eden I&R reached out to various partners to collect information on agencies and programs throughout the county providing holiday food baskets and toys for families in need. Additionally, as the weather gets colder, information on available warming centers countywide was gathered. This information is updated in our iCarol database and is available to Alameda County residents, 24/7 in multiple languages, by calling 2-1-1 or searching on our online resource directory at <http://211alamedacounty.org/>

**Call Information**

**Call Examples**

~ A senior called from San Leandro for assistance after receiving a shut-off notice for her PG&E services. The caller stated she was on dialysis three days a week, and electricity is a necessity in dealing with her health issues. She owed \$1,000, and was unable to pay the balance with her fixed income. The caller stated she can barely read her bills, because of her glaucoma, making it extremely difficult to keep up with her payments. The caller has been behind several times, and previously assisted by HEAP to make payments. 2-1-1 called St. Vincent De Paul, an emergency financial assistance program on the caller's behalf. Staff also called local parishes to see who may have funding to assist. St. Vincent De Paul's staff helped connect the caller to a parish that was able to assist with the caller's bill. This parish also asked if the caller needed food, and offered to bring her a basket of food for the holidays. 2-1-1 followed -up with the caller, a day before Thanksgiving, to make sure all went well. The caller thanked 2-1-1 for their assistance in her wellbeing.

~ A resident of Hayward requested information on suicide prevention for her daughter, who has faced many hardships in her life. She indicated that her daughter tried to commit suicide several times, after being molested at a very young age. The caller was extremely concerned for her daughter's well-being. 2-1-1 provided information for the National Suicide Prevention Lifeline. The caller was also given The Alma Crisis line, which supports survivors of sexual assault and abuse so they can begin the healing process. After the referrals were provided, 2-1-1 immediately transferred the caller to the 24-hour Crisis Hotline at Alameda County Behavioral Health Care Services for further assistance.

~ A resident of Hayward, who is a victim of domestic violence and single mother of three, called in search of housing, and relocating away from the perpetrator. The last incident was three days prior to her call. Feeling as though she was in immediate danger, she and her children had abruptly left their home. With limited income, she could not immediately afford housing. 2-1-1 informed the caller that low-income housing in the area had extensive waitlists and that a DV shelter, transitional housing and the mobile response team were available options. 2-1-1 referred her to Shalom Bayit, a grassroots organization that is dedicated to ending domestic violence within the Jewish Community, and serves all nationalities of women and teen girls. 2-1-1 also referred the caller to Courageous Women Association, which provides supportive services, resources and empowerment to women and children; the Family Justice Center, which assists with restraining orders and sometimes with relocation costs. 2-1-1 then advocated for the caller by calling the Mobile Response Team, where trained domestic violence counselors are on call for immediate assistance.

<p><b>Call Examples</b></p>	<p>~ A single father from Oakland with a young child, and who is a victim of domestic violence called seeking domestic violence-related resources, as well as toys for his child. The caller said he was suffering from a lot of stress due to the violence perpetrated against him. He suggested that because it was probably not often that men come forward with domestic violence issues, there are probably very few resources. The caller informed 2-1-1 that he needed counseling immediately, as well as counseling for his child who had been impacted by abuse. Also, because of an injury on the job and time off work, the caller needed assistance with utilities that were overdue. This was a lengthy call due to the caller's emotional state. The caller was referred to Triumph Ministries, an organization offering psychotherapy to victims of domestic abuse and their children. He was also referred to the Alameda County District Attorney's Victim/Witness Unit for victim support services, including assistance with counseling. The caller was also referred to The ACCESS Program for counseling assessment and referral. He was given the HEAP and REACH programs for assistance with his energy bill, and Season of Sharing for assistance with past due rent. The caller was also provided with information on Christmas toy distribution events.</p>
	<p>~ A single parent who has a young son with a disability called from Oakland for assistance with shelter/housing. The caller and her son had been living in their car for over two weeks. The caller indicated that they had stayed with her mother for a few days, but her mother had a Section 8 voucher and that she could no longer stay without jeopardizing the Section 8 benefits. The caller had been in a housing crisis since February 2017 when she lost her job and was unable to pay her rent. She had Section 8 but was terminated from the program at that time. Her income was only \$720 per month from SSI which made it challenging to find permanent housing in Alameda County. 2-1-1 provided the caller a referral to CIL for housing-related advocacy. She was referred to Shepherds Gate, a transitional housing program for women and children, and Destiny Builders, which provides supportive services to homeless and very low-income individuals, including those with children. 2-1-1 then helped transfer the caller to Family Front Door in Oakland for further assistance with housing through the Coordinated Entry System.</p>
<p><b>Caller Feedback</b></p>	<p>"I am living in Oakland. Your representative was totally awesome. I highly recommend her to anyone who needs help. She gave me a lot of information, and I am very pleased with the help she gave me. Thank you."</p> <p>"I wanted to really thank you for helping me out. You folks are very kind, very helpful, very resourceful. And you really show that you care about me, and that means something when you are going through what I'm going through. It really speaks volumes, so I really want to thank you. Thank you guys very much for your service, and it is much needed, thank you for helping us. Goodbye."</p> <p>"I am from Alameda, I am currently at Ruby's Place shelter in Hayward. And my feedback is that 2-1-1 has always been true blue, there when I was addicted to medicine, there when I was not and trying to find a home. You have always been there for me, and you have showed nothing but caring. You really went beyond. So, I just wanted to say thank you to your workers and to you, and from what I get from you. Happy Holidays!"</p> <p>"Hi, I live in Oakland, I am calling you from John George Psychiatric Unit in San Leandro. I just wanted to say thank you to the person who helped me this evening with my 2-1-1 call."</p>
<p><b>Staff In-services and Training</b></p>	<p>~ In-service presentation by Season of Sharing</p> <p>~ Two Call Center Staff Meetings; Coordinated Entry System Orientation, Problem Solving Housing and Training</p>
<p><b>Resource Information And Technology Updates</b></p>	
<p><b>Services Database</b></p>	<p>~ Seven new agencies and 13 new programs were added to the Services Database this month.</p> <p>~ The Services Database contains 1,193 agencies and 3,056 programs.</p> <p>~ Maintained updated information for Thanksgiving meals, Thanksgiving baskets, Christmas meals, Christmas baskets, and Christmas toys.</p> <p>~ CES Resources maintained and kept up to date.</p> <p>~ Winter Shelter hours of operation updated on an ongoing basis, based on the weather forecast and as information is sent to us via email.</p>

Monthly Narrative Report: November 2017

<b>Housing Database</b>	~ 89 new units were added to the housing database this month.
	~ The Housing database contains 87,687 total housing units
	~ Housing Subscriptions (mail & PDF) were sent to community-based organizations in Alameda 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 <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.achousingchoices.org">www.achousingchoices.org</a> . Starting with this month's report and going forward, the total website traffic reported will now additionally include the traffic from the <a href="http://www.achousingchoices.org">achousingchoices.org</a> website. Across all of the Eden I&R websites, we received 23,120 pageviews and 4,670 sessions/visitors.
<b>Website Updates</b>	~ After recent launch of new websites, normal monthly updates of City Summary Report and Monthly 2-1-1 narrative report resumed. Additionally, the job posting for a bi-lingual resources specialist was added. Also, estimates were received for adding a new additional topic specific portal to the <a href="http://211alamedacounty.org">211alamedacounty.org</a> resource finder website.
<b>Technology</b>	~ Provided Taproot Foundation volunteer team with data and statistical information to improve agency messaging and branding strategies.
	~ WordPress training for agency staff on how to maintain website was conducted and a How To Guide was created to aid staff in publishing information during a disaster.
	~ Created new scripted process to generate housing listing subscriptions from iCarol database.
	~ A volunteer working on a college project to fulfill a requirement for her coursework helped create a more refined process for managing contracts that the agency receives and the tracking of their associated reporting requirements.
	~ The fields for capturing information from callers for the Berkeley Toys for Tots program were enabled within the iCarol database.
	~ Weekly reporting to Family Front Door related to CES referrals has begun.
	~ An intern contacted Section 8 Listing organizations throughout the state and made sure current contact and service information was updated.
~ The Director of IT acted in the role of "Controller" for the Statewide Medical and Health Exercise on November 16th.	
<b>Outreach/Public Information Activities</b>	
<b>Meetings</b>	~ Throughout the month, management staff continued to participate in a variety of meetings related to the planning and implementation of the Coordinated Entry System in Alameda County.
	~ The Executive Director attend the AC Care Connect Quarterly Progress Meeting. Updates were given regarding the various components of the AC Care Connect pilot including the creation of an organized system of care coordination for the focus population, linking health, housing and social service systems; expanding and deepening linkages between services including primary care, mental health, substance use and housing, so we get ever closer to Whole Person Care through care integration; and establishing a Community Health Record to support the system of care coordination through data sharing.
	~ The Executive Director participated in a workshop titled, "Boards That Work: Improving the Effectiveness of Your Board." This was made possible as part of Eden I&R's membership in a cohort of capacity building grantees of the Alameda County Probation Department.
	~ The Executive Director attended the East Bay Community Law Center Happy Hour, as a guest of Eden I&R's former Executive Director. The event provided a networking opportunity to meet EBCLC partners, board members, and staff including the new Clinical Director.
	~ A meeting was held at Eden I&R's office to kick off the Taproot Foundation service project. A team of five professionals are volunteering together to assist Eden I&R/2-1-1 Alameda County with some brand strategy and key messaging.
	~ The Executive Director participated in the monthly 2-1-1 Bay Area Partners phone call.

Monthly Narrative Report: November 2017

<p><b>Meetings</b></p>	<p>~ The Executive Director attended an Alameda County Mobility Management meeting. Agenda items included an overview/orientation to existing mobility management services in Alameda County, and a discussion of a joint meeting/workshop focused on mobility management to be held in early 2018.</p>
	<p>~ The Executive Director, Disaster Preparedness Coordinator, and Housing Coordinator participated in a Joint Housing Task Force meeting hosted by Cal OES. The meeting was to discuss and provide updates on response to the north bay wildfires. Eden I&amp;R staff provided an overview of our Housing Database and capabilities including examples of ways Eden I&amp;R has provided housing resource assistance in other areas impacted by disasters.</p>
	<p>~ The Executive Director participated in a discussion with management staff from United Way Bay Area/2-1-1 San Francisco and 2-1-1 Contra Costa to review and update the existing MOUs between the three agencies to ensure back-up coverage and coordination in the event of a disaster.</p>
	<p>~ The Executive Director had a phone meeting with the Director of Strategic Outcomes, Independent Living Association, Community Health Improvement Partners (CHIP) in San Diego. With funding from San Diego County, CHIP established a professional association of independent living homes. CHIP has since been awarded a similar contract in Alameda County. The Executive Director and Director of Strategic Outcomes had an initial conversation to learn more about one another's organizations and discuss the initiative in San Diego County, as well as ways in which a partnership might be established in Alameda County.</p>
	<p>~ The 2-1-1 Program Manager made remarks at the annual public needs hearing of the City of Alameda's Social Service Human Relations Board. After hearing comments from the public, the Board will craft a letter to the Alameda City Council regarding what they believe to be the highest priority needs in the Alameda community. The 2-1-1 Program Manager discussed the importance of being prepared in case of disaster and updated the Board on 2-1-1's role in disaster preparedness and response, as well as the challenges of finding affordable housing in Alameda and 2-1-1 serving as the countywide call center for Alameda County's Coordinated Entry System.</p>
	<p>~ The Housing Coordinator attended two City Council meetings in November and spoke on behalf of the need for affordable housing based on the high numbers of 2-1-1 callers seeking housing and emergency shelter.</p>
	<p>~ The IT Director attended the Tri-Valley Housing and Human Services Event hosted by City of Livermore.</p>
	<p>~ The IT Department volunteer web developer and technical resource attended the Earthquake Country Alliance Bay Area Regional Workshop in Berkeley on November 17th. The workshop was presented to a standing room only crowd. Our participation in these events provides valuable resources and continues to strengthen our role in the face of disasters.</p>
<p><b>Fairs/Events/ Outreach</b></p>	<p>~ 2-1-1 staff hosted a booth and provided resource referrals to participants at the Castro Valley High School Health and Wellness Career Exploration Day; Althenheim Senior Housing in Oakland; Castro Valley Adult School Resource Fair; First African Methodist Episcopal Church Community Resource Fair in Oakland; Supervisor Keith Carson Listening Session in Berkeley; and the Tri-Valley Human Services Networking Event in Livermore.</p>
	<p>~ 2-1-1 staff conducted trainings for, and provided resource referrals to, participants at the Castro Valley High School Health and Wellness Career Exploration Day; Althenheim Senior Housing in Oakland; and the Health Nutrition Advisory Committee Meeting in Union City.</p>
	<p>~ Outreach materials were distributed by request to Building Futures for Women &amp; Children in San Leandro (on two separate occasions); Kaiser Hospital in San Leandro; and the District Attorney's Office in Oakland.</p>
	<p>~ In summary, for November, Eden I&amp;R <b>served 414 people</b> at trainings, events, and fairs and <b>distributed 4,863 pieces of outreach materials</b> to service providers and residents of Alameda County.</p>

**Alameda County Summary By City**

**11/1/2017 Through 11/30/2017; 2-1-1**

<i>City</i>	<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	91	41	50	33	15	7	22	9	5	151
Albany	12	2	10	2	1	2	0	0	0	19
Berkeley	405	236	169	147	62	40	90	49	36	553
Castro Valley	40	21	19	17	11	2	13	2	2	61
Dublin	19	15	4	12	4	1	10	1	2	44
Emeryville	54	39	15	28	12	7	19	12	11	89
Fremont	179	94	85	66	32	18	43	22	15	319
Hayward	509	252	257	193	88	42	137	67	50	977
Livermore	64	23	41	20	10	3	12	3	4	104
Newark	37	18	19	16	8	3	9	7	6	65
Oakland	1913	1054	859	742	321	152	514	277	209	3636
Piedmont	1	0	1	0	0	0	0	0	0	3
Pleasanton	43	15	28	13	8	2	10	2	0	79
San Leandro	213	112	101	88	48	20	61	29	21	393
San Lorenzo	24	18	6	15	7	4	11	5	2	60
Union City	78	39	39	28	8	8	18	14	9	109
Other	715	99	616	82	25	19	38	18	9	498
<b>Grand Total:</b>	<b>4397</b>	<b>2078</b>	<b>2319</b>	<b>1502</b>	<b>660</b>	<b>330</b>	<b>1007</b>	<b>517</b>	<b>381</b>	<b>7160</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 completed 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**

**7/1/2017 Through 11/30/2017; 2-1-1**

<i>City</i>	<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	584	327	257	199	84	45	127	55	30	865
Albany	56	15	41	14	6	5	7	4	0	83
Berkeley	1406	680	726	401	170	94	249	97	69	1975
Castro Valley	300	146	154	96	48	27	58	20	10	489
Dublin	177	89	88	55	22	6	44	9	7	275
Emeryville	243	162	81	88	34	19	61	26	20	414
Fremont	1108	534	574	330	120	83	202	111	59	1797
Hayward	3066	1530	1536	964	368	203	655	358	225	4815
Livermore	422	202	220	135	45	17	83	40	28	641
Newark	223	110	113	81	25	16	52	36	17	354
Oakland	10580	5188	5392	3135	1268	678	2040	1101	778	17836
Piedmont	18	2	16	2	2	0	1	0	0	28
Pleasanton	231	87	144	68	20	9	47	20	10	353
San Leandro	1468	774	694	454	187	107	300	150	102	2692
San Lorenzo	192	110	82	58	34	13	37	18	9	341
Union City	337	168	169	116	47	29	75	44	31	567
Other	4536	773	3763	551	144	89	259	87	58	3428
<b>Grand Total:</b>	<b>24947</b>	<b>10897</b>	<b>14050</b>	<b>6747</b>	<b>2624</b>	<b>1440</b>	<b>4297</b>	<b>2176</b>	<b>1453</b>	<b>36953</b>

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