


Office of the City Manager

June 23, 2014

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 May 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, June 17, 2014 9:59 AM
To: Gan, Yvette
Subject: FW: 2-1-1 Report for May
Attachments: 2-1-1 Narrative Report for May 2014.pdf; CitySummary_May2014.pdf; CitySummary_May2014_YTD-FY.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Berkeley Mayor, Council Members and City Manager:

During the month of May, 8,725 calls were handled by 2-1-1 Resource Specialists and 13,135 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 32% were single-headed households with minor children, and 43% had disabilities. The call examples included 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 150,475 hits from 15,084 visitors. Traffic to our website continues to increase. There was a 41% increase and a 39% increase in the number of hits and visitors, respectively, in May of this year versus May 2013.

May 9-18 was East Bay Housing Organizations' (EBHO) Affordable Housing Week, an annual celebration of the benefits that affordable homes bring to our people and communities. EBHO and its members sponsored 20 events throughout Alameda and Contra Costa counties that call attention to the housing crisis and spotlight solutions. Thousands of people have attended Affordable Housing Week events for the past 17 years. As part of the week, Eden I&R and the Oakland Housing Authority co-sponsored the 6th annual Rental Property Owner and Manager Appreciation Day. In recognition of their commitment to provide affordable housing in the City of Oakland and Alameda County, property owners and managers were provided with resources on housing and tenant services as well as workshops which included "Fair Housing and Reasonable Accommodation/Violence Against Women Act", "How to Deal with Challenging Tenants", and other "how to" sessions.

Eden I&R would like to recognize two community leaders who left their respective agencies this month after decades of service. Mark Friedman, the Executive Director of First 5 for 15 years is moving to the Thomas J. Long Foundation as its new CEO. Mark's financial and professional support of Eden I&R will be missed but we look forward to our continued partnership with First 5's newly appointed Executive Director, Janis Burger. In addition, Rick Crispino retired from Bonita House after 36 years of dedicated service as the agency's Executive Director. Rick was instrumental in the enormous growth and expansion of services for the mentally ill locally and statewide. We wish Mark and Rick the very best in all of their future endeavors, and we look forward to our continued partnerships with First 5 and Bonita House as we continue to mutually assist individuals and families.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of May 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
Eden I&R, Inc.
570 B Street
Hayward, CA 94541

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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.*

The 2014 edition of The Big Blue Book: The Directory of Human Services for Alameda County is a comprehensive, one-of-a-kind directory that is sold on a first-come, first-serve basis. Order your directory before they sell out by contacting Cece Marin at 510-537-2710, ext.8.

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2-1-1 Alameda County Monthly Narrative Report: May 2014

Noteworthy Updates

During the month of May, 8,725 calls were handled by 2-1-1 Resource Specialists and 13,135 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 32% 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 May it received 150,475 hits from 15,084 visitors. Traffic to our website continues to increase. There was a 41% increase and a 39% increase in the number of hits and visitors, respectively, in May of this year versus May 2013.

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Call Information

Call Examples

~ A single mother of two small children called from Livermore for assistance with financial resources as she was fleeing a domestic violence situation. The caller shared with the Phone Resource Specialist that she lived with her father, who provided the only source of income since the father of her kids stopped working, began abusing alcohol and drugs, and eventually physically abused her. She had had to call the police to take him to jail. The caller and her father needed rental assistance and the caller needed resources for child support and custody. She was referred to ECHO Housing for rent, Alameda County Department of Child Support Services and the Self-Help Center at the Superior Court for child support and custody issues. For counseling for the abuse, the caller was referred to Tri-Valley Haven and Horizons Family Counseling. She was also pre-screened and referred to CalFresh.

~ A single male resident of Fremont on court probation called 2-1-1 for assistance with public benefits. The caller informed 2-1-1 that he had a mental disability and had been on SSI prior to incarceration in 2010. Since his release, he had re-applied for SSI but had been denied. He was looking for help with the appeals process. The caller was referred to benefits assistance programs through the Homeless Action Center, Fremont Family Resource Center, and CRIL.

~ An Oakland resident who was on probation called for job training programs. The caller was referred to Champion Workforce through St. Vincent de Paul, Cypress Mandela Training Center, America Works, Goodwill Job Placement Center, The Workforce Collaborative, Rising Sun Energy Center, and Rubicon Programs, Inc. He called again the same day for homeless shelter and was referred to CityTeam Ministries, as well as the requested phone number to Adult Probation.

~ A single, homeless senior called from Alameda requesting information on shared housing. The caller indicated that she did not want shelter. She was referred to the following transitional housing programs: Alpha Omega, Berkeley Food & Housing Project's Independent House, and Sweet Haven. The caller was also offered the 2-1-1 for Contra Costa County for more programs outside of Alameda County, which she accepted.

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Call Examples	~ A single woman called from Piedmont. She has a criminal history and was residing in a residential drug treatment facility. She requested referrals for sober living homes that she could move into after her program ended. She was referred to Options Recovery Service, Life House Recovery Homes, and Tranquility House Alternatives.
	~ A single senior called from Union City for information on where she could learn computer skills and acquire specialized telephone equipment for her hearing impairment. She was referred to The STRIDE Center for a free or low-cost computer, the Ruggieri Senior Center for senior classes, and AT&T National Center for Customers with Disabilities for the telephone equipment.
	~ A Dublin resident who is a single mother of four children called for assistance with legal resources regarding her tenancy. The caller informed the Phone Resource Specialist that her landlord had given her an eviction notice for lack of payment, but she has all receipts for rent paid. For tenant rights, the caller was referred to Bay Area Legal Aid and Centro Legal de la Raza. She called 2-1-1 later the same day for rental payment assistance and food pantries and was referred to Season of Sharing, Operation Dignity, and St. Vincent de Paul.
Caller Feedback	~ "I live in San Leandro, and I just wanted to tell you that I use 2-1-1 services often, and you have always been wonderful. You always provide me with excellent assistance. I was denied Social Security Disability Insurance twice. Your employee gave me information on benefits assistance programs that can help me with the SSDI, as well as senior employment and several housing program referrals, that I can start working on. I think you guys are wonderful and I just want to say thank you. Your agency should be called an Agency of Hope, because you have given me hope. Thank you very much for your services."
	~ "I live in Oakland. Your staff helped me get referrals to places. This is the first time I've called and I was helped by a really good person."
	~ "Thanks to your staff, I was finally able to stabilize my housing situation. Thank you very much."
Staff Inservice Training Sessions	~ 2-1-1 Staff Training on Financial Inclusion for Underserved Consumers
	~ Centro de Servicios In-Service Presentation
	~ 2-1-1 Staff Discussion on Vicarious Trauma and Self-Care Part II

Resource Information And Technology Updates	
Services Database	~ Two new agencies were added to the services database this month.
	~ The services database contains 1,142 agencies and 2,911 programs.
	~ The process of updating the 473 Non-Directory agencies is almost completed.
Housing Database	~ 321 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 150,475 hits from 15,084 visitors.
Technology	~ Changes were made to the database to allow the Phone Resource Specialists to conduct proactive outreach to callers regarding low-cost broadband services, computer training, and free and low-cost computer equipment.
	~ Server backup processes were updated and a test using SharePoint OneDrive for desktop backup was conducted.
	~ In conjunction with the Finance Department, upgrade options and version migration options were evaluated for the current accounting software application.

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Outreach/Public Information Activities	
Meetings	~ The Executive Director represented the family of Ollie Arnold as she was recognized, posthumously, with the Red Cross' Community Preparedness Award. There were stories told and tears shed as Ollie's many contributions to the Red Cross (and those assisted by them) were shared.
	~ The Executive and Deputy Directors met with the Directors of the County Social Services and Healthcare Services agencies in order to review current services being provided to shared clients as well as the possibilities of enhanced services based upon prior best practices.
	~ Several members of the management team have been meeting with AC Transit regarding two major projects: the development of a transportation website portal through which seniors and people with disabilities will find easy access to paratransit information; and a national project, One Call/One Click, in which the public can gain more efficient means of contacting and accessing transportation services.
	~ The agency participated in a San Francisco Foundation disaster e-drill in which emergency test messages were sent and responded to in a prompt manner. The Foundation is knowledgeable and supportive of Eden I&R's countywide disaster response efforts.
	~ Several members of the management team attended meetings related to Open Referral options including meeting with Code for America.
	~ Several members of the management team met with County Behavioral Health and Bonita House representatives as we reviewed the CHOICES housing website, and discussed the many ways in which the website can be improved over the next fiscal year.
	~ The Executive Director hosted a tour of the agency for Josh Leonard, East Bay Agency for Children's Executive Director. Discussions were held about possible future partnerships over and beyond current cross-referrals.
	~ The Executive Director participated in the statewide California Alliance of Information and Referral Services (CAIRS) monthly conference call during which topics included Open Referral options, CETF low-cost broadband services, CalFresh outreach, the statewide newsletter, and the annual statewide CAIRS Conference (October 2014) preparations.
	~ Several staff members have been preparing for the Operation Independence event, hosted by the City of Hayward and sponsored by the County Public Health Department, which will take place on June 21. Eden I&R will have a table at the event with 2-1-1 marketing materials as well as two bilingual staff available to provide direct health, housing and human service referrals to people in attendance at the day long event.
	~ The Deputy Director attended Alameda City Council's meeting to update the Council on 2-1-1 service to the city.
	~ The Development/Marketing Officer gave an update about 2-1-1 at the following meetings this month: Pleasanton City Council, San Leandro City Council, and the Alameda County Housing and Community Development Commission.
	~ The Deputy Director and the Director of Information Technology attended an emergency coordination meeting at the American Red Cross in Oakland. Discussion revolved around establishing protocols and procedures for setting up emergency volunteer centers (EVCs) throughout the county in the event of a disaster.
	~ The Deputy Director attended the annual MAA (Medi-Cal Administrative Activities) conference in Sacramento. This 2.5 day conference, attended by government agencies and community-based organizations from throughout the state, offers a variety of informational sessions and networking opportunities for representatives of the various organizations who are involved in the MAA program. MAA provides for federal reimbursement to entities, including Eden I&R, that conduct outreach to individuals potentially eligible for Medi-Cal as well as help connect Medi-Cal recipients to Medi-Cal covered services.
	~ The Deputy Director attended the NorCal VOAD (Voluntary Organizations Active in Disaster) meeting. Discussion included an update on the status of the statewide drought and an update on the NorCal VOAD Emergency Response and Communications Plan. The group also shared memories and stories of Ollie Arnold and the meeting was adjourned in her memory.
	~ The Deputy Director participated in a conference call with Alameda County VOAD. Agenda items included an update on a recent tabletop exercise and the group's participation in Operation Independence. Additionally, Vice-Chair Bruce Bird was elected the new Chair, a position that became vacant upon the untimely passing of Ollie Arnold.

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Meetings	~ The Executive and Deputy Directors met with two staff from the County Public Health Department to discuss next steps on the Public Health Emergency Preparedness Registry, a pilot project to develop a database of individuals in Alameda County who may need assistance in the event of a local emergency or disaster.
Fairs/Events/ Outreach	<p>~ The Information Management Supervisor attended the Senior Resource Open House at the Dublin Senior Center.</p> <p>~ The Executive Director and Development/Marketing Director attended Fremont Bank's celebration that included the donation of \$10,000 to 49 organizations (of which Eden I&R was one) as well as \$50,000 to a cancer-related organization. The event was truly a love-fest as Fremont Bank praised the work of the community and faith-based organizations in attendance, and the agency representatives explained the ways in which the donations will assist those in need throughout the East Bay.</p> <p>~ The Executive Director attended the farewell receptions for Rick Crispino, Executive Director of Bonita House for over three decades, and Mark Friedman, First 5's Executive Director for 15 years. Both men were praised by elected officials, mutual CBO leaders, and others who had firsthand knowledge of their contributions to the fields of mental health (in Rick's case) and services for children 0-5 years old (in Mark's case). They will be missed but their work will be appreciated by the people they served for generations to come.</p> <p>~ 2-1-1 outreach materials were distributed this month to: Alameda County Geriatric Assessment and Response Team and Crisis Response Programs in Oakland; Castro Valley Senior Center; Emeryville Senior Center; and Alameda County Social Services Eden Self-Sufficiency Office in Hayward.</p> <p>~ The Development/Marketing Officer distributed 2-1-1 outreach materials to 300 soon-to-be released inmates at the Federal Correctional Institution in Dublin.</p> <p>~ The Development/Marketing Officer distributed 2-1-1 outreach materials at the Alameda County-Oakland Community Action Partnership's Annual March to End Poverty Community Resource Fair at Lake Merritt in Oakland and the Campbell Village Job Fair in Oakland.</p> <p>~ The Development/Marketing Officer made 2-1-1 presentations as part of an Emergency Preparedness Workshop sponsored by the Alameda County Social Service Agency Eastmont Self-Sufficiency Center in Oakland; at the Castro Valley Senior Center; and for victim advocates at the District Attorney Victim/Witness Office in Oakland.</p> <p>~ Staff participated in and distributed 2-1-1 outreach materials at the Cinco de Mayo Celebration co-sponsored by County Supervisor Nate Miley; Hayward Area Recreation and Park District; Alameda County Deputy Sheriff's Activities League; Alameda County Community Development Agency; Public Works Agency; and Alameda County Fire Department at Ashland Community Center; City of Dublin Senior Resource Open House and 4C's Annual Children's Fair in Hayward.</p> <p>~ The AIDS Housing and Information Project (AHIP) Rovers participated in, and distributed 2-1-1 and AHIP information at, the Asian Pacific Islander HIV Awareness Day in Oakland and at Asian Health Services in Oakland.</p>

Alameda County Summary By City

5/1/2014 Through 5/31/2014; 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	174	96	78	71	25	11	60	35	20	318
Albany	16	6	10	4	1	1	3	2	2	38
Berkeley	459	174	285	118	64	25	93	46	31	753
Castro Valley	114	65	49	41	21	4	37	23	14	227
Dublin	47	26	21	21	7	5	16	12	10	91
Emeryville	31	10	21	9	4	3	6	2	2	60
Fremont	343	165	178	122	48	30	92	51	32	633
Hayward	1073	590	483	444	177	77	367	241	145	1934
Livermore	121	50	71	41	18	5	36	26	17	237
Newark	111	57	54	44	20	11	33	19	12	171
Oakland	3876	1632	2244	1187	538	253	934	621	398	6678
Piedmont	8	1	7	1	0	0	1	0	0	11
Pleasanton	44	17	27	13	4	2	11	6	3	91
San Leandro	533	304	229	206	89	37	169	104	61	935
San Lorenzo	71	51	20	29	13	3	26	16	13	95
Union City	162	95	67	62	24	10	52	34	19	262
Other	1542	130	1412	113	44	32	81	40	24	601
Grand Total:	8725	3469	5256	2526	1097	509	2017	1278	803	13135

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 5/31/2014; 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	2053	1079	974	605	254	144	461	276	173	3632
Albany	208	96	112	59	21	16	43	24	16	419
Berkeley	5801	2684	3117	1171	547	322	849	451	312	9484
Castro Valley	1275	733	542	370	134	75	295	172	104	2287
Dublin	566	302	264	168	56	35	133	84	58	964
Emeryville	475	248	227	132	49	37	95	45	32	927
Fremont	4010	2275	1735	1169	414	303	865	525	293	6864
Hayward	12153	7057	5096	3435	1195	681	2753	1904	1143	21959
Livermore	1565	801	764	471	162	88	383	250	133	2764
Newark	1162	725	437	329	118	62	267	184	108	1932
Oakland	43192	20871	22321	10044	3937	2337	7699	4966	3325	74955
Piedmont	49	9	40	8	2	2	6	1	1	86
Pleasanton	644	335	309	191	52	36	155	101	55	1176
San Leandro	5873	3578	2295	1685	619	316	1369	847	518	11031
San Lorenzo	741	506	235	253	87	48	205	138	89	1376
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	1472	944	528	525	172	100	425	294	171	2581
Other	14200	1295	12905	877	324	201	675	302	209	5978
Grand Total:	95443	43541	51902	21495	8144	4804	16680	10564	6740	148428

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