


Office of the City Manager

January 14, 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 December 2013, 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

## Gan, Yvette

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**From:** Cece Marin [cece@edenir.org]  
**Sent:** Tuesday, January 14, 2014 10:51 AM  
**To:** Gan, Yvette  
**Subject:** FW: 2-1-1 Monthly Report for December  
**Attachments:** 2-1-1 Narrative Report for December 2013.pdf; CitySummary\_December2013.pdf; CitySummary\_December2013\_YTD-FY.pdf

Dear Berkeley Mayor, City Council and City Manager:

During the month of December, 7,863 calls were handled by 2-1-1 Resource Specialists and 12,682 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 36% were single-headed households with minor children, and 41% had disabilities. The call examples highlighted 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 December it received 125,204 hits from 12,085 visitors.

2-1-1 provided a variety of services this holiday season to assist low-income individuals and their families. 2-1-1 handled 775 calls requesting information about holiday programs and provided 1,054 referrals. For the City of Berkeley, 2-1-1 registered 224 households (564 children) for the City's Toys for Tots program.

On December 11, Eden I&R, in partnership with the Northern California Community Loan Fund (NCCLF), screened the film documentary "American Winter" at the New Parkway Theater in Oakland for over 100 community members and leaders. "American Winter" puts a face on families who have lost their jobs and can't find work, or who are working full-time and overtime, yet don't make enough per hour to pull their families out of poverty. The filmmakers, Joe and Harry Gantz, found the families for this documentary by listening to calls coming into our sister agency, 2-1-1 Info in Portland. Following the film screening, Eden I&R Executive Director Barbara Bernstein and NCCLF President Mary A. Rogier participated in a panel discussion moderated by San Francisco Foundation Education Program Officer Lisa Villareal on the policy issues raised by the film and a call to action for those in attendance.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of December 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: [bbenstein@edenir.org](mailto:bbenstein@edenir.org)  
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).*

The new 2014 edition of The Big Blue Book: The Directory of Human Services for Alameda County will be available for distribution in January 2014. This comprehensive, one-of-a-kind directory is sold on a first-come, first-serve basis. Order your new edition now by contacting Cece Marin at 510-537-2710, ext.8.

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**2-1-1 Alameda County Monthly Narrative Report: December 2013**

**Noteworthy Updates**

During the month of December, 7,863 calls were handled by 2-1-1 Resource Specialists and 12,682 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 36% were single-headed households with minor children, and 41% 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 December it received 125,204 hits from 12,085 visitors.

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**Call Information**

**Call Examples**

~ A Spanish speaking Oakland resident called because she and her family had been evicted due to mold in their apartment. Child Protective Services had become involved. The caller had eight children under age 10. The family needed food and shelter and had called 2-1-1 on a Saturday. 2-1-1 referred the family to Alameda County Social Services for Season of Sharing for housing assistance and the Homeless Assistance Program. For food, the family was referred to The Alameda County Community Food Bank. In addition over the ensuing week, 2-1-1 advocated for this family with the Society for St. Vincent de Paul who was able to assist the family with motel accommodation. The family had in the past received Homeless Assistance from Alameda County Social Services and was no longer eligible for this service, nor were they eligible for Season of Sharing, as they had used the program three years prior. 2-1-1 encouraged the caller to follow up with SSA, and when the County reviewed this caller's CalWorks case, they found the caller was owed \$348 in cash payment in addition to her \$1000 benefit for December 2013. They issued a check right away. Since the caller had been helped with a motel stay through the Society for St. Vincent de Paul, the caller had sufficient money for a rental deposit.

~ A Hayward senior with a disability called because he had not eaten in several days and was without heat in his home. The caller informed 2-1-1 that his niece was his designated SSI payee but she had failed to provide him with approximately half of his SSI benefits for the month and there was no food in the home. In addition he mentioned that the little money he had saved for food had been stolen by his nephew who resided with him. The caller was referred to the Oakland Catholic Worker for food and City Team Ministries. The following day the caller was still hungry as he had been unable to access food. He had tried calling his niece but had been informed by her father that because his daughter's food stamps had been reduced, she had no money to give the caller. 2-1-1 assisted the caller file an Adult Protective Services (APS) report by conferencing the call. An APS worker visited the caller the same day and brought him food. APS worked with the Social Security Administration to divest the niece of her payee status. 2-1-1 advocated on behalf of the caller with the Society of St. Vincent de Paul who delivered food, three portable heaters, blankets and pillows.

~ A Fremont resident called because she was behind two months on her rent, had an eviction notice, and needed rental assistance. The caller had tried several agencies on her own but was unable to find help. The caller had just graduated from school, had a young child and was living off her financial aid which had ceased upon her graduation. 2-1-1 referred the caller to Alameda County Social Services for Season of Sharing. The caller had just located a part-time job. Season of Sharing helped the caller by paying \$975 towards one month's rent and 2-1-1 also advocated with the Society of St. Vincent de Paul who assisted with the second month's rent. The caller called 2-1-1 back and thanked us profusely.

~ A single, self-employed female called from Piedmont for assistance for a utility bill for herself and a roommate with a disability. The caller was referred to HEAP and REACH. She was also referred for food to the Telegraph Community Center, Alameda County Community Food Bank, and St. Vincent de Paul Visitation Center for Women and Children.

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<b>Call Examples</b>	~ A San Leandro resident called on behalf of his son, who was formerly incarcerated and in need of programs for re-entering society. The caller was referred to the Clean Slate Clinic through East Bay Community Law Center, and the local ACLU. For employment, the caller was referred to Volunteers of America Bay Area's Crew Based Sheltered Employment Program and the Alameda County Human Resource Services Department's Re-Entry Pilot Program.
	~ An unemployed single mother, living with her mother who is a senior citizen with a disability, called from Hayward for a Christmas basket and toys. The caller was referred to the Alameda County Food Bank and CityTeam Ministries.
	~ A senior citizen on Section 8 called from Pleasanton for deposit assistance for a new rental unit, and was referred to ECHO Housing, Catholic Charities, Operation Dignity and Season of Sharing.
	~ A single mother of four young children called from Livermore for help paying her PG&E and water bills. The caller was referred to REACH, EBMUD's Customer Assistance Program (CAP), and St. Vincent de Paul Emergency Assistance and Referrals office.
	~ A single mother of a young child, and pregnant with a second child, called from Dublin for low-income rental listings in Oakland, Hayward and San Leandro, near her new job. The caller was referred to Kenneth A. Henry Court, Santana Apartments, and Ironhorse at Central Station.
	~ An Oakland resident called 2-1-1 to thank us for the referrals and assistance she received for housing. The caller is a wheelchair-bound senior who had called 2-1-1 earlier in the month. The caller had been very emotional because she had been robbed and everything she had was gone, including her refrigerator and her bed. The caller was hungry but she had no money. The caller was distraught and requested that 2-1-1 assist with contacting her SSI payee on her behalf and request that he bring her food. When 2-1-1 called the payee, the payee was upset and said that he would deliver food right away, but at the same time he was very angry that the caller had contacted 2-1-1. The caller called back to inform 2-1-1 that her payee had not shown up with food, but a neighbor had brought her food and blankets so that she could sleep on the floor. 2-1-1 asked the caller if she needed help in reporting her payee, she agreed, and Adult Protective Services (APS) was contacted. 2-1-1 contacted Meals on Wheels on behalf of the caller and informed the caller of the process and next steps she needed to take. 2-1-1 helped the caller review the situation with APS and her payee (who was removed from her case as APS had several past reports regarding this person) so that the caller fully understood what APS was doing and what her situation was. The caller was appreciative of 2-1-1's assistance as she is now working with Center for Independent Living on permanent housing; she is receiving home-delivered meals from Meals on Wheels; and will be receiving assistance from Season of Sharing for moving costs as soon as she locates a place.
<b>Caller Feedback</b>	~ "I am calling from Fremont. And I have made a couple of calls to 2-1-1 and I wanted to thank you for the resources that you directed me to. They not only came through but came through in a very big way. I appreciate 2-1-1's assistance and I appreciate 2-1-1 follow-up, and I truly appreciate your going above and beyond. The agency that you directed me to, like I said, came through in a very big way and has given me room to breathe. Thank you for your assistance."
	~ "I live in Dublin, and I just had a very terrific experience with your operator. She has great customer services skill, she was very patient and informative and guess what, she gave me a lot of places to look for a job. And she told me what I was qualified for and what I was not qualified for. We need more of her around."
	~ "I am a Family Navigator at FRN ( <a href="http://www.frnocalifornia.org">www.frnocalifornia.org</a> ) who helps families that are referred from professionals such as physicians from Children Hospital or Highland Hospital to access services like the Early Intervention Program at Regional Center of East Bay or Special Education in school districts. FRN also offers free parent support groups, resources, and workshops to educate families on Special Education and parenting education. I am thrilled to learn that your agency is so responsive. I will continue to send families who are in need of housing to your agency. Thank you very much."
<b>Staff Inservice Training Sessions</b>	~ Training from CCIA/Turbo Tax for free tax assistance events.
	~ Training on Handling Crisis Calls
	~ Eden I&R Volunteer Appreciation Event

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<b>Resource Information And Technology Updates</b>	
<b>Services Database</b>	~ Six new agencies were added to the services database this month.
	~ The Services database contains 1,115 agencies and 2,872 programs.
	~ The process of proofreading the 596 agencies in the 2014 Big Blue Book continues.
<b>Housing Database</b>	~ 69 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 125,204 hits from 12,085 visitors.
<b>Technology</b>	~ Staff performed routine software and hardware maintenance, updated the agency website, and provided updated services data for the Online Service Directory.
	~ Staff continued work toward improving the agency's backup power capabilities. New batteries were purchased and installed in six older Uninterruptable Power Supplies used at workstations in the 2-1-1 phone room. A detailed evaluation of options for a generator that could provide power to one or both buildings continues and quotes for purchasing and installing such a system have been gathered.

<b>Outreach/Public Information Activities</b>	
<b>Meetings</b>	~ The Executive Director attended the monthly Bay Area 2-1-1 Partnership meeting that was held at the Santa Rosa 2-1-1 center this month. A tour of the facilities preceded the meeting that focused on statewide issues related to the 2-1-1 CA Business Plan, CalFresh contracts, CETF contracts, disaster back-up support and newest best practices.
	~ The Executive Director represented Eden I&R at First 5's Commission meeting during which a presentation was made that focused on the many years of partnership between our two agencies. Barbara also thanked First 5 for its many years of financial support that helped maintain the records for, and phoneline staff who assisted, families with children aged 0-5.
	~ The Executive Director attended several holiday events that allowed her to thank various supporters of the agency. Two such events were held at Board of Supervisor Valle's Hayward office and the Eden Medical Center in Castro Valley.
	~ Preliminary meetings were held with Alameda County staff to review the possibility of creating an Alameda County 2-1-1 Mobile App.
	~ The Executive Director attended a variety of meetings related to the formerly incarcerated. One such meeting was the Community Corrections Partnership's Executive Committee.
	~ The Executive Director signed a renewed and extended CalFresh contract so that Eden I&R can continue its work of advocating for, and assisting with, the enrollment of those needing food assistance via CalFresh.
	~ 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 conduct outreach to rental property owners, on a monthly basis, to inform them of the opportunities with Oakland Housing Authority (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 Alameda County Emergency Managers Association meeting representing Eden I&R/2-1-1 Alameda County and the Alameda County VOAD.
	As Chairperson, the Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.
	~ The Housing Outreach Coordinator attended the City of Oakland Emergency Management and Disaster Preparedness Council meeting.
	~ The Deputy Director, 2-1-1 Program Manager, and one of the 2-1-1 Resource Specialists met with Eden I&R's liaison with Covered California to check in and discuss some issues that have been raised thus far in the few weeks that the agency's Certified Enrollment Counselors have been meeting with people to assist them complete and submit applications for health insurance.
	~ The Deputy Director met with Donata Nilsen from the Alameda County Public Health Department to review the 10 registrants that had been contacted by 2-1-1 as part of the pilot Public Health Emergency Preparedness Registry project.

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<b>Fairs/Events/and Outreach</b>	~ 2-1-1 marketing and outreach materials were distributed this month to: Bella Vista Elementary School and Edna Brewer Middle School in Oakland, Seneca Family of Agencies' Building Blocks, Alameda County District Attorney's Office, City of Hayward, Rancho Los Positas Elementary School in Livermore, and Livermore Homeless Refuge.
	~ The Housing Outreach Coordinator facilitated an Affordable Housing Workshop for the clientele of Center for Independent Living (CIL) in Berkeley.
	~ The Housing Outreach Coordinator attended a workshop sponsored by the Volunteer Center of the East Bay to help agencies better manage their volunteers.
	~ The Housing Outreach Coordinator facilitated an American Red Cross preparedness class for the members of the American Automobile Association. She explained the role of 2-1-1 before, during, and after a disaster.

# Alameda County Summary By City

12/1/2013 Through 12/31/2013; 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	148	78	70	64	28	14	50	28	12	298
Albany	18	10	8	8	4	2	6	2	0	29
Berkeley	657	368	289	167	86	36	131	84	48	993
Castro Valley	138	92	46	60	16	10	50	30	20	246
Dublin	65	41	24	24	12	2	22	17	12	126
Emeryville	35	22	13	18	8	5	13	9	7	77
Fremont	293	169	124	118	39	24	94	62	35	530
Hayward	1025	606	419	453	190	72	381	269	169	1929
Livermore	106	54	52	46	11	6	40	32	19	196
Newark	90	53	37	42	16	7	35	27	19	145
Oakland	3539	1694	1845	1233	506	253	980	672	458	6283
Piedmont	3	1	2	1	0	0	1	0	0	9
Pleasanton	39	14	25	13	5	1	12	7	4	58
San Leandro	524	300	224	219	88	30	189	125	86	1031
San Lorenzo	53	33	20	27	10	6	21	18	10	110
Union City	97	65	32	54	21	12	42	30	19	165
Other	1033	98	935	76	28	17	59	27	18	457
<b>Grand Total:</b>	<b>7863</b>	<b>3698</b>	<b>4165</b>	<b>2623</b>	<b>1068</b>	<b>497</b>	<b>2126</b>	<b>1439</b>	<b>936</b>	<b>12682</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 12/31/2013; 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	1119	630	489	393	168	88	305	191	122	2034
Albany	122	63	59	42	17	11	31	12	7	268
Berkeley	3438	1756	1682	772	363	199	573	318	212	5596
Castro Valley	755	458	297	246	80	47	199	121	79	1327
Dublin	334	192	142	111	39	20	91	55	35	596
Emeryville	256	151	105	89	34	22	67	37	27	488
Fremont	2226	1342	884	726	260	173	552	346	197	3917
Hayward	6729	4092	2637	2154	764	406	1747	1241	768	12546
Livermore	868	470	398	286	95	51	235	157	85	1549
Newark	613	411	202	208	79	37	171	122	78	1056
Oakland	24041	12466	11575	6503	2578	1450	5050	3335	2260	42647
Piedmont	17	3	14	4	1	1	3	0	0	41
Pleasanton	375	215	160	119	37	25	94	65	37	692
San Leandro	3335	2145	1190	1091	412	201	890	558	364	6553
San Lorenzo	416	288	128	169	56	35	134	95	56	821
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	796	522	274	311	105	59	252	172	103	1449
Other	7336	728	6608	488	184	107	381	163	119	3279
<b>Grand Total:</b>	<b>52780</b>	<b>25935</b>	<b>26845</b>	<b>13715</b>	<b>5273</b>	<b>2933</b>	<b>10777</b>	<b>6988</b>	<b>4549</b>	<b>84872</b>

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