


Office of the City Manager

February 17, 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 January 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: January 2015

During the month of January, 8,837 calls were handled by 2-1-1 Resource Specialists and 13,351 health, housing and human service referrals were provided. Of the unduplicated callers, 80% 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 websites, including our online health and human service resource directory; in January they received 18,108 pageviews from 5,285 sessions/visitors.

Eden I&R is once again providing assistance for low-income people and those on active military duty during tax season. 2-1-1 Resource Specialists are pre-screening and referring callers who are potentially eligible for the Earned Income Tax Credit (EITC) to free VITA tax preparation sites throughout Alameda County. Additionally, Resource Specialists are providing information about, and scheduling appointments at, California Free Taxpayer Assistance Events. At these events, held throughout the state, people are able to do their own taxes, with the free assistance of volunteer tax professionals, using Turbo Tax software.

In addition, Eden I&R staff participated in a very well attended earthquake preparedness training/drill at the Alameda County Office of Emergency Services in Dublin. These drills are essential to the partnership efforts needed between public departments, community based organizations as well as businesses when responding to disaster situations.

Call Examples	<p>~ A single mother of two children called from Fremont. She shared with the Phone Resource Specialist (PRS) that her children needed dental and optometry services that accepted Medi-Cal. The caller also expressed confusion about Alameda Alliance versus Blue Cross Medi-Cal, so the PRS suggested health insurance counseling. She was referred to Tri-City Health Center for dental services, West Oakland Health Center for optometry services, and Alameda County Health Care Services Agency's Health Insurance Technicians for counseling. The PRS also referred the caller to the Fremont Family Resource Center for benefits assistance.</p>
	<p>~ A single senior called from the city of Alameda with his social worker to ask for housing referrals. The caller was referred to the Belle Terre Apartments, Columbia Park Manor, Strawberry Creek Lodge, Samara Terrace Apartments, and Brentwood Senior Commons for low-income housing wait lists. For additional resources for seniors, he was referred to AARP Alameda Chapter, and the Area Agency on Aging.</p>
	<p>~ A single male called from Oakland for housing resources. The caller shared with the Phone Resource Specialist (PRS) that he was formerly incarcerated. The PRS referred the caller to the General Assistance Program through Alameda County Social Service Agency as well as several transitional housing programs for single men: Phatt Chance Community Services, Jordan's House, Bay Area Community Services' Housing Fast Support Network, Destiny Builders and Change to Come. He was encouraged to call 2-1-1 in the future for any additional needs he may have.</p>
	<p>~ A single mother with a mental disability and two small children called from Dublin for financial assistance. She was referred to REACH, HEAP, and Season of Sharing for her utility bill, the Washoe Tribe of Nevada and California for Native American TANF information, and Child Care Links for subsidized child care.</p>
	<p>~ A single male called from Piedmont for emergency shelter, and he stated it was his preference that the shelter be located outside of Oakland. He was referred to the Berkeley Food and Housing Project and encouraged to call 2-1-1 at 10:00am and 1:00pm daily, when the emergency shelter bed availability list is updated, if needed.</p>
	<p>~ A woman called from Pleasanton on behalf of her elderly mother who has physical disabilities. The caller shared with the Phone Resource Specialist that her mother lives in a nursing home currently but that it is too expensive and she wants to find other options as well as educate herself on her mother's health insurance benefits. She was referred to Alameda County Social Service Agency for Medi-Cal information; the Homeless Action Center; the Area Agency on Aging; and the City of Pleasanton Housing Division's Affordable Housing Information and Programs hotline.</p>

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Caller Feedback	~ "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."
	~ "I just called and spoke to (Name of Phone Resource Specialist). She should be a supervisor. She provided me with so many referrals and was very helpful. You should keep her for a very long time, she is very attentive."
	~ "I've relied on 2-1-1 since it started and I'm very grateful for it! It's such a good resource for service providers and clients!" -Monica Espiritu, MA, Case Management Coordinator, Alta Bates Summit Medical Center.
Staff Inservice Training Sessions	~ In-service presentation by Berkeley Food & Housing Project
	~ Staff training from the United Way on the Earned Income Tax Credit program

Services Database	~ One new agency was added to the services database this month.
	~ The services database contains 1,155 agencies and 2,930 programs.
	~ The process of updating and proofreading the Big Blue Book 2015 edition is complete.
	~ The process of updating the 506 Non-Directory agencies in the services database was started.
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 , and www.alamedaco.info . This month the Online Services Directory received 18,108 pageviews from 5,285 visitors.
Technology	~ The final review of the 2015 edition of the Big Blue Book was completed. The books will be available for delivery to new purchasers during the middle of February.
	~ Agency staff participated in an earthquake drill held at the County's Office of Emergency Services. During the drill the team simulated use of the new SharePoint Disaster site. A post-event review provided additional ideas and information that can be built into the site.
	~ Eden I&R has been conducting a feasibility study of using iCarol (a third party application used by 2-1-1s) to store and update our housing database. This evaluation is being conducted as part of a larger project to evaluate iCarol as a possible solution for the organization in the future.
	~ An intern has joined the IT team. The intern is quickly learning about technology use within the organization and is contributing in the effort to enhance Eden I&R's systems.

Meetings	~ The Executive Director attended a variety of re-entry related meetings in order to stay abreast of the employment, housing and mental health programs currently being provided to the formerly incarcerated, as well as discussing the possibility of a Resource Directory pocket guide.
	~ The Executive Director was appointed to the 2-1-1 CA Network Nominating Committee which met this month to develop the process for adding new members to the statewide 2-1-1 CA Board of Directors.
	~ The Executive Director met with the new CEO of The San Francisco Foundation, Fred Blackwell, in order to discuss the ways in which the foundation and Eden I&R might partner on new initiatives.
	~ The Executive Director met with the new CEO of the East Bay Community Foundation, James Head, in order to discuss how we could work together to get more East Bay donors involved in local philanthropic giving.
	~ The Executive Director met with Sara Bedford, Oakland Department of Human Services Director. Discussions included the ways in which 2-1-1 is currently assisting Oakland residents and their advocates, and ways in which the service could be further supported by the city (or outside city sources).
	~ The Executive Director attended the annual Emeryville Chamber state of the city luncheon as a guest of PG&E. The city officials spoke and gave a broad overview of the city. It is truly a vibrant city whose varied public and private sector representatives at the luncheon allowed for much productive networking.
	~ The Executive Director attended the Alameda County Housing and Community Development meeting that authorized funding for the 2-1-1 phone line.

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Meetings	~ The Executive Director participated in the monthly 2-1-1 Bay Area Partnership meeting during which new projects, new challenges, and statewide updates were shared.
	~ The management team met with representatives from AC Transit to continue discussion about 2-1-1 promoting and further assisting people (especially seniors and people with disabilities) with transit referrals.
	~ The agency had its quarterly Board meeting, during which a StopWaste representative gave a very informative presentation about recycling, especially regarding food waste.
	~ The Development Officer attended a Hayward Rotary meeting to introduce members of the Rotary to Eden I&R and 2-1-1 Alameda County.
	~ The Development Officer attended an Inside Oakland "Meet Our New City Councilmembers" meeting and was introduced to new Oakland City Councilmember Abel Guillen.
	~ Staff from StopWaste provided a training to management staff as part of the continued partnership between our two agencies. Eden I&R will be doing outreach to educate Alameda County residents about Energy Upgrade California, managing energy use and providing information about programs for qualified homeowners and renters to increase their home's energy efficiency.
Fairs/Events/and Outreach	~ The agency participated in an earthquake related drill at the County's Office of Emergency Services. The Executive Director was in the Emergency Operations Center interacting with numerous representatives from cities, utility and water departments/companies, county departments, fire, police, community based organizations, and many others.
	~ The Executive Director participated as a panel member at the Alameda County VOAD meeting. The topic related to the 25th Anniversary of the Earthquake and what lessons were learned. It was a very well attended event that involved a lot of participation from the audience. Representatives included CBOs, city workers, fire, police, elected officials, etc.
	~ The Executive Director was interviewed on KKIQ radio about the breadth of Eden I&R's 2-1-1 Communication System.
	~ The Deputy Director gave an update on the 2-1-1 service and expressed appreciation on behalf of the agency and its clients to the City of Oakland's Life Enrichment Committee. The Committee was considering a resolution for continued funding of 2-1-1.
	~ The Deputy Director attended an interview at the City of Hayward's Community Services Commission's Application Review Committee. She gave an update on 2-1-1 funding and its service in particular to Hayward residents and employees.
	~ The Deputy Director attended a meeting of the City of Dublin's Human Services Commission. The Commission was making funding recommendations which will ultimately be considered by Dublin's City Council.
	~ The Deputy Director participated in a Pre-Exercise Educational Training Seminar by webinar. The purpose of the webinar was to prepare participants for an upcoming Community Health Resilience (CHR) Exercise Series and Action Planning Project which utilizes tabletop exercises to create a sustainable initiative to strengthen healthcare and public health collaboration through healthcare coalitions and enhance health resilience to address major disaster scenarios.
	~ Staff hosted booths at five events this month to inform the community about the 2-1-1 service: the Make a Difference for Pleasanton Day; Alta Bates Elder Abuse Seminar and Senior Resource Fair; Fremont Chamber of Commerce Career and Resource Fair; Education Summit Cal State East Bay; and a Covered California enrollment event in Oakland.
	~ 2-1-1 materials were made available at Arthur Hall of Hall and Associates; Kaiser Permanente in San Leandro; Alameda County VOAD; Supervisor Keith Carson's office; Alameda County CAP; Alameda County Public Nursing Office; and St. Vincent De Paul Society in Oakland.
	~ Staff gave a presentation and distributed 2-1-1 materials to L'Chaim Mental Health Services; Cal State East Bay Nursing Students; South Hayward Neighborhood Collaborative; Ashland Cherryland Healthy Community Collaborative; and Hayward Rotary Club.

Alameda County Summary By City

1/1/2015 Through 1/31/2015; 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	187	72	115	59	25	11	48	31	22	280
Albany	16	7	9	6	1	0	6	4	2	50
Berkeley	481	184	297	135	69	30	105	54	38	803
Castro Valley	82	32	50	28	15	6	22	18	8	147
Dublin	56	26	30	23	12	3	20	12	10	111
Emeryville	43	17	26	15	5	2	13	9	8	76
Fremont	374	176	198	144	46	36	108	65	33	628
Hayward	1043	501	542	378	151	75	302	190	112	1729
Livermore	120	44	76	40	14	7	33	22	16	212
Newark	109	64	45	48	17	9	39	24	13	177
Oakland	4181	1573	2608	1189	522	237	952	610	419	7155
Pleasanton	59	24	35	20	7	7	13	13	7	110
San Leandro	450	239	211	183	77	25	158	99	62	855
San Lorenzo	85	50	35	30	13	5	25	17	9	132
Union City	107	67	40	53	24	9	44	28	17	201
Other	1441	139	1302	119	42	30	89	42	28	682
Grand Total:	8837	3215	5622	2470	1040	492	1977	1238	804	13351

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 1/31/2015; 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	1375	714	661	393	160	75	318	177	127	2612
Albany	143	47	96	27	11	5	22	13	6	289
Berkeley	3832	1612	2220	761	378	181	580	299	199	6386
Castro Valley	677	331	346	200	71	40	160	93	54	1246
Dublin	294	145	149	104	44	18	86	50	36	586
Emeryville	293	147	146	92	33	21	71	40	29	555
Fremont	2416	1257	1159	715	264	162	553	337	190	4229
Hayward	7445	3993	3452	2178	791	400	1777	1177	692	13715
Livermore	879	417	462	286	93	55	231	147	81	1641
Newark	680	353	327	216	77	40	176	117	65	1239
Oakland	29857	12359	17498	6734	2750	1440	5293	3406	2275	52373
Piedmont	39	1	38	1	0	0	1	1	1	54
Pleasanton	352	137	215	104	37	23	81	50	27	657
San Leandro	3491	1936	1555	1045	409	189	856	532	326	6912
San Lorenzo	476	316	160	169	59	36	133	91	46	876
Sunol	2	1	1	1	0	0	1	0	0	3
Union City	917	560	357	341	111	58	283	203	113	1689
Other	9660	969	8691	703	271	177	526	244	160	4396
Grand Total:	62828	25295	37533	14070	5559	2920	11148	6977	4427	99458

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