




Office of the City Manager

August 7, 2012

To: Honorable Mayor and  
Members of the City Council

From: William Rogers, Deputy City Manager 

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

Attached is the 2-1-1 Narrative Report for July 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, 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, August 07, 2012 2:05 PM  
**To:** Gan, Yvette  
**Subject:** FW: Eden I&R July 2012 2-1-1 Reports  
**Attachments:** 2-1-1 Monthly Narrative Report July 2012.pdf; 2-1-1 Cities Summary July12.pdf

Dear Berkeley Mayor, Council Members and City Manager:

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

Eden I&R is beginning its sixth year of providing 2-1-1 services to Alameda County. In the first month of the new fiscal year, over 9,231 calls were handled by 2-1-1 Resource Specialists and over 17,268 health, housing and human service referrals were distributed. Of the unduplicated callers, 80% were females, 35% were single headed households with minor children, and 39% were disabled. Additional people are also relying on Eden I&R's online health and human services resource directory since during this month it received 93,847 hits from 9,666 visitors.

Eden I&R starts Fiscal Year 2013 proud of our accomplishments last fiscal year in serving more than 112,500 callers, but concerned about the increased needs yet decreased financial support (e.g., the end of federal stimulus dollars) this year. As always the agency will continue to be extremely cost efficient and programmatically effective as we strengthen current, and foster new, partnerships. In particular we look forward to assisting in the creation of, and participation in, the new coordinated systems related to criminal justice re-entry and healthcare.

The month of July consisted of the end of some very worthwhile projects like the Homelessness Prevention and Rapid Rehousing coordinated delivery system, and the negotiation and continuation of our long-term partnerships with, for example, the county's Social Services Agency, the Workforce Investment Board, and the Housing and Community Development Department.

An extended power outage, lasting more than 2-1/2 hours, tested the agency's preparedness for maintaining operations following a disaster. Although the 2-1-1 phonelines remained operational through the entire outage, staff continues looking at other options for providing backup power that will ensure 2-1-1 service can be maintained indefinitely during a power outage.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of July 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  
Eden I&R, Inc., 570 B Street, Hayward, CA 94541  
Phone: 510-537.2710 ext 8  
FAX: 510-537-0986  
Email: [bbernstein@edenir.org](mailto:bbernstein@edenir.org)  
Agency Website: [www.edenir.org](http://www.edenir.org)

**EDEN I & R, Inc.**

**2-1-1 Alameda County Monthly Narrative Report: July 2012**

<b>Noteworthy Updates</b>
<p>Eden I&amp;R is beginning its sixth year of providing 2-1-1 services to Alameda County. In the first month of the new fiscal year, over 9,231 calls were handled by 2-1-1 Resource Specialists and over 17,268 health, housing and human service referrals were distributed. Of the unduplicated callers, 80% were females, 35% were single headed households with minor children, and 39% were disabled. Additional people are also relying on Eden I&amp;R's online health and human services resource directory since during this month it received 93,847 hits from 9,666 visitors.</p>
<p>Eden I&amp;R starts Fiscal Year 2013 proud of our accomplishments last fiscal year in serving more than 112,500 callers, but concerned about the increased needs yet decreased financial support (e.g., the end of federal stimulus dollars) this year. As always the agency will continue to be extremely cost efficient and programmatically effective as we strengthen current, and foster new, partnerships. In particular we look forward to assisting in the creation of, and participation in, the new coordinated systems related to criminal justice re-entry and healthcare.</p>
<p>The month of July consisted of the end of some very worthwhile projects like the Homelessness Prevention and Rapid Rehousing coordinated delivery system, and the negotiation and continuation of our long-term partnerships with, for example, the county's Social Services Agency, the Workforce Investment Board, and the Housing and Community Development Department.</p>
<p>An extended power outage, lasting more than 2-1/2 hours, tested the agency's preparedness for maintaining operations following a disaster. Although the 2-1-1 phonelines remained operational through the entire outage, staff continues looking at other options for providing backup power that will ensure 2-1-1 service can be maintained indefinitely during a power outage.</p>

<b>Call Information</b>	
<b>Call Examples</b>	<p>~ A veteran who is a Livermore resident called for information on rental assistance and food. The caller was referred to Operation Dignity. The caller was screened for CalFresh, found eligible and referred to Alameda County Social Services. For the caller's immediate food needs, 2-1-1 provided the caller with referrals to the Tri-Valley Haven Food Pantry in Livermore and the Alameda County Community Food Bank.</p>
	<p>~A disabled Union City resident called for assistance with housing herself and her eight children, three of whom are young adults. The caller also requested assistance with legal services for the return of a security deposit. At the time of the call the family was residing in a motel. The caller was provided 9 housing listings for 2-3 bedroom units. The caller was also provided referrals to Operation Dignity, CRIL and Season of Sharing for deposit assistance. For tenant rights counseling, the caller was referred to Bay Area Legal Aid. In addition 2-1-1 provided a referral to the Red Cross for disaster assistance to help pay for the family's motel stay.</p>
	<p>An unemployed and disabled resident of Berkeley, who has been a victim of domestic violence in the past called seeking information on housing and employment. The caller was referred to McKinley House, Sankofa House, Berkeley Food and Housing Project, Bay Area Rescue Mission, the Emergency Shelter Program, Building Futures with Women and Children and SAVE. The caller also asked for information on interview appropriate work clothing and transportation assistance to get to job interviews. The caller was referred to the Society of St. Vincent De Paul for assistance with transportation, and to Wardrobe for Opportunity, Davis Street Family Resource Center and North Oakland Helping Hands General Closet through Alameda County Social Services for clothing.</p>
	<p>~ A resident of Pleasanton called seeking information on financial assistance and any additional support services to meet basic needs. The caller identified herself as a victim of domestic violence. The 2-1-1 operator asked after the safety of the caller and was informed that the caller is no longer living with the perpetrator and has her two minor children. The caller was screened for, found eligible for CalFresh and referred to Alameda County Social Services for CalFresh and for CalWorks. The caller was also referred to the Alameda County Dept of Child Support Services to follow up on child support services for assistance with financial support for the children and to prevent homelessness.</p>

## EDEN I & R, Inc.

Call Examples	~A disabled resident of Dublin called for information on tenant rights and assistance with a rental deposit. The caller was referred to Centro Legal de La Raza, the Rental Housing Owner's Association, and Bay Area Legal Aid for tenant rights counseling as well as CRIL, Operation Dignity and Season Of Sharing for assistance with a rental deposit.
	~ A resident of Albany called for information on rental deposit assistance, food and help with a PG&E bill. The caller was referred to Season of Sharing for deposit assistance and to CalWorks to help her with income. The caller was referred to The Berkeley Food Pantry, Mount Zion Church and the Telegraph Community Center in Oakland for food. In addition, the caller was provided a referral to the REACH with and HEAP Programs for assistance with a PG&E bill.
	~ A resident of Hayward called for information on health insurance and food. The caller was referred to the Tiburcio Vasquez Health Center and the Alameda Medical Center to apply for HealthPAC and provided a referral to the Public Health Clearinghouse for additional health related referrals. The caller was screened for CalFresh and provided a referral to Alameda County Social Services in order to access food.
	~ A resident of Newark called 2-1-1 seeking legal assistance with immigration and child support services. The caller was referred to Alameda County Department of Child Support Services for child support services as well as Centro Legal De La Raza and Centro De Servicios for legal assistance with immigration.
Caller Feedback	~ "I am completely satisfied with the information that I got from 2-1-1. Prior to calling 2-1-1... I searched the net but was unable to come up with anything. 2-1-1 were able to not only look up the information, but also got the information across to me, talked to me... and your operator was absolutely polite and professional."
	~ "I would rate your service a 10 out of 10, it was super."
	~ "I was so glad that I called 2-1-1...your employee calmed me down... gave me really good information. I thank you for 211."
	~ "I've used 2-1-1 more than one time, and I have gotten great information and referrals every time... your asking me specific questions that are related to my situation and what I am going through and giving me referrals is greatly appreciated...I don't know what I would have done without 2-1-1."
Staff Inservice Training Sessions	~ FileMaker Database In-Service Presentation
	~ East Bay Community Law Center In-Service Presentation
	~ Crisis Support Center of Alameda County In-Service Presentation

Resource Information And Technology Updates	
Services Database	~ The services database contains 1,102 agencies and 2,864 programs.
	~ The process of updating the 627 "Directory" agencies for the Big Blue Book has begun and agencies have been requested by mail, fax and email to update their program information for our database. So far information has been updated for 267 agencies.
Housing Database	~ The Housing database contains 75,729 total housing units.
	~ 657 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 <a href="http://www.edenir.org">www.edenir.org</a> , <a href="http://www.211alamedacounty.org">www.211alamedacounty.org</a> , and <a href="http://www.alamedaco.info">www.alamedaco.info</a> . This month 93,847 hits were received by 9,666 visitors.
Technology	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the Online Service Directory and the Healthy City web sites.
	~ Installation and configuration of a new virtual server has been completed and staff are in the process of installing software and migrating data from our old servers to complete the transition.
	~ Twenty new computers and monitors have been purchased (thanks to two special foundation grants) as part of an agency-wide upgrade to replace older computers that are becoming unreliable. Staff have begun the process of setting these new systems up and replacing our old systems. All new systems are expected to be installed and in use by the end of August.

**EDEN I & R, Inc.**

Technology	~ Staff added programming to the agency's call management software that notifies phoneline managers when certain thresholds are reached in the number of callers waiting in queue or when calls have waited in queue longer than four minutes.
	~ Staff have begun working on an update to the Client/Housing/Services databases used by 2-1-1 that will take advantage of features available in the new version of FileMaker database software. Completion of these revisions is scheduled for late September or October.

<b>Outreach/Public Information Activities</b>	
Meetings	~ The Executive Director continued to attend the Alameda County monthly community based re-entry meetings that focused on serving offenders before and after they are released from incarceration. The 2-1-1 phone lines can provide immediate as well as long-term assistance to offenders, their families, and their advocates.
	~ Representatives from the Alameda County District Attorney's Office and the Alameda County Sheriff's Department visited the agency in order to discuss the ways in which the 24/7, multilingual 2-1-1 phone line service could better partner with their departments.
	~ Doctors from the Alameda County Medical Center toured the agency. They focused on the ways in which 2-1-1 could further assist high-cost patients and their care givers. Hundreds of 2-1-1 magnets and cards were taken to be distributed at the Medical Center. Additional discussions will take place with the possibility of formulating new partnerships to benefit both patients and medical providers.
	~ The Housing Outreach Coordinator attended the Alameda County VOAD meeting which was the group's fourth meeting. The meeting topic was "Creating a Disaster Mission Statement."
	~ The Housing Outreach Coordinator attended the second in a series of Community Living Facilities Review Team Meetings to discuss the requirements for Board & Care Facilities and Transitional Housing.
	~ The Executive Director attended the monthly 2-1-1 Bay Area Partnership meeting during which there was a statewide healthcare webinar that updated the 2-1-1 centers about the new healthcare-related systems discussions; an update about United Way of the Bay Area's and United Way of Silicon Valley's phone centers' changes; the upcoming statewide CAIRS conference in Southern California; and many aspects of technical changes and coordination occurring statewide.
	~ As a Board member of the California Alliance of Information and Referral Services (CAIRS) the Executive Director represented the statewide 2-1-1 centers at the Public Input Forum: California Rehabilitation Programs for Inmates and Parolees Workshop. Oral testimony was submitted about the numerous ways in which 2-1-1 centers can assist offenders within and outside of prison including 24/7, multilingual access to health, housing & human services; on-the-job training and permanent employment as a 2-1-1 Resource Specialist; emergency shelter bed reservation system; outgoing court notification system; client and specialized re-entry data collection, analysis and coordination; among others.
~ The Executive Director attended the quarterly statewide 2-1-1 Collaborative meeting which includes all of the California 2-1-1 centers. Discussion points included statewide partnerships and grants possibilities; updates on statewide database projects and phone systems; the 2-1-1 California MOAs especially as they relate to disaster response; and much more.	
Fairs/Events/ and Outreach	~ 2-1-1 marketing and outreach materials were distributed to: The Mental Health Wellness Quilt Project, Cal State East Bay Employer Relations Department, Tiburcio Vasquez Health Center, Allen Temple Baptist Church, Coalition of Concerned Medical Professionals, Housing Authority of the County of Alameda, and Alameda County Medical Center.
	~ 2-1-1 Magnets were provided to the Rotary Club of Hayward for insertion into children's backpacks provided by Target which will help alleviate back-to-school stress for 100 kids at their ChildSpree program. Through this program, local children are treated to a hot breakfast, a backpack with supplies, a \$100 shopping spree at Target, and a post-spreed party.
	~ The Housing Outreach Coordinator attended and provided information about 2-1-1 and disaster preparedness at the American Red Cross Disaster Preparedness Classes in Oakland and Alameda. She also attended and distributed information at the Area Agency on Aging.
	~ The 2-1-1 Programs Manager provided resources and information to students at ITT Technical College in Oakland.

**EDEN I & R, Inc.**

Fairs/Events/ and Outreach	~ 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 are able to list their properties in Eden I&R's housing database.
	~ The Executive Director edited the quarterly statewide CAIRS newsletter which highlighted 2-1-1 activities related to disaster preparedness and emergency response; Los Angeles' Homeless Services Authority Family Transitions Project; a description of the book "The Final Leap" which highlights Golden Gate Bridge suicides; and the national AIRS and statewide CAIRS conferences.
	~ Staff attended and distributed information at the Family Self Sufficiency Health and Resource Fair sponsored by the Housing Authority of the County of Alameda. The program is designed to assist Section 8 housing residents to achieve economic independence and self-sufficiency through education, job training, supportive services and employment.
	~ The Development/Marketing Officer attended and distributed information at the United Seniors of Oakland and Alameda County's 9th Annual Healthy Living Festival at the Oakland Zoo. This event promotes health and wellness for older adults living throughout Alameda County. He also attended and distributed materials at the 3rd Annual Senior Health Fair hosted by Assemblywoman Mary Hayashi at the Weekes Park Community Center in Hayward and the Project Access Resource Fair at Tassafaronga Village Apartments in Oakland.
	~ The Deputy Director distributed information about 2-1-1 and disaster preparedness at the Emergency Preparedness Fair at Lawrence Berkeley National Laboratory.
	~ The Executive Director attended the Hayward NonProfit Keynote which brought together experts in the field of nonprofit agency funding including the Wells Fargo Bank Foundation and Kaiser Permanente.
	~ Staff attended and distributed information at the Newark Chamber of Commerce's Summer Fest at Newpark Mall in Newark and at the West Oakland Measure Y/Healthy Oakland Summer Community Fair. This fair targets programming for summer programs for Oakland youth.

# Alameda County Summary By City

7/1/2012 Through 7/31/2012; 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	
										Housing	Service
Alameda	260	139	121	91	32	17	74	45	31	81	439
Albany	12	6	6	6	1	1	5	4	3	0	21
Berkeley	534	249	285	168	77	41	127	67	51	182	913
Castro Valley	130	77	53	51	22	8	43	27	18	37	218
Dublin	60	31	29	24	9	6	18	12	7	26	89
Emeryville	47	28	19	19	6	2	17	9	7	22	115
Fremont	456	238	218	179	77	41	138	94	57	161	755
Hayward	1224	640	584	461	164	80	381	256	160	444	2082
Livermore	165	99	66	77	24	19	58	43	26	35	254
Newark	112	59	53	46	20	6	40	29	21	35	169
Oakland	4271	2095	2176	1480	614	310	1170	758	552	1809	6631
Piedmont	2	0	2	0	0	0	0	0	0	0	3
Pleasanton	76	37	39	31	6	6	25	20	12	22	142
San Leandro	588	325	263	237	88	34	203	126	88	163	1129
San Lorenzo	56	25	31	21	5	1	20	10	7	35	109
Sunol	0			0	0	0	0	0	0	0	0
Union City	180	120	60	86	31	19	67	56	32	78	309
Other	1058	156	902	117	51	26	91	39	22	180	580
<b>Grand Total:</b>	<b>9231</b>	<b>4324</b>	<b>4907</b>	<b>3094</b>	<b>1227</b>	<b>617</b>	<b>2477</b>	<b>1595</b>	<b>1094</b>	<b>3310</b>	<b>13958</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.