


Office of the City Manager

March 14, 2012

To: Honorable Mayor and
Members of the City Council

From: Christine Daniel, Interim City Manager 

Subject: **2-1-1 Phone Service (Social Services Hotline)**

Attached is the 2-1-1 Narrative Report for February 2012, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Technology Director, at 981-6541.

cc: Christine Daniel, 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: Tuesday, March 13, 2012 10:00 AM
To: Gan, Yvette
Subject: FW: Eden I&R February 2012 2-1-1 Reports
Attachments: 2-1-1 Monthly Narrative Report February 2012 Final.xlsx; 2-1-1 Cities Summary Feb 2012.pdf; 2-1-1 Cities Summary0212YTD.pdf

Dear Berkeley Mayor, Council Members and City Manager;

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

2-1-1 Alameda County Resource Specialists handled 8,407 calls during the month of February and distributed 15,949 health, housing and human service referrals. Of the unduplicated callers, 79% were female, 33% were single headed households with children, and 43% were disabled. In addition, people are also relying on the 2-1-1 online health and human services website resource directory. During the month of February the online directory received 758,159 hits from 63,533 visitors.

On 2/13/12 the United Way of the Bay Area hosted a 2-1-1 Summit for several Bay Area County Health and Human Services directors and their county 2-1-1 organizations to find opportunities by which Bay Area counties and local 2-1-1 organizations can share experiences, facilitate learning and accelerate best practices. The results of the discussions yielded a catalogue of some 20 County Government/2-1-1 partnerships that will be used as a foundation upon which to build new cost efficient and effective cooperative models to assist those most in need throughout the region.

Eden I&R's recent efforts to connect to the community via social networking is starting to pay off. Our Facebook page now has 42 "likes" and information has been posted on topics ranging from the norovirus outbreak to tax facts. If you haven't joined us on Facebook, we hope you will come aboard. The agency is working with a student group at Cal State Hayward to help us expand our presence and impact in social media.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of February 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
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2-1-1 Alameda County Monthly Narrative Report: February 2012

Noteworthy Updates

2-1-1 Alameda County Resource Specialists handled 8,407 calls during the month of February and distributed 15,949 health, housing and human service referrals. Of the unduplicated callers, 79% were female, 33% were single headed households with children, and 43% were disabled. In addition, people are also relying on the 2-1-1 online health and human services website resource directory. During the month of February the online directory received 758,159 hits from 63,533 visitors.

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Call Information

Call Examples	<p>~ A woman in Livermore called seeking assistance for disaster related services; the family apartment had been destroyed in a fire. The caller was provided referrals to The American Red Cross for support services, Tri-Valley Haven for shelter for herself, spouse and two children, and to The Society for St. Vincent de Paul and Hill View Baptist Church for household goods and clothing. For help with deposit and first month's rent towards a new apartment, the caller was referred to Season of Sharing at Alameda County Social Services Agency and ECHO Housing.</p>
	<p>~ A woman in Pleasanton called seeking assistance for detoxification and residential drug treatment for uninsured indigent persons. The caller was given referrals to Horizon Service, Inc. and to Alameda County Behavioral Health Care Services (ACBHCS) for central intake and assessment.</p>
	<p>~ A caller in Hayward called for assistance with rent, utilities, food, and health care services for her son who has developmental delays and for herself. The caller was provided referrals for Seasons of Sharing, Community Resources for Independent Living, Operation Dignity and ECHO Housing for rental assistance. For help with utilities the caller was referred to HEAP and REACH. The caller was also given referrals to Tiburcio Vasquez Health Center for enrollment in HealthPac, and The Winton Wellness Center for free medical care. For assistance with food, the caller was referred to Hope For The Heart, South Hayward Parish, New Life Church and the Alameda County Community Food Bank. In addition, the caller was provided the referrals she requested for low cost internet and computer equipment.</p>
	<p>~ A woman in Dublin called for assistance with tenant rights for the disabled. She had submitted a moving out notice to her landlord and had subsequently changed her mind about moving. The landlord however wanted the caller to vacate. The caller was referred to Centro Legal de la Raza, ECHO Housing, Bay Area Legal Aid and Center for Independent Living.</p>
	<p>~ A woman in Oakland called asking for assistance with emergency shelter and/or motel vouchers for herself and her children; assistance with filing for divorce and child support, locating rental unit; and assistance with deposit and first month's rent. The caller was referred to the Women's Daytime Drop-in Center, Family Emergency Shelter Coalition (FESCO) and Building Opportunities for Self Sufficiency (BOSS) for shelter and/or assistance with motel vouchers. The caller was provided referrals to Bay Area Legal Aid for help with filing for divorce and to Alameda County Department of Child Support Services and The Superior Court of California, County of Alameda to file for child support. The caller was also provided referrals to Seasons of Sharing, Alameda County Social Services, and to Operation Dignity, Inc, for help with a rental deposit and first month's rent. The caller was given referrals to assist with an apartment rental search.</p>

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Call Examples	~ A woman in San Leandro called for assistance with rent and a utility bill for her disabled son and herself. The caller was informed that because she is on Section 8 if she gets evicted for lack of payment she may lose her Section 8 Voucher. The caller was also informed that she may not qualify for rental assistance through the Seasons of Sharing Program because she has a Section 8 voucher, although she was provided a referral to the program. The caller was referred to REACH at Salvation Army as she has received assistance from HEAP before. The caller was also referred to Spark Point Center for assistance with learning how to budget her monthly expenses and to The Davis Street Food Pantry, All Saints Church and The Alameda County Community Food Bank (Cal Fresh) for food.
	~ A woman in Alameda called seeking referrals for legal services for seniors and a water bill. The caller was facing eviction as a result of being unable to pay the water bill. The caller was extremely distressed and emotional over the phone. The 2-1-1 Resource Specialist made pertinent inquiries regarding the caller's well-being to assess whether any suicidal ideology was present in order to direct the caller to dial 9-1-1 if necessary. She helped the caller calm down and then provided the caller with a referral to Crisis Support Services of Alameda County for assistance with emotional trauma. The 2-1-1 Resource Specialist provided the caller with referrals to Legal Assistance for Seniors and also to St. Vincent de Paul's for help with the water bill.
	~ A female caller in Berkeley called seeking assistance for a teenager who is possibly pregnant. The caller requested help with locating shelters for runaway teens, help with pregnancy testing and programs that serve pregnant teens. The caller was referred to Alameda Family Services and the Runaway Youth Shelter for shelter assistance. The caller was also provided referrals to First Resort for pregnancy testing and to Brighter Beginnings to access support services for pregnant teens.
Caller Feedback	~ "I called 2-1-1, and it is so helpful,... I needed housing help and help with my medical needs and food, and you helped me greatly.... I am very glad. I got so much information, you are awesome, your workers are great."
	~ "I just finished calling 2-1-1...your operator stopped me from crying, and I forgot about my problems. ...you need more operators like her. Thank you, without 2-1-1, I don't know what I would have done. She gave me crisis numbers to call. She was so helpful... I want to adopt your operator, so you let her know."
	~ "I was just helped by your specialist who was very pleasant and helpful....going the extra mile to help me find housing and employment. She answered my questions and helped me get through a very stressful situation."
	~ "I have just talked to a call specialistthey listened so keenly and sensitively to the situation that I presented.... I feel much better."
Staff Inservice	~ AIDS Housing and Information Project (AHIP) In-Service presentation
Training Sessions	~ Community Resources for Independent Living (CRIL) In-Service presentation

Resource Information And Technology Updates	
Services Database	~ Five (5) new agencies were added in the services database this month.
	~ The services database contains 1,112 agencies and 2,859 programs.
	~ The updating process for the 469 Non-Directory agencies in the services database has began. Each agency has been requested by mail to update their information.
Housing Database	~ The Housing database contains 74,827 total housing units.
	~ 149 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 , www.alamedaco.info as well as through www.networkofcare.org/aging/resource/find.cfm . This month 758,159 hits were received by 63,533 visitors.
Technology	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the Healthy City and Alameda County Area Agency on Aging (Network of Care) web sites.

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Technology	~ Staff attended FileMaker webinars for development in the Apple iOS and an introduction to the new online FileMaker Developer Community. Also attended a 211 California webinar that reviewed new features and functionality of the HealthyCity web site.
	~ Staff evaluated a new online services directory offered by Trilogy Integrated Resources and has begun looking at options for replacing or upgrading the Online Resource Directory at www.alamedaco.info .
	~ Staff met with Dwight Brisco of Brisco & Associates a web site consulting firm to discuss ways to optimize Eden I&R's web sites and gain greater exposure online. A number of recommendations were made and staff has begun implementing them.
	~ Staff met with representatives from Collaborating Agencies Responding to Disaster (CARD) to review Eden I&R's Disaster Recovery Plan. This meeting is part of the agency's on-going effort to ensure 2-1-1 will be able to quickly respond following a local or regional disaster.

Outreach/Public Information Activities

Meetings	~ The Executive Director continued to attend two monthly meetings related to realignment issues: the Community Corrections Partnership meeting and the Joint ReEntry meeting. Both meetings are very well attended by community partners representing police/sheriff, mental health, employment, shelter, legal aid, and many other departments and organizations. The agendas focus on how many offenders are being brought into the county, and how to best have them re-enter society so that crime is not increased and recidivism rates are decreased.
	~ The Deputy Director attended the monthly Solyndra Project Coordination Team Meeting whose purpose is to develop a coordinated team to serve these displaced workers, to share resource information and to create communication among providers.
	~ The Housing Outreach Coordinator participated in a meeting of the Housing Network, a group of housing professionals who work together to providing housing and housing information to individuals and agencies.
	~ The Executive Director attended the Board of Supervisor's Alameda County Budget Workshop during which a rather bleak economic forecast was presented for the State and the County for next Fiscal Year.
	~ The Housing Outreach Coordinator presented information on our housing program at an in-service for Alameda Hospital caseworkers.
	~ The Development/Marketing Officer and the Housing Outreach Coordinator met with several groups of students from Cal State University East Bay's Business, Government, and Society classes to review work plans for their service projects for Eden I&R on the agency website, social media, and outreach to the campus community.
	~ As Chairperson, Eden I&R's Housing Outreach Coordinator facilitated the bi-monthly Tri-Valley Housing Scholarship board meeting.
	~ The Executive Director hosted a tour of the agency for representatives from the Behavioral Health Care department. Their focus was how 2-1-1 assists in helping people find employment throughout the county, especially clients with mental health related issues.
	~ The Housing Outreach Coordinator worked in collaboration with the American Red Cross to develop a curriculum for Rental Property Owners to prepare for disaster related scenarios.
	~ The Deputy Director hosted a tour of the 2-1-1 Alameda County center for staff of the New York City Dept. of Homeless Services and discussed the implementation of HPRP in Alameda County using 2-1-1 to screen potential clients.
	~ The Housing Outreach Coordinator attended the Northern California Meeting of Volunteer Organizations Addressing Disasters (VOAD). The various ways organizations can stay connected and communicate in a disaster were discussed as well as 2-1-1's role in getting information to the general public and other agencies.
	~ The Executive Director met with the new Interim Executive Director of the Contra Costa Crisis Center, which manages the 2-1-1 services for that county. There was agreement that we would work closely together as the search for a permanent new Executive Director was in process.
	~ Staff attended the HPRP provider's retreat in San Leandro to mark the second anniversary of the program. At this meeting, the past year's service performance was reviewed and plans for future homelessness prevention and rapid rehousing services were discussed.

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Meetings	~ The Executive Director hosted a tour of the 2-1-1 Alameda County center for the Co-chair of the 2-1-1 California Network. Agenda items included statewide projects that are in process, and projects that are in the discussion phases.
	~ The Executive Director, as a member of the national Alliance of Information and Referrals Systems(AIRS), participated in the AIRS Marketing Committee conference call during which there was a focus on the September 2012 annual conference in New Orleans. Items included how best to get as many 2-1-1 centers as possible to participate in order to share best practices.
	~ The Executive Director, as the Public Relations Chair of the California Alliance of Information and Referral Services (CAIRS), participated in the quarterly CAIRS statewide conference call during which statewide 2-1-1 issues were discussed including pertinent workshops for the statewide conference in Sept 2012; new board members for the 2-1-1 California Network; and current status of statewide phone and database systems.
Fairs/Events/ and Outreach	~ The Executive Director continued to talk to representatives around the country from the Village to Village Network in order to discuss how 2-1-1 Centers can assist their members (i.e., with 24/7 phone assistance when there is a non-life-threatening emergency).
	~ 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 were encouraged to list their properties in Eden I&R's housing database at no cost.
	~ The Housing Outreach Coordinator participated in the East Bay Rental Housing Association (EBRHA) mixer and described the 2-1-1 program and the housing database.
	~ The Housing Outreach Coordinator worked in collaboration with the Rental Housing Association of Northern Alameda County to do outreach to Rental Property Owners and inform them of the opportunities with RHANAC and 2-1-1.
	~ The Housing Outreach Coordinator facilitated an in-service training at the Alameda Hospital with the case management staff, explaining how 2-1-1 works and its benefits to their patients.
	~ 2-1-1 outreach materials were provided to: American Red Cross, Psychotherapy Practice of Arthur L. Hall, PhD., and AIDS Project of the East Bay,
	~ The Development/Marketing Officer attended the Workforce Investment Board's Employer Information Forum at the Robert Livermore Community Center in Livermore.
	~ The Development/Marketing Officer provided information about 2-1-1 to families with disabled/special needs high school students at the 3rd Annual Transition Information Night for The Fremont, Newark, and New Haven Unified School Districts.
	~ The Development/Marketing Officer made a presentation about 2-1-1 to the Day Break Lion's Club of Fremont.
	~ Staff attended a Workforce Services Orientation for Dislocated Workers for former employees, vendors and contractors of the Solyndra plant. At the event, Eden I & R staff spoke with dislocated workers about how they could be assisted by 2-1-1.
~ The Development/Marketing Officer provided information about 2-1-1 at a college information and resource fair at the 4th Annual Joint African American and Latino Education Summit at Cal State University East Bay.	

Alameda County Summary By City

2/1/2012 Through 2/29/2012; 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	237	70	167	55	23	6	49	32	21	57	447
Albany	12	4	8	4	1	3	1	1	0	3	23
Berkeley	505	127	378	101	57	19	82	37	28	96	832
Castro Valley	129	45	84	27	7	8	19	15	11	54	232
Dublin	37	24	13	17	9	4	13	6	5	27	45
Emeryville	27	24	3	16	7	2	14	5	1	7	37
Fremont	376	131	245	108	41	25	83	53	31	117	682
Hayward	1169	369	800	281	113	56	225	168	99	366	2065
Livermore	143	46	97	36	11	6	30	15	8	37	283
Newark	113	49	64	35	12	6	29	21	11	62	171
Oakland	3893	1226	2667	936	429	187	747	461	321	1300	6509
Piedmont	4	1	3	1	1	0	1	0	0	0	12
Pleasanton	74	19	55	16	5	7	9	8	6	1	168
San Leandro	490	187	303	140	57	33	107	77	51	178	875
San Lorenzo	58	24	34	18	9	4	14	10	6	44	88
Sunol	0			0	0	0	0	0	0	0	0
Union City	141	60	81	50	14	13	37	29	19	46	262
Other	999	74	925	64	23	14	50	28	17	117	506
Grand Total:	8407	2480	5927	1905	819	393	1510	966	635	2512	13237

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

7/1/2011 Through 2/29/2012; 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	2224	689	1535	412	166	84	328	194	129	480	3968
Albany	135	62	73	36	10	9	27	14	8	19	221
Berkeley	4726	1780	2946	762	346	208	554	281	203	867	7523
Castro Valley	959	302	657	194	72	45	149	97	54	226	1910
Dublin	265	135	130	86	34	16	70	47	32	100	484
Emeryville	344	225	119	110	56	22	88	42	25	125	557
Fremont	3634	1287	2347	777	264	191	586	443	249	863	6666
Hayward	10443	3584	6859	2090	729	386	1703	1241	732	2566	20039
Livermore	1550	662	888	368	120	74	294	210	123	203	2809
Newark	809	313	496	195	66	36	159	106	63	244	1463
Oakland	34319	11009	23310	6027	2342	1262	4762	3236	2269	9548	60567
Piedmont	30	4	26	3	3	1	2	0	0	1	61
Pleasanton	853	312	541	169	48	40	129	95	56	69	1650
San Leandro	5055	1866	3189	1026	357	197	829	565	354	1372	9589
San Lorenzo	614	235	379	126	44	21	105	81	50	154	1121
Sunol	7	2	5	2	0	1	1	2	0	0	8
Union City	1302	585	717	341	101	62	279	213	135	434	2640
Other	8122	620	7502	449	177	101	348	183	128	778	4313
Grand Total:	75391	23672	51719	13173	4935	2756	10413	7050	4610	18049	125589

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