


Office of the City Manager

November 15, 2013

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 2013, including a summary of calls by city. If you have any questions, please contact Butch Lavin, Network Operations Manager in the Information Technology Department, at 981-6557.

Attachment

cc: William Rogers, Deputy City Manager  
Mark Numainville, City Clerk  
Ann-Marie Hogan, City Auditor  
Donna LaSala, Information Technology (IT) Director  
Butch Lavin, Network Operations Manager, IT  
Teresa Berkeley-Simmons, Budget Manager

## Gan, Yvette

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**From:** Cece Marin [cece@edenir.org]  
**Sent:** Thursday, November 14, 2013 1:53 PM  
**To:** Gan, Yvette  
**Subject:** FW: 211 Narrative Report for October 2013  
**Attachments:** CitySummary\_October2013.pdf; CitySummary\_October2013\_YTD-FY.pdf; 2-1-1 Narrative Report for October 2013.pdf

Dear Berkeley Mayor, Council Members and City Manager:

During the month of October, 9,288 calls were handled by 2-1-1 Resource Specialists and 14,907 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 October it received 147,326 hits from 15,040 visitors.

Last month Eden I&R staff participated in a variety of disaster preparedness drills. On October 17, Eden I&R was among more than 9.5 million people in California who participated in the Great ShakeOut. During the drill, activities included a tabletop exercise at which staff were asked to respond to scenarios and consider all the various contingencies involved immediately after, a few hours after, and a few days after a large scale earthquake. This kind of detailed practice helps ensure that Eden I&R's operations will run as smoothly as possible in the event of a disaster. Additionally, the Executive Director once again attended the multi-day Urban Shield exercises held throughout the Bay Area. She networked with first responders and made them aware of 2-1-1's role before, during, and after a disaster or community-wide emergency.

October also provided some opportunities to highlight the important role 2-1-1 plays in a variety of critical situations. On October 12, low-income people were unable to use their CalFresh EBT cards due to a statewide server power outage. Some of these individuals called 2-1-1 as they were unsure of what to do. After receiving more than one call like this and quickly recognizing a trend, one of our Phone Resource Specialists called the 2-1-1 Program Manager and Executive Director at their homes (it was a Saturday when the outage occurred) who sprang into action to research the problem immediately. While this research was being done, the Phone Resource Specialist was also distributing referrals and exploring potential additional services to provide immediate relief to the distressed 2-1-1 callers. 2-1-1 was also well prepared for the BART strike by keeping our staff, and therefore our callers, aware of the status of the strike both in the days leading up to it and during the actual strike. Our Information Management department constantly updated the services database with up to the minute information and additional resources such as alternate transportation.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of October 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](mailto:bbernstein@edenir.org)  
Agency Website: [www.edenir.org](http://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](http://www.211alamedacounty.org) or [www.edenir.org](http://www.edenir.org).*

The 2013 edition of The Big Blue Book: The Directory of Human Services for Alameda County is now available for the special discounted rate of \$25. This comprehensive, one-of-a-kind directory sells out every year so order yours now by contacting Cece Marin at 510-537-2710, ext.8.

**Alameda County Summary By City**

**10/1/2013 Through 10/31/2013; 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	205	119	86	87	39	15	72	41	31	348
Albany	21	11	10	10	4	3	7	2	2	44
Berkeley	526	261	265	179	98	48	131	65	46	903
Castro Valley	118	75	43	51	21	6	45	24	21	194
Dublin	66	41	25	34	12	4	30	12	7	118
Emeryville	54	34	20	21	9	4	17	11	6	115
Fremont	355	234	121	169	71	38	131	77	43	665
Hayward	1229	759	470	517	195	76	441	308	184	2236
Livermore	121	60	61	53	19	7	46	30	16	214
Newark	118	83	35	56	19	9	47	30	18	219
Oakland	4230	2219	2011	1577	686	334	1242	787	544	7468
Pleasanton	77	51	26	33	14	11	22	13	7	141
San Leandro	662	445	217	296	129	55	241	149	97	1277
San Lorenzo	74	52	22	35	11	6	29	22	11	143
Union City	139	88	51	61	19	9	52	39	23	238
Other	1292	152	1140	117	46	26	91	39	26	582
<b>Grand Total:</b>	<b>9288</b>	<b>4684</b>	<b>4604</b>	<b>3296</b>	<b>1392</b>	<b>651</b>	<b>2644</b>	<b>1649</b>	<b>1082</b>	<b>14907</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

7/1/2013 Through 10/31/2013; 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	776	451	325	296	128	64	232	146	94	1391
Albany	79	40	39	31	13	7	24	7	5	181
Berkeley	2020	989	1031	530	250	145	385	198	138	3462
Castro Valley	515	309	206	177	63	28	149	85	54	895
Dublin	220	127	93	85	30	16	69	38	24	378
Emeryville	175	109	66	66	27	14	52	29	20	330
Fremont	1588	980	608	563	208	138	424	265	152	2845
Hayward	4666	2859	1807	1593	577	303	1290	912	571	8719
Livermore	623	338	285	215	77	34	181	116	62	1147
Newark	437	305	132	156	58	29	127	87	56	742
Oakland	16451	8700	7751	4950	1993	1101	3847	2525	1735	29564
Piedmont	13	2	11	3	1	1	2	0	0	31
Pleasanton	287	173	114	94	26	21	73	52	30	555
San Leandro	2295	1509	786	826	303	159	667	419	270	4566
San Lorenzo	291	204	87	124	37	23	101	74	46	543
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	565	369	196	224	78	37	187	125	76	1053
Other	5045	496	4549	353	136	83	270	115	85	2291
<b>Grand Total:</b>	<b>36050</b>	<b>17963</b>	<b>18087</b>	<b>10289</b>	<b>4006</b>	<b>2204</b>	<b>8082</b>	<b>5193</b>	<b>3418</b>	<b>58706</b>

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**2-1-1 Alameda County Monthly Narrative Report: October 2013**

**Noteworthy Updates**

During the month of October, 9,288 calls were handled by 2-1-1 Resource Specialists and 14,907 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 October it received 147,326 hits from 15,040 visitors.

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October also provided some opportunities to highlight the important role 2-1-1 plays in a variety of critical situations. On October 12, low-income people were unable to use their CalFresh EBT cards due to a statewide server power outage. Some of these individuals called 2-1-1 as they were unsure of what to do. After receiving more than one call like this and quickly recognizing a trend, one of our Phone Resource Specialists called the 2-1-1 Program Manager and Executive Director at their homes (it was a Saturday when the outage occurred) who sprang into action to research the problem immediately. While this research was being done, the Phone Resource Specialist was also distributing referrals and exploring potential additional services to provide immediate relief to the distressed 2-1-1 callers. 2-1-1 was also well prepared for the BART strike by keeping our staff, and therefore our callers, aware of the status of the strike both in the days leading up to it and during the actual strike. Our Information Management Department constantly updated the services database with up to the minute information and additional resources such as alternate transportation.

**Call Information**

<b>Call Examples</b>	~ The community-based organization Youth Uprising in Oakland called seeking information on shelter and transitional housing on behalf of a male youth who was on probation. Referrals were provided to Dreamcatcher and Covenant House, the Turning Point program, and Urojas transitional housing.
	~ A single mother with two children residing in Livermore called for assistance locating shelter. The caller informed 2-1-1 that she had been living previously with her husband but had left him due to domestic violence issues. 2-1-1 referred the caller to Tri-Valley Haven and Building Futures with Women and Children for shelter. The woman called back again a few days later requesting information on where she could receive free clothing. 2-1-1 provided the caller with referrals to Tri-Valley Church of Christ and Centro de Servicios.
	~ A resident of Berkeley who was homeless called for assistance with housing. The caller stated he was HIV positive and had a history of substance abuse. 2-1-1 referred the caller to several transitional housing programs: Images On The Rise, Alpha Omega, Phatt Chance, Jordan's House, Tranquility House, and Change to Come. The caller was also referred to AHIP, Eden I & R's AIDS Housing Information Program, for further assistance.
	~ A senior citizen from Pleasanton called for housing referrals. The caller informed 2-1-1 that he only desired housing in the Tri-Valley Area. He was referred to the Vandenberg Villa Apartments, Carlow Courts, Owl's Landing, and Wicklow Square.
	~ An Emeryville caller, who had a pending SSI case for physical disabilities, called for shelter. The caller stated she was a victim of domestic violence and that she needed assistance accessing Public Benefits. 2-1-1 provided the caller with referrals to the Emergency Shelter Program, the 24 Hour Emergency Mobile Response Team, Homeless Action Center, People With Disabilities Foundation, and Bay Area Legal Aid. 2-1-1 also provided the caller with the 2-1-1 number for Contra Costa County, so that she could seek shelter and be safely distanced from her abuser.
	~ A Dublin senior called for assistance in locating employment. The caller was referred to East Bay Works One-Stop Career Center and A Hand 'n Hand. The caller was also pre-screened and referred for enrollment in the CalFresh Program.

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<b>Caller Feedback</b>	~ "I am a cancer patient. This is the first time I used your service. What a joy. Usually when you call places, you get a message that tells you to push this button or that button--no one provides customer service anymore. But your employee took the time to really listen and help me with what I needed and he went beyond, he knew just what I needed. People like him are rock stars. You are providing such a great service for people that really need it. Few people take the time to say thank you, but I want you to know that your employee is doing a phenomenal job. Please tell him that, he needs to hear it from his supervisor and give him a pat on the back from me. I feel like writing a letter to the mayor to tell him how wonderful you are and what great service you are providing."
	~"I live in Oakland. I just had a wonderful phone conversation with your staff. She was very helpful, understanding, and resourceful. And more importantly, she was generous with her time. She was going to research my matter and call me back."
	~ "Your operator was very helpful, she gave me numbers to programs, and listened to everything I had to say. She was a very helpful ear, and very responsive to what I asked, she had information on everything I needed, and I really enjoyed my phone call. Thank you very much. And thank you 2-1-1, it is a pleasure to know that there is a number out there that a person can call when they are in a bad situation. Unfortunately, I was just laid off from my job, and like I said, you were very helpful with the information. Thank you and have a great day."
	~ "I live in San Leandro. Today is my first experience calling 2-1-1, and I spoke with your operator, and she's more than helpful and very understanding--exactly the kind of person you want to talk to when you are in this kind of this situation. Thanks you guys and once again, a thank you to your operator for being so polite and so nice."
	~ "I am currently homeless and I spoke with your resource specialist. She was very helpful and patient. I am, like I said- homeless, and I am looking for some places that I can afford, and she was very helpful. Thank you very much and have a great day."
<b>Staff Inservice Training Sessions</b>	~ 2-1-1 Staff Refresher on Time Surveying for the Medi-Cal Administrative Activities (MAA) program
	~ Building Opportunities for Self-Sufficiency (BOSS) In-Service Presentation
	~ 2-1-1 Disaster Drill
	~ East Bay Works One Stop Career Center In-Service Presentation

<b>Resource Information And Technology Updates</b>	
<b>Services Database</b>	<p>~ No new agencies were added to the services database this month.</p> <p>~ The services database contains 1,113 agencies and 2,866 programs.</p> <p>~ The process of updating the 597 "Directory" agencies continues. So far we have updated 537 agencies.</p>
<b>Housing Database</b>	<p>~ 59 new units were added to the housing database this month.</p> <p>~ Housing Subscriptions (mail, PDF &amp; OHIP) were sent to community-based organizations in Alameda County and San Francisco County.</p>
<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> , and <a href="http://www.alamedaco.info">www.alamedaco.info</a> . This month the Online Services Directory received 147,326 hits from 15,040 visitors.
<b>Technology</b>	<p>~ 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.</p> <p>~ New functionality was added to the Client database system to streamline the process of providing information to callers regarding Covered California and the Affordable Care Act.</p> <p>~ Staff attended two webinars dealing with phone system backups for California 2-1-1's. Both webinars were hosted by 2-1-1 California. The first focused on options within the 5Nine phone system in use by a number of 2-1-1's in the state (not 2-1-1 Alameda County). The second webinar introduced an option that could be implemented by 2-1-1's regardless of who their phone carrier is.</p> <p>~ Changes were made to the process used when asking callers if it would be okay for 2-1-1 to call them back in one to two weeks as part of our quality assurance process. The new system will decrease the chances of making calls to individuals who indicated they do not wish to participate so that staff can leave a more clear message regarding the nature of the call if a voice message system is reached.</p> <p>~ Staff are ready to begin a survey of California 211's currently using the iCarol software package as a starting point for evaluating iCarol as a replacement for Eden I&amp;R's Client and Services database software. After the survey is completed, staff will select two to three organizations for site visits so our staff can observe the software firsthand. After the site visits are completed, and if it is determined the software would be a good fit for the organization, a demo will be arranged. The entire process is expected to be completed by the end of January 2014.</p>



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<b>Outreach/Public Information Activities</b>	
<b>Meetings</b>	~ The Executive Director attended the first meeting of Pleasanton's Ptownlife Resources Network, a cross-section of public and private organizations and departments working together to support youth and their families in the Tri-Valley area.
	~ As a board member and editor of the statewide newsletter, the Executive Director participated in the quarterly California Alliance of Information and Referral Services (CAIRS) board conference call. Discussion topics included a recap of the recent successful statewide CAIRS conference, planning for next year's conference, plans for the CAIRS board annual retreat, and the status of current CAIRS priorities.
	~ The Executive Director attended the annual 2-1-1 California Summit held in Los Angeles. Most of the 2-1-1 centers from throughout the state were in attendance and the major discussion categories included: the network's vision development and business plan, disaster response redundancy and rerouting systems, statewide database alignment, and general 2-1-1 California activities and current priorities.
	~ The Executive Director continued to provide information to the Alameda County City Manager's Association in an attempt to streamline and sustain sufficient city funding that is then leveraged and matched by the county and private sector.
	~ Agency staff continued to work with 2-1-1 Los Angeles to solidify the disaster back-up systems necessary for its 2-1-1 center to answer 2-1-1 Alameda County calls in case there is an emergency locally that prevents our agency from answering our phone lines.
	~ The Executive Director continued to attend Joint ReEntry meetings in order to stay abreast of all new developments related to the formerly incarcerated returning to our communities. The goal is to promote successful re-entry and reduce recidivism rates.
	~ The Executive Director also attended the County Board of Supervisors' Public Protection Committee meeting in order to hear firsthand Probation Chief Harris' summary report on the progress being made by the coalition of agencies and departments working together to assist those men and women re-entering our communities from incarceration.
	~ The Executive Director participated in the monthly regional Bay Area 2-1-1 Partnership conference call during which there were discussions regarding the upcoming 2-1-1 California Summit, the possibility of acquiring compatible HAM radios for disaster purposes, statewide movement in shared databases and telephony, and a regional visit to the 2-1-1 Sonoma call center in December.
	~ The Executive Director was invited by Alameda County Sheriff Ahern to participate in all four days of Urban Shield activities. Eden I&R's role is to network with first responders and make them aware of 2-1-1's role before, during, and after a disaster or community-wide emergency.
	~ The Executive Director, Deputy Director, and 2-1-1 Program Manager met with the Director of Senior Services Coalition of Alameda County to discuss the Coordinated Care Initiative and the ways in which Eden I&R could partner in the successful rollout of this health care-related process.
	~ The AHIP Coordinator attended an informational meeting hosted by EveryOne Home which included an overview of the new program, Home Stretch. This program will help create a prioritized list for the "most at risk" homeless on the county's subsidized housing waitlists.
	~ The Deputy Director, Finance Director, and 2-1-1 Program Manager attended a "refresher training" at Alameda County Health Care Services Agency for those agencies participating in the MAA (Medi-Cal Administrative Activities) program, specifically to learn from one another about the new perpetual time survey that began July 1.
	~ The Deputy Director attended the bimonthly Workforce Investment Board ACCESS Steering Committee meeting at which she made a presentation about recent employment-related calls received by 2-1-1 and employment-related outreach provided by the agency.
	~ The Deputy Director attended a training given by Alameda County Health Care Services Agency for county Library Staff about HealthPac and the impact of health care reform in the county.
	~ The Deputy Director attended the next in a series of forums sponsored by Alameda County Health Care and Social Services Agencies to discuss the latest in health care reform.
	~ The Deputy Director participated in a focus group, sponsored by 2-1-1 California, of other regional 2-1-1's and community-based organizations. The purpose of the focus group was to gather thoughts on current and future opportunities (and challenges) regarding serving the needs of families in California, and on exploring ideas together about how 2-1-1's network of providers could help meet those needs.
	~ The Deputy Director made a presentation about 2-1-1, and in particular its service to Oakland residents and employees, to the Oakland Life Enrichment Committee of the Oakland City Council.
	~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a Countywide registry for those with disabilities and frail elderly.



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<p><b>Meetings</b></p>	<p>~ 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.</p>
	<p>~ 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&amp;R. Through this outreach property owners throughout the county are able to list their properties with us at no cost.</p>
	<p>~ As Chairperson, the Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.</p>
<p><b>Fairs/Events/and Outreach</b></p>	<p>~ The Development/Marketing Officer participated in, and distributed 2-1-1 outreach and marketing materials at, the Workforce Investment Board Career Fair in Livermore, City of Oakland Community Emergency Preparedness Fair, Hotel Oakland Senior Fair, and Chabot College Health Fair.</p>
	<p>~ The 2-1-1 Program Manager participated in, and distributed 2-1-1 outreach and marketing materials at, the City of Pleasanton Community Services Tri-Valley Transition Information Night for post-high school services to young adults with developmental disabilities.</p>
	<p>~ Staff participated in, and distributed 2-1-1 outreach and marketing materials at St. Rose Hospital Health Fair, City of Dublin Senior Fair, Ashland/Cherryland Together Neighborhood Street Party, and Social Security Administration, and the offices of CA Assemblywoman Joan Buchanan and State Senator Mark DeSaulnier.</p>
	<p>~ 2-1-1 outreach and marketing materials were distributed this month to: American High and Warwick Elementary Schools in Fremont, all Oakland Public Library branches, A Safe Place, Alameda County Social Services, and Lifelong Medical Care.</p>
	<p>~ The Housing Outreach Coordinator facilitated an in-service session for nursing students at Cal State University-East Bay.</p>
	<p>~ Housing Department Staff participated in the East Bay Rental Housing Association Trade Show at the Oakland Marriott Hotel.</p>
	<p>~ The Development/Marketing Officer made a 2-1-1 presentation to job training students at College of Alameda's ATLAS program.</p>
	<p>~ Nina's Bode Boutique, a Hayward women's clothing store, held a fashion show and fundraiser for Eden I&amp;R. The people who attended were given information about all of Eden I&amp;R's services by the agency's Housing Outreach Coordinator, Executive Director, and a devoted agency volunteer.</p>
	<p>~ The Housing Outreach Coordinator facilitated an Affordable Housing Workshop for the case management staff of Building Futures with Women and Children.</p>
	<p>~ The Housing Outreach Coordinator attended a workshop sponsored by the Volunteer Center of the East Bay to help agencies better manage their volunteers.</p>
	<p>~ The Housing Outreach Coordinator facilitated the Great ShakeOut Drill for all agency staff including the 2-1-1 Phone Resource Specialists. We drilled "Drop, Cover, and Hold-on." The Housing Outreach Coordinator facilitated three tabletop exercises reviewing shift changes and our notification process in the event of a disaster.</p>
	<p>~ The Housing Outreach Coordinator facilitated an American Red Cross preparedness class for the members of the AAA Automobile Association. She explained the role of 2-1-1 before, during, and after a disaster.</p>
	<p>~ As Chairperson, the Housing Outreach Coordinator facilitated the quarterly Alameda County Voluntary Organizations Active in Disasters (VOAD) General Membership meeting.</p>
	<p>~ The Housing Outreach Coordinator and one of the Housing Specialists attended the Tri-Valley Rental Property Owner Resource Mixer. This was an opportunity to speak to Tri-Valley Rental property owners</p>
	<p>~ The Housing Outreach Coordinator attended the 36th Annual Hayward Volunteer Recognition and Awards Dinner. As an agency we nominated Judy Harven, who has been instrumental in assisting with our Affordable Housing Week Events.</p>