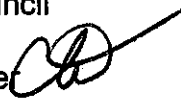


Office of the City Manager

November 24, 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 October 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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**Outreach/Public Information Activities**

<b>Outreach/Public Information Activities</b>	
<b>Meetings</b>	~ The Executive Director met with the new Executive Director of First 5 in order to insure a smooth partnership transition between our organizations. We cross-refer families with children 0-5 frequently so that they can receive the most comprehensive services possible.
	~ The Executive Director was invited to attend the Southern California 211 Collaborative meeting held in Los Angeles. Interesting information was shared about the ways in which each of the centers maintain and enhance their services for their clients.
	~ The Executive Director met with Keith Carson, President of the Board of Supervisors and Susan Muranishi, Alameda County's CAO in order to review the county's prior and future investment in the 211 communication system (including the 24/7 multilingual phoneline and website as well as the databases that support those services).
	~ The Executive Director was a speaker at the Emergency Management And Disaster Preparedness Council (EMADPC) updating them on the myriad of ways that Eden I&R continues to provide support to the community and its advocates before, during and after a disaster.
	~ The Executive Director continued to attend the monthly Community Corrections Partnership Executive Committee meetings in order to stay abreast of the re-entry services being provided to this vulnerable population, as well as provide updates from 211/Eden I&R about our re-entry resources, when appropriate.
	~ The Executive Director participated in the monthly Bay Area 211 Partnership meeting during which the 211 centers shared best practices, current challenges, and potential regional projects.
	~ The Interim Deputy Director participated in the CDBG Community Outreach Five-Year Strategic Planning Workshop for the City of Alameda on October 22, 2015. This well attended meeting focused on the current and unmet needs of Alameda and how CDBG funding could address those needs.
	~ Staff participated in health-related Ebola conference calls that kept all departments updated on that current issue.
~ Staff collaborated with the City of Pleasanton, City of Livermore, Adobe Services and ECHO Housing on the 2nd Tri-Valley Rental Property Owner Resource Mixer.	
<b>Fairs/Events/and Outreach</b>	~ The Executive Director attended the Tri Valley Poverty Awareness luncheon during which statistics and anecdotes were shared about people living in poverty throughout the suburbs. Eden I&R serves the Tri Valley low income community 24/7, tracking their needs over time.
	~ The Executive Director attended the Fremont State of the City event during which successes and challenges were exchanged between elected officials, government representatives, private sector business representatives as well as nonprofit agencies (including Eden I&R).
	~ As a California Alliance of Information and Referral Board member, the Executive Director helped in hosting the statewide 2014 CAIRS Conference held in Los Angeles. Approximately 100 people from across the state attended a myriad of workshops focused on database and overall technology enhancements, handling crisis calls, fundraising tips, and a variety of best practices in the I&R field.
	~ Staff participated in the East Bay Rental Housing Association Trade Expo outreach event.
	~ Staff attended the VA Homeless Summit IV to learn about the strategies to end Veteran homelessness presented by the VA Northern California Health Care System.
	~ Staff hosted booths at seven events this month to inform the community about the 2-1-1 service: the East Bay Rental Housing Association Trade Expo, a Loma Prieta Earthquake anniversary event at the Cypress Freeway Memorial Park, Kaiser Preparedness Fair in Oakland, Veterans Homeless Summit, a Senior Health Fair in Newark, a Senior Center Info Fair in Dublin, and the St Rose Hospital Health Fair.
	~ 2-1-1 materials were made available at the Oakland Charter School Resource Center in Oakland, a Senior Health Fair at the Oakland Hotel, tax site locations at the Community Trust Bank, and to a church in Hayward.
	~ Staff gave a presentation and distributed 2-1-1 materials to a Livermore Foster Parents Alameda County Meeting, the Alameda County Transportation Commission's Paratransit Advisory and Planning Committee Mobility Workshop, the Emergency Management And Disaster Preparedness Council (EMADPC), a Housing Panel at the City of Fremont, and the Tri-Valley Housing Resource Mixer.

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<b>Staff Inservice Training Sessions</b>	~ Shelly Grimaldi from Harbage Consulting did a training on the Coordinated Care Initiative, covering the coordination between providers when a client has both Medi-Cal and Medicare.
	~ Christian Leicham from Havens For Heroes informed 211 about housing options for veterans.

**Resource Information And Technology Updates**

<b>Services Database</b>	~ Three (3) new agencies were added in the services database this month.
	~ The services database contains 1,151 agencies and 2,912 programs.
	~ The process of updating the 585 "Directory" agencies used to create our Big Blue Book is complete.
<b>Housing Database</b>	~ 172 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 (referred to as the Resource Finder) 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> . Using Google Analytics for the first time this month, the two websites received 18,869 pageviews (total number of informational pages viewed; previously reported as "hits of information") during 4,772 sessions (previously reported as "visitors").
	~ This month, with the launch of a newly redesigned Resource Finder/Online Service Directory area in our website, we have updated our online reporting process to align with the enhanced standard reporting statistics provided by Google Analytics. The newly captured numbers through Google Analytics are smaller than in prior reports provided by our previous hosting company (who used Urchin Webstats) because that had captured statistics for electronic search engine views (not real people). As the industry standard, Google Analytics captures statistics that are more accurate, comparative and reflective of actual traffic to the site. Eden I&R continues to upgrade its reporting capabilities as we become aware of the best tools available.
<b>Technology</b>	~ On October 1, Eden I&R launched the newly redesigned Resource Finder area of our website. Although Eden I&R's IT team played a significant role in participating in the redesign, the actual creation of the new design was built from both internal staff feedback and ideas submitted from external sources to the organization. The improved site will now better serve Alameda County as the definitive source of Health, Housing, and Human Services in Alameda County.
	~ During the 2014 Alameda County Transportation Commission's Mobility Workshop held on October 17, the IT Director presented the newly redesigned Resource Finder area of our website. The 11th annual workshop provided information for seniors and people with disabilities on mobility options. The theme of the workshop was "Beyond Paratransit: 21st Century Mobility". The newly redesigned Resource Finder on our website contains a section dedicated to transportation programs being provided by local agencies and organizations serving Alameda and surrounding counties. The website is an ongoing partnership between Eden I&R and AC Transit related to the One-Call/One-Click solution which provides an integrated resource to find important transportation and social services information.
	~ Participated in ongoing statewide meetings that looked at the common resources and alignment of 211 databases across the state.

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<p><b>Call Examples</b></p>	<p>A San Leandro mother called because she was concerned about the safety of her son who was in prison, was mentally disabled, depressed, and diabetic and who, as per the caller, was being abused by prison staff. She was unable to get in touch with her son. She had received a letter informing her that her son was to be moved to a facility in Sacramento. The caller informed 2-1-1 that her son had been sexually abused by prison staff, who had then provided a rope to the young man and told him to hang himself. At the time of the call she felt that her son was in danger and possibly being coerced to commit suicide. She also mentioned that there had been an incident at the jail; a fight had broken out and her son had had his toe crushed which had resulted in it being amputated. Rather than his attackers being penalized, her son had been placed in confinement without clothing or food for 72 hours which was of concern since her son was diabetic and on medication. The caller indicated that she had filed a complaint with the warden but she had not received a response. The caller wanted to know that her son was safe and asked 2-1-1 to assist her. The 2-1-1 program manager contacted the agency executive director who contacted Senator Loni Hancock's office. A staff member followed up with the Community Partnership Manager's Office and located the caller's son. He had been moved to a mental health facility for evaluation in Sacramento. The Senator's staff suggested that the caller file a grievance with the warden if she had concerns. 2-1-1 thanked the Senator's staff for their assistance and relayed the information to the caller who was comforted by the knowledge that her son was safe.</p> <p>A Union City couple who were Punjabi speaking seniors informed 2-1-1 that they were staying with friends in a two bedroom apartment along with their twin granddaughters for whom they had been guardians since their daughter passed away. They needed to move out as the apartment was too crowded. Their son-in-law remarried after their daughter's death. He now resides in Fremont with his wife and two younger children in a three-bedroom home. The son-in-law continues to receive CalFresh and CalWorks for his twin daughters, even though they were not in his care. He was using the money to support a gambling addiction as well as selling off the food stamps. He was committing fraud and had further threatened to kill the senior couple and the twins if they ever tried to report him. Because the couple had very little income and were also caring for their granddaughters they did not have much money left over to pay rent and to move out. 2-1-1 encouraged the callers to report the fraud to Alameda County Social Services and also to inform law enforcement of the threat that their son-in-law had made. Once the couple begins receiving the CalWorks assistance and the CalFresh that is needed to care for their granddaughters, they will be in a better position to pay rent.</p> <p>An Oakland caller called in need of respite care for her six year old child who has cancer. She was referred to George Marks Children House, Divine Home Care, Alameda Kinship Navigator, Kinship Support Services and Family Paths, Inc.</p>
<p><b>Caller Feedback</b></p>	<p>"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. Your excellent customer service representative gave me the information that I needed today. And I just wanted to let your company know that 211 is really important and that I am glad that it is still available. 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 my 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."</p> <p>"I recently became homeless and called 2-1-1 for shelter. Your 2-1-1 operator was very kind and friendly and sounded really sincere. Even though there were no available shelter bed for a single female that day, I felt he was really trying to help me and that he was not judging me in any way."</p> <p>"I was falling apart; I'm sure I'm not the only one like that, but you gave me so many wonderful referrals. I just wanted to let you know that it really has made a difference, to talk to someone. Thank you for all your help, I really do appreciate it so much."</p>

## EDEN I & R, Inc.

### 2-1-1 Alameda County Monthly Narrative Report: October 2014

#### Noteworthy Updates

~ During the month of October, 8,805 calls were handled by 2-1-1 Resource Specialists and 13,836 health, housing and human service referrals were provided. Of the unduplicated callers, 80% 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 websites, including our online health and human service resource directory; in October they received 18,869 pageviews from 4,772 sessions. See Online Services Website section of this report for a description of a major change in this gathering of online statistical data.

~ Regarding Eden I&R's active disaster preparedness efforts: the agency participated in the annual California Great Shakeout drill, continuing our efforts in keeping our staff prepared so that they can serve the community during a disaster. The agency also participated in a countywide earthquake drill held at the Office of Emergency Services (OES). The agency has a formal MOU with OES that places Eden I&R in the Public Information Officer's room during and after a disaster. During the drill Eden I&R's Executive Director fulfilled the agency's responsibilities of obtaining, vetting and sharing updated Emergency Operations Center information with 211 staff so that they, in turn, could share this information with the general public. Across the country, during and after a disaster 211 becomes the "go-to" public communication number, reducing the non life-threatening calls to 911.

~ On the 25th Anniversary of Loma Prieta, the agency received a Certificate of Appreciation from the City of Oakland for Eden I&R's efforts in assisting residents who were affected by the Loma Prieta earthquake. During the past 25 years, the agency has greatly enhanced the housing database that started immediately after the earthquake (to fill a void and gap in services at that time). The housing database is now over 81,000 housing units strong and growing every day.

~ The agency experienced the passing an Eden I&R family member this month. Ed Reuling, a founding father of the agency, and the Board of Director's Finance Officer for over thirty-eight years, passed away unexpectedly. We are profoundly saddened by the loss of this father-figure, both professionally and personally. Ed's work will continue to live on in the over one million people who Eden I&R has served since January 26, 1976, the day we started serving the public.

~ Eden I&R also wants to acknowledge the passing of Fire Chief Bill McCammon. Bill was one of the first people to support 211, and his overall countywide efforts on behalf of our entire community's residents will never be forgotten.

#### Call Information

##### Call Examples

A caller from Hayward initially asked for referrals for individual counseling. She wanted to talk to someone because she felt guilty for having falsely accused and testified against her boyfriend who, on account of her actions, was in jail facing a 20 year sentence. She informed 2-1-1 that she needed to talk to someone before she moved on to what she had planned to do next. When asked what her plan was, she indicated that she had slit one wrist and would slit the other and then would jump on to the 880 Freeway. When asked if she had a weapon, she indicated that she had a knife in the room with her. She was very agitated and kept repeating "I don't want to live anymore." 2-1-1 asked where she was calling from and was informed that she was calling from a friend's home where she had locked herself in a closet, and that her children could continue to live on with her friend. She said she could no longer live with the guilt and shame of what she had done to her boyfriend. 2-1-1 contacted the Hayward Police Department and the information was relayed. The caller had refused to provide an address but her phone number was provided to the HPD. HPD located the caller who was walking, and almost at the 880 Freeway overpass located on Tennyson Road with both wrists slit and bleeding. HPD immediately took the caller into police custody.

A San Lorenzo resident called and thanked 2-1-1 profusely. He had lost his home in foreclosure and 2-1-1 had encouraged him to apply for public benefits to help him sustain his family. The caller had contacted Alameda County Social Services and was told that his CalFresh benefits would be backdated from August. 2-1-1 also provided the caller with shelter information on Sojourner House - Tri-Valley Haven as the family could not afford to pay rent and was homeless.

A Castro Valley resident called to inform 2-1-1 that they needed resources that could help a relative who was struggling with finances and who might have to file for bankruptcy. 2-1-1 provided the caller with referrals to Money Management International for assistance with financial problems. 2-1-1 also provided referrals to Alameda County Social Services for CalFresh, General Assistance and Medi-Cal.

**Alameda County Summary By City**

**10/1/2014 Through 10/31/2014; 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	228	132	96	84	33	11	73	45	37	460
Albany	29	7	22	5	2	1	4	0	0	56
Berkeley	463	188	275	151	91	33	118	61	44	841
Castro Valley	102	55	47	41	16	8	33	20	16	184
Dublin	54	23	31	20	11	4	16	8	7	124
Emeryville	46	24	22	18	5	6	12	6	4	91
Fremont	370	208	162	153	48	35	118	70	36	641
Hayward	940	552	388	424	165	77	347	241	142	1772
Livermore	125	58	67	47	17	5	42	24	6	229
Newark	119	49	70	40	21	6	34	24	15	231
Oakland	4167	1722	2445	1263	556	260	1002	658	443	7157
Pleasanton	44	19	25	19	8	1	18	10	5	72
San Leandro	494	289	205	198	88	43	155	100	53	962
San Lorenzo	69	53	16	35	12	5	30	20	11	125
Union City	145	91	54	72	22	17	55	43	25	246
Other	1404	153	1251	126	41	38	88	41	27	636
<b>Grand Total:</b>	<b>8805</b>	<b>3623</b>	<b>5182</b>	<b>2696</b>	<b>1136</b>	<b>550</b>	<b>2145</b>	<b>1371</b>	<b>871</b>	<b>13836</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 10/31/2014; 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	861	494	367	277	112	47	230	130	97	1702
Albany	89	32	57	17	7	3	14	6	4	177
Berkeley	1909	788	1121	475	250	120	355	166	114	3480
Castro Valley	413	229	184	144	58	21	123	63	40	746
Dublin	177	88	89	66	26	11	55	32	20	354
Emeryville	170	92	78	62	24	18	44	26	17	364
Fremont	1435	790	645	481	179	107	374	230	128	2552
Hayward	4357	2493	1864	1455	547	250	1204	782	475	8068
Livermore	534	263	271	186	62	33	153	97	56	1016
Newark	424	215	209	145	53	29	116	79	46	791
Oakland	17266	7542	9724	4443	1842	922	3520	2267	1524	29973
Piedmont	32	1	31	1	0	0	1	1	1	43
Pleasanton	203	82	121	63	25	8	55	29	16	357
San Leandro	2041	1187	854	684	280	121	563	337	208	4133
San Lorenzo	263	187	76	109	36	24	85	60	31	480
Sunol	2	1	1	1	0	0	1	0	0	3
Union City	583	355	228	226	70	34	192	132	76	1088
Other	5804	606	5198	457	179	113	344	166	107	2548
<b>Grand Total:</b>	<b>36563</b>	<b>15445</b>	<b>21118</b>	<b>9292</b>	<b>3750</b>	<b>1861</b>	<b>7429</b>	<b>4603</b>	<b>2960</b>	<b>57875</b>

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