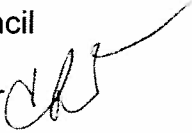


Office of the City Manager

May 17, 2012

To: Honorable Mayor and
Members of the City Council

From: Christine Daniel, City Manager 

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

Attached is the 2-1-1 Narrative Report for April 2013, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Systems Manager, at 981-6541.

Attachment

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

Gan, Yvette

From: Cece Marin [cece@edenir.org]
Sent: Thursday, May 16, 2013 5:12 PM
To: Gan, Yvette
Subject: 2-1-1 Monthly Narrative Report for April
Attachments: 2-1-1 Monthly Narrative Report for April 2013.pdf; CitySummary_Apr2013.pdf; CitySummary_Apr2013_YTD-FY.pdf

Dear Berkeley Mayor, Council Members and City Manager:

During the month of April, 8,982 calls were handled by 2-1-1 Resource Specialists and 16,132 health, housing and human service referrals were provided. Of the unduplicated callers, 78% were female, 33% were single-headed households with minor children, and 42% had disabilities. The call examples below show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's online health and human service resource directory; in April it received 105,753 hits from 9,366 visitors.

The agency celebrated Volunteer Appreciation Week during the week of April 22 by thanking our numerous volunteers for their 5,340 hours of service so far this fiscal year. These men, women and young adults are truly valued by the Board, staff and clients of Eden I&R.

This month Eden I&R received thanks for our participation in the 2013 California Free Tax Events sponsored by the Computer and Communications Industry Association and Intuit. 2-1-1 Resource Specialists answered a dedicated 800 number to field questions about the nine events and what documentation to bring, and to make appointments and reminder calls. Staff also created and updated information sheets available at each event that listed local resources, in English and Spanish, including free and low cost legal aid, credit counseling, health care, job placement assistance, food and clothing, etc. According to Program Coordinator Sidney Pucek, "This year, our fifth year of working together, was the best yet. Everything worked smoothly and professionally which can be attributed to your great staff – Sharan, Alison and the 2-1-1 operators. Thank you to Eden I&R for playing a pivotal role in helping us help low-income tax payers."

Andrae Macapinlac, the Senior Field Representative from California Assembly member Bob Wieckowki's office, visited Eden I&R and toured the 2-1-1 call center this month. During his visit, Mr. Macapinlac shared the following:
On 2-1-1:

"Every constituent our office has referred to 2-1-1 has not called back to say their problem is still outstanding. When we followed up with those constituents, they said with confidence that the staff at 2-1-1 were able to help with their situations."

On The Big Blue Book:

"When I joined as a State Assembly staffer, one of the first things I was told was that the Big Blue Book would be one of the most important resources I would have in the District Office in regards to constituent services."

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of April 2013 which contain the information above as well as the remainder of the activities and statistics for the 2-1-1 program. If you have any questions or problems with the attachments, please let me know.

Thank you for your continued support of 2-1-1.

Sincerely,

Barbara Bernstein
Executive Director
Eden I&R, Inc., 570 B Street, Hayward, CA 94541
Phone: 510-537-2710 ext 8
FAX: 510-537-0896
Email: bbernstein@edenir.org
Agency Website: www.edenir.org

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: April 2013

Noteworthy Updates

During the month of April, 8,982 calls were handled by 2-1-1 Resource Specialists and 16,132 health, housing and human service referrals were provided. Of the unduplicated callers, 78% were female, 33% were single-headed households with minor children, and 42% had disabilities. The call examples below show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's online health and human service resource directory; in April it received 105,753 hits from 9,366 visitors.

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On The Big Blue Book:

"When I joined as a State Assembly staffer, one of the first things I was told was that the Big Blue Book would be one of the most important resources I would have in the District Office in regards to constituent services."

Call Information

Call Examples

~ A young, homeless couple in Alameda with a three-month-old baby called 2-1-1 after being referred by The Afghan Coalition located in the Fremont Family Resource Center. The wife, a monolingual Farsi speaker, requested shelter assistance for the family. The husband earns \$600/month. They receive other benefits which, coupled with the husband's earnings, amount to roughly \$900 in cash/month and a little over \$200 in CalFresh. The family was sleeping in the car. Working with the caller posed some challenges as the caller could not write in Farsi, but she could write down phone numbers. 2-1-1 referred the family to the Salvation Army and encouraged the caller to have her husband apply to Alameda Point Collaborative, as its waitlist is open. The caller called back two weeks later. The baby had been seriously ill and a medical facility in Oakland had provided motel vouchers which had run out. The caller was highly emotional on the phone. 2-1-1 provided the caller with three transitional housing referrals (Building Opportunities for Self-Sufficiency, East Oakland Community Project, and the Henry Robinson Multi-Service Center) while informing the caller that there might be waitlists involved. 2-1-1 asked the caller if they could call her back as they hoped to find additional referrals to assist the family. 2-1-1 contacted the Early Head Start in Alameda that has an infant/child developmental program and briefly described the caller's circumstances without compromising confidentiality. A referral for Early Head Start was provided for the family.

~ A Berkeley senior with a physical disability called for information on programs and services that can assist her with rent and getting new dentures. The caller had fallen behind in her rent due to having helped cover the cost of funerals for two relatives. For rental assistance, the caller was referred to Season of Sharing, Catholic Charities, and the City of Berkeley Housing Retention Program. For dentures, the caller was referred to Lifelong Medical Care and Native American Health Center.

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Call Examples	<p>~ An individual in Fremont called as she has been searching for employment. The caller had previously been an executive level employee, but was ineligible to collect unemployment. She needed rental assistance (she'd received a three-day notice from her landlord), food, and medical services for one of her sons, but had no health insurance. For employment assistance the caller was referred to Tri-Cities One-Stop Career Center in Fremont, Fremont Family Resource Center, and East Bay Professional Experience Network. She was informed about the CalFresh Program and Health PAC. The caller was referred to Alameda County Social Services for General Assistance along with her two adult sons living in the home who are potentially eligible for financial assistance through General Assistance. 2-1-1 provided the caller with referrals to Season of Sharing and Catholic Charities for rental assistance. She was referred to the Tri-City Health Center in Fremont and Alameda County Medical Center for medical services for her son, as well as for enrollment in Health PAC.</p>
	<p>~ A case manager from Kaiser in Hayward called 2-1-1 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 came on the phone and spoke with 2-1-1. 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. 2-1-1 provided referrals to Building Futures for Women and Children for the ESG program rental assistance, Season of Sharing, and Center for Independent Living. The caller was also referred to ACCESS for mental health evaluation and assistance in applying for health care, and a referral was provided for HealthPac. He was referred to 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 done 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 referrals provided. The case manager thanked 2-1-1 and said she would inform her clients at Kaiser about 2-1-1 so that they can receive the information on resources that they need.</p>
	<p>~ An Oakland resident who is a single, homeless, male veteran with mental and physical disabilities called for help paying a deposit for a rental property in Oakland. The caller was attending college and living on a veteran's pension. The caller was referred to Season of Sharing, Operation Dignity, and Catholic Charities.</p>
	<p>~ A Pleasanton caller who is a senior receiving Social Security and working part-time called 2-1-1 for help with an eviction situation. The caller informed the Phone Resource Specialist that his house was in foreclosure, the bank was evicting him, and he had received a summons from the court. He was seeking referrals on legal assistance. The caller was referred to ECHO Housing, Bay Area Legal Aid, Centro Legal de la Raza, and Tenants Together for tenant rights counseling, and he was also given a referral to the Alameda County Bar Association and AARP Legal Services Network for individual attorneys.</p>
	<p>~ A San Lorenzo resident called for information on employment, low-income housing, mental health counseling, and legal services. The caller informed 2-1-1 that he was formerly incarcerated and had only recently been released from prison. For mental health care, the caller was referred to the ACCESS line, for legal help expunging his record the caller was referred to East Bay Community Law Center's Clean Slate Clinic, for job search the caller was referred to United Indian Nations and Goodwill Industries' Homeless Employment Center, and for low-income housing he was referred to the City Towers Apartments and Mandela Gateway Apartments in Oakland. 2-1-1 also pre-screened the caller for CalFresh and referred him to Alameda County Social Services to apply.</p>
	<p>~ An 83-year-old resident of Union City called 2-1-1 and asked for assistance for his 27-year-old autistic ward. Seven years prior to the call, the caller and his wife undertook charge of the youth who was undocumented and had been abandoned by family. The caller mentioned that the youth was unable to work and was depressed and the caller was hoping to get help for him, as the young man had previously refused help. The caller, now too frail to care for the young man, was committed to his search for the ongoing care of his ward and informed 2-1-1 that all the agencies he had spoken with advised him to call 2-1-1 and that "you are my only hope." 2-1-1 provided referrals to the International Institute of the East Bay, Alameda County Behavioral Health Care Services, and Adult Protective Services.</p>

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Caller Feedback	~ "I just wanted to say what a great resource you are for the community. 2-1-1 has helped me before and I just got off the phone with 2-1-1. I am really glad that you are here...your operator was just as helpful as I would wish her to be."
	~ "I am calling in regard to this wonderful, wonderful, wonderful person you have working for you. I was getting evicted, and I was fighting for my Social Security benefits. She stayed on the phone with me, she helped me. And she was so sweet, her PR skills were fantastic and she is definitely a keeper. I am about to cry!"
	~ "Your 2-1-1 employee was helpful and really fantastic. I got all that I needed, and she helped me with additional resources as well, like health insurance. So I am giving her, from numbers one to ten, a ten. Thank you."
Staff Inservice Training Sessions	~ Bay Area Community Services (BACS) In-Service Presentation
	~ 2-1-1 Staff Review of CalFresh, Medi-Cal, and 2-1-1 Best Practices
	~ Rubicon Programs, Inc. In-Service Presentation
	~ Alameda County Behavioral Health Care Services (ACBHCS) In-Service Presentation

Resource Information And Technology Updates

Services Database	~ Seven new agencies were added to the services database this month.
	~ The services database contains 1,108 agencies and 2,862 programs.
	~ The process of updating the 464 "Non-Directory" agencies continues. So far we have updated 334 agencies.
Housing Database	~ 626 new units were added to the housing database this month.
	~ 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 105,753 hits from 9,366 visitors.
Technology	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the Online Service Directory and Healthy Cities web sites.
	~ Continued planning for upcoming disaster preparedness events. Input has been gathered from staff regarding training needs and a Disaster Operations Training. Staff have continued our review of backup power systems to supply long-term power to both of Eden I&R's buildings..
	~ Client database modifications included further refinements to the system aimed at increasing CalFresh Outreach efforts and the addition of programming that allows Resource Specialists to track when referrals have been made to miscellaneous employment opportunities that the agency receives notice of through email alerts.
	~ The EITC referral and scheduling module in the client/call database was deactivated and the information about year-round Tax Preparation Assistance sites in the Services Database was updated.

Outreach/Public Information Activities

Meetings	~ The Development/Marketing Officer and 2-1-1 Program Manager made a presentation about 2-1-1 at a Piedmont City Council meeting.
	~ The Development/Marketing Officer and the 2-1-1 Program Manager were interviewed by the Alameda County Social Services newsletter for an article about 2-1-1 in the agency's newsletter.
	~ The Housing Outreach Coordinator is working in collaboration with the American Red Cross to develop a curriculum for Rental Property Owners to prepare their properties and tenants for disaster related scenarios.
	~ The Housing Outreach Coordinator is working in collaboration with the Oakland Housing Authority to do outreach to Rental Property Owners, on a monthly basis, to inform them of the opportunities with OHA and Eden I&R. Through this outreach property owners throughout the County are able to list their properties with us at no cost.
	~ The Housing Outreach Coordinator attended the Housing Action Team Meeting with PEERS in Oakland. This meeting was to discuss tenant organizing and helping tenants with mental health issues live independently.

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Meetings	~ The Housing Outreach Coordinator is working in collaboration with the East Bay Rental Housing Association to do outreach to Rental Property Owners and inform them of the opportunities with EBRHA and Eden I&R.
	~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a countywide registry for the disabled and frail elderly.
	~ As Chairperson, the Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.
	~ The Housing Outreach Coordinator attended the Golden Guardian planning meeting. Eden I&R will participate in statewide drill in May 2013.
	~ The Executive Director, the Deputy Director, and other management staff, continued to attend numerous Re-entry/Realignment related meetings in order to stay abreast of the services being provided to, and still needed by, formerly incarcerated individuals. These services are focused on reducing the recidivism rate as well as reducing overall crime throughout Alameda County.
	~ The Deputy Director made a 2-1-1 presentation at the Alameda County Workforce Investment Board Workforce Systems Committee meeting.
	~ The Deputy Director attended the monthly Bay Area Regional 2-1-1 Partnership meeting attended by 2-1-1 centers covering the counties of: Alameda, Contra Costa, San Francisco, Napa, Marin, Solano, San Mateo, Santa Clara, and Sonoma. The focus this month was on disaster preparedness; Covered California; best practices exchanges; and financial sustainability updates.
	~ The Executive Director facilitated an agency tour for Andrae Macapinlac, from California Assemblymember Bob Wieckowski's office. He was extremely impressed by the variety of services provided by Eden I&R. Based upon his past experience with the agency, Andrae submitted a couple of wonderful quotes related to the professionalism of Eden I&R's staff and the usefulness of the agency's services to the Assemblyman's constituents (see Noteworthy Update section of this report).
	~ The Deputy Director met with the Executive Director of Open Heart Kitchen to discuss strategies to expand 2-1-1 outreach in the Tri-Valley.
	~ The Deputy Director attended the bimonthly Workforce Investment Board ACCESS Steering Committee meeting at which she gave an update on 2-1-1 and workforce-related calls and trends.
Fairs/Events/ and Outreach	~ 2-1-1 marketing/outreach materials were provided this month to: Bonita House in Berkeley, Family Planning Specialists in Oakland, Alameda Unified School District, Open Heart Kitchen in Pleasanton, Office of CA Assemblyman Bob Wieckowski, Alameda County Social Services Agency Division of Employment Services, Hayward Public Library for the Seed Read Kick-Off Event, and Alameda County Social Services In-Home Supportive Services.
	~ The AIDS Housing Information Program (AHIP) Rover made a presentation at Tri-City Health Center that included information on 2-1-1.
	~ Over 3,700 2-1-1 magnets were provided to the East Bay Bicycle Coalition's Bike to Work Day for distribution in participant goody bags at Alameda County BART stations which will serve as "energizer stations" for the event.
	~ 1,700 2-1-1 magnets and 100 2-1-1 cards were provided to Open Heart Kitchen for inclusion in food bags delivered to schools and for homeless individuals in the Tri-Valley.
	~ The Housing Outreach Coordinator attended the American Red Cross Save-A-Life Saturday event in Oakland at Acts Full Gospel Church. She facilitated the preparedness classes and informed everyone of 2-1-1's role in disaster and disaster preparedness.
	~ The Housing Outreach Coordinator facilitated an In-Service for the CSUEB Nursing class and explained the importance of 2-1-1 in assisting their clients.
	~ The Housing Outreach Coordinator facilitated an Affordable Housing Workshop for the residents at Harrison House at BOSS in Berkeley.
	Eden I&R celebrated our volunteers for National Volunteer Week with a Breakfast, Ice Cream Social and Barbeque.
	~ The Housing Outreach Coordinator facilitated an American Red Cross preparedness class for Eden Housing Residents at the Altenheim and explained the role of 2-1-1 in a disaster.
	~ The Development/Marketing Officer participated in and distributed 2-1-1 marketing/outreach materials at Peralta College's Wellness Fair at Laney College in Oakland; Tri-Valley Special Education Local Plan Area's (SELPA) "Goals Beyond High School" information fair for high school students with learning disabilities and their families; North Berkeley Senior Center Health Fair, and Albany Senior Center Health Fair.

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	<p>~ Staff participated in and distributed 2-1-1 outreach/marketing materials at Chabot College's Sexual Violence Awareness Fair in Hayward.</p> <p>~ The Development/Marketing Officer made 2-1-1 presentations for staff members at Senior Support Program of Tri-Valley and at Eden Housing's Opportunity Night in Hayward for residents of low-income housing programs interested in educational and career opportunities after high school.</p>
<p>Fairs/Events/ and Outreach</p>	<p>~ The Development/Marketing Officer made a 2-1-1 presentation to students of College of Alameda's ATLAS Program, a partnership between the College of Alameda, the Workforce Collaborative, and Oakland Adult and Career Education that delivers career pathways training. ATLAS serves students interested in entry-level jobs with career pathway opportunities and career advancement and matches them with employers interested in customized training.</p> <p>~ The Housing Outreach Coordinator distributed 2-1-1 marketing materials at an in-service for Cal State University East Bay Nursing students.</p> <p>~ The Development/Marketing Officer and the Housing Outreach Coordinator represented Eden I&R at a press conference sponsored by the Asian Heritage Festival to announce that the annual event was to be held in Hayward on May 19. The press conference featured ice cream and entertainment and Eden I&R staff had the opportunity to say a few words about 2-1-1 and our participation in the upcoming event.</p>

Alameda County Summary By City

4/1/2013 Through 4/30/2013; 2-1-1

	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	221	105	116	76	32	14	62	36	22	418
Albany	11	3	8	3	2	2	1	1	1	20
Berkeley	547	238	309	171	91	51	119	56	40	1052
Castro Valley	104	58	46	41	16	5	36	25	16	213
Dublin	47	30	17	26	8	9	17	10	4	117
Emeryville	52	27	25	23	9	5	18	5	3	105
Fremont	338	193	145	132	58	30	102	78	39	642
Hayward	1115	625	490	465	168	95	370	275	172	2315
Livermore	148	85	63	57	16	8	49	31	14	348
Newark	96	65	31	47	18	9	38	24	10	222
Oakland	4250	2171	2079	1456	656	310	1146	750	510	8119
Pleasanton	62	39	23	30	8	7	23	15	13	126
San Leandro	570	325	245	248	94	50	198	127	76	1183
San Lorenzo	75	42	33	32	10	7	25	19	9	159
Sunol	2	2	0	1	1	0	1	0	0	2
Union City	179	132	47	89	35	22	67	46	29	411
Other	1163	129	1034	114	45	27	87	35	23	679
Grand Total:	8982	4270	4712	3011	1267	651	2359	1533	981	16132

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 children under the age of 18 living with the Unduplicated Clients.

Alameda County Summary By City

7/1/2012 Through 4/30/2013; 2-1-1

	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	2358	1255	1103	577	224	125	451	267	170	4798
Albany	202	69	133	52	21	13	39	18	10	390
Berkeley	5447	2649	2798	1082	512	315	763	365	256	9926
Castro Valley	1106	581	525	329	123	58	271	164	102	2238
Dublin	569	268	301	167	57	33	134	81	46	1124
Emeryville	526	264	262	146	63	33	113	51	38	1101
Fremont	4139	2272	1867	1174	410	273	898	618	351	7789
Hayward	11540	6333	5207	3176	1136	647	2527	1692	1045	23524
Livermore	1603	890	713	540	185	111	428	291	163	3326
Newark	1015	587	428	325	106	68	257	184	100	1994
Oakland	39748	20080	19668	9429	3794	2133	7291	4589	3180	77268
Piedmont	34	9	25	7	1	4	3	3	2	54
Pleasanton	666	342	324	205	49	47	158	100	62	1344
San Leandro	5516	3255	2261	1611	552	332	1278	785	514	11473
San Lorenzo	636	382	254	196	57	36	160	117	73	1404
Sunol	2	2	0	1	1	0	1	0	0	2
Union City	1619	1099	520	562	176	117	444	303	183	3293
Other	11844	1349	10495	868	359	196	644	268	169	6789
Grand Total:	88570	41686	46884	20447	7826	4541	15860	9896	6464	157837

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.
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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.
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