


Office of the City Manager

September 12, 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 August 2012, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Technology Director, at 981-6541.

cc: William Rogers, Deputy City Manager
Mark Numainville, Acting City Clerk
Ann-Marie Hogan, City Auditor
Donna LaSala, Information Technology Director
Teresa Berkeley-Simmons, Budget Manager
Mary Kay Clunies-Ross, Public Information Officer

Gan, Yvette

From: Cece Marin [cece@edenir.org]
Sent: Wednesday, September 12, 2012 10:35 AM
To: Gan, Yvette
Subject: Eden I&R August 2012 2-1-1 Report
Attachments: 2-1-1 Monthly Narrative Report August 2012.pdf; 2-1-1 Cities Summary August12.pdf; 2-1-1 Cities Summary 0812 YTD.PDF

Dear Berkeley Mayor, Council Members and City Manager;

The following are highlights of 2-1-1 services during August.

During the month of August over 10,000 calls were handled by 2-1-1 Resource Specialists and over 18,700 health, housing and human service referrals were distributed. Of the unduplicated callers, 81% were females, 35% were single headed households with minor children, and 42% were disabled. 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 services resource directory since this month it received 99,209 hits from 11,220 visitors.

Since August 2009, 2-1-1 callers have been provided with the option of leaving an anonymous message regarding their experience with 2-1-1. We value and appreciate callers' input regarding the referral process and love to hear their success stories, but we also want callers to use this as a tool to express constructive criticism so 2-1-1 can continue to improve its services. Caller feedback examples are included in the call information section of this report.

Eden I&R's Fiscal Year 2012 Annual Report is now on our website at www.211alamedacounty.org. Check out the stories and statistics that summarize and demonstrate the many ways in which the agency assisted over 126,000 individuals and families throughout last fiscal year.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of August 2012 which contain this information as well as the remainder of the activities and statistics for the 2-1-1 program. If you have any questions or problems with these attachments please let me know.

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

Barbara Bernstein
Executive Director
Eden I&R, Inc., 570 B Street, Hayward, CA 94541
Phone: 510-537.2710 ext 8
FAX: 510-537-0986
Email: bbernstein@edenir.org
Agency Website: www.edenir.org

Mitchell G. Reitman, MSW, MA
Development/Marketing Officer

Eden I&R, Inc.
570 B Street
Hayward, CA 94541
510-537-2710, ext. 511
510-537-0986 (fax)
www.211alamedacounty.org

Eden I&R is now on Facebook! To stay connected, Click on the link:



Dial 2-1-1 for information and referrals to Health, Housing, and Human services in Alameda County! 2-1-1 is a FREE and CONFIDENTIAL phone service that is available 24/7 and in over 150 languages.

Eden I&R has once again SOLD OUT of our regular stock of The Big Blue Book, Directory of Human Services for Alameda County. There are, however, some “damaged” books still available for just \$25 each. These books have the same information as the regular 2012 Directories but the bindings of these books may be loose. To order your reduced-price, damaged stock copy of the 2012 Directory contact Cece Marin at 510-537-2710, ext.8.

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: August 2012

Noteworthy Updates

During the month of August over 10,000 calls were handled by 2-1-1 Resource Specialists and over 18,700 health, housing and human service referrals were distributed. Of the unduplicated callers, 81% were female, 35% were single headed households with minor children, and 42% were disabled. The call examples below show the breath and depth of calls handled. Additional people are also relying on Eden I&R's online health and human services resource directory since this month it received 99,209 hits from 11,220 visitors.

Since August 2009, 2-1-1 callers have been provided with the option of leaving an anonymous message regarding their experience with 2-1-1. We value and appreciate callers' input regarding the referral process and love to hear their success stories, but we also want callers to use this as a tool to express constructive criticism so 2-1-1 can continue to improve its services. Caller feedback examples are included in the call information section of this report.

Eden I&R's Fiscal Year 2012 Annual Report is now on our website at www.211alamedacounty.org. Check out the stories and statistics that summarize and demonstrate the many ways in which the agency assisted over 126,000 individuals and families throughout last fiscal year.

Call Information

Call Information	
Call Examples	<p>~ A physically disabled Alameda resident called seeking information on housing and financial assistance. The caller was referred to Salvation Army's REACH Program, Spectrum Services' HEAP Program, and Alameda Municipal Power's Project EASE for assistance with utility bills. The caller was also referred to Alameda County Social Services for General Assistance while their SSI benefits are pending, and in addition provided three rental listings.</p>
	<p>~ An Albany resident called seeking resources for breast cancer victims and assistance with transportation. The caller was referred to The Women's Breast Cancer Resource Center of Oakland and to East Bay Paratransit.</p>
	<p>~ A Berkeley resident called seeking information on employment resources, legal resources and rental housing listings for low income families. The caller was referred to Alameda County Social Services Agency Employment Services Dept. for help accessing services through Cal Works. The caller was also referred to The East Bay Community Law Center's Clean Slate Clinic and provided two rental listings for low income families.</p>
	<p>~ A Dublin resident called for assistance with subsidized childcare, 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. 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. Client was also prescreened for CalFresh and referred to Alameda County Social Services for application assistance.</p>
	<p>~ A Hayward resident called seeking information on medical services. The caller was provided referrals for HealthPAC and referred to Highland Hospital and Tiburcio Vasquez Health Center, as well as to The Public Health Clearinghouse for dental referrals, and to The Public Health Department (ACPHD) Dental Health Program for Pediatric Dentistry for the children in the household. For insurance coverage for the children, the caller was provided referrals to Healthy Families and Kaiser.</p>
	<p>~ A resident of Livermore called seeking information on tenant rights, advocacy for individuals with disabilities and benefits assistance with SSI, as well as rental and utility assistance. All members in the caller's household are disabled. Although the caller was provided referrals for utility assistance, the caller indicated that due to transportation issues the REACH or HEAP Programs were physically inaccessible to the family. The caller had received rental assistance from Season of Sharing within the last three years and was ineligible for further assistance and therefore could not be referred. The caller was referred to ECHO Housing, Centro Legal de la Raza, and CIL for tenant rights. The caller was also referred to CRIL and Homeless Action Center for benefits assistance advocacy.</p>

EDEN I & R, Inc.

Call Examples	~ A Fremont resident called seeking information on food, clothing, in home care and individual counseling. The caller was referred to the Tri-City Volunteers, Dollie's Closet, Salvation Army and the Alameda County Community Food Bank for food. The caller was referred to Viola Blythe Community Service Center for clothing and food. Referrals were provided to the caller to The City of Fremont's MSSP Program and the Home Instead Program for home care, and to CRIL and the Christian Counseling Center for counseling services.
	~ A Pleasanton resident called seeking information on rental assistance, clothing, free school supplies and advocacy assistance for disabled individuals. The caller could not be referred to Season of Sharing for rental assistance as the caller had used the program three years ago. The caller was referred to the Tri Valley Church of Christ for clothing assistance and to the Pleasanton School District office for referrals for free school supplies. The caller was referred to CRIL for advocacy.
	~ A pregnant Oakland resident with mental disabilities called seeking assistance with tenants rights for repair issues (no hot water). The caller was referred to Centro Legal de la Raza, Oakland Tenants Union and Just Cause for tenant rights counseling. The caller was also interested in moving and was given referrals to one market rate rental listing and one low income rental listing. The caller was 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's Parish, Robert Allen Mercy House, Mount Zion Church, Telegraph Community Center, and Alameda County Food Bank for assistance with food.
	~ A senior San Leandro Resident with limited mobility called seeking assistance with rental assistance and food. The caller was not eligible for rental assistance from Season of Sharing, so referrals were provided for The Homeless Action Center and CRIL for assistance in applying for additional income with SSI. The caller was referred to The Eviction Defense Center, ECHO Housing and Centro Legal de la Raza for tenant rights counseling. The caller was also referred to the Davis Street Family Resource Center and All Saints Church as well as the Alameda County Food Bank for food.
Caller Feedback	~ "I really appreciate your helping me find shelter, places to eat, places to take a shower, the information you provide, and your caring workers."
	~ "Your employee was very thorough, very informed and it was a pleasure talking with her"
	~ "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."
Staff Inservice Training Sessions	~ Alameda County Veteran Services In-Service Presentation
	~ Geriatric Assessment Response Team (GART) In-Service Presentation
	~ Bay Area Community Services' Oakland Project Connect In-Service Presentation
	~ Turning Point Transitional Housing In-Service Presentation
	~ Ariel Outreach Transitional Housing In-Service Presentation

Resource Information And Technology Updates

Services Database	~ Nine (9) new agencies were added in the services database this month.
	~ The services database contains 1,110 agencies and 2,869 programs
	~ The process of updating the 627 "Directory" agencies in the Big Blue Book continues. So far the information for 388 agencies has been updated.
Housing Database	~ The Housing database contains 76,154 total housing units.
	~ 528 new units were added to the Housing database this month.
	~ Housing Subscriptions (mail, PDF & OHIP) with the inventory of available units in Alameda County 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 public accessible websites at www.edenir.org , www.211alamedacounty.org , and www.alamedaco.info . This month 99,209 hits were received by 11,220 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 the Healthy City web sites.

EDEN I & R, Inc.

Technology	<p>~ Setup and installed 18 new computers. Two additional new systems will be setup and installed during the first week of September. Staff are also preparing the older systems for use as backups and for use by volunteers. At least 10 of the older systems will be configured for use in the event of a disaster as additional workstations at Eden I&R or at a separate location if our current buildings become unusable.</p> <p>~ Staff supported the launch of a new program to assist veterans living in Contra Costa County in obtaining housing and other services. This included purchasing new equipment (cell phone, computer) and setting up a new client database system connected to Eden I&R's 211 client database as well as modifying the Housing database system to accommodate listings from Contra Costa County.</p> <p>~ Staff began planning changes necessary in the Client database to track additional call length information needed for MAA reporting. Projected completion of these changes is set for December 1, 2012.</p>
Outreach/Public Information Activities	
Meetings	<p>~ The Executive Director attended the monthly Criminal Justice Community Corrections Partnership meeting that reviewed the updated processes and partnerships related to re-entry realignment.</p> <p>~ The Deputy Director attended the monthly meeting of the Alameda County WIB ACCESS Steering Committee to provide a brief overview and status report to the One Stop Career Center site managers.</p> <p>~ The Housing Outreach Coordinator attended the Alameda County Operations Area's Volunteer Coordination's Workgroup meeting to discuss preparations for two upcoming disaster drills and Eden I&R's Spontaneous Volunteer Database.</p> <p>~ As Chairperson, Eden I&R's Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.</p> <p>~ The Housing Outreach Coordinator participated in a teleconference call by the Public Health Department to discuss their Risk Based Pilot Project to create a registry for the disabled and frail elderly.</p> <p>~ The 2-1-1 Program Manager attended the Re-Entry Subcommittee Meeting to explore ways concerned agencies can coordinate services for the Re-Entry population for successful integration back into society, and to reduce the rate of recidivism.</p> <p>~ The Housing Outreach Coordinator attended the Alameda County Emergency Managers Association meeting in which they discussed the upcoming EMPG Grant, the County's Volunteer Management Program and Water Storage for the Cities and CBO's to be self sufficient in a disaster.</p> <p>~ The Technology Director and the 2-1-1 Program Manager attended a Medi-Cal Administrative Activities(MAA) training in San Leandro on perpetual time keeping for MAA in computerized format for 2-1-1 assistance provided to Medi-Cal recipients.</p> <p>~ The Housing Outreach Coordinator attended the Nor Cal and Alameda County VOAD meetings.</p> <p>~ The Executive Director, in her capacity of a California Alliance of Information and Referral Services (CAIRS) Board member, participated in the quarterly Board conference call which focused on: the 2-1-1 Summit to be held in Oakland at the beginning of September and the Annual CAIRS Conference to be held in Southern California at the end of September.</p>
Fairs/Events/ and Outreach	<p>~ A letter was sent to all public schools in Alameda County encouraging them to take advantage of a reduced price on the purchase of The Big Blue Book: Directory of Human Services and to offer outreach materials and resources as Back to School season begins. 2-1-1 is prominently promoted in the Directory as well as all of Eden I&R's outreach materials.</p> <p>~ 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 RHANAC and Eden I&R.</p> <p>~ Eden I&R's annual report for FY 2012 was distributed to over 350 donors, funders, government officials and staff, and non-profit partners.</p> <p>~ The Housing Outreach Coordinator working in collaboration with the Oakland Housing Authority conducted outreach to Rental Property Owners to inform them of the opportunities with OHA and 2-1-1. Through this outreach, property owners throughout the County are able to list their properties in Eden I&R's housing database.</p>

EDEN I & R, Inc.

Fairs/Events/ and Outreach	~ 2-1-1 marketing materials were distributed to: CenterForce in San Quentin, United Seniors of Oakland & Alameda, Divine Home Care in San Leandro, Alameda County Public Health, Allen Temple Baptist Church, Oakland High School Wellness Center, Roots International Academy, Oakland and Hayward City Hall.
	~ The Housing Outreach Coordinator attended National Night Out in Hayward to distribute 2-1-1 outreach and marketing information and led an inservice at Plymouth United Church of Christ in Oakland.
	~ The Deputy Director and the Development/Marketing Officer attended the 11th Annual Healthy Aging Fair in Hayward. This event was sponsored by the County of Alameda Commission on Aging.
	~ The Housing Outreach Coordinator facilitated American Red Cross preparedness workshops for the New Hope Church of God in Christ and the Alameda Girl Scout Troops and explained 2-1-1's role before and after a disaster.
	~ The Deputy Director staffed a booth at the Four Seasons of Health Expo sponsored by Tri-City Elder Coalition and City of Fremont Human Services Department. This event featured information and screenings for Adults age 50+ and U.S. Veterans.
	~ The Veterans Housing Resource Specialist participated in and distributed 2-1-1 outreach materials at a Veteran's Resource Fair hosted by State Senator Ellen Corbett at the Hayward Veteran's Memorial Building.
	~ The Development/Marketing Officer attended and distributed 2-1-1 outreach material at the City of Hayward's two-day Health & Wellness Fair.
	~ Staff participated in and distributed 2-1-1 outreach materials at the Information Fair of Congreso Familiar in Hayward sponsored by Family Resource Network. Congreso Familiar is an annual conference in Spanish for families with sons and daughters of all ages with disabilities.

Alameda County Summary By City

8/1/2012 Through 8/31/2012; 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 Housing	Referrals Service
Alameda	312	172	140	115	59	18	97	55	39	124	534
Albany	32	7	25	5	3	1	4	2	0	9	47
Berkeley	602	288	314	177	101	43	134	59	45	313	877
Castro Valley	122	57	65	47	22	7	40	24	19	40	233
Dublin	59	26	33	22	7	0	22	14	9	20	96
Emeryville	70	32	38	24	9	5	19	6	4	51	136
Fremont	531	297	234	210	89	40	169	116	74	169	859
Hayward	1376	760	616	537	201	90	447	312	188	655	2290
Livermore	204	91	113	71	30	13	58	44	28	23	368
Newark	130	71	59	60	29	10	50	25	12	31	194
Oakland	4358	2235	2123	1612	677	325	1287	851	600	2068	6626
Piedmont	5	1	4	1	0	0	1	0	0	0	9
Pleasanton	86	41	45	30	8	6	24	18	12	19	137
San Leandro	626	371	255	276	105	48	228	141	104	242	1145
San Lorenzo	74	45	29	30	9	8	22	19	11	44	121
Sunol	0			0	0	0	0	0	0	0	0
Union City	215	136	79	88	32	15	73	55	29	96	325
Other	1294	152	1142	114	47	20	94	45	28	206	613
Grand Total:	10096	4782	5314	3419	1428	649	2769	1786	1202	4110	14610

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 8/31/2012; 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 Housing Service	
Alameda	572	311	261	188	81	32	156	92	65	205	973
Albany	44	13	31	11	4	2	9	6	3	9	68
Berkeley	1136	537	599	308	154	77	231	110	84	495	1790
Castro Valley	252	134	118	92	40	14	78	47	35	77	451
Dublin	119	57	62	42	15	6	36	22	12	46	185
Emeryville	117	60	57	39	13	7	32	14	10	73	251
Fremont	987	535	452	349	144	76	272	190	115	330	1614
Hayward	2600	1400	1200	902	327	162	740	509	306	1099	4372
Livermore	369	190	179	142	52	31	111	84	51	58	622
Newark	242	130	112	96	40	14	82	51	32	66	363
Oakland	8629	4330	4299	2771	1136	582	2189	1427	1015	3877	13258
Piedmont	7	1	6	1	0	0	1	0	0	0	12
Pleasanton	162	78	84	54	12	10	44	34	22	41	279
San Leandro	1214	696	518	467	173	77	390	239	175	405	2276
San Lorenzo	130	70	60	46	12	9	37	27	16	79	230
Sunol	0			0	0	0	0	0	0	0	0
Union City	395	256	139	158	50	31	127	98	58	174	634
Other	2352	308	2044	219	90	45	174	79	48	386	1193
Grand Total:	19327	9106	10221	5885	2343	1175	4709	3029	2047	7420	28571

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.