


Office of the City Manager

November 14, 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 October 2012, 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, Acting City Clerk
Ann-Marie Hogan, City Auditor
Donna LaSala, Information Technology (IT) Director
Teresa Berkeley-Simmons, Budget Manager
Mary Kay Clunies-Ross, Public Information Officer

Gan, Yvette

From: Cece Marin [cece@edenir.org]
Sent: Wednesday, November 14, 2012 9:43 AM
To: Moore, Darryl; Wozniak, Gordon; Arreguin, Jesse L.; Worthington, Kriss; Capitelli, Laurie; Maio, Linda; Anderson, Maxwell; Wengraf, Susan; Berkeley Mayor's Office; Gan, Yvette
Subject: FW: 2-1-1 Monthly Narrative Report for October 2012
Attachments: 2-1-1 Monthly Narrative Report October 2012.pdf; 2-1-1 CitySummary_Oct12.pdf; CitySummary_Oct12_YTD.pdf.pdf

Dear Berkeley Mayor, Council Members and City Manager:

The following are highlights of 2-1-1 services during October:

During the month of October 9,107 calls were handled by 2-1-1 Resource Specialists and 15,901 health, housing and human service referrals were distributed. Of the unduplicated callers, 80% were female, 34% were single-headed households with minor children, and 40% were disabled. 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 services resource directory since this month it received 99,032 hits from 11,124 visitors.

This month Eden I&R was fortunate to have hired a new Deputy Director, Alison DeJung, who will be a strong advocate and leader for 2-1-1 Alameda County.

The agency participated in a variety of disaster preparedness related activities this month including: an Emergency Volunteer Center exercise, and participation in the Great Shakeout earthquake drill during which the staff practiced the agency's internal Incident Command System (ICS). Also, to coincide with the Executive Director's participation in this year's Urban Shield exercises, all agency staff were drilled on basic emergency preparedness concepts. In addition, several staff members took part in an agency CPR training that was facilitated by our own very own Ollie Arnold. In an emergency, these skills will help us help others.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of October 2012 which contain this information as well as the remainder of the activities and statistics for the 2-1-1 program. If you have any questions or problems with these attachments please let me know.

Thank you for your continued support of the 2-1-1 program.

Barbara Bernstein
Executive Director
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Mitchell G. Reitman, MSW, MA
Development/Marketing Officer

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Eden I&R is now on Facebook! To stay connected, Click on the link:



Dial 2-1-1 for information and referrals to Health, Housing, and Human services in Alameda County! 2-1-1 is a FREE and CONFIDENTIAL phone service that is available 24/7 and in over 150 languages.

Eden I&R has once again SOLD OUT of our regular stock of The Big Blue Book, Directory of Human Services for Alameda County. There are, however, some "damaged" books still available for just \$20 each. These books have the same information as the regular 2012 Directories but the bindings of these books may be loose. To order your reduced-price, damaged stock copy of the 2012 Directory contact Cece Marin at 510-537-2710, ext.8.

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2-1-1 Alameda County Monthly Narrative Report: October 2012

Noteworthy Updates

During the month of October 9,107 calls were handled by 2-1-1 Resource Specialists and 15,901 health, housing and human service referrals were distributed. Of the unduplicated callers, 80% were female, 34% were single headed households with minor children, and 40% were disabled. The call examples below show the breath and depth of calls handled. Additional people are also relying on Eden I&R's online health and human services resource directory since this month it received 99,032 hits from 11,124 visitors.

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<p>Call Examples</p>	<p>~ A Hayward resident recently released from prison and with very limited income from self-employment called seeking information on housing. The caller had a history of substance abuse. The caller was referred to Images on the Rise, Alpha Omega Foundation, Phatt Chance, Turner's Clean Start, Jordan's House, Urojas Community Services, and Tranquility House for transitional housing that assists the re-entry population.</p>
	<p>~ A Union City resident who is a single parent of two young children dependent solely on child support and living with family, called for job leads and childcare information. The caller was referred to the Fremont Family Resource Center, Kidango, Child Care Links and 4 C's. In addition, the caller was provided information on job openings and job fairs received from agency partners throughout Alameda County. The caller was pre-screened for CalFresh and was referred to Alameda County Social Services to apply for food and Medi-Cal benefits.</p>
	<p>~A San Leandro resident who was a Vietnamese-speaking single parent of one teen and one adult child, on Section 8 and with a full time low paying job called 2-1-1 seeking information on how to deal with a medical bill she had received following a recent surgical procedure. The caller had Medi-Cal. The 2-1-1 Resource Specialist suggested that the caller contact the hospital to ask if they had billed Medi-Cal and also referred the caller to the Medi-Cal office to better understand her existing Medi-Cal coverage.</p>
	<p>~ An Oakland resident called for information on health-related referrals. The caller was a single male with multiple physical and mental disabilities, who was "battling cancer". The caller stated he had a current Medi-Cal application that was pending and also that he had been denied Medi-Cal in his past on more than one occasion. The caller sought information on clinics that assist the uninsured, and was provided referrals to Alta Bates Summit Medical Center MCEPS Cancer Program and to Highland Hospital. The caller mentioned that he had frequent thoughts of suicide and after asking after his immediate safety, the caller was referred to Earth Circles Counseling Center and ACBHCS Crisis Response Program. The caller was also screened and referred to the CalFresh Program.</p>
	<p>~ Tri-City Health Center in Fremont called on behalf of two HIV+ single patients in need of shelter. Referrals were provided for Berkeley Food & Housing and City Team Ministries.</p>

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Call Examples	~ A Berkeley resident who is a single, disabled parent to three children, one of whom is also disabled, residing in low income housing called for rent and utility assistance. The caller was referred to The City of Berkeley Housing Retention Program, Season of Sharing, Operation Dignity and Catholic Charities for rent. For assistance with the utility bill, the caller was referred to Relief for Energy Assistance Through Community Help (REACH) and Home Energy Assistance Program (HEAP). The caller was asked if she required assistance with food resources and since the caller indicated she did referrals were provided to the Berkeley Food Pantry, Telegraph Community Center, St. Vincent De Paul Visitation Center and the Alameda County Community Food Bank. For additional income support, the client was referred to the Homeless Action Center for assistance in applying for SSI benefits.
	~ A resident of Dublin, a single parent recently separated from her spouse, called for information on a lawyer referral service. The caller was referred to the Alameda County Bar Association and Centro Legal de la Raza.
	~ A resident of Pleasanton called for legal referrals. The caller is part of a two parent family with two children and where one of the parents is disabled. The caller was on CalWorks. The caller was referred to the Alameda County Bar Association and Money Management International for bankruptcy counseling and assistance. The caller called a second time in October and was referred to The Tenants Together Hotline, Centro Legal de la Raza, ECHO Housing, and Bay Area Legal Aid for tenant rights counseling to fight an eviction from a foreclosed rental unit.
Caller Feedback	~ "I just want to let you know that we love your 2-1-1 service. I just got off the phone with your operator. She gave me all kinds of information about the eviction process I am currently going through...she was so helpful and she was such a great relief from the stress I have been going through."
	~ "I called 2-1-1 twice and I got excellent service both times... I think you are a great organization and I appreciate you. I think your people are educated, and they are very helpful...thank you."
	~ "I just want to give you some positive feedback for your employee. She was helpful and she gave me a lot of information for my clients...good service and information which I had been looking for... for some time, I really appreciate your services on the whole."
	~ "I just want to let you know that I received really good referrals from 2-1-1. I needed food for my cat, 2-1-1 assisted me. I was able to get food for him. I want to tell you that your services are very valuable and thank you so much."
Staff Inservice Training Sessions	Public Health Clearinghouse In-Service Presentation
	Bay Area Rescue Mission In-Service Presentation
	Building Opportunity for Self-Sufficiency (BOSS) In-Service Presentation
	Building Futures with Women and Children In-Service Presentation

Resource Information And Technology Updates	
Services Database	~ One (1) agency was added in the services database this month.
	~ The services database contains 1,100 agencies and 2,827 programs.
	~ The process of updating the 599 "Directory" agencies is completed.
Housing Database	~ The Housing Database contains 77,371 total housing units.
	~ 447 new units were added to the Housing database this month.
	~ Housing Subscriptions (mail, PDF & OHIP) with the inventory of available units in Alameda County 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 public accessible websites at www.edenir.org , www.211alamedacounty.org , and www.alamedaco.info . This month the on-line directory received 99,032 hits from 11,124 visitors.
Technology	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the Online Service Directory.
	~ Planning for the necessary changes to track call length information in the 2-1-1 Client database continued. Projected completion of these changes is set for December 1, 2012.

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Technology	<p>~ Existing servers were migrated to a new virtual server to reduce hardware and maintenance cost as well as replace older, less reliable systems. The migration of the agency's domain controller, accounting server, file server, and FileMaker database server have been completed. The agency's phone systems will be moved to the new virtual server in November completing the system-wide server upgrade.</p> <p>~ Staff continued to work with a volunteer from California State University East Bay to update and add new functionality to the agency's website at www.edenir.org. The new site is expected to be launched December 1.</p>
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Outreach/Public Information Activities	
Meetings	<p>~ The Deputy Director and 2-1-1 Program Manager represented Eden I&R at the Alameda County Social Services Agency Emergency Shelter and Food Agency Meeting held in Oakland. Representatives from various social service agencies throughout Alameda County brainstormed ways to best work together and leverage opportunities. Chet Hewitt, President and CEO of Sierra Health Foundation, also made a presentation on how to access foundation funding in the new economy.</p> <p>~ Thanks to the Alameda County Sheriff, the Executive Director participated in the multi-day Urban Shield activities again this year that started on October 26th. SWAT teams from throughout the world (including Egypt this year) competed in a variety of drills held around the Bay Area. These teams were evaluated on such diverse situations as how they handled hostage situations in planes and trains; how they rappelled down buildings; and how they coordinated with Emergency Medical Tech teams during and after an assassination attempt of a foreign diplomat. This four-day event is a terrific opportunity for networking and educating first responders about 2-1-1, as well as how nonprofit agencies work in concert with government departments during emergency situations.</p> <p>~ The Executive Director continued to attend multiple meetings related to the realignment of the criminal justice re-entry services programs here in Alameda County. A very comprehensive re-entry related survey was also completed by the agency for use by the Probation Department and their partners.</p> <p>~ Agency staff are working with 2-1-1 California to promote a new California Emerging Technology Fund (CETF) grant that would further assist low-income residents in receiving free or low-cost computers and internet access. This, in turn, would assist our callers in finding jobs, training programs and other resources.</p> <p>~ Management staff met with the Executive Director of the San Francisco Volunteer Center who is leading a CalEMA statewide project related to volunteer responses during disasters. Because Alameda County does not have a Volunteer Center located in this county, the project manager interviewed Eden I&R staff about the agency's capabilities related to volunteer coordination before, during and after a disaster.</p> <p>~ In preparation for, and in recognition of, Domestic Violence month, the District Attorney's office requested data about Domestic Violence related 2-1-1 calls. Statistics and anecdotes were provided.</p> <p>~ The Executive Director attended the monthly Bay Area 2-1-1 Partnership meeting during which multiple topics were discussed including a recap of the 211 Summit and CAIRS conference, statewide coordination of consistent data, and changes to the San Francisco and Silicon Valley 211 centers.</p> <p>~ Representatives from Fremont Bank visited the agency and viewed 2-1-1 in action. As a result, the agency will be receiving a \$10,000 contribution from the local bank in recognition of the breadth and depth of our services.</p>
Fairs/Events/ and Outreach	<p>~ Staff attended and distributed 2-1-1 outreach materials at the Alameda County Resource Guide event in San Leandro. This event was for nutrition and health workers to learn about community resources. Staff also attended and distributed material at the Ashland Cherryland Together Neighborhood Street Party in Hayward. This event was sponsored by CommPre with a goal of building a strong coalition to promote healthy communities and lead efforts to reduce substance abuse among youth. In addition, staff distributed material at Hayward Promise Neighborhood's resource event at Harder Elementary School in Hayward.</p> <p>~ Staff attended the Dublin Senior Fair and distributed outreach materials to seniors, care givers, adult children of seniors and their family and friends.</p>

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Fairs/Events/ and Outreach	~ The Development/Marketing Officer made a presentation about 2-1-1 to the East Bay Coast Guard Auxiliary Flotilla in Alameda and gave out outreach materials. He also participated in and distributed 2-1-1 materials at Berkeley City College Health Fair, CareMore Care Center's Grand Opening Celebration and Health Fair in Pleasanton, the Annual Mental Health Consumer and Family Job & Academic Resource Fair at the Alameda County Training & Education Center in Oakland, the Make A Difference for Pleasanton Festival, and Chabot College Student Health Center's Health Fair.
	~ The Housing Outreach Coordinator conducted in-service training sessions for Cal State East Bay Nursing students and St. Vincent de Paul staff in Oakland and provided them with 2-1-1 Outreach materials. She also participated in and distributed materials at the Community Integrated Work Program in Hayward.
	~ Housing Outreach staff participated in the Rental Housing Association Trade Show for Southern Alameda County.
	~ 1,000 2-1-1 mini-cards were provided to the Alameda County Juvenile Justice Re-entry Partnership.
	~ The entire agency staff participated in the statewide California ShakeOut earthquake drill on October 18th. In addition to each person protecting themselves during the "quake" itself, we performed drill activities such as: making sure that each employee had a "go-kit" with personal emergency supplies; and staff did a tabletop exercise and practiced dividing up responsibilities according to SIMS.
	~ On 10/25 the City of Oakland activated its Emergency Operations Center and requested that 211 be present to relay possible information to the public about planned, and possibly unplanned, Occupy Oakland events. The Executive Director and the Housing Outreach Coordinator split the 12 hour EOC activation timeframe. Thankfully most of the day and evening were peaceful.
	~ The Executive Director and the Roving Supervisor attended EveryOne Home's movie event at the Piedmont Theater in Oakland. The theater was packed with enthusiastic supporters of the prevent & eliminate homelessness work that EveryOne Home staff do everyday.
	~ 2-1-1 Marketing Materials were provided to the Livermore Multi-Service Center, Abode Services in Fremont, and City of Hayward's Domestic Violence Prevention Month Community event.

Alameda County Summary By City

10/1/2012 Through 10/31/2012; 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 Housing Service	
Alameda	241	106	135	77	42	14	63	40	25	75	412
Albany	26	7	19	6	3	2	4	1	0	12	30
Berkeley	510	208	302	152	77	45	107	54	35	180	772
Castro Valley	121	61	60	53	11	6	47	26	17	25	213
Dublin	57	21	36	20	11	2	18	11	8	12	104
Emeryville	45	13	32	13	7	1	12	3	1	7	67
Fremont	533	298	235	196	66	45	150	125	61	131	835
Hayward	1154	602	552	449	172	89	360	233	157	340	1911
Livermore	185	117	68	82	33	16	66	45	28	70	342
Newark	107	68	39	44	16	11	33	26	13	48	182
Oakland	3971	1925	2046	1363	565	281	1081	718	508	1372	6219
Piedmont	4	2	2	2	0	1	1	1	1	0	9
Pleasanton	72	32	40	25	9	4	21	9	2	22	129
San Leandro	556	343	213	242	85	41	201	125	88	214	963
San Lorenzo	69	42	27	33	11	6	27	19	14	33	114
Sunol	0			0	0	0	0	0	0	0	0
Union City	190	115	75	88	29	14	73	42	27	59	321
Other	1266	116	1150	95	43	18	77	29	20	150	528
Grand Total:	9107	4076	5031	2940	1180	596	2341	1507	1005	2750	13151

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 10/31/2012; 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 Housing Service	
Alameda	1094	567	527	298	129	61	237	150	103	352	1921
Albany	93	26	67	22	10	6	16	8	4	23	142
Berkeley	2105	947	1158	512	253	148	364	178	126	865	3250
Castro Valley	472	245	227	168	58	25	143	84	56	123	838
Dublin	243	109	134	76	31	11	65	37	20	64	413
Emeryville	219	97	122	66	24	11	55	23	16	100	404
Fremont	1994	1095	899	613	229	140	471	343	193	613	3183
Hayward	4951	2664	2287	1537	556	293	1244	836	527	1858	8299
Livermore	719	398	321	262	96	53	209	145	85	154	1296
Newark	444	259	185	162	66	32	130	89	51	146	681
Oakland	16274	8089	8185	4631	1848	1001	3629	2341	1665	6480	25514
Piedmont	13	3	10	3	0	1	2	1	1	0	22
Pleasanton	315	148	167	95	22	19	76	48	27	80	541
San Leandro	2290	1345	945	781	265	135	646	401	282	841	4110
San Lorenzo	274	164	110	94	23	18	76	58	38	176	475
Sunol	0			0	0	0	0	0	0	0	0
Union City	731	470	261	273	85	49	223	154	100	286	1163
Other	4839	571	4268	387	167	78	309	132	80	706	2250
Grand Total:	37070	17197	19873	9980	3862	2081	7895	5028	3374	12867	54502

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