


Office of the City Manager

May 13, 2015

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 April 2015, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Technology Director, at 981-6541.

Attachment

cc: Dee Williams-Ridley, Deputy City Manager
Mark Numainville, City Clerk
Ann-Marie Hogan, City Auditor
Donna LaSala, Information Technology (IT) Director
Teresa Berkeley-Simmons, Budget Manager
Matthai Chakko, Public Information Officer

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2-1-1 Alameda County Monthly Narrative Report: April 2015

Noteworthy Updates

During the month of April, 8,540 calls were handled by 2-1-1 Resource Specialists and 13,802 health, housing and human service referrals were provided. Of the unduplicated callers, 78% were female, 31% were single-headed households with minor children, and 46% had disabilities. The call examples below show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's websites, including our online health and human service resource directory; in April they received 17,011 pageviews from 5,409 sessions/visitors.

2-1-1 Alameda County once again played an important role assisting low-income taxpayers throughout the recent tax season. Between January and April, over 1,400 calls were handled for the California Free Tax Assistance Events program, sponsored by the Computer and Communications Industry Association and Intuit. 2-1-1 Resource Specialists answered questions and scheduled appointments for low-income taxpayers and those on active military duty at eight tax assistance events throughout the state. 2-1-1 also made over 1,500 referrals to VITA tax preparation sites throughout Alameda County and answered questions about the Earned Income Tax Credit.

National Volunteer Appreciation Week was celebrated this month by Eden I&R. Volunteers play a huge and important role at the agency, working in a variety of capacities including making follow-up calls to 2-1-1 callers, updating our housing database, administrative duties, special events, and board membership. In 2014, Eden I&R volunteers gave more than 6,300 hours of their time to assist us in our work serving the community. To thank our volunteers, the agency held an ice cream social as well as an afternoon barbecue. Current volunteers received a small gift of appreciation as well as a certificate showing how many hours they have devoted to Eden I&R thus far.

Call Information

Call Examples

- ~ A married couple with seven children living in Oakland called in search of shelters and transitional housing. The wife informed 2-1-1 that several of her children had disabilities and were on SSI. The other children were receiving CalWORKs. At the time of the call the family was renting a motel room for \$80/day and the family funds were running out. 2-1-1 provided referrals to the Alpha Omega Foundation, Shepherd's Gate and Building Opportunities for Self-Sufficiency (BOSS) for assistance with transitional housing.
- ~ A Livermore resident called in need of psychiatric medication for herself. She informed 2-1-1 that she could not wait for the appointment that she had been provided by the clinic. She was referred to Becton HealthCare Resources, the Schuman-Liles Clinic and Alameda County Behavioral Health Care Services, as well as to Alameda Health Systems and Fremont Hospital.
- ~ A person from Union City called seeking residential substance abuse treatment programs. The caller was referred to Horizon Services, Salvation Army, Full Gospel Mission Ministries and Solidarity Fellowship.
- ~ A Hayward resident called seeking a wheelchair and an advocate for her sister who is living with a disability. For advocacy, the caller was provided referrals to Community Resources for Independent Living. She was also provided referrals to the ReCARES Network and Volunteers for Inter-American Development Assistance for medical equipment and assistive technology.
- ~ A homeless, pregnant woman called from Oakland seeking assistance in locating shelter space. She had CalWORKs and Medi-Cal but did not have WIC. For shelter, 2-1-1 referred the caller to Abode Services, Salvation Army, Second Chance, Inc., and Ruby's Place. She was also informed about and referred to WIC.
- ~ A resident of Monterey called on behalf of her friend who was incarcerated in Alameda County, was soon to be released, and was planning to live in Newark. She indicated that her friend would require clothing and food. The caller was provided referrals to Viola Blythe Community Service in Newark for clothes and to Centro de Servicios for specialized information and referrals. She was encouraged to also follow up on health insurance information at Centro de Servicios.
- ~ A resident of Emeryville called requesting information on legal advocacy in regard to conservatorship. 2-1-1 referred the caller to the Mental Health Association of Alameda County, Alameda County Social Services Agency's Department for Adult, Aging and Med-Cal Services, and Bay Area Legal Aid for Public Guardianship/Conservatorship assistance and Legal Assistance for Seniors and The Homeless Action center for legal assistance.

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Caller Feedback	~ "I live in Berkeley. I called 2-1-1 and your employee is the most wonderful, wonderful lady who gave me so many referrals, so many numbers for all my various needs, and she was very sweet, very kind, and very helpful. She gave me all the information that I needed and wanted. She is doing a great job for 2-1-1...an A+ job! Thank you so much, and I am so grateful to her and you guys are wonderful. Thank you."
	~ "Your employee that my wife and I just spoke with is a fantastic person. She answered all of our questions. She was easy to understand, very professional, and she is an asset to your organization. Thank you very much for hiring her. We thanked her but we would like you to know that she deserves an 'Atta girl!' She went above and beyond to help us, really FANTASTIC!"
Testimonials	~ "I appreciate 2-1-1's advocacy and am grateful for the work 2-1-1 does every day on behalf of the county's most vulnerable residents." – Wilma Chan, Alameda County Supervisor – District 3
Staff Inservice Training Sessions	~ Family Paths In-Service Presentation
	~ 2-1-1 I&R Best Practices, Medi-Cal Administrative Activities (MAA) and Intake Procedure Review
	~ Tri-Valley Haven In-Service Presentation

Resource Information And Technology Updates	
Services Database	~ Three new agencies were added to the services database this month.
	~ The services database contains 1,157 agencies and 2,944 programs.
	~ The process of updating the 504 Non-Directory agencies continues. So far, we have updated 326 agencies.
Housing Database	~ Nineteen 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 17,011 pageviews from 5,409 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in March: Information on Alameda County's Public Health Department's Mobile Technology for Emergency Preparedness; an update on Eden I&R's Volunteer Week; Assistance with Tax Preparation; League of Women Voters event; VOICES, a San Francisco Foundation listening tour; and information from Alameda County on a Re-Entry Bidders Conference.
Technology	~ Evaluated and negotiated several software license and equipment maintenance renewals.
	~ Researched equipment for use in conjunction with potential upcoming grants.
	~ Completed Summary Evaluation and Recommendation of Future Database Solution for the organization that was submitted to the Eden I&R Board of Directors for Review.

Outreach/Public Information Activities	
Meetings	~ The Executive Director met with Oakland City Council member Rebecca Kaplan about the history and updates related to 2-1-1, the enhancements that are possible with additional funding, and the ways in which 2-1-1 and 3-1-1 systems are different (e.g., 3-1-1 is local city government information while 2-1-1 is countywide health, housing and human services). Barbara also presented Councilmember Kaplan with several suggestions as to how to research and develop a 3-1-1 system in Oakland.
	~ The Executive Director spoke with the Volunteer Center of the Bay Area's Executive Director about promoting opportunities for potential new Eden I&R Board members, especially those who most closely represent the people served by the agency's programs and services. Eden I&R continues to be a designated Small Minority Woman Owned Business.
	~ Management staff continued to meet with representatives from AC Transit regarding a marketing campaign that would involve the phone number 2-1-1, and the 2-1-1 website, advertised as a way to gather transportation information for seniors and people living with disabilities.
	~ The Executive Director met with the Director of Alameda County Housing & Community Development to discuss 2-1-1 funding.

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Meetings	~ The Executive Director, as an Executive Board member of the Alameda County Voluntary Organizations Active in Disasters (VOAD), attended a very interesting VOAD meeting held at the Office of Emergency Services (OES) in Dublin. Representatives from OES discussed how the Emergency Operations Center operates once activated, and how that center partners with community-based organizations, other government bodies, and volunteers. 2-1-1 materials were also distributed.
	~ The Executive Director continued to attend the monthly Reentry meetings hosted by the Probation Department in order to stay abreast of the most current issues, successes and challenges facing the men and women returning to our communities after being incarcerated.
	~ Management staff continued to engage in multiple meetings related to the possible migration to a cloud-based database that would incorporate the agency's client, housing, and health and human services information.
	~ The Executive Director participated in the monthly Bay Area 2-1-1 Partnership meeting that focused on updates from each county, statewide reports, statewide and national upcoming conferences, best practices and challenges.
	~ As a statewide Board member, the Executive Director participated in the quarterly California Alliance of Information and Referral Services (CAIRS) board meeting held by conference call. The primary purpose of the call related to the statewide conference that will be held in LA in the fall. Topics of workshops, featured speakers, and sponsors were all discussed in great detail. This conference draws staff who work in all aspects of information and referral throughout the state (e.g., the elderly, veterans, etc).
	~ Eden I&R's Board of Directors held its quarterly full board meeting this month with a focus on examining the third quarter program successes, the pending technical changes, and the funding challenges in upcoming Fiscal Year 2016.
	~ The Deputy Director participated in two "debrief" conference calls with members of both the California and national teams from the California Free Tax Assistance Events program. 2-1-1's role in this year's program was discussed including examining things that worked very well and will be replicated in future years and where there was room for improvement.
	~ In partnership with the Alameda County Area Agency on Aging and its role in the Business Acumen Learning Collaborative, the Deputy Director participated in a webinar on the topic of organizational culture change.
	~ Through a generous technical assistance program from the Alameda County Area Agency on Aging, the Deputy Director was able to attend a one-day workshop at CompassPoint. The workshop, titled "Take Control of Your Leadership: Frameworks for Emerging and New Leaders," was extremely informative and useful.
	~ The Deputy Director attended an Unincorporated District 4 Disaster Preparedness Taskforce meeting at Supervisor Nate Miley's Eden Area District Office. Along with Eden I&R were representatives from other agencies and County departments including the Alameda County Sheriff's Department; the American Red Cross; Alameda County Social Services Agency; Alameda County Early Care & Education Planning Council; Alameda County General Services Administration; Alameda County Department of Public Health; and the Alameda County Community Food Bank. The purpose of the taskforce is to identify disaster preparedness partners and develop a working relationship with the community.
~ The Housing Coordinator attended a meeting to help plan Affordable Housing Week. Eden I&R is partnering with the Oakland Housing Authority to host an Owners Appreciation Day Event on May 16.	
~ The Housing Coordinator attended a meeting of the TriValley Scholarship Advisory Board. This program provides 15 – 20 scholarships, of rent payments for two years, to low-income individuals working on an educational goal that leads to permanent, full-time employment.	

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Fairs/Events/and Outreach	~ The Executive Director was an active participant in the San Francisco Foundation's Community Voices event held in Oakland. The event was very well attended with people representing all aspects of the northern Alameda County community. Multiple recommendations were shared, many of which were personal and quite emotional, and the summary of the event can be seen at the SF Foundation's website: www.sff.org .
	~ Staff from the agency's Housing Department tabled at the Wellness Event at Laney College, where they gave out information about housing resources, 2-1-1 and the Big Blue Book.
	~ In partnership with StopWaste, the Housing Coordinator attended the South Hayward Collaborative meeting. The Housing Coordinator made a presentation about 2-1-1, our Housing Database, and the Big Blue Book. She also assisted StopWaste in delivering a presentation on energy efficiency.
	~ The Deputy Director and one of the Roving Housing Resource Specialists represented Eden I&R at an outreach fair hosted by BART for seniors and people living with disabilities. 2-1-1 material was distributed and those in attendance were informed of the new portal on Eden I&R's website that provides transportation-related information to these populations.
	~ The Deputy Director represented the agency at a student health fair at Chabot College. She had the opportunity to talk to many students of all ages, informing them about the 2-1-1 service as well as handing out materials regarding recycling compostable materials and the California Energy Upgrade program on behalf of our partner agency, StopWaste.
	~ Staff also hosted booths at the following events this month to inform the community about the 2-1-1 service: Operation Independence in Hayward; Berkeley Senior Center's Fourth Annual Senior Health Fair; and a National Crime Victims Rights Week Event.
	~ 2-1-1 materials were made available to the Ruus School in Hayward; Messiah Lutheran Church in Hayward; Niles Discovery Church in Fremont; and the Alameda County Injury Prevention Program office.

Alameda County Summary By City

4/1/2015 Through 4/30/2015; 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	172	114	58	81	38	19	62	31	21	351
Albany	18	13	5	11	7	5	6	5	2	41
Berkeley	505	232	273	156	100	42	114	61	41	921
Castro Valley	94	58	36	43	24	8	35	26	17	204
Dublin	34	21	13	16	5	6	10	4	4	68
Emeryville	54	30	24	21	12	2	19	7	6	101
Fremont	370	216	154	146	55	44	102	60	37	652
Hayward	1044	615	429	420	175	79	341	211	134	1932
Livermore	121	69	52	43	19	4	39	26	17	209
Newark	82	45	37	34	14	4	30	19	9	136
Oakland	4002	2075	1927	1383	663	289	1094	685	474	6911
Pleasanton	86	61	25	55	24	14	41	28	13	180
San Leandro	565	351	214	229	85	47	182	112	66	1053
San Lorenzo	55	37	18	32	11	8	24	17	8	106
Union City	144	109	35	69	24	16	53	40	22	233
Other	1193	163	1030	135	62	35	100	52	27	704
Grand Total:	8540	4209	4331	2874	1318	622	2252	1384	898	13802

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 4/30/2015; 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	1978	1036	942	541	230	118	423	231	156	3874
Albany	205	77	128	40	17	10	30	17	8	430
Berkeley	5331	2214	3117	974	492	240	734	365	246	9044
Castro Valley	943	477	466	262	103	53	209	119	69	1755
Dublin	438	219	219	143	53	32	111	66	43	851
Emeryville	432	215	217	126	50	26	100	52	37	821
Fremont	3503	1860	1643	987	353	239	748	453	256	6135
Hayward	10492	5657	4835	2889	1061	575	2313	1518	877	19435
Livermore	1259	605	654	380	131	74	306	197	105	2393
Newark	958	505	453	282	102	51	231	149	83	1705
Oakland	41656	17844	23812	8785	3596	1976	6808	4333	2860	72972
Piedmont	48	2	46	2	0	0	2	1	1	65
Pleasanton	526	236	290	166	62	43	123	78	38	1022
San Leandro	5090	2859	2231	1431	543	286	1145	697	420	10016
San Lorenzo	690	465	225	239	79	50	189	130	65	1347
Sunol	2	1	1	1	0	0	1	0	0	3
Union City	1285	810	475	447	145	85	362	257	141	2379
Other	13668	1430	12238	990	381	245	745	367	230	6733
Grand Total:	88504	36512	51992	18685	7398	4103	14580	9030	5635	140980

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