



Office of the City Manager

October 21, 2014

To: Honorable Mayor and
Members of the City Council

From: Christine Daniel, City Manager *CD*

Subject: **2-1-1 Phone Service (Social Services Hotline)**

Attached is the 2-1-1 Narrative Report for September 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

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: September 2014

Noteworthy Updates

~ During the month of September, 9,507 calls were handled by 2-1-1 Resource Specialists and 15,140 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 33% were single-headed households with minor children, and 43% had disabilities. The call examples below show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's online health and human service resource directory; in September it received 150,533 hits from 14,830 visitors. Traffic to our website continues to increase. There was a 25% increase and a 4% increase in the number of hits and visitors, respectively, in September of this year versus September 2013.

~ This month Eden I&R's technology staff were very busy preparing for the launch of the agency's upgraded website. Thanks to a partnership with AC Transit, the Resource Finder section of the website has a new Transportation section that is easy to use and provides comprehensive transportation-related services geared to seniors and people with disabilities. In addition, much time is being spent researching, evaluating, and meeting with other technology representatives related to Open Data and Open Referral systems. These are very diverse and complicated subjects that affect the core of professional Information and Referral (I&R) professional agencies whose primary mission is to provide ongoing accurate, updated and comprehensive data.

Call Information

Call Examples

~Alameda Family Support Services in the City of Alameda called requesting shelter information for a single female with children. Their client was a victim of domestic violence. They were referred to A Safe Place for domestic violence shelter and services.

~ A Berkeley resident called because she needed a board and care facility. She informed 2-1-1 that her 10 year old son was at John Muir Hospital. She needed a referral for the San Francisco area and was provided a 2-1-1 HELPLINK referral.

~ A Castro Valley resident called seeking resources for a 19 year old living by himself, who had no income and no health insurance. 2-1-1 provided the caller with referrals for CalFresh, Medi-Cal and General Assistance and encouraged the caller to have the youth apply at Alameda County Social Services for all three programs. Details on all three programs and particulars for the Alameda County Social Services were provided to the caller.

~ A Dublin resident called 2-1-1 as she had fallen behind on her rent (two months overdue) and utility payments. She was referred to Season of Sharing for assistance with her rent and the utilities, as well as to the Dublin San Ramon Service District (DSRSD), and Spectrum Community Services for utility assistance.

~ A senior caller who was Punjabi speaking called 2-1-1 for assistance with locating housing for her 16 year old grandson and herself. She informed 2-1-1 that she was homeless and was putting up with relatives who wanted her to move out. The caller's daughter had to forfeit her green card on account of having to leave the US to return to India to divorce her husband. The caller's grandson had had a difficult time with both his parents living overseas and had only recently settled down at school, and the caller did not want to destabilize him by pulling him out of school and relocating to another city. The caller needed assistance with advocacy from 2-1-1 staff. After getting the caller's verbal consent, 2-1-1 called Sunrise Village in Fremont: spoke with a housing specialist who completed a short intake over the phone and informed 2-1-1 that the caller would be contacted shortly and an eligibility determination would be made by her supervisor. 2-1-1 was asked to inform the caller that she would need to provide proof of guardianship.

~ An Emeryville resident called 2-1-1 in need of wheelchair breakdown transportation assistance and the repair of the wheelchair. The caller was referred to Mobility Services Inc., and Easy Does it Emergency Services for wheelchair repair as well as to the Alameda County Transportation Commission for transportation assistance for the disabled.

EDEN I & R, Inc.

Call Examples	<p>~An Oakland resident called to help him shift his SF plan to Alameda County, locating his medical records and most importantly getting the medication he needed to manage pain. The caller was concerned that his medical records were not being shared with him and that he was being prevented somehow from receiving appropriate pain management medication. The caller informed 2-1-1 that he had had several heart attacks and was homeless (he was living in his van), but he needed help with nothing other than his medical and Medi-Cal related issues. The caller's pain made it difficult for him to hold a conversation without getting emotional, tearful, and angry, and his sharing his feeling of hopelessness and despair. The caller was unemployed and unable to work because of his pain, homeless and no income. With no family and no ability to get help, he informed 2-1-1 that if he could not manage the pain, he saw no reason to live, and if 2-1-1 could not help him, no one could. 2-1-1 asked for the caller's verbal permission to advocate on his behalf. The caller readily provided his consent. 2-1-1 had to work with the caller in understanding why there were issues with moving his Medi-Cal from SF to Alameda County. 2-1-1 called the caseworker in SF General Hospital and was informed that the caller had SF health plan but she did not know how it would work for him outside the county. 2-1-1 then followed up with the main Medi-Cal Office in Sacramento and they said that the caller had never been in an SF plan because he had never changed over to the SF plan when he moved from San Mateo. 2-1-1 worked with the caller to help transfer over his Medi-Cal to Alameda County, informing him that while it would take a little time for Medi-Cal to process the change, he could use straight Medi-Cal in any county. 2-1-1 requested a list of clinics that the caller could access. 2-1-1 contacted the hospitals where the caller had requested his records from, but was informed by them, that no records existed for him with them. The caller was very distraught. 2-1-1 advocated for the caller with the Patient Advocate. 2-1-1 made a same day appointment and with the added intervention of the Patient Advocate, the caller finally received the pain management treatment he required, and the hospital records were found. The caller also received the physicians listing that 2-1-1 requested from Medi-Cal for him, asking that the list be mailed to an address provided by the caller, which belonged to his friend. The caller was very emotional when he called back 2-1-1 saying that he personally wanted to give "each and every member of the agency a big hug and thanks for saving his life."</p>
Caller Feedback	<p>~ "I am in Livermore. I called 2-1-1 because I was looking for a sober living house. Your employee was professional, she was courteous, kind and compassionate and she gave me the perfect resources that fit within my means. I would recommend 211 to everyone, and as for me now, I'll be calling you back."</p> <p>~ "Your staff went above and beyond and I just want to thank you and your agency so, so much."</p> <p>~ "I know the number by heart because I call you guys all the time"-feedback provided by attendee at the Shoe Give-Away Event at the Oracle Arena.</p> <p>~ "I love you guys, you guys helped me with so much"-feedback provided by attendee at the Shoe Give-Away Event at the Oracle Arena.</p> <p>~ "2-1-1 is the # 2 referral I give clients, after a mental health referral"-Atindra Gibbs, CATC II, Counselor, Hayward Outpatient, East Bay Community Recovery Project. Atindra is providing services at Santa Rita.</p> <p>~ "You guys actually sent me a letter in the mail with referrals when I wrote to you"-Shared by parolee at the Sherriff's Re-entry Expo 2014</p> <p>~ "2-1-1 is the best. Anytime you need services they give you the information."</p> <p>~ "2-1-1 has saved me many times"-feedback provided by attendee at the Shoe Give-Away Event at the Oracle Arena.</p>
Staff Inservice Training Sessions	<p>~ HealthPAC In-Service Presentation</p> <p>~ Crisis Support Services of Alameda County Presentation (Part II)</p> <p>~ 2-1-1 Staff Meeting on 2-1-1's Crisis Call Action Plan, MAA and CalFresh Review</p>

Resource Information And Technology Updates

Services Database	<p>~ There were no new agencies added to the services database this month.</p> <p>~ The services database contains 1,151 agencies and 2,912 programs.</p> <p>~ The process of updating the 594 "Directory" agencies continues. So far we have updated 515 agencies.</p>
Housing Database	<p>~ 138 new units were added to the housing database this month.</p> <p>~ Housing Subscriptions (mail, PDF & OHIP) were sent to community-based organizations in Alameda County and San Francisco County.</p>
Online Services Website	<p>~ 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 150,533 hits from 14,830 visitors.</p>

EDEN I & R, Inc.

Technology	~ Eden I&R successfully launched the redesign of the Resource Finder website at www.alamedaco.info . This newly released website not only makes finding needed resources and services easier, but it also contains a special section dedicated just to Transportation that was built in conjunction with AC Transit. The redesigned website will continue to serve as THE source for information about Health, Housing, and Human Services in Alameda County.
	~ Our database system was updated to participate in two new 211 activities. The first activity was specific to the Shelter Plus Care Enrollment and occurred during the month of September. The second activity is the UCSD Smoking Study which is an ongoing program. Developed training materials on how our resource specialists can navigate to those programs for participating callers.
	~ Held phone conversations with 2-1-1 IT staff at LA County and San Diego 2-1-1. Discussed similarities and differences between current and future technology needs. Additionally, participated in statewide 2-1-1 database alignment discussions.
	~ Signed up the agency to Emergency Notifications from the Cities and the County, using the Nixle Alert System.

Outreach/Public Information Activities

Meetings	~ The Executive Director attended the monthly Community Corrections Partnership Executive Director meeting during which there were updates related to assisting the formerly incarcerated in finding housing, employment and other supportive services. The new day reporting center was also discussed.
	~ The Executive Director met with ReEntry consultants hired by the Probation Department to assess current and future countywide plans to better serve the formerly incarcerated returning to Alameda County.
	~ The Executive Director attended Coordinated Care Initiative related meetings in order to stay abreast of the healthcare changes for seniors and the disabled.
	~ The Executive Director hosted a tour of the 211 Alameda County facility for the new 211 CA Executive Director. Barbara also assisted 211 CA by helping to edit the new statewide 211 Business Plan.
	~ As a statewide Board member, the Executive Director participated in the monthly California Alliance of Information and Referral Services (CAIRS) board conference call. The primary purpose of this month's meeting was final preparations for the statewide CAIRS conference in October being held in Los Angeles.
	~ The Executive Director attended the monthly Bay Area 211 Partnership meeting held in Oakland. County 211s shared their newest projects, successes and challenges. Logistics and recommendations related to the next month's statewide CAIRS conference were also discussed.
	~ The Executive Director met separately with the President of the Oakland City Council and the President of the Board of Supervisors in order to review the multiple ways in which 211 has been providing 24/7 services to those most vulnerable throughout the county as a whole, and within the city of Oakland in particular.
	~ The Interim Deputy Director attended the FEMA Region IX Private Sector Open House co-hosted by the Association of Continuity Planners on September 25, 2014. FEMA staff reviewed the role of FEMA and it's the Regional Response Coordination Center in the event of a declared disaster. Farley Howell, Acting Regional Deputy Director, addressed the critical role of the private sector in responding and recovering to a major event such as an earthquake.
	~ Sharan Aminy, 2-1-1 Program Manager attended the Senior Moments Meeting in San Leandro.
	~ A Housing Resource Specialist participated in the Alameda County VOAD Executive Committee Conference Call to discuss who will be their guest speakers for their upcoming event in Oakland for the Loma Prieta Commemoration and to welcome Terry Langdon to VOAD.
	~ A Housing Resource Specialist attended The Emergency Management and Disaster Preparedness Council (EMADPC) meeting for updates on various projects in Oakland such as the Rockefeller's 100 Cities Resilience Initiative.
	~ A Housing Resource Specialist participated in the Tri-Valley Housing Resource Mixer Conference Call to finalize plans for an upcoming event on October 24, 2014.

EDEN I & R, Inc.

Fairs/Events/and Outreach	<p>~ The Executive Director was once again invited to participate in Urban Shield this year thanks to Alameda County Sheriff Ahern. For 4 days, Barbara was permitted access to workshops and drills that focused on responses to a variety of terrorist situations like a bomb in BART, a hijacked AmTrack train, a high level diplomat being targeted for capture or death, and major events with numerous civilian injuries. Urban Shield allows Eden I&R to interact with first responders and remind them of 211 roles before, during and after disasters.</p>
	<p>~ As a guest of Pacific Gas & Electric, the Executive Director attended a joint Chamber event hosted by the cities of Emeryville, Berkeley and Albany. The featured speaker was the Director of the Office of Economic Development, Kish Rajan. Mr. Rajan's report of the economic health of the state included that there is a diversity of economic recovery depending upon where in the state you are located (e.g., the coastal region is doing better than inland), and that the middle class is not recovering from the recession at the same rate as the wealthiest. Because the event included many elected officials and corporate sponsors it was an excellent networking venue.</p>
	<p>~ Staff participated in the Kaiser Preparedness Fair in Pleasanton and one in Oakland.</p>
	<p>~ Staff participated in and distributed 211 materials at the Mastick Senior Center Health Fair.</p>
	<p>~ Staff participated in and distributed 211 materials at the Fifth Annual Probation Provider Resource Fair in Dublin.</p>
	<p>~ Staff participated in and distributed 211 materials at the Stand Down - East Bay event.</p>
	<p>~ Staff participated in and distributed 211 materials at the City of Hayward's Health Fair.</p>
	<p>~ Staff participated in and distributed 211 materials at the Shoe Giveaway at the Oakland Coliseum.</p>
	<p>~ Staff participated in and distributed 211 materials at the Piedmont Harvest Festival in Piedmont.</p>
<p>~ 211 outreach materials were distributed this month to Mills College.</p>	

Alameda County Summary By City

9/1/2014 Through 9/30/2014; 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	220	130	90	88	37	14	74	46	33	439
Albany	22	8	14	6	3	2	4	1	1	32
Berkeley	510	213	297	156	90	36	120	55	38	948
Castro Valley	90	51	39	41	13	5	36	12	9	155
Dublin	43	23	20	18	9	2	16	11	6	74
Emeryville	37	20	17	18	11	3	15	10	5	71
Fremont	362	190	172	144	59	36	108	70	42	629
Hayward	1126	661	465	470	207	87	382	238	148	2130
Livermore	124	53	71	45	13	11	34	24	13	235
Newark	96	48	48	37	11	8	29	20	9	171
Oakland	4737	2134	2603	1555	679	296	1259	792	541	8177
Pleasanton	63	26	37	21	8	1	20	13	8	125
San Leandro	486	273	213	200	92	35	165	98	61	940
San Lorenzo	59	39	20	25	11	5	20	13	5	108
Sunol	1	1	0	1	0	0	1	0	0	1
Union City	148	89	59	69	19	6	63	44	27	285
Other	1374	135	1239	115	39	29	86	52	32	606
Grand Total:	9507	4094	5413	3009	1301	576	2432	1499	978	15140

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 9/30/2014; 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	633	362	271	215	91	39	176	98	68	1242
Albany	60	25	35	14	6	3	11	6	4	121
Berkeley	1446	600	846	375	194	95	280	130	88	2639
Castro Valley	311	174	137	116	48	14	102	48	29	562
Dublin	123	65	58	50	17	7	43	27	16	230
Emeryville	124	68	56	48	21	13	35	22	15	273
Fremont	1065	582	483	373	149	83	290	178	105	1911
Hayward	3417	1941	1476	1168	457	191	976	624	381	6296
Livermore	409	205	204	143	47	29	114	76	50	787
Newark	305	166	139	115	38	24	91	62	34	560
Oakland	13099	5820	7279	3608	1522	723	2885	1856	1265	22816
Piedmont	26	1	25	1	0	0	1	1	1	34
Pleasanton	159	63	96	48	18	8	40	22	13	285
San Leandro	1547	898	649	550	229	89	461	273	176	3171
San Lorenzo	194	134	60	80	26	19	61	44	22	355
Sunol	2	1	1	1	0	0	1	0	0	3
Union City	438	264	174	184	56	21	163	109	64	842
Other	4400	453	3947	347	142	78	269	131	83	1912
Grand Total:	27758	11822	15936	7436	3061	1436	5999	3707	2414	44039

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.