


Office of the City Manager

August 15, 2014

To: Honorable Mayor and
Members of the City Council

From: William Rogers, Acting City Manager 

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

Attached is the 2-1-1 Narrative Report for July 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: Christine Daniel, City Manager
Mark Numainville, City Clerk
Ann-Marie Hogan, City Auditor
Donna LaSala, Information Technology (IT) Director
Teresa Berkeley-Simmons, Budget Manager
Matthai Chakko, Public Information Officer

Gan, Yvette

From: Cece Marin [cece@edenir.org]
Sent: Thursday, August 14, 2014 1:41 PM
To: Gan, Yvette
Subject: FW: 2-1-1 Report for July
Attachments: 2-1-1_Narrative_Monthly_Report_July_2014.pdf; CitySummary_July2014.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Berkeley Mayor, Council Member and City Manager:

During the month of July, 9,213 calls were handled by 2-1-1 Resource Specialists and 14,410 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 32% were single-headed households with minor children, and 43% had disabilities. The call examples included in the attached report show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's online health and human service resource directory; in July it received 145,770 hits from 15,639 visitors. Traffic to our website continues to increase. There was a 23% increase and a 70% increase in the number of hits and visitors, respectively, in July of this year versus July 2013.

Eden I&R kicked off the new fiscal year by reviewing our accomplishments in FY13-14. These included handling 104,070 calls to 2-1-1, the fourth consecutive year we handled over 100,000 calls; a 70% increase over FY12-13 in the number of calls in which our 2-1-1 Resource Specialists conducted outreach/prescreening for the CalFresh program; adding over 4,100 units of affordable housing to our housing database; distributing over 55,000 pieces of marketing material at 106 various events, resource fairs, and offices throughout the County; bringing back all 14 cities in the County on board as funders of 2-1-1; and creating some new partnerships to better meet the needs of the community including with the Alameda County Probation Department to serve the re-entry population and their advocates, and with Covered California to help individuals and families enroll in health insurance. These and many more activities from FY 13-14 are detailed in both the agency and 2-1-1 Annual Reports soon to be distributed as well as placed on our website: www.211alamedacounty.org

These successes were accompanied by the ever present challenge of securing the funding necessary to operate our various programs and meet the tremendous needs of the community. Despite the high number of calls handled by 2-1-1 last fiscal year, there were an additional 13,000 calls that we were unable to answer simply because we did not have enough staff to field them. The Executive Director, Development/Marketing Officer, and other management staff are working diligently to identify and pursue additional revenue from diverse funding sources. We remain optimistic that we will be successful. In the meantime, we are looking forward to another very busy and productive year.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of July 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.
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2-1-1 Alameda County Monthly Narrative Report: July 2014

Noteworthy Updates

During the month of July, 9,213 calls were handled by 2-1-1 Resource Specialists and 14,410 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 32% were single-headed households with minor children, and 43% 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 July it received 145,770 hits from 15,639 visitors. Traffic to our website continues to increase. There was a 23% increase and a 70% increase in the number of hits and visitors, respectively, in July of this year versus July 2013.

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Call Information

Call Examples	~A single female who was formerly incarcerated called from Newark for clothing to wear to job interviews as well as mental health referrals. She was referred to Centro de Services for clothing, as well as the ACCESS Line for psychiatric referrals. The caller was also offered assistance with her CalFresh case, which she declined.
	~ A single female senior called from the city of Alameda for optometry services, as she is going blind and needed an appointment right away and could not wait for her usual clinic. The caller was referred to Lion's Center for the Blind, West Oakland Health Center, East Oakland Health Center, and UC Berkeley's Suitcase Clinic.
	~A single female foster youth, who was working part-time called from Hayward for housing assistance. The caller informed 2-1-1 that she is about to "time out" of the foster care program and had nowhere else to go. She was referred to Abode Services' Project Independence, Lutheran Social Services' Transitional and Supported Housing, and Beyond Emancipation.
	~Alta Bates Summit Medical Center in Berkeley, called for shelter for a single male patient. Referrals were provided to Berkeley Food & Housing Project and CityTeam Ministries for shelter space that night.
	~A single mother called from Fremont for rental listings. The caller shared with the Resource Specialist that her mother would be moving in with her, and that she had a part-time job supplemented by unemployment benefits. She was referred to four apartments in Oakland and one in Richmond as these locations provided rentals in the caller's income bracket. The caller was screened for and encouraged to apply for CalFresh benefits as this would free up her extremely low income to pay for other basic needs.

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Call Examples	~A Spanish speaking caller single mother of two young children called from Oakland for resources. The caller informed 2-1-1 that she was abusing alcohol and was also a victim of domestic violence. She shared that she and her children had lived with her boyfriend, who was on probation, but, had recently stolen a car. The car had been reported stolen by the owner and the caller's boyfriend was apprehended by police while he was driving the car with her in it. Both were taken into custody. She had to serve 90 days on felony charges (she had a prior felony as well), while her boyfriend was charged with violation of probation plus theft. The caller was fearful of being detained by immigration and requested free legal assistance, substance abuse assistance and counseling. She was referred to Catholic Charities' for immigration and Counseling assistance, for Victims of Violence, Latino Commission on Alcohol and Drug Abuse's Women with Hope Program, and the Alameda County Community Food Bank for emergency food.
	~ A single, homeless male called from Dublin for residential substance abuse treatment referrals that would accept his Medi-Cal insurance. He was referred to Cronin House and Full Gospel Mission Ministries for treatment.
	~ A single female called from Pleasanton for help with her rent, food, and tenants' rights for possible eviction. This caller had been earning \$65,000, before becoming unemployed. At the time of her call, unemployment had run out but she had found employment in retail, although her earnings were not as high as they used to be. The caller was very emotional because she desperately needed food but struggled with applying for CalFresh because she felt she had hit rock bottom. 2-1-1 informed the caller that she could apply online which was very comforting to her. The PRS pre-screened and referred the caller to SSA's CalFresh website, Tri-Valley Haven Food Pantry, ECHO Housing for tenant rights, and Season of Sharing for rent payment assistance.
Caller Feedback	~ "My neighbor to whom I gave my "you need to know about 211" speech years ago, stopped me on the street a few days ago to tell me about a monolingual Chinese speaking woman he works with who was given "remarkably effective" help from 211 regarding Medicare service eligibility and her immigration status. He was impressed.Y'all are doing great."
	~ "You were dynamite, you were fantastic, you really represented 2-1-1 beautifully." Feedback provided by Shelah M. Snowden, Claims Unit Supervisor, Victim/Witness Assistance Division, Alameda County District Attorney's Office, at a staff training, regarding a 2-1-1 Resource Specialist who had advocated with her office on behalf of a 2-1-1 caller, who was a victim of crime.
Staff Inservice Training Sessions	~ Victims of Crime, Alameda County District Attorney's Office
	~ Crisis Support Service of Alameda County
	~ 2-1-1 Staff Meeting to review 2-1-1's call handling/referral process

Resource Information And Technology Updates

Services Database	~ Four (4) new agencies were added in the services database this month.
	~ The services database contains 1,149 agencies and 2,920 programs.
	~ We have started the process of updating the 597 "Directory" agencies for the Big Blue Book 2014 and have requested by mail, fax; and email from each agency to update their information.
Housing Database	~ 103 new units were added to the housing database this month.
	~ Housing Subscriptions (mail, PDF & OHIP) were sent to community-based organizations in Alameda County and San Francisco County.
Online Services Website	~ Eden I&R's health and human services data is provided free through the agency's publicly accessible websites at www.edenir.org and www.211alamedacounty.org , and www.alamedaco.info . This month the Online Services Directory received 145,770 hits from 15,639 visitors.
Technology	~ As part of the evaluation of future technology solutions that may benefit Eden I&R and all information and referral organizations, we participated in a two day Open Referral Workshop hosted in The California Endowment Offices in Oakland. Representatives from various organizations within Alameda County participated in the workshop. Eden I&R continues to contribute input towards the Open Referral initiative and evaluating for applicability within the county. Additionally, Eden I&R is in the process of evaluating the best long-term solution for capturing and maintaining all of the organization's health, housing and human services information.

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Technology	~ In partnership with Alameda County Behavioral Healthcare Services and Bonita House, Eden I&R has launched a project to evaluate and identify the solution for the next generation website for www.achousingchoices.org .
	~ Fiscal Year end statistics were compiled from our database to be communicated in our annual report, summary reports, and on our website.

Outreach/Public Information Activities

Meetings	~ Several meetings were held by agency management staff with outside technology experts to discuss the merits and challenges of switching our database systems that currently integrate client data with health, housing and human services referrals. The Executive Director convened an in-depth conference call with 211 Portland to discuss their experiences using Bowman's database systems.
	~ Several meetings were held with outside staff from Open Referral, Code for America, and others related to new "open platform" projects locally, statewide and nationally.
	~ Several agency staff members were involved in a series of EveryOne Home meetings related to the new strategic plan to end homelessness in Alameda County. 211 is being considered as a primary (but not exclusive) coordinated assessment entry point for homeless services throughout the county.
	~ As a statewide Board member, the Executive Director participated in the quarterly California Alliance of Information and Referral Services (CAIRS) Board meeting. The primary topics included preparation for the annual CAIRS conference to be held in Los Angeles in October; the sharing of new projects statewide; an update on the 211 CA Network; and general updates from counties throughout the state.
	~ The Executive Director has been meeting with countywide representatives related to the Coordinated Care Initiative (CCI). There have been a series of meetings related to streamlining and enhancing healthcare access for dual diagnosed individuals countywide. 211 is being considered for a more robust role in the coordinated entry point for a variety of health-related resources.
	~ The Executive and Deputy Directors met separately with representatives from the Long Foundation (a long-term funder) in order to report on the prior and future ways in which the agency provides safety net health, housing and human service referrals to those most in need (e.g., the homeless, at risk youth, the elderly, and victims of domestic violence.)
	~ The Executive Director attended the countywide Reentry Strategic Plan meeting held at Hayward City Hall. It was an extremely successful meeting during which several people who were formerly incarcerated talked about their lives before, during and after incarceration. Most of the meeting revolved around a review of the Strategic Plan, which had been created via multiple community-wide meetings (many of which Eden I&R staff have attended). The meeting was extremely well attended (e.g., both the Public Defender and the District Attorney office staff), and there is much enthusiasm that this new plan will assist in further reducing crime and recidivism rates throughout Alameda County.
	~ The Executive Director provided a tour of Eden I&R to one of our partner agencies, the Center for Elders Independence. Current service information and possible future partnerships were discussed.
	~ The Executive Director met with the Root and Rebound staff to share information about the services being provided to the reentry population.
	~ The Executive Director participated in the Urban Strategies Survey related to reentry services countywide.
	~ The Deputy Director and Finance Director met with the LGA MAA/TCM Coordinator from Alameda County Health Care Services Agency to review Eden I&R/2-1-1's role in the MAA (Medi-Cal Administrative Activities) program in the County, and ensure that we are maximizing all potential opportunities to conduct Medi-Cal outreach to our 2-1-1 callers and other clients.
	~ A Housing Resource Specialist attended a meeting of the Emergency Management and Disaster Preparedness Council, where a Loma Prieta commemoration event was discussed.
	~ A Housing Resource Specialist attended a meeting of the Emergency Volunteer Center Workgroup where the new EVC website was reviewed and discussed.
	~ A Housing Resource Specialist attended a meeting of the Alameda County Executive Committee VOAD. A portion of the meeting was focused on How to Deal With Stress After a Disaster.

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Fairs/Events/and Outreach	~ The Executive Director represented the agency at the mixed Chamber of Commerce event held at the new Kaiser Hospital and Medical Center in San Leandro. Present were multiple representatives from local businesses, community based organizations, and elected officials. The Kaiser facility is extremely impressive.
	~ The Deputy Director conducted an in-service training for students in the nursing program of Cal State East Bay and provided them with 2-1-1 marketing materials.
	~ 2-1-1 outreach and marketing materials were provided this month to the following: Laney College in Oakland, Ashland Community Center, Catholic Charities, Alameda County Social Services Agency, Livermore Housing Authority, and Center for Elders Independence.
	~ The Development/Marketing Officer participated in the United Seniors of Oakland Healthy Living Festival at the Oakland Zoo and distributed 2-1-1 marketing materials.
	~ Staff participated in the City of Oakland Friday Night Live event and distributed 2-1-1 marketing materials.

Alameda County Summary By City

7/1/2014 Through 7/31/2014; 2-1-1

	¹ Total Calls	² Client Calls	³ General Calls	⁴ Un-duplicated Clients	Disabled Clients	Male Clients	Female Clients	⁵ Youth Under 18	Single Mom W/ Minor Children	Referrals
Alameda	208	116	92	86	41	18	68	40	30	418
Albany	20	7	13	5	1	2	3	2	1	52
Berkeley	477	205	272	150	82	36	114	49	32	838
Castro Valley	104	55	49	39	21	4	35	16	6	180
Dublin	45	24	21	20	5	2	18	11	9	77
Emeryville	36	17	19	12	5	4	8	5	3	79
Fremont	351	213	138	150	57	33	117	77	45	625
Hayward	1176	639	537	455	182	64	391	251	152	2139
Livermore	156	80	76	58	20	9	49	29	18	301
Newark	115	60	55	44	16	12	32	21	10	199
Oakland	4165	1842	2323	1374	607	279	1095	696	463	7188
Pleasanton	45	16	29	13	5	2	11	5	1	78
San Leandro	548	339	209	233	95	32	201	120	77	1160
San Lorenzo	66	48	18	34	11	8	26	21	14	128
Union City	152	91	61	69	23	9	60	37	23	293
Other	1541	180	1361	139	63	31	108	54	34	648
Grand Total:	9213	3932	5281	2881	1234	545	2336	1434	918	14410

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.