



Office of the City Manager

June 17, 2013

To: Honorable Mayor and
Members of the City Council

From: Christine Daniel, City Manager

A handwritten signature in black ink, appearing to be "CD", written over the name Christine Daniel.

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

Attached is the 2-1-1 Narrative Report for May 2013, 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, City Clerk
Ann-Marie Hogan, City Auditor
Donna LaSala, Information Technology Director
Teresa Berkeley-Simmons, Budget Manager

From: Alison DeJung [mailto:adejung@edenir.org]
Sent: Friday, June 14, 2013 4:23 PM
To: Cece Marin; Gan, Yvette
Cc: Barbara Bernstein
Subject: 2-1-1 Monthly Narrative Report for May WITH ATTACHMENTS

Dear Berkeley Mayor, Council Members and City Manager:

During the month of May, 8,782 calls were handled by 2-1-1 Resource Specialists and 16,190 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 33% were single-headed households with minor children, and 42% had disabilities. The call examples in the attached report show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's online health and human service resource directory; in May it received 90,063 hits from 9,739 visitors.

Last month, the entire agency staff participated in the annual statewide Golden Guardian disaster drill exercises. The Executive Director and Deputy Director were stationed at the Emergency Operations Center (EOC) in Dublin where they relayed the most current and comprehensive information back to the rest of staff. At the agency, staff practiced the SIMS procedures by selecting an Incident Commander as well as other disaster-related assignments. The Information Department incorporated the pre-drill scenario information into the agency's Disaster Database as well as adding the current information from the EOC throughout the day. Test callers then drilled the 2-1-1 Specialists about such critical, but not life-threatening, issues as whether the water was safe to drink, open transportation routes, and operational hospitals. At the end of the five-hour drill, the agency did an After Action Report which summarized what went well, and what needs to change to be more efficient before, during, and after a disaster.

Between May 10 and 19, East Bay Housing Organizations (EBHO) sponsored the 17th Annual Affordable Housing Week in Alameda County. Over 20 events were held in six cities attended by over 3,000 people with the goal of raising awareness, celebrating successes, and helping to build a network for collective action. In addition to representing the agency at several of these events, Eden I&R partnered with EBHO and Oakland Housing Authority to hold Rental Property Owner and Manager Appreciation Day.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of May 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: May 2013

Noteworthy Updates

During the month of May, 8,782 calls were handled by 2-1-1 Resource Specialists and 16,190 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 33% 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 May it received 90,063 hits from 9,739 visitors.

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Call Information

Call Examples

~ A Hayward resident who is a single mother with an infant called for help finding housing. The caller explained to the Phone Resource Specialists (PRS) that she had been recently released from prison, and was homeless. The caller was referred to Sojourner House, Berkeley Food and Housing, and Shepherd's Gate for immediate shelter. A few days later she called again for shelter, and was referred to several transitional housing programs: Images On the Rise, Destiny Builders, Building a Solid Foundation, 24-Hour Oakland Parent Teacher Children Center, Jordan's House, and Change to Come. A few days after that, the woman called a third time for deposit assistance, as she had found an affordable rental, and was referred to Operation Dignity and Season of Sharing.

~ A Pleasanton senior living with her adult daughter and granddaughter called for rental listings, as they were about to get evicted from their home and did not want to be separated from one another. A search was conducted for apartment rentals under \$1000 in the Tri-Valley area with no results, so the caller was referred to two transitional housing programs, God's Love and McKinley House. The caller was also pre-screened and referred for CalFresh food benefits and encouraged to call again every few days for new rental searches.

~ An 83-year-old resident of Oakland with a physical disability and living with her older sister called for help with transportation to her medical appointments. The caller informed the PRS that she has had to rely on ambulance services to get her to her monthly blood transfusion appointments at the hospital, and she was trying to find an option that would not cost so much. The caller was referred to the PACE program through Center for Elders' Independence, East Bay Paratransit, the City of Oakland Paratransit, and the Taxi Up and Go program, also through the City of Oakland.

~ A Fremont senior with a mental disability called for tenant rights counseling. The caller informed 2-1-1 that she was offering her services as a caregiver for a room in the home of a widower with a disability, but, the landlord wanted her to move out and was considering evicting the widower as well. When 2-1-1 was conducting an intake and inquired about the caller's income, 2-1-1 found that the caller's SSI payments had been cut due to the fact that the caller had not reported her deceased husband's pension as income. The caller was referred to Centro Legal de la Raza, Bay Area Legal Aid, and the City of Fremont's Housing Division to ask about her rights, and she was also referred to the Homeless Action Center and the Fremont Family Resource Center for benefits assistance and advocacy to try to increase her income and thus give her more housing options.

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Call Examples	~ A resident of San Leandro called for referrals on programs that could assist him with employment as he had no income or benefits and his unemployment had run out. The caller was screened for, and referred to, CalFresh for food. For immediate financial assistance the caller was referred to the General Assistance Program. The caller was also provided referrals to the California State Department of Vocational Rehabilitation, East Bay Works One-Stop Career Center, Goodwill Industries Job Placement Center and its Homeless Employment Center. The caller informed 2-1-1 that he had no idea there were so many resources out there for him.
	~ A homeless female youth called from Piedmont for shelters and was referred to Covenant House and Dream Catcher.
	~A Union City resident who is a victim of domestic violence called for housing for herself and three children. She informed the PRS that she feared for her life, as her abuser is to be released from jail next month. The caller was referred to Images On The Rise, Banyan House, and Second Chance for housing and the Family Violence Law Center for further legal assistance with a restraining order and exploring other legal options. The caller called back the next day for help with transportation to leave the state and travel to Florida, and was referred to St. Vincent de Paul for referrals to nearby churches.
	~ A resident of Alameda who is a single mother with a mental disability, with both a toddler and an infant, living in low-income housing called for help with her large electricity bill. The caller informed the PRS that her utilities had been shut off and she was worried about caring for her infant without power. The caller was referred to HEAP, St. Vincent de Paul, Project EASE, and Season of Sharing.
Caller Feedback	~ "I just got off the phone with your employee. I mean she was the best person that I ever spoke with in 15 years. I just got out of prison, and I told her that I was looking for shelter and she took her time with me. She assisted me in a lot of things that I didn't know about. I really, really appreciate that. I wanted to let someone know about this, she is excellent, I mean just 100% real. I appreciate her and I love the 2-1-1 service... I didn't know about it, someone told me about it and I love it, so, thank you very much. I want to let you know that I appreciate your being there."
	~ "Yes, I am calling from San Leandro, I just called to get some information and the lady I spoke with was awesome. She explained everything so thoroughly, and she gave a lot of information and a lot of helpful resources. I am very eager on calling a couple of my friends to let them know this, because I hadn't known this program exists, and it is 24 hours. You guys are doing an awesome job, thank you so much."
	~ "Thank you 2-1-1 people for being helpful and for finding me a place...thank you to you all. Keep up the good work."
Staff Inservice Training Sessions	~ Oakland Housing Assistance Center In-Service Presentation
	~ 2-1-1 Staff Meeting and CalFresh Review
	~ Golden Guardian Disaster Drill
	~ Money Management International In-Service Presentation

Resource Information And Technology Updates

Services Database	~ Four (4) new agencies were added in the services database this month.
	~ The services database contains 1,111 agencies and 2,861 programs.
	~ The process of updating the 462 "Non-Directory" continues. So far we have updated 390 agencies.
Housing Database	~ 107 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 90,063 hits from 9,739 visitors.
Technology	~ A one-hour training in the use of Eden I&R's Disaster Information database was provided for 2-1-1 staff to prepare them for participation in the Golden Guardian disaster drill on May 15.
	~ The agency's Disaster Information database was tested during the countywide Golden Guardian exercise. The system performed well with incoming information quickly being made available to all phone staff who were able to access appropriate information as soon as it was posted.

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Technology	~ Modification and testing of the Client database continued in preparation for the Medi-Cal Administrative Activities (MAA) perpetual time study beginning in July. All necessary changes for tracking call times and assigning them to appropriate MAA activity codes will be completed prior to the July 1 deadline.
	~ 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.

Outreach/Public Information Activities	
Meetings	~ The Development/Marketing Officer made a presentation about 2-1-1 to the student services staff members (school nurses, attendance officers, etc.) of the Livermore School District.
	~ The 2-1-1 Program Manager made a 2-1-1 presentation and provided outreach materials at a Parent Information Night at the Hayward Unified School District.
	~ The Development/Marketing Officer met with a volunteer coordinator at CityServe of the Tri-Valley, an organization created to provide volunteers from the local churches to Tri-Valley nonprofits and to coordinate resources between the faith-based community, nonprofits, businesses, schools and government agencies. Eden I&R will be working closely with this organization to enhance our outreach efforts to the communities in Dublin, Pleasanton, and Livermore.
	~ The Development/Marketing Officer and 2-1-1 Program Manager made a 2-1-1 presentation to the agencies that receive community funding from the cities of Pleasanton and Livermore at a joint Grant Contractor's Workshop.
	~ The Development/Marketing Officer attended the Alameda County Community Development Block Grant hearing and made a presentation to the Human Service Commissioners about 2-1-1.
	~ The Executive Director attended a variety of meetings related to the reentry population as government staff, elected officials and nonprofit agency representatives work together to reduce the rate of recidivism and assist prior offenders in successfully transitioning back into Alameda County communities.
	~ Representatives from Rubicon visited the agency to learn more about our programs and services as well as exchange ideas as to how our organizations can work more closely (e.g., there was agreement to do in-service trainings at each other's agencies).
	~ The Executive Director attended the monthly 2-1-1 Bay Area Partnership meeting during which disaster preparedness and response was an agenda focus.
	~ The Deputy Director attended a workshop to learn more about the AIRS (Alliance of Information and Referral Systems) accreditation process and what would be involved for Eden I&R to become accredited.
	~ The Deputy Director attended the annual Local Government Agency MAA/TCM conference. Networking opportunities were provided with other agencies involved in the MAA (Medi-Cal Administrative Activities) and TCM (Targeted Case Management) programs as well as much information relayed about the changes coming down the pike in how agencies must track their staff time and activities in these programs.
	~ The Deputy Director attended the second of four forums being held in Alameda County to discuss health care reform implementation and its impact in the County.
	~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a Countywide registry of the disabled and frail elderly.
	~ 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 conduct 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 the Housing Action Team Meeting with PEERS in Oakland to discuss tenant organizing and helping tenants with mental health issues live independently.
	~ The Housing Outreach Coordinator is working in collaboration with the East Bay Rental Housing Association (EBRHA) to conduct outreach to rental property owners and inform them of the opportunities with EBRHA and Eden I&R.
~ The Housing Outreach Coordinator attended the Hayward Nonprofit Alliance meeting. There were presentations from the US Postal Service and The Volunteer Center of the East Bay.	

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<p>Meetings</p>	<p>~ As a participant in the 2013 Golden Guardian Statewide Disaster Drill, the Housing Outreach Coordinator met with Eden I&R staff to discuss the drill and staff roles.</p>
	<p>~ The Housing Outreach Coordinator attended the Golden Guardian planning meeting. Eden I&R participated in the statewide drill this month (see Noteworthy Updates above for more detail).</p>
	<p>~ The Housing Outreach Coordinator attended the Nor Cal VOAD meeting.</p>
<p>Fairs/Events/and Outreach</p>	<p>~ 2-1-1 outreach materials were provided this month to: Hayward Area Recreation District's Senior Health and Resource Fair, ComPre Cinco de Mayo Celebration at Ashland Community Center in San Leandro; CityServe of the Tri-Valley; Veterans Administration Hospital in Palo Alto; Alameda Alliance for Health; RQuest Counseling in Pleasanton; Purple Lotus Temple's Earthquake Preparedness Event in Union City; La Clinica de la Raza in Oakland; and Alameda County Social Services in Hayward.</p>
	<p>~ The Development/Marketing Officer made 2-1-1 presentations at the following senior and low-income housing complexes in the Tri-Valley: Arbor Vista, Hillcrest Gardens, Vineyard Village and Caymen Apartments in Livermore, Pleasanton Gardens and Kottinger Place in Pleasanton, and The Groves at Dublin Ranch in Dublin.</p>
	<p>~ The Development/Marketing Officer participated in and distributed 2-1-1 outreach information at the Pleasanton Senior Center Transit Fair; Alameda County-Oakland Community Partnership's Walk to End Poverty and Community Resource Fair in Oakland.</p>
	<p>~ Staff participated and distributed 2-1-1 information at the Glad Tidings Church of God in Christ and affiliate congregations Family Day in Oakland (coordinated by Alameda County Public Health Department); ComPre Cinco de Mayo, Community Child Care Council (4C's) Annual Children's Faire in Hayward; Asian American Heritage Festival in Hayward;</p>
	<p>~ The Housing Outreach Department distributed 2-1-1 outreach and housing information and the Deputy Director spoke at Owner Appreciation Day as part of Affordable Housing Week activities at the Oakland Housing Authority.</p>
	<p>~ The Executive Director represented the agency at the First 5 Open House held in its new facilities in the City of Alameda. In addition to learning more specifically about the current First 5 programs and services, this was a fantastic networking opportunity. The food was amazing as well!</p>
	<p>~ The Housing Outreach Coordinator attended the Affordable Housing Week Kick-Off event sponsored by East Bay Housing Organizations (EBHO). Eden I&R and Oakland Housing Authority will sponsor an Affordable Housing Week (AHW) event again later this year.</p>
	<p>~ The Housing Outreach Coordinator and one of the Housing Resource Specialists attended the Affordable Housing Week Event: Drasnin Grand Opening. Eden I&R played a crucial role in helping to relocate the residents after Oakland Community Housing, Inc. left their buildings in foreclosure. East Bay Asian Local Development Corporation (EBALDC) has done a wonderful job in rehabilitating Drasnin and bringing it back</p>
	<p>~ The Housing Outreach Coordinator and Teela Carpenter with Oakland Housing Authority planned and coordinated the AHW Event: Rental Property Owners Appreciation Day. This is the 8th annual event with the Oakland Housing Authority.</p>
	<p>~ The Housing Outreach Coordinator facilitated an American Red Cross preparedness class for the staff at Ariat, a western footwear company, and explained the role of 2-1-1 in a disaster.</p>
	<p>~ The Housing Outreach Coordinator attended the Disaster Response Training sponsored by Alameda County Social Services.</p>
	<p>~ The Housing Outreach Coordinator and one of the Housing Resource Specialists attended the Affordable Housing Week Event: Brighter Than Blight. This is an event intended to celebrate the spirit of the residents and turn the focus of the "Blight" to positive movement forward.</p>
	<p>~ The Housing Outreach Coordinator attended the Emergency Volunteer Center Training sponsored by Alameda County Office of Emergency Services.</p>
	<p>~ The Deputy Director and one of the Housing Resource Specialists represented the agency at the Asian American Heritage Festival in downtown Hayward.</p>
	<p>~ The 2-1-1 Program Manager made a 2-1-1 presentation and provided outreach materials to residents at Las Palmas Apartments in San Leandro (managed by Eden Housing).</p>
<p>~ The Housing Outreach Coordinator conducted a Housing Workshop for Women Organized to Respond to Life-Threatening Diseases in Oakland and distributed 2-1-1 outreach material.</p>	

Alameda County Summary By City

5/1/2013 Through 5/31/2013; 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	198	106	92	83	42	16	67	34	20	428
Albany	14	5	9	5	0	2	3	2	1	20
Berkeley	508	260	248	170	86	34	136	59	45	979
Castro Valley	130	78	52	54	21	15	39	29	20	331
Dublin	51	32	19	25	4	8	17	9	6	113
Emeryville	57	35	22	25	12	5	20	9	5	114
Fremont	271	145	126	110	30	23	87	60	38	551
Hayward	1055	649	406	470	175	92	378	267	167	2376
Livermore	153	91	62	61	25	8	53	33	17	300
Newark	90	59	31	47	20	11	36	27	14	196
Oakland	4230	2272	1958	1571	705	326	1245	779	550	8295
Pleasanton	52	33	19	29	8	5	24	18	13	104
San Leandro	603	364	239	281	98	50	231	137	88	1277
San Lorenzo	60	38	22	32	10	7	25	15	10	114
Union City	144	99	45	65	21	10	55	36	25	316
Other	1165	155	1010	127	55	31	96	47	31	674
Grand Total:	8782	4421	4361	3155	1312	643	2512	1561	1050	16190

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 5/31/2013; 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	2556	1361	1195	622	246	135	486	282	176	5226
Albany	216	74	142	57	21	15	42	20	11	410
Berkeley	5955	2909	3046	1177	553	336	837	395	278	10905
Castro Valley	1236	659	577	358	133	70	288	177	109	2569
Dublin	620	300	320	186	61	39	147	88	51	1237
Emeryville	583	299	284	156	71	36	120	53	38	1215
Fremont	4410	2417	1993	1246	426	292	951	651	368	8340
Hayward	12595	6982	5613	3433	1231	708	2724	1833	1128	25901
Livermore	1756	981	775	567	194	116	450	302	168	3626
Newark	1105	646	459	355	121	77	278	201	110	2190
Oakland	43978	22352	21626	10273	4136	2331	7937	4966	3441	85568
Piedmont	35	9	26	7	1	4	3	3	2	56
Pleasanton	718	375	343	225	54	51	174	113	70	1448
San Leandro	6119	3619	2500	1782	598	369	1412	854	556	12750
San Lorenzo	696	420	276	219	64	42	177	126	79	1518
Sunol	2	2	0	1	1	0	1	0	0	2
Union City	1763	1198	565	591	182	125	466	317	190	3609
Other	13009	1504	11505	961	399	223	710	300	187	7463
Grand Total:	97352	46107	51245	22216	8492	4969	17203	10681	6962	174033

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