



Office of the City Manager

March 14, 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 February 2013, 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, City Clerk  
Ann-Marie Hogan, City Auditor  
Donna LaSala, Information Technology Director  
Teresa Berkeley-Simmons, Budget Manager

## Gan, Yvette

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**From:** Cece Marin [cece@edenir.org]  
**Sent:** Thursday, March 14, 2013 12:33 PM  
**To:** Gan, Yvette  
**Subject:** FW: 2-1-1 Narrative Report for February 2013  
**Attachments:** 2-1-1 Monthly Narrative Report February 2013.pdf; CitySummary\_Feb2013.pdf; CitySummary\_Feb2013\_YTD-FY.pdf

Dear Berkeley Mayor, Council Members and City Manager:

During the month of February, 7,594 calls were handled by 2-1-1 Resource Specialists and 13,045 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 32% 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 service resource directory; in February it received 84,284 hits from 9,101 visitors.

On February 11, 2013 Eden I&R celebrated National 2-1-1 Awareness Day with an informal hosted luncheon for all employees recognizing their amazing efforts in assisting over 100,000 callers annually with extremely limited personnel and non-personnel resources. Throughout California in Calendar Year 2012 over 1.1 million calls were handled, with the most requested resource needs being: Housing & Utilities (30%), Food & Meals (12%), Legal & Consumer Advocacy (9%), and Healthcare (9%). In Alameda County, approximately half of the calls involve Housing & Utilities, with Food and Legal Services also being the next most requested.

The 2013 edition of the Big Blue Book: Directory of Human Services for Alameda County is now available. It has listings for 1,000 agencies with over 1,850 health and human service programs, including information on fees and eligibility requirements; narrative description of services; multilingual capability of staff; disability and transit access; and website addresses. The directory is organized to be flexible and easy to use. There is an index or alphabetical tab on every page. It is indexed by agency or common name and type of service provided. The pricing of the 2013 Big Blue Book remains the same as last year.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of February 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  
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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).*

## EDEN I & R, Inc.

### 2-1-1 Alameda County Monthly Narrative Report: February 2013

#### Noteworthy Updates

During the month of February, 7,594 calls were handled by 2-1-1 Resource Specialists and 13,045 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 32% 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 service resource directory; in February it received 84,284 hits from 9,101 visitors.

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#### Call Information

##### Call Examples

~ Axis Behavioral Health in Pleasanton called 2-1-1 for referrals on occupational rehabilitation for a client with mild mental retardation. The caller was referred to Alameda County Behavioral Health Care Services Vocational Program, Computer Technologies Program Employment Services, and the California State Department of Rehabilitation office in Fremont.

~ A Fremont resident who is a mentally disabled male ex-offender on General Assistance income called 2-1-1 for resources that might benefit him. The caller was referred to Tri-City Health Center for medical care, Tri-City Volunteers food pantry, Centerville Free Dining Room, Hayward Community Action Network for bus fare, the Fremont Main Library for internet access, Kevin Grant Consulting's Criminal Intervention Workshops for re-entry support, and the Hayward Day Labor Center for immediate employment. The caller was also referred to the Fremont Family Resource Center for additional services and referrals.

~ A San Leandro couple who are both mentally and physically disabled, living only on only one SSI income, called 2-1-1 for information on getting dentures. The caller was referred to the Native American Health Center for dentures, to the Medi-Cal office for their concern regarding coverage, and 2-1-1's Resource Specialist also pre-screened the spouse who does not receive SSI for CalFresh and referred her to the Alameda County Community Food Bank.

~ An Oakland resident, who is a physically disabled senior, called 2-1-1 to ask why Season of Sharing had found her ineligible for assistance with her water bill which was \$700. The 2-1-1 Resource Specialist (RS) reviewed the information the caller provided and suggested to the caller that her rent was high compared to her overall income, and this was most likely the reason she was denied assistance. The caller then informed the RS that her nephew does yard work for the property manager in lieu of lowered rent. The caller was encouraged to apply for Season of Sharing again and to provide them with information on the lowered rent. The caller was very pleased with the information on the Season of Sharing Program's eligibility requirements.

~ A single mother with seven children living in Hayward called 2-1-1 for the first time for help replacing her broken water heater, as she did not have the income to purchase one on her own. The caller, who works full-time and owns her home, was referred to the City of Hayward Housing Rehabilitation Program and the Hillview Baptist Church. In the course of completing her intake, the Resource Specialist was able to determine that the family was not receiving CalFresh, and was likely to be eligible for over \$1,000 in food benefits, freeing up that money to spend on her other bills, so she was pre-screened and referred to Social Services.

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<b>Call Examples</b>	~ A Berkeley resident who is a physically disabled single parent of three children became homeless due to a domestic violence situation and called 2-1-1 for financial resources. The caller was referred to CalWorks and CalFresh for benefits, and for immediate food the caller was referred to the Mary Ann Wright Foundation, the Alameda Community Food Bank, and three soup kitchens: Open Door Mission, St. Vincent de Paul Dining Room, and Word Assembly Baptist Church.
	~ A resident of Livermore called 2-1-1 to report that her homeless, mentally disabled friend was living in a van that belonged to a man who was sexually and physically abusing her. The van was parked in a shopping center parking lot and on that particular day the man had beaten up the friend and her dog and then removed the battery from the van and left with it. This man did not live in the van but made frequent visits to it. He was plying the homeless friend with liquor but not providing her with food, which the caller was providing. The caller was living in a trailer in close proximity to the van. The caller was encouraged to report the abuse to law enforcement and agreed to do so with assistance from 2-1-1 who conferenced the call. The caller informed law enforcement that she wished to remain anonymous as she feared for her safety. Law enforcement assured the caller that they would honor her request, then responded and got the friend and her dog to safety.
	~ A resident of the City of Alameda who is employed part-time called 2-1-1 for apartment listings and employment resources. The caller was referred to one market rate apartment in Oakland, and two low-income developments in Oakland. To assist with employment the caller was referred to Goodwill Industries Job Placement Center, SparkPoint Center, and the Eastbay WORKS One-Stop Career Center.
<b>Caller Feedback</b>	~ "I just spoke with your very nice operator. I am in a rush today as I am every day, I am 87 years old...but, I won't get off the phone till I let you know that your operator was lovely and helpful...she was excellent. I like people to be kind to each other and she was that, giving me all the information I wanted. Her attitude was her altitude...I would say that to my employees when they went off to sell houses. Thank you and have a wonderful day."
	~ "I live in Union City. I am calling on behalf of my uncle who is in Oakland. The Resource Specialist who helped me was more than helpful... she was very patient and calm, she took her time...she explained things to me, she helped spell things out. She really went above and beyond to help me today, and I am so thankful to you for having her on your staff."
	~ "I live in Oakland and I just spoke with your employee about getting a deposit for an apartment and she was so helpful. She understood about being low income, gave me referrals for free food and got my slate clean. Somebody should put an advertisements out there for 2-1-1. There are a lot of people out there looking for information, and they just don't know about what you can offer. You got a good thing going on."
	~ "The person who helped me today was so sweet... so good at giving me all the right information, and giving me the proper numbers. I want to let you know, you have such good people, wonderful, kind, considerate, knowledgeable people working for you...and I just want to say that the person helping me was a masterpiece. She gave me the right number, she gave me the proper information."
<b>Staff In-service Training Sessions</b>	~ Presentation by Eden I&R's own AIDS Housing Information Program (AHIP) Coordinator to staff
	~ Kaiser Permanente in-service presentation on Kaiser's Child Health Program
	~ Planned Parenthood Mar Monte in-service presentation
	~ A training for staff was given by Eden I&R's Director of Information Technology on enhancements made to the database.

<b>Resource Information And Technology Updates</b>	
<b>Services Database</b>	~ Four new agencies were added in the services database this month.
	~ The services database contains 1,107 agencies and 2,850 programs.
	~ The 2013 Big Blue Book: Directory of Human Services for Alameda County has been printed and 300 copies are for sale.
	~ The process of updating the 471 "Non-Directory" agencies continues. So far 169 agencies have been updated.
<b>Housing Database</b>	~ 61 new units were added to the housing database this month.
	~ Housing Subscriptions (mail, PDF & OHIP) sent to community-based organizations in Alameda County and San Francisco County.

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<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 84,284 hits from 9,101 visitors.
<b>Technology</b>	<p>~ Staff performed routine software and hardware maintenance, updated the agency website, and provided updated services data for the Online Service Directory. Chronically, the call history and reporting software used by Eden I&amp;R, was updated to the latest version providing improved real-time monitoring features.</p> <p>~ Two trainings were held on the Client/Services database system to review key functionality and procedures as well as to gather input from users about future enhancements.</p> <p>~ A quarterly test of Eden I&amp;R's backup generator was conducted. Staff continue to gather information and plan for a standby generator capable of supplying power to one or both of the agency's buildings.</p> <p>~ Modifications to the Client/Call tracking database enabling Eden I&amp;R to accurately assess the time spent by Phone Line Resource Specialists in serving callers according to Medi-Cal Administrative Activity (MAA) billing codes have been completed. Staff are reviewing the data collected thus far to determine whether additional modifications will be needed.</p>

### Outreach/Public Information Activities

<b>Meetings</b>	<p>~ The Executive Director spent much of February preparing for statewide 2-1-1 meetings to be held in March throughout California that will reassess and enhance the ways in which the 2-1-1 centers communicate and collaborate. This included participation in the newly formed 2-1-1 California Governance Task Force.</p> <p>~ The Executive Director worked with the 2-1-1 Los Angeles Executive Director to begin negotiations on a disaster-related MOU that would result in LA taking Alameda County 2-1-1 calls if there were no local 2-1-1 centers able to handle this county's overflow call volume after a major disaster. There are already standardized databases in place that would handle how the information would be transmitted between the two counties.</p> <p>~ The Executive Director attended the monthly 2-1-1 Bay Area Partnership meeting where there were discussions of expanding the partnership to possibly include all Northern California 2-1-1 centers.</p> <p>~ The Executive Director met with two of the new Oakland City Council members, Noel Gallo and Dan Kalb, as well as the newest Alameda County Board of Supervisor Member, Richard Valle, giving them the opportunity to learn about the full extent of 2-1-1's current and potential capabilities for Oakland residents and employees.</p> <p>~ The Eden I&amp;R Board of Directors had its quarterly meeting this month during which discussions focused on FY2014 funding and the importance of fully engaging all 14 cities (at their original per capita 2-1-1 funding levels) so that the county and private sector funders have those fundamental investments upon which to leverage their financial support.</p> <p>~ The Executive Director attended both the monthly Community Corrections Partnership meeting and the Re-Entry meeting that continue to bring together nonprofit and government entities to best serve the needs of the re-entry population in order to reduce recidivism and crime rates.</p> <p>~ The Executive Director guided a tour of the 2-1-1 Center for key staff members of California Senator Loni Hancock and California Assemblymember Bill Quirk. Discussion items included the ways in which 2-1-1 could be expanded to provide eligibility screenings and appointments for at-risk populations in need of a variety of services including healthcare.</p> <p>~ The Executive Director presented an annual 2-1-1 update to the Livermore Human Services Commission.</p> <p>~ The Executive Director and the Director of Information Technology met with representatives from PCG, a company that is assisting the Alameda County Workforce Investment Board in mapping services throughout Alameda County. An agreement was made whereby Eden I&amp;R's 2-1-1 health and human services database would be used to help identify and locate employment-related services for the online maps.</p> <p>~ The Executive Director, Deputy Director and Housing Outreach Coordinator met with the Alameda County Librarian Jean Hofacket to discuss the ways in which Eden I&amp;R/2-1-1 already partners with library staff as well as the possibility of new collaborative efforts, such as the roving literacy program.</p>
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<p align="center"><b>Meetings</b></p>	<p>~ The Development/Marketing Officer attended a Neighborhood Health &amp; Empowerment meeting of the Hayward Promise Neighborhood. 2-1-1 materials were distributed and the Development/Marketing Officer had the opportunity to network with residents of the neighborhood and other service providers.</p>
	<p>~ The Deputy Director attended the monthly Alameda County Workforce Investment Board ACCESS committee meeting and presented information and recent trends seen by 2-1-1 regarding employment-related issues.</p>
	<p>~ The Deputy Director and one of the 2-1-1 Resource Specialists attended the 2-1-1 iFoster Kinship Navigator Kick-Off Meeting to learn about this collaborative effort between 2-1-1 California, iFoster, and the United Ways of California. Alameda County will participate in this project designed to better disseminate information and linking kinship caregivers of foster youth to financial benefits and support. The County is scheduled to implement its part in the project in 2015.</p>
	<p>~ The Deputy Director presented an annual 2-1-1 update to a Subcommittee of the Dublin City Council.</p>
	<p>~ 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.</p>
	<p>~ 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&amp;R. Through this outreach, property owners throughout the County are able to list their properties with Eden I&amp;R at no cost.</p>
	<p>~ The Housing Outreach Coordinator attended the Housing Action Team Meeting to discuss the challenges and gaps in housing Alameda County Residents.</p>
	<p>~ The Housing Outreach Coordinator is working in collaboration with the East Bay Rental Housing Association (EBRHA) to conduct outreach to rental property owners and inform them of the opportunities with EBRHA and Eden I&amp;R.</p>
	<p>~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a countywide registry for the disabled and frail elderly.</p>
	<p>~ The Housing Outreach Coordinator attended the Nor Cal VOAD Meeting to discuss the National VOAD meeting coming up in May. There was also a tabletop drill for VOAD communication during a disaster.</p>
	<p>~ The Housing Outreach Coordinator attended the Alameda County Emergency Volunteer Center workgroup meeting. The next drill in May and June was discussed.</p>
	<p>~ As Chairperson, the Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.</p>
	<p>~ The Housing Outreach Coordinator attended the Hayward Non-Profit Alliance meeting at which Collaborating Agencies Responding to Disasters (CARD) made a presentation about disaster preparedness. The Housing Outreach Coordinator was able to network with other community-based organizations in Hayward.</p>
	<p>~ The Housing Outreach Coordinator attended the Golden Guardian planning meeting. Eden I&amp;R will participate in this statewide drill in May.</p>
<p align="center"><b>Fairs/Events/ and Outreach</b></p>	<p>~ The Executive Director visited 2-1-1 San Diego and 2-1-1 Los Angeles, along with several other 2-1-1 center staff from throughout California, in order to observe and learn about the Best Practices of these two highly successful organizations. One of the major focuses was the ways in which 2-1-1's can assist in the new Healthcare Navigation systems being created to help communities understand and participate in the new and/or changed healthcare options.</p>
	<p>~ The Executive Director attended the retirement event for boona cheema, the former Executive Director of BOSS. Barbara and boona have worked together for decades and boona will be missed throughout the nonprofit community. BOSS will continue to serve homeless men, women and children for many more decades under the new leadership of Donald Frazier.</p>
	<p>~ The Deputy Director attended a press conference announcing the launch of Oakland's City ID Prepaid Mastercard program.</p>
	<p>~ This month, 2-1-1 Outreach materials were provided to Fred T. Korematsu Discovery Academy, Bay Area American Indian Two Spirits Pow Wow, Oakland Councilmen Noel Kalb's and Dan Gallo's Offices, Ebenezer Missionary Baptist Church, California Assemblyman Bill Quirk's office, Santa Clara County Mental Health Department, City of Oakland Department of Housing and Community Development, Livermore-Pleasanton Fire Department Station 1, and the Alameda County Veteran's Service Office 2013 Hiring Our Heroes Veterans Event in Oakland, and A Better Way, Inc.</p>

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<b>Fairs/Events/ and Outreach</b>	~ The Development/Marketing Officer participated in the 4th Annual Transition Information Night for High School Students with Disabilities sponsored by the Fremont, Newark, and New Haven Unified School Districts.
	~ Staff participated in and provided 2-1-1 outreach materials at the Annual Making Connection-Strategies and Outcomes for the Black Community, an initiative to organize African-American organizations, businesses and leaders within the East Bay. The event focused on employment and mentoring opportunities, especially for youth and young adults.
	~ Staff participated in and provided 2-1-1 outreach materials at the Education Summit for First Generation African American, Latin, Asian American and Pacific Islander students. This event offers workshops and resources for minority middle and high school students seeking to attend college.
	~ The Deputy Director and the 2-1-1 Program Manager made a presentation about 2-1-1 to staff members of Alameda County Child Support Services in Pleasanton.
	~ The Development/Marketing Officer made a presentation about 2-1-1 to parents and staff of Through The Looking Glass Head Start program in Berkeley.
	~ The Housing Outreach Coordinator facilitated a Housing Workshop for Clara House, a transitional housing facility in San Francisco.
	~ The Housing Outreach Coordinator facilitated an in-service for the CSUEB Nursing class and explained the importance of 2-1-1 in assisting their clients/patients.
	~ The Housing Outreach Coordinator facilitated an American Red Cross preparedness class for Oakland Unified School District and explained the role of 2-1-1 in a disaster. 2-1-1 outreach materials were provided.



# Alameda County Summary By City

2/1/2013 Through 2/28/2013; 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	185	105	80	75	36	20	55	37	25	342
Albany	22	8	14	7	4	0	7	1	0	61
Berkeley	411	179	232	127	69	26	101	37	27	770
Castro Valley	85	41	44	33	15	5	28	12	8	182
Dublin	42	17	25	14	3	2	12	7	4	84
Emeryville	49	24	25	20	11	8	12	6	5	95
Fremont	355	186	169	146	51	30	116	70	37	641
Hayward	926	478	448	350	119	57	293	191	134	1858
Livermore	137	60	77	52	23	6	46	27	13	280
Newark	90	48	42	38	11	7	31	27	14	184
Oakland	3417	1616	1801	1194	525	246	948	587	418	6382
Piedmont	5	1	4	1	0	1	0	1	0	12
Pleasanton	64	21	43	19	4	3	16	8	6	113
San Leandro	522	316	206	226	91	48	178	120	67	1039
San Lorenzo	41	23	18	19	7	5	14	11	5	66
Union City	113	77	36	66	30	8	58	39	22	258
Other	1130	119	1011	79	35	14	65	28	16	678
<b>Grand Total:</b>	<b>7594</b>	<b>3319</b>	<b>4275</b>	<b>2466</b>	<b>1034</b>	<b>486</b>	<b>1980</b>	<b>1209</b>	<b>801</b>	<b>13045</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 children under the age of 18 living with the Unduplicated Clients.



# Alameda County Summary By City

7/1/2012 Through 2/28/2013; 2-1-1

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Alameda	1912	1021	891	484	192	105	378	231	151	3898
Albany	175	58	117	43	18	10	33	14	6	337
Berkeley	4392	2173	2219	912	432	253	656	325	230	8006
Castro Valley	892	465	427	283	106	49	234	141	88	1828
Dublin	474	211	263	134	47	22	112	68	40	909
Emeryville	423	206	217	119	53	28	91	42	32	908
Fremont	3390	1867	1523	1004	341	233	768	528	301	6420
Hayward	9274	5042	4232	2629	940	515	2113	1398	877	18977
Livermore	1342	743	599	466	164	97	368	255	147	2752
Newark	835	473	362	275	93	57	218	159	91	1603
Oakland	31628	15897	15731	7932	3172	1766	6160	3921	2749	61745
Piedmont	31	8	23	7	1	4	3	3	2	52
Pleasanton	545	276	269	167	39	37	130	83	50	1097
San Leandro	4351	2600	1751	1352	461	277	1074	671	451	9178
San Lorenzo	499	301	198	152	46	28	124	90	58	1111
Union City	1303	869	434	475	148	90	384	261	162	2636
Other	9551	1081	8470	705	293	152	525	214	131	5481
<b>Grand Total:</b>	<b>71017</b>	<b>33291</b>	<b>37726</b>	<b>17139</b>	<b>6546</b>	<b>3723</b>	<b>13371</b>	<b>8404</b>	<b>5566</b>	<b>126938</b>

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