




Office of the City Manager

October 18, 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 September 2013, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Systems Manager, 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

Gan, Yvette

From: Cece Marin [cece@edenir.org]
Sent: Thursday, October 17, 2013 1:55 PM
To: Gan, Yvette
Subject: FW: 2-1-1 Narrative Report for September 2013
Attachments: 2-1-1 Narrative Report September 2013.pdf; CitySummary_September2013.pdf; CitySummary_September2013_YTD-FY.pdf

Dear Berkeley Mayor, Council Members and City Manager:

During the month of September, 8,767 calls were handled by 2-1-1 Resource Specialists and 13,740 health, housing and human service referrals were provided. Of the unduplicated callers, 78% 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 September it received 113,553 hits from 14,268 visitors.

An unfortunate trend noted by 2-1-1 Resource Specialists this month resulted from the state's Employment Development Department upgrading its computers over the long Labor Day weekend. A huge technological snafu ensued, and the resulting chaos meant thousands of unemployment benefit claims have not been paid on time. Several callers to 2-1-1 over the last few weeks reported they had been waiting as long as a month for their unemployment check which has caused them many problems including becoming homeless.

On September 13, Eden I&R hosted a staff training on CalFresh by 2-1-1 San Diego, with whom we partner on CalFresh outreach. Several staff from 2-1-1 San Diego presented a video on the CalFresh program and went over such key items as outreach protocols, prescreening questions, key call elements, and immigration concerns. 2-1-1's throughout California are uniquely positioned to make a positive change throughout the state by reaching out to callers to promote specialized programs such as CalFresh. After the presentation to 2-1-1 staff, the Deputy Director, 2-1-1 Program Manager and the Finance Director met individually with 2-1-1 San Diego staff to receive feedback on Eden I&R's participation in the program last fiscal year. This feedback included praise for Eden I&R's technological innovation that has resulted in a significantly higher number of calls in which CalFresh outreach is conducted as well as constructive examples of how to make Eden I&R's CalFresh outreach even better.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of September 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
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 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.

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2-1-1 Alameda County Monthly Narrative Report: September 2013

Noteworthy Updates

During the month of September, 8,767 calls were handled by 2-1-1 Resource Specialists and 13,740 health, housing and human service referrals were provided. Of the unduplicated callers, 78% 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 September it received 113,553 hits from 14,268 visitors.

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Call Information

<p>Call Examples</p>	<p>~ A single mother of two small children from Hayward called for information on agencies that can assist with rent. The caller was a victim of domestic violence and one of her children had a physical disability. Due to the serious nature of her child's illness, the caller had missed days at work and received reduced income as a result, which had impacted her ability to sustain the family. She was very emotional over the phone, so when the Phone Resource Specialist (PRS) inquired about the family's utility bills, the caller admitted to not opening her bills because she was so overwhelmed by expenses. The PRS referred the caller to Season Of Sharing and ECHO Housing for her rent, and REACH and HEAP for her PG&E bill, as well as referrals to Crisis Support Services hotline and Family Paths Parental Stress hotline. 2-1-1 encouraged the caller to utilize her private health insurance to access counseling services.</p>
	<p>~ A social worker from Kaiser Hospital in Fremont called for shelter for a patient who was being released. The caller was referred to Sunrise Village. Later the same day the social worker called for 2-1-1's afternoon shelter space update and was referred to Berkeley Food & Housing Project and CityTeam Ministries for a separate patient.</p>
	<p>~ A San Leandro resident who was with her adult daughter called for assistance finding a new rental unit. The caller stated that she suffered from depression but was working full time, and that her daughter, who was on SSI, suffered from schizophrenia and is HIV positive. The caller was referred to two apartments under \$900 in Oakland, and Eden I & R's AIDS Housing Information Program. She was also referred to House of Ruth, McKinley House, Sankofa House, and Alpha Omega Foundation for transitional housing programs, in case she experienced any delay in locating a rental.</p>
	<p>~ A senior citizen with a physical disability called from Oakland for rental assistance program information. The caller informed the Phone Resource Specialist that he had been counting on some money coming in, and so he paid his water, credit cards and other bills but the checks that he had counted on bounced, costing him banking fees in addition to his falling short on his household expenses. The caller attempted depositing the checks again, several times, but they bounced, accumulating more overdraft fees and putting him even further behind. The caller's rent was only \$600 and he only needed \$200 to get current with his landlord in order to hold off the eviction, but to do so, he needed assistance right away. The caller was referred to Season Of Sharing for his rent, as well as Catholic Charities' Cassidy Program for miscellaneous bills. When 2-1-1 offered information on financial and credit counseling the caller expressed interest and was referred to Money Management International. 2-1-1 also suggested low-income senior housing, and the caller was referred to Area Agency On Aging for its housing directory.</p>

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<p>Call Examples</p>	<p>~ A homeless male with mental and physical disabilities called from Berkeley for healthcare referrals. The caller informed the Phone Resource Specialist that he has a bad back and suffered from Bipolar Disorder for which he required a physician and medication. He was referred to the ACCESS line, Berkeley Health Center, and LifeLong Medical Care for healthcare and medication support that accepts his Medi-Cal/Medicare insurance. The caller also expressed interest in housing, so he was referred to the Marlon Riggs Apartments, Harrison House transitional housing program, Bonita House's Supported Independent Living Program, Dual Diagnosis residential treatment program, and HOST Homeless Outreach program. A few days later, he called back for a primary care physician to refer him for a spinal X-ray. The caller was referred to the Berkeley Free Clinic, the Order of Malta Free Clinic, LifeLong Medical Care, Alameda County Psychological Association, and The Sausal Creek Treatment Center. The caller was asked if he required assistance with food and was referred to the Alameda County Community Food Bank, and was also referred to the Ironhorse at Central Station for low-income housing.</p> <p>~ A Livermore caller with one child called for help paying her rent. The caller informed the Phone Resource Specialist (PRS) that she had a medical disorder that left her with pancreatic failure resulting in frequent hospital visits. She indicated that she was behind on her rent and other bills because she had had no income for the past month. The caller said that she would have proof of income in the coming week, so she was referred to Season Of Sharing, ECHO Housing and Catholic Charities for rental assistance. 2-1-1 inquired about utility bills and referred the caller to REACH and HEAP for the caller's PG&E shut off notice. 2-1-1 found that the caller needed assistance with food and referred her to Tri-Valley Haven Food Pantry and the Alameda County Community Food Bank. For other bills the caller was referred to St. Vincent de Paul. The PRS was provided a referral to Berkeley Food & Housing Multi-Service Center and Bethel Community Church for case management.</p> <p>~ A Pleasanton couple called for tenant rights counseling. The callers informed 2-1-1 that they had lived in their unit for more than six years, and also that the manager has not fixed a number of issues. Most recently they had a broken shower and they have complaints about their neighbor's marijuana smoke coming into their home. The family was referred to four tenant rights programs: ECHO Housing, City of Pleasanton Housing Division, Bay Area Legal Aid, and Centro Legal de la Raza. 2-1-1 learned in the course of the call that the couple was interested in employment resources, so 2-1-1 provided referrals to The East Bay WORKS One-Stop Career Center and A Hand 'n Hand training and employment program. The callers were also referred to Alameda County Social Services to apply for Medi-Cal, and CalFresh for food benefits.</p>
<p>Caller Feedback</p>	<p>~ "I am so very grateful for the staff at Eden I & R. My CalWorks Supervised Job Search Group is comprised of adults with many barriers to employment. Due to the presentation that the staff from Eden I & R provided my group, clients learned that help is only 3 digits away, 24 hours a day, 365 days of the year! Some have had to call 2-1-1 and have received referrals for resources that assist with obtaining housing, utility payments, security deposits and food. It's so refreshing to know that in these uncertain times we can rely on Eden I & R."</p> <p>~ "I am from Oakland and just wanted to leave a couple of comments. I haven't called 2-1-1 that much, but I called today. Your operator helped me as best as she could and it worked out great with the couple phone numbers and contacts that she gave me. At the same time, even though I don't always call 2-1-1, I am always referring someone to call. If I ever see somebody with some kind of situation, I tell them, 'You better call 2-1-1, you better call 2-1-1.' To me, it's the best, a real quick asset that helps anybody in Oakland. I am sure it helps everywhere, but it is a real good program. I appreciate the help whether it is child care or housing or to find counseling like I called for. It is beneficial and it helps out. I am very appreciative. Thank you so much, and you all keep up the good work, so I continue to thrive out here."</p> <p>~ "I have lived in Alameda, Hayward and Oakland, and I was calling because I'd like to first of all say thank you 2-1-1, for being so helpful and open hearted, trying to make a difference in people's lives. Your staff today is number one on my list, thank you 2-1-1. I hope 2-1-1 continues to encourage positive motivation in people so that they can change their lives. Your staff just changed mine."</p> <p>~ "I am calling from Oakland. I found this line to be extremely well informed, very helpful, and each person that I have talked with has always been a professional, kind person which is so important if you are looking for help. I recommended 2-1-1 to anyone, and I think it is just great. The last person that I talked to was awesome. From one to ten, I give her an eleven. Thank you very much."</p>
<p>Staff Inservice Training Sessions</p>	<p>~ Coordinated Care Initiative In-service Presentation by Harbage Consulting</p> <p>~ CalFresh Training from 2-1-1 San Diego</p> <p>~ St. Vincent de Paul In-service Presentation</p> <p>~ 2-1-1 Disaster Training</p>

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Resource Information And Technology Updates	
Services Database	~ Five new agencies were added to the services database this month.
	~ The services database contains 1,115 agencies and 2,877 programs.
	~ The process of updating the 598 "Directory" agencies continues. So far we have updated 333 agencies.
Housing Database	~ 170 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 113,553 hits from 14,268 visitors.
Technology	~ 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.
	~ On September 11, staff met with members of the Alameda - Contra Costa Transit District to discuss enhancements and possibly a re-design of the agency's Online Resource Directory. The Transit District is interested in partnering with Alameda County 2-1-1 to create a website that would make paratransit information more available to users. If approved, the project would begin immediately with a target launch date of early 2014.
	~ Staff have prepared a brief survey for evaluating the iCarol software package as an option for replacing the Agency's primary Client and Services database software. A process for evaluating the iCarol system will begin by contacting current users in California to gather information about how they are currently using the software and identify the organizations that most closely resemble Alameda County 2-1-1 in their database needs. After the survey is completed, staff will select two to three organizations for site visits so the Alameda County 2-1-1 staff can observe the software in use firsthand. After the site visits are completed, if it is decided that the software would be a good fit for the organization, a demonstration will be arranged. The entire process is expected to be completed by the end of January 2014.

Outreach/Public Information Activities	
Meetings	~ The Executive Director continued to work with representatives from the Alameda County City Manager's Association with the goal of sustainable, streamlined, and equitable countywide city 2-1-1 funding.
	~ The Executive and Deputy Directors attended various countywide meetings related to the reentry of the formerly incarcerated with the goals of coordinating efforts to reduce recidivism and increase employment opportunities for a smooth reentry into the community.
	~ The Executive Director attended the Contra Costa County 2-1-1 Call Center's Open House which featured a new call center configuration. The staff and board members of the Contra Costa Crisis Center were extremely knowledgeable and hospitable.
	~ The Executive Director attended the monthly Bay Area 2-1-1 Regional Partnership meeting which focused on the new board of directors of 2-1-1 California and annual goals, disaster back-up procedures, and the annual CAIRS retreat.
	~ Several Eden I&R staff participated in meetings focused on increasing the transportation-related information tracked by Eden I&R and provided to clients both over the phone and via the website.
	~ The Executive and Deputy Directors met with representatives from Alameda County Social Services Agency and Healthcare Services Agency to share processes and partnerships related to healthcare reform and Covered California.
	~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a Countywide registry for those with disabilities and frail elderly.
	~ 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.
	~ 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&R. Through this outreach property owners throughout the County are able to list their properties with Eden I&R at no cost.
	~ The Housing Outreach Coordinator attended the Aging & Disability Resource Connection (ADRC) meeting. This is a newly formed committee in Alameda County to help the aging and disabled population in Alameda County with long-term services and support.

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Meetings	~ The Housing Outreach Coordinator attended the Emergency Management And Disaster Preparedness Council meeting for the City of Oakland.
	~ The Housing Outreach Coordinator chaired the Alameda County VOAD Executive Committee meeting.
	~ The Housing Outreach Coordinator attended the Association of Contingency Planners meeting which was held at the FEMA Emergency Operations Center in Oakland.
	~ The Housing Outreach Coordinator attended the Housing Action Team Meeting with PEERS in Oakland. This meeting was to discuss tenant organizing and helping tenants with mental health issues live independently.
Fairs/Events/and Outreach	~ 2-1-1 outreach and marketing materials were distributed this month to: Faith Chapel Assembly of God in Pleasanton, Friends of Peralta Hacienda Historical Park in Oakland, Paramedics Plus, Social Security Administration East Bay Works, Lifelong Medical Care Downtown Oakland Clinic, Nina's Bode in Hayward, Castro Valley Eden Area Chamber of Commerce, Laney College in Oakland, Goodwill Industries, Abode Services in Fremont, City of Oakland Housing Assistance Center, and the District Attorney's Office.
	~ The Deputy Director attended a press conference of Congresswoman Barbara Lee and members of the faith community at the Alameda County Community Food Bank. The press conference was to discuss the proposed cuts to the federal SNAP (CalFresh in California) program.
	~ The Deputy Director attended a health care reform forum in Oakland sponsored by Alameda County Social Services and Health Care Services Agencies.
	~ The Deputy Director and 2-1-1 Program Manager attended a Shelter Plus Care outreach training to learn more in-depth about the Shelter Plus Care program and how clients are referred to it.
	~ The Housing Outreach Coordinator made a presentation about 2-1-1 at the Family Caregiver Night at Center for Independent Living.
	~ The Housing Outreach Coordinator attended the Family/Caregiver Resource Night sponsored by CRIL in Berkeley. The event was in response to a caregiver killing his daughter because he was overwhelmed. We were able to get information out to the caregiver community and network with service providers.
	~ The Housing Outreach Coordinator attended a workshop sponsored by the Volunteer Center of the East Bay to help agencies better manage their volunteers.
	~ The Housing Outreach Coordinator facilitated an American Red Cross preparedness class for the students of Mentoring in Medicine. She explained the role of 2-1-1 before, during, and after a disaster.
	~ The Housing Outreach Coordinator and one of the Housing Specialists attended the 17th Annual Back 2 School Shoe Giveaway located at the O.co Coliseum in Oakland. As people came by the table for resources, many expressed they were familiar with 2-1-1 and grateful for the service provided.
	~ The Development/Marketing Officer made a 2-1-1 presentation to job training students at College of Alameda's ATLAS program.
	~ The Development/Marketing Officer participated in and distributed 2-1-1 outreach materials at: E.E. Cleveland Manor Resource Fair in Oakland, Alameda County One Stop Career Centers' regionwide career fair, and Centerville Community Resource Fair at Cottonwood Place in Fremont.
	~ The Deputy Director and Housing Outreach Coordinator participated in, and distributed 2-1-1 outreach materials to City employees at, the Hayward Health & Wellness Fair.
	~ The Development/Marketing Officer participated in and distributed outreach materials about 2-1-1 and its role during and after disasters at Kaiser Permanente Emergency Preparedness Fairs in Oakland and Pleasanton.
	~ Staff participated in and distributed 2-1-1 outreach materials at Abyssinian Baptist Church's Health Fair, and a Community Health Fair and Forum sponsored by Assemblymember Rob Bonta's Office at Laney College in Oakland.
	~ The Housing Outreach Coordinator participated in and distributed 2-1-1 outreach materials at Alameda Health Systems Medical Social Work Department Resource Fair at Fairmont Hospital.
	~ The Development/Marketing Officer distributed 2-1-1 materials to, and discussed available re-entry support services available with, incarcerated inmates as they make a successful transition back to their families and communities at Alameda County Sheriff's Office Annual Re-entry Expo at Santa Rita Jail.
	~ The 2-1-1 Manager participated in, and distributed 2-1-1 outreach materials at, the City of Piedmont's Harvest Festival.

Alameda County Summary By City

9/1/2013 Through 9/30/2013; 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	198	113	85	86	34	25	61	36	16	349
Albany	18	10	8	10	6	3	7	2	1	50
Berkeley	535	284	251	179	97	49	130	61	45	901
Castro Valley	117	61	56	52	21	7	45	27	14	233
Dublin	53	34	19	27	10	7	20	18	11	82
Emeryville	39	21	18	15	5	0	15	7	6	75
Fremont	389	259	130	174	66	35	138	88	60	678
Hayward	1122	723	399	500	203	92	408	285	188	2051
Livermore	164	88	76	63	23	12	51	33	17	283
Newark	103	74	29	54	22	10	44	33	23	180
Oakland	3940	2191	1749	1532	678	358	1174	795	533	6750
Pleasanton	80	53	27	35	7	6	29	21	13	168
San Leandro	552	381	171	263	91	52	211	128	80	1009
San Lorenzo	77	52	25	37	14	4	33	26	17	136
Union City	151	101	50	62	22	11	51	32	18	268
Other	1227	127	1100	100	44	32	68	29	21	525
Grand Total:	8767	4572	4195	3189	1343	703	2485	1621	1063	13740

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 9/30/2013; 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	571	332	239	234	103	55	179	114	70	1043
Albany	58	29	29	23	9	5	18	5	3	137
Berkeley	1494	728	766	408	193	110	298	156	111	2559
Castro Valley	397	234	163	144	52	24	120	72	41	701
Dublin	154	86	68	58	22	12	46	30	19	260
Emeryville	121	75	46	51	21	10	41	23	18	215
Fremont	1233	746	487	441	157	105	335	214	129	2180
Hayward	3437	2100	1337	1241	458	247	994	701	445	6482
Livermore	502	278	224	172	63	28	144	92	49	933
Newark	319	222	97	114	45	22	92	67	47	523
Oakland	12221	6481	5740	3866	1577	847	3018	1992	1370	22093
Piedmont	12	2	10	3	1	1	2	0	0	29
Pleasanton	210	122	88	71	15	13	58	44	26	413
San Leandro	1633	1064	569	635	218	118	517	333	211	3289
San Lorenzo	217	152	65	104	32	18	86	62	41	400
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	426	281	145	178	66	29	149	97	60	815
Other	3753	344	3409	257	100	60	197	85	67	1709
Grand Total:	26762	13279	13483	8003	3133	1705	6296	4087	2707	43794

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