


Office of the City Manager

March 16, 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 February 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

EDEN I & R, Inc.

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

Noteworthy Updates

During the month of February 8,048 calls were handled by 2-1-1 Resource Specialists and 12,949 health, housing and human service referrals were provided. Of the unduplicated callers, 78% were female, 28% were single-headed households with minor children, and 44% 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 February they received 16,482 pageviews from 4,912 sessions/visitors.

On February 11 (2/11), Eden I&R celebrated National 2-1-1 Awareness Day with a tour of our offices and an informal luncheon. Attendees included Hayward Mayor Barbara Halliday; Alameda County Board of Supervisor Richard Valle and his District Director, Ginny De Martini; Jesse Brooks, reporter from the Oakland Post; and staff from the Veteran Administration's HUD VASH program; AIDS Project of the East Bay; and Resources for Community Development. Visitors toured Eden I&R's offices and were given an overview of the agency's various programs by agency Executive Director, Barbara Bernstein. The majority of time, however, was devoted to showcasing the 2-1-1 call center. The day's guests witnessed the Phone Resource Specialists in action as they skillfully handled the volume of calls coming into 2-1-1, including in multiple languages. The agency's customized databases were displayed and the intake process was reviewed. Visitors expressed awe and appreciation for the over 105,000 calls handled by 2-1-1 a year, the detailed information on the over 2,900 health, human service, and housing programs serving Alameda County as well as the more than 81,000 units currently listed in our housing database.

February also saw reported exposures to measles in the Bay Area including on BART and a Berkeley restaurant. As always, Eden I&R was quick to respond by ensuring that the most up to date information from the Alameda County Public Health Department was added to our database for all callers to 2-1-1 with inquiries about the measles outbreak.

Call Information

Call Examples	<p>~ A victim of domestic violence called from Hayward because she needed help with a restraining order. Her boyfriend had been arrested for domestic violence, but since he had not shown up in court, the case was dismissed. She was not aware if the abuser was on probation. The caller was referred to the Family Violence Law Center for help with restraining orders, child custody and domestic violence related support services. She also requested domestic violence shelter for herself and her children outside of Alameda County and was referred to Contra Costa Crisis Support Line and 2-1-1 HELPLINK.</p>
	<p>~ West Coast Children's Clinic in Oakland called and requested information for a psychiatric facility that can offer medication services for an 8-year-old child. The caller was referred to the Schuman-Liles Clinic for psychiatric medication services.</p>
	<p>~ A single senior called from the City of Alameda. She shared with the Phone Resource Specialist that she was having difficulty managing the stairs at her rental unit and she desired a unit without stairs. The caller was referred to The Gardens at Ironwood, Ridgeview Commons, Bermuda Garden Apartments, Hillcrest Gardens, and Mayten Manor for low-income senior housing, as well as the Mono Gables in San Leandro for market rate housing without a wait list. Lastly, she was referred to the Area Agency on Aging for further information about her housing options, and encouraged to call 2-1-1 again periodically for new listings.</p>
	<p>~ A Dublin woman with a disability called and shared that she was unable to use public transit due to her blindness. The PRS referred her to the Lions Center for the Blind in Oakland for its travel training program.</p>
	<p>~ A Spanish-speaking, single mother in Oakland informed 2-1-1 that she is a drug user whose children had been removed from the home by CPS. She also shared that she is currently on probation, is taking anger management classes, and has Medi-Cal. The caller was looking for shelter for the night, and was referred to Oakland Catholic Worker and encouraged to call 2-1-1 again for any further assistance she may need.</p>
	<p>~ A Pleasanton caller requested consumer assistance as she wanted to file a complaint. She had recently undergone surgery and while in hospital, the hospital staff had misplaced her dentures. The caller had followed up with her orthodontist and had been informed that the replacement dentures would cost \$4,000. She was referred to the California State Department of Consumer Affairs and The Medical Board of California. The caller also indicated that she needed additional support in the home and was referred for In-Home Supportive Services to the Area Agency on Aging.</p>
	<p>~ A single mother called from Piedmont as she was a victim of domestic violence and needed shelter for the night. 2-1-1 referred her to A Safe Place, SAVE, and the Berkeley Food and Housing Project.</p>

EDEN I & R, Inc.

Call Examples	~ Building Futures for Women and Children in San Leandro called requesting information on a drug rehab program for one of its clients. 2-1-1 provided referrals to Life House Recovery Homes, Inc., Bi-Bett Foundation, Christian Women Supporting Women, and Change to Come.
	~ A Hayward resident called and informed 2-1-1 that her boss was always late in paying her and that he was now also late in providing her with a W2 form which was causing delay in her filing and receiving money from her tax return. She was provided a referral to Centro Legal de la Raza and The California State Department of Industrial Relations for assistance with labor and employment law.
Caller Feedback	~ "I want to comment on your staff at 2-1-1. They are professionals and very helpful, and I just want to say, thank God for them, for going the extra mile to help me, a very good staff, and there at the time I need them too. I hope God continues to bless you guys."
	~ "I have called 2-1-1 on several occasions, and I am glad Oakland still has a 2-1-1 available. Whoever I have spoken to has had the information I needed available. It's been a couple of years since I have been calling 2-1-1 and I want your team members to know that they are greatly appreciated and taking care of whoever calls."
	~ "It is so wonderful to find humanity and kindness left in this world. Thank you for everything."
	~ "On a scale of 1-10, the Resource Specialist I spoke with is a 20. She's kind, courteous, professional, and really knows her job. At my age, you don't often get a lot of respect and she went out of her way to be kind, patient and helpful. She's a wonderful person."
	~ "Your employee provided me with so many referrals and was very helpful. You should keep her for a very long time, she is very attentive."
Staff In-Service Training Sessions	~ Shelter Plus Care In-Service Presentation
	~ 2-1-1 Staff Review of 2-1-1 Intakes, Medi-Cal Administrative Activities, CalFresh and California Emerging Technology Fund
	~ Building Opportunities for Self Sufficiency In-Service Presentation
	~ Review of Best Practices in 2-1-1 Call Handling

Resource Information And Technology Updates

Services Database	~ One new agency was added to the services database this month.
	~ The services database contains 1,156 agencies and 2,932 programs.
	~ We have started the process of updating the 506 Non-Directory agencies in the services database and have requested by mail, fax or email that each agency update their information.
Housing Database	~ 181 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 16,482 pageviews from 4,912 visitors.
Info Management and Technology	~ The 2015 Big Blue Book, Directory of Human Services for Alameda County has been printed, received, and inspected for quality control. Books are currently being distributed to all organizations who had previously submitted pre-orders. Remaining books are being sold on a first come first served basis.
	~ Improved upon current process for reviewing and updating information sheets for California Free Tax Assistance Events.
	~ As part of an overall evaluation of iCarol, created a proof of concept solution for available units in our Housing Database within iCarol.
	~ Improved internal monthly reporting capabilities for several ongoing external partner agreements.

EDEN I & R, Inc.

Outreach/Public Information Activities

Meetings

- ~ The Executive Director welcomed Abel Guillen, one of the new Oakland City Council members, to Eden I&R by hosting a tour of the agency and showcasing our variety of programs and services.
- ~ The Executive Director attended several meetings related to hospitals embedding 2-1-1 data into their medical electronic systems so that medical providers can directly refer people to needed services. This is an ongoing discussion that involves different medical establishments as well as various electronic systems.
- ~ The Executive Director attended the monthly Community Corrections Partnership Executive Committee meeting during which updates were presented related to re-entry housing, employment, and other support services. A funding update was provided by Alex Briscoe, Agency Director for Alameda Health Care Services Agency.
- ~ The Executive Director attended a meeting with a variety of Probation Department staff including Chief Harris to discuss the current achievements of 2-1-1 in assisting re-entry clients obtain appropriate service referrals; and possible enhancements to 2-1-1's partnership in assisting Probation Officers and others in helping the formerly incarcerated successfully integrate back into the community.
- ~ The Executive Director donated time to assist the Probation Department and other community representatives in creating a short re-entry resource list designed by the group in attendance and "staffed" by an intern.
- ~ The Executive Director attended the Dublin City Council meeting during which the Community Grants Program recommendations for FY2016 were approved for consideration in the city's budget.
- ~ The Executive Director participated in the conference call meeting of the Alameda County Volunteer Organizations Active in Disasters (VOAD) Executive Committee. Discussions included action items that resulted from the very successful countywide VOAD event titled "Reflections on Loma Prieta: Earthquake Experiences; Accomplishments and Continuing Challenges" that outlined the progress made throughout the community in responding to disasters. Barbara was a panelist at that event along with Ana-Marie Jones and Helen Knudson. The San Francisco Foundation's Andrea Zussman moderated.
- ~ The Executive Director participated in the 2-1-1 CA Network nominating committee meetings which will help choose three new statewide Board Members.
- ~ Several management meetings were held regarding a new project with AC Transit that will advertise 2-1-1 as the number to call for help with transportation needs for those living with disabilities and seniors.
- ~ The Management Team met with representatives from Alameda County Behavioral Health and Bonita House to discuss the current and future aspects of the CHOICES website (a unique housing website that contains housing rental information from Eden I&R). The website was designed to particularly assist the mentally ill and their advocates. One of the goals is to make the website as easy to use as possible so that the maximum amount of people can be served.
- ~ The Management Team had several meetings examining the pros and cons of moving to a cloud-based services and housing database. This change allows more regional connectivity but we would lose the ability to make quick changes that are often requested by our funders.
- ~ Management staff met with Greg Bloom, Chief Operating Officer of Code for America, to discuss the Open Referral Initiative and how 2-1-1 Alameda County may play a role.
- ~ The Executive Director attended the Healthcare Access Mobility Design Webinar and determined that it was not appropriate for 2-1-1 at this time.
- ~ The 2-1-1 Manager attended the Homeless Prevention and Rapid Rehousing Program (HPRP) bidders conference. 2-1-1 was one of the main portals through which individuals and families were pre-screened and referred to appropriate Housing Resource Centers during the last HPRP implementation in Alameda County.
- ~ The Deputy Director attended a providers training held by the Alameda County Area Agency on Aging. The meeting covered a range of topics including implementation of a technical assistance program and an annual security training.
- ~ The Deputy Director and Finance Director hosted a monitoring meeting with a city of Fremont staff member. A tour of our office and 2-1-1 call center was provided and the current contract from the city of Fremont for 2-1-1 was discussed including the many ways in which the service assists Fremont residents and employees.

EDEN I & R, Inc.

<p>Meetings</p>	<p>~ The Deputy Director participated in a webinar training on the MAA (Medi-Cal Administrative Activities) program. The training outlined how to properly account for claimable time and how to allocate costs related to activities and/or services that agencies participating in MAA, including Eden I&R, perform.</p>
	<p>~ Staff attended the Emergency Management and Disaster Preparedness Council's "Access and Functional Needs" Meeting to discuss ways to help the AFN community prepare for disaster.</p>
	<p>~ Many meetings were held in preparation for the national 2-1-1 Awareness Day. Press releases, email notices and invitations were prepared and distributed, and a tour and lunch planned.</p>
<p>Fairs/Events/and Outreach</p>	<p>~ The Executive Director was invited to attend the 10th Anniversary Luncheon recognizing a decade of growth for 2-1-1 San Diego. Over 1,300 people attended including many local, state and federal elected officials. The most meaningful part of the event was a young man who described that he was homeless from age 7 to 17, how his mother called 2-1-1, got a variety of assistance over time, and how that first call turned their lives around. He announced at the luncheon that he just graduated from UCLA!</p>
	<p>~ The Development Officer and 2-1-1 Program Manager gave a presentation to Tri-Valley Rotary introducing members to our agency and 2-1-1 program.</p>
	<p>~ Staff hosted a booth at the Chabot College Daraja Program Resource Fair in honor of Black History Month to inform the community about the 2-1-1 service.</p>
	<p>~ 2-1-1 materials were made available to MLK Elementary in Oakland; Ruus Elementary in Hayward; Cal State East Bay Nursing Students; Hayward Neighborhood Event; Tri-Valley Rotary; NAACP; UC Davis Student Recruitment; Chabot College Daraja program; Axis Community Health; and 2-1-1 Day materials were provided to City of Berkeley; Cities of San Leandro, Dublin, Hayward, Emeryville, Oakland, Union City, Newark, Fremont and Livermore.</p>
	<p>~ Staff gave a presentation and distributed 2-1-1 materials to Cal State East Bay Nursing Students; Berkeley Commission on Disability; City of Newark Recreation Department; Tri-Valley Rotary; Hayward Non-Profit Alliance; Hayward Community Services meeting; and the Hayward/Castro Valley/San Leandro Rotary mixer.</p>

Alameda County Summary By City

2/1/2015 Through 2/28/2015; 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	200	85	115	65	30	13	52	27	13	443
Albany	23	9	14	9	4	1	8	4	2	55
Berkeley	446	148	298	101	51	26	75	36	24	817
Castro Valley	84	39	45	28	13	8	20	10	6	172
Dublin	61	26	35	21	7	5	16	10	7	110
Emeryville	39	13	26	11	6	3	8	6	4	66
Fremont	341	164	177	119	45	31	88	49	30	590
Hayward	943	443	500	330	140	67	263	170	93	1752
Livermore	138	64	74	52	17	7	45	30	15	308
Newark	88	46	42	39	17	7	32	13	10	145
Oakland	3591	1391	2200	1025	497	231	794	491	311	6253
Pleasanton	44	18	26	17	4	5	12	5	0	96
San Leandro	478	233	245	171	63	34	137	80	47	989
San Lorenzo	62	44	18	36	11	4	32	20	7	123
Union City	105	56	49	52	17	9	43	24	17	206
Other	1402	130	1272	114	45	27	87	51	31	818
Grand Total:	8048	2909	5139	2190	967	478	1712	1026	617	12949

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 2/28/2015; 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	1575	799	776	439	182	86	353	191	136	3055
Albany	166	56	110	33	14	5	28	15	7	344
Berkeley	4278	1760	2518	816	403	199	617	311	209	7203
Castro Valley	761	370	391	215	77	44	171	96	55	1418
Dublin	355	171	184	117	47	22	95	56	39	696
Emeryville	332	160	172	101	38	24	77	44	31	621
Fremont	2757	1421	1336	791	294	185	606	368	208	4819
Hayward	8388	4436	3952	2377	860	442	1934	1281	744	15467
Livermore	1017	481	536	324	105	62	262	168	89	1949
Newark	768	399	369	240	86	45	195	126	73	1384
Oakland	33448	13750	19698	7340	3008	1596	5743	3686	2445	58626
Piedmont	42	1	41	1	0	0	1	1	1	60
Pleasanton	396	155	241	117	39	28	89	54	27	753
San Leandro	3969	2169	1800	1159	446	219	940	577	353	7901
San Lorenzo	538	360	178	193	65	40	153	103	50	999
Sunol	2	1	1	1	0	0	1	0	0	3
Union City	1022	616	406	373	122	65	308	216	122	1895
Other	11062	1099	9963	791	303	197	594	283	182	5214
Grand Total:	70876	28204	42672	15428	6089	3259	12167	7576	4771	112407

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.