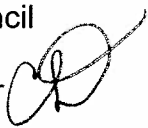


Office of the City Manager

April 16, 2012

To: Honorable Mayor and
Members of the City Council

From: Christine Daniel, City Manager 

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

Attached is the 2-1-1 Narrative Report for March 2013, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Systems Manager, at 981-6541.

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

Gan, Yvette

From: Cece Marin [cece@edenir.org]
Sent: Tuesday, April 16, 2013 2:07 PM
To: Gan, Yvette
Subject: FW: 2-1-1 Monthly Narrative Report for March 2013
Attachments: 2-1-1 Monthly Narrative Report for March 2013.pdf; CitySummary_Mar2013_YTD-FY.pdf; CitySummary_March2013.pdf

Dear Berkeley Mayor, Council Members and City Manager;

During the month of March, 8,571 calls were handled by 2-1-1 Resource Specialists and 14,781 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 31% 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 March it received 97,869 hits from 8,832 visitors.

March saw the conclusion of this year's free tax assistance events sponsored by the Computer and Communications Industry Association and the Intuit Financial Freedom Foundation. For the fifth year in a row, Eden I&R/2-1-1 was contracted to provide information and refer callers to nine free tax assistance events held throughout California. The events served hundreds of lower-income taxpayers and those on active military duty. 2-1-1 received a total of 1,356 calls about this year's program—an increase of nearly 40% from last year. Resource Specialists booked over 684 appointments, for each of which a reminder call was attempted. Additionally, in partnership with United Way Bay Area, 2-1-1 Resource Specialists handled over 600 calls and made nearly 1,200 referrals to EITC (Earned Income Tax Credit) sites for lower income people this tax season.

This month, staff worked on the business contingency plan so that the agency is prepared for disaster recovery. This is especially important for Eden I&R/2-1-1, that plays a critical role serving the general public during and after a disaster. The plan is nearly complete and should be operational later this spring.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of March 2013 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., 570 B Street, Hayward, CA 94541
Phone: 510-537-2710 ext 8
FAX: 510-537-0896
Email: bbernstein@edenir.org
Agency Website: www.edenir.org

*2-1-1 is a toll-free phone number that provides **free and confidential** information and referrals to callers from Alameda County. You have access to hundreds of health and social services by simply dialing 2-1-1 (or 888-886-9660). Call to speak with a live call specialist 24 hours a day, seven days a week. Alameda County 2-1-1 is an initiative of Eden I&R, Inc - learn more online at www.211alamedacounty.org or www.edenir.org.*

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2-1-1 Alameda County Monthly Narrative Report: March 2013

Noteworthy Updates

During the month of March, 8,571 calls were handled by 2-1-1 Resource Specialists and 14,781 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 31% 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 March it received 97,869 hits from 8,832 visitors.

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This month, staff worked on the business contingency plan so that the agency is prepared for disaster recovery. This is especially important for Eden I&R/2-1-1, that plays a critical role serving the general public during and after a disaster. The plan is nearly complete and should be operational later this spring.

Call Information

Call Examples

~ An Oakland caller who is a formerly incarcerated male, recently released, called seeking assistance with basic needs as he had no source of income and no benefits. The caller needed assistance with rent and was referred to Catholic Charities. He was informed about General Assistance, prescreened for CalFresh, and referred to Alameda County Social Services to apply for both programs. He was referred to The Workforce Collaborative, Alameda County Human Resource Services Department, and Healthy Oakland's Men At Work program for assistance with employment.

~A Berkeley resident who is a single parent with a disability and father of three children, one of whom has a mental disability, called for assistance with a large utility bill. The caller was referred to REACH and HEAP, as well as Season of Sharing. He called back requesting assistance with legal referrals and was referred to the East Bay Community Law Center, Bay Area Legal Aid, and the Alameda County Bar Association. He called back the following day requesting referrals for individual lawyer assistance and was provided referrals to Centro Legal de la Raza and Centro de Servicios.

~ A Fremont resident who is part of a two-parent household with three children called for assistance in locating housing and food. The caller and his family were homeless and living in a motel. They had become homeless after their landlord raised the rent which they could not afford to pay. A search for rentals was conducted but nothing was found within the caller's price range. The caller was referred to hot meal programs: Centerville Free Dining Room, Tri-city Free Breakfast Program, St. Edward Catholic Church, and Open Heart Kitchen. For further assistance the caller was referred to the Fremont Family Resource Center.

~ A pregnant, Spanish speaking youth called for assistance with housing. She was employed but unable to afford rent, car payments, college tuition, and supporting her boyfriend. The caller was referred to four transitional housing programs: Banyan House, Images on the Rise, Henry Robinson Center, and Matilda Cleveland House. The caller was informed about WIC and was referred to the program in order to apply. The caller called back the same day for legal referrals, as she had to take time off work for prenatal appointments and wanted to inquire about whether she legally able to do so. The caller was referred to Centro Legal de la Raza, the Legal Aid Society, and the California State Department of Industrial Relations Wage Claim Adjudication program.

~ A San Leandro resident with physical disabilities called 2-1-1 seeking assistance with finding a caregiver, food, help paying rent, and a low-cost apartment. The caller was referred to In-Home Supportive Services for a caregiver, Season of Sharing for rental assistance, REACH and HEAP for her PG&E bill, Meals on Wheels for home-delivered food, and the Lakeside Village Apartments for a low-income rental unit.

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Call Examples	~ A San Lorenzo resident with two babies called for assistance with shelter. She was a victim of domestic violence, staying with relatives who could not house her for long and needed help locating alternate housing. The caller was referred to two transitional housing programs: Building a Solid Foundation and Images on the Rise.
	~ A Pleasanton caller who is part of a two-parent family with two small children called 2-1-1 for assistance with legal referrals. The caller had recently lost her job due to illness and was concerned that her employer had wrongfully terminated her. She was referred to Centro Legal de la Raza.
	~A Livermore resident who is a single parent with a teenage child called 2-1-1 seeking referrals to assist her with her state disability case. The caller told the Resource Specialist that she was unable to reach anyone at the State Disability Office either by phone or online and that her doctor has approved her for an extension for her disability benefits, but the caller had not received any payments. The caller was referred to the Legal Aid Society's Worker's Rights Clinic.
	~ An Alameda resident called for assistance with medical insurance and prescription medication as her employer does not provide health care and the caller could not afford to pay out of pocket. She was referred to Assistance Answers, Partnership for Prescription Assistance, and the California RX drug discount card programs for prescription medication assistance. The caller was informed about HealthPAC and referred to Lifelong Medical Care clinic to apply.
Caller Feedback	~"Your employee was very patient, very clear...an excellent worker. It was just such a pleasure talking with her."
	~"I just spoke with your operator. She is amazing, she spent time talking with me and provided me with at least a dozen referrals. If you have any kind of employee incentive program, I really believe she needs to be recognized."
	~ The person I spoke with was a wonderful employee...very fine. I have been a resident of Oakland for 88 years and I won't get off the phone until I give her a commendation. She was lovely."
	~ "I just spoke with your operator who gave me so many referrals to try to help my son who is mentally ill, and I just wanted to say how much I appreciate this service. Right now my husband and I are homeless ourselves and we are living in Alameda, staying with friends, but my son is homeless because unfortunately he doesn't have any friends to stay with."
	~ "Your employee was very helpful, and she had a lot of patience. She listened to us."
Staff In-service Training Sessions	~ AIDS Legal Referral Panel In-service Presentation
	~ Partnership for Affordable Housing's Making Changes Transitional In-service Presentation
	~ Phatt Chance Transitional Housing In-service Presentation
	~ Tri-Valley Haven Domestic Violence Shelter In-service Presentation

Resource Information And Technology Updates	
Services Database	~ Two new agencies were added in the services database this month.
	~ The services database contains 1,102 agencies and 2,855 programs.
	~ The process of updating the 464 "Non-Directory" agencies continues. So far Eden I&R has updated 255 agencies.
Housing Database	~ 229 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 97,869 hits from 8,832 visitors.
Technology	~ Staff performed routine software and hardware maintenance, updated the agency website, and provided updated services data for the Online Service Directory and Healthy Cities websites.
	~ Began planning for upcoming disaster preparedness events. Software, hardware, and account information for using social media was checked on two computers in each building. Staff is currently working on exactly what will be tested and how to test it.
	~ Modifications were made to the Client database system that will increase outreach efforts related to CalFresh.

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Outreach/Public Information Activities	
	~ The Deputy Director and the Development/Marketing Officer met with Community Development staff from the cities of Dublin, Pleasanton, and Livermore to discuss how Eden I&R can enhance its 2-1-1 outreach and awareness in the Tri-Valley communities.
	~ The Housing Outreach Coordinator is working in collaboration with the American Red Cross to develop a curriculum for rental property owners to prepare their properties and tenants for disaster-related scenarios.
	~ The Housing Outreach Coordinator is working in collaboration with the Oakland Housing Authority (OHA) to outreach to rental property owners, on a monthly basis, to inform them of the opportunities with OHA and Eden I&R. Through this outreach, property owners throughout the County are able to list their properties with Eden I&R at no cost.
	~ The Housing Outreach Coordinator attended a meeting with the City of Oakland to review the final Mass Care and Sheltering plan.
	~ The Housing Outreach Coordinator is working in collaboration with the East Bay Rental Housing Association (EBRHA) to outreach to rental property owners and inform them of the opportunities with EBRHA and Eden I&R.
	~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a Countywide registry for the disabled and frail elderly in the event of an emergency.
	~ The Housing Outreach Coordinator attended the Alameda County Emergency Managers Association meeting. Super Urban Area Security Initiative funding for the year was discussed.
	~ The Housing Outreach Coordinator attended the Golden Guardian planning meeting. Eden I&R will participate in a statewide disaster drill in May 2013.
	~ The Housing Outreach Coordinator attended the Hayward Non-Profit Alliance meeting to network with other area community-based organizations.
	~ Management staff presented updated 2-1-1 information to a variety of cities this month in preparation for next fiscal year's financial support. It appears that all 14 cities may again be investing directly in 2-1-1's infrastructure.
Meetings	~ The Executive Director attended the monthly Bay Area Regional 2-1-1 Partnership meeting attended by 2-1-1 centers covering the counties of: Alameda, Contra Costa, San Francisco, Napa, Marin, Solano, San Mateo, Santa Clara, and Sonoma. The focus this month was on statewide efforts to enhance the 2-1-1 CA membership and Board participation; updates on technology enhancements; best practices exchanges; and financial sustainability updates.
	~ The Executive Director, as a member of the 2-1-1 CA Governance and Leadership committee, helped organize, and provide for appropriate facilitation, for two statewide meetings focused on increasing and enhancing the membership of 2-1-1 centers throughout the State in 2-1-1 CA (a membership association that coordinates statewide efforts related to 2-1-1 services), as well as the 2-1-1 CA Board representation.
	~ As a long-term Board member of the California Alliance of Information and Referral Services (CAIRS), the Executive Director attended the annual 2-1-1 CAIRS (three-day) Retreat held at Asilomar. New statewide board members were introduced and several retired; discussions were held about improvements to the ways in which 2-1-1 centers and I&R specific programs interrelate with one another; and plans were begun to organize a statewide CAIRS conference to be held in Los Angeles this summer.
	~ The Executive Director, and other management staff, continued to attend numerous Re-entry/Realignment related meetings in order to stay abreast of the services being provided to, and still needed by, formerly incarcerated individuals. These services are focused on reducing the recidivism rate as well as reducing overall crime throughout Alameda County.
	~ The Executive Director met with another new Oakland City Councilmember, Lynette Gibson McElhaney, in order to inform her of the many ways in which 2-1-1 assists Oakland residents and employees, as well as additional ways 2-1-1 could enhance its services with increased funding.
	~ The Executive Director hosted an agency visit from a representative from Cisco who is interested in investing in the 2-1-1 communication system.
	~ The Executive Director led a tour for leadership representatives from Urban Strategies Council to see first-hand the myriad ways in which 2-1-1 assists those most at risk in our county. Discussions were held about how our organizations could expand the ways in which we work together, especially in relation to individuals who were formerly incarcerated.

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Meetings	<p>~ Several Eden I&R staff members participated in a statewide webinar focused on the many aspects of preparing for and obtaining the national Alliance of Information and Referrals Systems (AIRS) 2-1-1 Accreditation. This is an expensive (several thousand dollars) and extremely time-intensive (weeks of preparation) process that is a priority for Eden I&R once the funding is secured.</p> <p>~ The Deputy Director attended a Health Reform Implementation Forum hosted by Alameda County Health Care Services Administration and County Social Services Agency. It was the first in a series of forums detailing the upcoming changes to health care eligibility, enrollment and retention systems in preparation for implementation of the Affordable Care Act.</p>
Fairs/Events/ and Outreach	<p>~ This month, 2-1-1 outreach materials were distributed to: Alameda County Social Services, Berkeley Senior Center, Family Resource Center in Emeryville, Oakland City Councilperson Lynette McElheny, Sausal Creek Outpatient Stabilization Program in Oakland, and Tree of Life Church in Oakland.</p> <p>~ The Development/Marketing Officer attended a screening of the film "The Weight of the Nation," about confronting America's obesity epidemic, held at Hayward City Hall. 2-1-1 outreach materials were distributed to attendees at a resource fair before and after the film screening.</p> <p>~ The Development/Marketing Officer distributed 2-1-1 outreach materials to college students at Berkeley City College Health Fair; to people with hearing, physical, and visual disabilities at the California Telephone Access Program Resource Fair in Oakland; and to social workers and medical staff at the Alameda Health Services (formerly Alameda County Medical Center) Social Work Resource Fair at Highland Hospital in Oakland.</p> <p>~ The Housing Outreach Coordinator distributed 2-1-1 outreach materials at a AAA meeting in Oakland.</p> <p>~ Staff participated in, and distributed 2-1-1 outreach materials, at the following events: Alameda County Developmental Disabilities Council's Transition Fair for students with developmental disabilities and their families in the City of Alameda; the East Bay Naturalization Collaborative's Citizenship Workshop in Hayward; Dublin St. Patrick's Day Festival and Heald College Resource Fair in Hayward.</p> <p>~ The Development/Marketing Officer and the 2-1-1 Program Manager made a presentation to CityServe of the Tri-Valley, a collaborative of faith-based organizations which meet regularly to strategize how to connect volunteers with nonprofits. CityServe will be assisting Eden I&R with 2-1-1 outreach in the Tri-Valley.</p> <p>~ The AIDS Housing Information Project (AHIP) Resource Specialist gave an overview of 2-1-1 during a presentation about AHIP at Camden House affordable housing complex in Oakland.</p> <p>~ The Development/Marketing Officer made a 2-1-1 presentation and distributed outreach materials to the staff of Spectrum Meals on Wheels in Pleasanton.</p> <p>~ The Housing Outreach Coordinator attended the Area on Aging Commission meeting in Oakland and spoke to the commissioners about housing and the 2-1-1 program.</p> <p>~ The Executive Director, as State Public Relations Board chair of the California Alliance of Information and Referral Services (CAIRS), coordinated and edited the Spring CAIRS Newsletter which featured stories and photos of 2-1-1 Day (2-11-13) from a variety of 2-1-1 centers (including Eden I&R).</p> <p>~ The Executive Director, along with a number of Berkeley city officials, attended the formal opening of a new City of Berkeley rental complex that is dedicated toward revitalizing the downtown area.</p> <p>~ As a 2012 inductee in the Alameda County Women's Hall of Fame, the Executive Director attended this year's 2013 event and helped welcome the new inductees, especially Ophelia Basgal, for their contributions to Alameda County and its residents.</p> <p>~ The Executive Director attended an event held by Youth Uprising that featured the documentary "Misrepresentation" that focused on how the media targets young women in their programming and advertising, and how the results affect young women's feelings about low self-worth and poor self-esteem.</p>

Alameda County Summary By City

3/1/2013 Through 3/31/2013; 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	225	129	96	92	43	19	73	38	23	482
Albany	16	8	8	8	3	1	7	3	3	33
Berkeley	508	238	270	152	81	42	110	42	28	866
Castro Valley	110	58	52	44	18	8	36	21	13	198
Dublin	48	27	21	19	5	3	16	8	5	98
Emeryville	51	31	20	18	8	3	15	7	6	88
Fremont	411	212	199	151	59	28	123	81	50	725
Hayward	1151	666	485	470	184	97	372	254	153	2232
Livermore	113	62	51	46	19	8	38	22	14	226
Newark	84	49	35	40	16	7	33	19	9	169
Oakland	3870	2012	1858	1411	644	294	1117	676	459	7422
Pleasanton	59	27	32	20	3	3	17	8	5	121
San Leandro	595	330	265	233	99	44	189	112	67	1111
San Lorenzo	62	39	23	31	9	2	29	21	12	134
Union City	137	98	39	70	27	12	58	38	23	246
Other	1130	139	991	97	43	25	72	39	25	629
Grand Total:	8571	4125	4446	2902	1261	596	2305	1389	895	14781

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

7/1/2012 Through 3/31/2013; 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	2137	1150	987	536	209	116	419	246	160	4380
Albany	191	66	125	49	19	11	38	17	9	370
Berkeley	4900	2411	2489	993	470	284	706	342	238	8872
Castro Valley	1002	523	479	307	117	55	252	150	93	2025
Dublin	522	238	284	148	50	24	124	75	44	1007
Emeryville	474	237	237	128	56	29	99	47	36	996
Fremont	3801	2079	1722	1099	374	252	844	576	333	7147
Hayward	10425	5708	4717	2898	1042	585	2311	1534	949	21209
Livermore	1455	805	650	497	175	104	392	268	154	2978
Newark	919	522	397	299	101	62	237	168	95	1772
Oakland	35498	17909	17589	8682	3490	1943	6733	4252	2962	69167
Piedmont	32	8	24	7	1	4	3	3	2	53
Pleasanton	604	303	301	181	41	40	141	88	52	1218
San Leandro	4946	2930	2016	1479	514	300	1178	723	481	10290
San Lorenzo	561	340	221	172	51	29	143	103	66	1245
Union City	1440	967	473	509	158	100	408	279	171	2882
Other	10681	1220	9461	777	326	173	576	243	152	6110
Grand Total:	79588	37416	42172	18761	7194	4111	14604	9114	5997	141721

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