


Office of the City Manager

August 17, 2015

To: Honorable Mayor and
Members of the City Council

From:  Dee Williams-Ridley, Interim City Manager

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

Attached is the 2-1-1 Narrative Report for July 2015, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Technology Director, at 981-6541.

Attachment

cc: Gil Dong, Interim Deputy 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

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2-1-1 Alameda County Monthly Narrative Report: July 2015

Noteworthy Updates
<p>During the month of July, 8,769 calls were handled by 2-1-1 Resource Specialists and 14,842 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 30% 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 websites, including our online health and human service resource directory; in July they received 20,308 pageviews from 6,569 sessions/visitors.</p>
<p>One of the most important events this month was a CompassPoint workshop attended by representatives from Eden I&R's management team and Board of Directors. The focus of the all-day session was Sustainability. We focused on re-assessing the types and amounts of funding received by our many public and private investors, as well as preliminary discussions about succession planning. We applaud CompassPoint for providing an excellent training that resulted in a focused structure in which to continue productive discussions toward more effective ways of financially supporting assistance to over 100,000 individuals and families annually.</p>
<p>Eden I&R staff were very saddened by the death of Hayward Police Sgt. Scott Lunger this month. Often times Eden I&R staff, primarily through the 2-1-1 phone line, receive emergency calls that necessitate police intervention. These types of calls (e.g., threats of immediate suicide; domestic violence occurring during the call) come to a peaceful conclusion by 2-1-1 Resource Specialist and the local police departments working collaboratively. The death of one of our potential partners is a loss for his family, his friends, his co-workers and the community as a whole.</p>
<p>~ Management team members met with representatives of AC Transit as we started putting into place a joint partnership whose goal is to provide easy access, via 2-1-1, to transportation options needed by everyone, but particularly the elderly, those living with disabilities, and very low income families.</p>

Call Information	
Call Examples	<p>~The Alameda Point Collaborative in Alameda called on behalf of a client that needed a 2-3 bedroom unit that accepts Section 8. The caller was provided with 4 listings, one in San Leandro and 3 in Oakland.</p>
	<p>~ An Albany senior resident called for low market subsidized listings. The caller was provided with referrals to the Monteverde Senior Apartments in Orinda and the Belle Terre Apartments in Lafayette.</p>
	<p>~ A Berkeley resident who had recently located a job called for assistance with free clothing. The caller was referred to Dress for Success in San Jose, the Swar Sangam Association in Berkeley, and City Team Ministries in Oakland.</p>
	<p>~ A Castro Valley resident called for transitional housing, rental deposit and child care. She had young children and was pregnant. For transitional Housing the caller was referred to Images on the Rise, Oakland Elizabeth House, East Oakland Community Project, God's Love Transitional Housing Program and Family Emergency Shelter Coalition-FESCO. The caller was provided referrals to Season of Sharing for rental assistance and to Trustline-California Child Care Resource & Referral Network.</p>
	<p>~ An Emeryville resident called for transitional housing and GED instruction. The caller informed 2-1-1 that both she and her daughter were developmentally disabled. She was provided referrals to BOSS-Building opportunities for Self Sufficiency, FESCO-Family Emergency Shelter Coalition, and the EOCP-East Oakland Community Project for shelter/transitional housing and to the Oakland Unified School District for academic classes designed to assist students to obtain GEDs.</p>
	<p>~ A Fremont resident called for assistance with her son's depression. Her son had become depressed after encountering a youngster that had reminded him of how he had been assaulted in school some years prior. She was asked if her son had health care and she confirmed that he had Medi-Cal. The caller was referred to Fremont Hospital's adolescent services to help with depression and related issues.</p>
	<p>~ A Hayward resident called for assistance with utilities and emergency food. She had received a PG&E cut off notice and was concerned because she had medical equipment that required electricity. The caller was referred to Season of Sharing; REACH through the Salvation Army; and HEAP through Spectrum Community Services for utility payment assistance. For food, she was referred to the Alameda County Community Food Bank; Alameda Meals on Wheels; SOS meals on Wheels; and Spectrum Senior Nutrition Program.</p>
	<p>~ A Livermore resident called because she was losing her home to foreclosure. 2-1-1 referred the caller to API Legal Outreach for loss mitigation assistance, possible loan modification assistance and help with corresponding with the lender. She was referred to Tri-valley Housing Opportunity center; NOD Counseling Agency, Inc. and NACA- Neighborhood Assistance Corporation of America for mortgage delinquency and default assistance.</p>

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Call Examples	<p>~ A Newark resident called for assistance with emergency shelter as she was the victim of domestic violence. The caller was disabled and had two young children whom she had safely left in the custody of her ex-husband as she fled her abuser, who was her boyfriend. She was also provided a referral to the Alameda County Family Justice Law Center and to the Victim Witness Assistance Program for crime victim support services. She was referred to A Safe Place for shelter; and to 2-1-1 Santa Clara County for out of county shelter.</p>
	<p>~An Oakland resident called because she had personal safety concerns for herself and her son. The caller was a Spanish speaking immigrant who operated a food vending cart in San Francisco. She had been approached on two occasions by two different sets of people in San Francisco, who first asked her if her business was lucrative and informed her that they could protect her from strangers that might want to take her money by dishonest means, and indicated that all they needed in return was a "small ongoing cash payment for protection." She had recognized one of the two sets of people as being the owners of a food vending cart not too far from where she was selling. She wanted help from law enforcement as she was a single female with a child and fearful of what her not paying might give rise to. She asked 2-1-1 to advocate on her behalf. 2-1-1 called SFPD and spoke with Dispatcher 222 who took down the information the caller had provided 2-1-1 to follow up with the caller.</p>
	<p>A case worker from a Piedmont agency called for assisted living facilities for her client with mental health issues. The caller was referred to Alameda County Behavioral Health Care Services for evaluation of system-wide services; and to AssistedLivingFacilities.org for assisted living options and facility selection.</p>
	<p>A Pleasanton resident called 2-1-1 in search of 2-3 bedroom rental listings. She was under a lot of stress because her infant had been diagnosed with cancer and a family member who was residing with her, had recently become an amputee. Money was tight in the household and they were struggling. She was referred to a rental unit in Livermore. 2-1-1 also conducted CalFresh outreach and screening, determining that a referral to Alameda County Social Services was in order for her to apply for CalFresh.</p>
	<p>~A San Leandro resident called 2-1-1 because her teen wanted to volunteer over the summer school break, working with animals. The caller wanted to learn about volunteer opportunities. 2-1-1 provided her with referrals to the East Bay SPCA, and to the HPD, Animal Control Services that provide animal field and shelter services.</p>
	<p>~A San Leandro resident called on behalf of her brother who was working but homeless and was looking for housing. The caller was provided referrals to BACS; BOSS; City Team Ministries; BFHP; and Bay Area Rescue Mission for shelter and transitional housing.</p>
	<p>~ A Sunol resident called in need of rental assistance. The caller was not eligible for Season of Sharing and so she was referred to Catholic Charities Cassidy Program and to Society of St. Vincent de Paul for emergency referral and assistance.</p>
	<p>~A resident of Union City called because her son who had been assaulted by his partner in her home. The son's partner had come back and also assaulted her younger son. The caller wanted to place restraining orders against the son's partner. In addition, she needed counseling support for her husband who was struggling to accept their son's sexuality, and for the son who was having a difficult time with his father. The caller was referred to Safe Alternatives to Violent Environments for help with a restraining order; to Tri-City Health Center and to LIFE ElderCare, Inc. for LGBT support groups; and to PFLAG- Parents, Families and Friends of Lesbians and Gays East Bay for education to support gender and sexuality diversity.</p>
<p>A Union City resident called for assistance with foster home licensing, sleep disorders, mental health evaluation and treatment for a minor, and in-home assistance registries. For licensing a referral was provided to Families That Care; San Francisco Bay Area Center for Cognitive Therapy for sleep disorders; Tiburcio Vasquez Health Center for school based mental health services; and Public Authority for In-Home Support Services (IHSS) for in-home assistance registries.</p>	

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Caller Feedback	~ "I'm calling regarding your employee that helped me tonight. I just want to say that she went above and beyond and I appreciate it. I just want to thank you guys again for all your help, all that you guys do. You have really been God's gift. Everybody that works in your office is so helpful, especially this employee when I called and I spoke with her. She was really professional and she really helped me. Thank you."
	~ "Your operator was very kind. She listened to my problem and gave me some numbers for building safety in San Leandro; and also for Echo Housing. She deserves recognition for doing a good job. Thank you!"
	"I just called 2-1-1. It was the most phenomenal experience I have ever had looking for resources for my client. Your resource specialist was such a pleasure to talk with. She made my day...well she actually made my year. I wish everyone could be that dedicated, that hardworking, conscientious and patient. She must have given me 20 referrals! I really appreciate what you are doing and thank you for having someone like her in your program. Thank you!" -Sarah Logan, Second Start
Staff Inservice Training Sessions	~ Big Blue Book Review for 2-1-1 Staff
	~ Alameda County Family Justice Center In-service presentation
	~ Season of Sharing In-service presentation
	~ 2-1-1 Staff Meeting on Documenting Call Notes

Resource Information And Technology Updates	
Services Database	~ Two (2) new agencies were added to the services database this month.
	~ The services database contains 1,159 agencies and 2,939 programs.
	~ We have started the process of updating the 585 "Directory" agencies for the Big Blue Book 2016 and have requested by mail, fax and email from each agency to update their information. So far we have updated 189 agencies.
	~ Most of the Back to School Supplies updates were added to the database.
Housing Database	~ 533 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 20,308 pageviews from 6,569 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in July: The wait list for Section 8 Housing will be opening, Locations for free summer lunch programs, and an In-Memoriam for Hayward Police Officer Scott Lunger.
Technology	~ Improved the power supply redundancy for our mission critical server by moving the backup power supply to a secondary UPS configuration.
	~ Started the process of evaluating vendors for the 2016 Big Blue Book. Building an invitation list of key previous Big Blue Book purchasers for participation in a next generation Big Blue Book focus group.
	~ Met with AC Transit to discuss the implementation of the Marketing Mobility Management through 2-1-1 project.
	~ Met with external partners to discuss building a formal agreement for us to provide the partners with our health and human services data and conduct the required ongoing updating of program and agency records.
	~ Attended a local event in Oakland where Microsoft employees provided an overview of new features being introduced in Office365 and demonstrations of upcoming product releases.

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Outreach/Public Information Activities	
Meetings	~ Management team members continued to meet with a variety of "open source" representatives regarding the ways in which Eden I&R's professionally updated health, housing and human services could be integrated into their systems.
	~ Management team continued to meet and strategize about the funds needed to switch to a cloud based system that can accommodate all of the agency's and funders' needs (e.g., comprehensive client data; updated health & human service records; and over 82,000 housing units).
	~ The Executive Director represented the agency at the monthly ReEntry Community Corrections Partnership Executive Committee meeting held at the county's Office of Emergency Services in Dublin. Updates were provided by Chief Harris, Gary Spicer for Alex Briscoe/Ala Co Healthcare Services, Linda Gardner/HCD, and others regarding the progress being made in assisting those men and women leaving incarceration.
	~ The Executive Director, as the Communications Chair of the California Alliance of Information and Referral Services (CAIRS) participated in the quarterly statewide Board meeting conference call. In addition to sharing the most recent best practices and challenges experienced by individual counties, the primary focus was on the large statewide conference to be held in Los Angeles in the fall. Specific workshops, tracks of focus, speakers, and give-a-ways were some of the topics discussed.
	~ Eden I&R's Board of Directors had its quarterly meeting during which 2 budgets were prepared: the FY2016 regular agency budget that supports current staff and minimal non-personnel related expenditures; as well as an "aspirational budget" that was requested by one of the agency's funders. This second budget outlines the staffing level and non-personnel expenditures needed to provide the community with a more robust set of services (e.g., at this time, 2-1-1 receives thousands of calls a year that it cannot answer, due to a lack of sufficient staffing).
	~ The Housing Coordinator attended an East Bay Housing Organization (EBHO) meeting where members held a discussion about affordable housing opportunities at the proposed Coliseum redevelopment project.
	~ The Housing Coordinator attended an EBHO and Community Economics meeting where members discussed the Property Tax Fairness bill (SCA5). It is currently in the Senate and if passed would require corporations to pay their "fair share" in property taxes by discontinuing their assessment exemption under Proposition 13. The financial gain from this bill would be approximately an additional 9 billion dollars in property taxes that could then be utilized to fund critical health and human services, such as affordable housing.
	~ The Housing Coordinator attended the Alameda County VOAD meeting. The Salvation Army presented their disaster response work to the group. Their primary function, after a disaster, is to provide meals to community members through mobile meal trucks. Each truck can serve up to 450 meals.
Fairs/Events/and Outreach	~ The Executive Director was invited to speak at the monthly Albany Rotary Club in order to update the club members about 2-1-1 in general, and Albany 2-1-1 callers specifically. After Barbara's presentation, there was a lively exchange related to the variety of types of calls received, especially from those living with disabilities and frail elders. Barbara also shared the 10 top needs of Albany 2-1-1 callers, which was appreciated by those in attendance (including an Albany city councilmember).
	~ The Deputy Director hosted a group of Registered Nurses who are taking coursework at Cal State University East Bay. A tour of the 2-1-1 call center and Information Management departments were provided in addition to a presentation about 2-1-1, with a focus on the types of referrals that may be particularly useful to the nurses' patients.
	~ The Housing Coordinator tabled an event in Hayward for the Housing Authority of the County of Alameda.
	~ The 2-1-1 Program Manager provided a 2-1-1 presentation to Shelter Plus Care providers on how 2-1-1 works: e.g., conducts call intakes on 2-1-1's client database to provide I&R; generates and maintains records for each call; advocates for callers when necessary; as well as provides culturally sensitive services in multiple languages. Separately, the AHIP Housing Specialist spoke about housing and provided a housing list to participants.
	~ Distributed 2-1-1 outreach materials to AC Transit, Ministry Without Walls in Hayward, and the Revelation Christian Fellowship in San Leandro.

Alameda County Summary By City

7/1/2015 Through 7/31/2015; 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	180	93	87	71	28	15	56	32	15	390
Albany	23	10	13	8	4	3	5	3	0	46
Berkeley	430	190	240	145	66	31	114	57	41	839
Castro Valley	113	70	43	54	20	13	41	22	14	206
Dublin	51	28	23	22	11	4	18	5	1	115
Emeryville	37	24	13	18	7	3	15	10	7	75
Fremont	369	203	166	146	61	44	102	61	30	693
Hayward	1050	566	484	408	163	64	344	213	122	2108
Livermore	123	63	60	50	16	9	41	31	24	246
Newark	102	52	50	42	11	9	33	30	19	188
Oakland	4040	1817	2223	1238	583	260	976	596	394	7578
Pleasanton	45	16	29	11	3	4	7	5	1	102
San Leandro	510	290	220	206	87	36	169	115	75	1003
San Lorenzo	55	28	27	25	10	2	23	15	9	161
Union City	137	91	46	59	15	12	47	29	12	279
Other	1492	182	1310	157	68	33	124	57	37	800
Grand Total:	8769	3723	5046	2660	1153	542	2115	1281	801	14842

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.