



Office of the City Manager

July 15, 2014

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 2014, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Technology Director, at 981-6541

Attachment

cc: William Rogers, Deputy City Manager
Mark Numainville, City Clerk
Ann-Marie Hogan, City Auditor
Donna LaSala, Information Technology (IT) Director
Teresa Berkeley-Simmons, Budget Manager
Matthai Chakko, Public Information Officer

Gan, Yvette

From: Cece Marin [cece@edenir.org]
Sent: Tuesday, July 15, 2014 11:39 AM
To: Gan, Yvette
Subject: FW: 2-1-1 Report for June 2014
Attachments: 2-1-1 Narrative Report for June 2014.pdf; CitySummary_June_2014.pdf; CitySummary_June2014_YTD-FY.pdf

Dear Berkeley Mayor, Council Members and City Manager:

During the month of June, 8,627 calls were handled by 2-1-1 Resource Specialists and 13,600 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 32% were single-headed households with minor children, and 42% 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 June it received 129,149 hits from 15,229 visitors. Traffic to our website continues to increase. There was a 56% increase and a 92% increase in the number of hits and visitors, respectively, in June of this year versus June 2013.

This report marks the end of Fiscal Year 2013-14. Eden I&R staff and board are extremely proud of another successful year providing the critical 2-1-1 service to Alameda County. Over the past 12 months, 2-1-1 Resource Specialists handled 104,070 total calls. These callers received 162,027 housing and service referrals. The agency's online resource directory was also heavily used throughout the year, receiving 1,542,326 hits from 159,963 visitors, which represents a more than 30% increase from FY 12/13.

Eden I&R's partnerships with municipal departments and other community-based organizations enabled 2-1-1 to continue to serve as an easy point of entry and eligibility assessment for numerous benefit programs including CalFresh, Earned Income Tax Credit, Medi-Cal, California Emerging Technology Fund, and holiday toys and food for needy families, as well as to maintain the daily inventory of available emergency shelter beds and our housing and services databases. Eden I&R also expanded its service during FY 2013-14 to become a Certified Enrollment Entity through Covered California. Two of our staff were trained to become enrollment counselors, ultimately assisting nearly 140 individuals and families apply for health insurance through the state's new exchange. These partnerships are truly appreciated because they assist us all in successfully serving the community. Eden I&R wishes to extend a heartfelt "Thank You" to all of our partners and funders. A 2-1-1 Annual Report will be available by the end of July that will provide greater detail and further highlights of 2-1-1 Alameda County over the past fiscal year. This report will be mailed to funders and will also be available online at www.211alamedacounty.org.

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

Noteworthy Updates

During the month of June, 8,627 calls were handled by 2-1-1 Resource Specialists and 13,600 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 32% were single-headed households with minor children, and 42% 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 June it received 129,149 hits from 15,229 visitors. Traffic to our website continues to increase. There was a 56% increase and a 92% increase in the number of hits and visitors, respectively, in June of this year versus June 2013.

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Call Information

Call Examples

- ~ A single female veteran with physical disabilities, PTSD, and night terrors, called 2-1-1 from Oakland for housing and income assistance. The caller and her fiancé were homeless and had only one part time job between them. The caller was referred to CalFresh and General Assistance at Alameda County Social Services as well as benefits assistance through the Homeless Action Center. For shelter, she was referred to Berkeley Food & Housing Project and the Brookside Shelter. The caller was very grateful for the referrals and said she was glad she had found out about 2-1-1, as she had not known whom to turn to for information earlier.
- ~ A member of a two-parent family with two young children called from San Leandro for low-income housing. The caller shared with the resource specialist that the family relies on only one part-time job income. The caller was referred to Eastmont Court and Pullman Point Apartments, Season of Sharing and Operation Dignity for deposit assistance, as well as the Salvation Army and FESCO family shelters. The resource specialist suggested that the family may qualify for additional income from CalWorks and/or General Assistance, which the caller was pleased to learn.
- ~ A senior from Piedmont called as she needed information on classes that offered water fitness. The caller was referred to The City of Berkeley Park, Recreation and Waterfront Department.
- ~ A Berkeley resident with a mental disability, who is a single mother of four children, called for deposit assistance to move into a new Section 8 rental unit. The caller was referred to Season of Sharing for deposit and was also provided a rental listing in Oakland. The resource specialist suggested that the caller may want to apply for CalWorks to supplement her SSI income, and the caller was very surprised and grateful to learn that she could apply for her children. The caller was referred to Alameda County Social Services to apply for CalWorks.
- ~ A Pleasanton resident called 2-1-1 because she was having anxiety attacks and needed assistance. She was referred to the Pleasanton Community Counseling Center that assists with anxiety disorders, and to the Alameda County Behavioral Health Care Services.
- ~ A Livermore resident with a toddler and an infant, called for information on transitional housing. The caller was referred to Alpha Omega Foundation, Images on the Rise, The East Oakland Community Project, Oakland Elizabeth House, and God's Love Transitional Housing Program.

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Caller Feedback	~ "I live in Hayward. I just spoke with one of your representatives and I want to compliment her on her customer service, which was extraordinary. She helped me with a lot of referrals. She gave me everything that could possibly be available for me. She's very compassionate and I want to compliment her and let you know that she is doing a great job. The most important part for me was that she made me feel comfortable and made it a lot easier for me to get the information that I needed. I was a little tense when I called but her phone manner helped me relax. She gave me a lot of transitional housing and shelters that I am looking into today. Thank you."
	~ I just had the pleasure and benefit of speaking to a young lady who works for you. She went above and beyond to help me. She obviously loves her job. I've never had that much help from anyone, anywhere that I have reached out to before and I had just gotten turned away. This young lady gave me so many resources that I will be calling all this week. I have faith now, faith that my future is going to be bright. She is very professional, she's very warm and caring. She's very knowledgeable and just so willing to take the time with each person, at least me, probably everyone she talks with, I am sure. She's incredible, she should teach others. She is the model for how your employees should work, she's phenomenal. So I just want to give thanks. I am in Fremont. So, thank you very much, and God bless you, and thank you for having this young lady working for you. I am going to make it now."
	~ "Hello, I live in Oakland, and I talked with your staff. She is thorough, she is accurate and she speaks distinctly which is helpful since I have a little trouble with my hearing. She is very good, I want to leave a very good commendation. And she is very capable. I am grateful for your system. Thank you."
	~ "I just spoke with your operator, and she was excellent. She gave me numerous referrals to explore. I am a person being abused in my home, and I am in a very bad living situation. I am also disabled and facing surgery soon. So I need a lot of help, she gave me a huge amount of information. She also encouraged me to call back, if I have any information to share. She gave excellent details about resources and what to do, what the purpose of the referral was and the possibility that they might help me. I have never had to call you for help, but she was so very helpful. I really appreciate her help. She's very, very good, very patient with me. I appreciate your service, thank you."
	~ "I am calling from Livermore. I just called to say that I appreciate you guys for being a helpful resource because I am not in a position to get on a computer as much as I'd like, to access information and numbers, and I am sure my friends get tired of me calling them to search for something for me. So, you always make me feel comfortable, you guys are always helpful, very kind and I feel no one is judging me and I appreciate your service so much. And it would be a waste if we didn't have it, so I am glad that you guys are around. I appreciate all you do. Have a great day. Thanks again."
Staff In-service Training Sessions	~ East Bay Community Recovery Law Center In-Service Presentation
	~ Stop Waste Recycling Workshop
	~ 2-1-1 Staff Meeting & Training on Self-Care & Resiliency
	~ 2-1-1 Staff Meeting & Training on Advocacy and Medi-Cal Administrative Activities (MAA) Annual Training

Resource Information And Technology Updates	
Services Database	~ Three new agencies were added in the services database this month.
	~ The services database contains 1144 agencies and 2915 programs.
	~ The process of updating the Non-Directory agencies is completed.
Housing Database	~ 702 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 129,149 hits from 15,229 visitors.
Technology	~ Eden I&R has been participating in and researching the Open Referral initiative. The goal of the Open Referral initiative is to join together all who wish to work towards a future of open, interoperable, reliable, and sustainable community resource directory data.
	~ Eden I&R is participating in the updated CETF (California Emerging Technology Fund) survey. CETF provides leadership statewide to close the "Digital Divide" by accelerating the deployment and adoption of broadband to unserved and underserved communities and populations.
	~ We have created a Website Steering Committee. The website steering committee meets monthly and reviews content and strategy related to each of Eden I&R's internet websites.

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Outreach/Public Information Activities	
Meetings	~ Eden I&R hosted the monthly 211 Bay Area Partnership meeting. Topics included: the new 211 CA Network Executive Director; the Kaiser-funded statewide 211 Business Plan; the California Teleconnect Fund; the Open Referral initiative; and the phonenumber Self Care discussion.
	~ The Executive Director participated in a regional Kaiser Permanente conference call whose purpose was to better coordinate work between 211 centers and local health care facilities (e.g., hospitals, clinics, etc).
	~ The Executive Director attended the EveryOne Home and Soda Foundation event honoring those agencies that excelled in placing homeless individuals and families in short and long term housing.
	~ The Executive Director met with HUD's Regional Administrator to update her about Eden I&R's housing department and the ways in which the agency's housing database is unique and helpful to the homeless and unstably housed families as well as their advocates.
	~ The Executive Director attended the Reentry Community Corrections Partnership Executive Committee meeting during which there were updates related to employment, housing, and the upcoming day reporting center (to be housed at the Probation Dept's Broadway building).
	~ The Deputy Director attended the bimonthly Workforce Investment Board ACCESS Steering Committee meeting and gave an update on recent employment-related trends and needs noticed by 2-1-1 Resource Specialists among callers.
	~ The Deputy Director and IT Director participated in a conference call with representatives from AC Transit and East Bay Paratransit to continue the discussion about a national project, One Call/One Click, in which the public can gain more efficient means of contacting and accessing transportation services.
	~ The Deputy Director and 2-1-1 Program Manager attended a refresher training held at the County Health Care Services Agency to ensure participating agencies, including Eden I&R, are prepared for continued participation in FY15 doing Medi-Cal outreach through the MAA (Medi-Cal Administrative Activities) program.
	~ The Deputy Director made a 2-1-1 presentation to the Urban County Technical Advisory Committee at the County's office of Housing and Community Development.
	~ All management staff were involved in multiple meetings with the county's cities, county departments, and numerous foundations/corporations as we renegotiated contracts for FY2015.
	~ A Housing Resource Specialist attended a meeting of the Emergency Management and Disaster Preparedness Council to discuss preparations for the 25th Anniversary Commemoration of Loma Pieta earthquake and updates on other projects.
	~ A Housing Resource Specialist attended a disaster preparedness meeting about Emergency Volunteer Centers to discuss county level coordination of spontaneous volunteer centers that will be activated during disasters in Alameda County and to review the new website.
	~ A Housing Resource Specialist participated in the Alameda County VOAD Executive Committee Conference Call to plan the next meeting on "How to Cope with Stress After a Disaster" and to elect a new committee Vice Chair.
	~ Two Housing Resource Specialists attended the Grand Opening and ribbon cutting of Terraza Palmera at St. Joseph, a restored affordable housing complex.
Fairs/Events/and Outreach	~ 2-1-1 Outreach materials were distributed this month to Bonita House, Breaking the Cycle Event sponsored by El Shaddai Ministries and Park and Recreation Department, and City of Hayward Community Services.
	~ The Development/Marketing Officer participated in and distributed 2-1-1 outreach materials at the Alameda Health System Fairmont Hospital Community Resource Fair; a Summer Networking Mixer sponsored by Alameda County Social Services, Workforce Investment Board, Rubicon Programs, and Employment Development Department; and the Four Seasons of Health Expo in Fremont.
	~ The AIDS Housing and Information Project (AHIP) Specialist represented Eden I&R and AHIP at the 7 th Annual East Bay AIDS Walk, distributing 2-1-1 and AHIP outreach materials.
	~ The Executive Director represented the agency at PG&E's event promoting the number "811: Know what's below. Call before you dig."
	~ The AIDS Housing and Information Project (AHIP) Coordinator participated in and distributed 2-1-1 outreach materials at the East Bay HIV Update Conference in Oakland.

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Fairs/Events/and Outreach	<p>~ The Executive Director represented the agency and Ollie Arnold's family as the Alameda County Board of Supervisor's honored Ollie at their June 13, 2014 meeting.</p>
	<p>~ Staff participated in and distributed 2-1-1 outreach materials at the first of this summer's Hayward Chamber of Commerce Downtown Street Parties; the Tropics Senior Health and Resource Fair in Union City; and E.C. Reems Community Services Health and Job Fair in Oakland.</p>
	<p>~ As part of a grant Eden I&R received from StopWaste, 25 agency staff and guests from nearby nonprofits participated in a recycling workshop to learn about and raise awareness about preventing compostables from going to the landfill. Eden I&R is partnering with StopWaste on the Ready Set Recycle outreach campaign to build healthier and more sustainable communities. Participants had the opportunity to sign a recycling pledge. Following the workshop, a group of Eden I&R staff members participated in a training session to learn how to introduce recycling as part of our outreach at community events.</p>
	<p>~ Staff participated in, distributed 2-1-1 outreach materials and provided referrals from the 2-1-1 database to individuals at the Alameda County Public Health Department's Fourth Annual Operation Independence 2014. It was hosted by the City of Hayward. The expo had presentations, demonstrations and hands on trainings for the public to know what to do before, during and after an emergency.</p>

Alameda County Summary By City

6/1/2014 Through 6/30/2014; 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	202	110	92	75	29	19	56	29	19	381
Albany	18	9	9	8	3	4	4	4	3	34
Berkeley	503	221	282	142	64	28	114	65	45	880
Castro Valley	132	84	48	63	22	8	55	35	21	269
Dublin	37	18	19	17	11	3	14	7	6	67
Emeryville	42	26	16	21	9	6	15	7	7	74
Fremont	349	172	177	131	50	32	99	64	36	652
Hayward	1010	555	455	400	150	73	327	227	137	1874
Livermore	136	60	76	48	20	11	37	27	15	238
Newark	87	48	39	38	14	10	28	18	10	149
Oakland	3908	1683	2225	1286	579	297	989	647	427	6913
Piedmont	6	2	4	1	0	0	1	0	0	9
Pleasanton	53	21	32	19	4	1	18	10	6	90
San Leandro	511	294	217	210	91	41	169	104	64	1057
San Lorenzo	78	59	19	41	13	6	35	24	16	160
Union City	125	80	45	55	13	8	47	38	22	228
Other	1430	124	1306	105	43	23	82	38	23	525
Grand Total:	8627	3566	5061	2660	1115	570	2090	1344	857	13600

1. Total Calls: The total of Client Calls and General Calls for the reporting period.
2. Client Calls: The number of times Clients called during the reporting period.
3. General Calls: The number of callers who did not provide demographic information, birth date, and full address.
4. Unduplicated Clients: The number of unduplicated clients who called during the reporting period. These are callers willing to provide demographic information, birth date, and full address.
5. Youth Under 18: The total number of households with youth under the age of 18 in the household.

Alameda County Summary By City

7/1/2013 Through 6/30/2014; 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	2255	1189	1066	645	271	157	488	289	182	4013
Albany	226	105	121	66	23	20	46	27	18	453
Berkeley	6304	2905	3399	1238	575	338	900	476	330	10364
Castro Valley	1407	817	590	406	145	82	324	191	112	2556
Dublin	603	320	283	180	64	38	142	88	61	1031
Emeryville	517	274	243	143	54	39	104	49	37	1001
Fremont	4359	2447	1912	1240	444	325	914	560	311	7516
Hayward	13163	7612	5551	3639	1258	729	2909	2025	1209	23833
Livermore	1701	861	840	496	175	94	402	261	137	3002
Newark	1249	773	476	346	121	65	281	194	116	2081
Oakland	47100	22554	24546	10730	4224	2532	8190	5268	3505	81867
Piedmont	55	11	44	9	2	2	7	1	1	95
Pleasanton	697	356	341	205	56	37	168	108	58	1266
San Leandro	6384	3872	2512	1791	657	343	1448	899	548	12088
San Lorenzo	819	565	254	277	91	54	223	151	95	1536
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	1597	1024	573	550	176	103	447	312	181	2809
Other	15630	1419	14211	960	356	218	741	333	227	6503
Grand Total:	104070	47107	56963	22924	8693	5177	17736	11232	7128	162027

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