



Office of the City Manager

September 18, 2013

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 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: Wednesday, September 18, 2013 1:40 PM
To: Gan, Yvette
Subject: FW: 2-1-1 Monthly Report for August 2013
Attachments: 2-1-1 Narrative Report for August 2013 .pdf; CitySummary_August2013.pdf; CitySummary_August2013_YTD-FY.pdf

Dear Berkeley Mayor, Council Member, City Manager:

During the month of August, 9,183 calls were handled by 2-1-1 Resource Specialists and 15,025 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 35% were single-headed households with minor children, and 39% had disabilities. The call examples in the attached report 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 104,327 hits from 10,602 visitors.

We are pleased to report that because all 14 cities are once again financially supporting 2-1-1, administrative staff spent a significant amount of time this month negotiating the various types and amounts of 2-1-1 contracts. We welcome back the three cities that, due to economic hardships in the past, were unable to sustain 2-1-1 funding. With the beginning of government departments rebounding from the worst of the recession, and the acknowledgement that 2-1-1 has sustained and grown over the past few years, we are grateful and proud that all Alameda County cities understand and support 2-1-1's role in the fragile health, housing, and human services safety net.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of August 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
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FAX: 510-537-0896
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Agency Website: 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 or www.edenir.org.*

The 2013 edition of The Big Blue Book: The Directory of Human Services for Alameda County is now available for the special discounted rate of \$50. This comprehensive, one-of-a-kind directory sells out every year so order yours now by contacting Cece Marin at 510-537-2710, ext.8.

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

Noteworthy Updates

During the month of August, 9,183 calls were handled by 2-1-1 Resource Specialists and 15,025 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 35% were single-headed households with minor children, and 39% 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 104,327 hits from 10,602 visitors.

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Call Information

Call Examples

~ A senior female called from Pleasanton and informed 2-1-1 that almost her entire \$950 Social Security income goes to pay rent for her apartment, which she was behind on. The caller indicated that she had no money for food or transportation. She was referred to ECHO Housing in Livermore for rental assistance, Livermore-Amador Valley Transit Authority's WHEELS Program for transportation, CRIL's Travel Training Program for instruction on how to utilize public transit, the Alameda County Community Food Bank for food referrals in her city, UC Berkeley Suitcase Clinic for optometry services, and St. Vincent de Paul for further financial help. The caller was also informed about her possible eligibility for CalFresh benefits and encouraged to apply.

~ A San Leandro resident who is a single mother of three children called 2-1-1 for financial and food assistance. The caller was working but due to a recent divorce had reduced income and was subsequently behind on her mortgage and her utility bills. The caller was referred to HEAP and REACH for utility bill assistance, and Season of Sharing for help with utilities and mortgage payment. For mortgage counseling, the caller was referred to NACA and Keep Your Home California. For assistance with food, she was referred to the All Saints Church's Food Pantry at the Neighborhood Center, Bethel Community Church, Davis Street Family Resource Center, and the Alameda County Community Food Bank. She called 2-1-1 again later in the day and asked for credit counseling, for which she was referred to Money Management International.

~ A senior from Hayward with mental and physical disabilities called for help obtaining food. He informed the 2-1-1 Resource Specialist that he needs food pantries close to where he lives so that he can get to the sites using his power wheelchair. 2-1-1 suggested home delivered meals, and the caller indicated his interest, so he was referred to SOS Meals On Wheels and Project Open Hand. For food pantries, he was referred to New Life Christian Church and Salvation Army. After the call ended, the Resource Specialist thought of additional referrals that could benefit the caller, so she called back and provided him referrals for programs that offer case management, as the caller had mentioned that he only had an IHSS caregiver for assistance. He was referred to the City of Fremont's MSSP Program and BACS, Inc. for case management to assist him further with his needs. The caller was very grateful for the additional referrals.

~ A Fremont resident who is a single mother of two children called for assistance with rental listings, scholarships to enable the mother to go back to school, rental assistance, and an advocate to help her obtain the City of Fremont Housing Scholarship Program. The caller informed 2-1-1 that her unemployment had been cut and her part-time job had ended. She was referred to the Fremont Family Resource Center for advocacy, the Chicana/Latina Foundation, the Hispanic Community Affairs Council, and Progressions, Inc. for college scholarships. The Resource Specialist discovered through the intake process that the caller's rent was higher than her income, thereby making her household ineligible for Season Of Sharing, the only rental assistance program that was active at the time.

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Call Examples	~ A representative from California Assembly Member Nancy Skinner's office called for resources to help a single mother on parole who was looking for work, but was having a difficult time finding employers willing to accept her felony conviction. The representative was referred to Youth Employment Opportunity Program, Alameda County Human Resource Services Department's Re-Entry Pilot Program, Volunteers of America Project Choice, Center Point Inc., Oakland Parolee Reporting Center, and East Bay WORKS One-Stop Career Center's Re-Entry Services for assistance finding work, and 2-1-1 also suggested the East Bay Community Law Center's Clean Slate Clinic for help with getting the client's criminal record expunged.
	~A single Hayward resident who was a victim of domestic violence and had a mental health disability called for assistance in gaining custody of her daughter, counseling, and healthcare clinics in her vicinity that accept Medi-Cal. She was referred to the California Court's Self-Help Center, Bay Area Legal Aid, and the Family Violence Law Center for her custody case; La Familia Counseling Service, Family Service Counseling and Community Resource Center, and Girls Incorporated of Alameda County for individual counseling; and to the Winton Wellness Center and Tiburcio Vasquez Health Center for medical clinics that accept Medi-Cal.
	~A single mother of two children with mental and physical disabilities called from Dublin for information on programs that can help pay for a PG&E bill as well as rent. The caller also asked where she could lodge a complaint about the high cost of utilities. She was referred to Operation Dignity for rental assistance, Spectrum Community Service's HEAP program for her utility bill, and the California Public Utilities Commission to lodge a complaint regarding high utility costs.
	~ A caller from Berkeley informed 2-1-1 that she was homeless due to a domestic violence situation and was separated from her two children because she was living in her car. The caller's only income was from selling items on eBay, which brought in a meager income. She was pre-screened and referred for CalFresh benefits, the 24-Hour Emergency Shelter, and the 24-Hour Emergency Mobile Response Team.
Caller Feedback	~ "I was five months pregnant with twins and was told during a prenatal appointment the babies were in distress and were not doing well. I was scared to reveal that it was due to the night of abuse I endured the night before. Somehow I mustered up the courage and told the hospital's social worker. She called 2-1-1 and I spoke with someone who was very calming and assuring. I knew they would help me. I was found a bed with a shelter in a different county, somewhere I would be safe. It was so quick, my life changed for the better in a matter of minutes. I wish I had called sooner. I am forever grateful to 2-1-1."
	~ "I want to let you know what an excellent worker your operator is. She offered me superb customer service...very genuine, who went above and beyond...you could hear the care and concern in her voice...she really wants to help people. She is an excellent customer service representative."
	~ "I just wanted to say that I have received such excellent care and your employee just did an outstanding job...giving me referrals for tenant rights issues. I have used you in the past, you really know how to find good advocates for 2-1-1. I accomplished what I wanted and got good results. It is amazing to find out that you are open all the time, and you are there for people and doing an excellent job...minus the judgment."
	~ "I have lived in Alameda, Hayward and Oakland, and I was calling because I'd like to first of all say thank you to your employee and 2-1-1 for being so helpful and open hearted...trying to make a difference in people's lives. Your employee is number one on my list, thank you 2-1-1. I hope 2-1-1 continues to encourage positive motivation in people so that they can change their lives. Your employee just changed mine."
Staff Inservice Training Sessions	~ CalFresh In-Service Presentation
	~ 2-1-1 In-house Best Practices Review
	~ SAGE Project In-Service Presentation
	~ 2-1-1 Medi-Cal Administrative Activities Time Survey Review

Resource Information And Technology Updates

Services Database	~ Two new agencies were added in the services database this month.
	~ The services database contains 1,111 agencies and 2,872 programs.
	~ The process of updating the 599 "Directory" agencies continues. So far we have updated 254 agencies.

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Housing Database	~ 988 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 104,327 hits from 10,602 visitors.
Technology	~ Staff performed routine software and hardware maintenance, updated the agency website, and provided updated services data for the Online Service Directory and Healthy Cities websites.
	~ Staff attended the FileMaker Developer's Conference in San Diego. In addition to a wealth of information gleaned on development techniques and tools, insights as to the direction of future releases of the software will greatly benefit the planning of revisions and improvements to the agency's Client/Services/Housing database system.
	~ An analysis of the new version of Chronical, the agency's call reporting software, was completed. Staff identified several discrepancies between the calculations used in the previous version and the new version. Some of these were found to be bugs, which staff worked with programmers at Xima to resolve. Some were identified as corrections to the previous version's calculations. Although staff are satisfied with the way the current system calculates statistics, we recognize that some, in particular the number and rate of abandoned calls, will be different from previously calculated results. This difference results in about a 2% increase in the number of abandoned calls from the previous version.
	~ Staff is beginning the process of evaluating the iCarol software package for use as the agency's primary Client and Services database software. The agency's online service directory (www.alamedaco.info) will also be evaluated as part of this effort since the iCarol system also includes an online service directory.
	~ Modifications were made to the 2-1-1 Client database system that will allow Eden I&R to differentiate between the type of probation a caller is on for those callers reporting they are currently on probation.

Outreach/Public Information Activities	
Meetings	~ The Executive Director met with the new Red Cross Regional Chief Executive Officer, Mark Cloutier, in order to solidify the partnership between Eden I&R and the Bay Area Red Cross that has existed for decades. The Red Cross and Eden I&R cross refer people in need of daily assistance, as well as work side by side in Disaster Assistance Centers during and after a disaster.
	~ The Executive Director attended various countywide meetings related to the reentry of the formerly incarcerated with the goals of coordinating efforts to reduce recidivism and increase employment opportunities for a smooth reentry into the community.
	~ Management staff met with David Huey, LGA MAA/TCM Coordinator for Alameda County Health Care Services Agency, to review and enhance the agency's Medi-Cal outreach with the goal of linking clients with Medi-Cal coverage and helping them access needed healthcare services.
	~ The Executive Director attended the Healthcare Town Hall Meeting, organized by Senator Loni Hancock, held at Laney College in downtown Oakland. This extremely well-attended event was highlighted by the Executive Director of Covered California delivering a very comprehensive and updated presentation that described the healthcare reform process and timeframe as it relates to California and its counties.
	~ Management staff met with Estelle Clemons and two other representatives from Alameda County's Community Action Program. An agency tour was given followed by a long discussion about how 2-1-1 is providing additional outreach to callers by distributing information about the EITC and Bank On Oakland programs.
	~ Housing & Community Development Department's Assistant Housing Director, Michelle L. Starratt, along with a HUD Representative, visited the agency and was given a tour of the 2-1-1 phone operations. This included a detailed description of Eden I&R's unique housing database that currently contains over 80,000 housing units.
	~ The Executive Director attended the monthly Bay Area 2-1-1 Partnership meeting that focused on healthcare reform, CalFresh enrollments, and realignment updates. Best practices and challenges were shared among the 2-1-1 county representatives (Alameda, Contra Costa, Santa Clara, Sonoma, and San Francisco).

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Meetings	~ The Deputy Director made a 2-1-1 presentation at the bimonthly Alameda County Workforce Investment Board Workforce Systems Committee meeting.
	~ The Deputy Director made a 2-1-1 presentation at a meeting of the Pleasanton Human Services Commission, sharing some of the data and accomplishments of the last fiscal year.
	~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a Countywide registry for the disabled and frail elderly.
	~ 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 (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 Eden I&R at no cost.
	~ As Chairperson, the Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.
	~ The Housing Outreach Coordinator attended the Hayward Non-Profit Alliance meeting. The agenda focused on the demographics of Hayward and how that information can assist community-based organizations in Hayward.
	~ The Housing Outreach Coordinator attended the Alameda County VOAD Executive Committee meeting as the new Chairperson.
	~ The Housing Outreach Coordinator attended the Hayward Housing Element meeting. The City of Hayward is in the process of updating the Housing Element which is designed to create equitable subsidized and affordable housing in the city. This meeting was attended by several community-based organizations from Hayward who all gave input relative to their service population.
~ 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.	
Fairs/Events/and Outreach	~ As the Chair of the Public Relations Committee of the California Alliance of Information and Referral Services (CAIRS), the Executive Director edited and produced the statewide CAIRS newsletter which updated I&R providers throughout the state about Covered CA, CalFresh enrollments, and newly designated 2-1-1 centers.
	~ The Alameda County employee newsletter, The Buzz, had a full page feature article this month about the agency's various programs and services. We thank them for their coverage and support.
	~ The Housing Outreach Coordinator attended the Volunteer Management tabletop exercise sponsored by Bay Area UASI. We were able to demonstrate Eden I&R/2-1-1's role in assisting spontaneous volunteers during a disaster event.
	~ The Housing Outreach Coordinator attended the Interim Housing tabletop exercise sponsored by Bay Area UASI. We were able to demonstrate Eden I&R/2-1-1's role in assisting Alameda County residents with temporary and permanent housing after a disaster event.
	~ An Eden I&R representative attended a Learn, Lead & Lift preparedness training facilitated by CARD. We will enhance training for Eden I&R staff with the disaster information.
	~ The Housing Outreach Coordinator facilitated a Housing Workshop for the case management staff at FESCO in Hayward .
	~ 2-1-1 outreach materials were distributed this month to: Piedmont Avenue Library, Regional Steering Committee of Homelessness and Housing, Tiburcio Vasquez Health Center, Alanon Teen Program, CalWorks, Nina's Bode in Hayward, and Lifelong Medical Center in Oakland,
	~ 2-1-1 Posters were provided for display at: Livermore, Pleasanton, and Dublin public libraries, city halls, and senior centers; Rubicon, Employment Development Department, Berkeley Youth Alternatives, Tri-Valley One-Stop Career Center, Winton Medical Center, United Seniors of Oakland and Alameda County, Tiburcio Vasquez, Alameda County Public Health, Alameda County Area Agency on Aging, Social Service Agency, 4C's, Alameda County Lead Prevention, Hayward Area Recreation and Park District, Allen Temple Baptist Church, Tzu Chi Foundation; Abyssinian Baptist Church, and Alameda County Probation Department Transition Center.
	~ Staff participated in and provided materials at Congreso Familiar, a conference in Spanish for families with children with disabilities, and Allen Temple Baptist Church's Annual Holistic Health Fair in Oakland.

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Fairs/Events/and Outreach	~ The Development/Marketing Officer and the 2-1-1 Program Manager made separate 2-1-1 presentations on different occasions and provided resources to two sessions of College of Alameda's ATLAS Program, a partnership between the College of Alameda, The Workforce Collaborative and Oakland Adult and Career Education to design and deliver career pathways training. The program integrates college-level, adult education and nonprofit resources to create a comprehensive education, training, and job placement program.
	~ The Development/Marketing Officer gave separate presentations at the Dublin Senior Center to the Center's staff and volunteers, and also to seniors.

Alameda County Summary By City

8/1/2013 Through 8/31/2013; 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	188	107	81	92	41	19	73	51	31	354
Albany	23	11	12	7	2	2	5	1	0	46
Berkeley	507	240	267	153	75	38	115	64	42	891
Castro Valley	129	80	49	62	22	9	53	29	20	232
Dublin	57	24	33	21	10	1	20	11	8	98
Emeryville	35	25	10	21	9	7	14	7	7	44
Fremont	420	243	177	171	65	42	129	78	47	731
Hayward	1159	691	468	478	174	93	385	262	166	2118
Livermore	162	89	73	61	26	4	57	37	28	302
Newark	102	69	33	39	17	6	33	25	19	166
Oakland	4198	2103	2095	1484	598	294	1190	778	546	7761
Piedmont	4	0	4	1	1	0	1	0	0	8
Pleasanton	53	28	25	22	4	6	16	10	5	100
San Leandro	559	349	210	247	90	36	211	137	92	1138
San Lorenzo	75	54	21	36	9	7	29	21	12	136
Sunol	1	1	0	1	0	1	0	0	0	4
Union City	146	97	49	69	25	9	60	39	24	310
Other	1365	117	1248	91	35	19	72	27	23	586
Grand Total:	9183	4328	4855	3056	1203	593	2463	1577	1070	15025

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

7/1/2013 Through 8/31/2013; 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	373	219	154	167	76	35	132	87	59	694
Albany	40	19	21	14	3	2	12	3	2	87
Berkeley	959	444	515	282	132	73	209	114	81	1658
Castro Valley	280	173	107	102	37	18	84	48	30	468
Dublin	101	52	49	37	16	6	31	17	10	178
Emeryville	82	54	28	41	19	10	31	19	15	140
Fremont	844	487	357	312	112	74	238	141	81	1502
Hayward	2315	1377	938	872	316	173	699	496	314	4431
Livermore	338	190	148	125	47	18	107	70	40	650
Newark	216	148	68	73	28	14	59	43	31	343
Oakland	8281	4290	3991	2740	1105	558	2181	1431	995	15343
Piedmont	10	2	8	3	1	1	2	0	0	27
Pleasanton	130	69	61	44	9	7	37	27	16	245
San Leandro	1081	683	398	442	154	76	366	246	157	2280
San Lorenzo	140	100	40	73	19	15	58	40	26	264
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	275	180	95	124	47	18	106	70	46	547
Other	2526	217	2309	169	60	31	138	62	52	1184
Grand Total:	17995	8707	9288	5623	2182	1130	4492	2914	1955	30054

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