


Office of the City Manager

May 15, 2014

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 2014, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Technology Director, 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  
Matthai Chakko, Public Information Officer

## Gan, Yvette

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**From:** Cece Marin [cece@edenir.org]  
**Sent:** Thursday, May 15, 2014 3:17 PM  
**To:** Gan, Yvette  
**Subject:** FW: 211 Monthly Report for April starter message and data attachments  
**Attachments:** CitySummary\_April2014.pdf; CitySummary\_April2014\_YTD-FY.pdf; 2-1-1 Narrative Report April 2014.xls

Dear Berkeley Mayor, Council Members and City Managers:

During the month of April, 8,975 calls were handled by 2-1-1 Resource Specialists and 13,619 health, housing and human service referrals were provided. Of the unduplicated callers, 79% 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 135,429 hits from 13,825 visitors.

Eden I&R's staff and board are still reeling from the loss of our beloved Housing Outreach Coordinator, Ollie Arnold. Ollie passed away on May 1. Passionate about her work at Eden I&R for over 15 years, Ollie wore many hats including heading up our housing department, coordinating our volunteer program, and leading the agency's disaster preparedness and response work. Ollie was full of energy and was described as "the heart and soul of Eden I&R" by one of the many colleagues who have expressed their condolences to the agency. She was not only a wonderful employee but a community volunteer and a loving wife and mother. Ollie's contributions to Eden I&R, the City of Hayward, and throughout Alameda County were many. She will be greatly missed. In her memory, Eden I&R's Executive Director and Board of Directors have re-named the agency's housing department, the Ollie Arnold Housing Department.

Volunteers are an important part of Eden I&R's organization and Volunteer Appreciation Week in April is our way to thank our volunteers for their time and efforts they contribute to our agency. In honor of our 10 active volunteers and 21 past volunteers from 2013, we organized several activities to show how much they are appreciated. These 31 volunteers have donated a combined total of 5,833 hours to the agency. Throughout the week we had various activities for the volunteers including a bagel breakfast, an ice cream social, and a barbeque.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of April 2014 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  
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Agency Website: [www.edenir.org](http://www.edenir.org)

*2-1-1 is a toll-free phone number that provides **free and confidential** information and referrals to callers from Alameda County. You have access to hundreds of health and social services by simply dialing 2-1-1 (or 888-886-9660). Call to speak with a live call specialist 24 hours a day, seven days a week. Alameda County 2-1-1 is an initiative of Eden I&R, Inc - learn more online at [www.211alamedacounty.org](http://www.211alamedacounty.org) or [www.edenir.org](http://www.edenir.org).*

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2-1-1 Alameda County Monthly Narrative Report: April 2014

<b>Noteworthy Updates</b>	
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<b>Call Information</b>	
<b>Call Examples</b>	~ A caller from Piedmont indicated she was the mother of a girl whom she suspected was a victim of human trafficking and was seeking assistance. The caller was referred to MISSEY and the National Human Trafficking Resource Center.
	~ A homeless woman from Pleasanton called for assistance with obtaining a divorce. The caller shared with the Phone Resource Specialist that she was a victim of domestic violence. She was referred to Bay Area Legal Aid and the Hayward Hall of Justice. 2-1-1 informed the caller about CalFresh and General Assistance and referred her to Alameda County Social Services to apply for these benefits programs.
	~ A single mother of two children from Newark called for psychiatric and outpatient alcohol treatment programs. The caller shared that she had a history of domestic violence abuse and had a physical disability. She was referred to The Hume Center, Pathways to Wellness and Fremont Hospital, as well as the ACCESS line for further referrals.
	~ A Berkeley caller who is a single mother of two adult children, one of whom has mental and physical disabilities, called for legal advice regarding tenant rights. She was referred to East Bay Community Law Center, Bay Area Legal Aid, and Centro Legal de la Raza. The caller was also pre-screened for and referred to CalFresh.
	~ A mother of two children aged 12 and 16 called from San Lorenzo. The caller informed 2-1-1 that she had been formerly incarcerated for physically assaulting the father of her children, for which she had received two years probation and joint custody of the children, but the court had denied her child support due to her record of domestic violence. She shared that she was living with her brother and his family but needed her own home. The caller was referred to The Latino Commission Women With Hope Program for counseling and other resources, Alameda County Family Justice Center and the Legal Aid Society for legal assistance, and two low-income apartment wait lists: Terraza Palmera and Seven Directions Apartments.
	~ A caller who is part of a two-parent family called from a relative's house in Fremont. The caller was seeking two-bedroom rental listings under \$1000/month in only certain cities, which 2-1-1 was not able to locate. The caller was told about transitional housing as an alternative, and was referred to McKinley House and Sankofa House in Berkeley and Banyon House in Hayward. The caller called again the next day for low-income housing and was referred to the Terraza Palmera and Cathedral Gardens.
	~ A single male veteran from Alameda called for housing, informing 2-1-1 that he was going to be homeless in June. The caller also shared that his SSI benefits had been terminated because he had come into a small inheritance, so he no longer had an income. He was referred to the U.S. Department of Veterans Affairs National Call Center for Homeless Veterans, the SSVF program through Berkeley Food and Housing, East Oakland Community Project, and Sunrise Village. The caller was also pre-screened and referred to CalFresh.
	<b>Caller Feedback</b>
~ "I just wanted to give your employee kudos because she was a great help and very informative."	
<b>Staff Inservice Training Sessions</b>	~ Native American Health Care Center In-service Presentation
	~ Alameda County Public Health Department In-service Presentation on Vicarious Traumatization and Self-Care in the Social Service Field.
	~ 2-1-1 Staff Training on the California Emerging Technology Fund (CETF) from Eden I&R's Director of Information Technology
	~ 2-1-1 Staff Follow-up Discussion on Self-care with Eden I&R's Deputy Director

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<b>Resource Information And Technology Updates</b>	
<b>Services Database</b>	~ Two new agencies were added in the services database this month.
	~ The services database contains 1,142 agencies and 2,912 programs.
	~ The process of updating the 474 "Non-Directory" agencies continues. So far, we have updated 404 agencies.
<b>Housing Database</b>	~ 115 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.
<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.alamedaco.info">www.alamedaco.info</a> . This month the Online Services Directory received 135,429 hits from 13,825 visitors.
<b>Technology</b>	~ In-depth development work was done on a new website that will provide enhanced transportation-related information. This soon-to-be-launched website is made possible through a partnership with AC Transit.
	~ System updates on the local client desktop were completed including the FileMaker application.
	~ Visio diagrams were created for a funding proposal to illustrate process flow, as well as for a large scale national 2-1-1 project to capture a summary picture of the current national 2-1-1 environment.

<b>Outreach/Public Information Activities</b>	
<b>Meetings</b>	~ Several Eden I&R managers met with Code For America representatives while negotiating whether or not 2-1-1 centers statewide would work more directly with this open referral data project.
	~ The Executive Director represented the agency at an Emergency Volunteer Center (EVC) meeting with Alameda County Social Services Agency's HR Director, various library employees, as well as volunteer representatives in order to discuss how Eden I&R/2-1-1 Alameda County could partner with the county after a disaster. 2-1-1 would handle the virtual EVC while the on-site EVCs are being prepared to open for the public.
	~ The Executive Director led a tour for the new Workforce Investment Board (WIB) financial analyst who was interested in all of the various programs and services provided by the agency.
	~ The management team continued to work with AC Transit on the website project that will provide a separate portal on Eden I&R's website for transportation information, particularly for seniors and people with disabilities.
	~ The Executive Director of 2-1-1 Sacramento visited Eden I&R to see firsthand the various programs that are similar and different (like the agency's extensive housing database) than those of his agency.
	~ The Executive Director renewed the California Emerging Technology Fund (CETF) contract with 2-1-1 California. This partnership includes funding which allows the agency to provide 2-1-1 callers with information on low-cost broadband services, free computer training, and free or low-cost computers so that their families can have better access to such information as employment and educational data.
	~ The Management staff spent most of April re-negotiating with all 14 cities and various county departments for Fiscal Year 2015 funding.
	~ Eden I&R's Board of Directors had their quarterly meeting during which strategic plans were solidified for continued services for Fiscal Year 2015.
	~ The Executive Director met with the East Bay Employment Development Agency's Executive Director in order to discuss ways in which businesses can benefit from Eden I&R's services, and how businesses can provide additional financial support from the private sector to the agency's various programs.
	~ The Executive Director represented the agency at the monthly Community Corrections Partnership Executive Committee meeting at the Probation Department. Topics of discussion included employment and housing services for recently released inmates as well as current information related to the new Day Reporting Center and the new Community Advisory Board.
	~ The Executive Director attended the monthly 2-1-1 Bay Area Partnership meeting held at the United Way of Silicon Valley. A tour of the Silicon Valley 2-1-1 operation was provided as well as discussions about current regional projects.

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<b>Meetings</b>	~ The Executive and Deputy Directors met with the directors of the county's Social Services Agency and Health Care Services Agency, along with representatives from the IT department, in order to discuss the numerous ways in which 2-1-1 is currently assisting county staff and their clients. Also discussed were new and enhanced ideas of ways in which 2-1-1 could further serve county staff and residents.
	~ The Executive Director attended the quarterly statewide California Alliance of Information and Referral Services (CAIRS) board meeting. Topics of discussion included CalFresh outreach and enrollment, the CAIRS annual conference in October, the CAIRS newsletter features, statewide 2-1-1 apps, and regional-specific projects.
	~ The Deputy Director attended the Alameda County Volunteer Workgroup Meeting at the Office of Emergency Services in Dublin. The discussion continued on how various county agencies, cities, and Eden I&R/2-1-1 will work together to mobilize Emergency Volunteer Centers (EVCs) and disseminate information about spontaneous volunteers in the event of a disaster.
	~ The Deputy Director attended the bimonthly Workforce Investment Board ACCESS Steering Committee meeting and gave an update on recent employment-related trends and needs noticed by 2-1-1 Resource Specialists among callers.
	~ The Deputy Director attended the Hayward City Council meeting to hear various updates about the city including funding recommendations for social service agencies in FY14/15.
	~ The Deputy Director had a conference call with members of the team from the 2014 Free Tax Assistance Events sponsored by Intuit/CCIA. The purpose of the call was to do a "debrief" of this year's free tax assistance events including 2-1-1's participation. The team leaders thanked 2-1-1 for its great work on the program for the sixth consecutive year.
	~ The Deputy Director and one of the 2-1-1 Phone Resource Specialists who had become a Certified Enrollment Counselor met with the representative who served as the agency's liaison with Covered California throughout the open enrollment process. These two staff provided feedback on Eden I&R's experience as a Certified Enrollment Entity, assisting clients apply for health insurance between November and the extended open enrollment deadline of April 15.
	~ The Housing Outreach Coordinator worked in collaboration with the Oakland Housing Authority (OHA) to conduct 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.
	~ As Chairperson, The Housing Outreach Coordinator, facilitated the monthly Tri-Valley Housing Scholarship board meeting.
	~The Housing Outreach Coordinator and one of the Housing Resource Specialists attended the Alameda County Aging & Disability Resource Connection (ADRC). Part of the discussion was about the role of Eden I&R/2-1-1 Alameda County in disseminating information.
	~ The Deputy Director and Housing Outreach Coordinator conducted an in-service training for Cal State East Bay Nursing Students.
	~ One of the Housing Resource Specialists attended the RHA Property Owner Workshop and explained how to list properties in Eden I&R's housing database.
	~ One of the Housing Resource Specialists attended a meeting to continue the discussion with CRIL and other community-based organizations about the creation of an Aging & Disability Resource Connection (ADRC) in Alameda County.
	~ The Housing Outreach Coordinator attended the Alameda County Disaster Volunteer Workgroup in order to keep other members abreast of the ways in which Eden I&R/211 Alameda County assist volunteers before, during, and after a disaster.
	~ As Chairperson, the Housing Outreach Coordinator facilitated the quarterly Alameda County Voluntary Organizations Active in Disaster (VOAD) General Meeting. This month the group had a Resource Tabletop exercise to test the communications and resources amongst the group.
<b>Fairs/Events/ &amp; Outreach</b>	~ An article titled "2-1-1 Assists Seniors Access Services" was published in Alameda County Renew Magazine (targeted toward senior citizens) Fall/Winter 2014 edition.
	~ 2-1-1 Outreach materials were distributed this month to: Brighter Beginnings, Crisis Support Center of Alameda County, Hayward Promise Neighborhood, American Red Cross, Alameda School District, Child Care Links, Native American Health Center, City of Dublin Human Services Commission, Alameda County Public Defender's Office, Campbell Village Community Center, and City of Hayward Community Services Department.
	~ The Development/Marketing Officer participated in and distributed 2-1-1 outreach materials at: Chabot College Health Center's Denim Day Sexual Violence Awareness Fair in Hayward, North Berkeley Senior Center Health Fair, and City of Oakland Mayor's Job Fair.
	~ The Deputy Director made a 2-1-1 presentation at the American Red Cross in Oakland.

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~ The Development/Marketing Officer made two extended 2-1-1 presentations at Spanish Speaking Unity Council Head Start in Oakland.
~ Staff participated in and distributed 2-1-1 outreach materials at a Victim Rights Week Event hosted by the Alameda County District Attorney's Office in Castro Valley.
~ Housing Staff participated in and distributed 2-1-1 outreach materials at a Leadership Luncheon hosted by the Rental Housing Association.

# Alameda County Summary By City

4/1/2014 Through 4/30/2014; 2-1-1

	<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	197	97	100	72	35	22	50	31	20	376
Albany	17	6	11	6	2	1	5	3	2	29
Berkeley	547	209	338	157	90	43	114	59	44	913
Castro Valley	89	39	50	34	12	5	29	15	10	168
Dublin	48	21	27	18	9	5	13	7	4	87
Emeryville	45	25	20	23	9	8	15	7	4	81
Fremont	374	186	188	144	52	39	105	68	34	584
Hayward	1077	580	497	434	177	78	356	229	141	1906
Livermore	148	81	67	67	25	15	52	35	12	229
Newark	138	93	45	56	21	10	46	31	18	209
Oakland	4241	1757	2484	1291	540	256	1032	682	471	7148
Pleasanton	65	23	42	23	6	5	18	11	4	126
San Leandro	506	268	238	192	92	33	159	94	59	851
San Lorenzo	61	39	22	27	11	6	21	18	14	122
Union City	130	86	44	66	18	8	58	38	22	201
Other	1285	124	1161	108	44	29	79	34	25	571
<b>Grand Total:</b>	<b>8975</b>	<b>3634</b>	<b>5341</b>	<b>2718</b>	<b>1143</b>	<b>563</b>	<b>2152</b>	<b>1362</b>	<b>884</b>	<b>13619</b>

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

7/1/2013 Through 4/30/2014; 2-1-1

	<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	1879	983	896	563	242	135	428	255	161	3313
Albany	192	90	102	56	20	15	41	22	14	381
Berkeley	5342	2510	2832	1113	517	304	809	431	301	8731
Castro Valley	1161	668	493	344	119	71	273	159	97	2060
Dublin	519	276	243	156	53	31	125	78	53	873
Emeryville	444	238	206	125	47	34	91	44	31	867
Fremont	3667	2110	1557	1096	392	279	816	496	277	6231
Hayward	11080	6467	4613	3192	1112	632	2559	1775	1065	20025
Livermore	1444	751	693	448	153	85	363	235	123	2526
Newark	1051	668	383	311	110	57	254	178	103	1761
Oakland	39315	19238	20077	9400	3689	2165	7227	4661	3135	68275
Piedmont	41	8	33	7	2	2	5	1	1	75
Pleasanton	600	318	282	183	51	34	149	97	54	1085
San Leandro	5340	3274	2066	1576	580	294	1282	788	489	10096
San Lorenzo	670	455	215	234	79	45	189	129	82	1281
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	1310	849	461	489	159	92	397	278	165	2319
Other	12658	1165	11493	784	293	172	611	269	191	5377
<b>Grand Total:</b>	<b>86717</b>	<b>40071</b>	<b>46646</b>	<b>20080</b>	<b>7619</b>	<b>4448</b>	<b>15621</b>	<b>9896</b>	<b>6342</b>	<b>135289</b>

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