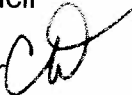


Office of the City Manager

February 19, 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 January 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

## Gan, Yvette

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**From:** Cece Marin [cece@edenir.org]  
**Sent:** Wednesday, February 19, 2014 9:35 AM  
**To:** Gan, Yvette  
**Subject:** FW: 2-1-1 Monthly Report for January  
**Attachments:** 2-1-1 Narrative Report for January 2014.pdf; CitySummary\_Jan2014.pdf; CitySummary\_Jan2014\_YTD-FY.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Berkeley Mayor, Council Members and City Manager:

During the month of January, 8,609 calls were handled by 2-1-1 Resource Specialists and 13,248 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 33% 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 January it received 129,276 hits from 14,147 visitors.

Tax season has arrived and Eden I&R is once again providing assistance for low-income people and those on active military duty. 2-1-1 Resource Specialists are pre-screening and referring callers eligible for the Earned Income Tax Credit (EITC) to free tax preparation sites in Alameda County. Additionally, Resource Specialists are providing information and scheduling appointments at several events outside the County for people to do their own taxes, with the free assistance of volunteer tax professionals, using Turbo Tax software.

One of the most unfortunate events of last month was the very unexpected passing of Luther Jessie. Luther was a passionate and articulate advocate for the re-entry population, and as such, he was a very vocal and constructive team member at all of the countywide re-entry meetings. Luther will be greatly missed but his positive influence in the lives of hundreds of people will live on for many years to come.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of January 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  
Eden I&R, Inc.  
570 B Street  
Hayward, CA 94541

Phone: 510-537-2710 ext 8  
FAX: 510-537-0896  
Email: [bbernstein@edenir.org](mailto:bbernstein@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).*

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**2-1-1 Alameda County Monthly Narrative Report: January 2014**

<b>Noteworthy Updates</b>
<p>During the month of January, 8,609 calls were handled by 2-1-1 Resource Specialists and 13,248 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 33% 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&amp;R's online health and human service resource directory; in January it received 129,276 hits from 14,147 visitors.</p> <p>Tax season has arrived and Eden I&amp;R is once again providing assistance for low-income people and those on active military duty. 2-1-1 Resource Specialists are pre-screening and referring callers eligible for the Earned Income Tax Credit (EITC) to free tax preparation sites in Alameda County. Additionally, Resource Specialists are providing information and scheduling appointments at several events outside the County for people to do their own taxes, with the free assistance of volunteer tax professionals, using Turbo Tax software.</p> <p>One of the most unfortunate events of this month was the very unexpected passing of Luther Jessie. Luther was a passionate and articulate advocate for the re-entry population, and as such, he was a very vocal and constructive team member at all of the countywide re-entry meetings. Luther will be greatly missed but his positive influence in the lives of hundreds of people will live on for many years to come.</p>

<b>Call Information</b>	
<b>Call Examples</b>	<p>~ An Alameda resident called for assistance reporting her father's abusive behavior. While on the call with 2-1-1, the caller expressed her fear of her father overhearing or picking up another receiver and listening in to her call. She indicated that she had no money for a rental deposit and could not find an inexpensive place to rent, although she wanted to leave the home she shared with her father. The caller indicated that her father was a hoarder who did not allow anyone into the home because he thought that everyone stole from him and since he was also a friend of the landlord, the landlord was not doing anything to push her father to clean the home and get rid of the mold. She said that whenever she tried tidying up the home, her father would throw things at her. The caller had sought counseling as the situation was causing her mental distress. 2-1-1 asked her if she needed assistance reporting the matter to Adult Protective Services (APS) and she indicated that she did. 2-1-1 assisted her with the completion and filing of an APS Report.</p>
	<p>~ An Oakland resident who was on probation called for contact information for the Probation Department, the Clean Slate program, assistance with child support, diapers, and food. 2-1-1 referred the caller to Spectrum Community Services for PG&amp;E bill payment assistance; to Harbor Bay Ministries for food; to the Telegraph Community Center, Society of St. Vincent de Paul, and Hope for the Heart for diapers; to Alameda County Department for Child Support Services for assistance with child support issues; and provided contact information for the Adult Probation Department.</p>
	<p>~ A resident of another County called on behalf of her adult son who was homeless in Hayward but traveled to Berkeley when shelter space was available. The caller said her son had sustained injury to his brain which resulted in mental illness. She was planning to come to California to locate her son to get him the help he needed. She was provided information to BACS which offers psychiatric case management; Alameda County Behavioral Health Care Services for a central intake and assessment; and to the Alameda County Network for Mental Health Clients serving those that are homeless and mentally ill.</p>
	<p>~ A senior from Livermore called seeking assistance with filing for bankruptcy, as she was overwhelmed with bills that she could not pay. The caller was referred to Money Management International for assistance with the bankruptcy. 2-1-1 asked the caller if she would be interested in learning more about CalFresh and Medicaid. She thanked 2-1-1 but stated she was receiving benefits from both programs.</p>

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<b>Call Examples</b>	<p>~ A homeless individual called from Castro Valley on a weekend for shelter. The caller informed 2-1-1 that he did not have the money or the means to get to a shelter and needed assistance, otherwise he saw no purpose in living and would end his life. 2-1-1 advocated for the caller with St. Vincent de Paul so that they could provide him with assistance to get to shelter. He called 2-1-1 again a few days later. He had had a heart attack and was in rehab but would soon be homeless again. 2-1-1 asked him if he had applied for General Assistance (GA) or CalFresh. The caller indicated that while he had not applied for GA, he did have an EBT card for CalFresh but it was not working and he had not been able to purchase food. 2-1-1 encouraged the caller to go to Alameda County Social Services so that he could apply for GA and get his EBT card fixed as soon as possible. 2-1-1 advocated for the caller and found him shelter at the Storm Shelter in Hayward. 2-1-1 also contacted the South Hayward Parish for case management support for this caller. The caller followed through with GA and getting his EBT card fixed and called back to thank 2-1-1 profusely. The South Hayward Parish was able to assist him with getting into a transitional facility which he is able to pay for with the money he is receiving from GA.</p> <p>~ A worker from the Newark Health Center called for one of their Hayward patients needing food. 2-1-1 provided referrals to the South Hayward Parish, New Life Christian Church, Full Gospel Mission Ministries and the Salvation Army.</p>
<b>Caller Feedback</b>	<p>~ "I just spoke with your wonderful employee. She treated me very nicely and is very kind. I don't want to get off the phone without relaying this to you. What a nice experience."</p> <p>~ "I have just spoken to a very, very nice lady, your operator. Anyway, she is very fine and gave me the information I wanted, and I am very appreciative of her. She's very nice. I am very pleased with the way she handled the call and I didn't want to leave the line without telling you. So, thank you."</p> <p>~ "2-1-1 took me by the hand and encouraged me and didn't let me give up. I could really tell their heart was in it and they truly cared for me, I wasn't just another number to them. I couldn't have done it without 2-1-1. Your staff sets the bar for the role model of employees. Thank God they're on your team."</p>
<b>Staff Inservice Training Sessions</b>	<p>~ AIDS Project of the East Bay In-service Presentation</p> <p>~ EITC Training</p> <p>~ Telecare Heritage Psychiatric Hospital In-service Presentation</p>

<b>Resource Information And Technology Updates</b>	
<b>Services Database</b>	<p>~ Five new agencies were added to the services database this month.</p> <p>~ The services database contains 1,129 agencies and 2,894 programs.</p> <p>~ The process of updating and proofreading the Big Blue Book 2014 edition is complete.</p> <p>~ The process of updating the 476 Non-Directory agencies in the services database was started.</p>
<b>Housing Database</b>	<p>~ 268 new units were added to the housing database this month.</p> <p>~ Housing Subscriptions (mail, PDF &amp; OHIP) were sent to community-based organizations in Alameda County and San Francisco County.</p>
<b>Online Services Website</b>	<p>~ Eden I&amp;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 129,276 hits from 14,147 visitors.</p>
<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.</p> <p>~ 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 call center. 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.</p>

<b>Outreach/Public Information Activities</b>	
<b>Meetings</b>	<p>~ The Executive Director met with Alameda County Sheriff Ahern to discuss several topics including Eden I&amp;R's formal role in the County's activated Emergency Operation Center; the continuation of Eden I&amp;R's participation in countywide disaster drills; and the need for an updated customized pocket guide of information for the Sheriff Department's staff and those they serve.</p> <p>~ The Executive Director attended the United Way of the Bay Area-sponsored "Report Card on Poverty" conference held at Stanford University. Experts from around the country presented the most current data regarding poverty throughout the United States. Breakout sessions were held in the afternoon so that more specific information could be shared and discussed. A Bay Area-specific poverty report card is expected in the near future.</p>

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<b>Meetings</b>	~ Eden I&R's management team has been working with AC Transit on a variety of new partnerships related to better accessibility of data, especially transit-related data, for persons living with disabilities.
	~ The Executive Director met with the Executive Director of Collaborating Agencies Respond to Disasters (CARD) to discuss several topics including the 25th anniversary of the founding of CARD in October 2014 and ways in which to celebrate that event; additional ways to inform the public about how CARD and Eden I&R have greatly enhanced their capabilities to prepare for and respond to disasters; and new partnership ideas moving forward.
	~ The agency renewed its subcontract with 2-1-1 San Diego in order to continue to provide prescreening and outreach for the CalFresh program via 2-1-1. This very successful contract has resulted in prescreening and outreach efforts impacting 20,357 callers to help them receive assistance in buying food for themselves and their families since this contract began in late 2009.
	~ Alameda County Social Services Agency's financial staff conducted a monitoring visit to Eden I&R which resulted in a perfect annual audit.
	~ The Executive Director met with the Executive Director of the East Bay Community Law Center. Our two agencies have been cross-referring clients for decades and this partnership continues to benefit low-income Alameda County individuals and families in need of legal aid services.
	~ The Executive Director continued to attend the joint re-entry meetings throughout the month, and did a special presentation related to 2-1-1 services for this population and their advocates.
	~ The Executive Director participated in the monthly 2-1-1 Bay Area Partnership conference call during which regional 2-1-1 matters were presented; best practices shared; and statewide concerns raised and discussed.
	~ As the Public Relations statewide chair and board member, the Executive Director participated in the quarterly California Alliance of Information and Referral (CAIRS) board meeting. The primary discussion items included the statewide conference, accreditation and certification issues, telephony and database statewide concerns, as well as the upcoming annual CAIRS retreat topics.
	~ The Executive Director and the Director of Information Technology met with representatives from Alameda County Behavioral Health Care and Bonita House to review and enhance the online CHOICES website which provides housing data for targeted populations (and their advocates).
	~ The Executive Director advocated for the Alameda County-Oakland Community Action Program by presenting before the Oakland Life Enrichment Committee, describing the many ways in which its support of 2-1-1 has assisted low-income residents countywide since 2007.
	~ The Healthcare for the Homeless Executive Director took a tour of the agency and discussed with Eden I&R's Executive Director enhanced ways in which the two organizations could partner to better serve those most in need throughout Alameda County.
	~ The Deputy Director and Operations Director met with a Senior Business Services Representative from Rubicon. The two agencies recently partnered on Rubicon's On the Job Training program for one of Eden I&R's new employees.
	~ The Deputy Director attended the seconded meeting of Certified Enrollment Entities in Alameda County to network, learn about the latest updates on the rollout of health care reform, and hear presentations from representatives of Covered California.
	~ The Deputy Director had weekly conference calls with the California Free Tax Assistance Events team to discuss 2-1-1's role in scheduling appointments and making reminder phone calls to low-income taxpayers.
	~ 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 us at no cost.
~ The Housing Outreach Coordinator attended the RHA Rental Property Owner briefing. The subject was screening prospective tenants who are immigrants and are undocumented.	
~ As Chairperson, the Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.	
<b>Fairs/Events/and Outreach</b>	~ 2-1-1 marketing and outreach materials were distributed this month to: Pleasanton Public Library, Cal State University East Bay Community Health, Highland Hospital Care Transition Program, Niles Discovery Church in Fremont, Conley-Caraballo High School in Hayward, Alameda County Social Services Family Preservation, Fremont Family Resource Center, and Roots Community Health Center in Oakland.
	~ The Veterans Housing Resource Specialists participated in and distributed 2-1-1 materials at the Vet Ready Resource and Career Fair promoting employment, educational opportunities and resources for veterans and their families.

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<b>Fairs/Events/and Outreach</b>	~ The Development/Marketing Officer participated in a panel discussion sponsored by Ptown Life, the City of Pleasanton's youth services networking organization. As part of a panel about information and referral services with representatives from the Alameda County Department of Child Support Services, Child Care Links, and Alameda County First 5 Help Me Grow program, the Development/Marketing Officer presented on 2-1-1's role in providing much needed resources for youth and their families.
	~ The Development/Marketing Officer made a 2-1-1 presentation to the College of Alameda ATLAS Program for students in the Warehouse Operations and Forklift Training class.
	~ Staff participated in and distributed 2-1-1 outreach and marketing materials at the California Public Utilities Commission Safety Fair in Berkeley.
	~ The Housing Outreach Coordinator conducted an in-service training for the Cal State University East Bay Nursing Department.
	~ 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 a Career and Community Resource Fair sponsored by the Fremont Chamber of Commerce and Fremont Adult & Continuing Education (FACE).
	~ The Housing Outreach Coordinator facilitated an Affordable Housing Workshop for the case management staff of Alameda County Social Services: Family Reunification in Oakland.
	~ As Chairperson, the Housing Outreach Coordinator facilitated the Quarterly Alameda County VOAD General Membership Meeting.
	~ The Housing Outreach Coordinator conducted an in-service for the Nursing Students of CSUEB, explaining the need to have access to social services and housing while assisting patients who need additional services.

# Alameda County Summary By City

01/01/2014 Through 01/31/2014; 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	161	91	70	67	29	11	56	34	22	262
Albany	21	8	13	7	3	1	6	6	3	36
Berkeley	474	208	266	150	80	37	113	54	39	804
Castro Valley	121	66	55	53	16	12	41	21	13	226
Dublin	57	26	31	22	8	3	19	14	10	92
Emeryville	48	30	18	18	7	2	16	4	4	111
Fremont	374	214	160	165	67	37	128	62	37	653
Hayward	1104	638	466	470	184	82	388	268	156	1890
Livermore	145	69	76	59	23	9	50	31	20	245
Newark	109	63	46	42	16	5	37	27	14	186
Oakland	3904	1887	2017	1418	607	298	1120	722	497	6735
Piedmont	10	5	5	3	1	1	2	1	1	7
Pleasanton	68	36	32	31	6	5	26	18	10	129
San Leandro	544	332	212	241	88	37	204	119	75	986
San Lorenzo	49	30	19	20	9	2	18	10	7	75
Union City	147	94	53	76	27	11	65	52	33	286
Other	1273	102	1171	88	32	19	69	37	28	525
<b>Grand Total:</b>	<b>8609</b>	<b>3899</b>	<b>4710</b>	<b>2930</b>	<b>1203</b>	<b>572</b>	<b>2358</b>	<b>1480</b>	<b>969</b>	<b>13248</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

07/01/2013 Through 01/31/2014; 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	1280	721	559	434	185	96	338	209	132	2296
Albany	143	71	72	46	17	12	34	17	10	304
Berkeley	3912	1964	1948	865	406	226	639	347	235	6400
Castro Valley	876	524	352	278	91	58	220	133	84	1553
Dublin	391	218	173	128	44	23	105	65	42	688
Emeryville	304	181	123	100	38	24	76	38	28	599
Fremont	2600	1556	1044	827	295	197	629	386	224	4570
Hayward	7833	4730	3103	2429	853	462	1966	1390	851	14436
Livermore	1013	539	474	334	115	59	275	179	99	1794
Newark	722	474	248	238	90	41	197	139	84	1242
Oakland	27945	14353	13592	7357	2909	1650	5704	3730	2534	49382
Piedmont	27	8	19	7	2	2	5	1	1	48
Pleasanton	443	251	192	142	42	29	113	79	45	821
San Leandro	3879	2477	1402	1238	461	223	1015	627	410	7537
San Lorenzo	465	318	147	181	61	36	145	99	59	896
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	943	616	327	371	125	69	302	213	128	1735
Other	8609	830	7779	564	209	123	441	193	141	3804
<b>Grand Total:</b>	<b>61389</b>	<b>29834</b>	<b>31555</b>	<b>15542</b>	<b>5944</b>	<b>3331</b>	<b>12206</b>	<b>7845</b>	<b>5107</b>	<b>98118</b>

1. Total Calls: The total of Client Calls and General Calls for the reporting period.
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