



Office of the City Manager

July 12, 2012

To: Honorable Mayor and  
Members of the City Council

From: Christine Daniel, City Manager *CD*

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

Attached is the 2-1-1 Narrative Report for June 2012, 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, 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

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**From:** Cece Marin [cece@edenir.org]  
**Sent:** Thursday, July 12, 2012 4:04 PM  
**To:** Gan, Yvette  
**Subject:** FW: Eden I&R June 2012 2-1-1 Reports  
**Attachments:** 2-1-1 Monthly Narrative Report June 2012.pdf; 2-1-1 Cities Summary June12.pdf; 2-1-1 Cities Summary 0612YTD.pdf

Dear Berkeley Mayor, Council Members and City Manager;

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

In the last month of the fiscal year, 2-1-1 Resource Specialists handled 9,166 calls, contributing to an annual total of 112,502 calls. This call volume represented a 5.8% increase in the total number of calls handled by 2-1-1 from the previous fiscal year (FY11). These callers received 186,428 service referrals and 28,667 housing referrals. Additionally people are increasingly relying on Eden I&R's online health and human services resource directory. During FY12 it received over 8,432,228 hits from 698,952 visitors.

2-1-1's partnerships with municipal departments and non profit agencies enabled 2-1-1 to continue to serve as an easy point of entry and eligibility assessment for numerous benefit programs including HPRP, CalFresh, Earned Income Tax Credit and CETF, as well as, to maintain the daily inventory of available shelter beds and the housing and services databases. These partnerships are truly appreciated because they assist us all in successfully serving the community.

In the report prepared for Everyone Home, **Intakes and Assessments in Alameda County's Homeless System: Moving towards a More Centralized and Coordinated Model**, 2-1-1 was identified as playing a crucial role in the HPRP centralized intake process and recommended that 2-1-1 remain a key player in any future coordinated delivery efforts for housing and shelter programs in Alameda County.

An Annual 2-1-1 Report will be available by the end of July 2012 that will summarize the activities of 2-1-1 Alameda County over the past fiscal year. This report will be mailed to funders and be available online at [www.211alamedacounty.org](http://www.211alamedacounty.org).

Throughout this month, and prior months, Eden I&R's Executive Director has been meeting with government officials, department heads and nonprofit leaders regarding the many ways in which Eden I&R could assist in the re-entry of offenders from incarceration throughout Alameda County. Suggestions have included: hiring offenders to be trained as 2-1-1 Resource Specialists who would target their work with recently released offenders; having 2-1-1 serve as an entry portal to health, housing and human service information before and after incarceration release; creating a 2-1-1 emergency bed reservation system which could coordinate the referrals to emergency shelters 24/7; a court notification system whereby 2-1-1 specialists call offenders to remind them of their court dates; assigning Rovers to work in-person with offenders at a variety of sites (e.g., within jails; in transition centers; at the court houses) to work in conjunction with 2-1-1 phone services to complete client Individual Achievement Plans; create a customized ReEntry Pocket Guide with the most commonly used resources for this population as well as space for personalized notes; and much more.

The United Way of the Bay Area, and California's 2-1-1 centers lost a 2-1-1 champion to retirement this month. Ed Schoenberger, UWBA's 2-1-1 Director, retired after several decades of community service. Ed will be missed on a day-to-day basis but we are grateful that he will remain on the statewide CAIRS Board and the 2-1-1 California Board to help guide the ever-expanding 2-1-1 statewide efforts.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of June 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  
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Agency Website: [www.edenir.org](http://www.edenir.org)

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2-1-1 Alameda County Monthly Narrative Report: June 2012

**Noteworthy Updates**

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**Call Information**

|                      |   |
|----------------------|---|
| <p>Call Examples</p> | <p>~ The mother of a young veteran recently returned from Iraq and residing in Livermore called for information for her son who is depressed, anxious and reclusive. Prior to calling 2-1-1 neither the mother nor the son were familiar with Veteran Services available to them. 2-1-1 referred them to Veterans Hospital in Livermore for mental health services and counseling, and to Operation Dignity for housing assistance and additional veteran services and resources.</p> <p>~ A resident of Dublin called seeking information about getting in to a domestic violence shelter for her daughter and herself. 2-1-1 connected the caller to the 24 Hour Mobile Response Team who assisted the caller with getting in to the Midway Domestic Violence Shelter in Alameda. 2-1-1 provided the caller with a referral to the Alameda County Social Services Office so that the caller could apply for CalWorks to support herself and her daughter.</p> <p>~ An Oakland resident who was diabetic, a double amputee and had a recent kidney transplant, called 2-1-1 for information about rental assistance, money management skills and fixing or replacing a broken wheelchair. The caller was referred to CRIL, Operation Dignity and Season of Sharing for rental assistance, and to ReCares Network to help replace the caller's wheelchair. In addition the caller was also provided referrals to Money Management International and Spark Point for assistance with money management classes.</p> |
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| Call Examples                     | ~ A single mother with three children residing in Hayward called inquiring about Medi-Cal covered counseling services for her children and for information about divorce, legal domestic violence issues and child custody assistance. The caller was referred to Project Eden (Horizon Services), La Familia Counseling Service, Family Service Counseling, Community Resource Center, as well as the ACCESS line for counseling referral assistance. The caller was referred to the Self-Help Center at the Hayward Courthouse for divorce related assistance. The caller was also referred to the Family Violence Law Center and the Bay Area Legal Aid Self-Help Center for information about divorce and child custody legal assistance. |
|                                   | ~ A disabled senior in Union City called for information about additional food for which the caller was referred to The Area Agency on Aging for vouchers from the Senior Farmers Market Nutritional Program (SFMNP). The caller asked for information about rental assistance and was referred to Season of Sharing. The caller also asked for information about senior housing and was referred to Sequoia Manor, Newark Gardens I & II and Eden Terrace.   |
|                                   | ~ An Alameda resident called inquiring about food and health care resources. The caller was provided referrals to the East Bay Works Career Center and Horizon Services for employment resources. In the course of the phone call, the caller was screened for CalFresh, determined to be eligible for CalFresh, and referred to the Alameda County Community Food Bank, Mount Zion Church, Telegraph Community Center and The Society of St. Vincent de Paul's Drop-in Center. The caller was provided referrals to Health PAC, Lifelong Medical Care in Berkeley and the West Oakland Health Center in Oakland for medication.  |
|                                   | ~ A single disabled senior caller from Newark called seeking information about food and disability rights resources. The caller was referred to Newark Senior Center, Salvation Army, Viola Blythe Community Center and Dollies' Closet for food. The caller was also provided a referral to the Society of St. Vincent De Paul for help getting home delivered food as the caller relies solely on Para-Transit for transportation. The caller was referred to Disability Rights California for legal assistance with a prior unlawful eviction.   |
|                                   | ~ A disabled senior living alone on Section 8 in San Leandro called seeking information about food resources and utility payment assistance. The caller was referred to the Davis Street Family Resource Center, the San Lorenzo Family Help Center and the Alameda County Community Food Bank for food. The caller was also referred to The Salvation Army REACH Program for payment assistance with the caller's utility bill.  |
| Caller Feedback                   | ~ "I was really happy to have called 211. Your Phone Specialist was very helpful...helped me ease the stress level that I was under. When a person doesn't know what you are going through but they take their job seriously and do it well, that is a blessing. I was even asked if I needed anything else beside the assistance I had already asked for...I was provided more numbers and told to call back if I needed additional assistance. My income has really been cut down. I really appreciate 2-1-1's assistance."   |
|                                   | ~ "I just finished speaking with one of your employees who was very helpful...also very kind, caring, and patient...offering me the assistance I needed and who asked if everything was O.K and if my family and I needed anything additional...it is very hard to have to call and ask for help when you are in need, especially when you can no longer provide for your family. But when you call, and people are so kind, that makes such a difference. For people like myself having to call and ask for help is very hard because you have never had to ask before... so thank you very much for you services and the people who provide the information." □   |
|                                   | ~ "The services I received were excellent, your operator was very helpful, and I really appreciate that... I hope you continue doing a good job."   |
|                                   | ~ "Your employee was professional and polite...every time I call 2-1-1, I get good service from people that are very polite and caring."  |
| Staff Inservice Training Sessions | Season of Sharing Presentation  |
|                                   | Bay Area Community Services In-Service Presentation   |
|                                   | Center for Elders Independence In-Service Presentation  |

**Resource Information And Technology Updates**

|                   |  |
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| Services Database | ~ Three (3) new agencies were added in the services database this month. |
|                   | ~ The services database contains 1,103 agencies and 2,869 programs.      |

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| Services Database       | ~ The process of updating the 620 "Directory" agencies for the Big Blue Book 2013 has begun with requests by mail, fax and email to each agency to update their information.   |
| Housing Database        | ~ The Housing database contains 75,647 total housing units.  |
|                         | ~ 360 new units were added to the Housing database this month.   |
| Online Services Website | ~ 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> , <a href="http://www.alamedaco.info">www.alamedaco.info</a> as well as through <a href="http://www.networkofcare.org/aging/resource/find.cfm">www.networkofcare.org/aging/resource/find.cfm</a> . This month 437,466 hits were received by 87,910 visitors. |
| Technology              | ~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the Alameda County Area Agency on Aging (Network of Care) web sites.  |
|                         | ~ A new virtual server has been purchased and a consultant is scheduled to assist in the setup and configuration of a Virtual Server software that will allow this system to run Eden I&R's 2-1-1 databases, as well as the agency's accounting and phone systems. Scheduled completion is late July.  |
|                         | ~ Staff has completed the final draft of a Crisis Intervention resource guide for use by law enforcement throughout the county.  |
|                         | ~ Staff are working directly with Dell Computers to purchase 20 new systems as part of an agency-wide upgrade to replace older computers that are becoming unreliable. It is expected the new systems will be purchased in July and rolled out to staff in July and August. Thank you to the Philanthropic Ventures Foundation and The San Francisco Foundation for their leveraged financial support!   |

### Outreach/Public Information Activities

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|----------|---|
| Meetings | ~ The Executive Director presented an annual update about 2-1-1 services to the Hayward City Council this month.  |
|          | ~ The Deputy Director attended a work group meeting of the San Leandro Local Safety Net Initiative that exchanged information regarding recent developments and changes to services and resources available to San Leandro Seniors.   |
|          | ~ The Executive Director continued to attend the various countywide ReEntry council and committee meetings listening to the areas of needs and presenting ways in which Eden I&R could assist in meeting those needs.   |
|          | ~ As a CAIRS Board member and a member of the statewide disaster preparedness committee, the Executive Director participated in a statewide conference call with the California ReEntry Council. There was an exchange of ideas as to the many ways in which 211 across the State could assist offenders who are in the process of being released from incarceration. |
|          | ~ The Housing Outreach Coordinator attended the kick-off meeting for the city of Oakland's Building Community Readiness and Resiliency Pilot Project. The project will serve the needs of vulnerable populations in a 100 block target area.  |
|          | ~ The Deputy Director participated in the Implementation and Learning Community meeting of the Priority Home Partnership - HPRP which discussed program updates and planning for the completion of the program.   |
|          | ~ The Executive Director met with the Director of Philanthropic Ventures Foundation and they were instrumental in the agency acquiring leveraged funding for new 2-1-1 computer equipment from the San Francisco Foundation. We thank them both for their contributions.  |
|          | ~ The Deputy Director attended a work group meeting of the Hayward Local Safety Net Initiative that discussed serving seniors by developing connections between senior service providers and understanding the potential for expanded availability of case management services.   |
|          | ~ The Housing Outreach Coordinator attended the Association of Contingency Planners meeting where Karen Boyd the Public Information Officer for the City of Oakland spoke about disaster planning and Peter Ohtaki spoke about the California Resiliency Alliance.  |
|          | ~ The Deputy Director attended the monthly meeting of the Alameda County WIB ACCESS Steering Committee to provide a brief overview and status report to the One Stop Career Center site managers.   |

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| Meetings                   | <p>~ The Executive Director participated in the monthly 2-1-1 Bay Area Partnership meeting. This month's meeting was Ed Schoenberger's last meeting representing the UWBA's 2-1-1 services. Ed's historical perspective, overall knowledge and facilitation will be missed by all of the partners.</p> <p>~ The Executive Director, as a Board member, participated in the quarterly meeting (via conference call) of the California Alliance of Information and Referral Services (CAIRS). Numerous topics were discussed including sustainable funding by county and statewide; statewide database update; statewide projects like Criminal Justice Re-Entry, Healthcare Navigation and CalFresh; and the Southern California CAIRS conference in September.</p>   |
| Fairs/Events/ and Outreach | <p>~ 2-1-1 and agency outreach materials were distributed to: Cal Self Storage, City of Hayward Neighborhood Leadership Academy, HEAT Watch Conference on Human Exportation/Trafficking, and Berkeley Primary Care.</p> <p>~ The Deputy Director attended the Career Strategies Forum sponsored by The North Silicon Valley Partnership and Alameda County Workforce Investment Board to distribute 2-1-1 outreach materials.</p> <p>~ 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&amp;R's housing database.</p> <p>~ The United Way of the Bay Area's 2-1-1 Center arranged for a Financial Advice Line event for June 12th from 4pm - 8pm whereby people could call up 2-1-1 centers regionally seeking financial advice and get connected to certified credit and housing counselors or certified financial planners.</p> <p>~ The Development/Marketing Officer participated in the following health and resource fairs to meet with community members and distribute information about 2-1-1 and other agency services: City of Livermore Health &amp; Safety Fair, Broadmoor Plaza Senior Housing Complex in San Leandro, and E.C. Reems Community Health &amp; Job Fair in East Oakland.</p> <p>~ The Housing Outreach Coordinator participated in the C. William Johnson Community Block Party at Paradise Baptist Church in Oakland to distribute 2-1-1 outreach materials.</p> <p>~ The Housing Outreach Coordinator facilitated American Red Cross preparedness presentations at Allen Temple Church and for American Automobile Association Managers explaining 2-1-1's role before and after a disaster.</p> <p>~ The Housing Outreach Coordinator led housing workshops for the staff of Abode Services in Fremont, for First 5 staff and contractors and for the Hayward community at Hayward Public Library.</p> <p>~ The Development/Marketing Officer and Housing Outreach Coordinator participated in Operation Independence II/Disaster Preparedness Fair at the Oakland Coliseum to distribute information about 2-1-1 and to speak to community members about the agency's role in the event of a community disaster.</p> <p>~ The 2-1-1 Program Manager attended the Afghan Coalition's Afghan Health &amp; Resource Fair and a Workforce Investment Board Enrollment event for former NUMMI and Chronicle employees to inform and educate them about 2-1-1 and distribute outreach materials.</p> |

**Alameda County Summary By City**

**6/1/2012 Through 6/30/2012; 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 | Referrals Service |
|---------------------|--------------------------|---------------------------|----------------------------|------------------------------------|------------------|--------------|----------------|-----------------------------|------------------------------|-------------------|-------------------|
| Alameda             | 260                      | 122                       | 138                        | 93                                 | 41               | 25           | 68             | 46                          | 32                           | 88                | 457               |
| Albany              | 16                       | 7                         | 9                          | 7                                  | 4                | 0            | 7              | 0                           | 0                            | 11                | 24                |
| Berkeley            | 463                      | 216                       | 247                        | 167                                | 94               | 33           | 134            | 63                          | 56                           | 83                | 757               |
| Castro Valley       | 139                      | 71                        | 68                         | 54                                 | 11               | 4            | 50             | 29                          | 17                           | 24                | 274               |
| Dublin              | 74                       | 44                        | 30                         | 28                                 | 11               | 5            | 23             | 13                          | 9                            | 14                | 120               |
| Emeryville          | 61                       | 25                        | 36                         | 17                                 | 8                | 1            | 16             | 11                          | 9                            | 9                 | 111               |
| Fremont             | 502                      | 278                       | 224                        | 198                                | 78               | 47           | 151            | 113                         | 72                           | 167               | 865               |
| Hayward             | 1206                     | 644                       | 562                        | 474                                | 175              | 100          | 373            | 251                         | 139                          | 367               | 2294              |
| Livermore           | 196                      | 110                       | 86                         | 81                                 | 39               | 24           | 57             | 41                          | 23                           | 28                | 292               |
| Newark              | 137                      | 78                        | 59                         | 57                                 | 23               | 10           | 47             | 35                          | 25                           | 44                | 245               |
| Oakland             | 4289                     | 2131                      | 2158                       | 1470                               | 667              | 291          | 1179           | 726                         | 533                          | 1416              | 7011              |
| Piedmont            | 1                        | 1                         | 0                          | 1                                  | 1                | 1            | 0              | 0                           | 0                            | 1                 | 0                 |
| Pleasanton          | 56                       | 26                        | 30                         | 25                                 | 9                | 6            | 19             | 12                          | 9                            | 9                 | 99                |
| San Leandro         | 555                      | 314                       | 241                        | 230                                | 87               | 38           | 192            | 122                         | 81                           | 193               | 941               |
| San Lorenzo         | 53                       | 25                        | 28                         | 18                                 | 6                | 7            | 11             | 8                           | 6                            | 15                | 103               |
| Sunol               | 0                        |                           |                            | 0                                  | 0                | 0            | 0              | 0                           | 0                            | 0                 | 0                 |
| Union City          | 157                      | 100                       | 57                         | 80                                 | 28               | 19           | 61             | 46                          | 31                           | 62                | 301               |
| Other               | 1001                     | 146                       | 855                        | 115                                | 43               | 26           | 89             | 48                          | 33                           | 148               | 590               |
| <b>Grand Total:</b> | <b>9166</b>              | <b>4338</b>               | <b>4828</b>                | <b>3115</b>                        | <b>1325</b>      | <b>637</b>   | <b>2477</b>    | <b>1564</b>                 | <b>1075</b>                  | <b>2679</b>       | <b>14484</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

7/1/2011 Through 6/30/2012; 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<br>Housing Service |               |
|---------------------|--------------------------|---------------------------|----------------------------|------------------------------------|------------------|--------------|----------------|-----------------------------|------------------------------|------------------------------|---------------|
| Alameda             | 3344                     | 1147                      | 2197                       | 608                                | 252              | 138          | 470            | 284                         | 187                          | 799                          | 5877          |
| Albany              | 220                      | 92                        | 128                        | 54                                 | 17               | 11           | 43             | 17                          | 8                            | 49                           | 349           |
| Berkeley            | 6739                     | 2473                      | 4266                       | 1084                               | 513              | 295          | 789            | 388                         | 285                          | 1316                         | 11092         |
| Castro Valley       | 1468                     | 526                       | 942                        | 310                                | 95               | 60           | 250            | 168                         | 96                           | 329                          | 2924          |
| Dublin              | 496                      | 254                       | 242                        | 135                                | 49               | 25           | 110            | 64                          | 43                           | 158                          | 935           |
| Emeryville          | 585                      | 340                       | 245                        | 152                                | 74               | 32           | 120            | 61                          | 42                           | 223                          | 961           |
| Fremont             | 5520                     | 2217                      | 3303                       | 1233                               | 440              | 309          | 924            | 671                         | 388                          | 1366                         | 10083         |
| Hayward             | 15495                    | 5962                      | 9533                       | 3110                               | 1104             | 618          | 2490           | 1747                        | 1044                         | 4130                         | 29693         |
| Livermore           | 2287                     | 1072                      | 1215                       | 575                                | 203              | 129          | 446            | 326                         | 188                          | 334                          | 4011          |
| Newark              | 1261                     | 555                       | 706                        | 299                                | 102              | 47           | 252            | 168                         | 103                          | 374                          | 2280          |
| Oakland             | 51401                    | 18200                     | 33201                      | 8978                               | 3600             | 1988         | 6985           | 4557                        | 3200                         | 14981                        | 90193         |
| Piedmont            | 41                       | 5                         | 36                         | 3                                  | 3                | 1            | 2              | 0                           | 0                            | 2                            | 74            |
| Pleasanton          | 1142                     | 450                       | 692                        | 240                                | 71               | 60           | 180            | 123                         | 77                           | 102                          | 2181          |
| San Leandro         | 7546                     | 3251                      | 4295                       | 1634                               | 565              | 313          | 1321           | 863                         | 561                          | 2228                         | 13850         |
| San Lorenzo         | 903                      | 381                       | 522                        | 197                                | 78               | 44           | 153            | 108                         | 68                           | 231                          | 1648          |
| Sunol               | 8                        | 2                         | 6                          | 2                                  | 0                | 1            | 1              | 2                           | 0                            | 0                            | 11            |
| Union City          | 1991                     | 964                       | 1027                       | 510                                | 156              | 101          | 409            | 299                         | 189                          | 666                          | 3854          |
| Other               | 12055                    | 1080                      | 10975                      | 744                                | 284              | 175          | 569            | 294                         | 201                          | 1379                         | 6412          |
| <b>Grand Total:</b> | <b>112502</b>            | <b>38971</b>              | <b>73531</b>               | <b>19868</b>                       | <b>7606</b>      | <b>4347</b>  | <b>15514</b>   | <b>10140</b>                | <b>6680</b>                  | <b>28667</b>                 | <b>186428</b> |

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