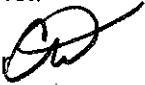


Office of the City Manager

December 18, 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 November 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: Beth Pollard, Interim 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

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**2-1-1 Alameda County Monthly Narrative Report: November 2014**

<b>Noteworthy Updates</b>	
	~ During the month of November, 8,278 calls were handled by 2-1-1 Resource Specialists and 13,987 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 34% 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 websites, including our online health and human service resource directory; in November our websites received 17,942 pageviews from 4,381 sessions/visitors.
	~ As we have done in prior years, the agency collected information about Thanksgiving holiday food baskets and festivities for low income individuals and families. New this year, we partnered with the Jamaican Association of Northern California to directly provide close to 50 families with ingredients for a full Thanksgiving meal. We acknowledge and appreciate Rose Marsh, the President of the Association for her choosing Eden I&R as the agency that determined which families would benefit from this very generous donation.
	~ In November the agency traditionally starts gearing up for the December holiday season, during which we track and distribute information regarding gifts and food provided by such organizations as Berkeley's Toys for Tots, Salvation Army, Allen Temple Baptist Church, Davis Street Family Resource Center, and many others. Despite the general improvement in the Bay Area's economy, we know from experience that there will be more people in need of holiday assistance than there are programs and services to assist them. We therefore make it a priority to keep track of the holiday resources that do exist so that 211 callers will have the most comprehensive and accurate information possible.
	~ The agency also starts early preparing for tax season so that we can assist low-income working individuals and families with tax related information from January through April 15th. The primary programs we partner with are Earned Income Tax Credit (EITC) and the Computer Communications Industry Association's CA Free Tax Events.

<b>Call Information</b>	
<b>Call Examples</b>	~ A female resident of Albany called wanting to know if the recent notice for rent increase that she had received was legal. She was referred to two tenant rights organizations in Oakland: Bay Area Legal Aid, and Centro Legal de la Raza. When 2-1-1 asked the caller if she had called 2-1-1 before she replied that it was the first time she was calling 2-1-1 and that she had seen the 2-1-1 number on the City of Albany web site.
	~ The Oakland Adult Probation Office called for benefits assistance for one of their clients. The caller was referred to Homeless Action Center, East Bay Community Law Center, and Bay Area Legal Aid.
	~ A parent with three children called from Hayward for employment assistance. The caller was referred to the EASTBAY Works One-Stop Career Center, Goodwill Industries' Job Placement Center, and Centro De Servicios for employment search assistance. 2-1-1 also offered holiday program referrals, which the caller was happy to accept. The caller was referred to Faith Lutheran Church for a Thanksgiving food basket as well as two referrals for Christmas toys for the children: Terra Firma and Diversified Family Services.
	~ A married, senior couple from Pleasanton called for low income housing. The caller was referred to Owl's Landing, Acalanes Court, and Ridgeview Commons for low income housing wait lists, as well as a Market Rate apartment in Castro Valley from Eden I&R's housing database.
	~ A Piedmont resident called looking for emergency housing for a single mother who was related to her and was temporarily residing with her. The caller was referred to Ariel Outreach Mission and Berkeley Food & Housing Project for shelter that night, and Images On The Rise, Oakland Elizabeth House, and Matilda Cleveland House for transitional housing.
	~ A female senior from Emeryville called for information on HIV testing for her adult grandson who is living with her. She was referred to the Casa Segura Drop-in Center.
	~ A parent with two children called from Fremont for dental referrals for her husband. The caller shared that her husband needed dental cleaning, fillings and possibly a root canal. The caller wanted a referral for a place in close proximity, so 2-1-1 referred to Tiburcio Vasquez Health Center and encouraged her to call back for additional resources if needed.

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<b>Caller Feedback</b>	~ "I recently became homeless and did not know how to go about looking for shelter information. Your representative was kind, friendly and sounded really sincere and did not judge me or my situatuon. He was a real gentleman."
	~ "I live in Oakland, California. I wanted to let you know that I have called 211 several times and the information you give me is always really good and if you do not have the information I need, you let me know. I just called regarding DMV related information today, and your excellent customer service representative gave me the information that I needed. And I just wanted to let your company know that 211 is really important and that I am glad that it is still available and has not been cut off due to any funding issues. 211 has always been excellent for me and I've been using it for a couple of years now so any time I need something in Oakland, I call 211 and the representative answering the phone has always been polite, given me the information promptly and courteously. I hope this 211 number is always going to be available because I told my friends about 211 and they use it too when they see how it helps me. I hope you have funds to keep 211 available in the future ."
	~ "Thank you for all your help. I think I am off to a good start. This is such a cool service. Thank God you're here. I really appreciate your help. Thank you"
<b>Staff Inservice Training Sessions</b>	~ Faultline Disaster Preparedness In-Service
	~ 2-1-1 Staff Meeting on Medi-Cal Outreach Activities, maintaining 2-1-1 call notes and advocacy
	~ Children's Hospital In-service
	~ 2-1-1 Staff Meeting on Crisis Intervention calls and the 2-1-1 Crisis Intervention Plan Review

Resource Information And Technology Updates	
<b>Services Database</b>	~ Five (5) new agencies were added in the services database this month.
	~ The services database contains 1,155 agencies and 2,919 programs.
	~ The process of updating the 585 "Directory" agencies is complete.
	~ Updated the Thanksgiving meals distribution programs and Toy Drives and Holiday Food.
<b>Housing Database</b>	~ 84 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.
<b>Online Services Website</b>	~ Eden I&R's health and human services data is provided free through the agency's publicly accessible websites at <a href="http://www.edenir.org">www.edenir.org</a> and <a href="http://www.211alamedacounty.org">www.211alamedacounty.org</a> . This month the Online Services Directory received 17,942 pageviews from 4,381 sessions/visitors.
<b>Technology</b>	~ Eden I&R IT staff participated in the Statewide 211 database alignment project. The alignment project will aid CA 211 organizations in the sharing of resources, improving the use of data standards, and improving the consistency of data.
	~ Eden I&R IT staff transitioned the organization's internal network file share to SharePoint. This move to SharePoint will allow the organization to more easily access internally shared files remotely and collaborate more effectively during a disaster.
	~ Eden I&R IT staff enabled the tracking of sign-ups in our database for the annual Berkeley Toys for Tots program.

Outreach/Public Information Activities	
<b>Meetings</b>	~ The Executive Director met with the Hayward City Mayor and City Manager to discuss a variety of issues related to the numerous ways in which 211 has been assisting Hayward residents, employees, businesses and government departments for the past seven years.
	~ The Executive Director met with the Alameda County District Attorney to review the ways in which 211 has been assisting her department staff as well as the people that her department serves. The conversation focused, in part, on Victims of Domestic Violence since 211 receives many crisis calls from people dealing with this very critical situation that often times requires police intervention while the 211 call is in process.
	~ After taking a tour of Eden I&R, agency management team members met with the Executive Director of HomeAid and Dick Baker, President of Ponderosa Homes to discuss the ways in which our organizations could work together to assist the homeless and those unstably housed.

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<p align="center"><b>Meetings</b></p>	<p>~ The Executive Director attended the Joint ReEntry meeting that reviewed the work of outside consultants who surveyed numerous organizations that work with the incarcerated and the formerly incarcerated. The meeting had a very large crowd that represented all aspects of reentry assistance including nonprofit directors, elected official staff and government department representatives. The ReEntry Strategy for the county is still a work in progress, but in a very positive and collaborative direction, including many collaborative efforts.</p>
	<p>~ Agency Management Staff continued its discussion with StopWaste regarding the promotion of energy efficiencies including a range of information about no- and low-cost ways to save energy, appliance rebates and opportunities for free in-home energy audits.</p>
	<p>~ As an active statewide Board member of the California Alliance of Information and Referrals Services (CAIRS), the Executive Director participated in the monthly Board conference call that included such topics as: preparations for the annual CAIRS Board meeting in Central California; the relationship between CAIRS and 211 CA; the need for a larger and more diverse Board composition (e.g., replace vacancies for representatives related to military/veterans, and the elderly/disabled); the sharing of successes and challenges since the last meeting.</p>
	<p>~ The Deputy Director participated in the South Hayward Neighborhood Collaborative meeting on November 6. The guest speaker was Mayor Barbara Halliday who spoke of her path in public service and her plans for the City during her administration.</p>
	<p>~ The Deputy Director attended a gathering of organizations at Stop Waste on November 20th. Eden I&amp;R is a partner with Stop Waste and the other community groups to improve the recycling of food and green waste in Alameda County.</p>
<p align="center"><b>Events and Outreach</b></p>	<p>~ The Executive Director attended the annual 211 CA Summit held in Los Angeles. 211 Directors from across the state discussed a variety of topics including: sharing their 211 center's best practices and challenges; status of a shared statewide database that would blend the work done by each county's updating processes; how the new 211 CA Business Plan will be implemented; and general discussions about the 211 CA Network including governance issues.</p>
	<p>A staff member attended a Rental Leadership Luncheon in Pleasanton where a presentation was given regarding 2015 Laws and Regulations for Rental Property Owners. Our staff member also gave a presentation on our agency and the service our housing department provides for rental property owners.</p>

**Alameda County Summary By City**

**11/1/2014 Through 11/30/2014; 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
Alameda	141	64	77	51	22	8	43	23	17	279
Albany	16	2	14	2	2	0	2	1	1	23
Berkeley	600	268	332	153	79	24	129	87	62	1017
Castro Valley	76	34	42	31	9	9	22	18	11	151
Dublin	38	21	17	18	9	5	13	8	8	79
Emeryville	34	16	18	15	5	1	14	9	7	61
Fremont	272	128	144	97	36	24	73	42	23	484
Hayward	979	496	483	369	155	56	313	207	122	1969
Livermore	110	54	56	47	14	10	37	25	12	204
Newark	76	45	31	30	14	4	26	13	5	139
Oakland	4087	1532	2555	1139	500	223	915	625	409	7684
Pleasanton	47	16	31	13	4	4	9	5	3	101
San Leandro	494	250	244	184	77	30	154	103	67	955
San Lorenzo	63	40	23	25	11	7	18	16	10	113
Union City	99	63	36	47	16	10	37	26	11	164
Other	1145	102	1043	86	32	22	64	30	20	559
<b>Grand Total:</b>	<b>8278</b>	<b>3131</b>	<b>5147</b>	<b>2307</b>	<b>985</b>	<b>437</b>	<b>1869</b>	<b>1238</b>	<b>788</b>	<b>13987</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 households with youth under the age of 18 in the household.

**Alameda County Summary By City**

**7/1/2014 Through 11/30/2014; 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
Alameda	1002	558	444	315	129	54	261	143	105	1981
Albany	105	34	71	19	9	3	16	7	5	200
Berkeley	2509	1056	1453	581	300	138	443	226	153	4497
Castro Valley	489	263	226	167	63	30	137	76	48	897
Dublin	215	109	106	80	33	15	65	38	26	433
Emeryville	204	108	96	73	26	19	54	32	22	425
Fremont	1707	918	789	544	202	123	421	262	146	3036
Hayward	5336	2989	2347	1702	641	292	1410	918	554	10037
Livermore	644	317	327	224	74	42	182	117	65	1220
Newark	500	260	240	167	63	31	136	90	51	930
Oakland	21353	9074	12279	5194	2142	1081	4111	2665	1787	37657
Piedmont	33	1	32	1	0	0	1	1	1	48
Pleasanton	250	98	152	74	28	11	63	33	18	458
San Leandro	2535	1437	1098	812	325	143	669	405	252	5089
San Lorenzo	326	227	99	123	42	30	93	69	35	593
Sunol	2	1	1	1	0	0	1	0	0	3
Union City	682	418	264	258	81	43	215	149	81	1252
Other	6949	708	6241	528	207	133	395	188	122	3107
<b>Grand Total:</b>	<b>44841</b>	<b>18576</b>	<b>26265</b>	<b>10863</b>	<b>4365</b>	<b>2188</b>	<b>8673</b>	<b>5419</b>	<b>3471</b>	<b>71863</b>

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