


Office of the City Manager

March 13, 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 February 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

From: Cece Marin [cece@edenir.org]
Sent: Wednesday, March 12, 2014 9:06 AM
To: Gan, Yvette
Subject: FW: 2-1-1 Report for February
Attachments: 2-1-1 Narrative Report for February 2014.pdf; CitySummary_Feb2014.pdf; CitySummary_Feb2014_YTD-FY.pdf

Dear Berkeley Mayor, Council Members and City Manager:

During the month of February, 7,901 calls were handled by 2-1-1 Resource Specialists and 11,299 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 30% were single-headed households with minor children, and 41% 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 February it received 137,673 hits from 12,518 visitors.

2-1-1 centers across the country celebrated "National 2-1-1 Day" on February 11. Eden I&R had an informal yet much appreciated luncheon for staff on-site. Because 2-1-1 calls are constant, Resource Specialists covered one another's shifts so that everyone could partake in a quick lunch. During the lunch, the Executive Director thanked staff members for their consistent dedication toward providing comprehensive and updated information and referrals to our thousands of callers. Also appreciated were the staff members who collect and manage the health, housing and human service data that is relied upon by the 2-1-1 communication system, as well as those staff members who are trained to back-up Resource Specialists when we are inundated with calls.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of February 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
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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 new 2014 edition of The Big Blue Book: The Directory of Human Services for Alameda County is now available. 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: February 2014

Noteworthy Updates

During the month of February, 7,901 calls were handled by 2-1-1 Resource Specialists and 11,299 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 30% 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 February it received 137,673 hits from 12,518 visitors.

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Call Information

Call Examples	~ A Pleasanton caller who had recently been diagnosed with uterine cancer called 2-1-1 for cancer support groups. She was referred to Women's Cancer Resource Center of Oakland for support groups and the American Cancer Society for further referrals.
	~ A single parent with two teenaged children and an adult child in the home called from Newark for assistance paying a water bill. The caller was at risk of losing her Section 8 Housing Voucher if the shut-off occurred. The caller had a shut-off notice, so she was referred to St. Vincent de Paul and Catholic Charities' Cassidy Program for seniors 55+ (the caller met the age criteria) offering temporary financial assistance to marginally housed seniors.
	~ An Oakland caller who was homeless and had a physical disability called for information on residential programs for parolees. The caller shared that he was about to exit the re-entry program at which he was currently living and needed another place to live. He had no income or benefits, so he was referred to the Homeless Action Center, Healthy Oakland's Urban Male Health Center, Alameda County Human Resource Services Department's Re-Entry Pilot Program, and was encouraged to call 2-1-1 back for transitional housing when his General Assistance benefits are in place. The caller was also pre-screened and referred to the CalFresh Program.
	~ A senior with physical disabilities called from San Leandro for rental listings that would accept his Section 8 voucher. The caller was referred to five different properties in Oakland from Eden I&R's unique housing database, and was also given a referral to the Hayward Senior Center as he requested.
	~ A Berkeley caller, who had both mental and physical disabilities, called for information on how to better manage her diabetes. The caller told the Phone Resource Specialist she wanted referrals in Oakland, so she was referred to Eastmont Wellness Center, West Oakland Health Center, and Native American Health Center.
	~ A senior from Hayward called because his vehicle had been broken into. Several parts of the vehicle had been stolen rendering it inoperable, and the City had eventually towed the vehicle. The caller has had several financial setbacks including foreclosure and was very upset. 2-1-1 advocated for the caller and connected him, at his request, to City staff. 2-1-1 also referred him to St. Vincent de Paul for financial assistance. 2-1-1 asked the caller if he was interested in learning about programs that could assist him with in-home support services, transportation to appointments, etc. as he had indicated that transportation was an issue and that he was not always able to keep up with his laundry and housework. The caller indicated that he was interested. He was provided with referrals to PACE through Center for Elders' Independence, as he had indicated that he had both Medi-Cal and Medicare, and to the Area Agency on Aging, Alameda County Social Services Agency. He called back to inform 2-1-1 that he had followed up with PACE and they had sent him several materials to review regarding their services. He indicated that he was still trying to get an application from the Area Agency on Aging.

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Caller Feedback	~ "You have helped me a lot and the resources you provide are very helpful. Don't stop your service ever, because it is beneficial for folks like me."
	~ "I am calling from San Leandro. I called to inquire about low-income apartments, and your employee helped me. She was so wonderful with finding all of these places, and I just want you to know how awesome she was."
	~ "I live in Hayward, my experience with your operator has been excellent."
	~ "The representative that I spoke to was very friendly, very kind, very helpful and very caring. I appreciate her kindness."
Staff Inservice Training Sessions	~ East Oakland Community Project
	~ Adult Protective Services

Resource Information And Technology Updates	
Services Database	~ Six new agencies were added to the services database this month.
	~ The services database contains 1,133 agencies and 2,906 programs.
	~ The 2014 Big Blue Book: Directory of Human Services for Alameda County has been printed and copies are available for sale.
	~ The process of updating the 473 "Non-Directory" agencies continues. So far we have updated 179 agencies.
Housing Database	~ 620 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 137,673 hits from 12,518 visitors.
Technology	~ The agency welcomed Rick Otto as its new Director of Information Technology this month. Rick brings more than 20 years of experience in the technology field to the organization, and his previous employment includes Hewlett-Packard, the Sequoia Union High School District, and the San Francisco Opera. He is ITIL certified, a certified Chief Technology Officer, and has an MBA from San Jose State. After 15 years with Eden I&R, former Director of Information Technology Craig Miller is forming his own consulting firm. To help with the transition, Craig will continue working with the agency in the near future on a part-time basis.
	~ Old UPS batteries were swapped out for new batteries on devices servicing internet and network equipment.
	~ Equipment was purchased in preparation for the hire of a new staff person, a Specialist in the agency's AIDS Housing & Information Project.
	~ Staff performed routine software and hardware maintenance and updated the agency website.

Outreach/Public Information Activities	
Meetings	~ The Executive Director met with the Executive Directors of the East Bay Volunteer Center and the Contra Costa Crisis Center to discuss the many ways in which the agencies can further solidify and enhance our working partnerships. Currently we are working on a formalized MOU related to disaster response activities.
	~ Two staff members from California Assemblyman Bill Quirk's office visited the office to familiarize themselves with the breadth and depth of Eden I&R's services, especially as they relate to the Assemblyman's constituents.
	~ The Executive Director attended a 2-1-1 California network board meeting held in Santa Rosa in order to hear firsthand the many ways in which statewide 2-1-1 efforts are benefitting low-income individuals and families. In particular, discussions were held related to the new statewide business plan that is being written with the assistance of a generous grant by Kaiser Permanente.
	~ Two staff members from Alameda County Supervisor Wilma Chan's office were given a tour of the agency so that they could better understand the full complement of Eden I&R's programs and services. Supervisor Chan was one of the first Alameda Board members to support 2-1-1 in the early 2000s.

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Meetings	~ Several Eden I&R staff members met with a representative from Code For America. The primary discussion related to creating a mobile "app" from which national 2-1-1 services could be accessed. Because 2-1-1 is a national number that is managed and funded locally, the Code For America representatives are speaking with 2-1-1 centers across the country about this project.
	~ The City of Fremont sent representatives to Eden I&R to monitor the many ways in which we provide services to its city's residents. Statistical information, anecdotal data as well as requested agency documents were provided and the representatives were given a tour of the agency including the 2-1-1 call center. As always, Eden I&R is performing according to our contractual goals.
	~ The Executive Director attended the City of Alameda's Social Service Human Relations Board meeting. A presentation was made focusing on the many ways in which 2-1-1 has specifically assisted Alameda's low-income, at-risk populations.
	~ The Executive Director attended the monthly regional 2-1-1 Bay Area partnership meeting held in Oakland. This month's meeting focused on the statewide California Healthcare Navigation system and the ways in which 2-1-1 has been, and could be, assisting people complete healthcare insurance applications.
	~ Several agency staff members worked to restore funding related to assisting low-income callers obtain low-cost broadband internet services. This assistance would also involve referrals for low-cost internet training and computer equipment.
	~ The Deputy Director attended the bimonthly Workforce Investment Board ACCESS Steering Committee meeting at which she made a presentation about 2-1-1 and recent employment-related calls and trends observed by the Phone Line Resource Specialists.
	~ The Deputy Director and the 2-1-1 Program Manager attended an open house hosted by Eden Township Healthcare District at its newly remodeled, environmentally friendly offices in Castro Valley. The Deputy Director accepted a plaque on behalf of Eden I&R that commemorates the grants the agency has received from Eden Township Healthcare District since 2005. The two agency staff had the opportunity to meet other grantees and Eden Township Healthcare District staff, and enjoy some wonderful refreshments.
	~ The Deputy Director attended an all-day forum at the Office of Emergency Services in Dublin sponsored by the Bay Area Center for Regional Disaster Resilience. The topic of the forum was Bay Area Community Health Resilience. Representatives from several different organizations including Association of Bay Area Health Officials, Bay Area Urban Areas Security Initiative, Kaiser Permanente, and the American Red Cross, made presentations relating to the theme of community health resilience which is the ability of a community to understand the consequences it faces from disasters or other events that affect public health and safety to recognize the preparedness gaps and develop or strengthen capabilities that help the community.
	~ The Deputy Director participated in a webinar hosted by Healthy City to learn more about the very rich website, Healthycity.org , and how Eden I&R might use its data tracking abilities to better inform our work.
	~ 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 us at no cost.
	~ The Housing Outreach Coordinator attended the Alameda County Emergency Managers Association meeting. This meeting was dedicated to a Tabletop Disaster drill focusing on climate change and power outages.
	~ The Housing Outreach Coordinator attended the Nor Cal Voluntary Organizations Active in Disaster (VOAD) meeting. The topic of discussion was agency reimbursement after a declared disaster.
	~ The Housing Outreach Coordinator attended the Alameda County Disaster Volunteer Planning meeting. This meeting was dedicated to the launch of a new portal on the County website for spontaneous volunteers.
	~ As Chairperson, the Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.
	~ The Housing Outreach Coordinator met with a representative at the Alameda County Housing Authority to work on a collaborative rental property owner outreach event.

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Fairs/Events/and Outreach	~ 2-1-1 marketing and outreach materials were distributed this month to: Assemblyman Bill Quirk's office, Emerson Elementary School (Oakland Unified School District Resource Center), United Seniors of Oakland and Alameda County, City of Fremont, Oakland Fire Department Emergency Operations Center, Resources for Community Development in Berkeley, Oakland Police Department Internal Affairs Division, and the Office of Alameda County Supervisor Wilma Chan.
	~ The Executive Director, as the Public Relations chair of the statewide California Alliance of Information and Referral Services (CAIRS), edited and produced the Spring edition of the CAIRS Newsletter. This publication included stories about 2-1-1 Day activities, Earned Income Tax Credit services, and Human Trafficking Awareness Month.
	~ The Executive Director attended the screening of "Fatherhood 101" by First 5 at the Oakland Grand Lake Theater. The film was enlightening, emotional and educational. The very large audience was diverse, attentive and very appreciative of the film.
	~ The Housing Outreach Coordinator attended the ORC Network meeting and gave out 2-1-1 information to attendees.
	~ As Chairperson, the Housing Outreach Coordinator facilitated the monthly Alameda County VOAD executive committee meeting.
	~ The Alameda County Sheriff's Department added a link on their website to the 2-1-1 website.
	~ The Development/Marketing Officer made a 2-1-1 presentation to the College of Alameda ATLAS Program. The ATLAS program includes a 2-1-1 presentation in each of their new student orientations.
	~ The Development/Marketing Officer participated in and distributed 2-1-1 materials at the Earn It! Keep It! Save It! event at the Oakland Public Library. At this event, low-income residents were assisted in completing their taxes and in submitting applications to Covered California.
	~ The Development/Marketing Officer made a 2-1-1 presentation to deputies and staff in the Hayward office of the Alameda County Probation Department.
	~ The Development/Marketing Officer participated in and distributed 2-1-1 materials at the Senior Center in Castro Valley, and Project Access Health Fair at St. Joseph Senior Apartments in Oakland.

Alameda County Summary By City

2/1/2014 Through 2/28/2014; 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	201	78	123	59	31	13	46	25	14	322
Albany	13	8	5	7	1	0	7	4	2	23
Berkeley	407	139	268	112	55	27	85	46	35	671
Castro Valley	93	57	36	32	12	7	25	12	8	162
Dublin	38	19	19	14	6	3	11	9	7	47
Emeryville	43	9	34	7	3	1	6	2	2	79
Fremont	337	166	171	124	51	31	93	45	26	486
Hayward	1106	597	509	453	176	89	364	224	121	1857
Livermore	118	60	58	49	21	10	39	25	16	197
Newark	95	51	44	32	8	4	28	23	16	156
Oakland	3414	1469	1945	1121	482	230	891	537	363	5655
Pleasanton	35	19	16	13	3	0	13	6	5	47
San Leandro	455	255	200	202	78	32	170	101	57	810
San Lorenzo	72	50	22	39	16	3	36	23	17	125
Union City	102	62	40	49	16	7	42	30	16	171
Other	1371	94	1277	83	33	21	61	35	22	485
Grand Total:	7901	3133	4768	2396	992	478	1917	1147	727	11299

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 2/28/2014; 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	1481	799	682	468	202	106	362	222	138	2618
Albany	156	79	77	49	17	12	37	20	12	327
Berkeley	4319	2103	2216	926	430	245	681	367	253	7069
Castro Valley	969	581	388	294	98	61	233	138	87	1715
Dublin	429	237	192	135	46	25	110	70	46	735
Emeryville	347	190	157	103	38	25	78	39	29	678
Fremont	2937	1722	1215	907	331	219	687	416	238	5056
Hayward	8939	5327	3612	2702	945	524	2177	1526	920	16293
Livermore	1131	599	532	367	127	66	301	196	111	1991
Newark	817	525	292	254	90	44	210	152	92	1398
Oakland	31359	15822	15537	7994	3144	1799	6192	4032	2739	55038
Piedmont	28	8	20	7	2	2	5	1	1	54
Pleasanton	478	270	208	148	43	29	119	81	47	868
San Leandro	4334	2732	1602	1349	496	247	1102	682	434	8347
San Lorenzo	537	368	169	202	68	37	165	110	66	1021
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	1045	678	367	401	134	75	326	230	136	1906
Other	9980	924	9056	624	231	137	486	220	156	4289
Grand Total:	69290	32967	36323	16933	6443	3654	13273	8502	5505	109416

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