



Office of the City Manager

January 15, 2015

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 December 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

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

Noteworthy Updates

During the month of December, 9,152 calls were handled by 2-1-1 Resource Specialists and 14,245 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 32% 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 websites, including our online health and human service resource directory; in December they received 17,606 pageviews from 4,906 sessions/visitors.

Once again, 2-1-1 played a pivotal role during the holidays for those in need. 2-1-1 handled 1,758 calls requesting information about holiday programs and provided 4,549 referrals. For the City of Berkeley, 2-1-1 registered 209 households (622 children) for the City's Toys for Tots program. Additionally, on December 23rd, Walgreens in Castro Valley called 2-1-1 to advise that their toy drive had ended on December 15 but the boxes had never been picked up by the agency who was managing the drive. The store manager asked if someone from our staff would pick up the three giant boxes of toys/gifts that their customers had donated. Our Development/Marketing Officer picked up the more than 100 toys the next morning. She called upon several local shelters to see if they could take delivery of these gifts. FESCO in Hayward was not only able to use the toys but had a neighborhood toy drive for the children of Cherryland. A family with six children happened to pull up to the offices to see if there were any more gift cards for families. The dad was informed that his kids could take the toy of their choice. It was heart-warming to see the excitement on the children's faces when they were told to pick what they wanted.

Call Information

Call Examples	~ A female senior with a physical disability called from Alameda for tenant rights assistance. She shared with 2-1-1 that her landlord had just started charging her utilities on top of the rent and she wanted to know if that was legal. The caller was referred to the Alameda City Rent Review Advisory Committee, ECHO Housing, and Bay Area Legal Aid.
	~ A female foster youth with mental health disability called from Hayward for help finding housing. She was referred to Second Chance for a Shelter Plus Care application, YEAH Youth Shelter, Abode Services' Project Independence, and Destiny Builders for transitional housing programs.
	~ A senior female with a physical disability called from Fremont for food pantries. She informed 2-1-1 that she lived with her adult son, that her CalFresh benefits had been recently cancelled, and that she was referred by the Social Services Agency to 2-1-1. She was referred to Tri-City Volunteers and Dollie's Closet for immediate food, and the Fremont Family Resource Center for benefits assistance with her CalFresh case. The caller expressed great appreciation for 2-1-1's assistance.
	~ A Berkeley caller who was part of a Spanish-speaking couple with three young children called to register for Toys For Tots. 2-1-1 ascertained that while the family received WIC, they were not receiving CalFresh. The caller was registered for the Berkeley Police Department's Toys For Tots and was also encouraged to apply for CalFresh at Social Services.
	~ A single mother of a young child called from Dublin for legal help. She informed 2-1-1 that she had no income, and she had recently received an Unlawful Detainer, and she knew the offices and court were closing for the Christmas Holiday and so time was of the essence. She was referred to Bay Area Legal Aid, the California Courts Online Self-Help Center, and Centro Legal de la Raza. The caller was also encouraged to apply for CalFresh at Social Services.
	~A single mother of a young child called from Oakland for low-income housing. She shared with the Phone Resource Specialist (PRS) that she had been a victim of domestic violence, was shot twice by her abuser, and that she herself had also been incarcerated and was currently on informal probation. The caller was referred to the Casa Verde Apartments for low-income housing, and the PRS also suggested transitional housing programs with shorter wait lists. She was referred to Alpha Omega Foundation, New Chance Ministries, Bay Area Community Services, Destiny Builders, and Urojas Community Services for transitional housing programs.
	~ A single mother of two young children, and who is also a veteran, called from Pleasanton for help paying her electric bill and rent. She shared with the Phone Resource Specialist that she was self-employed but that work had been a bit slow so she needed one-time assistance. The caller was referred to Season of Sharing, ECHO Housing, Operation Dignity, HEAP, and REACH, for rent and/or utility payment assistance. She was very thankful for the service.

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Caller Feedback	~ "I am calling from Livermore. I appreciate you for being a helpful resource because I am unable to get on a computer to access information and numbers, and I am sure my friends get tired of me calling them to look up something for me. You always make me feel comfortable, your staff is always helpful, very kind and I feel no one is judging me and I appreciate your service so much. And it would be a waste if we didn't have it, so I am glad that you guys are around."
	~ "I just spoke with one of your Resource Specialists who gave me a lot of good information. I want to let you guys know that she does a very, very good job. She's also very friendly, she keeps a calm voice, she knows what she is doing. She's a very good worker. She helped me and my daughter a lot, so thank you."
	~ "2-1-1 actually helps people. I wish I had known about you guys earlier."
Staff Inservice Training Sessions	~ CRIL In-Service Presentation
	~ California Free Tax Assistance Event Training
	~ 2-1-1 Staff MAA (Medi-Cal Administrative Activities) Review
	~ 2-1-1 Call Documentation Review and Documenting Crisis Calls

Resource Information And Technology Updates	
Services Database	~ Three new agencies were added to the services database this month.
	~ The services database contains 1,155 agencies and 2,921 programs.
	~ The process of updating the 585 "Directory" agencies is complete. Now we are proofreading to finalize the completion of the Big Blue Book 2015 edition.
	~ In December we continued updating the Toy Drives, Holiday Food, and Winter Shelters.
Housing Database	~ 76 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 . This month the Online Services Directory received 17,606 pageviews from 4,906 sessions/visitors.
Technology	~ During December, our IT Department worked with our new Development/Marketing Officer to improve our Events Calendar. The new capabilities within the calendar will provide us with additional fields with which we can track and generate reports on community activities in which Eden I&R participated.
	~ Improvements were made to the AIDS Housing Information (AHIP) database. This will allow the AHIP team to better serve their clients and generate newly formatted reports.
	~ Eden I&R's website served as a key reference point during the holiday season. The site was continually updated with information about free holiday baskets for those in need and additionally served as a reference point for those needing winter shelters.
	~ As a result of the December storms, there was a partial power outage to Eden I&R's main building. The IT Department was able to respond to the situation with minimal disruption to business activities. Staff were able to continue to access phones and utilize their computers until the outage was repaired three days later.

Outreach/Public Information Activities	
Meetings	~ The Executive Director attended (via conference call) the 2-1-1 California Network Board meeting in order to stay abreast of the California 2-1-1 centers and their successes and challenges, including any new possible statewide funding.
	~ The Executive Director attended the Alameda County Volunteer Organizations Assisting in Disasters (VOAD) Executive Committee meeting at the Red Cross offices in Oakland. One of the focuses of the meeting was a presentation next month related to how 2-1-1 assists in response before, during, and after a disaster.

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Meetings	~ The Executive Director attended the monthly 2-1-1 Bay Area Regional meeting in Walnut Creek. Each 2-1-1 center reported on special events occurring during the holiday season including food and toy drives, winter weather shelters, and Season of Sharing.
	~ The agency met with representatives from the California Free Tax Assistance Events and ultimately signed another contract for 2-1-1 to schedule appointments for these free events held throughout the state for low-income taxpayers and those on military duty.
	~ Agency management staff continued to work with AC Transit management as we continued to enhance and promote the new transportation portal through Eden I&R's website.
	~ The Executive Director attended the monthly Community Corrections Partnership Executive Committee meeting held at the Probation Department in Oakland. It was a very well attended meeting during which updates were given related to such re-entry topics as: employment, housing and the new Transition Center.
	~ The Executive Director had conversations with Berkeley nonprofit organizations about 2-1-1 assisting, countywide, with a shelter bed reservation system. This has been a discussion item for decades, and because EveryOne Home is now interested in this possibility, there are more concrete discussions being held to perhaps make this a reality in the next few years. In the meantime, 2-1-1 continues to call countywide shelters twice daily for space availabilities and provide this information to callers 24/7.
	~ Staff attended the Tri-Valley Housing Scholarship Advisory Board meeting to discuss policies and procedures for the Housing Scholarship Program.
	~ Staff attended East Bay Community Foundation's "East Bay Gives" orientation at its office.
~ Staff attended a First Five Alameda County Communications Training	
Fairs/Events/and Outreach	~ The Executive Director attended the Tri City Elder Coalition event during which Wendy Peterson, the Director of Senior Services Coalition for Alameda County, was honored for her many years of service to the senior population throughout Alameda County. Wendy was instrumental in getting contract increases to many nonprofit senior-related contracts with the county this fiscal year.
	~ The Executive Director attended the lovely holiday event held at Eden Medical Center in Castro Valley. Each year this event brings together nonprofit and for-profit health care related providers who get to network in an informal and enjoyable manner. The food is great and the raffle prizes are terrific (although we never win any).
	~ 2-1-1 materials were distributed to Computer Technologies Program (CTP) in Berkeley, as well as Alameda County Probation Department.

Alameda County Summary By City

12/1/2014 Through 12/31/2014; 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	186	84	102	69	31	14	55	41	24	351
Albany	22	6	16	6	2	2	4	5	1	39
Berkeley	844	374	470	162	82	32	130	76	52	1088
Castro Valley	106	36	70	29	12	5	24	14	8	202
Dublin	23	10	13	10	3	2	8	4	2	42
Emeryville	46	22	24	15	8	2	13	6	4	54
Fremont	335	163	172	112	51	21	91	47	31	565
Hayward	1066	503	563	365	144	61	304	196	115	1949
Livermore	115	56	59	49	18	8	41	21	11	209
Newark	71	29	42	26	7	4	22	17	10	132
Oakland	4323	1712	2611	1283	583	268	1015	667	436	7560
Pleasanton	43	15	28	15	2	5	10	8	5	89
San Leandro	506	260	246	184	76	39	145	95	59	968
San Lorenzo	65	39	26	33	12	4	29	18	9	151
Union City	128	75	53	57	20	10	47	38	22	236
Other	1270	122	1148	102	42	26	76	31	21	607
Grand Total:	9152	3506	5646	2517	1093	503	2014	1284	810	14245

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 12/31/2014; 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	1188	642	546	356	147	66	290	162	116	2332
Albany	127	40	87	24	11	5	19	12	6	239
Berkeley	3351	1428	1923	680	341	163	517	267	177	5583
Castro Valley	595	299	296	183	66	35	148	82	51	1099
Dublin	238	119	119	89	36	16	73	42	28	475
Emeryville	250	130	120	83	31	20	63	35	24	479
Fremont	2042	1081	961	613	234	137	476	289	165	3601
Hayward	6402	3492	2910	1931	707	338	1593	1047	621	11986
Livermore	759	373	386	257	85	49	208	130	70	1429
Newark	571	289	282	184	66	33	151	103	59	1062
Oakland	25676	10786	14890	6008	2477	1272	4734	3059	2037	45218
Piedmont	36	1	35	1	0	0	1	1	1	51
Pleasanton	293	113	180	88	30	16	72	40	22	547
San Leandro	3041	1697	1344	930	362	170	760	467	288	6057
San Lorenzo	391	266	125	149	50	33	116	82	41	744
Sunol	2	1	1	1	0	0	1	0	0	3
Union City	810	493	317	306	97	52	254	184	101	1488
Other	8219	830	7389	606	239	153	453	210	137	3714
Grand Total:	53991	22080	31911	12489	4979	2558	9929	6212	3944	86107

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