


Office of the City Manager

September 18, 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 August 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: Beth Pollard, Interim 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

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

Noteworthy Updates	
<p>During the month of August, 9,038 calls were handled by 2-1-1 Resource Specialists and 14,488 health, housing and human service referrals were provided. Of the unduplicated callers, 83% were female, 35% were single-headed households with minor children, and 43% 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 August it received 158,669 hits from 16,351 visitors. Traffic to our website continues to increase. There was a 15% increase and a 52% increase in the number of hits and visitors, respectively, in August of this year versus August 2013.</p>	
<p>August was also the 30th Anniversary of Lidia Lai and the 29th Anniversary of Nhan Young. Both Lidia and Nhan supervised and handled 911 emergency phone calls when the agency was handling up to 330,000 statewide 911 calls in Spanish, Vietnamese and Cantonese. After 14 years, that contract ended and Lidia became Eden I&R's Information Management Supervisor and Nhan was promoted to Operations Director, handling HR and Administrative responsibilities, as well as supervising after-hours staff. Eden I&R, and the community at large, are extremely fortunate to have such dedicated and experienced employees.</p>	
<p>We also had an addition to our Eden I&R family. The Deputy Director, Alison DeJung had a baby girl this month, Phoebe. While Phoebe and Alison are bonding, the agency is extremely fortunate to welcome back Sharon DeCray in the position of interim Deputy Director.</p>	
<p>For your reading pleasure, the agency's Annual Report as well as a separate 2-1-1 Annual Report for Fiscal Year 2014 are available on our website that can be accessed at www.edenir.org and www.211alamedacounty.org.</p>	

Call Information	
Call Examples	<p>~ A female caller with an infant child called from Piedmont for rental deposit assistance. The caller informed 2-1-1 that she was living with the father of her child but that she needed to move out and rent an apartment for her child and herself. The caller was referred to Operation Dignity and Season of Sharing for deposit assistance.</p>
	<p>~ A single male caller who was 83 years old and Mandarin-speaking called from Pleasanton for soup kitchens. As the caller had limited mobility and there were no soup kitchens in easy access, 2-1-1 referred the caller to Spectrum Community Services for home-delivered meals.</p>
	<p>~ A single mother of three children, who was a victim of domestic violence, called from Dublin for housing assistance. She was being evicted, and had a job working at Goodwill through the CalWorks Program. She had been moving her children around a lot due to her domestic violence issue. The caller cried on the phone on account of how badly she felt for her children not being stably housed. The children were attending school in Dublin and the caller did not want to move out of the area. She was surviving on an income of only \$800/month, although she was hopeful that family, friends and her church would help her out with additional funds. She was referred to Alpha Omega Foundation, Matilda Cleveland House, and Banyan House for transitional housing, the 24 Hour Mobile Response Team for Domestic violence related assistance, and Bay Area Legal Aid for legal assistance. She was encouraged to call back if she needed emergency shelter information.</p>
	<p>~ A single Punjabi-speaking senior female, with custody of her 16 year old grandson, called from Fremont. The caller was looking for housing in or near Fremont. She shared that her daughter was in India going through a divorce. She had been forced to give up her green card and would have to reapply for a US visa in India, to return to live in the US. Her 16 year old grandson had been traumatized by the divorce and by not having either parent in the country. He had finally stabilized in school so she was reluctant to leave Fremont. The caller was referred to Sunrise Village, The Fremont City Home seeking Assistance program, Area Agency on Aging, The Fremont City Family Resource Center, The Fremont City Youth and Family Services Counseling program, and the Lincoln Child Center's Kinship Support Services Program (KSSP).</p>

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Call Examples	~ A single parent with two children who had grown up in Oakland and had family still living in Oakland called for assistance with domestic violence issues. The caller had fled from Michigan with her two young daughters. The father of her older daughter who was incarcerated in Michigan had threatened her from jail, telling her he would get someone to collect "his daughter" and keep her till he was released. The caller was referred to the Alameda County District Attorney's Victim/Witness Support Program; Building Future for Women and Children for their Domestic Violence Support Group and shelter; and the Family Justice Center for assistance with domestic violence related issues. Since the caller had no money, 2-1-1 advocated for the caller with Images on the Rise and was able to get her housed in a transitional facility for four days. The caller was encouraged to apply for CalWorks and CalFresh. She was also referred to Alameda County Social Services Homeless Assistance Program so that she could receive a HAP Voucher to pay for transitional or motel stay.
	~A single mother of two school-aged children called from San Lorenzo for back-to-school backpack and supplies giveaways. The caller was referred to The 9 th Annual Backpack Giveaway.
	~ An Oakland resident called requesting assistance for her sister who was on probation. The caller mentioned that her 21 year old sister had been formerly incarcerated for attempted murder of their mother. Now that the sister was out on parole; she had access to the old neighborhood, her old friends and her old way of life which included serious substance abuse. The caller wanted to get her sister help in a program that was outside of Alameda County. The sister had a 2 year old daughter who has been reunited with her mother. The caller was concerned that without substance abuse treatment, her sister could potentially endanger her child. 2-1-1 provided the caller a referral to the New Leaf Treatment Center in Lafayette, California, which offers 12 weeks of intensive outpatient treatment to adults and adolescents with addictive disease and other chemical dependency problems.
	~A two parent family with five children, called from Union City for help with their rent. The caller was referred to Operation Dignity and Season of Sharing.
	~A single father of two children, all living in Hayward, called for housing assistance. He shared that his wife was in jail, and he was disabled and on kidney dialysis. 2-1-1 did not locate a rental unit in Alameda County because of the callers inability to pay much rent, but was able to refer the caller to Strobridge Apartments in Castro Valley, which are low income units. He was encouraged to call back later for more listings.
Caller Feedback	~ "I live in Hayward of California. I called 2-1-1 for information on low income housing. I just spoke with your staff and I am just with very thankful to speak to her. She was very compassionate, very kind, and very professional...which is much appreciated when you only have part time income and are struggling. I am glad that I was able to speak to someone like her. Thank you."
	~ "I want to thank you for such a good employee. She was a patient listener. She was smart, polite and caring...she could have spoken over me, or rushed through the call, but she didn't. I am glad that there are still decent people in this world who can listen to an old man and be helpful. I can tell you that I am truly grateful for the information, because I have really been given the run around by some of the agencies... people just don't care."
Staff Inservice Training Sessions	~ BACS In-Service Presentation
	~ 2-1-1 Review of Crisis Call Handling and the Crisis Action Plan
	~ BestNow In-Service Presentation

Resource Information And Technology Updates	
Services Database	~ Three (3) new agencies were added in the services database this month.
	~ The services database contains 1152 agencies and 2922 programs.
	~ The process of updating the 596 "Directory" agencies continues. So far we have updated 274 agencies.
Housing Database	~ 94 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 158,669 hits from 16,351 visitors.
Technology	~ IT staff evaluated alternative database solutions
	~ Staff identified a new printer and design company for Eden I&R's annual Big Blue Book
	~ Staff hosted an open referral pilot discussion with two organizations in Alameda County

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Outreach/Public Information Activities	
Meetings	~ Management staff expanded the agency's partnership with StopWaste from outreach internally and externally related to food scrap recycling, to include energy efficiency outreach as well.
	~ Management staff negotiated a small but important contract with the University of California San Diego Cancer Center related to smoking cessation. Eden I&R will help identify 2-1-1 callers who have both smoking and non-smoking adults in their household, and who are willing to participate in a smoking cessation study. In return the callers receive a monetary gift certificate.
	~ The Executive Director attended this month's Emergency Manager's Association meeting held in the county's Office of Emergency Services. Discussions included plans for upcoming drills like the Great Shakeout and Urban Shield.
	~ Management staff met with representatives from the Oakland Housing Authority who are in need of relocating several long-term public housing families into permanent housing elsewhere. Eden I&R will be assisting by providing a Housing Workshop and as well as 2-1-1 back up support. The families will be assisted with a variety of tools to help them locate housing (e.g., how to complete a housing application; tips on how to be prepared for a landlord interview, and how to get a credit report)as well as direct housing referrals from Eden I&R's housing database.
	~ The Executive Director attended several Coordinated Care Initiative related meetings in order to stay abreast of the latest timelines and health care benefits identified for the disabled and seniors. 2-1-1 is being considered an integral partner in the distribution of accurate information related to these healthcare changes for vulnerable populations throughout Alameda County.
	~ The Executive Director hosted an agency tour and discussion with 2 representatives from Harbage Consulting who are leading the efforts to produce marketing materials related to the California Coordinated Care Initiative. They, as well as many of the CCI partners, agree that 2-1-1 should be one of the numbers listed for people to access accurate, updated information related to healthcare for the disabled and seniors.
	~ The Executive Director attended the monthly Community Corrections Partnership (CCP) Executive Committee meeting held at the Probation Department. Updates were given related to reentry clients receiving employment and housing opportunities; the progress of the new transition center; and the overall reentry strategic plan (e.g., community meetings were held and were very well received).
	~ The Executive Director and CARD's Executive Director, Ana-Marie Jones met to discuss a joint 25th Loma Prieta Anniversary press release within which there will be information about the many ways in which CARD and Eden I&R have greatly assisted in helping vulnerable populations prepare for and respond to local disasters throughout the past quarter century.
	~ Management staff attended several meetings and discussions related to changing software systems in order to more fully integrate with regional, statewide and national platforms.
	~ The Executive Director met with representatives from United Way of the Bay Area and United Way of Silicon Valley to discuss several topics including the 2-1-1 CA Network's upcoming Summit in Southern California, the Open Referral and Code for America projects, and various concerns and opportunities related to our Bay Area regional 2-1-1 operations.
	~ Staff attended Tri-Valley Housing Scholarship Advisory Board Meeting, where progress was discussed of awardees of rent subsidy of low-income college students.
	~ Staff participated in a conference call meeting of the Tri-Valley Housing Resource Mixer to plan another Rental Property Owner Resource Mixer to be held on October 24th in Pleasanton.
	~ Staff attended a sub-committee meeting of the Emergency Management and Disaster Preparedness Committee. A discussion was held at the Access and Functional Needs Subcommittee meeting on how to get the community to actively engage persons within the access and functional needs community before a disaster.

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Fairs/Events/and Outreach	<p>~ The Executive Director represented the agency at the Alameda Health Consortium's 40th Anniversary celebration held at the Kaiser Center Plaza in Oakland. It was a very emotional and uplifting event, especially for those of us older folks who have been working toward better and more affordable access to all aspects of healthcare for low income individuals and families. U.S. Representative Barbara Lee was one of many dignitaries who praised the work of Alameda County healthcare related partnerships that have accomplished a lot in the past 4 decades. Everyone agreed, though, that there is still much more to do to insure that all residents have affordable access to all of the healthcare benefits that they need.</p>
	<p>~ The Executive Director attended a very vibrant Emeryville Chamber of Commerce event that resulted in several networking opportunities.</p>
	<p>~ Staff distributed information about Eden I&R's Housing Department to property owners and landlords at an RHO Landlord Meeting. Information about 2-1-1 was also distributed.</p>

Alameda County Summary By City

8/1/2014 Through 8/31/2014; 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	205	116	89	80	35	13	67	32	22	385
Albany	18	10	8	8	5	2	6	4	3	37
Berkeley	459	182	277	138	70	37	101	55	37	853
Castro Valley	117	68	49	49	21	5	44	23	16	227
Dublin	35	18	17	17	3	4	13	9	3	79
Emeryville	51	31	20	25	11	6	19	11	9	123
Fremont	352	179	173	135	60	24	111	55	34	657
Hayward	1115	641	474	456	185	59	397	253	162	2027
Livermore	129	72	57	57	22	10	47	31	25	251
Newark	94	58	36	49	20	8	41	29	19	190
Oakland	4197	1844	2353	1317	580	241	1076	724	505	7451
Piedmont	10	1	9	1	0	0	1	1	1	15
Pleasanton	51	21	30	16	5	5	11	5	4	82
San Leandro	513	286	227	218	92	34	184	106	71	1071
San Lorenzo	69	47	22	36	12	6	30	21	11	119
Union City	138	84	54	66	23	7	59	38	21	264
Other	1485	138	1347	120	53	23	97	41	29	657
Grand Total:	9038	3796	5242	2788	1197	484	2304	1438	972	14488

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

7/1/2014 Through 8/31/2014; 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	413	232	181	151	65	29	122	65	45	803
Albany	38	17	21	10	5	3	7	5	3	89
Berkeley	936	387	549	261	133	67	194	94	63	1691
Castro Valley	221	123	98	83	40	9	74	37	21	407
Dublin	80	42	38	37	8	6	31	20	12	156
Emeryville	87	48	39	34	14	10	24	14	11	202
Fremont	703	392	311	261	104	52	209	122	72	1282
Hayward	2291	1280	1011	815	317	114	701	449	277	4166
Livermore	285	152	133	105	39	18	87	55	39	552
Newark	209	118	91	88	33	19	69	47	28	389
Oakland	8362	3686	4676	2431	1042	480	1951	1280	870	14639
Piedmont	17	1	16	1	0	0	1	1	1	20
Pleasanton	96	37	59	28	10	7	21	10	5	160
San Leandro	1061	625	436	400	165	62	338	196	127	2231
San Lorenzo	135	95	40	63	20	14	49	36	20	247
Union City	290	175	115	128	43	15	113	72	42	557
Other	3026	318	2708	247	110	52	195	89	59	1305
Grand Total:	18251	7728	10523	5143	2148	957	4186	2592	1695	28898

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